

JAPANESE INDUSTRY AND POLICY NEWS

February 2017

LEGISLATION AND POLICY NEWS

Guidebook for Utilization of Camera Images Formulated

The Ministry of Economy, Trade and Industry (METI), the Ministry of Internal Affairs and Communications (MIC), and IoT Acceleration Consortium (ITAC) published the “Guidebook for Utilization of Camera Images version 1.0” to encourage businesses to take the characteristics of images to be taken into account when utilizing camera images.

The guidebook is a reference for businesses which intend to establish a mutual understanding with ordinary citizens, rather than a list of mandatory requests that these businesses must consider. Businesses are expected to employ this guidebook in setting rules for the utilization of camera images in accordance with their sector or business conditions. Camera images taken for security purposes are not covered by the guidebook.

The guidebook provides streamlined approaches for businesses to carefully consider, categorized by basic principle and by circumstances of image utilization, i.e., prior notice to ordinary citizens and acquisition, handling, and management of image data. The guidebook covers various use cases as cameras installed inside stores (for the creation of customer activity records), cameras installed on the outside of buildings (to ascertain customer numbers) and dashboard cameras installed inside taxi cabs (for images of scenery in which ordinary citizens may unexpectedly be photographed).

http://www.meti.go.jp/english/press/2017/0131_003.html

<http://www.meti.go.jp/press/2016/01/20170131002/20170131002-3.pdf>

(Japanese language only)

Scope of Applications for Trademark Registration Entitled to the Accelerated Examination/Appeal Examination Systems Expanded

The Japan Patent Office (JPO) announced on 6 February that it had revised the Guidelines for Accelerated Examination and Accelerated Appeal Examination for Trademarks and expanded the scope of applications entitled to those examination systems. On the same day, the JPO started the acceptance of requests for the accelerated examinations or accelerated appeal examinations

of entitled applications.

The JPO has added the two following types of applications to the scope of applications entitled to such examinations, aiming to meet users' diverse needs for examination proceedings and also to expand the opportunities for using the operation of these systems.

(1) Basic applications filed for international registration under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (Madrid Protocol)*

(2) Applications designating only goods or services listed in the Table of the Ordinance for Enforcement of the Trademark Act, the Examination Guidelines for Similar Goods and Services or other rules

Under the former accelerated examination and accelerated appeal examination systems, applicants who had filed applications designating listed example goods alone were required to explain an urgent need for acquiring a trademark right or to describe the current use of or the progress in preparation for use of all designated goods or services. However, under the revised systems, the JPO will approve the entitlement of the applications designating listed example goods alone, regardless of such urgent need for acquiring a trademark right or current use of all designated goods or services, aiming to meet users' diverse needs for examination proceedings.

http://www.meti.go.jp/english/press/2017/0206_003.html

A New “Fukudzukuri 4.0” Project Started on an Existing IT Platform

In order to facilitate the collaboration between fashion designers in the high-fashion industries offering sophisticated designs and high-quality textile-related industries, the Ministry of Economy, Trade and Industry (METI) inaugurated a project under which an IT service provider and a fashion designer collaborate to create a new collection of clothing taking advantage of an existing IT platform. Supply chains in the textiles and fashion industries in Japan are extremely complicated. This has been inhibiting the speedy and smooth production of quality, fashionable apparel products with more sophisticated designs.

METI considers the utilization of digital services as an effective measure to advance the collaboration between textile companies in the upstream and midstream of the fashion industry and fashion designers in the downstream of the fashion industry. To achieve this goal, METI started a new project titled “Fukudzukuri (clothing making) 4.0” and decided to commission the project to

Roland Berger Ltd., a consultation company, while, in the commissioned project, gaining cooperation from two businesses with proven track records namely, “junhashimoto,” a fashion designers brand, and “sitateru,” an IT service provider operating an existing IT platform. Under the project, these businesses created a new collection of clothing taking advantage of the existing IT platform. Aiming to provide information on the results of this project to the public in broader areas, including fashion designers and stakeholders in the textile-related fashion industries, METI will introduce the efforts in the project by showing video clips and panels at Shibuya Hikarie, the main site of the Amazon Fashion Week TOKYO event starting on March 20, 2017.

http://www.meti.go.jp/english/press/2017/0222_002.html

Winners of the 3rd Nippon Venture Awards Announced

On February 20, 2017, Prime Minister Abe, Minister of Economy, Trade and Industry Seko and Minister of Agriculture, Forestry and Fisheries Yamamoto granted the winners certificates of merit to the winners of the third Nippon Venture Awards at the Prime Minister’s Office.

Winners are as follows:

Prime Minister’s Award - CYBERDYNE Inc.

METI Minister’s Awards (Partnership of Venture Businesses and Large Enterprises) - Preferred Networks Inc. and FANUC Corporation

METI Minister’s Award (Female Entrepreneur) - NANOEGG Research Laboratories, Inc.

MAFF Minister’s Award (Agriculture Venture Business Award) - A-Marine Kindai Co. Ltd.

Special Jury Award (Technology Innovation Award) - Seven Dreamers Laboratories, Inc.

Special Jury Award (Human-Resource Service Innovation Award) - BizReach Inc.

For details of the efforts made by the winners, please refer to the Japanese brochure indicated below.

http://www.meti.go.jp/english/press/2017/0220_001.html

<http://www.meti.go.jp/press/2016/02/20170220006/20170220006-1.pdf>

(Japanese language only)

COMPANY NEWS

Nidec ASI Closes Contract for a Large Order for UK's Power Storage System

Nidec Corporation announced on 13 February that Nidec ASI S.p.A. - an Italian subsidiary of Nidec specialized in industrial solutions, a part of Nidec's appliance, commercial and industrial motor business - has concluded a contract with the UK's EDF Energy Renewables (EDF ER) after being awarded a large-scale order from the company concerning the installation and supply of a Battery Energy Storage System ("BESS").

EDF ER, a renewable energy developer, is a joint venture company between the UK's EDF Energy and France's EDF Energies Nouvelles. As a result of this new contract, Nidec ASI will act as an EPC (engineering, procurement, and construction) contractor and install and supply the 49MW BESS system that EDF ER builds for National Grid, a British electricity distribution company. According to Nidec, the contract, which follows closely an earlier large-scale deal for a 10 MW battery energy storage system that was also for National Grid, has raised Nidec ASI's share in the British BESS market to 33%.

<http://www.nidec.com/en-EU/corporate/group/news/2017/news0213-01/>

Construction of the Second Mega Solar Power Station in the Disaster Hit Minami-Soma Area of Fukushima Announced

Sumitomo Corporation announced on 13 February that it would build a solar power station of 32.3 megawatt capacity in Minami-Soma, Fukushima together with Mizuho Bank, Toshiba Corporation and Taisei Corporation. It is an investment of 13 billion yen and commercial operation is expected to start in December 2018.

It is the second mega solar power station that Sumitomo Corporation is constructing in disaster-hit Minami-Soma area. The first one has a projected capacity of 59.9 megawatt, expected to start commercial operation in March 2018.

<http://www.sumitomocorp.co.jp/news/detail/id=29760> (Japanese language only)

TEPCO Organizes an Idea Competition for Better EV Use

Tokyo Electric Power Company (TEPCO) announced on 14 February to organize a competition for better technology/business ideas on electric vehicles

(EVs).

Maximum of 10 EVs may be rented out to selected contestant for 3 years.

Competition is open to companies located in Japan only. The application is to be closed 14th of April.

<https://cuusoo.com/projects/50032>

ADDITIONAL TOPICS

Memorandum of Understanding for IoT Cooperation between Japan and India Concluded

On February 24, Japan's IoT Acceleration Consortium (ITAC) and National Association of Software and Services Companies (NASSCOM) of India concluded a memorandum of understanding for Internet of Things (IoT) cooperation. Japan will accelerate activities toward the realization of the fourth industrial revolution through advancing these efforts in the field of IoT.

ITAC, a collaborative framework for the government, industry and academia sectors in Japan, was inaugurated in October 2015. In October 2016, ITAC concluded MoUs for IoT cooperation with US entities: one with the Industrial Internet Consortium (IIC) and another with the OpenFog Consortium.

Under the memorandum, ITAC and NASSCOM will make a variety of efforts, including information exchange on good practices etc., mutual visits of member companies between ITAC and NASSCOM, and provision of discussion opportunities to identify fields in which both associations are able to collaborate.

http://www.meti.go.jp/english/press/2017/0224_001.html

<http://www.meti.go.jp/press/2016/02/20170224004/20170224004-2.pdf>

European Vegetable Growers Group in Saitama Wins an Innovation Network Award

Among the winners of the 2017 Innovation Network Awards announced on 6 February, a group of European vegetable growers and cooks in Saitama region won an Innovation Initiative Network Japan prize. This group of farmers cooperate in growing not yet well known French and Italian vegetables in response to a small-volume with wide variety orders of local restaurants. A seed supplier and food wholesalers participate in this project.

The Innovation Network Award was inaugurated in 2011 to evaluate the new

business and industry creation support system in the region. This year's winners include the supporting activities of Miyagi region for local automotive parts manufacturers (METI Minister's prize) and the "Food Valley Tokachi" activities in Hokkaido to realize higher value added agriculture and fishing production (Agricultural Minister's prize).

<http://www.meti.go.jp/press/2016/02/20170206005/20170206005.html>

(Japanese language only)

<http://www.meti.go.jp/press/2016/02/20170206005/20170206005-1.pdf>

(Japanese language only)

<https://saiyoroken.jimdo.com/> (Japanese language only)

Creating Winners' Medals from Discarded Electronic Devices

On 1 February, the Tokyo Organising Committee of the Olympic and Paralympic Games (Tokyo 2020) invited the Japanese population to give to the organising committee its discarded or obsolete electronic devices in order to use the metal in the production of the medals that will be awarded to athletes at the Games.

According to the Organising Committee, this project highlights Tokyo 2020's commitments to engage the whole Japanese nation and to offer to everyone the opportunity to play a role in the Games' preparations.

The Organising Committee aims to collect as much as eight tons of metal (gold: 40 kg, silver: 4920 kg, bronze: 2944 kg), which after the production process will be refined to two tons, an amount needed to produce 5,000 Tokyo 2020 Olympic and Paralympic medals.

Two partner companies were appointed at a Tokyo 2020 executive board meeting, NTT DOCOMO and Japan Environmental Sanitation Center (JESC). From April, collection boxes will be installed in more than 2,400 NTT DOCOMO stores and an undecided number of public offices throughout the country. The collection will end when the 8-ton target is reached.

<https://tokyo2020.jp/en/news/notice/20170201-01.html>