

**SPEECH BY MR. TAKASHI YAMAGISHI
AT THE EPIF 2011 PRESS CONFERENCE**

14 July 2010, India Habitat Centre, Delhi

Excellencies,
Distinguished Guests,
Ladies and Gentlemen:

It is my great pleasure to join you at this press conference on behalf of the APO's Green Productivity Advisory Committee (GPAC) consisting of more than 60 leading pro-environment Japanese corporations. As the Chairperson of the GPAC's Preparatory Committee for the Eco-products International Fair (EPIF), I am glad to find there is a lot of enthusiasm for the EPIF 2011 in India.

At this press conference, I would like to touch on the efforts made by the Japanese private sector in support of sustainable development with environmental preservation and reasons for participating in the EPIF 2011 to be held from 3 to 6 March 2011, at Pragati Maidan, Delhi.

The private sector in Japan has been taking many positive steps in support of global environmental efforts especially in the areas of energy efficiency, cleaner technologies, green supply chain, renewable energy, recycled materials, and others. The concept of sustainable development in harmony with the environment is therefore very familiar to the Japanese business community. Similarly, the Japanese private sector's commitment to expanding environmentally friendly businesses in the Asia-Pacific Region was one inspiration for the development of the EPIFs organized by the Asian Productivity Organization (APO) in close cooperation with its member countries since the first fair held in Malaysia in 2004.

The GPAC, through active involvement in all previous EPIFs, has played a crucial role in helping the APO and its member countries to improve Green Productivity (GP), conserve the integrity of nature, and ensure that any use of natural resources is equitable and environmentally sustainable. Supporting the EPIFs has also been in line with the Japanese private sector's hopes to expand environmental business opportunities in collaboration with the host country government and business community. Even in the grip of the global financial crisis, we have seen environmental businesses flourish. In case of the EPIF 2011, it would be an ideal opportunity for expanding networking among Indian and Japanese business communities in the area of environment, including the introduction of state-of-the-art and cutting edge technologies that could help India establish the low carbon society.

As one example of the Japanese private sector's efforts to achieve sustainable development, the Teijin Group drew up a "Global Environment Charter" as early as in 1992 and has been promoting "Sustainable Environment Initiatives" from the three-way perspective of environmental preservation, environmentally friendly design, and environmental business in harmony with the global environment. In this way, the Teijin Group has contributed to the global economy as well as the environment even during the unprecedented financial crisis. Many other Japanese GPAC members have developed the most advanced environmental management systems, technologies, products, and services to meet serious environmental challenges worldwide. The GPAC strongly views participation in the EPIFs as another avenue for fostering green consumers and supporting the development of environmental businesses throughout the Asia-Pacific region.

Since learning of India's willingness to host the seventh EPIF in Delhi, GPAC members have been excited about being associated with the fair in one of the most importance partners for Japan in the global market. Although the Indian economy has been experiencing very rapid growth, the country also faces numerous environmental issues. The EPIF will be a perfect opportunity for both the GPAC and Indian business community to work together for a better environment for future generations.

Finally, I believe that strong, vibrant partnerships between the public and private sectors as well as developed and developing countries are essential for meeting the objectives of Green Productivity through the EPIF. In this connection, I would like to reiterate, on behalf of the GPAC, that I am pleased and proud to organize the EPIF 2011 jointly with the Government of India and its business sector. There have been historically strong ties between India and Japan, and I trust that the EPIF 2011 will be another significant milestone in bilateral relations between the two countries. I can assure you that we will do our best to make the EPIF 2011 one of the biggest and most successful ones in its history. I also believe that the EPIF 2011 will show clearly that development and environmental sustainability must go hand in hand.

I look forward to seeing you all at Pragati Maidan in March 2011. Thank you very much for your attention.

* * * * *