**Message from the Chairman**

**Toward the Realization of Society 5.0**

As an industry association representing Japan in the IT/electronics field, the Japan Electronics and Information Technology Industries Association (JEITA) has played a key role in advancing the industry and the Japanese economy.

In recent years, great strides forward with technologies such as Big Data, artificial intelligence and networks have ushered in a new era in which everything is connected via the Internet—the Internet of Things.

JEITA too is in the midst of a transformation into a problem-solving industry association that can serve as a platform for connecting industries such as electronic components and devices, electronic equipment, and IT solutions and services as the core, as well as stakeholders in those industries, so as to confront the challenges which our society faces on a cross-business, cross-industry basis.

Our plan is to promote the government’s “Connected Industries” framework and create new business toward realizing “Society 5.0,” a super-smart society in which information-sharing between cyberspace and physical space creates new value and opens the way for the optimization of society as a whole.

*We look forward to your continued understanding and support.*

Masaki Sakuyama
Chairman

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*Society 5.0: A super-smart society, evolving as the fifth societal stage following the hunter-gatherer society, agrarian society, industrial society, and information society. Through the realization of Society 5.0, Japan aims to achieve both economic advance and solutions to issues at home and abroad, creating a people-centric society in which individuals can enjoy comfortable lives full of vitality.

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**Outline of Association**

<table>
<thead>
<tr>
<th>Name</th>
<th>Japan Electronics and Information Technology Industries Association</th>
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<tr>
<td><strong>Purpose</strong></td>
<td>To promote the healthy production, trade and consumption of electronic equipment and electronic components to contribute to the comprehensive development of the electronics and IT industries and the advance of Japan’s economy and culture</td>
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| **Business** | (1) Research and study and provision of information concerning technologies and business management pertaining to the electronics and IT industries  
(2) Statistical surveys and information provision concerning the production, distribution, trade and consumption of electronic equipment, electronic components and related products  
(3) Research into the development of trade pertaining to the electronics and IT industries and promotion of international cooperation  
(4) Promotion of measures related to the environment, safety and quality issues pertaining to the electronics and IT industries and information provision  
(5) Promotion of laws and systems pertaining to the electronics and IT industries  
(6) Creation of specifications related to electronic equipment, electronic components and related products and promotion of standardization  
(7) Promotion of measures and provision of information concerning intellectual property right issues pertaining to electronic equipment, electronic components and related products  
(8) Holding of exhibitions related to electronic equipment, electronic components and related products  
(9) Business necessary to achieve the purpose of the association other than that listed in the preceding items |
| **Members** | 390 companies/organizations  
[Breakdown] Full members: 292 companies/organizations  
Associate members: 98 companies/organizations (as of May 2018) |
| **History** | 1948: Established the Wireless Communications Equipment Industrial Association (WCEIA)  
1958: Established the Japan Electronic Industry Development Association (JEIDA)  
1958: Renamed from the WCEIA to the Electronic Industries Association of Japan EIAJ (EIAJ)  
2000: EIAJ and JEIDA merge to launch the Japan Electronics and Information Technology Industries Association (JEITA) |
| **Target Areas** | **Electronic Equipment**  
TVs, video recording and reproduction equipment, imaging equipment, audio equipment, car AV equipment, broadcasting equipment, wireless communication equipment, wireless application equipment, mainframe computers, servers, PCs, tablets, network storage equipment, information terminals, terminal devices, medical electronic equipment, electrical measuring instruments, industrial measurement and control equipment, transport system equipment, etc. |
| **Electronic Components and Materials** | Passive components (capacitors, resistors, transformers, etc.), interconnection components (switches, connectors, etc.), transducers (audio components, sensors, actuators, etc.), other electronic components (power source components, etc.), electronic materials, etc. |
| **Electronic Devices** | Semiconductor elements, integrated circuits, display devices, etc. |
| **IT Solution Services** | SI development, software, outsourcing, etc. |
| **Other** | EDI-related, EDA tools, cable systems, etc. |
Companies of Chairman and Vice Chairman

Mitsubishi Electric Corporation
NEC Corporation
Sony Corporation
TDK Corporation

Companies of Other Directors (alphabetical order)

Advanced Corporation
Asha Glass Co., Ltd.
Aditi Corporation
D&M Holdings, Inc.
Deno Corporation
DX Antenna Co., Ltd.
Fuj Electric Co., Ltd.
Fuj Xerox Co., Ltd.
Hokuriku Electric Industry Co., Ltd.
Hoshiden Corporation
IBM Japan, Ltd.
Ikegami Tsushinki Co., Ltd.
Japan Aviation Electronics Industry, Ltd.
Japan Radio Co., Ltd.
KOA Corporation
Kyocera Corporation
Maapro Denki Corp.
Nihon Koden Corporation
Nikon Chemical Corporation
Onmon Corporation
Ricoh Company, Ltd.
Rohm Co., Ltd.
Nemadzu Corporation
SMK Corporation
Soehin Electric Co., Ltd.
Tabuchi Electric Co., Ltd.
Tayo Yuden Co., Ltd.
Tamura Corporation
TEAC Corporation
Tekoiko Tsushin Kogyo Co., Ltd.
ToA Corporation

Companies of Auditors

NEK Engineering System Inc.
FujiKura Ltd.
Promoting Data Acquisition and Application

- Smart homes

Let’s make the smart life field, a key theme in the Connected Industries framework, by investigating cross-cutting systems such as data transaction between the house and by working with various service companies on, for example, consideration of common rules toward expansion of the smart home market.

- Balancing the Protection and Utilization of Personal Information

Investigate common challenges, including balancing Big Data utilization and privacy protection, creating rules toward the provision of new services geared to individual needs through the promotion of data utilization and fostering the variation of services. Approach the government for the regulatory and systemic reform sought by the industry.

- Developing Security Measures

Work with the administration and related organizations to investigate and promote security measures that also reflect developments in international standards in order to ensure the security of the supply chain as a whole from increasingly serious cyberattacks on IoT devices, etc.

- Identifying and Attracting Markets in New Growth Areas

Work to increase the provision of statistics in each area using IoT solution services and enhance the communication of information on ongoing changes and future trends to industry leaders and electronics-related institutions, thereby contributing to the comprehensive growth and development of the medical and healthcare industry.

Promoting Open Communication

- Showcasing Japan’s ICT/Society 5.0 Co-Creation Strength through CEATEC JAPAN

Position CEATEC JAPAN as a forum for showcasing Japan’s power to connect industry, technology and policy toward Society 5.0 through partnerships and activities to promote the growth of start-ups and expansion of business. Exhibit at the event showcasing how the ICT industry is addressing the needs of the next society by theming the event “Smart homes”.

- Partnering with Venture Companies

Introduce new methods and directions to JETAA Venture member firms and expand and partner with recommending institutions, promote participation in ICT trade shows and programs, and operate the Venture Awards, thereby contributing to the comprehensive growth and development of the ecological and industrial society.
**Policy Recommendations**

**Policy recommendations from the IT/Electronics field toward realizing Society 5.0**

JEITA delivers recommendations and requests to the government and relevant organizations at home and overseas concerning improvements to the business environment and regulatory and institutional reforms to further enhance the R&D that will enable the early societal implementation of CPS/IoT technologies and strengthen sustainable industrial competitiveness.

**New Year’s celebration**

We hold a New Year’s celebration every January for government officials, industry leaders and other stakeholders. Representatives and executives from member companies are joined by a wide range of personnel from government, industry and academia to exchange information and enjoy a relaxed time together.

**Over 400 committees**

We have established boards and committees by issue or field to consider issues in the various fields at home and overseas. With business and expert committees set up under their auspices, they are well-positioned to solve the various issues facing the industry.

**Tax Amendments/Regulatory Reform**

JEITA makes approaches to the government and to relevant organizations to strengthen international competitiveness by ensuring a level playing field and encouraging strategic investment in R&D, both essential for member companies with global operations, and to deal with and simplify taxation, which is becoming increasingly complex both at home and abroad. Recognizing the shift from “mono” (things) to “koto” (matters) and from specific to overall optimization, as well as the advance of a digital transformation which will resolve social issues, we also submit requests to the government in relation to industry policy and regulatory reform to ensure that this transformation boosts the creation of platform business and new services.

**CPS/IoT Promotion**

The social implementation of CPS/IoT is expected to create new value and resolve social issues. Amidst intensifying international competition over CPS/IoT initiatives, JEITA aims to enhance links between the IT electronics industry and various other industries. In particularly promising growth areas such as automated driving systems, healthcare and smart homes, we plan and propose IoT demonstration projects which we then undertake together with the government.

**Global Production Forecast**

This production forecast for the global electronics/IT industry is announced every December along with the forecast for the following year. It is the only set of data covering the entire industry and is produced through the combined efforts of all JEITA’s product boards. As well as identifying global trends, it sets out the position of Japanese companies in the world and the status of domestic production for each product in a user-friendly manner. In the 2017 edition, we use data and analysis to showcase the year’s key growth topics, including all-color graphs of global production trends over the last 10 years for each of the products.

**Research and Statistics**

**Research and statistical work for timely identification of trends in a wide range of product fields**

JEITA compiles industry statistics with the cooperation of member companies, releasing the results on our website. The many different types of industry statistics that we collect are widely used as economic indicators for understanding industry trends. Our various reports, including field-specific market trend surveys, forecast surveys and data collections, are also utilized to identify industry trends and as the basis for policymaking.

**Survey of Trends in Emerging Fields**

To maintain the strengths of the electronics/IT industry as well as funds where new markets could be created in an IoT era, we have launched a new survey to complement any Production Forecasts for a total of 17 items. Items surveyed: TVs, video recording and reproduction equipment, imaging equipment, computer products, mobile phones, servers/storage, personal computers, LCD monitors, printers, image scanners/OCRs, electronic tablets, electrical measuring instruments, medical electronic equipment, electronic components, display devices, semiconductors, and IT infrastructure.

**Survey on the Market Scale of Solution Services**

Global sales for solution services topped JPY 7.2 trillion in 2016 and have since continued to grow. JEITA has conducted its first survey of domestic sales for service solutions in seven utilization areas, making visible the situation in finance, distribution, manufacturing, social infrastructure, services, and public services, etc.

**Research and Statistics Guidebook**

This booklet introduces JEITA research and statistics in detail. It contains statistical data and the various announcement schedules as well as market trends by field and can be downloaded as a PDF from the JEITA website.

**Materials related to solution services**

- Survey on IT Management by Domestic Companies
- Survey on CPS/IoT Initiatives in Solution Service Economic Areas
- Survey on CPS/IoT Initiatives in Solution Service Operation Processes
- Survey on Government Procurement of IT Services
- Survey on Government Procurement of Software
- The Role to Realization of a Super-Smart Society Using IoT and AI
Problem Solving

Efforts to solve social issues and common industry issues

To realize Society 5.0, we need to improve the business environment and resolve common issues. JEITA continues to engage proactively with issues facing the whole industry, etc., so as to enhance the competitiveness of member companies and fulfill our industry’s social responsibilities.

Trade Issues

Global-level data flow and utilization are essential for the advance of digital trade, but protectionism moves to restrict free data flow have intensified in recent years, inhibiting the promotion of free trade. The IT Electronics industries of Japan, the United States and Europe have joined forces to lobby the respective governments and intergovernmental negotiations to prevent such protectionism from spreading and promote liberalization of the digital economy in order to enhance corporate competitiveness. To create a favorable environment for building international competitiveness, JEITA promotes free trade agreements (FTAs), and is supporting the World Trade Organization (WTO) meeting for exploratory work on e-commerce and other WTO initiatives, as well as encouraging agreement on data liberalization in international frameworks such as the G7 and G20.

Standardization

JEITA actively participates in the activities of international standard organizations such as the IEC and ISO, providing international chairs, secretaries or deputy secretaries in 39 cases, and acting as the domestic review organization entrusted with handling domestic deliberations in 39 cases (TCs, SCs, TAG). The IEC has begun developing international standards for wearable electronics as a new area, setting up TC124 as the Technical Committee, and the domestic deliberations are being handled by the Japanese Industrial Standards Committee (JISC). JEITA operates the TC124 domestic committee, as well as establishing the Wearable Electronics Standardization Technical Committee as a mirror organization. We are also actively engaged in developing system standards at the IEC, starting with SyC Active Assisted Living, and plan to work with other relevant associations in developing the planned SyC Smart Manufacturing standard.

In conjunction with our participation in international standardization activities, JEITA is also pursuing the development of domestic standards. We have published more than 500 JEITA specifications for AV equipment, ICT equipment, applied electronic equipment, electronic components, semiconductor devices, display devices and mount systems, as well as working to develop the Japanese Industrial Standards required by industry.

Human Resource Development

Amidst the ongoing globalization of industry and society, a key issue for Japan as a whole is for universities and industry to work together to develop the human resources needed by society. JEITA is working to create the foundations of a human resource development (HRD) system for the IT Electronics industry by developing, implementing and improving effective educational programs through university-industry partnership. We also hold lectures for university students as well as classes taught by engineers and researchers in elementary and high schools to address concerns about students’ declining interest in science and mathematics. JEITA organizes seminars and symposiums to communicate the appeal of the IT Electronics industry to youth and educate the next generation about the importance of the human resources who handle the data and security essential for CPS/IoT, and the according need to develop these human resources. Another element of JEITA’s work in this area is to develop the human resources who will play an important role in the future of the industry, such as personnel dealing with standardization.

Cybersecurity

With IoT permeating all areas of society, previously stand-alone machinery is now connected via the Internet, simultaneously creating new threats such as DDoS and other cyberattacks. JEITA provides cybersecurity for IoT machinery as a key issue for industry as a whole, and is engaged in various initiatives based on the features and criticality of the particular type of machinery, international partnerships, and the importance of voluntary efforts. With societies life envisaged as a key future area, protecting life and property at home will require all home-related industries, including service providers, platform businesses, and machinery manufacturers, to understand the stance and scope of their respective industries, build trust, and develop cooperative frameworks. JEITA is currently considering the security measures needed in the smart life field, value chains included.

Environment and Energy

Today we are faced with a multitude of environment-related challenges, including responses to energy issues and global warming, the management of chemicals substances, and the formation of a zero-waste society, with each of these playing out in an increasingly complex and diverse manner within Japan, in other countries, and at the global level. In response to the growing need for companies to play their part, JEITA is working to promptly identify domestic and international trends and develop appropriate policies and countermeasures.

The realization of Society 5.0 should make society as much as possible an efficient and Effective environment, and JEITA is working actively with other business types to introduce and promote IT and IoT products (machinery, components and devices, and applications and services) that will contribute to the environmental aspect of society.

Kansai Branch Activities

Established in 1948, our Kansai Branch has been operating for around 70 years now. Today it works with the Kansai Bureau of Economy, Trade and Industry and other relevant bodies to promote regional revitalization using CPS/IoT. It also engages with ventures and companies from other industries (the Machinery and Component Manufacturers Round Table, for example) to create new business opportunities and markets, as well as communicating the latest information by holding open seminars on technology and the environment, etc. Another area in which the Kansai Branch is actively involved is community-based HRD, such as university lectures given by member companies and high school electronics classes for elementary school students.

In September 2017, the IT Association from the digital industry of Japan, the United States and Europe created a joint industry recommendation for the IT/ICT and Internet potential Potential Meeting, encouraging institutions to reach agreement.

Human resource support and requests for regulatory reform.

Regional revitalization

Overcoming population decline and locking in our growth capacity to maintain the vibrant Japanese society, we need to improve our economic vitality. Overcoming population decline and locking in our growth capacity to maintain the vibrant Japanese society, we need to improve our economic vitality. Overcoming population decline and locking in our growth capacity to maintain the vibrant Japanese society, we need to improve our economic vitality.
JEITA aims to create new markets by developing co-creation between the IT/electronics industry and other business areas, overseas entities, and ventures. We are also promoting Society 5.0 by organizing international exhibitions that highlight superior technologies, services and products and by offering awards.

Focus Areas

Smart Homes
The smart home is a new style of living whereby services aligned to different lifestyles are realized through IoT. We will work with various industries and companies involved in providing food, clothing and shelter to create attractive smart home services and establish the related rules.

Advanced Transport Systems
We are pushing ahead research on technology and business themes to create the architecture for an automated driving system and a technology roadmap from the perspective of the IT/electronics industry, aiming to create business opportunities for member companies.

Medical Equipment/Healthcare
JEITA aims to comprehensively advance the medical/healthcare industry by addressing legislative and technical issues related to medical equipment, ensuring cybersecurity, and promoting standardization, as well as examining how to promote the use of IoT in health information management, nursing care, and monitoring.

Three New Boards (from April 2017)
To realize Society 5.0, we will need to expand the scope of IT/electronics business activities and also work with other industries. We set up the Advanced Transport Systems, Healthcare Industry, and Smart Home Boards in 2017 to push forward co-creation with other industries and strengthen the shift to growth areas.

CEATEC JAPAN
CEATEC JAPAN is a comprehensive CPS/IoT exhibition held every October. More than 650 companies and organizations, including member companies and overseas companies and ventures, gather together to introduce a range of future-oriented technologies and cutting-edge services and products. The exhibition is configured into usage-based areas to give visitors a glimpse into the future where Society 5.0 has become a reality. In addition to the exhibition area, nearly 150 conferences are held over the four days, with a wide range of CPS/IoT themes covered in everything from keynote lectures to specialist sessions. Recent years have also brought in a string of exhibitors from beyond the IT/electronics industry, including mobility, finance, healthcare, agriculture and other industries that use CPS/IoT, accelerating co-creation with different business types. As Japan's innovation showcase paving the way for the Fourth Industrial Revolution, CEATEC JAPAN promotes the realization of Society 5.0.

Inter BEE
As a professional sound, video and communications exhibition, Inter BEE has been advancing in tandem with the development of broadcast media since 1965, with 2018 marking the event's 54th year. Over the last 50 years, broadcast media has developed and grown from monochrome to color, analog to digital and SDTV to HDTV, and 2018 will mark the start of the new 4K/8K satellite broadcasting. The aim is for Inter BEE to become a comprehensive media event covering all the technical elements of “making” (producing), “sending” (transmitting) and “receiving” (experiencing) contents. Looking ahead to 2020 when Japan will be in the world spotlight, Inter BEE is driven by our wish to convey to the world the new possibilities offered by media.

Market Creation
Promoting innovations and creating new markets by co-creations and competition

Inter BEE 2017
Highlighting broadcast media innovations, Inter BEE is Japan’s only comprehensive international media exhibition and is widely utilized by the industry as a one-yearly hub for information dissemination and exchange. In 2017, the exhibition attracted 1,139 exhibitors and 38,083 visitors, both of which were record highs.

CEATEC JAPAN 2017
Initially held as a comprehensive cutting-edge IT and electronics exhibition, CEATEC has been transformed into a comprehensive CPS/IoT exhibition that showcases future-oriented concepts and new business models. With CEATEC JAPAN 2017 attracting more than 150,000 visitors, the event is steadily gaining ground as a venue for co-creation, including the creation of business through collaboration across business types and industries and also policy partnerships with countries around the world.

Companies winning the Third JEITA Venture Award
• Forte, Inc.
• PGV Co., Ltd.
• Zenmu Tech Inc.
• Hmcomm Co., Ltd.
• ABEJA Inc.
• Aster Co., Ltd.

The JEITA Venture Award is given to venture companies expected to contribute not only to the overall advance of the IT/electronics industry but also to economic development, aiming to support venture companies as well as to build co-creation, partnership and ecosystems between member and venture companies. Since the award was established in March 2016, it was given to eight venture companies in the first year, seven in the second, and six in the third.
JEITA Website
Provides access to the latest information on JEITA initiatives and activities and seminars/events, as well as statistical information
https://www.jeita.or.jp/

JEITA Newsletter
Issued on a quarterly basis (spring, summer, autumn and winter) to provide information on JEITA initiatives and the results of our activities
https://www.jeita.or.jp/japanese/letter/ (Japanese only)
* Also available on the JEITA website

Good Health Software Promotion Council (GHS)
5th Floor, Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0044, 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 100-0044, 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 100-0044, 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
TEL: +81-3-5282-7685 FAX: +81-3-3233-6091 http://www.pc3r.jp/

Mobile Computing Promotion Consortium (MCPC)
2nd Floor, Haegawa Green Bldg. 5-12, Shiba-Koen 3-chome, Minato-ku, Tokyo 105-0011, Japan

VCCI Council (VCCI)
7th Floor, Nia Bldg. 3-5, Azabu-dai 2-chome, Minato-ku, Tokyo 106-0041, Japan
TEL: +81-3-5575-3138 FAX: +81-3-5575-3137 http://www.vcci.jp/