



Anjali Prasad

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भारत सरकार

वाणिज्य एवं उद्योग मंत्रालय

(औद्योगिक नीति और संवर्धन विभाग)

उद्योग भवन, नई दिल्ली - 110011

GOVERNMENT OF INDIA

MINISTRY OF COMMERCE & INDUSTRY

(DEPARTMENT OF INDUSTRIAL POLICY & PROMOTION)

UDYOG BHAWAN, NEW DELHI-110011

D.O. NO. 15(39)/2009-UNDIO

Dear Sir/Madam,

16 July 2010

An Eco-Products International Fair (EPIF) is being organized under the aegis of the Department of Industrial Policy & Promotion (DIPP), Government of India at Pragati Maidan, New Delhi from 3rd to 6th March 2011. The National Productivity Council (NPC), an autonomous body under the Ministry of Commerce & Industry, Govt. of India, in collaboration with the Asian Productivity Organization (APO)*, Tokyo are the organizing agencies.

2. An International Conference on "Green Productivity for Sustainable Environment" will also be organized along with the EPIF-2011.

3. The main objective of organization of the event is promotion & dissemination of information on eco-friendly technologies, products and services that enhance sustainable productivity and competitiveness in the country. EPIFs have been organized previously in other APO member countries such as the Philippines, Vietnam, Singapore, Indonesia, Thailand, and Malaysia.

4. EPIF-2011 is one of the largest international environmental exhibitions in Asia. The Fair will provide opportunities to explore business collaborations as well as promote public awareness of environment friendly products & services. Participation from industries (small, medium and large) from different sectors, services and financial institutions at national as well as international level is expected.

5. Since this event is of national importance, it is requested that all concerned Ministries, Departments, PSUs & institutions may like to facilitate NPC in making EPIF-2011 a resounding success. The specific areas in which support and co-operation are envisaged are:

- Encouraging entrepreneurs to exhibit their products & services in EPIF-2011
- Endorsement promotion of the event
- Sponsorship of event
- Nomination of delegates to participate in the parallel Conference
- Any other area consider suitable

(*) APO established in 1961, is a regional international organization to drive greater economic development in the Asia and Pacific region through increase in productivity. Currently APO has 20 member countries and it works through a network of National Productivity Organizations (NPOs) that are designated as official liaison bodies to implement APO projects.

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6. The concerned Ministries/State Governments/Union Territory Administrations may also request the PSUs and other agencies under them to actively participate in EPIF-2011 and the International Conference. The Director General, National Productivity Council may be contacted for further details on the subject.

For further details please visit: www.apo-epif.org , www.npcindia.org

Your kind cooperation is requested

Best regards,
Yours sincerely,

Anjali Prasad
(Anjali Prasad)

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ECO-PRODUCTS INTERNATIONAL FAIR(EPIF) 2011
3-6 MARCH, 2011
PRAGATI MAIDAN, NEW DELHI, INDIA

GREEN PRODUCTIVITY FOR SUSTAINABLE ENVIRONMENT



ORGANIZERS



**Department of Industrial Policy &
Promotion, Ministry of Commerce
and Industry, Government of India**



**Asian Productivity
Organisation, Japan**



**National Productivity Council
India**

Messages



Mr. R.P. Singh
Secretary,
Department of
Industrial Policy &
Promotion, Ministry
of Commerce and
Industry &
Chairman, National
Productivity Council

The Government of India is committed to provide clean and green environment to its citizens and fulfill its international obligations without compromising on its goal of sustainable and inclusive economic growth. As a part of this objective it has taken several strategic policy initiatives to address issues like green technologies, renewable energy, energy efficiency, water conservation, sustainable agriculture, restoring sensitive ecosystem through action plans and mission based programs. Indian industry is also committed to the cause. India registered the second largest number of Clean Development Mechanism (CDM) Projects with the United Nation Forum on Climate Change (UNFCCC) reflecting Indian Industry's awareness and concern about climate change and the need to protect the environment.

The national Manufacturing Policy (NMP) is on the anvil. Integrating environmental concerns into the manufacturing growth strategy will be a core objective. The goal is to decouple economic growth from environmental degradation by encouraging adoption of green and clean technologies, promotion of green purchasing networks and to incentivize adoption. The policy implementation mechanism envisages strengthening of organizations like National Productivity Council (NPC) to act as capacity building institution to further the cause of sustainable development.

The manufacturing of eco-products requires knowledge sharing and technology exchange among economics besides strategies to develop indigenous products and technologies.

I greatly appreciate the efforts of the Asian Productivity Organization (APO), Tokyo in organizing the Eco-Products International Fair (EPIF) – 2011 in India. The parallel international conference on "Green Productivity for Sustainable Environment" will help generate environmental awareness among the general public and promote acceptance of eco-products.

I wish EPIF – 2011 and the conference all success.



Mr. Takashi
Yamagishi
Senior Executive
Advisor
TEIJIN LIMITED
Chairperson
Preparatory
Committee for
the Eco-Products
International Fair

The Eco-Products International Fair (EPIF) will mark its seventh year in 2011. Held in a different APO member country each year, the EPIF owes its success to the generous support from relevant stakeholders. We believe that greater environmental cooperation resulting from each EPIF represents a significant contribution to sustainable economics development in harmony with the environment.

In 2011, the EPIF will be held in India, with the theme "Green Productivity for Sustainable Environment". Once again, the EPIF 2011 will promote environmentally friendly business practices and environmental cooperation by showcasing the latest knowledge and technologies in forms of eco-products, services, technologies, and corporate social responsibility activities as part of attempts to resolve global environmental issues including climate change.

India has achieved remarkable economic growth in recent year, but the environmental issues it now faces call for urgent action. Attempt to explore opportunities and develop environmentally friendly businesses through cutting-edge eco-technologies and eco-services across a wide range of industrial spheres could significantly benefit the economies of not only Japan but also Asia-Pacific region, which will in turn lead to new developments in environmental cooperation in the region. It is hoped that tripartite cooperation among industry, government, and academia will help the EPIF evolve from a platform for environmental cooperation into a forum facilitating the exchange of information and ideas on environmentally friendly businesses in the Asia-Pacific. I look forward to your participation in the EPIF 2011 in Delhi, India, and thank you for your continuing support.

Introduction to EPIF

Eco-Products International Fair (EPIF) is the largest environmental fair in Asia and showcases the most advanced environmental friendly technologies, products & services that enhance sustainable productivity and competitiveness. EPIF is organized by Asian Productivity Organization (APO), Tokyo with the support from the National Productivity Organizations (NPOs) in its member countries. APO has been organizing EPIF since 2004. EPIFs provides opportunities to explore business collaborations, and promote public awareness of environmentally friendly products and services.

EPIF-2011 is scheduled to be held from 3rd to 6th March, 2011 at Pragati Maidan, New Delhi India with a parallel international conference on the theme "Green Productivity for Sustainable Environment". EPIF-2011 would be seventh (7th) in the series of EPIF's held in different APO member countries.

Objectives of the Fair

- To create awareness and involve the public in creating a better environment through the use of eco products and eco services.
- To provide the platform for international and Indian companies to share knowledge, experience regarding latest eco technologies.
- To provide marketing avenues to showcase the latest eco technologies & eco products to Government, Industries and the Public.
- To provide a business platform for buyers, sellers to meet and explore business collaborations and joint ventures and accelerate eco knowledge and expansions of green market in India.

Details of Previous Fairs

One of the mandate of APO is to promote Green Productivity in Asian countries. Since 1961 APO is promoting Green Productivity in its member countries. Further to promote eco friendly products and technologies in its member countries, it is organizing the EPIFs since 2004. The details of the previous fairs are given below.

Item/Year	2004	2005	2006	2008	2009	2010	2011
Country	Malaysia	Thailand	Singapore	Vietnam	Philippines	Indonesia	To be held in India
Organizers	APO, Federation of Malaysia Manufacturers National Productivity Corporation	APO, Federation of Thai Industries Thailand Productivity Institute	APO, Waste Management and Recycling Association of Singapore Standards, Productivity and Innovation Board	APO, Directorate for Standards and Quality/Vietna m Productivity Centre Vietnam Association for Conservation of Nature and	APO, Development Academy of the Philippines Philippine Business for the Environment	APO, Indonesian Chamber of Commerce and Industry (KADIN) and Ministry of Manpower and Transmigration (MOMT)	APO, Department of Industrial Policy & Promotion Government of India, National Productivity Council of India

Item/Year	2004	2005	2006	2008	2009	2010	2011
				Environment			
Theme	Living in harmony with the environment: Toward sustainable production & consumption	New environmental challenges for the global community	A better environment for all	For sustainable development and better life	Sustainable production, sustainable consumption, sustainable future	Green Productivity to Enhance Competitiveness	<i>Green Productivity for Sustainable Environment</i>
Date	2-4 Sept. (3 days)	6-9 Oct. (4 days)	31 Oct.-2 Nov. (3 days)	1-4 March (4 days)	19-22 March (4 days)	4-7 March (4 days)	<i>3-6 March 2011 (4 Days)</i>
Gross Exhibition Area	3,600m ²	5,000m ²	7,300m ²	10,000m ²	5,400m ²	10,000 m ²	<i>17,000 m²</i>
No. of Visitors	11,493	25,476	34,516	98,469	83,469	90,004	<i>Around 100,000</i>
No. of Exhibitors	76	59	107	91	128	164	<i>Expected 200(+) including 40 Japanese companies</i>
International Conferences	★ Green Supply Chains- Toward Sustainable Production and Consumption ★ Workshop on Green Procurement	★ Eco-products for Competitiveness in Global Markets ★ 6 conferences organized by local organizers	★ International Workshop on Green Purchasing Network by IGPN ★ 3 conferences by local organizers	★ International Conference on Promotion of Eco-products for Competitiveness and Sustainable Consumption by APO ★ 2 International workshops	★ International Conference on Sustainable Consumption, Sustainable Production, Sustainable Future	★ International Conference on Green Productivity to Enhance Competitiveness.	★ <i>International Conference on Green Productivity for Sustainable Development</i>
Major Companies Participated	- Asahi Breweries Ltd. - Canon Inc. - Epson Precision (Johor) Sdn Bhd - Fuji Xerox Asia Pacific	- Asian Honda Motor Co. Ltd. - Canon Inc. - Daikin Industries Ltd. - Hitachi Group - Hummel Co. Ltd. - International Environment	- Asian Honda Motor Co. Ltd. - Canon Inc. - Daikin Industries Ltd. - Hitachi Group - International Environment & Engineering Co. Ltd.	- Honda Vietnam Co.Ltd. - Toyota Motor Vietnam Co.Ltd. - Nikkei Inc. - Mitsubishi Materials Corporation	- Synergy, Inc. Ltd. - Department of Energy - Department of Science & Technology - Department of Trade & Industry -	- Panasonic Manufacturing - Toshiba Corporation - Sharp Electronic Indonesia - Sanyo Sales Indonesia ,PT - Mitsubishi	About 40 Japanese and 200 Indian Companies are expected to participate in the fair

Item/Year	2004	2005	2006	2008	2009	2010	2011
	- Pte.Ltd. • Green Purchasing Network (GPN) • Hitachi Ltd. • Honda Malaysia Sdn Bhd • Japan External Trade Organization (JETRO) • Matsushita Electric Industrial Co.Ltd. • Mitsubishi Materials Corporation • New Energy and Industrial Technology Development Organization (NEDO) • Nippon Steel corporation • Seiko Epson Corporation • Teijin Limited • The Tokyo Electric Power Co., Incorporated	& Engineering Co. Ltd. • JK Green Products Co. Ltd. • Matsushita Electric Industrial Co. Ltd. • Mitsubishi Electric Corporation • Monsanto Thailand Limited • New Energy and Industrial Technology Development Organization (NEDO) • Teijin Ltd. • Thai Fuji Xerox Co. Ltd. • The Federation of Thai Industries (FTI) • Toshiba Corporation	• Matsushita Electric Industrial Co. Ltd. • Mitsubishi Electric Corporation • New Energy and Industrial Technology Development Organization (NEDO) • Teijin Ltd. • Tex Cycle Sdn. Bhd. • Thai Fuji Xerox Co. Ltd. • The Office of Small and Medium Enterprises Promotion • The Siam Cement Public Co. Ltd. • Toshiba Corporation • Tourism Authority of Thailand • Toyota Motor Thailand Co. Ltd.	(Environment Management Dept.) • New Energy & Industrial Technology Development Organization (NEDO) • Sembcorp Environmental Management PTE • Fuji Xerox Asia Pacific PTE Ltd • Cong TY Mitsubishi Electric • Hitachi Group • Panasonic Vietnam Co. Ltd. • Toshiba Corporation • NEC Corporation • Fujitsu Ltd. • Nippon Corporation • Teijin Ltd. • International Green Purchasing Network (IGPN) • Canon INC	• CITEM • Development Bank of the Philippines • Fujitsu Limited • Hitachi Group • Honda Cars. Co.Ltd. • Mitsubishi Corporation • Mitsubishi Electric Corporation • Mitsui & Co.Ltd. • Mitsui Sumitomo. • National Economic and Development Authority (NEDA) • New Energy & Industrial Technology Development Organization (NEDO) • Panasonic Corporation • Toyota Motors Philippines Corporation	- Electronic Corporation • Coca Cola • Mitsubishi Corporation • Sumitomo Corporation • Eco-Products Tokyo (Nikel) • International Green Purchasing Network (IGPN)	

Some of the outcomes of the previous fairs are establishment of Green Purchasing Network in Thailand and Vietnam, launch of Eco labeling scheme in Singapore.

The eco products international fair (EPIF-2011) planned in India is the biggest so far with gross exhibition area of 17,000 sq.metre. It is expected about 40 large Japanese companies and 200 Indian companies will participate in the fair.

Exhibitors Profile

Manufacturers from various sectors who are expected to show case their products/services that reduce the environmental burden and enhance sustainable productivity are

Manufacturing Sector

- Energy/Power generation equipments
- Textiles
- Automobiles
- Food and beverages
- Electrical and electronic appliances
- Office equipment, telecommunications equipment
- Farm equipments
- Power equipments
- Building materials
- Medical equipments
- Chemicals
- Infrastructure

Services Sector

- Eco Finance /environmental funds
- Environmental communication
- Environmental education
- Emission related/CDM services
- Energy services
- Lease, rental
- Recycling business
- Consulting
- Marketing
- Eco-tourism
- Research and developments

It is expected that around 200(+) exhibitors would showcase their Eco-friendly products/ technologies and services out of which around 40 exhibitors would be from Japan.

Expected Visitor's Profile

Visitors are expected from wide range of disciplines from Industry, associations, professionals from various disciplines, government agencies, academics, general public and students. The expected number of visitors to Eco-Products International Fair-2011 would be 100,000.

Expected Benefits of EPIF 2011

- It provides networking, marketing and sales opportunities with global Eco-product producers and information & media coverage to the product/services of the exhibitors and potential ideas for innovative green entrepreneurs.
- It benefits society to get awareness and knowledge to identify and use eco products/services in day to day life.
- Helps government in devising/formulating schemes and policies to promote use of clean and green technologies.
- It encourages greening the supply chain and public procurement activities.
- It enhances the acceptance of eco-product alternatives in industry to meet environmental goals like reducing carbon and water foot print and create a sustainable growth path and helps India to meet voluntary or binding emissions reduction, and other millennium development goals.
- The hosting of EPIF 2011 will provide a window to Indian companies to promote their products, and encourage other companies to enter into the increasing market of this segment. The fair will provide impetus to existing green initiatives like energy efficiency star ratings of electrical and electronic consumer goods and acceptance of green building concepts.
- Release of International Eco-Products Directory 2011.

Exhibit Information

Raw Space

Minimum space : 18 m²

Exhibition fee : To be announced



Shell Scheme Package

Minimum space : 9 m²

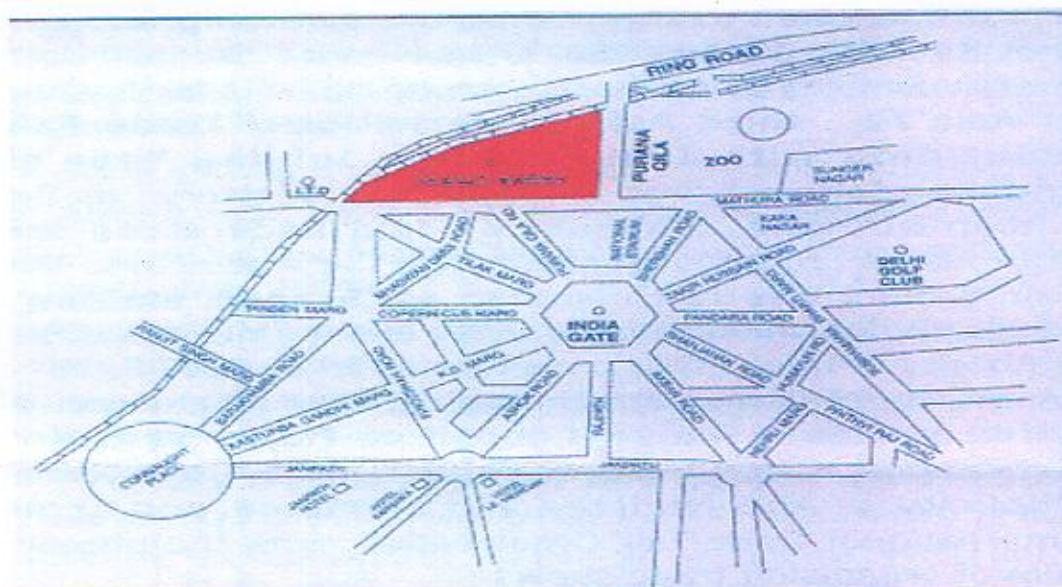
Exhibition fee : To be announced

Basic package includes:

1 table, 2 chairs, 2 lights, 1 outlet,
1 wastebasket, 1 place to display company
name, needle-punch carpet



Venue Access



Pragati Maidan is Approx. 40 minutes by car from Indira Gandhi International Airport

Venue Address & Contact

India Trade Promotion Organisation

Pragati Bhawan, Pragati Maidan

New Delhi - 110 001

Tel : 91-011-23371540

Fax : 91-011-23371492 / 23371493

Email : info@itpo-online.com

Website : <http://www.indiatradefair.com>



**Department of Industrial Policy & Promotion
Ministry of Commerce and Industry
Government of India**



Asian Productivity Organisation, Tokyo



National Productivity Council, New Delhi

THE ORGANIZERS

Department of Industrial Policy & Promotion is responsible for formulation and implementation of promotional and developmental measures for growth of the industrial sector, keeping in view the national priorities and socio-economic objectives. It encourages foreign technology collaborations at enterprise level and formulating policy parameters. Formulation of policies relating to Intellectual Property Rights in the fields of Patents, Trademarks, Industrial Designs and Geographical Indications of Goods and administration of regulations and rules.

Asian Productivity Organization (APO) was established in 1961 in Tokyo as a regional inter governmental organization. Its mission is to contribute to the socio economic development of Asia and the Pacific through enhancing productivity. Aiming at greening supply chains, the APO has been organizing the EPIFs since 2004 in its member countries. Fairs have been organized by a unique partnership between national Government, APO and productivity organization and reflect combined efforts of all to achieve a low-carbon society.

NPC is a national level organization to promote productivity culture in India. Established as a registered society in 1958 by the Government of India as an autonomous tri-partite, non-profit organization. It provides training, consultancy and undertaking research services in the area of productivity. NPC implements the productivity promotional plans of Government of India and participates in productivity promotional activities of APO and other productivity member countries.

For further information contact

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