

Asian Productivity Organization

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<Press Release>

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Eco-Fair to showcase green avenue for sustainable future in Asia **19–22 March 2009**

The largest international environmental fair in Asia, the Eco-products International Fair (EPIF), will take place at the SMX Convention Center, Manila, the Philippines, 19–22 March 2009, with the theme “Sustainable Consumption, Sustainable Production, Sustainable Future.” The EPIF 2009, the fifth such fair, is organized by the Asian Productivity Organization (APO) in collaboration with Development Academy of the Philippines and Philippine Business for the Environment. The APO is an international organization promoting productivity improvement in 20 member economies in Asia and the Pacific through organizing various international events along with its national counterparts within its membership.

As a regional event brining key international players and executives from leading environmental corporations under one roof, the EPIFs successfully showcase the most advanced environmental technologies, provide opportunities for business collaboration, and promote public awareness of environmentally friendly products and services. “The EPIF has grown year on year, both in terms of visitor numbers and in the richness of its content and displays and consequently has attracted much attention,” explained Teisuke Kitayama Sumitomo Mitsui Banking Corporation Chairman and Chairperson of the EPIF Preparatory Committee.

Since the first EPIF in Malaysia in 2004, each successive EPIF in Thailand in 2005, Singapore in 2006, and Vietnam in 2008 has gone from strength to strength in size and publicity generated. The Hanoi EPIF received an unprecedented 100,000 visitors. The EPIF 2009 will be an important venue to demonstrate the willingness of participating companies and organizations to promote environment-friendly activities despite the recent turmoil in the global economy. Despite the financial crisis, about 90 exhibitors have registered for the EPIF 2009. New entrants from the trading and financial sectors and many SMEs will provide new perspectives on eco-initiatives.

Former First Lady Mme. Amelita M. Ramos will deliver the welcoming address and declare the fair officially open at 10:00 on 19 March. Mme. Ramos has actively promoted EPIF 2009 in her role as Chairperson of the EPIF 2009 Advisory Committee of the Philippines. Opening and keynote addresses by notable guests representing both the Philippine government and private sector are also scheduled, including one by President Gloria Macapagal-Arroyo (tentative).

A parallel international conference on the same theme will provide an open forum on various green issues. Major topics of presentations by experts from Asia and the USA include eco-innovation, global finance in the context of sustainable development, the Clean Development Mechanism, green procurement, marketing strategies for eco-products, etc. The experts and practitioners in specific fields in Asia will share their knowledge with an audience comprising top and senior managers from private enterprises, NGOs, and public organizations involved in the promotion of sustainable production and consumption from APO member countries. The *Eco-products Directory 2009* listing more than 800 eco-products and -services available in the Asia-Pacific region will debut at the EPIF.

In addition, this year's EPIF will be an important venue for a discussion on how to create synergy from the success of the EPIFs among representatives of former, present, and future host countries. Delegates from previous hosts Malaysia, Thailand, Singapore, and Vietnam will share their experiences in organizing this mega event with representatives from the Philippines and Indonesia, the host country for 2010.

The EPIF 2009 is open to the public from 10:00 to 19:00 for the entire exhibition period except for the first day, when it will open at 11:00 following the opening ceremony, and the final day, when it will close at 17:00. The APO will have an information booth at the EPIF 2009.

For more details, please visit the official Web site of the EPIF 2009 at www.epif09.org or contact the following.

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