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Make the Front Runner

Digital Concept Partners

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Image of Kansai Region and Digital Appliance Clusters

- There are quite a number of world's leading digital appliance large firms, distinguished venture businesses and universities in Kansai Region.
- Nevertheless, Kansai region is not recognized as a digital appliance cluster.
- It's necessary to appeal that Kansai region is a cluster at home and abroad and to improve environment for interaction and alliance to be promoted easily.
- Consequently, it will become possible to form positive circulation where eminent technologies and human resources flow in.

Issues of venture businesses to launch new products

- Mostly venture businesses are capable of realizing product design, technology development, prototype production. (sometimes using R&D support policy measures)
- But actually it's hard for them to proceed with their packaging, mass product and marketing because of the higher cost and risks.
- Most of the products of venture businesses tend to be components or technologies to be incorporated into final products of large firms. Therefore, venture businesses depends largely on whether large firms would accept their products or not.

Cooperation between large firms and venture businesses in different phases

Cooperation between large firms and venture businesses are made not only on product development, or adoption of technologies, parts, services etc.,

1. Research and development in cooperation (Alliance)
2. Large firms adopt technologies/components of venture businesses (adoption).
3. Large firms purchase prototypes to study (trial production).
4. Products/technologies of venture businesses become to be connected to final products of large firms. (disclosure of specification)
5. Large firms recognize technologies of venture businesses (awards, etc.,)
6. Large firms and venture businesses discuss on common themes. (technical interchange)

Mismatch between large firms and venture businesses

- Venture businesses don't
 - ① have business ties with large firms.
 - ② know what kind of technologies large firms need.
 - ③ have opportunities to be evaluated properly.
- Some large firms injects money to survey technologies of venture businesses and are looking for feasible ideas.
- However, large firms ignore most of the proposals from the venture businesses since it takes cost to find out effective ones from them. (A few useful proposals, if any, would not be aware of by the large firms.)

Current issues of matching system

1. Problems of matching meetings open to the public
 - Many matching meetings have been held but they ended only with presentations.
 - As the presentation were to be made to many people,
 - ① the speakers can not explain their proposals in details.
 - ② the audience tend to be in lack of serious interest .
2. Problems in the sounding phase
 - Venture businesses can't tell all the know-how they have because of the fear that they might be stolen.
 - Large firms can't ask venture businesses' proposals because of the probability of suit if venture businesses' idea was close to their own development (even if they enter into NDA)

Aim of designing the system

1. System that large firms indicate the technology category they are interested in and venture businesses make proposals confidentially to particular large firms then that the venture businesses nominate. (Opened matching meetings will be held complementarily.)
2. Public institutions cooperate and build up systems to help to discover venture businesses from all over Japan/world.
3. Necessity of screening function to search proper venture businesses whose proposals meet certain degree of large firms' needs
4. Two stage matching system – go into agreement in details including NDA after confirming fundamental conditions
5. System possible to check why alliance was not feasible (in case matching was unsuccessful.)

Overview of DCP matching

- SMEs tend to have only intermediate goods or not to have influence to the market or to products. Therefore, large firms complement to promote the development or the launch of products and technologies.
- Create new businesses connecting technologies/ideas of venture businesses inside /outside of Japan with potential product /technology development capability of large firms of digital appliances in Kansai.
- Furthermore, appeal widely inside/out of Japan that Kansai region as a Digital Appliance cluster and promote the inflow of eminent technology to Kansai region.

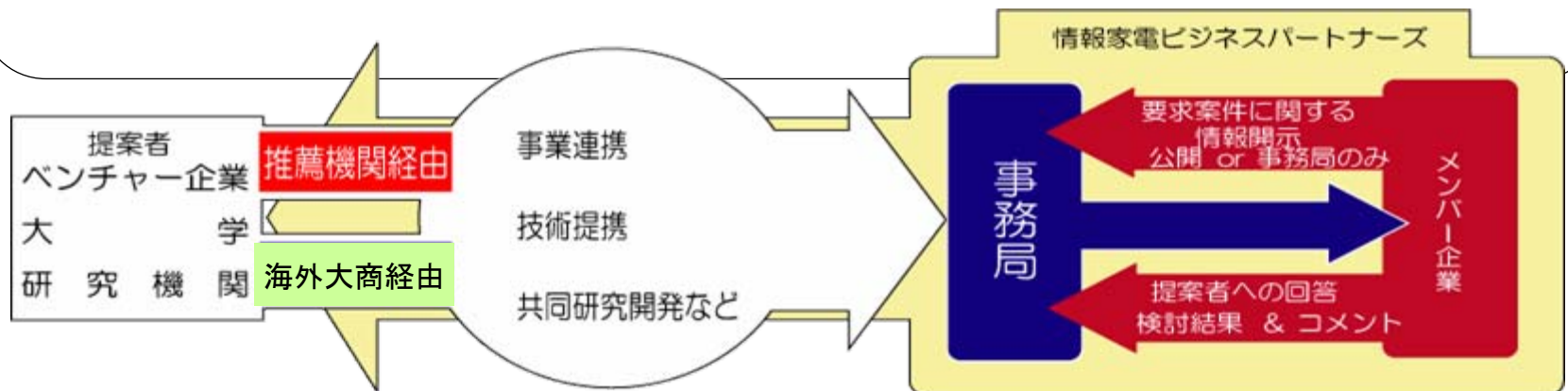


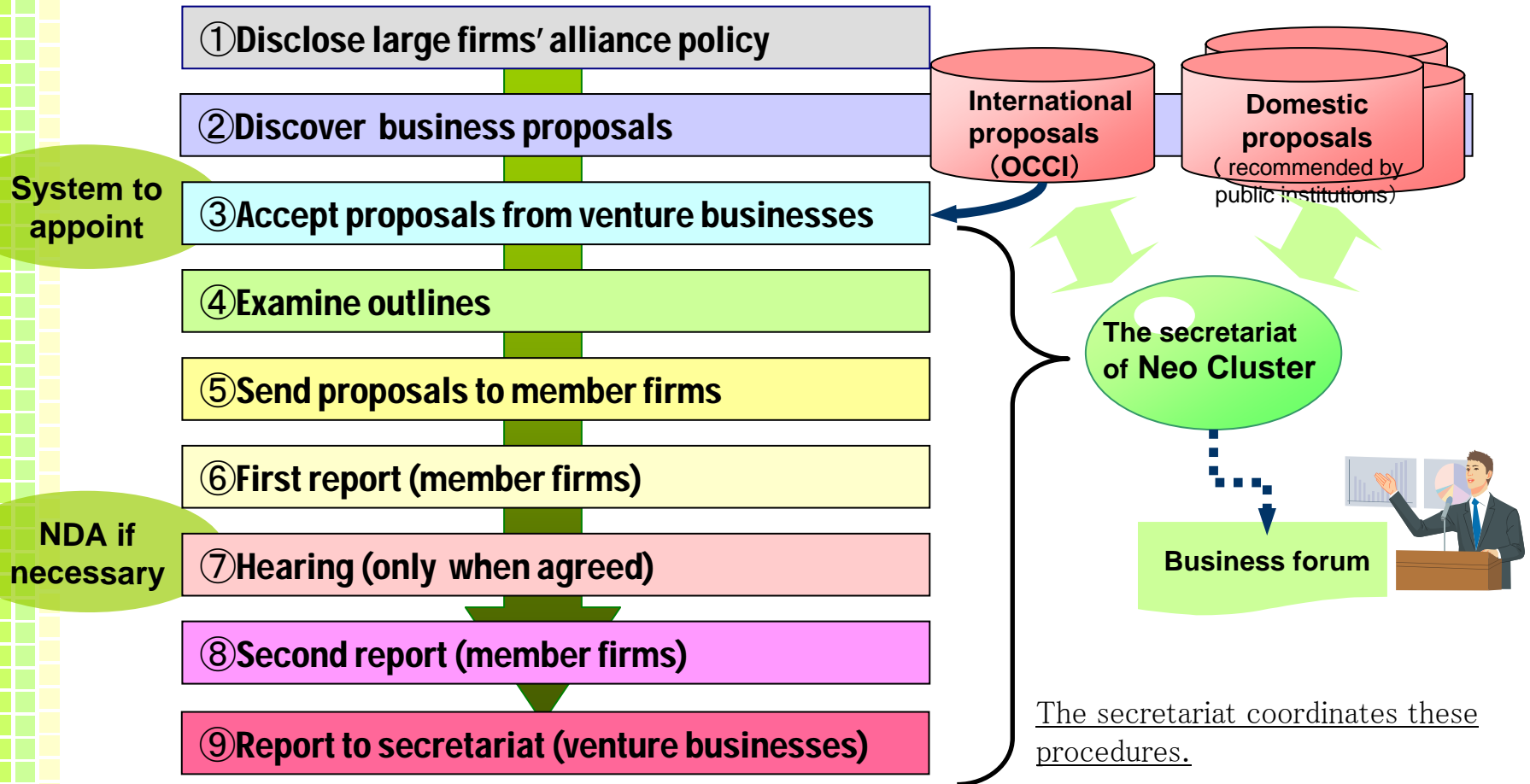
Image of targeted technology category

- This project is not targeted only on Digital Appliance but on other industries. (the word 'Digital Appliance' is just symbolic.)
- The proposals of the venture businesses are acceptable, if they could give certain images of products or services which include elemental technology of IT and mechatronics.

Examples of targeted technologies

- **Advanced materials, LSI / electronic components, Mother board, Sensors, Actuators, I/O, Technologies of process / interface / energy, Softwares, Content businesses, etc.,**

Overview of matching



Large firms that accept proposals

- SANYO Electric Co.,Ltd
- SHARP Corporation
- Matsushita Electric Co.,Ltd
- ICOM Incorporated
- ESPEC Corp.
- NTT DoCoMo Kansai, Inc.
- OSAKA GAS Co.,Ltd
- OMRON Corporation
- KYOCERA Corporation
- silex technology, Inc.
- Sumitomo Electric Industries, Ltd.
- PIXELA Corporation
- Murata Manufacturing Company, Ltd.

Disclosure of Area of Concern & Suggestion Acceptance Policy of Large Firms

Large firms indicate the technology area and alliance policy where they are interested in advance.

Examples of technology area

- Technologies of ceramics / high frequency (components / communication devices such as mobile phones) / MEMS / technologies of simulation / software (Kyocera Corporation)
- World class technologies / proposals to create new businesses with huge market (Sharp Corporation)

Image of acceptable venture businesses' proposals

- Basically DCP wishes large firms and venture businesses to have equal partnerships.
- Venture businesses need to show their technology/product image clearly and not to be sub-contractors of large firms.

(1) Image of technology and products should be clear.

(2) It should have uniqueness or spirit of innovation.

(3) It should have a certain degree of influence/suitable market.

(4) It's not necessary that technology/products are already established.

System of advisers and the secretariat

■ The exclusive counselor's window

- The Organization for Small and Medium Enterprises and Regional Innovation, Japan (SMRJ)
 - The Kinki branch

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■ The System of coordinators and the secretariat

■ The Osaka Chamber of Commerce and Industry (OCCI)

- 3 persons in charge

■ The secretariat of Neo Cluster

(The Kansai Institute of Information System & Industrial Renovation (KIIS))

- 3 persons in charge

- 4 coordinators
(1 main coordinator
3 additional coordinators)

■ METI-KANSAI

- 2 persons in main charge
- 2 persons in second charge

System of discovering proposals (The organizations that recommend)

■ The system of discovering proposals of Japan

(METI network)

- Regional Bureaus (9 areas)
- The organs concerned the Industrial cluster projects (The recommendation organizations / the hub clusters)

■ The cooperation with foreign countries (OCCI network)

- EU
 - IRC (Innovation Relay Centers) Network
 - Sweden (the investment office)
 - Finland (the technical office)
 - England (the consulate general)
- America (the embassy / the state government)
- Taiwan The other countries

■ The system of discovering proposals of Kansai (Neo Cluster network)

- OCCI
- The secretariat of Neo Cluster (KIIS)
- SMRJ – The Kinki branch
- The Fukui Industrial Support Center
- The Shiga Prefecture Industrial Support Plaza
- The Osaka Industrial Promotion Organization
- The Kobe Industrial Promotion Center
- The Wakayama Industry Promotion Foundation
- The Advanced Software Technology & Mechatronics Research Institute of Kyoto
- The New Industry Research Organization
- The Keihanna Interaction Plaza Incorporated
- The Knowledge Cluster of Kansai science city area
- Ritsumeikan University
- The Technology Research Institute of Osaka Prefecture
- The Consortium of Universities in Osaka (cooperative organization)

Submission of reports

- Large firms submit reports regarding the proposals made to them and send them back to the venture businesses through the secretariat (both when agreed and also when not agreed .)
- Due to this, it is possible for venture businesses to analyze their own proposals also in case they were not accepted.

Some of the reasons why they were not accepted

- The technology is low.
- Large firms develop similar technologies.
- The market is small.
- No need for large firms to complete their products with proposed technologies
- Technologies, safety, reliability etc., are doubtful.

Protection of Intellectual Property, etc

- It's very important that large firms and venture businesses talk about how to protect IPs. (The secretariat is going to support also regarding NDAs.)

Issues of DCP

- It's hard for large firms to disclose their needs in detail.
- It takes time to come to propose concrete ideas.
- It also needs patience to be successful.

Thank you for your attention!

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