Global Ecolabelling Network Appoints Isabella Huang Loh as Chair at 2026 AGM in Singapore

SINGAPORE, 29 October 2026 – The Global Ecolabelling Network (GEN) has appointed Ms Isabella Huang Loh PBM, Chairman of the Singapore Environment Council, as Chair of the GEN Board. The appointment was confirmed at GEN's Annual General Meeting, held in Singapore on 29 October 2026.

GEN is the global association of leading Type I ecolabelling programmes operating under ISO 14024. Together its members certify products and services that meet rigorous, independently verified environmental standards in more than 60 countries and regions.

Members also welcomed two new Board Directors, Mr Chin Yuan Chen from Environment Development Foundation - Taiwan and Mr S. Karthikeyan of the Confederation of Indian Industry (CII). Ms Riikka Holopainen will continue as a Director along with Anja Hanslik from Germany, Stephanie Schiller from the United States of America, Steven Choi from Hong Kong and Cui Xiaodong from China. We also thank Japan Environment Association for their ongoing support as Treasurer, and particularly Hiroyuki Kobayashi.

A new Chair with deep regional and international reach

Ms Huang Loh joined the GEN Board at the 2024 AGM and has served as Vice Chair since then. In that role she worked to strengthen GEN's relationships with international partners and to develop strategic alliances, with a particular focus on the European Commission and the Asia-Pacific region. She has been an exemplary representative of GEN and Singapore at key international fora.

As Chair of the Singapore Environment Council (SEC), Ms Huang Loh brings extensive experience as a business leader, entrepreneur and environmental advocate. SEC administers the Singapore Green Labelling Scheme. It is Singapore's only ISO 14024 Type I ecolabel and one of Asia's first, and today covers more than 3,500 certified products from over 400 active licensees, with certified products in more than 30 countries. More than half of its certified companies are based outside Singapore, mainly across ASEAN. Her appointment, confirmed at an AGM held in her home city, reflects the growing importance of Asia-Pacific in global sustainable consumption and production.

"Circularity does not happen by accident. It happens by design, through partnership," said Ms Huang Loh. "Credible ecolabels are one of the clearest ways to cut through greenwashing. My priority as Chair is to grow trust in them, and to make GEN a bridge and a voice for its members. That means giving regions like Southeast Asia a seat at the table when the rules that affect us are being shaped, and building GEN's partnerships with governments, industry and consumers."

Sustainable procurement in focus

The AGM took place during GEN's Conference Week in Singapore. The week opened on 27 October with the Sustainable Procurement Forum 2026, hosted by SEC with support from EcoAdvance under UNEP and the International Green Purchasing Network.

In her opening address to the Forum, Ms Huang Loh described procurement as the place where design meets demand. Every purchasing decision by governments, businesses and consumers sends a signal to the market. She cited UNCTAD figures showing that global exports of green industrial goods reached about US$1.76 trillion in 2024. That is four times their level in 2000 and around 8% of all merchandise trade worldwide. Singapore exported close to US$30 billion of these goods.

She pointed to mutual recognition agreements as a practical way to build trust across markets and reduce duplication. Under SEC's agreement with Japan's EcoMark for flooring products and tile carpets, companies certified in one market no longer need to repeat the evaluation in the other. Regulations such as the EU's Ecodesign for Sustainable Products Regulation and its digital product passports are set to reshape supply chains well beyond Europe. Ms Huang Loh said trusted ecolabels can help businesses in Asia meet those expectations.

Thanks to outgoing Chair KS Venkatagiri

The GEN Board and members also extend their sincere thanks to outgoing Chair Mr KS Venkatagiri for his leadership and dedicated service to the network. As Executive Director of the Confederation of Indian Industry, Green Business Centre, Mr Venkatagiri played a leading role in conceptualising and launching India's GreenPro ecolabel, and he brought that same practical vision to GEN.

The new Chair shared “On behalf of the Board and all GEN members, I thank KS Venkatagiri for his commitment and leadership. He leaves a stronger, more connected network, and we are delighted that CII's contribution to GEN continues through the Board.” Isabella Huang Loh