

Background

The Green Productivity (GP) concept is a strategy for enhancing productivity and protecting the environment. Based on the understanding of this strategy as an effective method for enabling sustainable development in the Asia-Pacific region, the Asian Productivity Organization (APO) has provided training courses on GP, organized a series of Eco-products International Fairs (EPIFs), and published and disseminated several editions of the *Eco-products Directory*. The core projects covered under the GP concept include greening supply chains, energy efficiency, the 3Rs (reduce, reuse, and recycle), and the training of trainers so that member economies can continue to promote and implement the concept on their own.

The APO held the first EPIF in 2004 in Kuala Lumpur, Malaysia, the second in 2005 in Bangkok, Thailand, and the third in 2006 in Singapore. The number of visitors increased for each. The EPIF 2006 attracted about 34,000 visitors, more than three-fold that in 2004. The APO will hold the fourth EPIF in March 2008 in Hanoi, Vietnam.

The *Eco-products Directory* was published annually between 2004 and 2006 to coincide with the opening of the respective EPIFs. The newest edition, the *Eco-products Directory 2008* will also be available at the opening in Hanoi. It will be distributed to governmental authorities and environmental organizations in Asia and beyond, and during high-level international conferences such as major environmental exhibitions in Japan and overseas. The APO also plans to distribute this directory to concerned parties at the G8 Hokkaido Toyako Summit to be held in July 2008.

The data contained in this directory are eco-products and -services developed by environmentally advanced enterprises in Asia-Pacific economies. The APO's goals are to incorporate consideration for the environment into every stage of the production process, including the acquisition of raw materials, purchasing of parts, shipment of environment-friendly products, product and service use, and eventual recycling and disposal. The APO believes that this directory contributes to sustainable development in the Asia-Pacific region through greening supply chains and hopes that governments and business in the region will promote the use of environment-friendly products and services as a fundamental objective.

