# 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

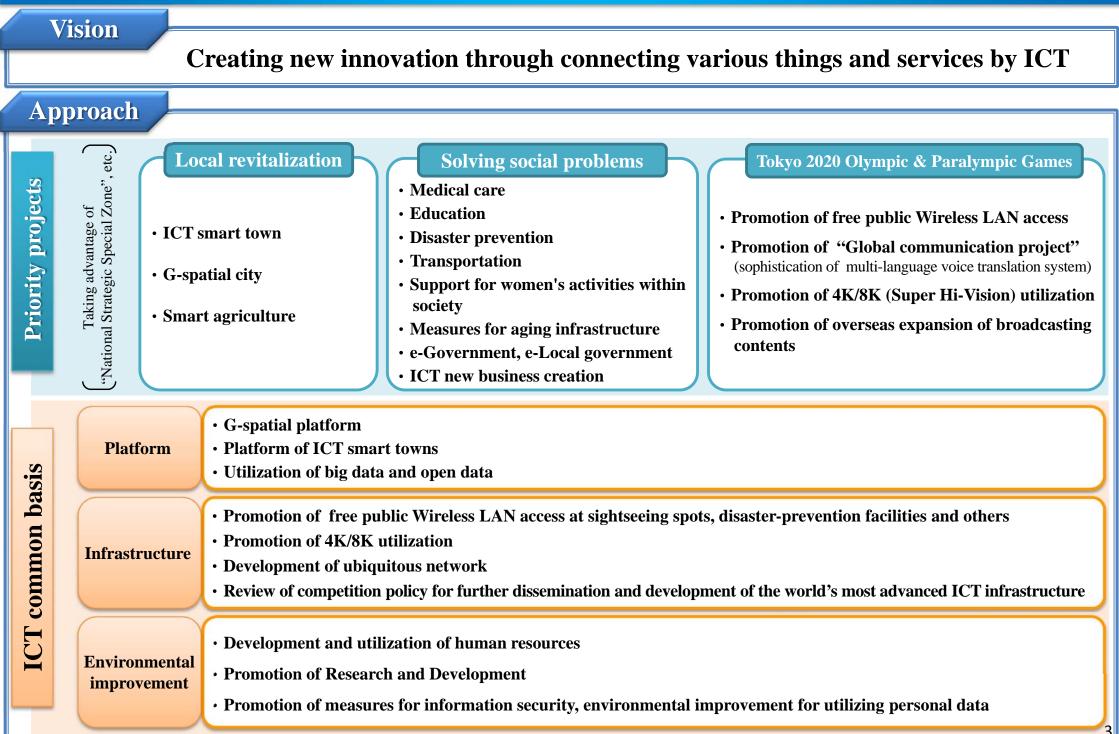
- **2** "3 in 1" solution of problems of the globe, Japan and other countries all together by ICT
- (3) "Practice" and "Speed" on global viewpoints

## 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