



A·P·O news

MONTHLY NEWSLETTER OF THE ASIAN PRODUCTIVITY ORGANIZATION

NEW YEAR MESSAGE

APO Secretary-General Takashi Tajima



Mr. Takashi Tajima

penings in the world in 2001, the foremost of which must be the 9-11 terrorist attacks in the United States, we certainly feel like having a mammoth party just to forget them. The 9-11 events sent the world's economy on a downward spin. No country is spared, although the magnitude of its impact will not be fully known for some time. On the productivity front, needless to say, 9-11 has undermined the gains from efforts made to increase productivity in the past year. Be that as it may, we must not be discouraged. Instead, we should be prepared to redouble our efforts so that the gains of productivity this year will more than make up for the losses in 2001. We have to constantly remind ourselves that too much is at stake for us not to do so. Besides, it is generally acknowledged that a key strategy in the fight against terrorism is the eradication of poverty. In this, productivity can make a significant contribution.

Last year, we celebrated the APO's 40th Anniversary, and pledged our determination to continue with our strenuous efforts to assist member countries in their productivity drive. In the years ahead, I believe the pursuit of higher productivity has to address three preeminent issues. The first is to enhance the competitiveness of industries in response to the speed and magnitude of changes taking place in the global business and economic environment. In addition, information technology (IT) has leveled the economic playing field and demolished trade boundaries, opening new opportunities for everyone. Productivity is key to reaping the benefits this unprecedented situation brings. Secondly, in pushing for dynamic productivity and economic growth, a country has also to pay heed to protecting the environment. These two objectives may seem incompatible at first. However, the APO Green Productivity (GP) program, by successfully integrating productivity improvement with environmental protection, has proven beyond any doubt that they not only could co-exist but they produce synergistic results as well. The third issue is one of ensuring that the gains of productivity would result in a rectification and narrowing of the economic gaps between countries and people so that there is social justice and progress for all.

(Continued on page 6)

A new year has dawned upon us and as we take our initial steps into it, I would like on behalf of the APO to extend my warmest greetings to all the readers of the APO News, and to wish you "A Happy, Peaceful and Prosperous 2002." I want to thank you for your interest in the newsletter. We have been endeavoring to make it as informative and useful to you as possible. It is our hope we have been successful in this quest.

In Japan, there is a practice of holding "Bou Nen Kai" at the end of the year. This is a party to forget the woes of the past year. As there were many unfortunate hap-

Volume 32 Number 1
January 2002

"There is no rule in this (business) game except to use the best judgment you have, think hard, act quickly, and remember the other fellow has as good a right to live as you."

William Wrigley Jr.

INSIDE

- 2 p-Watch –Europe
- 3 The Secretary-General's Schedule
- 4 New APO Publications
- 4 Common Sense Talk
- 5 The Continuing Development of NPOs
- 5 The APO Workshop on Iron and Foundry Technology
- 6 NPO Heads to Meet in Chiang Mai, Thailand
- 7 APO/NPO Update
- 7 p-Experts
- 7 Program Calendar
- 8 Marching for Productivity

Published by
Asian Productivity Organization
Hirakawa-cho Dai-ichi Seimei Bldg. 2F
1-2-10 Hirakawa-cho, Chiyoda-ku
Tokyo 102-0093, Japan
Tel: (81-3) 5226-3920
Fax: (81-3) 5226-3950
E-mail: apo@apo-tokyo.org
Website: www.apo-tokyo.org



Printed on Recycled Paper

NEW YEAR MESSAGE..... *Continued from page 1*

In the past year, the APO had launched a number of programs to help its member countries deal with these three issues. To be sure, more will be done this coming year. APO member countries, through their respective national productivity organizations, are also doing their part to the best of their abilities. As we work in close concert and spare no efforts in dealing with this task, we should be able to achieve our common objective of greater prosperity for all APO member countries, and a better quality of life for all their people. 