

ANNOUNCEMENT

Eco-Products International Fair 2004

2–4 September 2004, Kuala Lumpur, Malaysia

The APO will co-host the Eco-Products International Fair 2004 with the Federation of Malaysian Manufacturers and the National Productivity Corporation of Malaysia in Kuala Lumpur, Malaysia, 2–4 September 2004. This is in response to growing environmental awareness and concerns among consumers that have made it inevitable for governments and businesses to consider environmental criteria in their organizational purchasing decisions and long-term relationships with suppliers. For this reason, eco-products or environment-friendly products are now attracting a great deal of attention from both consumers and the business community.

Eco-products are made from improved raw materials, use less energy and water resources, and produce less waste and emissions. When reused, recycled, or disposed of, eco-products reduce the amount of waste, including hazardous pollutants released to the environment. It is hoped that this fair will create awareness among consumers, traders, manufacturers, and individual consumers of the importance of eco-products in relation to greening supply chains.

Organized on similar lines to its Japanese predecessor, the Eco-Products International Fair 2004 is the first of its kind to be held outside Japan in an attempt to accelerate the expansion of green markets by promoting environment-friendly products and services.

Exhibitors at the fair are expected from the industry, service, and agriculture sectors, and the target groups are local and international manufacturers, suppliers, agents, and distributors; international organizations; governmental agencies; and NGOs.

In addition to the exhibition, the fair will also feature services for business matchmaking and networking in the eco-products business and a one-day International Conference on Green Supply Chains.

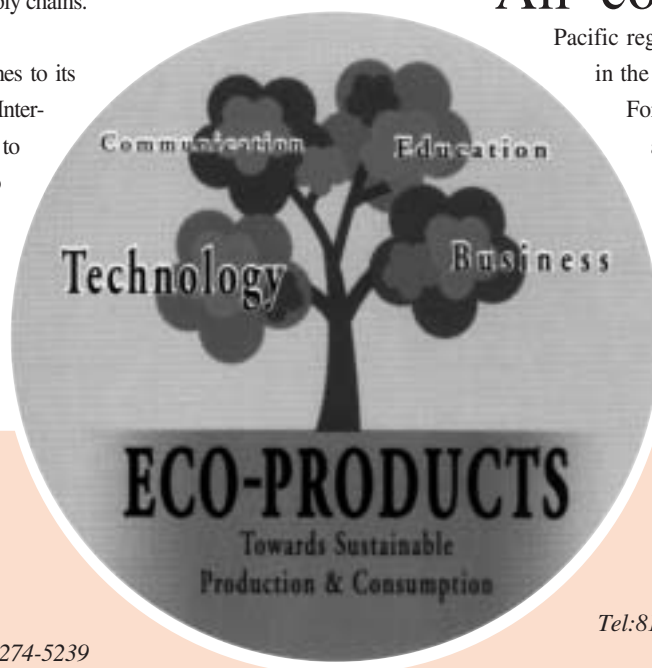
The fair site is the Mid-Valley Exhibition Centre (MVEC) in Kuala Lumpur. Strategically located within one of Malaysia's largest shopping malls, the Mid-Valley Megamall, which attracts more than two million visitors monthly, the MVEC boasts excellent support facilities.

All corporations in the Asia-Pacific region and beyond are invited to take part in the exhibition and international conference.

For more details and updates on the fair and for registration, please visit the APO Web site at www.apo-tokyo.org.

Interested parties may also contact the following directly for further information:

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