



## Asian Productivity Organization “The APO in the News”

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# International fair promotes sustainable productivity as way forward

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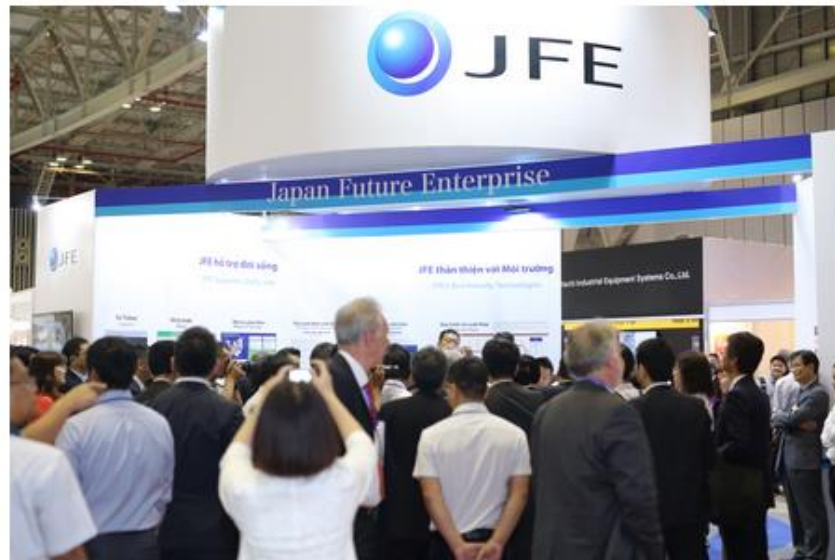
More than 170 companies from Germany, Japan, Korea, Thailand, and Vietnam have showcased their latest environmental technology solutions at the 11th Eco-Products International Fair (EPIF 2017) in an effort to promote sustainable productivity.



The opening ceremony of EPIF 2017

EPIF 2017 is organised by the Asian Productivity Organization (APO), the Vietnam National Productivity Institute, the Vietnam Chamber of Commerce and Industry, and the Vietnam Environment Administration at the Saigon Exhibition and Convention Centre in Ho Chi Minh City, between May 11 and 13.

Addressing the ceremony, Tran Viet Thanh, Deputy Minister of the Ministry of Science and Technology, stated that sustainable development was one of the fundamental criteria in reforming the country's economic growth model as well as the most significant goal for Vietnam.



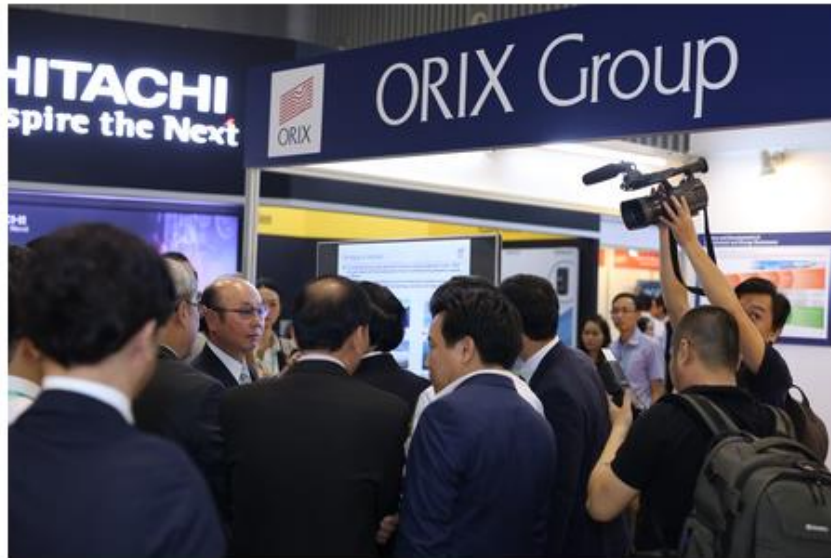
**Foreign expertise indispensable in promoting sustainable development in Vietnam's new growth model**

"With the theme 'Green Technologies and Products: Actions for the Future,' EPIF 2017 is an important step toward the development of Vietnam's economy and an important event to disseminate and raise community awareness of sustainable development through producing and consuming eco-friendly products, services, and technologies," he said.

APO secretary-general Santhi Kanoktanaporn also called upon developing countries, particularly APO members, to focus on sustainable productivity to meet the challenges posed by fast-changing technologies shaping the global economy and driving new business models.

"We need to join forces in raising awareness and modifying our behaviours, strategies, and business models at different levels, so we can respond to emerging environmental challenges in a timely manner and proactively to seize the opportunities that lie ahead," he said.

EPIF is one of the largest international environmental exhibitions in Asia, and this is the second time for Vietnam as a host. The event is a networking platform for domestic and foreign businesses and manufacturers to promote brands for the benefit of the community and improve quality of life across the continent. It is also a good chance for local experts to build national strategies as well as identify needs and activities that promote green growth in Vietnam.



The fair is a valuable networking opportunity for eco-friendly business leaders



More than 170 companies attended the event, including those from Germany, Japan, Korea, and Thailand