



Asian Productivity Organization “The APO in the News”

Name of publication: The China Post (26 NOVEMBER 2015, ROC)

Page: <http://www.chinapost.com.tw/business/company-focus/2015/11/26/451954/CPC-and.htm>

CPC and APO heralds progressive future

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November 26, 2015, 5:42 pm TWN

The leading organizer of the Asian Productivity Organization Center of Excellence on Green Productivity (APO COE on GP), the China Productivity Center (CPC) and APO welcomed a brighter future with open arms amid talks of progress at the CPC's 60th anniversary event.

The opening ceremony of the grand event was attended by President Ma Ying-jeou (馬英九), CPC Chairman Rock Hsu (許勝雄), government officials and many APO member representatives, kicking off a series of panel talks throughout the day.

Hsu stated how CPC's 60th anniversary not only meant that the company had lived through Taiwan's economic growth, but also heralded an opportunity to see what the company would achieve in the next 60 years.

The chairman also spoke of the CPC's recent increased efforts markets outside of Taiwan, such as mainland China, Southeast Asian countries, and Singapore, and expressed hope in combining efforts with Taiwanese and Chinese businesses in such countries to upgrade industries.

As for Taiwan's economy in the future, Hsu implored current enterprises to begin to incorporate innovative measures and competitiveness on the international stage, while President Ma underlined how the nation could increase optimism for the economy through increased productivity.

At the opening ceremony, the prestigious APO Country Award (APO 國家獎) was presented to Wu Ming-ji (吳明機), director-general of the Industrial Development Bureau. The award was given out in hopes that Wu would continue to maintain current market trends and set up an "Asian value chain" for sustainable development.

The CPC also invited Fwusow Industry Co. General Manager Chen Yu-hsin (陳育信), honorary advisor to Chung Hung Steel's Chen Yu-sung (陳玉松), Franz Collection President Chen Li-heng (陳立恆) and Digitimes General Manager Huang Chin-yung (黃欽勇) to share green development, productivity, and other industry insights.

Progress for Taiwan, World Economy

Also joining in the celebrations was Mari Amano, secretary general of the APO, who said that the CPC, from the founding of the organization, had played a very important role in fulfilling and advancing the organization's mission.

"Our mission is to contribute to sustainable social economic development throughout the Asia and the Pacific," Amano told The China Post, and lauded the CPC's role in activities for productivity enhancement. "The kind of contribution made by the CPC and the R.O.C. is great."

He stated how he would very much like to see the CPC's active participation in the APO COE on GP platform in the future. "I think the platform is doing very well," as Taiwan has led in its role by sending resources and people, including lecturers, to other countries, so as to "pass on the experiences of the R.O.C. to other member countries." Amano used a Japanese term meaning progress, "Kaizen," to stress the importance of continual advancement for the CPC and the Taiwanese economy.

In the future, Amano hoped that by implementing "Kaizen" in APO activities, it would be able to expand its activities into "policy-oriented approaches," as it had focused on becoming more productive for a very long time.

"A policy-oriented approach would see a vast result because we could influence thousands of people and companies through such policies," Amano said, rather than talking to individual companies and factories, possibly a slower method.

Recalling the CPC's history and the R.O.C.'s role in the APO, Amano recounted how the Taiwanese government became an active participant in advancing GP.

GP became a crucial element in the APO's position that should have been incorporated into productivity in the 1990s, as "simply producing products in an efficient way is not enough — it should be produced in an environmentally friendly manner."

Amano also praised the R.O.C. and the CPC for the way in which they had promoted GP in a very attractive way through the Eco Product International Fair. Instead of just presenting the value of GP, Taiwan had expounded on GP's potential business benefits.

GP cannot spread unless it's connected with business concern and incentives, Amano stated.