

**International Conference on Promotion of Eco-products  
for Competitiveness and Sustainable Consumption**  
National Convention Center, Hanoi, Vietnam  
On 1 March 2008

Program  
(As of 2 March 2008)

**1 March 2008 (Saturday)**

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|---------|---|
| 1230hrs | Registration of Participants  |
| 1255hrs | Arrival of VIPs at the Conference Hall  |
| 1300hrs | Official Opening<br>by Dr. Ngo Quy Viet, Chairperson, Preparatory committee of Eco-products International Fair 2008, APO Director for Vietnam and Director General<br>Directorate for Standards and Quality, Ministry of Science and Technology |
| 1315hrs | Japanese Industrial Policy Aimed at Development of Eco-innovation<br>by Mr. Hajime Ito, Deputy Director-General for Global Environmental Affairs,<br>Ministry of Economy, Trade and Industry, Government of Japan                               |
| 1345hrs | Keynote Address: Technology and Action for a Sustainable Society<br>by Dr. Tamotsu Nomakuchi, Chairperson of GP Advisory Committee, Japan and<br>Chairman of Mitsubishi Electric Corporation  |
| 1415hrs | Coffee Break & Networking   |
| 1445hrs | Experience on Development and Promotion of Eco-products in Europe<br>by Mr. Niels Juul Busch – Special adviser for SEMLA project, Ministry of Natural<br>Resources and Environment  |
| 1530hrs | Past, Present and Future of Production and Consumption of Environmental-friendly<br>Goods in Thailand<br>by Mr. Sompong Tanchaenphol, Vice Chairman of the Federation of Thai Industries<br>(FTI)   |
| 1615hrs | Vietnam Agenda 21 and Communication Activities on Sustainable Development<br>By Mr. Nguyen Van Hung - AGENDA 21 Office - Ministry of Planning and Investment  |
| 1700hrs | Closing Remarks<br>By Mr. Nguyen Anh Tuan, Managing Director, Vietnam Productivity Centre   |

Remarks: Program will be opened to public and exhibitors. Simultaneous interpretation (English and Vietnamese) will be prepared.

**International Conference on Promotion of Eco-products  
for Competitiveness and Sustainable Consumption (Day 2)**

at Conference Room 343,  
National Convention Center, Hanoi, Vietnam  
On 2 March 2008

**Program**

*(As of 2 March 2008)*

**2 March 2008 (Sunday)**

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|---------|---|
| 0930hrs | Registration of Participants  |
| 1000hrs | Eco-innovation for Creation of Low Carbon Society<br>Prof. Ryoichi Yamamoto, Vice Chairperson of GP Advisory Committee and Institute of Industrial Science & Technology, University of Tokyo, Japan |
| 1100hrs | Coffee Break  |
| 1130hrs | Eco-labelling & Singapore's Efforts in Promoting Eco-products<br>Mr. Howard Shaw, Executive Director of the Singapore Environment Council (SEC)   |
| 1230hrs | Lunch Break   |
| 1330hrs | Eco-design is our Future – Develop the new Business with the vision of Eco-products<br>By Mr. Yusuke Saraya, President of Saraya Co., LTD   |
| 1430hrs | Awareness Raising on Eco-products Consumption<br>By Dr. Nguyen Hoang Lan – Director of Pi C&E – Pi Company for Culture-Education-Environment Consultancy & Communication                            |
| 1530hrs | Coffee Break  |
| 1600hrs | Contribution of Eco-products to the Increase of Productivity and Creation of Sustainable Society<br>By Dato' Nik Zainiah Nik Abdul Rahman, Director General, Malaysia Productivity Corporation      |
| 1700hrs | Closing Remarks<br>By Mr. Nguyen Anh Tuan, Managing Director, Vietnam Productivity Centre   |

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