Smart Japan ICT Strategy

June 2014

Ministry of Internal Affairs and Communications, Japan

Smart Japan ICT Strategy – Overall Structure –

Sharing the sense of crisis that Japan is standing at "a historical turning point" for sustainable growth

Comprehensive strategy

Smart Japan ICT Strategy

ICT Growth Strategy II

Creating new innovation through connecting various things and services by ICT

National strategy

Initiative on Intensification of International Competitiveness and Global Outreach in the Field of ICT

Contribution to international society through intensification of international competitiveness and global outreach in the field of ICT

International strategy

Smart Japan ICT Strategy – Perspective –

Mission

To be the most active country in the world

-Realizing Japan's economic growth and contribution to international society through innovation by ICT-

Vision

① Building "a knowledge- and information-based nation" by 2020

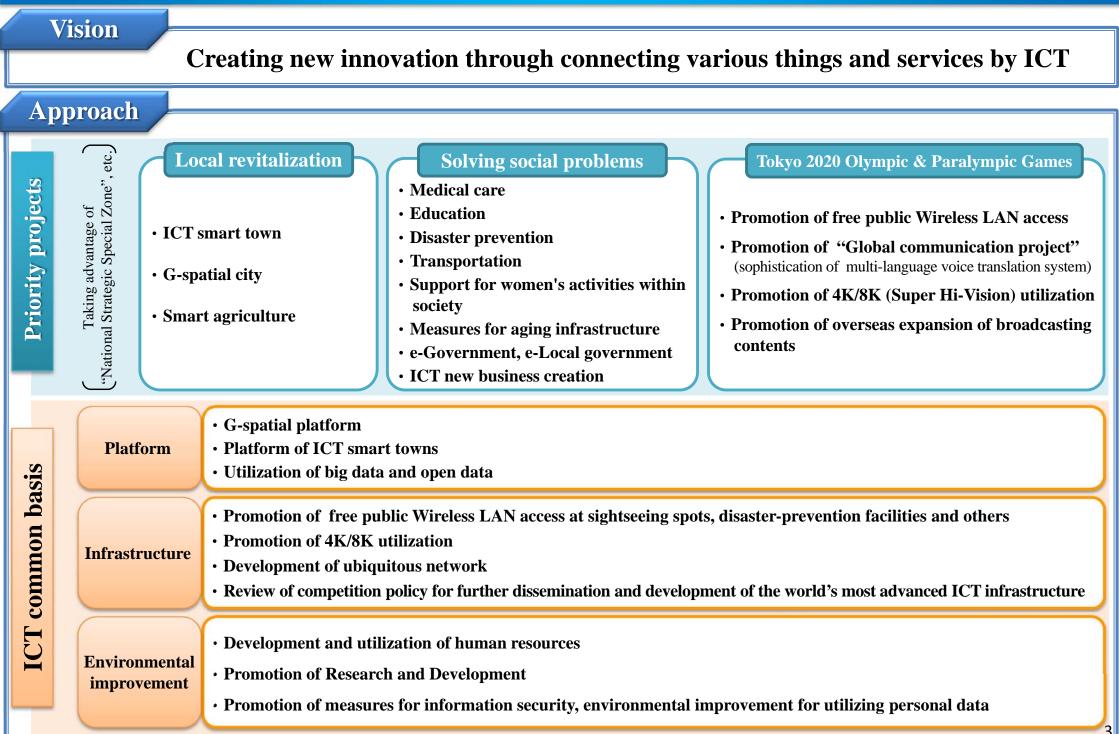
- **2** "3 in 1" solution of problems of the globe, Japan and other countries all together by ICT
- (3) "Practice" and "Speed" on global viewpoints

Action

① Connection between national and international strategy National strategy: ICT Growth Strategy II International strategy: Initiative on Intensification of International Competitiveness and Global Outreach in the Field of ICT

(2) Realizing the world's most advanced ICT environment for Tokyo 2020 Olympic and Paralympic Games

ICT Growth Strategy II



Initiative on Intensification of International Competitiveness and Global Outreach in the Field of ICT

Vision

Contribution to international society through intensification of international competitiveness and global outreach in the field of ICT

-Aiming to raise annual overseas sales to 17.5 trillion yen, 5 times as much as 2012, by 2020-

Approach

Strategic outreach based on "regions times fields"

- Changing approach from seedsoriented to needs-oriented
- Clarifying priority field of application, priority markets and rival countries
 - Field: Disaster prevention, G-spatial, smart agriculture, broadcasting contents, medical care, education, e-Government, etc.

Market: ASEAN, India, etc.

Outreach of "ICT package"

- Presenting solutions to other countries' problems as a "package"
- Including ICT infrastructures, terminal devices, systems, institutions, operation and consultation
- Grasping new problems and building a relationship of mutual trust through service operations

Creation of new architecture

- Emphasizing "Infrastructure innovation"
 Remote medical care, remote education, smart agriculture, etc.
- Establishment of ecosystem
- •Utilizing open protocols positively and securing closed core technologies
- Establishment of "Japan brand"
 - •Constructing "ICT Showcase"
- •Making the brand logo and project signboards
- •Keywords: safety and security, OMOTENASHI (the heart of Japanese hospitality)

Common basis

Constructing flexible and effective "Public-Private Partnership"

- Dispatching "Public-Private Joint Missions" (top-level sales)
- Constructing "Public-Private Local Task Force"
- Arranging mechanism for capital provision contributing to intensification of international competitiveness and global outreach in the field of ICT