



Executive Secretary Eduardo R. Ermita was the keynote speaker at the opening ceremonies of the 5th Eco-Products International Fair (EPIF) at the SMX Convention Center in Pasay City yesterday.

In his address, Sec. Ermita expressed the Philippine government's pleasure to host the fifth EPIF. He said that the most pressing worldwide issue is not the global economic crisis but rather that of global warming, climate change, increased flooding and other environmental concerns that cannot be easily reversed and mitigated overnight.

He also lauded the Asian Productivity Organization, the Development Academy of the Philippines and their partner institutions for their efforts in staging the EPIF as a more notable contribution that will mitigate the disastrous effects of global warming and climate change.

Meanwhile, DENR Secretary Joselito L. Atienza, vice-chair of the EPIF '09 National Executive Committee, in his opening remarks, encouraged everyone to be part of the solution to the pervading problem of global warming.

FVR challenges EPIF delegates

"Caring, Sharing, Daring." These three words served as the challenge of former President Fidel V. Ramos in his keynote speech before some 161 delegates of the EPIF '09 Conference yesterday.

In his speech, Pres. Ramos recalled the APO 1st World Conference on Green Productivity in 1996 where the Green Productivity movement was formally launched and the Manila Declaration on Green Productivity was adopted. Since then, several countries responded to the call of greening the environment. He also applauded the APO and its partners for investing in research and development for eco-innovation purposes and in spearheading the Eco-Products International Fair.

Ermita Keynotes EPIF '09

Dr. Tamotsu Nomakuchi, Mitsubishi Electric Corporation Chairman and GP Advisory Committee Chair said that environmental issues particularly climate change should be addressed despite the economic challenge. He added that the EPIF has become a venue for exhibitors, particularly the Japanese, in responding to this environmental issue. He also expressed his optimism that through exhibits like the EPIF, more people will become conscious in protecting the environment.

Moreover, Mr. Teisuke Kitayama, Sumitomo Banking Corporation Chairman and EPIF Preparatory Committee Chair said that the EPIF helps spread awareness on environmental preservation and global warming as well as encourage more people in the Asian region to become enlightened consumers.

Former First Lady Amelita Ramos, EPIF '09 Advisory Committee Chair thanked the exhibitors and told them that there are still ways by which different industries could contribute to the goal of protecting the environment and supporting the advocacy for saving our planet.

Also present at the opening ceremonies were APO Secretary General Shigeo Takenaka, Japanese Ambassador Makoto Katsura, GPAC Vice Chair Ryoichi Yamamoto, DOST Secretary Estrella F. Alabastro, DAP Chairman of the Board Jimmy T. Yaokasin, Jr., DAP President Antonio D. Kalaw, Jr. and PBE President Howard Belton. □

He also shared that while countries like Japan, Brazil, and Thailand have embarked on programs that combat climate change, the Philippines has yet to develop and implement a more holistic approach to this worldwide problem.



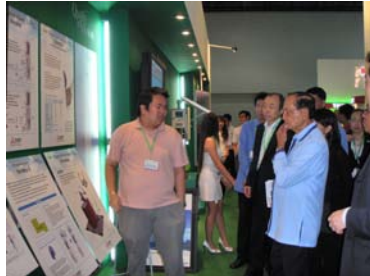
In parting, Ramos challenged both local and foreign delegates to take action towards caring for the environment and become unified in their purpose, vision and action for a greener world. □

EPIF Day 1 at a glance



Executive Secretary Ed Ermita, Former First Lady Amelita "Ming" Ramos and Sumitomo Mitsui Banking Corporation Chair Teisuke Kitayama view the EPIF exhibits.

After delivering his keynote speech at the EPIF Conference, former President Fidel V. Ramos goes around the SMX Convention Halls to check out the eco-products in display.



FVR "thumbs -up" for the camera with some Japanese exhibitors.

DAP President Antonio D. Kalaw, Jr. test-drives the electric tricycle.



Mrs. Ming Ramos and John Lesaca entertain the guests during the Welcome Dinner hosted by the Department of Trade of Industry.

March 19 Eco-Quiz Raffle Winner

One of the highlights of the EPIF '09 is the Eco-Quiz Raffle Draw. Every visitor to the EPIF exhibit can join by simply finding the answers to the questions provided from the participating exhibit booths. The winner for the March 19 draw is Ms. Edna Begino of the Bureau of Animal Industry. She takes home a Honda Motorcycle. Congratulations EDNA!



EPIF Project Manager Normandy Nangca gives the key to the winner.

DAY 2 SCHEDULE

9:00 AM- 5:00 PM	International Conference on Sustainable Production, Sustainable Consumption and Sustainable Future	By reservation	Function Room 1
10:00 AM- 4:00 PM	Trash to Cash (Recycling Market @ SM Super Malls)	Open to public	Open Parking
11:00 AM- 1:00PM	Film Showing: BRUTUS: Ang paglalakbay by Japan Foundation Manila	Open to public	Presentation Room
12:00 PM- 1:00 PM	Workshop on ESD Photo Caravan – Let's think Together About our culture and our future	Open to public	Stage Area
1:00 PM – 3:30 PM	Development Communicators Meeting	By invitation only	Presentation Room
1:00 PM- 1:30 PM	Eco-tourism by Department of Tourism	Open to public	Stage Area
1:00 PM-5:00 PM	Promoting Clean Air Technologies	By invitation only	Meeting Room 4
1:00 PM -5:00 PM	International Green Purchasing Network (IGPN) Member's meeting	IGPN members only	Meeting Room 9
2:00 PM – 2:45 PM	Product Presentation for Wholesalers by Gemphil Electronics Assemblies, Inc.	Open to public	Stage Area
3:00 PM- 3:45 PM	Presentation: Sustainable Architecture	Open to Public	Stage Area
4:00 PM	Raffle Draw	Open to public	Stage Area
4:00 PM – 6:00 PM	Film Showing: KADIN by Japan Foundation Manila	Open to public	Presentation Room
7:00 PM – 10:00PM	Eco-Dinner Fashion Show hosted by the Department of Environment and Natural Resources	By Invitation only	Function Room 1

PGMA Graces EPIF '09

No less than President Gloria Macapagal-Arroyo visited the 5th Eco-Products International Fair on its second day, a concrete manifestation of her support to the event. She toured the exhibit area with local and foreign dignitaries including DTI Secretary Peter B. Favila, former First Lady Amelita Ramos, DAP Chairman Jimmy T. Yaokasin, Jr., DAP President Antonio D. Kalaw, Jr., APO Secretary-General Shigeo Takenaka, Mitsubishi Electric Corporation Chairman and GPAC Chair Tamotsu Nomakuchi, Sumitomo Banking Corporation Chairman, and EPIF Preparatory Committee Chair Teisuke Kitayama. □



SPECIAL FEATURE

DTI weaves sustainable livelihood thru Bayong Project

At the EPIF '09, President Arroyo formally launched DTI's Bayong Development Project, a component of the government's Comprehensive Livelihood and Emergency Employment Program (CLEEP) under the Economic Resiliency Plan as response to the global economic crisis. This project aims to create a source of sustainable livelihood and to contribute in preserving the environment through *bayong* weaving. The *bayong* is a traditional market bag made of natural leaves such as *pandan*, *buri*, *sabutan*, *romblon* and *abaca* which abound in the Philippine countryside.

The project, one of the highlights on the EPIF exhibit, not only show-



cases Filipino skill and cultural heritage but also generates opportunities for income and employment. The DTI-Regional Operations and Development Group (DTI-RODG) and its affiliates are now introducing dyeing processes to experienced weavers to help them produce better colored bags. More importantly, this project is a timely response to the global concern over the proliferation of non-biodegradable packaging such as plastic bags, styrofoam materials, and rubber that harm the environment.

At present, the DTI is drawing up plans for all the country's regions to adopt this project and mobilize handicraft makers nationwide to boost the production of *bayong*. Weaving centers have already been established in the provinces of Laguna and Quezon after the project was pilot-tested in July 2008. □

DENR hosts Eco-Fashion Show

The Department of Environment and Natural Resources, led by Secretary Lito Atienza, hosted the *DENR Night: Eco-Fashion Show for the Environment* last night. The dinner featured innovative and breakthrough fashion creations from recycled and eco-friendly materials by the fashion design students of La Salle College Intl. Likewise, winners of the Young Miss Earth of Department of Education (NCR-Pasig City) paraded in gowns fashioned from recycled waste materials.



Handing Over Ceremony. Part of the night's program is the EPIF Handing Over ceremony from the Philippines to Indonesia, which is tasked to host the EPIF 2010. VP for Industry, Technology and Maritime Affairs Indonesia Rachnat Gobel received the EPIF flag from EPIF '09 NEC Vice-Chair Secretary Lito Atienza and DAP President Antonio D. Kalaw, Jr. in the presence of APO Sec-Gen Shigeo Takenaka and EPIF Preparatory Committee Chair Teisuke Kitayama. Miss Earth 2006 Catherine Untalan and DENR Assistant Secretary Juan Miguel "Mitch" Cuna were the masters of ceremony. □

Jaworski draws March 20 Eco-Quiz Winner



Former Senator and Philippine basketball legend Robert "Sonny" Jaworski visited the EPIF '09 exhibit yesterday as a testament to his personal conviction that caring for the environment is instrumental to the country's progress. After viewing the various exhibits, he was requested to draw the lucky winner for Day 2's Eco-Quiz Raffle. Mr. Jorge Vincent Bintuon of the Department of Energy is now a proud owner of a Honda Motorcycle. Congratulations JORGE!



Jaworski poses with Former First Lady Ming Ramos, DAP President Antonio D. Kalaw, Jr., DENR Director Concordio Zuniga and Global Link MP COO Jing Lagandaon.

SPOTTED AT THE EPIF '09

- Department of Energy Secretary Angelo Reyes
- Former Senator Agapito "Butch" Aquino
- Philippine Daily Inquirer Columnist Randy David and former CSC Chair Karina David
- Former DENR Secretary Elisea "Bebet" Gozun
- Metrobank Foundation President Aniceto Sobrepeña
- PNP-NCRPO Regional Director Leopoldo Bataoil
- DTI Undersecretary Lourdes Baua
- Ms. Earth 2008 Carla Paula Henry

DAY 3 SCHEDULE

- International Conference on Sustainable Production, Sustainable Consumption and Sustainable Future, 9am-5pm, Function Room 1
- Quiz Bee Show, 10-am-12 nn, Stage Area
- Trash to Cash (Recycling Market @Sm Super Malls), 10 am- 4 pm, Open Parking
- APO/NPO meeting on EPIF, 10 am- 12nn, Meeting Room 3
- Film Showing: DONSOL by Japan Foundation Manila, 12 nn – 2pm, Presentation Room
- International Green Purchasing Network (IGPN) Member's meeting, 1 pm- 5pm, Meeting Room 8
- Raffle draw, 2pm and 5 pm, Stage Area
- Presentation: Sustainable Landscape and Design, 2 pm- 3pm, Stage Area
- Sensible Mobility: the Economic and Ecological Gains from the Use of electric Vehicles, 3pm-3:45 pm, Stage Area
- Presentation: Sustainable Planning, 4pm-4:45 pm, Stage Area
- Musical Production by Ms. Grace Nono, 5pm-6pm, Stage Area
- Thanksgiving Dinner, 7pm- 10 pm, Function Room 1

EPIF '09 Int'l Confab Concludes

Some 161 local and foreign participants attended the three-day **International Conference on Sustainable Production, Sustainable Consumption, Sustainable Future** from 19-21 March at the SMX Convention Center.

The three-day forum is a special event of the **Eco-Products International Fair 2009** aimed at providing participants the opportunity to hear global, regional and local experts to present/share experiences, views and propositions in promoting sustainable development through consumption of eco-products and services.

Former President Fidel V. Ramos, the keynote speaker, urged the local participants "to take concerted actions, which is the only recourse to make a difference, and to care, share and dare," and for the foreign delegates to carry the same message. Unity, solidarity and team work, he said, is needed among Asian partners.

On Day 1, the discussions focused on "eco-innovation, global challenges and practice in government" where considerable initiatives and policy reforms by Japan and Philippine government and business sectors as well as the European Commission were noted in the efforts to reduce CO₂ emission, against climate change and environmental destruction toward a sustainable future and poverty alleviation. Resource speakers include Mitsubishi Electric Corporation Chair Tamotsu Nomakuchi, Shell Philippines Country Chair Edgar Chua, Director Hideki Kimizuka of Japan's Ministry of Economy, Trade and Industry (METI), Mr. Juan Echanove of the EC Delegation to the Philippines, and Director Julian Amador of the DENR-Environment Management Bureau. Former DENR Secretary Elisea "Bebet" Gozun served as the moderator.

Day 2 has the theme "opportunities and challenges in eco-business and environmental finance." In his keynote speech, Sumitomo Banking Corporation Chair Teisuke Kitayama said that it is imperative to recognize environment sustainability as a global concern. According to him, companies can lead the way towards a sustainable future and environmental business has great potential. He added while companies have their own challenges to face, they also have to contribute to environmental finance.

Resource persons from Japan, Taiwan, Thailand, and the Philippines talked about their programs on climate change, supporting environmental investments in developing countries, environmental finance or green banking, clean development mechanism (CDM), green consumerism, corporate



social responsibility as well as green public procurement. They are: Director Woonchong Um, Asian Development Bank; Mr. Fumio Hoshi, Japan Bank for International Cooperation; SVP Brillo Reynes, Development Bank of the Philippines; Dr. Chaoyod Bunyagidj, Thailand Environmental Institute; Ms. Fatima Reyes and Estrella Andres, Sustainable Strategies (Asia); SG Octavio Peralta, Association of Development Financing Institutions in Asia and the Pacific; Dr. Niven Huang, Business Council for Sustainable Development of Taiwan; Ms. Jocelyn Goco, Department of the Environment and Natural Resources; Mr. Marlon Apanada, Eco Securities Philippines; and Mr. Hiruki Nakatsuka, Sumitomo Banking Corporation.

The moderator, Mr. Eiichiro Adachi, Research Chief and Head of ESG Research Center capped the day's session saying "*financial institutions or banking sector can control the brunt of economy... money. If it goes the right way, it will contribute benefits to the society and developing countries.*"

On day 3, the discussions revolved on green procurement, eco-solutions and applications, with Development Academy of the Philippines (DAP) SVP for Programs Magdalena L. Mendoza as moderator.

Dr. Ryoichi Yamamoto of the University of Tokyo reaffirmed the seriousness of climate change and said *“political will”* is necessary to help reverse impact of global warming. He likewise stated that there is an urgency to *spread eco-innovation, eco-technology and eco-products across the region to ensure Low Carbon Society.*

Prof. Kun Mo Lee of Ajou University in Korea defined the terms eco-product, eco-service, and eco-design as well as introduced the Life Cycle Assessment (LCA) as an analytical tool for evaluating the environmental relevance of eco-products. He further said that resource depletion and global warming are two major negative environmental impacts that should be considered in designing eco-products.

Dr. Ning Yu, Chair of Taiwan Green Purchasing Alliance talked about government green procurement policies and private sector efforts in Asia. She presented different policies and laws introduced by governments in Taiwan, Japan, China, Korea and Thailand on green procurement. Likewise, she said that green purchasing networks are active in various countries like India, China, Korea, Japan and Vietnam, citing the Green Purchasing Network endeavor in Taiwan.

Datuk Mustafa Mansur, President of the Federation of Malaysian Manufacturers talked about the promotion of eco-products and green supply chains. He said that government is the driver in the greening process and it must provide sustained merits to companies. Companies, on one hand, should remain competitive while consumers should change consumption patterns and embrace eco-products. □

DAP Hosts Thanksgiving Dinner for EPIF '09



As a gesture of goodwill to all those who supported the 5th Eco-Products International Fair, the Development Academy of the Philippines led by its President Antonio D. Kalaw, Jr. hosted a thanksgiving dinner last night at Function Room 1. APO Sec-Gen Takenaka congratulated the organizers of the EPIF '09 for a successful implementation. EPIF '09 Advisory Committee Chair Mrs. Ming Ramos led the Farewell Toast before the Philippines formally turned over the task of organizing the next EPIF to Indonesian Ambassador Prof. Irzan Tandjung. □

M Recycling Machine revolutionizes Recycling

Known for its modern and innovative technologies, Japan also showed their concern for the environment and its action towards protecting it, through the products and services they have displayed at the EPIF Exhibit. One of the innovations showcased by the Japanese was its Subcritical Hydrolysis Reactor Technology through the M Recycling Machine exhibited by the G8 International Trading Co., Ltd.

The M Recycling Machine is a revolutionary recycling process which recycles home garbage, architectural scrap wood, organic sludge, polystyrene, shredder dust, agricultural vinyl and incineration ash with zero greenhouse gas emissions, zero odor, and bacteria-free. These features make the M Recycling Machine different from garbage incinerators because the latter emits greenhouse gases causing air pollution while the landfills cause water pollution. Similarly, natural composting of biodegradable waste takes a long time to process to have enough environmental impact.

With the innovative process of recycling, the M Recycling Machine has already been in use by many industries and thus proves that even in this modern age, we can still Renew our Earth. □

Eco-Quiz Bee Competition Winners Announced



Through the Quiz Bee Foundation spearheaded by Ms. Gloria Tayag, the EPIF '09 held an Eco-Quiz Bee Competition with questions focused on Environment and Biodiversity. Twenty-one elementary students from public and private schools participated in the said event. After a

gruelling battle of brains, Diana Hina R. Breboneria of San Roque Elementary School emerged as the Champion, while Joshua Vicente of St. Anthony School placed as the first runner-up. St. Paul College's Frances Ysabel Reyes was second runner-up.

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DAY 4 SCHEDULE

- Film Showing: Panahon: Ang Pinoy at ang Climate Change, 10am-11am, Presentation Room
- Product Demonstration by Earth Asia Institute, 11am-12 nn, Stage Area
- Go Organic! Launch & Lunch, 11:30am-1:30pm, Meeting Rooms 4&5
- Go Organic! Film Showing, 12nn-12:45pm, Stage Area
- Thanking Tour by EPIF '09 Organizers, 1pm, Exhibition Hall
- Raffle draw, 2pm and 4pm, Stage Area
- Go Organic! Mini Concert, 2pm-4pm, Stage Area