

ITS, a Japanese Long Term Strategy ¹



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o “Comprehensive Plan for ITS in Japan”

ITS is defined in the “Comprehensive Plan for ITS in Japan”, issued by the then 5 ministries in 1996, as follows:

ITS is a “comprehensive information-communications system dealing with transportation.”

- Japan considers ITS as a tool and an opportunity to apply and develop telecommunication infrastructure for the transport sector while most countries have positioned their ITS plans as integral parts of their transportation policy.
- From 2010, Energy ITS concept introduced

Policy: ITS for the Ubiquitous Society

Japan

- Based on Comprehensive Plan (1996), u-Japan (2004) and New IT Reform Strategy (2006), ITS is considered to play an important role in the Ubiquitous Society.

USA

- Gore launched National Information Infrastructure (NII) in 1993
- Harvard's Branscomb argued in 1996 that ITS was missing in the NII project

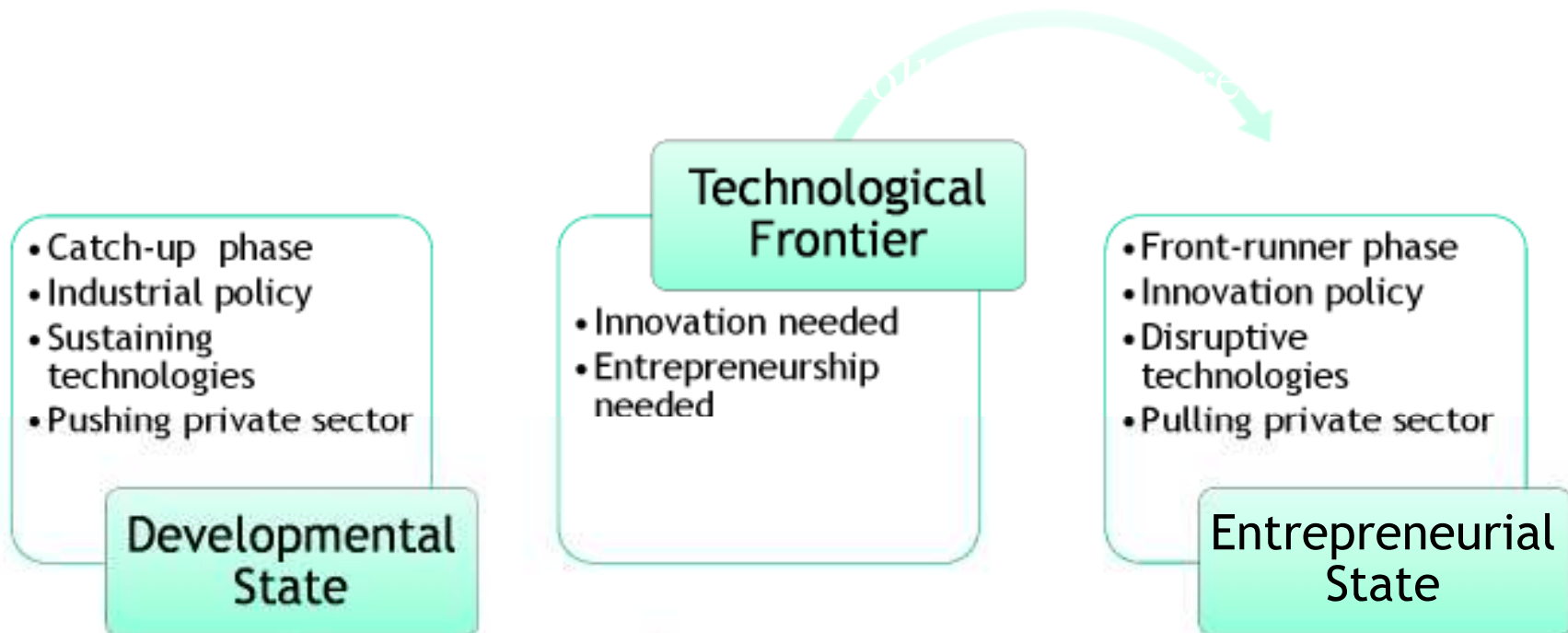
Pro/Con

- Gore lost the election: NII project was not pursued
- A lost decade for USA: no links between NII and ITS until **mid 00s**
 - Vehicle Infrastructure Integration (VII) project started in 2006
- On the other hand, Japan provided a direct relationship between ITS and telecommunication **from mid 90s.**

ITS Through Different Phases and Shifts

Period	From 1980	From 1995	From 2004	From 2013 Integrated Approach?
ITS World Congress in Japan		1995 Yokohama	2004 Nagoya	2013 Tokyo Policy shifts coincided with ITS world congress which took places in 1995/Yokohama and 2004/Nagoya
Main Policy documents		Comprehensive Plan for ITS in Japan (1996), for an advanced info-telecom society	New IT Reform Strategy (2006), for an Ubiquitous Society	New ITS policy document?
Society concepts		Info-Telecom Society	Ubiquitous Society	New Society concept?
Policy	•Transport policy	•Telecom policy (ITS as info-telecom system dealing with transportation) •Infrastructure building	•IT as problem solving, utilization of infrastructure	New Policy?
Policy stakeholders	Independent Ministries 1. Five Ministries 2. semi-public organizations	Prime Minister supervision 1. Prime Minister 2. Four Ministries, 3. Semi-public organizations	1. Prime Minister (supervision) 2. Four Ministries, 3. Semi-public organizations 4. (increasingly) ITS Japan	New ITS coordinating entity?

From Developmental State to Entrepreneurial State



- Schumpeter and Yu contends that an entrepreneurial state is
 - a government acting as entrepreneur and when
 - its agents exercise alertness in the discovery of technological innovation opportunities.



- The Japanese state is, regarding ITS in Japan:
 - a government acting as entrepreneurial state

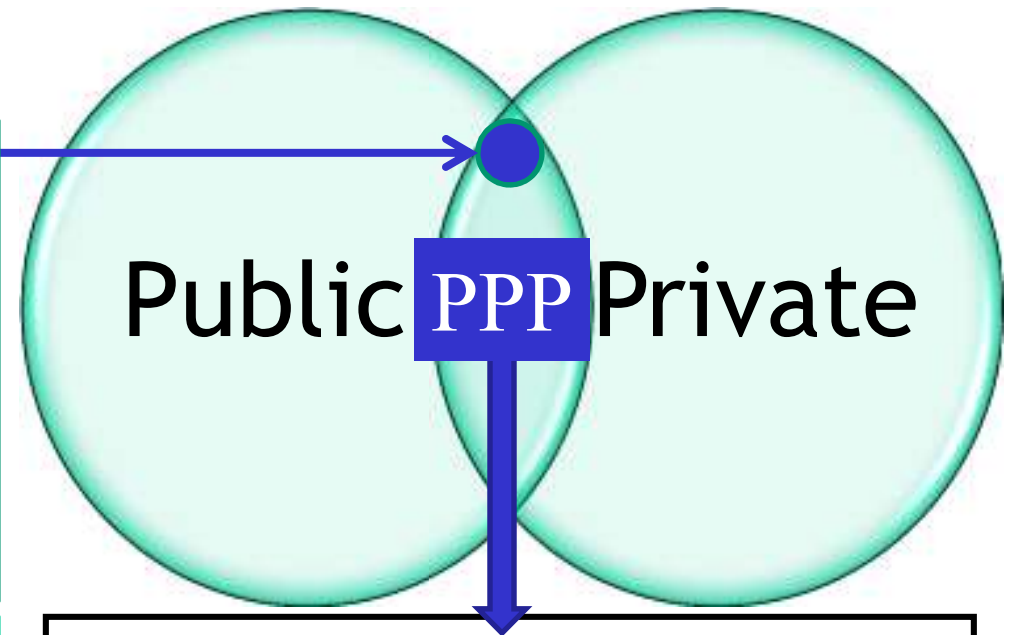
Public-Private Partnership (PPP) in Japan

Public-Private partnerships

- **Advanced Cruise-Assist Highway Systems (AHS)**
 - MOC launched research and development for AHS jointly with the AHS Research Association (AHSRA), formed by 21 enterprises
- **Advanced Safety Vehicle (ASV)**
 - ASV project was launched by MOT to incorporate advanced technologies for greater safety in vehicles
- **VICS**

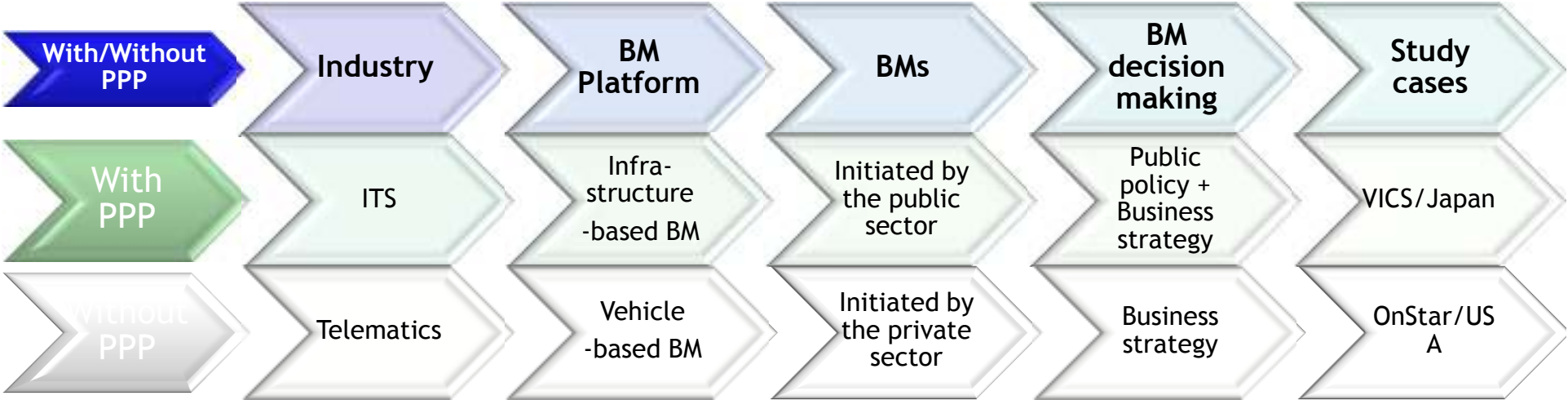
PPP in Japan, e.g. VICS PPP, calls for

- public sector on
 - policy and
 - technology for road infrastructure
- private sector on
 - technology in vehicles



- PPP combine the capabilities and resources to create win-win situations for partners involved.
- Partnerships are designed to complete what each organization is not capable of realizing on its own for the reason of lack of resources, expertise, or experiences.

Partnership: PPP Impacts on Industry Structure and Business Model (BM)



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- For METI, the auto industry has the greatest impact on the Japanese economy than any other industry.
- Japanese car makers considering ITS: ITS would mean a shift from product-based industry to a both products & service-based industry.
- As car, telecom and related services industries are all part of ITS, ITS has the capacity to be an engine for the entire Japanese economy.

...To ITS Lead Position -New ITS Industry-

- ITS as emerging industry:
 - What the public sector does (or doesn't) in relation to ITS have a direct and profound effect on industry structure and business models.
 - Technology itself is not the problem: partnership, users perspective, packaged services and ultimately business models are the challenges.
- ITS as local and global industry:
 - Need to lead locally and globally simultaneously
 - Need to succeed globally where i-mode has not succeed
 - OnStar study case is interesting as it is the only ITS/Telematics success to globalize overseas (although its business model is built on different type of partnership in regards to Japan).