Japan Electronics and Information Technology Industries Association

2020-2021 PROFILE
Message from the Chairman

Toward the Realization of Society 5.0 – Leading the ‘new normal’ –

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 our industry and the Japanese economy.

Over the past several years, we have worked proactively to transform JEITA to meet the challenges presented by the worldwide advance of digitalization. By expanding our reach from electronic components and devices, electronic equipment, and IT solutions and services to embrace the digital arena, we have successfully evolved into an industrial association that brings together companies from all industries, services included, to support the realization of ‘Society 5.0’.

Realizing Society 5.0—a society in which ubiquitous connection and data-sharing via the Internet enable more people to engage actively in value creation—will require harmonizing interfaces and creating and standardizing rules beyond the bounds of business types, industries, regions, and states. With the COVID-19 pandemic impacting heavily on the way we live and work, as well as on the global economy, I believe that accelerating our efforts amidst the ‘new normal’ during and after COVID-19 will be a critical mission for our organization. We will continue to do our utmost to build a more resilient and flexible society.

Playing our role as a link between industries, JEITA will partner with member companies across a whole spectrum of industries to solve problems, strengthen competitiveness, and develop new markets through co-creation, helping Japan to lead the world in realizing Society 5.0, as well as in further energizing the Japanese economy and achieving the Sustainable Development Goals (SDGs). We will continue to pursue a wide range of initiatives together with our members, partnering also with the government and other related institutions.

We look forward to your continued understanding and support in JEITA’s endeavours.

Shigeki Ishizuka
Chairman

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-centered society in which individuals can enjoy comfortable lives full of vitality.
Companies of Chairman and Vice Chairman

Sony Corporation
Toshiba Corporation
Fujitsu Limited
Sharp Corporation
Hitachi, Ltd.
Panasonic Corporation
Mitsubishi Electric Corporation
NEC Corporation
Yokogawa Electric Corporation
TDK Corporation
SECOM Co., Ltd.

Companies of Executive Directors (alphabetical order)

Alps Alpine Co., Ltd.
Canon Inc.
JVC KENWOOD Corporation
Murata Manufacturing Co., Ltd.
Nikon Corporation
Oki Electric Industry Co., Ltd.
Pioneer Corporation
Renesas Electronics Corporation
Seiko Epson Corporation

Companies of Auditors

Nihon Engineering System Inc.
Fujikura Ltd.

Display Devices Board

Display Devices Steering Committee
Display Devices Environment Committee
Display Devices Standardization Committee

Information Technology and Industrial Systems Board

Information Technology System Policy Committee
Information Technology System Standardization Committee
Information Technology System Committees
Information Technology Policy Committee
Information Technology Environment Committee
Information Technology Standardization Technical Committee

Board of Directors

Policy and Strategy Board

Investigation Committee on Basic Issues
Investigation Committee
Innovation Committee
ITD Committee
Public Relations Committee
Market Research Committee
Research and Statistics Committee
Social Cooperation/Cabinet Liaison
Telecommunications and Broadcasting Group

Environmental Steering Board

Environmental Steering Committee
Environmental Promotion Committee
Environmental Technology Committee
Environmental Research and Development Committee

Standardization Policy Board

International Standardization Strategy Committee
International Standardization Technical Committee
International Standardization Steering Committee
International Standardization Board of Directors Committee

Kansai Branch Steering Board

Kansai Steering Committee on Electronic Components
Kansai Steering Committee on Electronic Equipment
Kansai Steering Committee on Electronic Components
Kansai Steering Committee on Electronic Systems

Smart Home Board

Smart Home Steering Committee
Smart Home Government Committee

Smart Devices Board

Smart Devices Steering Committee
Smart Devices Environment Committee

Standardization Steering Board

Standard Committee
SD Committee

Policy and Strategy Board

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Smart Home Board

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Smart Home Government Committee

Smart Devices Board

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Smart Devices Environment Committee

Standardization Steering Board

Standard Committee
SD Committee
Promoting Data Connection and Utilization

1. New market creation initiatives
   - Establish a cross-cutting organization across all industries (liaison committees) to share information on the status of local 5G utilization and spread awareness.
   - Make policy recommendations on smart safety for plant facilities based on solutions developed from solutions-based guidelines to regulate-based regulations (corresponding to legal accountability) and co-design for promoting the utilization of data in smart safety.
   - Work to resolve social issues and reduce the environmental burden through smart distribution.

2. Visualisation of growth areas in a CPS+ society and mid-to-long-term prospects
   - Open areas using solution services and sensors, as well as new markets where mid-to-long-term growth can be expected.

3. Promotion of software development
   - Identify areas using solution services and sensors, as well as new services included in the R&D tax credit system.  

Promoting Digital Investment

1. Pursuit of digital transformation
   - Use cross-industry discussion on how to pursue DX in industries in mid-term; place growth has talked to bring about DX across the entire industry.

2. Promotion of software development
   - Aim to have development costs for software that contributes to the creation of new digital services included in the R&D tax credit system.

3. Promotion of Digital Openness
   - Focus on programs supporting the human resources needed to create a safe and secure environment.
   - Create opportunities at CEATEC for technology partnerships that will foster the ambition to resolve social issues.

4. Next-generation Society 5.0 human resource development
   - Create new value-making plans for the next generation.
   - Develop educational materials designed to boost the knowledge and skills of young people to prepare them for educational and work environments.

Key Areas

Business Plan

JETIA will focus on the following six key areas in help reduce member companies’ business challenges, boost competitiveness, and strengthen their skilled manufacturing and service development creation capacity, aiming to grow business in the IT/electronics industry (electronic components and devices, electronic manufacturing equipment, building and operating IT solution services, and industries using these services) and to promote Society 5.0 for the benefit of the Japanese economy.

1. Promoting Data Connection and Utilization
   - Drawing on the existing JETIA Smart Home Data Catalogue, create guidelines for the smart home market, such as; transparency when handling data, to promote the development of a smart home market.

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Business Environment

1. Promotion of open innovation with ventures
   - Use digital technologies to foster new markets.

2. Make a crossroad for Japan’s Society 5.0 co-creation capacity
   - In addition to promoting wide-ranging business participation, encourage government officials, bureaucrats and private sector representatives to come to CEATEC and look around, creating opportunities that will be the catalyst for co-creation and partnership.

3. Promotion of Software Development
   - Focus on programs supporting the human resources needed to create a safe and secure environment.

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Information and Communication Promotion and Public Information

1. Use the JETIA website and various types of PR activities to communicate JETIA activities and raise the profile of the industry.

2. Renewal of Members’ Site and introduction of remote conferencing systems
   - Submit a second set of recommendations toward the Sixth Science and Technology Basic Plan (2021-25), including strengthening critical technology R&D and fostering the reception of public funds (JST, NEDO, etc.) in order to promote Japanese companies to participate in international cooperation on R&D and technology standards (International, etc.), acting to improve the business environment to as to enable member companies’ competitiveness.

3. Technology policy
   - Support member companies’ participation in the Japan-US-Europe partnership for global data distribution.

4. Corporate Social Responsibility (CSR)
   - Vow to support R&D and promote fair subcontracting practices.

5. Solving social challenges and reducing the environmental burden
   - Work with the logistics industry to examine policy partnership and strategy using AI, IoT data and to develop logistics networks, working on the supply chain and in efforts to resolve issues such as reducing the impact of empty trucks on (inefficient route distribution).

6. Solving regional challenges and contributing to SDG achievement
   - Work with the logistics industry to examine policy partnership and strategy using AI, IoT data and to develop logistics networks, working on the supply chain and in efforts to resolve issues such as reducing the impact of empty trucks on (inefficient route distribution).

7. Constrained carbon emissions from electronic components manufacturing and industries using these services) and to promote the development of next generation human resources and front-runners developing leading-edge technologies at companies to foster the ambition to resolve social issues, as well as promoting industry-university-government partnership towards the introduction of the education programs needed to create skilled and data-driven technicians to the next generation.

8. Implementing manufacturing classes for elementary school students and JETIA seminars (an IT human resource development program achieved acting to improve the business environment so as to enhance member companies’ competitiveness.

9. Increasing the Business Environment
   - Use the JEITA website and various types of PR activities to communicate JETIA activities and raise the profile of the industry.

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Policy Recommendations

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.

Research and Statistics

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 policy-making.

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 of which are essential for member companies with global operations, and to deal with and simplify taxation, which is becoming increasingly complex both at home and abroad. We also submit requests to the government for tax system amendments and regulatory reform so as to promote digital investment in all industries toward finding digital solutions to social issues, as well as to encourage new service creation and greater productivity.

DX Promotion

The advance of new digital technologies such as IoT, robotics, and AI along with the deployment of 5G as near real-time communications infrastructure has opened the way for the creation of new value beyond industry bounds. JEITA too is working with not only IT and electronics companies but also service firms and many other stakeholders on activities that promote digital transformation (DX) and contribute to the creation of local 5G-based digital service markets.

Global Production Forecast

This production forecast for the global IT/electronics 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. We discuss the year’s key growth topics, and use graphs to illustrate global production trends over the last 10 years along with industry scale and forecasts.

Global Electronic Component Shipments

Electronic components are used in a wide range of products, including smartphones, IoT devices and next-generation cars. With the amount used per product also increasing, this is an industry on a medium- to long-term expansion trajectory. It is also one in which Japanese firms have a strong presence, accounting for 37 percent of world production value (JEITA, Production Forecasts for Global Electronics and Information Technology Industries). Around 60 companies, many of them from JEITA’s Electronic Components Board, participated in developing these statistics, representing an annual global shipment value of around four trillion yen. As global statistics based on monthly surveys and global shipments, they are attracting attention as a leading economic indicator.

Statistical materials related to electronic components
- JEITA Global Situation Survey (actual shipments, annual)
- Electronic Materials Production Statistics (monthly)
- Global Production Status for Main Electronic Devices (forecasts demand sector products from an electronic component perspective, annual)
- Survey on Short-Term Trends in Electronic Components (demand sector composition, quarterly)
- Electronic Component Technology Roadmap (analysis of technology trends, every other year)
- Current Status of and Trends in Switched-Mode Power Supplies
- JEITA Global Survey of Emerging Fields
- JEITA Survey of Trends in Emerging Fields
JEITA is committed to creating an environment conducive to the advance of digital trade and greener international competitiveness. Amidst the rapid digitalization of socioeconomic activities, realizing “Data Free Flow with Trust” will be critical in creating new services and innovation. To that end, we are working with industry in Japan, the United States and Europe to lobby our governments and encourage agreement toward digital liberalization at the G7, G20 and other international frameworks, starting with the WTO negotiations on E-Commerce rules. We are also cooperating in efforts to reform the WTO in order to maintain and strengthen the free trade regime in the face of worldwide protectionism and prioritization of national interests.

JEITA participates actively in the activities of international standardization organizations such as the IEC and ISO, providing international chair, secretaries or deputy secretaries in 22 cases, and acting as the domestic review organization entrusted with handling domestic deliberations in 37 cases (TC1, SCL, TAs and JTC1). In addition to ongoing work in those product areas for which JEITA is responsible, we are also engaged in developing international standards in new areas such as printed electronics (IEC TC119), which will provide the base technologies for realizing IoT societies, and wearable electronics (IEC TC124), which are expected to have applications in a wide range of areas as devices essential to the integration of people and the Internet as IoT societies advance. The IEC is actively engaged in developing systems standards such as SyC AAL (Active Assisted Living), and JEITA is also working with relevant associations in areas such as the newly established SyC Smart Manufacturing. A new subcommittee on artificial intelligence, SC42, has also been established under the JTC1, which is jointly administered by the ISO and the IEC, and JEITA participates actively in a committee steered by the Information Processing Society of Japan as the domestic review organization in this area. 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 those areas for which we are responsible, as well as working to develop the Japanese Industrial Standards required by industry.

Today we are faced with a multitude of environment-related challenges, including responses to energy issues and global warming, the management of chemical 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 responses and countermeasures. The realization of Society 5.0 should make society as a whole more efficient and bring about a comprehensive reduction in the environmental burden. As a key industry in bringing about Society 5.0, JEITA is working actively with all business types to introduce and promote IT and IoT products (machinery, components and devices, and solutions and services) that will contribute to the environmental aspect of society.

Kansai Branch Activities

Our Kansai Branch works with the Kansai Bureau of Economy, Trade and Industry and other relevant bodies on projects promoting regional revitalization through CPSIoT. It also engages with ventures companies and companies from other industries to create new business opportunities in other countries by holding open technology seminars, etc. Another area in which the Kansai Branch is actively involved is community-based HRD, such as university lectures given by member companies and hands-on electronics classes for elementary school students.
Market Creation
Promoting innovations and creating new markets by co-creations and competition

JEITA aims to create new markets through co-creation across industries and business types. We promote Society 5.0 by organizing events and programs that highlight superior technologies, services, and products.

Co-Creation Program
Realizing Society 5.0 will require promoting economic advance and resolving social problems through co-creation, with stakeholders in various business types and industries working together to combine their respective advanced initiatives and paint a grand design for society. JEITA is also working toward the use of digital technologies and a diverse range of data to create new services and deploy these in society; one such initiative is the JEITA Co-Creation Program launched in 2018 to realize co-creation with a diverse range of companies from various business types to create markets and solve problems. Our pursuit of co-creation beyond existing frameworks includes setting up and operating the Aqua Local Area Network (ALAN) Consortium, which aims to have Japan lead the world in underwater wireless technologies (applied optical technologies), and partnering with local authorities in using open innovation to bring leading-edge technologies and innovative services into society.

As Japan’s only professional sound, video and communications exhibition, Inter BEE has been advancing in tandem with broadcast media development since 1965. Amidst the widening scope of the media and entertainment industry, the scale of this event too grows every year. Bringing together the latest innovations in one venue, Inter BEE is steadily evolving into a comprehensive media event used by industry to engage in business, exchange information, and network with a broad range of users. Delivering exhibits spanning a diverse range of areas and a panoply of conferences and special events for showcasing and experiencing the industry’s future, Inter BEE provides a space for capturing new users and creating business.

Focus Areas
Next-generation Telecommunications Infrastructure
Local 5G, whereby various entities use dedicated 5G networks to meet their respective needs, is attracting attention as a means of resolving the challenges facing regions and industry. Aiming to create new markets, JEITA will take a cross-industry approach to sharing use cases and challenges, as well as promoting business model transformation and the resolution of social problems by local authorities and companies, etc.

Smart Safety
Smart safety using IoT, AI and other digital technologies is a promising means of resolving challenges facing Japan’s plant sector such as aging facilities, a labor shortage, and hand-over of techniques to successors. To promote the widespread use of smart safety, JEITA will investigate systems and inspection standards, etc., and aim to expand the business scope of companies related to strengthening the competitiveness of the plant industry.

Smart Homes
Smart homes connect our daily lives with various social system services to bring us safety, comfort and peace of mind. They also have the potential to become the foundation for realizing optimization across society as a whole. JEITA will work with all industries and the government to create an environment in which people can feel comfortable choosing leading-edge technologies and services.

JEITA Venture Award
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 and build co-creation, partnership and ecosystems among member and venture companies. Since the award was established in March 2016, it now recognizes up to eight venture companies in the 1st year, seven in the 2nd, six in the 3rd, three in the 4th, and eight in the 5th.

Companies winning the 5th JEITA Venture Award
- AI Medical Service Inc.
- Q4ino, Inc.
- Dynamic Map Platform Co., Ltd.
- Novel Crystal Technology Inc.
- PostELA Inc.
- ROBO Technologies Inc.
- Renovab Inc.

Venture Award
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- Remohab Inc.
- BOSCO Technologies Inc.
- Novel Crystal Technology Inc.
- Cykinso, Inc.
- AI Medical Service Inc.
- Araya Inc.

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CEATEC
CEATEC is a comprehensive Society 5.0 exhibition that offers tantalizing glimpses of how IoT and co-creation will transform society and daily life. In its 20th iteration, CEATEC 2019, held over four days from October 15, 2019 in Makuhari Messe (Maihama, Chiba), attracted 787 corporate life. In its 20th iteration, CEATEC 2019, held over four days from October 15, 2019 in Makuhari Messe (Maihama, Chiba), attracted 787 corporate
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

Affiliated Organizations

Good Health Software Promotion Council (GHS)
5th Floor, Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo, 100-0004, Japan
TEL: +81-3-3217-2553 https://www.ghs.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/

PCJ Promotion Association
7th Floor, Nakakita Bldg. 8, Kanda-Ogawamachi 3-chome, Chiyoda-ku, Tokyo, 101-0052, Japan
TEL: +81-3-582-7685 FAX: +81-3-3235-4091 http://www.pcj.jp/

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

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