

Summary of MIC's Global Promotion Action Plan 2025

**July 2022
Global Strategy Bureau**

Changes in the overseas expansion situation

The COVID-19 pandemic and moves toward a post-pandemic age

- Stagnation of socioeconomic activities due to the COVID-19 pandemic
- Hopes for digital to serve as the foundations of post-pandemic economic recovery
- Promotion of efforts to eliminate the digital divide and other initiatives to ensure no one is left behind

Issues faced by post-pandemic Japan

- Concerns about shrinking markets and fall in the working population due to economic stagnation and escalating aging of the population with a declining birthrate
- Need to promote organic linkages between domestic and overseas activities

Changes in the global situation

- Exposure of concerns about supply chain risks and security in cyberspace
- Growing need to bolster international partnerships to promote increased connectivity to realize FOIP

Efforts to achieve the SDGs

- Numbers in extreme poverty on the rise worldwide
- Growing need to eliminate the global digital divide
- Growing need to leverage digital technology to address climate change (promoting a greener world)



Issues requiring enhanced measures

Post-COVID economic recovery

Use of international partnerships

Contributions to addressing climate change

Basic principles in promoting overseas expansion

Achieving the SDGs
(Contributing to sustainable development)

Strengthening global competitiveness from a long-term perspective

Emphasis on international cooperation and ensuring consistency between domestic and foreign policy

Development of broadband services such as local 5G/5G centered on Open RAN

- **Promotion of Open RAN**, a technology expected to deliver open and secure 5G networks; **contribution to boosting global deployment of high-quality 5G**, with a view to the Beyond 5G era.

Terrestrial digital broadcasting

- Including Japan, 20 countries have adopted the Japanese standard for terrestrial digital broadcasting. **Need to tap into ODA, etc. while providing support and follow-up efforts to encourage a steady shift to terrestrial digital broadcasting** from analog broadcasting in countries that have adopted the Japanese standard.

Fire safety and disaster preparedness

- **Organization of international forums spreading the word about Japanese fire safety technology, systems, and equipment**, and ongoing implementation of JICA training courses attracting high participation from Southeast Asia.
- In particular, implementation of **training programs on fire safety equipment standards and certification systems for Vietnam**, with which Japan has a memorandum of cooperation.

Submarine telecommunications cables

- **Promotion of discussions and relationship-building with governments of like-minded Asia-Pacific nations** to ensure ongoing maintenance and expansion of competitiveness in Asia-Pacific routes where Japan's suppliers have an abundant track record and strength.

Broadcast content

- Examination of measures to take into account changes in new environments, such as the **development of online common infrastructure** enabling Japanese content to be effectively promoted overseas and the **cultivation of content developers with a global outlook**.

Systems and other soft infrastructure (administrative consultations, statistical systems, etc.)

- **Implementation of training and other cooperation based on memoranda** with various countries, **and overseas deployment of administrative consultation systems in coordination with official ombudsmen**.
- In the statistical field, provision of support such as training and operational support in Vietnam in particular, where an online survey system is about to be launched, and **contribution to efforts to upgrade the preparation and provision of statistics in other countries, primarily developing countries**.

Data centers / infrastructure sharing

- **The data center development and operation business**—including hyperscale colocation—is expected to see ongoing growth, with potential for the hyperscale market in particular to become huge, so there is a **need to tap into this demand**.
- **Ongoing implementation of pilot studies focused on introduction and provision of financing support**, to achieve regional expansion via **partnerships with overseas infrastructure sharing services** and M&A, and to maintain high asset efficiency via long-term leases to multiple telecommunications carriers.

Cybersecurity

- **Implementation of initiatives to be rolled out in ASEAN and developing countries in Africa and Latin America relating to training materials in the security field developed by Japan**, via partnership and cooperation with the ASEAN-Japan Cybersecurity Capacity Building Centre (AJCCBC) and international organizations such as the World Bank.
- **Implementation of initiatives for the establishment and popularization of cyber defense centers (CDCs) mainly in African countries**, to facilitate strategic security responses at the organizational level, and **development of an environment that makes it easier for relevant Japanese companies to expand into those countries**.

ICT Solutions (Medical, agricultural, quasi-zenith satellites, Smart Cities, etc.)

- **Promotion of one-stop solution provision** (E.g. digital solutions in factories, hospitals, agriculture, and smart cities, etc.) based, if needed, on partnerships with companies boasting strengths in the deployment of solutions in Japan and overseas.
- Regarding the positioning augmentation service provided by the Quasi-Zenith Satellite System (Michibiki), **ongoing overseas expansion of solutions leveraging Michibiki in the Asia-Pacific region**.

Postal services

- Promotion of the **introduction to various countries** of Japan's outstanding postal equipment and systems, and **DX-related technologies based on Japanese knowledge of achieving greater operational efficiency in postal operations**. **Particular enhancement efforts focused on developing countries and emerging economies in Asia and Eastern Europe that have demonstrated a high level of interest in Japanese knowledge and know-how**, based on the results of basic surveys conducted to date.
- Encouragement of the introduction in various countries of **initiatives focused on achieving carbon neutrality in the postal sector** where Japan has knowledge and know-how to offer; promotion of the **deployment of postal infrastructure contributing to reducing the environmental burden**.

Europe

- Focusing mainly on intergovernmental meetings and high-level talks, building relationships with the **EU** aimed at economic security and the formation of international political rules on DFFT and AI, etc., and promoting cooperation in Beyond 5G and other advanced technology R&D and standardization activities.
- Promoting wide-ranging partnerships with the **UK** in the digital field in both countries via the UK-Japan Digital Group set up in May 2022, including the promotion of cooperation in initiatives aimed at the diversification of telecommunication suppliers, and in R&D and standardization activities focused on Beyond 5G and other advanced technology.

Southeast Asia

- Supporting surveys, workshops, and pilot initiatives to gain a deeper understanding of the need for open 5G/local 5G/B5G.
- While further leveraging collaboration frameworks via the ASEAN Digital Ministers' Meeting with Japan, etc., identifying solutions to various issues common to Japan and the **ASEAN** region as a whole, and ensuring Japan makes proactive contributions to resolving those issues.
- Implementing cooperation based on the ASEAN Digital Masterplan 2025, which provides an overview of digital policies throughout the ASEAN region.

North America

- Strengthening Japan-**U.S.** cooperation in the digital field via collaboration within multilateral frameworks and third-party country partnerships on the part of Japan and the U.S., under the Global Digital Connectivity Partnership (GDCCP), whose launch was agreed in April 2021 at the Japan-U.S. summit.
- Encouraging Japan-U.S. collaboration in areas including the promotion of Open RAN and other safe, open 5G networks, and investment in research, development, trial, and popularization of advanced ICT and safe networks such as 5G and Beyond 5G.

Middle East

- Formulating the Japan-Saudi Vision 2030 as a guideline for strategic partnership with **Saudi Arabia**, concluding a memorandum of cooperation in the ICT field, and maintaining and strengthening good cooperative relationships.
- Augmenting support for expansion by Japanese companies in the **rest of the Gulf**.

South and Central Asia

- Further promoting cooperative relationships with **India** in the ICT and postal fields, taking into account the memorandum of cooperation signed by ministers in 2021.
- Given the cooperative relationships with **Uzbekistan** based on the memorandum of cooperation signed by ministers in 2019, implementing initiatives aimed in particular at the formation of new projects using the data centers, etc. developed with the involvement of Japanese companies.
- Deploying Japanese ICT solutions **elsewhere in Central Asia**, taking advantage of Japan's partnership with Uzbekistan.

Oceania

- Creating a Japan-Australia policy dialogue framework in the ICT field. Contributing to strengthening networks in **Australia** via trials of 5G using Open RAN; strengthening bilateral collaboration aimed at creating more resilient mobile communications networks and establishing multiple lines with the aim of securing redundancy in submarine telecommunications cables in Pacific Island nations and other third-party countries.
- Establishing deeper collaboration in the digital field with New Zealand, which shares fundamental values with Australia.
- Leveraging both bilateral and multilateral frameworks such as the Asia-Pacific Telecommunity (APT) in relationships with **Pacific Island nations** to contribute to disaster preparedness in island nations and promote collaboration aimed at developing safe, reliable digital infrastructure.

Latin America

- Japan's terrestrial digital broadcasting standard (ISDB-T) has been widely adopted, starting from its introduction in **Brazil**, and strong cooperative relationships have been built in the process.
- Japan will leverage these relationships while encouraging the rollout of Japanese companies' initiatives throughout the wider ICT sector, starting with Brazil.
- Leveraging Japan and the U.S.'s collaborative relationships with third-party countries while consulting with Latin American governments regarding 5G and Open RAN in particular, and implementing the necessary responses.
- Continuing to promote the deployment of ICT solutions in such areas as agriculture and medical care in response to challenges faced by the countries of **Latin America**.

Africa

- Providing support for surveys and trials of communications infrastructure, including data centers and ICT solutions in the medical and agricultural fields, and expanding opportunities for Japanese companies of all sizes—from large corporations to startups—to expand overseas.

- MIC will **promote efforts to brush up the support schemes** listed below, in addition to proactive top-level sales pitches by MIC's higher echelons during policy dialogue with other countries, the inclusion of projects that tap into memoranda of cooperation, and lobbying during meetings with key personnel.

Support for overseas expansion Strengthening of budgetary measures	Enhanced use of the JICT public-private investment fund and associated collaboration	Digital overseas expansion Strengthening of platform functions	Active involvement in international organizations Use of multilateral relationships and international conferences
<ul style="list-style-type: none"> ✓ Commercialization after trials and screening to provide priority support for projects with a view to securing orders for Japanese companies. ✓ Promotion of support based on company needs through project schemes involving the public solicitation of solutions and introduction of priority categories in certain areas. ✓ Priority support for companies in Japan's regions, SMEs, and startups. 	<ul style="list-style-type: none"> ✓ Further augmentation of support based on expanding eligibility for support. ✓ Coordination with MIC's domestic and overseas policy measures, with a view to commercialization overseas. ✓ Construction of an ecosystem with Japanese and overseas organizations. ✓ Support for regional companies, leading medium-sized businesses and SMEs, and startups. ✓ Risk diversification and establishment of a sound fiscal situation. 	<ul style="list-style-type: none"> ✓ Growth and diversification of membership. ✓ Enhancement of the provision of information regarding overseas expansion in the digital field. ✓ Strengthening of support for the formation of specific projects. 	<ul style="list-style-type: none"> ✓ Appointment of high-caliber Japanese personnel to key posts at international organizations. ✓ Strengthening of human resource development and interpersonal exchange efforts through networks of connections with and financial contributions to international organizations. ✓ Sharing of examples of high-quality Japanese infrastructure during multilateral talks and international conferences. ✓ Overseas deployment of Japanese content via existing multilateral platforms.