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## Press Release

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### **Eco-products International Fair to demonstrate the power of green productivity in Indonesia, 4–7 March 2010**

The Eco-products International Fair (EPIF), Asia's largest international environmental exhibition, will be held at the Balai Sidang Jakarta Convention Center, Indonesia, 4–7 March 2010, with the theme Green Productivity to Enhance Competitiveness. The EPIF 2010 is organized by the Asian Productivity Organization (APO) in collaboration with the Indonesian Chamber of Commerce and Industry and Indonesian Ministry of Manpower and Transmigration.

As the sole international organization promoting productivity improvement in its 20 member economies in the Asia-Pacific region, the APO organizes various international events along with its national counterparts. The EPIF is a regional mega event that assembles key international players and executives from leading corporations operating in the environmental sector, governmental officials, and researchers under one roof.

Starting with the 2004 EPIF in Malaysia, subsequent fairs were held in Thailand (2005), Singapore (2006), Vietnam (2008), and the Philippines (2009). Each one promoted the concept that productivity improvement can be achieved or even accelerated when it is pursued in an eco-friendly, sustainable manner. The EPIFs showcase the most advanced environmental technologies, products, and services; provide opportunities for business collaboration; and increase public awareness of environmentally friendly products and services.

Like its predecessors, the EPIF 2010 will demonstrate the innovativeness, competitiveness, and marketability of eco-friendly products and services offered by participating enterprises. Despite the economic downturn, about 100 exhibitors from the host nation and around the region will take part. This year's fair is also expected to receive significant support from the Indonesian government, which is committed to sustainable growth. The opening ceremony at 10:00 on 4 March will be attended by dignitaries representing the Indonesian government and the private sector, and President Susilo Bambang Yudhoyono plans to be present.

A parallel international conference on the same theme will provide an open forum for the discussion of various green issues. The stellar lineup of the speakers representing high-level governmental and institutional bodies underlines the importance of the fair and related events. They include three Indonesian ministers of Forestry and the Environment; Vice Minister of the Environment Hikaru Kobayashi and Deputy Director-General for Environmental Affairs Jun Arima (tentative), Ministry of Economy, Trade and Industry of Japan; and deputy ministers from relevant Indonesian divisions and bureaus. The discussions will explore low-carbon growth and the global economy; green supply chains and green procurement; and 3R policies and programs. Eco-finance, eco-business, and climate change will also be covered by speakers from financial groups. Sumitomo Mitsui Banking Corporation Chairman Teisuke Kitayama, Chairperson of the

EPIF Preparatory Committee, will deliver the opening remarks at the conference along with the keynote speech on eco-finance. The conference will be attended by more than 300 international and local participants. Finally, the 2010 edition of the *Eco-products Directory*, listing some 1,000 eco-products and -services available in the Asia-Pacific region, will debut at the EPIF 2010.

The EPIF 2010 is free to the public from 10:00 to 21:00 for the entire exhibition except for the first day, when all are welcome from 12:00 following the opening ceremony, and the final day, when the fair runs from 9:00 to 20:00. The APO will have an information booth at the EPIF.

For more details, please visit the official Web site of the EPIF 2010 at [www.epif10.org](http://www.epif10.org) or contact:

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