

Eco-life for a greener economy



Thailand Deputy Prime Minister Air Chief Marshal Prajin Juntong touring the EPIF 2016 exhibitors' booths.

The EPIF 2016 concluded with a call to create a long-term, inclusive economic model that can drive Green Productivity at a global level and strengthen the Green Industrial Revolution.

It was a perfect example of unity in diversity. While the more than 50,000 visitors at the Eco-products International Fair (EPIF 2016) had plenty to view, the underlying objective for all attending the largest international environmental exhibition in Asia was to deliberate on, understand, and observe how they could help create a low-carbon society.

The EPIF 2016 kicked off with a commitment to explore how economies in the Asia-Pacific can achieve the UN Sustainable Development Goals and concluded with a call to strengthen the Green Industrial Revolution and create a long-term, inclusive economic model that can drive Green Productivity (GP) at a globally sustainable level. It also highlighted the need for sustainable, ethical consumption, eco-lifestyles, climate action, and development of smart green cities and communities.

At the opening ceremony, Thai Deputy Prime Minister Air Chief Marshal Prajin Juntong stated that his country recognized the importance of environmentally friendly industrial development in bringing economic and social sustainability to the country. He said that Thailand could achieve its targets by applying His Majesty the King's philosophy of a self-sufficiency economy and implementing policies that would drive the nation toward a low-carbon economy and society.

The Deputy Prime Minister noted that, as part of its commitment to creating a low-carbon society, Thailand aimed to reduce CO₂ emissions by 6–20% by 2020. "We are implementing other energy-saving initiatives that emphasize encouraging more electric cars, promoting renewable energy, developing the rail transit system to lower road transportation, and, most importantly, cultivating our people to participate continuously in environmental protection," he explained. "Global issues and sustainable development are the key issues that entrepreneurs should be aware of and develop environmentally friendly production systems accordingly to meet the changing trends of market demand," he asserted.

During the ceremony, Federation of Thai Industries (FTI) Chairman Chen Namchaisiri commented that the EPIF 2016 was organized under the theme "24-Hour Eco-Life" or "A Simple Way to Save the Earth in 24-Hour Daily Life." He called the fair a showcase for products, services, and innovations as well as the potential of Thai industry to operate with environmental and social responsibility and sustainability. "This expo will also create business opportunities and increase awareness among consumers of eco-friendly products and services," he concluded.

Highlighting the role of the GP Advisory Committee in

A panel discussion on Eco Lifestyle on day 2 of the Asia EnviroEconomics Conference held in parallel to the EPIF. L-R: Assistant Professor Dr. Anothai Cholachatpinyo of Kasetsart University and Chief Duangporn Songsiwa of Bo.lan Restaurant, with Professor Woodrow Clark II of Clark Strategic Partner moderating the session.



contributing to a greener economy, Chairperson Hajime Bada said that the participation of 32 Japanese exhibitors reflected their commitment to environmental protection by disseminating eco-friendly innovative technologies for widespread applications in the future. APO Secretary-General Mari Amano stated that the APO had been advocating GP for the past two decades and the EPIFs served as a key platform for spreading the concept throughout the Asia-Pacific region and beyond. He stressed that, "Economic achievement and environmental protection can be pursued in the long term, without trading one for the other."

The EPIF 2016 was organized in zones for eco-innovations, eco-products, and eco-services from leading domestic and international corporations, government agencies, state enterprises, SMEs, and communities. The fair allowed attendees to observe cutting-edge technologies and concepts in the automotive and transport, construction material, packaging, food and dairy, container, electrical machinery, and IT sectors. It also offered business-matching and activities to promote awareness among the public of the need for environmental sustainability in all facets of life.

Of special interest was the Dinsow Mini, the Thai service robot developed primarily to look after the elderly living alone and operated via smartphones. Other booths showing the Full Dome 3D Animation device, V-Turn Automatic Turntable, and eco-friendly clothing and textiles were also huge draws. Younger visitors to the EPIF participated in the drawing and painting contest in the Eco-Kids zone. Other highlights included the Eco-Clip video contest and the EPIF 2016 Award Ceremony.

The four-day exhibition and parallel conference were organized jointly by the APO and FTI in collaboration with the Thailand Productivity Institute at the Bangkok International Trade & Exhibition Center, 8–11 June. In addition to the 129 exhibitors at the EPIF, including the city of Medellin, Colombia, the two-day parallel Asia EnviroEconomics Conference brought together 18 international experts and local speakers with 182 in the audience. Thirty-four international delegates representing 17 countries joined the conference discussions on efforts for a sustainable future through 24-hour eco-life. 🌱



Local schoolchildren also played a major role in raising green awareness during the EPIF 2016.