Japan Electronics and Information Technology Industries Association

Ote Center Bldg., 1-1-3, Chiyoda-ku, Tokyo 100-0004, Japan
http://www.jeita.or.jp/

As of July 12, 2017

2017-2018 PROFILE
A Message from the Chairman

Toward the Realization of Society 5.0

The Japan Electronics and Information Technology Industries Association (JEITA), as an industry association representing Japan in the IT/electronics field, has spearheaded a key role in the advancement of the industry and the Japanese economy.

Recently, outstanding technological progress in areas including big data, artificial intelligence and networking has spawned the era of IoT (Internet of Things), whereby everything is connected via the Internet.

At JEITA, we cover a wide scope, including electronic components and devices, electronic equipment, IT solutions and services, etc., and will henceforth further promote co-creation with various industries, including advanced transportation systems, healthcare and smart homes, etc.

Toward the realization of "society 5.0," a super-smart society where new values emerge and society as a whole is optimized by information sharing in cyberspace and reality space, we will strive to create new businesses that can help solve a variety of social issues currently facing our country.

We greatly appreciate your continued understanding and support for JEITA’s efforts.

Chairman
Shusaku Nagae
Chairman
Shusaku Nagae
Chairman of the Board
Panasonic Corporation

Vice Chairman
Masami Yamamoto
Chairman and Director
Fujitsu Limited

Vice Chairman
Katsuaki Nomura
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Vice Chairman
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Sony Corporation

Satoshi Tsunakawa
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NHK Engineering System Inc.

Keiichi Kawakami
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Member of the Board
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Mitsubishi Electric Corporation

Companies of Directors

Sony Corporation
Sharp Corporation
Hitachi, Ltd.
Yokogawa Electric Corporation
Alps Electric Co., Ltd.

Companies of Other Directors (alphabetical order)

Advanced Corporation
Avahi Glass Co., Ltd.
Adel Corporation
D&M Holdings, Inc.
Deno Corporation
DK Antenna Co., Ltd.
Fuj Electric Co., Ltd.
Fuj Kere Co., Ltd.
Hokuriku Electric Industry Co., Ltd.
Hosiden Corporation
IBM Japan, Ltd.
Ikegami Tsushinki Co., Ltd.
Japan Aviation Electronics Industry, Ltd.
Japan Radio Co., Ltd.
KDD Corporation
Kokusai Corporation
Kuraray Corporation
Kye Corporation
Maepro Denki Corp.
Mitsubishi Corporation
Nippon Chemi-con Corporation
Nitto Denko Corporation
Oemron Corporation
Ricoh Company, Ltd.
Rohm Co., Ltd.
Semiconductor Corporation
Socionext Co., Ltd.
Teac Corporation
Teikoku Tsushin Kogyo Co., Ltd.
Toshiba Corporation

Companies of Auditors

Nikko Engineering System Inc.
Fujikura Ltd.

Display Devices Board

Display Devices Common Committee

*The boards and committees also encompass various types of committees such as business committees, expert committees and working groups, and the total number exceeds 400.
*Member companies can participate in committees on request. Please contact us for details.
Promotion of Society 5.0

Leveraging technological advancements, including IoT (Internet of Things), big data, AI (Artificial Intelligence) and others, industrial and social structures are changing significantly and the IT/electronics industry is playing a key role as a driver to support Japan’s economic growth and social advancement. As part of efforts to achieve a “Super-Smart Society” by applying advanced technology (Society 5.0) across all fields by JETIA, working with various industries, startups and overseas initiatives, etc., strives to promote new initiatives of member companies, including investigating issues involved with various fields and proposing made to government, partners with others with a sense of urgency. Likewise, to enhance the competitiveness of member companies, we will steadily work to expand the business environment, including regulatory/system reform, tax revision requests, etc. Promoting these businesses will help us develop the IT/electronics industry and Japan’s economysociety.

Promotion of Acquisition, Use and Application of Data

1. Approach to creating new markets
Identifier promising growth markets for the industry, including automated driving, healthcare, smart homes, etc., positively present the advantages of data use and application through CPS (Cyber-Physical Systems)IoT and help solve social problems, etc. While collaborating with relevant industries and identifying user needs, strive to help expand the industry’s business field.

2. Identify markets in areas of new growth and raise awareness
Considering changes in society and industrial structures by CPS/IT and as part of efforts to benchmark social contributions made by the new growing field, examine the implementation of usage statistics and the application of IT solutions and services by fields.

3. Balance personal information protection and use and application and ensure data security
Investigate common challenges, including a balance between the utilization of big data, essential to developing AI and protect privacy, rule-making and ensuring security when providing a new service to meet individual needs by promoting the use and application of data, fostering the value of open data utilization in Japan, etc., and making approaches to government such as regulatory/system reform requests, etc.

Promotion of IoT Platform-related Investment

1. Improving the environment for IoT-related investment
To stimulate business using CPS/IT throughout all industrial fields, engage in policy areas such as making tax revision requests and sending recommendations regarding governmental measures, which help promote investment in systems toward Society 5.0.

2. Promotion of CPS/IT use in regions
To help further revitalize the regional economy and society, while projects to improve the environment, including government measures in the form of “City/People/Work Creation HQ” (the Headquarters for Overcoming Populaton Decline and Vitalizing Local Economy in Japan), the regional development of the IoT promotion consortium (a regional version of the IoT promotion lab), etc., cooperate with relevant industries and support dissemination of examples of CPS/IT utilization by member companies (advantages of utilization, etc.) to help solve various social issues facing regions through collaboration with local government, etc.

Promotion of Open Communication

1. Generation of the co-creation power of Japan toward the CPS/IT era through CEATEC JAPAN
Toward Society 5.0, positioning CEATEC JAPAN as a venue for generating the power of connection among industry, technology and policy by collaborating with different types of industries, ventures and overseas initiatives, based also on the CeBIT 2017 result, partner with the government, organizing the “IoT promotion consortium” and transmit the technical strength and direction of the domestic IT/electronics industry within and outside Japan. Also, at CEATEC JAPAN 2017, develop “IoT Town 2017” as the organizer’s special project to introduce companies/organizations solving social issues and create new industries and bring frontrunners of all industries who establish Society 5.0 to the world.

2. Cooperation with other industries
To support efforts by regional medium-size/distributor companies to challenge new fields/businesses, etc., use supporting human resources, including regional coordinators, etc., cooperate with other industries and promote network building.

3. Cooperation with venture companies
Use the “JETIA venture award”, as a system to support venture companies who serve as key elements in CPS/IT societal implementation and promotion, enabling companies to enhance the participation of the award winning companies in JETIA, by newly establishing special schemes with preferential treatments for ventures, organizing gatherings with member companies, etc.

4. Promotion of human resource development
Conduct lectures for university students and other industry-academia collaborations, class by engineers/researchers for students from elementary school to high school where there is concern over declining interest in science and math, convey the appeal of the IT/electronics industry, and promoting technological policies/measures to promote research and development.

Enhancing Competitiveness of Member Companies

1. Response to trade issues
Response to the protectionist policies of each country
In the digital trade field, when protectionist trends such as blocking the flow and utilization of global data and pursuing unique security control and standardization policy proliferate, it hinders efforts to promote free trade. To prevent these protectionist policies from spreading and promoting liberalization of the digital economy and enhancing competitiveness, use the joint recommendations developed by major global ICT industry organizations and promote them in cooperation at G20 digitalization ministerial meetings and in G20 summit agreements.

2. Promotion of free trade and economic partnerships
While the TPP exit of US is determined, support the early conclusion of negotiations such as Japan-EU EPA, Regional Comprehensive Economic Partnership (RCEP), WTO New trade in Services Agreements (TISA), etc.

3. Efforts to create international rules
With respect to regulations on conflict mineral resources, etc. in the US, EU and others., facilitate activities to solve problems and support the business operations of member companies in this regard.

4. Response to technology policy
As part of efforts to enhance international competitiveness and basic domestic technology of the IT/electronics industry, cooperate with related organizations to implement/bust the industry for Society 5.0 and study and promote technological policies/measures to promote research and development.

Response to Social Requests

1. Response to environmental/energy issues
As the total power of the electrical and electronics industry, by quantitatively showing the results of energy-saving contributions/potential on a global scale and the degree to which respective solutions contribute toward this aim, including components/devices, equipment and IoT, widely disseminate the environmental contribution of industry and promote the implementation of appropriate policies. Also, following increasing demand for advanced analysis of large-capacity data with the arrival of the IoT era, promote comprehensive energy-saving by promoting alignment between the equipment and data center.

2. Promotion of fair transaction
Based on the "promotion of fair transaction and voluntary action plan for joint-value creation with partners", formulated at the request of the Ministry of Economy, Trade and Industry to further promote fairmness in subcontracting relations, conduct awareness-raising activities such as renewing the "Subcontract Law compliance ministerial guideline", etc., in order to examine the state of implementation efforts by member companies, cooperate with the government in specifying guidelines on cross-industry follow-up, guide the government in specifying guidelines and consult with the Ministry of Economy, Trade and Industry.

3. Response to work style, etc.
With respect to regulations on conflict mineral resources, etc. in the US, EU and others., facilitate activities to support discretionary work and telecommuting, etc. to balance work and childrengrowing care and cooperate with the government to promote the widespread use of technology/industry services that contribute to work-style reforms.

Investigation into Organizational Frameworks to Respond to New Businesses

Toward the promotion of Society 5.0, to clarify JETIA’s focus on the growing field and restructure into an organization that can facilitate horizontal cooperation between related departments. Also, investigate the state of the membership system to respond to the intake of the growing field and work on creating flexible organization.

What is Society 5.0?
Society 5.0 was promoted as a super-smart society, in its fifth embodiment, following hunting society, agrarian society, and industrial society and information society. This is a national vision targeting a human-centered society where, by realizing a super-smart society, national economic growth and efforts to solve domestic and international social issues are achieved, allowing people live more comfortably and fully of vitality.
We cooperate with member companies to conduct “industry statistics” survey and release the results on the website, etc. There are 13 kinds of such industry statistics, which are widely used as economic indicators to highlight industry trends. Various reports, including “Field-specific market trend surveys”, “Forecast surveys” and “Data collection”, etc. are also utilized to identify industry trends and as basic policy-making materials.

Global Production Forecasts

The production forecasts for global electronics and information technology industries and the forecast for the following year are announced every December. This is the only set of data covering the entire electronics and information technology industries and fields expected to be utilized as market trends summarized by field, there is a statistical data and various announcement schedules and the PDF version is downloadable from the JEITA website.

Research and Statistics Survey

Research and statistical Work is Done to Grasp trends in Wide-ranging Product Fields in a Timely Manner.

Tax/regulatory Reform

For member companies developing business globally, “ensuring a level playing field” and “ensuring strategic investment funds, including research and development efforts” are both essential. We work with the government and relevant organizations to create a tax system that will help strengthen international competitiveness. Moreover, amid a global industrial paradigm shift “from Mono (things) to Koto (matter)”, and “from specific to overall optimization”, we submit regulatory reform requests including making rules governing the use and application of data to the government, etc., to support the platform business and the creation of new services.

Promotion of CPS/IoT

The creation of new value and resolving social issues through the societal implementation of CPS/IoT is expected. Amid intensifying competition over the CPS/IoT Initiative worldwide, JEITA aims to enhance links between the IT/electronics industry and various other industries. For automated driving system, healthcare and smart home fields in particular, which are promising growth fields, we formulate and plan a IoT demonstration project and propose it to the government.

Activities pertaining to tax reform

As efforts to promote the International competitiveness of the IT/electronics industry, we submit requests for policies including tax reforms, etc., for a total of 17 times. Research topics, etc., in the various global systems, imaging equipment, car AV equipment, mobile phones, server/storage, personal computers, LCD monitors, printers, image scanner, OCHs, electronic tablets, electric meters, medical electronic equipment, electronic components, display devices, semiconductors, IT solutions/service.

New Year’s Celebration

As a venue for exchanging new year’s greetings among government officials, industrial leaders and other stakeholders, we hold a “New Year’s Celebration” every January. As well as representatives and executives from member companies, wide-ranging industry players, including government and academia, participate, exchange information and interact with each other.

Over 400 committees

To research and address issues of various fields, both toward and outward, boards and committees have been established based on relevant issues and fields, which encompass business and expert committees, etc. These committees are well positioned to solve various issues surrounding the industry.

Electronic Component Global Shipment Statistics

Statistics complementing and covering all electronic components from a global perspective are unparalleled on a global scale and such industrial statistics are often quoted as references benchmarking shipped volumes of electronic components by media not only in Japan but also overseas. The value of electronic components shipped globally each year exceeded 4 trillion yen in 2015 and despite the impact of exchange rates, etc., the trend is still growing for the near-term. In particular, the global share of electronic components by Japanese companies is approximately 38%; maintaining a high share and boosting energy-saving/minimization/ high reliability of various products. It is also referred to as a leading indicator of finished products and widely used as basic data to underpin various reports.

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Materials related to electronic components

• Global sensor status survey
• Development of major electronics
• Electronic material production statistics
• Global semiconductor supply
• Present situation and trends in switching power supply
• Roadmap for electronic component technology in 2026
Problem Solving

Efforts to solve social issues and common industry issues

To realize Society 5.0, there is a need to improve the business environment and solve common issues. To enhance competitiveness of member companies and fulfill social responsibilities incumbent on industry, we continue striving to address industry-wide issues, etc.

Trade Issues

In the area of digital trade, based on premises of global data distribution and utilization, protectionist trends have intensified, such as promoting unique security regulations and standardization policy, etc. and become factors inhibiting the promotion of free trade. To stop these protectionist policies from proliferating, promote the liberalization of the digital economy and enhance corporate competitiveness, industries in Japan, the US and Europe are joining forces and engaging within the governments of each country and government-level talks.

JEITA cooperate to promote free trade through economic partnership agreements (TPP, EPA) and WTO negotiations including the Information Technology Agreement (ITA) and Trade in Services Agreement (TISA), etc. and help create favorable environment to enhance international competitiveness.

Promotion of Standardization

We actively participate in activities of international standardization organizations including IEC, ISO, etc. 26 international chairpersons, secretaries, and deputy secretaries, and domestic committee entrusted as a domestic review organization engaging in deliberate discussions (TC, SC, TA) with 39 cases. For TC124 in particular (Wearable Electronic devices and Technologies), newly established in IEC in February 2017, JEITA has been entrusted as the domestic deliberation organization by Japanese Industrial Standards Committee (JISC) and also serves as the international chairman. Similarly, last year in IEC system standard including 5yC AAS and 5yC Smart house was established and JEITA actively cooperated in activities of the respective domestic review organizations of each country. We also worked on international standardization related to sensor and energy-harvesting technologies increasingly required in the IoT era. In conjunction with participation in international standardization activities, we also promote the development of domestic standardization and have published over 500 JEITA standards for AV equipment, information and communication equipment, electronic application apparatus, electronic components, semiconductor devices, electronic display devices and mount systems as well as striving to develop JIS as required by industry.

Promotion of Human Resource Development

As the globalization of industry and society progresses, universities and industry collaborating to develop human resources sought by society is an important issue for our country as a whole. JEITA develops, implements and improves efficient industry-academic educational programs, establishes a foundation of personnel development system for the (Tele)electronics industry and provide lectures for university students, classes by engineers/researchers across the board, for elementary to high school students to address concerns over declining interests in science and mathematics courses. Also, to convey the appeal of the (Tele)electronics industry, the importance of human resources handling data essential for CPS/IoT and the need for development, etc., we hold seminars and symposiums as well as working to develop human resources that will play important future roles in industry, such as promoting the development of human resources engaged in standardization, etc.

Regional Revitalization

Toward realizing the “revitalization of regional areas vital to help them grow and overcome population decline”, as the basic objective determined by the state-run “City, People and Work Creation Head Office”, there is a need to resolve issues linked to the characteristics of regions and industrial fields. JEITA actively promotes the dissemination of information, supports for human resources and requests for regulatory reform, etc. in collaboration with government measures toward regional revitalization.

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For environmental, social issues, including global warming, we work to promptly grasp trends behind domestic and international social issues and the general information on environmental laws and regulations requiring a response on the part of companies and swiftly connect to various environmental measures of member companies complying with laws and regulations, including energy-saving measures, greenhouse gas discharge reduction, the promotion of 3R, a response to chemical substances, and so on. Conversely, alongside the spread of IoT, AI, etc. and through stand-out efforts by JEITA to promote the industry in terms of energy management systems, streamline the data center by collaborating with IT equipment and businesses including “visualization” of environmental contributions, etc., we promote activities which help promote the business of member companies. By boosting efforts to promote balancing between the environment and the economy, we support the growth of member companies.

Kansai Branch’s Activities

The Kansai Branch is reaching about 70 years in operation since it was first established in 1948 and currently cooperates with various relevant bodies, including the Kansai Bureau of Economy, Trade and Industry and promotes business while targeting regional revitalization with CPS/IoT. Also, working alongside small and medium-sized ventures and a range of businesses, they spearhead activities to create new business opportunities and markets, including “gathering of equipment/component manufacturers”, etc. and efforts to convey the latest information, including open seminars on technologies/environment, etc. They also actively promote Human resource development activities rooted in the community, such as university lectures by member companies and trial electronic craft-work classes for elementary school students, etc.
Creation of Markets

Business to promote innovations by co-creation and competition to create new markets.

By establishing co-creation of the IT/electronics industry and "various types of business"; "overseas" and "venture", we aim to create new markets. We also promote Society 5.0 by rolling out excellent technologies and services, implementing international exhibitions to showcase products and through recognition, etc.

CEATEC JAPAN

CEATEC JAPAN is the general fair of CPS/IoT and held in October every year. Over 600 companies and organizations, including member companies and overseas companies and ventures, assemble to introduce a range of forward-looking technologies and services/products. The exhibition includes an area that is configured based on usage scenarios to give visitors an inside look into the future where Society 5.0 becomes a reality. As well as the exhibition area, nearly 150 conferences are held over four days, covering from keynote lectures to exclusive sessions with wide-ranging CPS/IoT themes. Recently, moreover, as well as the IT/electronics industry, for various other industries including mobility, finance, healthcare and agriculture, etc., using CPS/IoT, the exhibition has featured a whole series of participation by exhibitors and accelerated co-creation with different businesses. CEATEC JAPAN promotes the realization of Society 5.0 as Japan's first “innovation showcase”, paving the way for the fourth industrial revolution.

Inter BEE

As a professional sound, video and communication exhibition, “Inter BEE” has advanced alongside the development of broadcasting media since 1965, and 2017 will mark the 53rd edition of this event. Over the last half-century, broadcasting media has developed and grown from monochrome to color, analog to digital and SDTV to HDTV, while 2016 marked a new start toward 4K/8K broadcasting. In future Inter BEE aims to be a general media event covering all the technical elements of “making (producing)”, “sending (transmitting)” and “receiving (experiencing)” of contents, toward 2020 when Japan will be in the world spotlight as will the slogan behind our wish: “Tell the world of the possibilities of new media.”

Inter BEE 2016

“Inter BEE” is the greatest “international media general exhibition” in Japan to introduce technological broadcasting/media innovations and as an opportunity to serve as a hub for disseminating and exchanging information once a year. Inter BEE is widely used by industry participants. In 2016, the exhibition attracted 1,090 company exhibitors and 38,047 visitors, both of which were record highs.

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Firms of Focus

Automated Driving System

Aiming to create an overall image (architecture) of an automated driving system and technical roadmap as viewed from the IT/electronics industry, narrowing the technological and business theme, conduct research and create business opportunities for member companies.

Smart Home

Smart home is a new lifestyle to create services aligned with various lifestyles by IoT. By collaborating with various industries and companies engaging in food, clothing and shelter, we work to create an attractive and smart home service and establish relevant rules.

Medical Equipment/healthcare

We target general development in the medical/healthcare industry by investigating the promotion of use of IoT in health information management, etc., as well as implementing responses to legal systems/technical issues pertaining to medical equipment, securing cyber security and promoting standardization, etc.

NEW

Three newly established Boards (from April 2017)

To realize Society 5.0, as well as expanding the business scope, there will also be a need to cooperate with industries outside the scope of IT and electronics. Accordingly, to further promote co-creation with other industries and enhance a shift to the growing field, we have newly established “advanced transport system,” “healthcare industry” and “smart home” Board.

Fields of Focus

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**Secretariat Organization Chart**

**JEITA Website**
The latest information related to IT and electronics, including efforts by JEITA, contents of activities, statistical information and information on seminars/events, etc. are provided.  
http://www.jeita.or.jp/

**JEITA Newsletter**
"JEITA Newsletter", the PR newsletter announcing efforts and notable achievements of JEITA is issued on a quarterly basis (in spring, summer, autumn and winter).  
As well as describing the JEITA business, it can also be used as an information tool by the IT/electronics industry.  
http://www.jeita.or.jp/japanese/letter/

* Also available on the JEITA website.

**Latest JEITA Information**

**Good Health Software Promotion Council (GHS)**  
5th Floor, Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo, 100-0004, Japan  
TEL : +81-3-3217-2555  http://good-hs.jp/

**Japan Electronics Show Association (JESA)**  
5th Floor, Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo, 100-0004, Japan  
TEL : +81-3-6212-5231  FAX : +81-3-6212-5225  http://www.jesa.or.jp/

**Information Technology Security Center (ITSC)**  
4th Floor, Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo, 100-0004, Japan  
TEL : +81-3-5218-2231  FAX : +81-3-5218-2232  http://www.itsc.or.jp/

**PC3R Promotion Association**  
7th Floor, Nakakita Bldg. 8, Kanda Ogawamachi 3-chome, Chiyoda-ku, Tokyo, 101-0052, Japan  
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