

UNIDO Booth at Green Innovation EXPO 2012, Tokyo 14-16 November 2012

UNIDO ITPO Tokyo cooperated with the Japan Management Association and the Society of Chemical Engineers, Japan to organize a UNIDO booth on the theme of “Green Industry and Water Management” at the “Green Innovation EXPO 2012” held at Tokyo Big Sight on 14-16 November 2012. The event attracted a total of 24,532 visitors during three days, out of which 945 came to the UNIDO Booth.

UNIDO ITPO Tokyo invited four delegates in charge of water management from Cambodia, Russia, Sri Lanka and Viet Nam to participate in the event; displayed panels showing the situation of water management in their countries. A total of 155 business meetings were held with the delegates at the booth. ITPO Tokyo organized a Network Corner at the UNIDO Booth; and held a seminar on water business and management on 14 November to promote investment opportunities in these countries. The seminar was attended by 120 Japanese companies and institutions. UNIDO’s booth also featured a Japanese Technology Corner where three Japanese companies, Aquatech, Totetsu, and Tottori Resource Recycling Laboratory, displayed their water treatment devices. In addition, the booth featured a UN Corner to promote the activities of UN agencies in the area of water management, featuring UNEP-IETC, UNIDO and UNU.

Besides the exhibitions, a Presentation Corner featured 10 live presentations by UNIDO ITPO Tokyo, UNU and the above-mentioned Japanese companies over the course of three days attracting up to 150 participants, covering topics such as:

- (1) “Japanese Technology Database” by UNIDO ITPO Tokyo (1 time)
- (2) “Green Ideas from Japan” by UNU (2 times)
- (3) “Jarikko Wastewater Purification System” by Aquatech (3 times)
- (4) “Rainwater Storage and Usage System” by Totetsu (3 times)
- (5) “Desert Greening with the Use of Waste Glass” by Tottori Resource Recycling Laboratory (1 time)

The UNIDO Booth was manned by UNIDO ITPO Tokyo’s staff, intern and student volunteers. UNU’s staff and intern also assisted UNIDO.