

# Indonesia to host EPIF 2010

**G**reen Productivity to Enhance Competitiveness is the theme of the upcoming Eco-products International Fair (EPIF). Jakarta, the capital and largest city of Indonesia, will play host to the EPIF 2010, the sixth in the fair series, for four days, 4–7 March.

Promotional activities to ensure the success of the fair are underway. The APO's participation in the Eco Products Exhibition 2009 held at Tokyo Big Sight, Japan, 10–12 December, was part of such efforts. Tokyo's Eco Products Exhibition is an annual event showcasing environmentally friendly products, technologies, and activities by Japanese enterprises, research organizations, academic institutions, governmental organizations, and NGOs. The APO took a booth at the exhibition and distributed more than 3,000 APO and EPIF brochures, the *Eco-products Directory*, and other publications. The APO was also involved in promotional events during the Eco Products Exhibition to introduce its GP activities, which included the Sumitomo Mitsui Financial Group Environment Business Forum and the Eco-Presentation Stage. The Eco Products Exhibition 2009 attracted more than 180,000 visitors during three days.

As the host of the EPIF 2010, Indonesia also joined the APO in promoting GP and the EPIFs. Four delegates headed by Chairman Dr. Handito Joewono, Organizing Committee of the EPIF 2010, attended various events during the exhibition. They also met Sumitomo Mitsui Banking Corporation Chairman Teisuke Kitayama, Chairperson of the EPIF Pre-



*Indonesian delegates with Kitayama (2nd R) at the APO booth of the Eco Products Exhibition 2009*

paratory Committee in Japan, shared opinions on the future of the EPIFs, and discussed the preparation process.

As the largest international environmental fair in Asia, the EPIF features the most advanced environmental technologies, provides opportunities for the exploration of green business collaborations, and raises awareness of and interest in environmental conservation in harmony with productivity improvement. The first EPIF was held in Malaysia in 2004, with each successive one in Thailand (2005), Singapore (2006), Vietnam (2008), and the Philippines (2009) setting new records in scope and size. 