



ELyT Annual Workshop in Sendai 2011

**“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
Hiroaki Takahashi 2



I . the TEF`s new business support activities

| 1995~2000 | 2001~2005 | 2006~2011 |
|--|---|--|
| ◇ 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 University's President the Miyagi Prefecture Governor, the Sendai City Mayor, and the Tohoku Economic Federation's chairman,, 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)

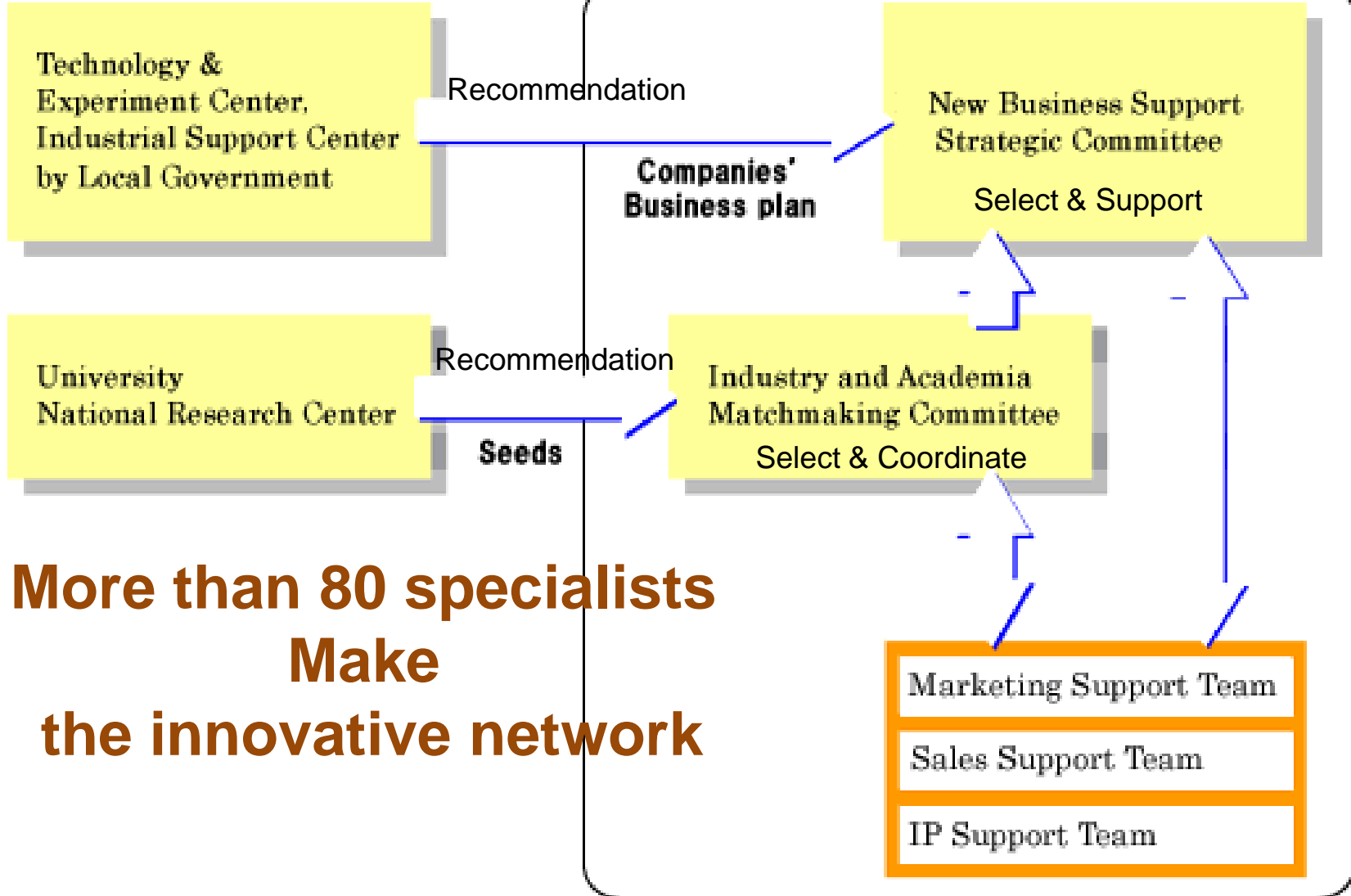
- ◆ Promotion of Region`s science and technology
 - proposing the importance of Regional Innovation Systems to the Third Phase of the Science and Technology National Basic Plan
 - preparing to propose the fourth Phase of the Science and Technology National Basic Plan
- ◆ invitation of the research and 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

New technology Commercialization center of Tohoku



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



III. New Business Support Strategic Committee

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

Supporting commercialization for the world smallest Microactuator by plastic gear

Key supporting factor to grow this company was the patent acquisition.

① making the patent Strategy



- receiving the refusal statement several times.
- correct the applied patent, and meet the patent examiner.
- finally 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 in Japan



Ⅲ. New Business Support Strategic Committee

(2) Example MicroArts Corporation (Fukushima Pref)

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

Key supporting factor to grow this company was to identify the Key Buying Factor.

① Evaluating the Customer Value by the focus group meeting and the net research to identify the Key Buying Factor



② established the Web-Shop, revived the pamphlet and manual



③ Sales support by sales representative



④ supporting the Tokyo branch opening event



Sales volume 4 times higher



III. New Business Support Strategic Committee

(3) Example Nanotem., Inc (Niigata Pref)

Sales and Branding support for porous ceramic vacuum chuck

Key supporting factor to grow this company was to establish the branding or the Product Strategy for the Marketing, specifically naming,

① Branding Support

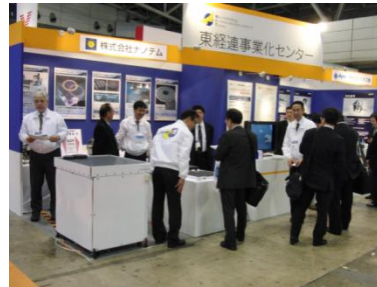


naming and designing logo



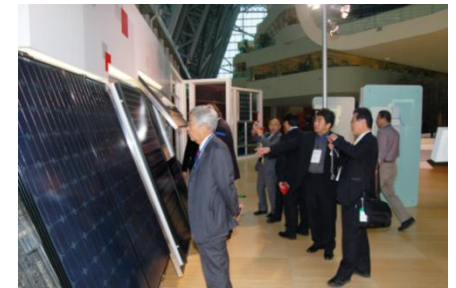
Existing Aluminum Vacuum Chuck make impurity, which comes from the holes

② Debut at the SEMICON Japan



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

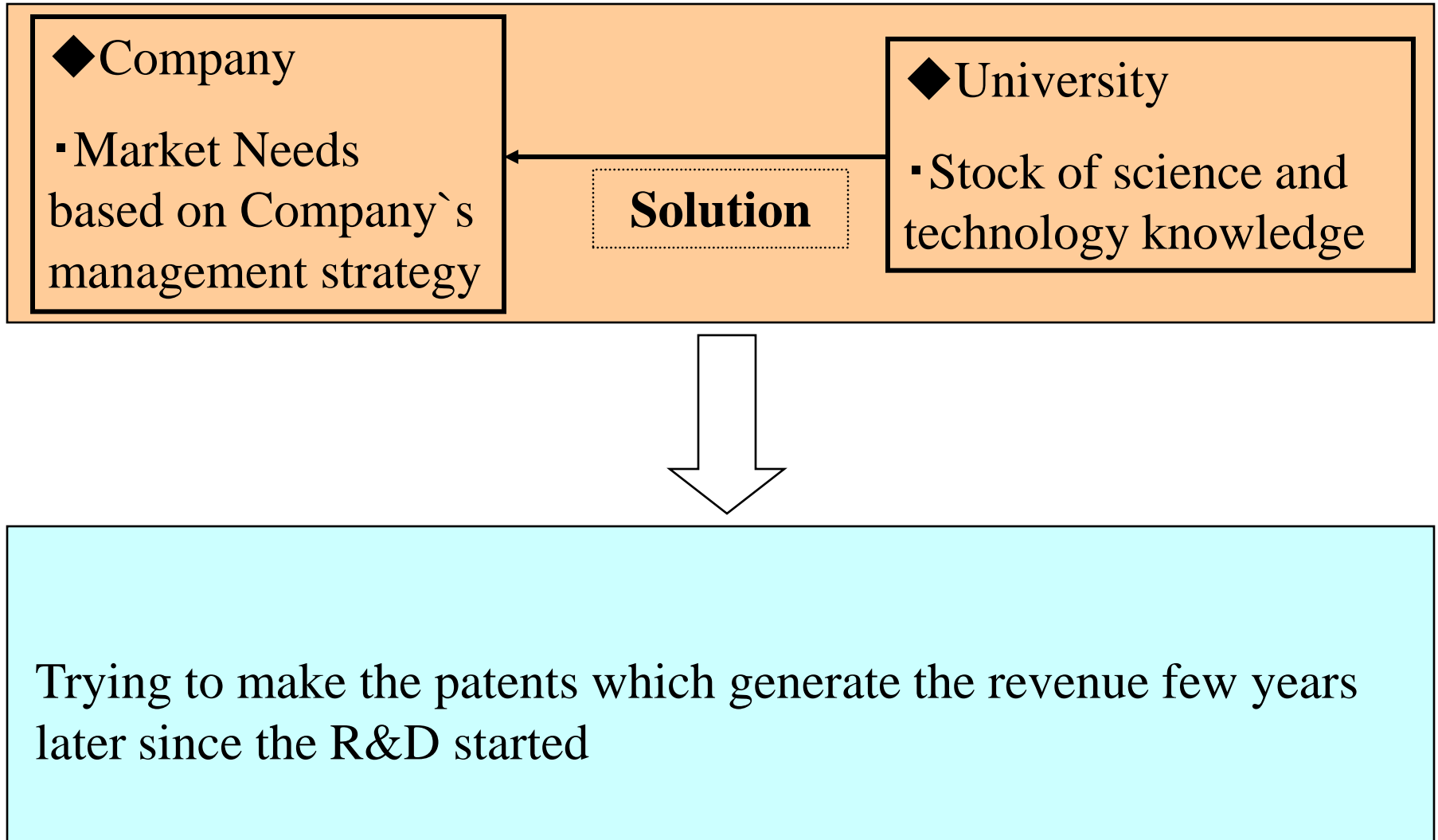
③ Supporting the Business in East Asia



East Asian Market has been rapidly growing



IV. Industry and Academia Matchmaking Committee





IV. Industry and Academia Matchmaking Committee

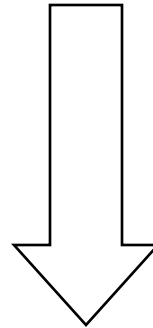
(1) Development of the bread which is difficult to freezer burn



Komugi Kobo (Aomori Pref)

Branding the wheat flour with the special “fermented soybeans pastes”. The defrosted breads still maintain the high quality texture.

Solution
(Mechanism)



Tohoku University Professor Fujii (Structure of the Foods)

Making the effective technique based on the Scientific Approach



IV. Industry and Academia Matchmaking Committee

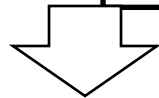
(2) Development of the Cast Iron Frying Pan for the High Power Induction Heating Cooker



Industrial Technology Institute,
Miyagi Prefectural Government
(Simulation)

Tohoku University
Professor Maruyama
(Thermal Engineering)

OIGEN Foundry
CO.,LTD
(Iwate Prefecture)

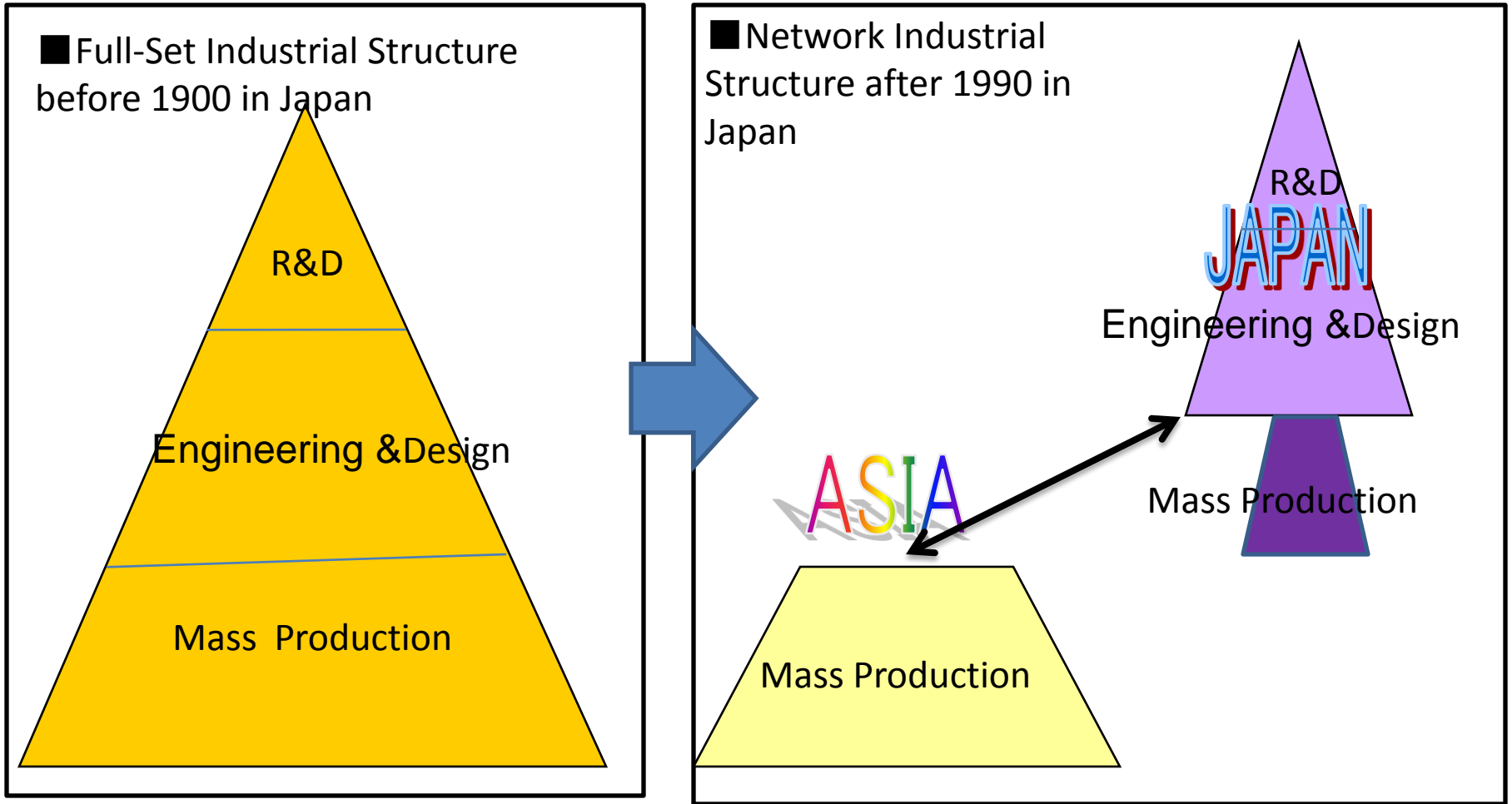


Reducing the change of the shape by the heat



V. Changing the industrial structure and its problems

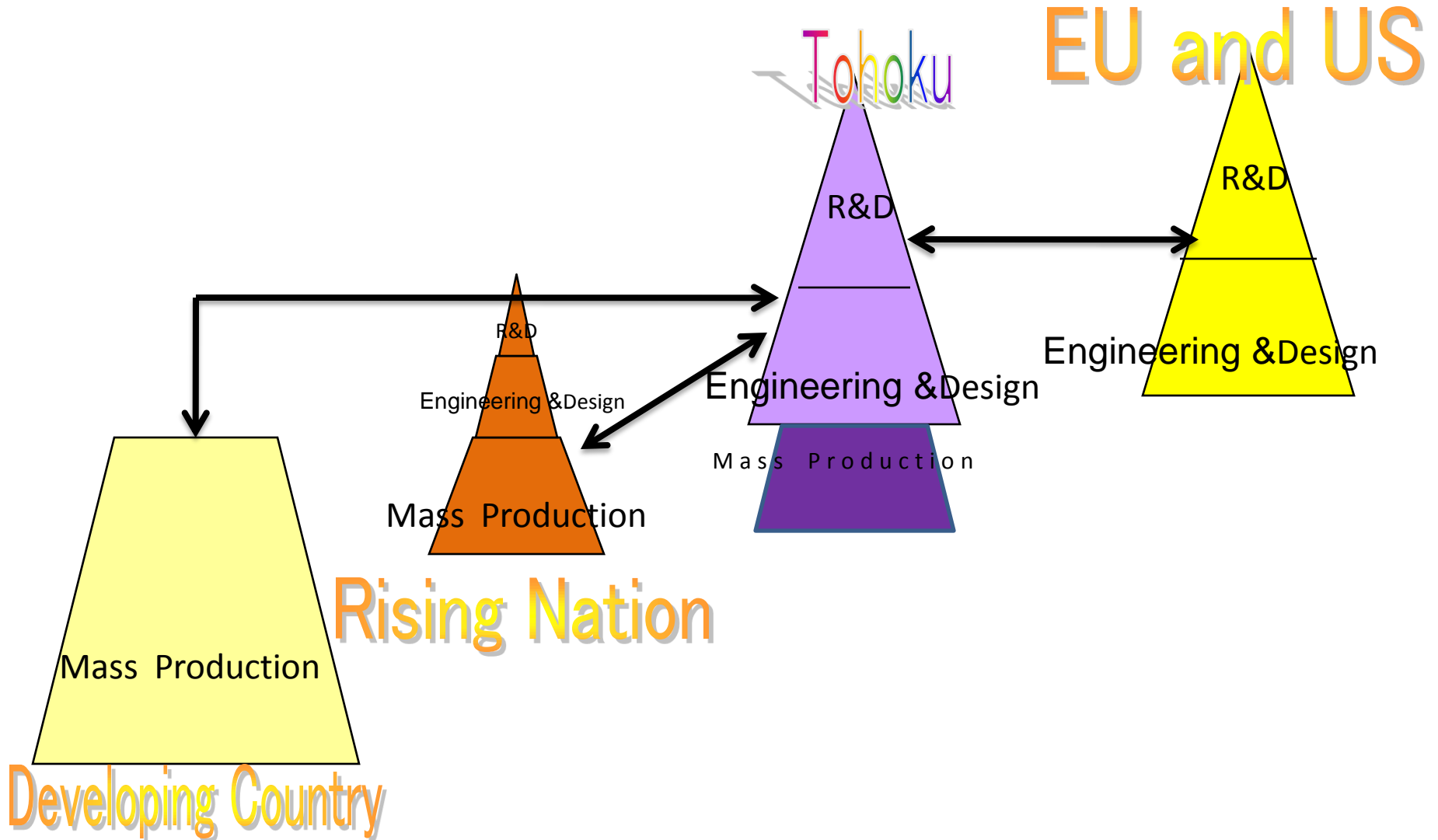
The Cold war was over, the communist countries started to participate the Capitalism market.





V. Changing the industrial structure and its problems

Now we have more complex global competition environment since the Rising Nations have enhanced the R&D function.





V. Changing the industrial structure and its problems

Economic Alliance Agreement

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 in order to lower the transaction risk.



- (1) Information Exchange for enhancing the Transaction(Trade, Business Alliance, ect..) between two Region, and introduced the good business partners.
- (2) sending the delegations for activating the economic exchanges,and holding the business talk.
- (3) Reclamation the new market in Japan and China



VI. Changing the industrial structure and its problems

■ **Tohoku Economic Federation will start new supporting organization coming April. New supporting organization will intend to penetrate the East Asian Market.**

■ **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. New supporting organization will open the China branch, and the exhibition corner in China for introducing the Tohoku companies.**

■ **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.**

■ **We will target the industry area to grow such as food, agriculture, biotechnology, healthcare, medical, environment and energy. We try to generate these areas innovation with the Academia. We name this innovation as “Natural Innovation”.**

■ **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 R&D function .**