



Asian Productivity Organization (APO)
Hirakawa-cho Dai-ichi Seimei Bldg. 2F
1-2-10 Hirakawa-cho, Chiyoda-ku
Tokyo 102-0093, Japan
www.apo-tokyo.org

Press Release

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28th APO Top Management Forum on Corporate Strategies for Driving Sustainability in the Asia-Pacific, Kyoto, Japan, 13-15 February 2012

The 28th Top Management Forum on Corporate Strategies for Driving Sustainability in the Asia-Pacific, hosted by the Asian Productivity Organization (APO), in collaboration with the Ministry of Economy, Trade and Industry of Japan and the Japan Productivity Center, was held at the Kyoto International Conference Center in Kyoto, Japan.

The Top Management Forum is an annual event, bringing top leaders and high-ranking officials in the private and public sectors in the Asia-Pacific to discuss emerging management topics and share information on state-of-the-art corporate management practices. This year, 37 high-level delegates from 17 APO member countries participated in this forum to study best practices of developing and implementing strategies to promote corporate social responsibility (CSR) within their organizations and societies.

In a rapidly developing global economy, enterprises are forced to review and renew their management strategies constantly to create and/or sustain organizational value and knowledge. In recent years, diverse challenges faced by enterprises have also raised a need to examine organizational capacities to maintain sustainability in the face of environmental concerns, and more enterprises are adopting not only management tools for sustaining quality and safety but also strategies to minimize the impact of environmental concerns on the overall activities of the organization.

APO Secretary-General Ryuichiro Yamazaki commented that “Sustainability can only be achieved with corporate foresight, courage and agility” and stressed the importance for the region of having “strong, visionary leaders to guide their organizations effectively toward the light at the end of any dark tunnel encountered.”

The 28th Top Management Forum looked at various management strategies for enhancing CSR to understand the roles of top managers in encouraging a culture of environmental awareness and sustainable productivity enhancement. Speakers included representatives of the Ministry of Economy, Trade and Industry of Japan, Pasona Group Inc., Shiseido Co., Ltd., Gunze Limited; Ikeuchi Towel Co., Ltd., Suntory Holdings Limited, Malayan Banking Berhad (Maybank), and Sophia University.

Bunna Yea, Director of National Productivity Centre of Cambodia, summed up the topic succinctly: “I wholeheartedly support CSR, because if you take care of society, society will take care of you.”

28th APO Top Management Forum on Asian Dynamism and Global Management

Timing: 13-15 February 2012

Venue: Kyoto International Conference Center, Kyoto, Japan

Organizers: Asian Productivity Organization
Ministry of Economy, Trade and Industry of Japan
Japan Productivity Center

Cooperating Organization: Kansai Productivity Center

The Asian Productivity Organization (APO) is the sole nonprofit international organization in the Asia-Pacific devoted to productivity. Established in 1961 as a regional intergovernmental organization, the APO contributes to the sustainable socioeconomic development of the Asia-Pacific through productivity enhancement. Three strategic directions guide the APO: strengthen NPOs and promote the development of SMEs and communities; catalyze innovation-led productivity growth; and promote Green Productivity.

For inquiries, please contact the APO Secretariat:

Ms. Yumiko Yamashita

Industry Department

Tel: +81-(0)3-5226-3926

Fax: +81-(0)3-5226-3954

E-Mail: yyamashita@apo-tokyo.org