




## CPC opens the Center of Excellence on Green Productivity

**T**he China Productivity Center (CPC) launched the APO Center of Excellence on Green Productivity (COE on GP) in Taipei on 17 June, paving the way for the ROC to showcase its green capabilities on the international stage. Seven governmental agencies are collaborating to ensure its success. Today many governments, nongovernmental organizations (NGOs), and industries are looking for green solutions to current problems, and it is hoped that they will soon consult the COE on GP for possible answers, which will draw attention not only to the COE on GP but also the APO and ROC.

The launch was attended by Director General Jong Director General Jong-Chin Shen, Industrial Development Bureau, on behalf of the Ministry of Economic Affairs; Vice-Minister Vanessa Yea-Ping Shih, Ministry of Foreign Affairs; Deputy Minister Shin-Cheng Yeh, Environmental Protection Administration, Executive Yuan; top executives from the Council of Agriculture, Bureau of Foreign Trade, Bureau of Energy, and Department of Industrial Technology; and 60 other leaders from industry, government, and academia. Director General Shen said, “We hope to encourage international exchanges, disseminate knowledge on green concepts to strengthen environmental protection, and bridge business opportunities for green equipment and technologies.”

“We expect the center to assist with establishing a regional green business value chain and expanding Taiwan’s advantages in technology transfer, further boosting our GP,” stated Vice-Minister Shih. Echoing her remarks, APO Secretary-General Ryuichiro Yamazaki in a video message said that the launch of the center was a milestone because many governments, NGOs,

and industries were seeking green solutions to global issues. APO Director for the ROC and CPC Chairman Sheng-Hsiung Hsu commented that economic aspects of climate change affected industrial development and represented “the pulse of the society.” He added that the need to achieve a balance between environmental protection and economic development had become a recognized issue.

According to CPC President Dr. Pao Cheng Chang, the goal of the COE on GP is “to reinforce both domestic and regional green industrial productivity with the ultimate goal of achieving the shared APO vision of boosting sustainable, inclusive development of the Asia-Pacific region. The COE will publish a handbook on agriculture, business, and service industries, enabling readers to understand supply and management procedures easily. A host of activities are planned by the new COE on GP, to be reported by the *APO News* as they occur. *Contributed by CPC.* 



*Director General Jong-chin Shen of the Industrial Development Bureau, Ministry of Economic Affairs (3rd L, upper row), APO Director for the ROC and CPC Chairman Sheng-hsiung Hsu (4th L, upper row), Vice-Minister of Ministry of Foreign Affairs, Vanessa Yea-Ping Shih (3rd R, upper row), and other VIPs at the grand opening, 17 June.*