



International Symposium
“Regional Innovation Policy for the medium and small-sized companies”

**“Changing the industrial structure
for the Tohoku Economic Federation`s
new business support activities”**

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I . Tohoku Economic Federation`s new business support activities

(1)What is the New technology Commercialization center of Tohoku(NCT)

◆Objectives of the NCT are to strengthen companies' competitive abilities in Tohoku through the cooperation of academia, industry, and government. Based on these activities, the NCT intends to construct Regional Innovation Systems in Tohoku.

- (1) Supporting companies' Marketing, Intellectual Property Rights, and Sales Promotion Strategy goals.
- (2) Supporting Regional Companies' use of Academic Seeds to generate New Businesses.
- (3) Proposing an Industrial and Science Policy to National and Local Governments.
- (4) Cultivating Human Capital to strengthen Companies' Competitiveness.

◆Tohoku Economic Federation establish this center as five-year project in 2006 based on about 300,000,000 yen contribution from the major companies in Tohoku.

■Tohoku Economic Federation (TEF)

The Tohoku Economic Federation (TEF) is a private economic organization founded in December 1966. The TEF has about 900 business-sector organizations engaged in economic activities in Tohoku. The TEF is one of several major regional economic bodies, including the Federation of Economic Organizations (Nippon Keidanren).



Chairman
Keiichi Makuta



I . the TEF`s new business support activities

1995 ~ 2000	2001 ~ 2005	2006 ~
◇ De-industrialization through the appreciated yen	◇ China advance to the market economy, Attention to the industry-university cooperation	◇ new technology commercialization`s international competition
<p>Tohoku Ventureland Council (1995 ~ 2000)</p>	<p>Tohoku Ventureland Promotion Center(2001 ~ 2006)</p> <p>Industry and Academia Matchmaking Committee(2002 ~ 2006)</p> <p>Industry, Academy, and Local Government Roundtable (2003 ~)</p> <p>Tohoku Incubation Fund(2004 ~ 2014/US\$30million)</p>	<p>New Technology Commercialization Center of Tohoku(2006 ~ 2011)</p> <p>Tohoku Growth Fund(2006 ~ 2014/US\$33million)</p>

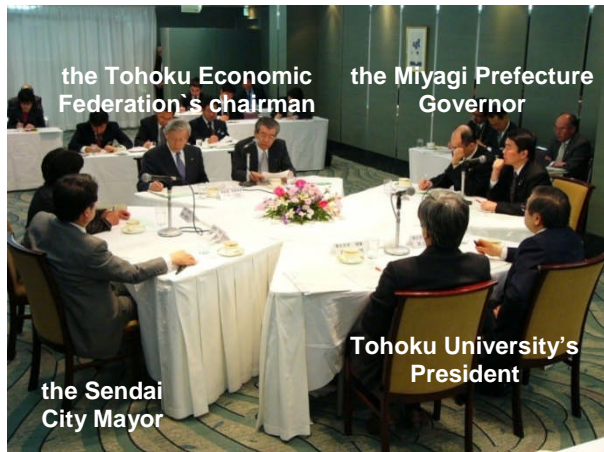


I . the TEF`s new business support activities

(3) Industry, Academy, and Local Government Roundtable

(Purpose)

It is a top-level alliance formed under the consensus of the Tohoku Economic Federation`s chairman, the Miyagi Prefecture Governor, the Sendai City Mayor, and Tohoku University`s President, and they regularly discuss how to utilize the Tohoku University`s Research Seeds and to promote the region`s industrial competitive edge.



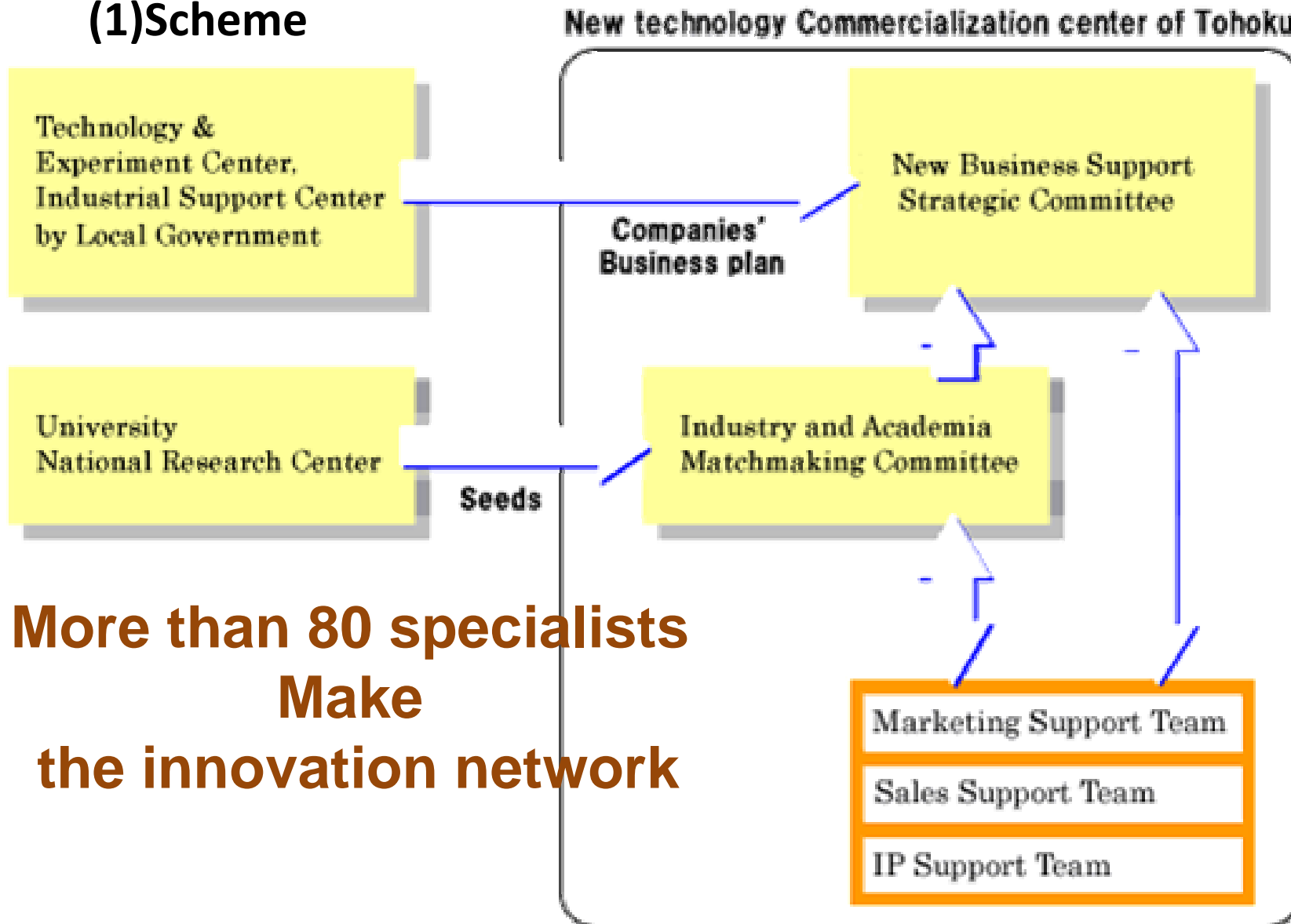
The basic agreement for the growth of the Regional industry (april, 2005)

- ◆ Promotion of Region`s science and technology
 - proposing the importance of Regional Innovation Systems to the Third Phase of the Science and Technology National Basic Plan
 - preparing to propose the fourth Phase of the Science and Technology National Basic Plan
- ◆ invitation of the research and development national project and company
 - invitation of Sendai Area Intellectual Cluster Creation Project (Phase II)
 - establishment of MEMS Park Consortium
 - invitation of semiconductor and automobile related companies (Tokyo Electron, Central Motor, etc..)
- ◆ supporting the medium and small-sized companies
 - establishment of Venture Fund
 - "Goyokiki Program," University professors visit the medium and small-sized companies to take the companies` Needs
 - establishment of Base technology advancement support center
 - establishment of Business Incubator collaborated with Tohoku University
 - establishment of the New technology Commercialization center of Tohoku
- ◆ other
 - University professors work at the local government as the Regional cooperation fellow
 - personnel training platform for invitation of semiconductor and automobile related companies
 - making the strategy of the foreign researcher`s fixation in Tohoku



II . the New technology Commercialization center of Tohoku

(1)Scheme



**More than 80 specialists
Make
the innovation network**



II. the New technology Commercialization center of Tohoku

(2) Example ICOMES LAB Co.Ltd (Iwate Pref)

Supporting commercialization for the world smallest Microactuator by plastic gear

① making the patent Strategy



- Acquiring the patent
- Tohoku Bureau of Economy, Trade and Industry, Director-General Prize

② b2b branding using scientific method



③ advising how sales support to make booth for the exhibition



Increasing the number of visitors for its booth

④ support Legal affairs



⑤ Tokyo metropolitan area By 6 sales representatives



Making sales contract with the larger companies



III. the New technology Commercialization center of Tohoku

(2) Example SHOEI Engineering Co.Ltd (Miyagi Pref)

Supporting to make the patent Strategy of High Torque Magnetic Gear

① making patent strategy



Acquiring 4 patents,
Applying for 22 patents

② coordinating the Research Institute For Electric and Magnetic Materials and the Tohoku University



Dr. Masumoto



Dr. Sugimoto

Adoption the National Project
with Denso corporation

③ participating
the SEMICON Japan



Promoting sales



II. the New technology Commercialization center of Tohoku (3)Example MicroArts Corporation (Fukushima Pref)

Supporting marketing strategy for High-speed conversion software from CAD to PDF

①Evaluating the Customer Value by the focus group meeting and the net research



②established the Web-Shop, and revived the pamphlet



③Sales support by sales representative



④supporting the Tokyo branch opening event



Sales volume 4 times higher



II . the New technology Commercialization center of Tohoku

(4) Example Nano-TEM Co., Ltd. (Niigata Pref)

Sales and Branding support for porous ceramic vacuum chuck

① Branding Support



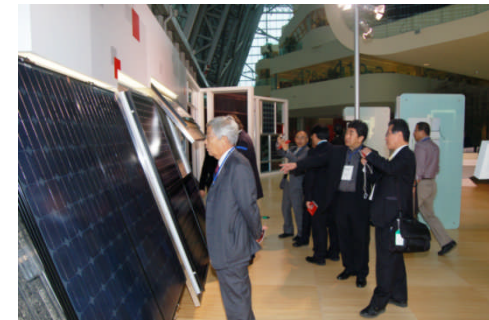
naming and designing logo

② Debut at the SEMICON Japan



- exchanged more than 120 Business cards, and started business negotiation with about 40 companies

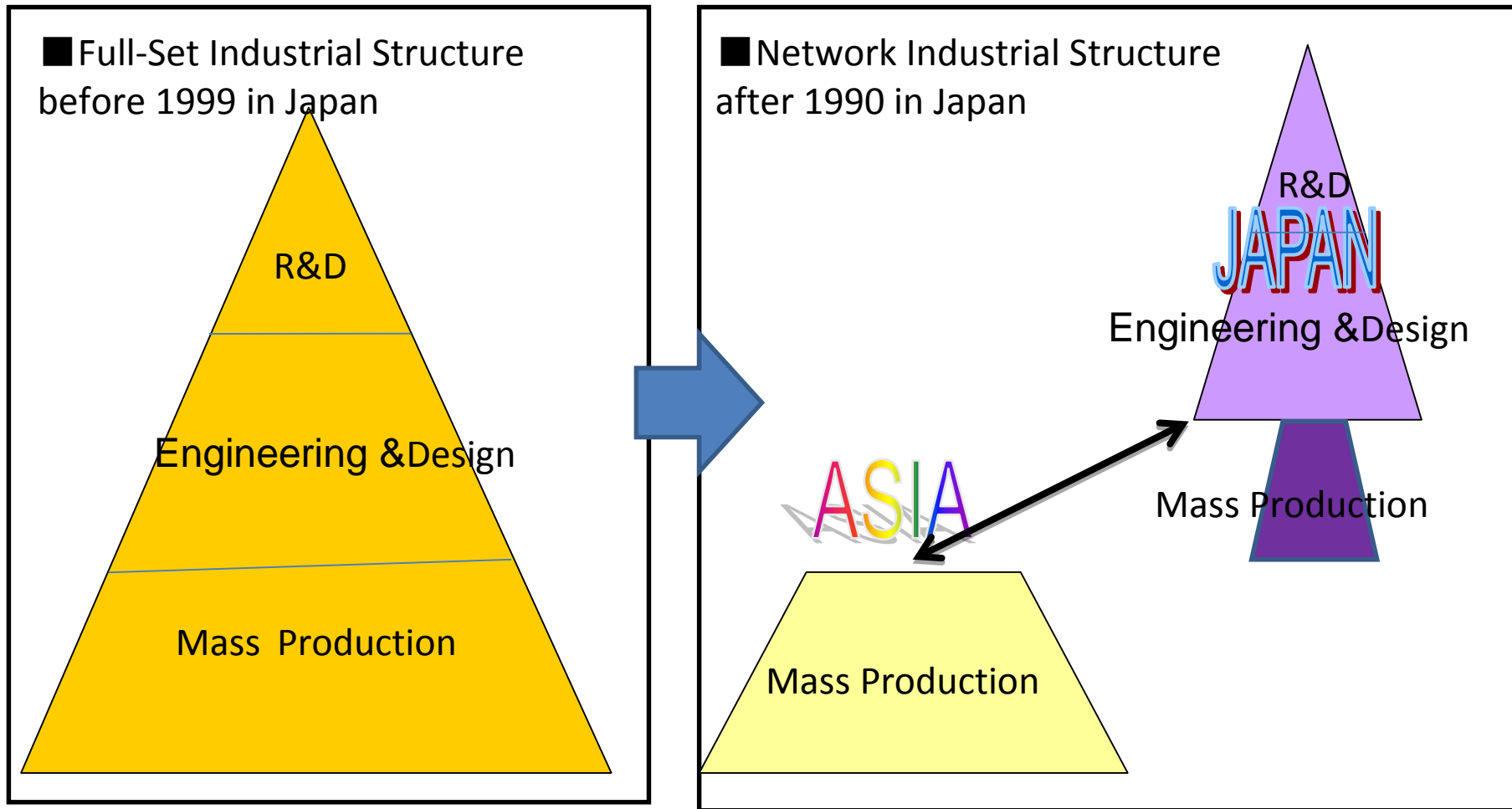
③ Supporting the Business in East Asia



East Asian Market has been rapidly growing

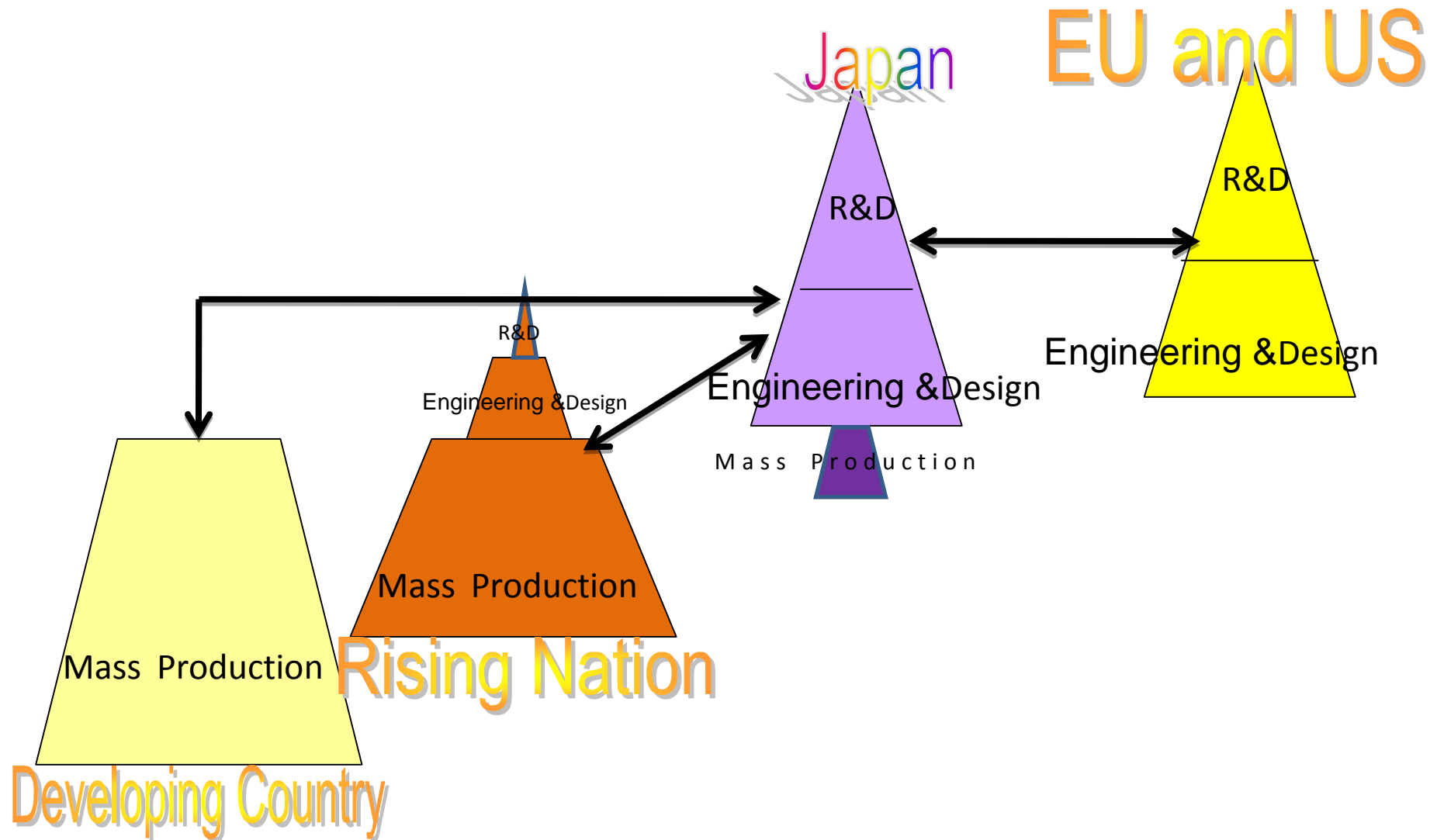


III. Changing the industrial structure and its





III. Changing the industrial structure and its problems





IV. Changing the industrial structure and its problems

■ The medium and small-sized companies in Tohoku has been shifting the Tokyo Metropolitan Area market to the East Asia market since the East Asian market has grown rapidly.

(1) The companies and the universities in Tohoku should make the win-win relationships with the companies and the universities in the EU and North America in order to enhance their competitive Edge .

▪ The East Asia has the different business custom such as contract .It is very important to construct the mutual trust between the Economic Organization in Japan and the Local Government in East Asia.