

FOREWORD

Supply chain management is a very important factor directly related to the productivity and the overall business competitiveness. Greening of Supply Chain is an emerging concept for Asia and the Pacific region. It advocates that the purchaser uses its purchasing power to demand an improved environmental performance from the supplier upstream in the supply chain. It is also implied that the purchaser - which in many cases is a big corporation - will play a facilitator's role towards its suppliers - which are usually small and medium enterprises - and help them in their efforts for becoming a more environment-friendly organization. This effect is expected to trickle down throughout the supply chain so that the entire supply chain becomes "green" or more environment-friendly.

The APO has been promoting Green Productivity (GP) as a strategy for simultaneous improvement in the productivity and the sound environmental management. GP thus helps organizations in increasing their overall competitiveness. It is well recognized that the Greening of Supply Chain constitutes a very important aspect of Green Productivity efforts of any organization.

With this background, the "Top Forum on Green Productivity - A Management Strategy to Enhance Competitiveness by Greening the Supply Chain." was organized from May 25-27, 2000 in Taipei, Republic of China. The forum brought together experts from Japan, Taiwan, Europe, and North America to share experiences and discuss the issue of Greening the Supply Chain. The forum addressed several key aspects of supply chain management, including:

1. The importance of enhancing Green Productivity (GP) by taking consideration of environmental characteristics in the purchasing decisions, including: dematerialization, minimizing the energy intensity of goods and services, enhancing recyclability, and maximizing the use of renewable resources;
2. Approaches to developing new partnerships among firms enhancing environmental and sustainable performance;
3. Identification of new roles for government such as promotion of eco-labeling programs and adoption of ISO 14000 that will provide a framework for firms to practice green purchasing;
4. Strategies for stimulating the creation of new consumption patterns; and
5. Technological breakthrough needed to encourage green purchasing.

I am very happy to present this document, which is the compilation of the proceedings of this important forum. I hope that this book will provide the readers with valuable information on the emerging issues of Greening of Supply Chain and will encourage the industries in the APO member countries to implement the activities for greening their own supply chain.

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