



APO *news*


New Year Message

APO Secretary-General Shigeo Takenaka

I take great pleasure in wishing all *APO News* readers a happy, healthy, and prosperous New Year and in expressing my gratitude to all those who have extended their kind support for APO efforts to promote and enhance productivity for socioeconomic development in the Asia-Pacific region.

In spite of the challenges that APO members had to face during 2005, including natural disasters such as earthquakes that caused serious damage, injury, and loss of life and an avian influenza epizootic, most were able to maintain their economies in good shape. I hope that APO member countries will continue to record higher economic growth rates and make Asia and the Pacific the global center of economic gravity during the coming decades.

Raising productivity in all economic activities is a prerequisite for becoming more competitive, which is in turn essential in facing the emerging challenges posed by globalization, trade liberalization, and technological advances that are now occurring at an unprecedented pace. The APO is making all possible efforts to assist its members in their endeavors to enhance productivity in the industry, agriculture, and service sectors while protecting the environment and alleviating poverty.

As we welcome 2006, I would like to solicit your ongoing support for the activities of the APO, which will continue to aim toward the accomplishment of our common goal of socioeconomic development of Asia and the Pacific region. 



The *APO News* would like to wish all our readers a happy, healthy, and productive 2006. We always welcome suggestions and feedback from our audience and would appreciate hearing from you at any time during the year. Our goal in 2006 is to continue to publish information to make a difference in productivity by reporting on APO and NPO activities, presenting trends in other parts of the world, and spreading the productivity mindset among all in Asia and the Pacific.

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"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

Jeff Bezos

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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

Web site: www.apo-tokyo.org



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