

A searchable resource: the Eco-products Database

The *Eco-products Directory* is a groundbreaking APO publication that promotes the concept and practice of environmentally responsible purchasing among enterprises and consumers in the region. Published by the APO since 2004 as part of its Green Productivity Program, this directory catalogues a diverse range of 1,000 eco-products and -services available in the Asia-Pacific region and serves as a business resource and guidebook to cutting-edge eco-technology. Each year, new editions of the directory are circulated in Asia and beyond at various international events to widespread acclaim.



This year, the APO developed the Eco-products Database, a web-based version of the *Eco-products Directory 2010*. Users can easily access any listing contained in the printed version of the directory through a web search by product category, type of environmental label, and country of origin.

The APO believes that this new web search format is an opportunity to expand and enhance the scope of the *Eco-products Directory* in the future and looks forward to launching an updated website with listings from the *Eco-products Directory 2011*, which is currently in development.

The APO Eco-products Database can be accessed at: <http://apo-ecoproducts.com/>. Information on the *Eco-products Directory 2011* can be found here: http://w-post.jp/epd2011/information/index_en.html.