



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

27 August 2013

1. **Project Code** 13-IN-54-GE-TIA-B
2. **Title** Eco-products International Fair 2014 (EPIF 2014)
3. **Timing and Duration** 13–16 March 2014 (four days)
4. **Venue** TWTC Exhibition Hall, Taipei, Republic of China
5. **Implementing Organizations**
Taiwan Eternal Trade Development Council (TAITRA)
Address: 5-7 Fl., 333 Keelung Rd., Section 1
Taipei 11012, Taiwan ROC
Phone: (886) 2-2725-5200
Fax: (886) 2-2757-6245
Website: www.taitra.org.tw/index.asp

Taiwan Green Trade Project Office (GTPO)
Ministry of Economic Affairs
Address: No. 75, Changxing St., Da'an Dist.
Taipei City, 106, Taiwan ROC
Phone: (886) 2-2735-6057
Fax: (886) 2-2739-6835
Website: www.greentrade.org.tw/eng/en02

China Productivity Center (CPC)
Address: 2nd Fl., No. 79
Section 1 Hsin-Tai-Wu Road
Hsichih 221, Taipei Hsien, ROC
Phone: (886) 2-2698-5886
Fax: (886) 2-2698-2976
Website: www.cpc.org.tw

6. Objectives

- a. To foster an environment where businesses, government, and the public can come together and find appropriate solutions for green growth in the region;
- b. To provide a platform for companies and industry players to showcase the latest eco-technologies and eco-products to the government, industry, and general public;
- c. To encourage regional as well as international businesses to market more environmentally friendly products/services;
- d. To provide a platform to explore business collaborations and joint ventures among

regional/international industries and/or government organizations; and

- e. To accelerate eco-knowledge and expand green markets in the region and worldwide for the creation of a sustainable society.

7. Background:

Since 1994, the APO has been actively promoting Green Productivity (GP). With the support of the Green Productivity Advisory Committee (GPAC) and partnerships with the public and private sectors, the APO has been conducting two key GP projects, the Eco-products International Fair (EPIF) and development of the *Eco-products Directory* and Eco-products Database. With the full cooperation of the GPAC, the APO initiated the Eco-products International Fairs (EPIFs) in 2004.

The EPIF is globally recognized as the first international environmental exhibition in the region which contributes to international cooperation in green supply chains as well as green procurement/purchasing in the Asia-Pacific region. Furthermore through international/national conferences and other events held concurrently, governments are able to examine effective methods and approaches for greening their policies and procurement, enterprises are provided opportunities to expand their eco-businesses, and consumers are made aware of the importance of green purchasing.

The EPIFs are held in different APO member countries. The first in 2004 was held in Malaysia, followed by EPIFs in Thailand in 2005, Singapore in 2006, Vietnam in 2008, the Philippines in 2009, Indonesia in 2010, India in 2011, and Singapore again in 2013. The most recent EPIF's main target was transformed from the previous B2C (business-to-consumer) to the B2B (business-to-business) model based on the needs of the host country and interest of participating industries. It attracted about 3,100 visitors including more than 1,800 trade visitors over the three days who participated in various business-focused activities such as a customized business tour, business matching, and others.

In response to the invitation to submit letter of intent on hosting the EPIF 2014 issued in September 2012, the Secretariat received two proposals. After the careful study, assessment and consultation with concerned stakeholders including the Preparatory Committee of EPIF under the GPAC in Japan, the Republic of China (ROC) was selected for the host country of the EPIF 2014. The ninth EPIF under the theme "Go Green, Act Greener" will be held in Taipei, the ROC, from 13 to 16 March 2014 at the TWTC Exhibition Hall, Taipei. It will be jointly organized by the APO and Bureau of Foreign Trade of the Ministry of Economic Affairs and implemented by TAITRA, the GTPO, and CPC. The EPIF 2014 will feature exhibits by governments, enterprises, and academia/research institutes from the Asia-Pacific region and beyond, showcasing the latest eco-products, eco-technologies, eco-services, and eco-solutions. Business-matching sessions and product presentations will enable green industry professionals from not only large enterprises but also SMEs to identify opportunities for expanding green business collaboration and cooperation. The four-day exhibition will focus on the B2B model but is also expected to promote awareness of the need to protect the environment by purchasing/procuring green among governments (B2G) as well as consumers (B2C).

8. Scope

- a. Organizing an exhibition to foster green businesses for green growth in the region;
- b. Expanding the exhibition for wider coverage of eco-products and -services;
- c. Conducting meetings among organizers, implementing organizations, and stakeholders from industries and government;
- d. Promotional activities; and
- e. Sharing best practices through side events such as technical presentation sessions.

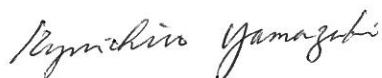
9. Implementation Procedure

To achieve a greater impact from the event, the APO Secretariat seeks the involvement of NPOs in disseminating information on the EPIF 2014 among interested parties in governments, enterprises, and academia/research institutes so that they can participate as exhibitors and/or visitors. The role and responsibilities of organizers and implementing organizations will be detailed in a separate Memorandum of Understanding to specify the actions to be taken by the stakeholders concerned. A Project Notification will be issued for the international conference to be held concurrently with the EPIF 2014. The logistical arrangements and other technical details will be informed through circulation of a brochure on the EPIF 2014.

10. Financial Arrangements

To be borne by the APO

- a. Preparation costs for assigning the experts and implementing agent in Japan to provide the APO Secretariat with technical advice and support;
- b. Preparation costs for assigning Secretariat staff members to coordination meetings and other preparatory work;
- c. Organizing costs onsite for assigning the experts and Secretariat staff members for implementation activities together with the local organizers and implementing organizations; and
- d. Costs for promotional activities to increase the visibility of the project and participants in the EPIF 2014.



Ryuichiro Yamazaki
Secretary-General