Message from the Chairman

Toward the Realization of Society 5.0 – Leading society’s digital transformation –

As an industry association representing Japan in the digital 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. Bringing together not just the electronic equipment and IT solutions companies underpinning the digital industry but also a broad spectrum of companies using digital technologies, we have successfully evolved into an industrial association leading 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 to promote the digital transformation (DX) of society amidst the ‘new normal’ with 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, the government, and other relevant organizations to address carbon neutrality and other social issues, strengthen competitiveness, and develop new markets through co-creation. Through these efforts, we will help Japan to lead the world in realizing Society 5.0, further energize the Japanese economy, and achieve the Sustainable Development Goals (SDGs).

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

Satoshi Tsunakawa
Chairman

Outline of JEITA

Name
Japan Electronics and Information Technology Industries Association

Purpose
To support the comprehensive development of the electronics and information technologies industries—in other words, the electronic equipment, electronic component, and IT solution service industries, as well as all other industries using the technologies of the above to create or expand new added value—as to contribute to the advance of Japan’s economy and culture.

Business
JEITA will undertake the following activities pertaining to the electronics and IT industries:
(1) Research and study and information provision concerning technologies and business management
(2) Statistical surveys and information provision concerning production, distribution, trade and consumption
(3) Research into the development of trade and promotion of international cooperation
(4) Promotion of measures related to the environment, safety and quality issues and information provision
(5) Promotion of laws and systems
(6) Creation of specifications and promotion of standardization
(7) Promotion of measures and provision of information concerning intellectual property rights issues
(8) Holding of exhibitions
(9) Business necessary to achieve the purpose of the association other than that listed in the preceding items

Members
387 companies/organizations
(Breakdown) Full members: 348 companies/organizations
Associate members: 39 companies/organizations (as of May 2021)

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)
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 AVC 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 (wires, 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
- Toshiba Corporation
- Fujitsu Limited
- Sharp Corporation
- Hitachi, Ltd.
- Panasonic Corporation
- Mitsubishi Electric Corporation
- NEC Corporation
- Sony Group Corporation
- Yokogawa Electric Corporation
- TDK Corporation
- JTB Corporation
- SECOM Co., Ltd.

Companies of Executive Directors (Alphabetical order)
- Alps Alpine Co., Ltd.
- Canon Inc.
- JVC KENWOOD Corporation
- Murata Manufacturing Co., Ltd.
- Nihon Kohden Corporation
- Oki Electric Industry Co., Ltd.
- Pioneer Corporation
- Renesas Electronics Corporation
- Seko Epeon Corporation

Companies of Auditors
- NHK Engineering System Inc.
- Fujikura Ltd.

Boards and Committees
- Chairman
  - Satoshi Tsunakawa
  - Kazuhiro Tsuga

- Vice Chairman
  - Takashi Nishijima
  - Nobuhiro Endo
  - Shigeki Ishizuka

- Director
  - Hisato Nagao
  - Keiichiro Uruma

- Executive Vice President
  - Osamu Inoue

- Executive Vice President, Director, Secretary General
  - Yuko Shigyo

- Executive Vice President, Director
  - Hiroyuki Takahashi

- Representatives:
  - Katsuhiro Nomura
  - Yawo Nakayama

- Members:
  - Satoshi Tsunakawa
  - Takashi Nishijima
  - Kazuhiro Tsuga

- Seiki Kawashima
- Hisato Nagao
- Keiichiro Uruma
- Osaka Inoue
- Yuko Shigyo

*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.
## Business Plan

### Key Areas in 2021

1. **Promoting Data Connection and Utilization**
   - New market creation initiatives
   - Use the JEITA Guidebook on the Introduction of Smart Security Systems to raise awareness among potential users, support the government in promoting the use of such systems, and contribute to the creation of a new market for creating a new market.
   - Engage in further development of local 5G market creation via the cross-industry Consortium for the Promotion of 5G-Based Smart Social Systems (5G-CoC).
   - Visualization of new growth areas and prospects (Identify areas using solution services and sensors, as well as new markets where mid- to long-term growth is expected).

2. **Promoting Digital Investment**
   - Pursuit of digital transformation (DX)
     - Promote DX by providing information on use cases and raising awareness through visits to digital industry companies and by introducing measures toward realizing a green digital transformation.
     - Expand the rollout of local 5G as DX infrastructure (tax incentives)
   - Encourage a review of tax incentives promoting SG investment using consumer IoT data and the handling of logistics-related data, then communicate the results externally to create a market creation movement.
   - Engage in further development of local 5G market creation via the cross-industry Consortium for the Promotion of 5G-Based Social Systems (5G-CoC).

3. **Promoting Open Communication**
   - Encourage interaction among companies toward the realization of Society 5.0. Contribute from a mid- to long-term perspective to the creation of new services and business models that exploit digital technologies.
   - Use JEITA-hosted exhibitions to publicize new initiatives and gather views on and respond to Europe's latest Cybersecurity Strategy.
   - Conduct a feasibility study on building a common system for the industry.

### 4 Improving the Business Environment

- Global data distribution initiatives
  - Data utilization and ‘Data Free Flow with Trust’ will be critical in realizing Society 5.0. Work with US, EU, and European digital industry associations, particularly the World Trade Organization (WTO) e-commerce negotiations, in which substantive progress is sought by the 12th WTO Ministerial, to contribute to rulemaking that benefits the global expansion of member companies' digital products and services business.
  - Encourage companies to lead the way in resolving social and environmental issues toward achieving the common global goals laid out in the Sustainable Development Goals (SDGs).

- Digital regulations and laws overseas
  - Provide information on AI ethics and guidelines.
  - Work to realize internationally harmonized conformity assessment procedures.
  - Gather views on and respond to Europe’s latest Cybersecurity Strategy.

- Building a digital society
  - Work to boost product safety in products using data.

### 5 Responding to the Sustainable Development Goals

- Solving social challenges and reducing the environmental burden
  - Contribute carbon emissions from electronics-manufacturing operations and explore the development of electronic component-related business that makes an environmental contribution.
  - Work with the Liaison Group of Japanese Electrical and Electronics Industries for Global Warming Prevention and its subcommittees on fact-finding surveys and analysis of the energy industry's energy consumption and calculation of its energy-saving contribution.

- IoT-based environmental contributions
  - Assess the environmental and SDG contributions of IoT solutions.

- Promoting Corporate Social Responsibility (CSR)/Responsible business conduct
  - Use JEITA-hosted exhibitions to create new markets and publish new initiatives.
  - Use JEITA-hosted exhibitions to publicize new initiatives and propose a Guidebook for Responsible Business Conduct.

- Enhance JEITA website content and use various types of PR activities to communicate JEITA activities.
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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.

**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 conducts an annual survey of trends in Emerging Fields under their auspices, they are well-positioned to solve various issues facing the industry. Over 400 committees under their auspices, they are well-positioned to solve various issues facing the industry. 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.

**JEITA Global Sensor Situation Survey**

This is a survey of sensor technology and technology trends. It is conducted annually, and the survey results are widely used as data for various regions. It collects comprehensive data and can be downloaded as a PDF from the JEITA website.

**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.

**Global Production Forecast**

This production forecast for the global (Electronics) industry is announced every December with the forecast for the following year focusing on a particular theme. It considers the strengths of Japanese companies and provides data on trends. We discuss the year's key growth topics, and use graphs to illustrate global production trends over the last 10 years along with annual scale and forecasts.

**Statistical materials related to sensors**

- JEITA Global Sensor Situation Survey (annual report, electronic components)
- JEITA Global Production Forecast (annual report, worldwide)
- JEITA Global Expansion Statistics (biannual report)
- JEITA Global Component Technology Roadmap (analysis of technology trends, every other year)
- JEITA Survey on Trends in Focus Areas (global semiconductor shipment forecast, Japanese share)
- JEITA World Semiconductor Trade Statistics (global semiconductor shipment forecast, Japanese share)
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
JEITA is committed to creating an environment conducive to the advancement of digital trade and greater international competitiveness. Amidst the rapid digitalization of socioeconomic activities, realizing data utilization and ‘Data Free Flow with Trust’ will be critical in creating new services and innovations. To that end, we are working with industry in Japan, the United States, the United Kingdom and European Union to 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, supporting WTO moves to disseminate products and technologies that contribute to realizing global carbon neutrality, and working to facilitate international logistics.

Carbon Neutrality
The business environment needs to be improved to realize new economic growth driven by green digital technologies. JEITA will promote efforts to realize carbon neutrality throughout the supply chain, such as using digital technologies to save energy and expanding renewable energy use, and actively seek to shape new markets through proposals on systems and economic instruments, etc.

Human Resource Development
Amidst ongoing digitalization across society, the traditional format of Japanese education is not equipping students with workplace capacities and skills. The COVID-19 pandemic, meanwhile, has normalized telework and communication via online systems, highlighting new communication issues. Having worked with academia in operating various education programs for educational institutions from elementary through tertiary level, JEITA is now taking on new challenges such as online classes and remote lab work. We will continue to seize various opportunities to develop a diverse range of human resources, working with the new generation of ‘digital natives’ to build a pleasant and secure future.

Cybersecurity
With IoT permeating all areas of society, various types of equipment are now connected to the Internet. As a result, there are a growing number of machines with insufficient security or which are used with insufficient security awareness, creating gateways for information leaks and cyberattacks. JEITA regards cybersecurity for IoT equipment as a key issue for industry as a whole, and is engaged in various initiatives in relation to the features and criticality of the particular type of equipment, international partnerships, and voluntary industry rules. JEITA is also targeting the strong growth area of smart homes, including a set of guidelines for smart home residents and other stakeholders produced in conjunction with related government agencies. We aim to circulate these guidelines widely and conduct in-depth investigations so as to ensure residents’ safety and peace of mind.

Kansai Branch Activities
Our Kansai Branch works with the Kansai Bureau of Economy, Trade and Industry and other relevant bodies on projects designed to realize Society 5.0 at the regional level. It also engages with startup companies and companies from other industries to create new business opportunities and markets, as well as communicating the latest information on global markets and future growth areas. 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 skilled manufacturing classes for elementary school students where they work on electronics projects.

Environment and Energy
Today we are faced with a multitude of environment-related challenges, including responses to energy issues and the global warming toward realizing carbon neutrality, chemical substance management, 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. Taking these trends as opportunities for growth, we are making use of JEITA’s domestic and international networks to pursue a precisely tailored response. JEITA is further working to position the electronics industry to lead the way in achieving a virtuous cycle of economic growth and green solutions. These efforts are organically linked to our exploration of the role of digital technologies in establishing a sustainable society where is required to go deeper with the realization of SDGs and includes environmental measures.

We have also began a provisional assessment of the technological and environmental impact of digital technologies in a ‘new normal’ era.

Responsible Minerals Trade Working Group
Focusing on the issue of conflict minerals, this group works to disseminate and raise awareness of responsible minerals trade. In conjunction with our 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 Standard required by industry.

Today in April 2021, JEITA and other technology association released a joint statement calling on the G7 leaders to realize digital economies.

Standardization
JEITA participates actively in the activities of international standardization organizations, such as the IEC and ISO, providing international chair, secretaries in 22 cases, and acting as the domestic review organization entrusted with handling domestic deliberations in 37 cases (TC1, SC1, TC128 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 TC19), which will provide the base technologies for realizing IoT societies, and wearable electronics (IEC TC204), 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, SCAI, 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 Standard required by industry.
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.

First held in 2000, CEATEC evolved into a trade show for digital consumer electronics. Then in 2016, it was announced that CEATEC would take a new direction, transforming into a comprehensive Society 5.0 exhibition that offers tantalizing glimpses of how IoT and co-creation will transform society and daily life. JEITA member companies, overseas companies, and startups gather together to introduce a range of future-oriented technologies and cutting-edge services and products. CEATEC features conferences on a broad spectrum of Society 5.0 themes in formats ranging from keynote lectures to specialist sessions. The event promotes the realization of Society 5.0 as Japan’s Innovation showcase.

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 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 and partnering with local authorities in using Consortium for the Promotion of 5G-Based Social Design and open innovation to bring leading-edge technologies and innovative services into society.

CEATEC
CEATEC was held entirely online for the first time this year. Taking the slogan “Toward Society 5.0 with the New Normal,” it was divided into a ‘New Normal’ themed area, and a Co-Creation Park. A total of 305 companies and organizations applied to exhibit, including 164 first-time exhibitors and 71 overseas exhibitors. More than 150,000 people visited the online event, including businessespeople from a wide range of business types and industries and students as the drivers of the next generation.

As Japan’s only professional sound, video, broadcast and communications exhibition, Inter BEE has been advancing in tandem with broadcast media development since 1965, steadily evolving as a comprehensive content-focused media event that encompasses the technical elements of producing, delivering and experiencing content. Bringing together the latest innovations in one venue, Inter BEE is used by industry to trade business, network, and exchange information with a broad range of users. It provides an excellent opportunity to discover and create the future of the media and entertainment industries.

Inter BEE
Inter BEE 2020 was held online for the first time, running for three months from November 18, 2020, to February 26, 2021. Exhibitors staged online exhibits alongside planning sessions, revealing the latest industry trends. The event is used by a wide range of content-related business types as a space linking directly to B2B digital marketing.

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Focus Areas
Next-generation Telecommunications Infrastructure
Set up in September 2020, the Consortium for the Promotion of 5G-Based Social Design brings a business and user perspective to its activities. Its initial focus will be on 5G and local 5G, for which the business environment is gradually being set in place, so as to realize DX. The Consortium will pursue co-creation across industries and business types by, for example, promoting the societal permeation of use cases, expanding business areas, and promoting R&D.

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.

The JEITA Venture Award is given to venture or startup companies expected to contribute not only to the overall advance of the electronics industry but also to economic development, aiming to support venture companies and build co-focused media event that encompasses the technical elements of producing, delivering and experiencing content. Bringing together the latest innovations in one venue, Inter BEE is used by industry to trade business, network, and exchange information with a broad range of users. It provides an excellent opportunity to discover and create the future of the media and entertainment industries.

Companies winning the 6th JEITA Venture Award
• Aeolus Co., Ltd.
• HDMI Corporation, Inc.
• KnowledgeDemand Co., Ltd.
• Kewater Inc.
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**Secretariat Organization Chart**

**Head Office**
Dte Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan

- **General Administration Department**
  - TEL: +81-3-5218-1050  FAX: +81-3-5218-1070
- **Policy and Strategy Department**
  - TEL: +81-3-5218-1052  FAX: +81-3-5218-1071
- **Public Relations Office**
  - TEL: +81-3-5218-1053  FAX: +81-3-5218-1072
- **Market Innovation Department**
  - TEL: +81-3-6268-0003  FAX: +81-3-5218-1076
- **Business Development Department**
  - TEL: +81-3-5218-1056  FAX: +81-3-5218-1075
- **Green Digital Innovation Office**
  - TEL: +81-3-5218-1059  FAX: +81-3-5218-1073
- **Electronic Commerce Center**
  - TEL: +81-3-5218-1062  FAX: +81-3-5218-1081
- **Service Center**
  - TEL: +81-3-5218-1086  FAX: +81-3-3217-2725

**Kansai (Western Japan) Branch**
7th Floor, DK Building, 8-7, Nishi-Tenma B-chome, Kita-ku, Osaka 530-0047, Japan

- TEL: +81-6-6364-4658  FAX: +81-6-6364-4560

**Overseas Offices**

- **JEITA Washington DC Office**
  1819 L Street, NW, Suite 400, Washington, DC 20036, USA
  TEL: +1-202-974-2476  FAX: +1-202-974-2478
- **JEITA Beijing Office**
  Joint office with JETRO
  7013 Chang Fu Gong Office Building, Jia-26, Jian Guo Men Wai Street, Beijing, China 100022
  TEL: +86-10-6513-9015  FAX: +86-10-6513-7079
- **JEITA Brussels Office**
  Joint office with JETRO
  Rue de la Loi 828, B-1040 Brussels, Belgium

**Global Offices**

- **JEITA Washington DC Office**
  1819 L Street, NW, Suite 400, Washington, DC 20036, USA
  TEL: +1-202-974-2476  FAX: +1-202-974-2478
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  TEL: +86-10-6513-9015  FAX: +86-10-6513-7079
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  Rue de la Loi 828, B-1040 Brussels, Belgium

**Secretary General**

**Project Development and Promotion Office**

**Management and Planning Division**
- **General Administration Department**
- **Policy and Strategy Department**
- **Public Relations Office**

**Business Strategy Division**
- **Market Innovation Department**
- **Business Development Department**
- **Green Digital Innovation Office**
- **Electronic Commerce Center**

**Kansai (Western Japan) Branch**
7th Floor, DK Building, 8-7, Nishi-Tenma B-chome, Kita-ku, Osaka 530-0047, Japan

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**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)**
  4th Floor, Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo, 100-0004, Japan
  TEL: +81-3-3217-2555  https://good-hs.jp/

- **Japan Electronics Show Association (JESA)**
  4th 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)**
  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/

- **JEITA News**
  Provides access to the latest information on JEITA initiatives and activities and seminars/events, as well as statistical information
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