

Asian Productivity Organization

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<Press Release>

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APO to Host Green Productivity Advisory Committee Meeting,
10:00, 23 January, Grand Arc Hanzomon Hotel, Tokyo:
Preparation for Eco-products International Fair 2008, Hanoi, Vietnam

The sole international organization promoting productivity improvement in 20 member economies in Asia and the Pacific, the Asian Productivity Organization (APO) will, in collaboration with some 40 major Japanese corporations, host the sixth Green Productivity Advisory Committee (GPAC) meeting on 23 January 2008 at the Grand Arc Hanzomon Hotel in Tokyo. The meeting, chaired by Hitachi, Ltd. Chairman Etsuhiko Shoyama, is open to the media and representatives of embassies, the UN, and other international organizations. Simultaneous interpretation into English will be provided.

The highlight will be a presentation by Director General Dr. Ngo Quy Viet, Directorate for Standards and Quality, the national standards body of Vietnam. Dr. Viet will report on the final preparations for the Eco-products International Fair (EPIF) 2008 to be held in Hanoi, 1–4 March, with the theme “For Sustainable Development and Better Life.” The meeting will also endorse the appointment of the new GPAC Chairperson Dr. Tamotsu Nomakuchi, Chairman of Mitsubishi Electric Corporation.

The GPAC, established in August 2003, is composed of high-level representatives from leading Japanese corporations. It aims to promote the greening of supply chains in the Asia-Pacific region in line with the APO’s Green Productivity (GP) Program. GP was developed by the APO to harmonize improved productivity with environmental protection. Initially funded by a special cash grant from the Government of Japan in 1994, the GP Program is changing the way productivity improvement is pursued in APO member countries.

In cooperation with the GPAC, the APO organized three previous EPIFs in 2004, 2005, and 2006 in member countries. The EPIFs promote the use of environment-friendly products and services while enhancing consumer awareness of community health. Each EPIF attracted a wider audience: the first in Kuala Lumpur attracted 12,000 visitors and 76 exhibitors; the second in Bangkok, 25,000 visitors and 59 exhibitors; and the third in Singapore, 35,000 visitors and 107 exhibitors.

To support the EPIFs, the APO and GPAC jointly established a database on environmentally friendly services and products published in 2004, 2005, and 2006 as the *Eco-products Directory*. These three editions have been well received at various international events in Asia and beyond.

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