

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
URL: www.apo-tokyo.org

Media Advisory

8 July, 2010

Press Conference:
Announcement of Eco-products International Fair 2011
(16:00, 14 July 2010, Gulmohor, India Habitat Centre, India)

Members of the international media are invited to attend a press conference on 14 July by the Asian Productivity Organization* and the Government of India to announce the 7th Eco-products International Fair (EPIF), which will be held at Pragati Maidan, New Delhi, 3–6 March 2011.

The EPIF is the largest international environmental fair held in Asia, showcasing state-of-the-art environmental technology, products, and services. The event provides opportunities for industry players to explore business collaborations, while promoting public awareness of the wide array of environmentally friendly products and services now available on the market. Since the first EPIF held in Malaysia in 2004, successive fairs in Thailand (2005), Singapore (2006), Vietnam (2008), the Philippines (2009), and Indonesia (2010) have continued to expand in scale. This year, more than 90,000 visitors were recorded over a four-day period at the 6th EPIF in Jakarta in early March.

The EPIF serves as a platform to bring together government entities, businesses, private organizations, and the general public and contributes to the development of a sustainable society that is in harmony with the environment.

Venue: Gulmohar, India Habitat Centre, India

Time/date: 4pm 14 July 2010 (Wed)

Attendants: **Anand Sharma**, Minister of Commerce and Industry

Takashi Yamagishi, Chairperson, Preparatory Committee for EPIF 2011,
Japan, Senior Executive Advisor, Teijin Limited

Rajinder Pal Singh, Secretary of Department of Industrial Policy and
Promotion, Ministry of Commerce and Industry

Jamshyd Godrej, Managing Director of Godrej and Boyce Group of
Industries

Shigeo Takenaka, Secretary-General, Asian Productivity Organization

N.C. Vasudevan, Director-General, National Productivity Council

For more details, please visit the official EPIF 2011 Web site at: <http://www.apo-epif.org> or contact:

(In Japan)

Industry Department, APO Secretariat
1-2-10 Hirakawa-cho, Chiyoda-ku, Tokyo
Tel: +81-3-5226-3925, Fax: +81-3-5226-3955
E-mail: ind@apo-tokyo.org

(In India)

M.J. Pervez (Mr.), Director, National Productivity Council
Utpadakta Bhavan, 5-6 Institutional Area, Lodhi Road,
New Delhi, India
Tel: +91-11-24607313
Fax: +91-11-24615002
E-mail: mj.parvej@npcindia.org, hk.sarna@npcindia.org

*The Asian Productivity Organization (APO) is a regional 20-member intergovernmental organization established in 1961. It is the sole international organization promoting the productivity movement in Asia and the Pacific.