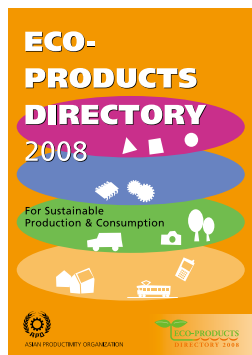




New APO publication



ECO-PRODUCTS DIRECTORY 2008

APO 395 pp. February 2008

ISBN: 92-833-2381-5 (print edition)

ISBN: 92-833-7066-X (e-edition)

The Asia-Pacific region has experienced tremendous economic growth in recent years, particularly due to the increasing industrialization and catching up of the world's two most populous countries, India and the People's Republic of China. With the rise in the income of the people and increasing concerns for sustainable economic development, the demand for environment-friendly goods and services is also growing, motivating enterprises to incorporate environmental aspects into every stage of production and supply.

The Green Productivity (GP) concept, a strategy aimed at harmonizing improved productivity with environmental protection, has become an important area of activity for the APO over the years. In addition to organizing training courses, seminars, and workshops on GP, along with the series of Eco-products International Fairs, the *Eco-products Directory* publications are a significant effort to promote the concept and practice of environmentally responsible purchasing among enterprises and consumers in the region. The Eco-products International Fair 2004, hosted in Kuala Lumpur, Malaysia, witnessed the debut of the first *Eco-products Directory*, with the three subsequent volumes published annually up to 2006. The *Eco-products Directory 2006* included a total of 591 eco-products, eco-components, and eco-services available in the region and beyond.

The *Eco-products Directory 2008*, the fourth volume, will be released during the inauguration of the Eco-products International Fair 2008, 1–4 March, in Hanoi, Vietnam. It contains more than 700 eco-products/services developed by environmentally advanced enterprises, of which more than 400 are categorized as effective in preventing global warming. Considerable efforts have been made to make the directory more user-friendly by the inclusion of enhanced descriptions of many features and new chapters such as Rationale for the *Eco-products Directory 2008* and Main News and Topics Related to the Environment. It also provides participating organizations with an opportunity to publish their own policies on environmental and corporate social responsibilities.

This publication is expected to be useful for business-to-business eco-entrepreneurs, enterprises wishing to green their supply chains, and members of the general public who would like to support environment-friendly producers and service providers through their own consumption patterns. The APO therefore plans to distribute the *Eco-products Directory 2008* at the G8 Hokkaido Toyako Summit to be held in July 2008. In the long run, it is hoped that it will contribute to the sustainable economic development of the region by expanding awareness of eco-product and service availability.

For order and inquiry on APO publications and videos, please contact the Asian Productivity Organization, Hirakawa-cho Dai-ichi Seimei Bldg. 2F, 1-2-10 Hirakawa-cho, Chiyoda-ku, Tokyo 102-0093, Japan. Phone number: (81-3) 5226-3920, Fax: (81-3) 5226-3950, e-Mail: apo@apo-tokyo.org.