



Asian Productivity Organization “The APO in the News”

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Paradigm Shift towards Green Productivity for Asia-Pacific Region

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Grand Opening of Center of Excellence on Green Productivity (COE GP) Office & Taiwan Hosts Eco-Products International Fair in 2014

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China Productivity Center (CPC) launched its Center of Excellence on Green Productivity (COE GP) Office in Taipei on June 17, paving the way for Taiwan to showcase its sector wide capabilities on the international stage.

This is the first time that a COE on GP has been established, and seven governmental agencies are collaborating to ensure its success. Considering that many governments, nongovernmental organizations, and industries are looking for green solutions to current problems, they will eventually consult the COE on GP for possible answers, which will draw the world's attention not only to the COE on GP but also to the APO and Republic of China.

The launching was attended by Director General, Mr. Jong-Chin Shen, Industrial Development Bureau, on behalf of Ministry of Economic Affairs (MOEA); Vice-Minister Vanessa Yea-Ping Shih, Ministry of Foreign Affairs; Deputy Minister Shin-Cheng Yeh, Environmental Protection Administration, Executive Yuan; top executives from Council of Agriculture, Bureau of Foreign Trade, Bureau of Energy, Department of Industrial Technology; and 60 cross industries and academics leaders from COE GP Advisory & Promotion Committee.

Taiwan APO Director and Chairman of CPC Mr. Sheng-Hsiung Hsu commented that economy and climate change affect industrial development and represent the pulse of the society. He added that achieving the balance environmental protection and economic development has become an issue that needs to be addressed.

"We hope to encourage international exchanges, disseminate knowledge on green concepts to strengthen environmental protection, and bridge business opportunities for green equipment and technologies." Director General of Industrial Development Bureau Mr. Jong-Chin Shen said.

"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 green productivity," Vice Minister of Foreign Affairs Vanessa Yea-ping Shih remarked.

According to President of China Productivity Center Dr. Pao Cheng Chang, the goal of COE GP is to reinforce both domestic and regional green industrial productivity under the ultimate goal of shared vision of APO on boosting sustainable inclusive development of the Asia-Pacific area.

Echoing Dr. Chang's remarks, APO Secretary-General Ryuichiro Yamazaki said the launch of the center is a milestone because many governments, nongovernmental organizations and industries are looking for green solutions to current challenges.

According to Tracy Tarng, Senior Specialist and Chief, International Organizations Section, Department of International Affairs, Council of Agriculture, the center will publish a handbook on agriculture, business and service industries, enabling readers to easily understand supply and management procedures. "A database of experts in the three fields will also be set up to allow members to search for consultants," Tarng said, adding that the center is also a platform for economies to share experiences and policies in agriculture, business and service industries.

Furthermore, to promote green products and services, the Bureau of Foreign Trade (BOFT), under the MOEA, commissioned the Taiwan External Trade Development Council to work with the Green Trade Project Office under the MOEA to co-sponsor the 2014 Eco-Products International Fair (EPIF 2014), scheduled between March 13 and 16, 2014 at the Taipei World Trade Center Exhibition Hall. The fair will offer numerous opportunities for developing green trade.

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