



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

12 June 2015

1. **Project Code** 14-IN-54-GE-TIA-B
2. **Title** Eco-products International Fair
3. **Timing and Duration** 8–11 June 2016 (four days)
4. **Venue** Bangkok, Thailand
5. **Implementing Organizations**
 - Federation of Thai Industries (FTI)
Address: 60, New Rachadapisek Road, Klongtoey
Queen Sirikit National Convention Center
10110 Bangkok, Thailand
Phone: (66) 2-229-4255
Fax: (66) 2-229-4941
Website: www.fti.or.th
 - Foundation for Thailand Productivity Institute (FTPI)
Address: 12-15th Floor Yakult Building
1025 Pahonyothin Road, Samsennai
Phayathai, Bangkok 10400, Thailand
Phone: (66) 2-619-5500
Fax: (66) 2-619-8099
Website: www.ftpi.or.th
6. **Objectives**
 - a. To showcase the latest eco-solutions, including eco-technologies, eco-services and eco-products;
 - b. To provide a platform for companies, national and local governments, and other relevant players to showcase the latest eco-solutions, including eco-technologies and eco-products;
 - c. To explore facilitating green business collaborations among regional/international industries and/or government organizations;
 - d. To accelerate knowledge and awareness of how to achieve a low-carbon society and expand green growth initiatives both by public and private actors in the region and worldwide for the creation of a sustainable society;
 - e. To encourage regional as well as international businesses to market more environmentally friendly products/services; and
 - f. To promote the APO's Green Productivity (GP) concept.

7. Background

Since 1994, the APO has been actively promoting GP. With the cooperation of the GP Advisory Committee, which facilitates expansion of the APO's partnerships with the public and private sectors, the first Eco-products International Fair (EPIF) was initiated in 2004. Since then, the EPIFs have been globally recognized as pioneering international environmental exhibitions in the Asia-Pacific region. The EPIF has been held nine times in different APO member countries, attracting both exhibitors with innovative eco-solutions seeking synergistic business opportunities and visitors who are keen to learn about state-of-the-art initiatives for sustainable development taken by both industries and the public sector. The first in 2004 was held in Malaysia, followed by EPIFs in Thailand in 2005, Singapore in 2006 and 2013, Vietnam in 2008, the Philippines in 2009, Indonesia in 2010, India in 2011, Singapore in 2013, and the ROC in 2014.

The EPIF serves as a comprehensive platform, covering the B2C (business-to-consumer), B2B (business-to-business), and B2G (business-to-government) models, and allowing the APO to promote green growth and green policies among governments and enterprises as well as educating the general public on green consumption. The fairs have also promoted international cooperation in green supply chains as well as green procurement/purchasing.

In response to the invitation to submit letters of intent to host the 10th EPIF (EPIF 2016) issued on 9 January 2015, the Secretariat received two proposals. After careful assessment and consultation with concerned stakeholders, Thailand was selected as the host of the EPIF 2016. Thus, this EPIF with the theme 24-Hour Eco-Life will be held in Bangkok from 8 to 11 June 2016 at the Bangkok International Trade & Exhibition Center (BITEC). It will be jointly organized by the APO and the Federation of Thai Industries (TBD) and implemented by the FTPI.

The EPIF 2016 will feature exhibits by governments, enterprises, and academic/research institutes from the Asia-Pacific region and beyond, showcasing the latest eco-products, eco-technologies, eco-services, and eco-solutions. The EPIF 2016 will also enable green industry professionals, including those from SMEs, to identify opportunities for expanding green business collaborations across the region through the exhibition and other programs, such as product presentations and business matching.

8. Scope

- a. Organizing an exhibition to foster green businesses for green growth in the region and beyond;
- b. Expanding the exhibition for wider coverage of eco-solutions for effective best practice sharing;
- c. Promoting the EPIF and GP concept for wider outreach through the event and pre-EPIF missions; and
- d. Strategizing the EPIF in line with the global development agenda for a low-carbon society and mitigation of climate change risks in collaboration with the organizers, implementing organizations, and other partners from industries and governments.

9. Implementation Procedure

The host country was selected after requesting proposals from member countries and consultation with GPAC board members. A co-organizer(s) and implementation partner(s) will be designated by the APO Secretariat. To achieve greater impact from the event, the APO encourages the involvement of key stakeholders in the host country in disseminating information on the EPIF 2016 among interested parties in the government, enterprises, and academic/research institutes so that they can participate as exhibitors and/or visitors. The roles 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 separate Project Notification will be issued for the international conference to be held concurrently with the EPIF 2016. The logistical arrangements and other technical details will be given through circulation of a brochure on the EPIF 2016.

10. Financial Arrangements

To be borne by the host country (Thailand)

- a. Local implementation costs for overall arrangements in Thailand

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 2016.



Mari Amano
Secretary-General