

Asian Productivity Organization

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<Press Release>

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APO Press Conference on Eco-products International Fair 2010, 14:00, 15 June, Diamond 2 Room, Hotel Nikko Jakarta, Indonesia

The Asian Productivity Organization (APO), the sole international organization devoted to promoting productivity improvement in 20 member economies in Asia and the Pacific, will hold a press conference on 15 June 2009 at the Hotel Nikko Jakarta, Indonesia, to introduce its 6th Eco-products International Fair (EPIF) to be held at the Jakarta Convention Center, Indonesia, 4–7 March 2010.

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**; Indonesian Chamber of Commerce and Industry (KADIN) President **Moh. S. Hidayat**; Minister of Manpower and Transmigration **HE Dr. Erman Suparno**; and KADIN Vice President **Rachmat Gobel**. In addition, members of the international press and over 40 major local media organizations will be invited to cover the official launch of the 6th EPIF.

As the largest international environmental fairs in Asia, EPIFs showcase the most advanced environmental technologies, provide opportunities to explore green business collaborations, and promote public awareness of environmentally friendly products and services. The first EPIF was held in Malaysia in 2004, with each successive one, in Thailand (2005), Singapore (2006), and Vietnam (2008), setting new records in scope and scale. The 5th EPIF, held in Manila, the Philippines, in March this year, brought together the greatest number of exhibitors in EPIF history, especially SMEs from the host country. The resounding success of the EPIF 2009 was in part due to strong support from the host government, with visits by President Gloria Macapagal-Arroyo and cabinet members of the Philippine government generating enormous publicity. Its 83,000 visitors were remarkable given the current economic downturn.

The local organizers in Indonesia, KADIN and the Ministry of Manpower and Transmigration, are planning to host 100,000 visitors for next year's EPIF, given the increased concern and interest in environmental issues in the Indonesian government, business community, and general public. Indonesia, which hosted the UNFCCC Conference in Bali in 2007, is perfectly placed to receive the EPIF torch of eco-commitment from the Philippines and take it to new heights of achievement and influence.

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*For further details on the 6th Eco-products International Fair, please contact Ms. Setsuko Miyakawa, Industry Department, APO Secretariat
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