

Asian Productivity Organization

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<Press Release>

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APO Press Conference on Eco-products International Fair 2009, 10:30, 10 June, Davao Room, Sofitel Philippine Plaza Manila, the Philippines

The Asian Productivity Organization (APO), the sole international organization promoting productivity improvement in 20 member economies in Asia and the Pacific, will hold a press conference on 10 June 2008 at Sofitel Philippine Plaza Manila in the Philippines to launch its 5th Eco-products International Fair (EPIF) to be held at the SMX Convention Center, Manila, 19–22 March 2009.

The press conference will be attended by representatives of all parties involved including Sumitomo Mitsui Banking Corporation Chairman **Teisuke Kitayama**, Chairperson of the EPIF Preparatory Committee in Japan; APO Secretary General **Shigeo Takenaka**; Development Academy of the Philippines (DAP) President **Antonio D. Kalaw, Jr.**; Philippine Business for the Environment President **Howard D. Belton**; and EPIF 2009 Advisory Committee Chairperson **Amelita M. Ramos**, former First Lady of the Philippines. As well as the international press, over 40 major local media organizations are invited to the official launch of the 5th EPIF.

As the largest international environmental fairs in Asia, EPIFs showcase the most advanced environmental technologies, provide opportunities to explore business collaborations, and promote public awareness of environmentally friendly products and services. Since the first EPIF held in Malaysia in 2004, each successive fair has been larger and generated more publicity. The 4th EPIF held Vietnam in early March 2008 drew nearly 100,000 visitors over 4 days.

“The Eco-products International Fair, as a platform for government entities, businesses and private organizations, and the public alike, will make a major contribution to the development of a sustainable society,” said Chairman Kitayama to encourage the active participation of companies, organizations, institutions, and individuals in the EPIF 2009.

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

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