Outline of Greater Tokyo Initiative

International Business

Success!

TAHA Greater Tokyo Initiative
Supported by Regional Innovation Strategy Support Program from MEXT
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Greater Tokyo **TAMA**

- Greater Tokyo **TAMA** includes parts of Tokyo, Kanagawa, and Saitama.
- **TAMA** is named after the TAMA region of Tokyo, and the abbreviation for Technology Advanced Metropolitan Area.
Vision and Mission

Mission

Vitalize industries in TAMA by innovating collaborations among industries, universities, governments and financial institutions

History

1998: Established as a private organization
2001: Registered as an association
2010: Registered as a general association

- Industrial Cluster Plan by METI (from 2001)
- Regional center for industry-academia-government collaboration (from 2009)
- Basic Plan for Tokyo Metro Area by METI (from 2010, Participating 43 Municipal governments)
- Regional Innovation Strategy Support Program by MEXT (from 2011, Participating 14 Organizations)

Networking

Development of infrastructure and network construction

I

From 1998 to 2002

- Development of information network
- Assemblies between industries and universities
- TAMA Technology exhibitions
- Development of search engines for university-industry integration
- Established Mini TAMA
- Constructed the TAMA coordinator system
- Organized business fairs
- Constructed a virtual laboratory
- Established TAMA-TLO

Greater Tokyo Initiative | TAM A-TLO

From 2003 to 2007

New R&D projects and businesses

Development of new technology or products and creation of new businesses by promoting industry-university partnership

Greater Tokyo Initiative | TAM A-TLO

2003

II

Precedents

- Created the Southwest Forum
- Held exchange assemblies with Korea and Italy
- MEMS Prototype Center
- Established an office in Korea
- Strengthened the network between young people and companies
- ABE Management Private School
- TCS Project
- Implemented external evaluation

2005

From 2008 to 2012

Eco-friendly Manufacturing

Establishment of a global brand called “Manufacturing Cluster“ for a symbiosis with the environment

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2011

III

2012

The TAMA Eco-friendly Manufacturing Charter

- Organized TAMA Industry-University-Government-Finance Summit
- Founded the TAMA Eco-friendly Manufacturing Award
- Selected as a regional hub for industry-university-government partnership
- Formed a community for measuring analysis instruments
- Established Western Tokyo Initiative
- Formulated a basic plan for Western Tokyo region
- Established offices in China and Taiwan
- Selected as a regional innovation strategy region
- Offered a course for Global Human Resource Development
- Set up programs for securing human resources

2015

2017

IV

Eco-cluster in TAMA

Promotion of eco-friendly manufacturing and eco-cluster implementation

Continuous creation of GNT (Global Niche Top) companies to establish the TAMA brand

Greater Tokyo Initiative | TAM A-TLO

Our activities are financially supported by national and local governments.
We promote innovations by collaborating with member companies, universities, governments, and other organizations. These collaborations are made with other clusters in Japan and in the world to contribute to global innovations by strengthening networks.

**TAMA Network**

**Regional Network**
Solving regional issues through solutions obtained from cooperation among the TAMA network.

**Global Network**
Solving issues in Japan as well as in the world through cooperation between TAMA and the global networks.

**Global Innovations**
Developing globally acceptable products and technologies based on the methods mentioned above.
Support Menu to Create New GNT companies

- New GNT companies: 10
- Domestic collaborations: 200
- Global collaborations: 100
- Focus on promising and motivated companies

Three arrows for creating new GNT companies

1. Develop products and technologies that accommodate market needs.
2. Export products and technologies to countries where evaluation can be fairly performed. This can be achieved by setting up equal partnerships with foreign companies.
3. Provide human resource support in securing and training employees to correspond to the first and second arrows.

Support for Research and Development
Support for Marketing & International Business
Support for Human Resource
Support for Research and Development

Promote industry-university and industry-industry partnerships to provide solutions to issues in the urban area and develop technologies to encourage a Smart Quality Of Life (SQOL) for urban residents. Focusing especially on environmental and elderly issues, the project below promotes regional innovation with the support of MEXT, METI and MAFF.

Regional innovation strategy promoting regions

**Welfare**
- Population density and aging lead to an increase in welfare and medical expenses, a lack in nursing homes, an increase in in-home health care, and concerns for significant damages.

**Environment**
- High CO₂ emissions triggered by energy consumption, the heat island phenomenon, huge air pollution and water purity issues caused by industrial activities.

Four Priority Projects
- Amenity
- Safety • Security
- ECO Energy Resource Saving

1. Creating SQOL
2. Unitization/Systematization
3. Providing Solutions to Regional Issues
4. To the global markets

Support for Regional Collaborations

The aim is to solve issues and strengthen competitiveness by matching universities' R&D needs and SMEs' technologies. Specifically, the approach will make use of PR Reports of companies and universities, and hold exchange meetings such as the Technology Joint Meeting to accelerate collaborations.

Databases of Regional Technologies

<table>
<thead>
<tr>
<th>PR Reports for Universities</th>
<th>PR Reports for Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total of 210 researchers</td>
<td></td>
</tr>
<tr>
<td>• Life innovation (96)</td>
<td>• Japanese (1020)</td>
</tr>
<tr>
<td>• Green innovation (81)</td>
<td>• English (376)</td>
</tr>
<tr>
<td>• Fundamentals (33)</td>
<td>• Chinese (120)</td>
</tr>
</tbody>
</table>

Collaborative Meetings

<table>
<thead>
<tr>
<th>Technology Joint Meeting Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Attendees</td>
</tr>
<tr>
<td>2006</td>
</tr>
<tr>
<td>SMEs 49</td>
</tr>
<tr>
<td>Major Corps. 9</td>
</tr>
<tr>
<td>Universities 0</td>
</tr>
<tr>
<td>Number of Interviews 91</td>
</tr>
</tbody>
</table>

Product evolution for the growth of regional industries
Support for Marketing & International Business

Exchange Diagram and Partner Countries

- Domestic Coordinator
- Greater Tokyo Initiative
- Counterparts
- PR reports for companies
  - English version
  - Chinese Version
  - Korean version
- International versions available

Partner countries
- Italy Veneto Since 2004
- Korea Since 2004
- Taiwan Since 2008
- ASEAN Singapore, Vietnam, Philippines, Thai Since 2011
- Seattle USA Silicon Valley Since 2006
- China Since 2007
- Germany Since 2011
- Hong Kong Since 2012

Business meeting in Taiwan
Business study in Singapore
Meeting with the Head of Vietnam’s Chamber of Commerce and Industry
Exhibition in the USA

Case study: Develop product lineup by establishing Japanese and Taiwanese partnerships

- Company K used the following support menu to shift up their stages
  - Held business meetings with international companies
  - Promoted activities of TAMA’s international branches
  - Developed markets, information gathering
  - Studied business practices, strategy for intellectual property, and contracting

To Manufacture Well-sold Products

Step: Rebuilding Core Competence 2011
- Same product, same customer

Networking projects: Positive approach to widen network
- Attend business meetings
- Attend international business study assemblies

(1) Complement mutual strong points
(2) Sell to Taiwanese companies in China
(3) Sell to local Chinese companies

Company K (Tokyo)
Business: Design and manufacture of transformers

Reduce cost, expand sales channels through a win-win relationship

Our Shanghai Office
Company K Chinese branch

Follow up
Nurturing Global Leaders

- Recognition of TAMA companies and success in the global market
- Emergence of global leaders

1. Knowledge
   - Individual assistance and guidance by experts
   - Management support and information services optimized to the needs of students

2. Human Power
   - Implementation: International business study, exhibition, and business meetings
   - Advanced Course: Presentation, communication skills, and global business management
   - Basic Course: Marketing, data analysis, and accounting

3. Experience
   - Alliance with study peers
   - Teamwork activities with people of different points of view to get new perspectives and develop personal connections

To recruit students aiming to become company executives

Securing Human Resources

Making connections with SME and Students

- Fieldwork between a German university and SMEs in Japan
- Program of finding and spreading attractive companies
- Coordination for Short term Internships
- Coordination for Mid to Long term Internships
- Coordination for Project Based Learning (PBL)

Employment in SMEs

Three routes for getting jobs

- Route 1: Know more about SMEs and get a job
- Route 2: Join a Job Fair organized by our association
- Route 3: Join Job Fairs co-hosted with universities

Face to Face matching
- Job Fair (Single hosting)
- Job Fair (Co-hosting with universities)

Regional efforts
- Seminar for Freshmen
- Seminar for Managers

Current works

STEP 1

STEP 2

STEP 3
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