

The GPAC stands for Japanese corporate eco-leadership

The Green Productivity Advisory Committee (GPAC) is a unique network, which links private corporations to an international organization to promote a sustainable society in Asia,” wrote President and CEO Setsuhiro Shimomura, Mitsubishi Electric Corporation, and former GPAC Chairperson, in opening remarks for the 8th annual GPAC meeting in Tokyo, 12 February. Dr. Toshiaki Yoshizumi delivered the remarks in lieu of Chairperson Shimomura. Established by the APO in 2003 with high-level representatives from over 60 Japanese corporations with environmental expertise, the GPAC has played a critical role in the APO’s Green Productivity (GP) Program. The annual meeting reviews the progress of ongoing GP initiatives and plans the Eco-products International Fairs (EPIFs) and *Eco-products Directory*.

The 2010 meeting elected a new board chaired by Teisuke Kitayama, Sumitomo Mitsui Banking Corporation chairman. Chairperson Kitayama reported on the EPIF 2009 in the Philippines and its contribution to the domestic eco-movement. Chairperson Kitayama chaired the Preparatory Committee for the 2009 and 2010 EPIFs. Four of the five vice-chairpersons were also newly appointed including Representative Executive Officer, President, and Chief Operating Officer Yukio Yanase, Orix Corporation; President and Chief Executive Officer Hajime Bada, JFE Steel Corporation; Executive Vice President and Chief Technology Officer Takashi Yamagishi, Teijin Limited; and President Tsuneaki Taniguchi, Japan Productivity Center. The number of vice chairs increased from three to five as interest in GP in the private sector expanded.

Final preparations for the EPIF 2010 and planning for the 2011 fair were described.



Chairperson Kitayama (center) chairing the 8th GPAC meeting

After thanking GPAC members for support in organizing the 2010 fair, Vice Chairperson of the Indonesian Chamber of Commerce and Industry Rachmat Gobel noted that, “This will be the first big eco-related event held in Indonesia since the financial crisis and will contribute to the revitalization of the economy.” Director General, National Productivity Council, and Additional Secretary, Government of India, N.C. Vasudevan, IAS, conveyed the Indian government’s commitment to hosting the EPIF 2011 and sought GPAC assistance.

In closing, APO Secretary-General Shigeo Takenaka expressed gratitude for GPAC support for the EPIFs and *Eco-products Directory*. He also listed tangible results of EPIFs in previous host countries: green purchasing networks established in Malaysia, Thailand, and Vietnam; an eco-labeling system in Singapore; and a local eco-products exhibition to be held in October this year in Malaysia. “I hope that the sixth and seventh EPIFs will also produce significant results,” stated Secretary-General Takenaka. 