

Seizing the day: EPIF preponed

The 7th Eco-products International Fair (EPIF 2011) in New Delhi, first scheduled for 3–6 March 2011, has been preponed to 10–12 February 2011 at the request of the host country India. The request for the preponement reached the APO Secretariat in mid-August 2010. The Government of India asked for consideration of the preponement when the Confederation of Indian Industry (CII) became a coorganizer of the EPIF 2011. The CII will hold another fair in February 2011, the International Technology and Engineering Fair (IETF) at Pragati Maidan, the same venue arranged for the EPIF 2011.

The APO, in cooperation with all concerned in India, including the Department of Industrial Policy and Promotion of the Ministry of Commerce and Industry, National Productivity Council of India, and CII analyzed the likely impacts of the proposed preponement to February 2011. After additional careful analyses of the pros and cons of the revised timing of the EPIF 2011, the APO Secretariat reported the Indian request to the Green Productivity Advisory Committee (GPAC) for its support at the 21st EPIF Preparatory Committee Meeting held in Tokyo on 8 September 2010.

EPIF Preparatory Committee Chairperson Takashi Yamagishi first explained the background and main reason why the Government of India suggested the preponement of the fair, which was greater multiplier effects generated by holding it in parallel with the IETF. The APO Secretariat reported on its coordination efforts with stakeholders in India and options that the GPAC could consider. The meeting agreed in principle to the preponement, stressing that India and the APO Secretariat should work as hard as possible to make the necessary preparations within the limited remaining time. The meeting suggested a clear demarcation between the IETF so that the objective of



GPAC members hold the 21st EPIF Preparatory Committee Meeting at the Secretariat on 8 September 2010. APO/Yoko Fujimoto

the EPIF 2011, i.e., disseminating the concept of GP in the Asia-Pacific region while enhancing environmental awareness and green purchasing among consumers, would not be diluted. The meeting also welcomed the participation of the Indian business sector in organizing the EPIF 2011, which will create multiplier effects in a country like India, which has been growing rapidly on the economic front but needs urgent action to counter serious environmental issues to sustain its development.

The 21st EPIF Preparatory Committee meeting concluded with GPAC members expressing the hope that the EPIF 2011 would be a success and that the host country would turn the preponed dates of 10–12 February 2011 into a mutual advantage for all involved. 