Digital Transformation and ITA: Opportunities and Challenges

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Chair of Trade Policy Committee
Japan Electronics and Information Technology Industries Association (JEITA)
About JEITA:

**JEITA** is the leading IT and electronics association in Japan

- Around 400 members from Japan and abroad
- A global business scale of around €300 billion
- A platform connecting all industries with electronic equipment, electronic components and devices, and IT solutions and services as their core in an IoT era
- Strong relationship with ITI, DIGITALEUROPE, and so on..
Significance of ITA

- Promotion of ICT trade and foreign investment
- Improvement of productivity
- Increase of employment
- Acceleration of economic growth
- Drive innovation
- Production of prosperity for all nations
Emergence of new social challenges
COVID-19 and ICT

Source: RIKEN, Toyohashi University of Technology
Aging Society and ICT

• **Japan** is world No.1 in aging rate (1/3 population 65 and over in 2036)

• **China, Singapore, South Korea** follow

• Social security expenses swelling up

- Expansion of smart healthcare
  - Wearable device, IoT, Bigdata, Medical cloud, VR/ARAI, robots

[Source: UN]
## Contribution to SDGs

### Utilization for SDGs

<table>
<thead>
<tr>
<th>17 Goals</th>
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<tbody>
<tr>
<td>No poverty</td>
<td>Zero hunger</td>
<td>Good health &amp; well-being</td>
<td>Quality education</td>
<td>Gender equality</td>
<td>Clean water &amp; sanitation</td>
<td>Affordable &amp; clean energy</td>
<td>Decent work and economic growth</td>
<td>Industry, innovation &amp; infrastructure</td>
<td>Reduced inequalities</td>
<td>Sustainable cities &amp; communities</td>
<td>Responsible consumption &amp; production</td>
<td>Climate action</td>
<td>Life below water</td>
<td>Life on land</td>
<td>Peace, justice &amp; strong institutions</td>
<td>Partnerships for the goals</td>
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<td>Telework</td>
<td>Relevance at home</td>
<td>Health care by telework</td>
<td>Gender equality by telework</td>
<td>Productivity improvement</td>
<td>Engineers working remotely</td>
<td>Good manufacturer &amp; right use</td>
<td>Collaboration</td>
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<td>Medical care</td>
<td>Remote medical care</td>
<td>Remote health consultation</td>
<td>Digital health consultation</td>
<td>Education on sustainable energy</td>
<td>Through school education</td>
<td>Good manufacturer &amp; right use</td>
<td>Collaboration</td>
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<td>Education</td>
<td>High education</td>
<td>Digital remote education</td>
<td>Gender education</td>
<td>Education on sustainable energy</td>
<td>Through school education</td>
<td>Good manufacturer &amp; right use</td>
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<td>Logistics</td>
<td>No food loss</td>
<td>Energy policy on renewable energy</td>
<td>Quality payment</td>
<td>Mobile stores and home delivery</td>
<td>Good manufacturer &amp; right use</td>
<td>Regulation on renewable energy</td>
<td>No food loss</td>
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<td>Entertainment</td>
<td>Joy without density</td>
<td>High-level sports</td>
<td>Education with entertainment</td>
<td>Economical growth with entertainment</td>
<td>No inequality by sports</td>
<td>Good manufacturer &amp; right use</td>
<td>Collaboration</td>
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<td>Administration</td>
<td>Strong leadership</td>
<td>Food policy</td>
<td>Grade without density</td>
<td>Digital education</td>
<td>Sustainable energy</td>
<td>Long-term living</td>
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<td>Industry</td>
<td>Stable food supply</td>
<td>Food production control</td>
<td>No contamination</td>
<td>Renewable energy</td>
<td>Through manufacturing</td>
<td>Fair employment</td>
<td>Good manufacturer &amp; right use</td>
<td>Prevention of unnecessary land development with AI</td>
<td>Strong leadership</td>
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<td>Remote Solution</td>
<td>Infrastructure</td>
<td>Waterworks maintenance</td>
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<td>Online SVC</td>
<td>Use of webinar</td>
<td>Online services for world</td>
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Toward ITA-3
Semiconductors are essential in modern society

- Cutting-edge Semiconductors enable evolution and development of ICT products
- Semiconductors were covered in ITA-1, since then ICT industries receive benefits
Toward ITA-3 for Semiconductors

Semiconductor-based transducers
(sensors, actuators, resonators and oscillators)

- Newly developed devices with innovative semiconductor technology
- Enabled to perform transducer function as below

- Contribute ICT products to high performance & compact/lightweight
- Defined as semiconductor devices in HS2022 revision
- Expected to be covered in ITA-3 and receive benefits like conventional semiconductors
Benefits of ITA and its Future

- Contribution to new social challenges (all social sectors)
- Productivity enhancement, economic growth, creation of job opportunities
- Promotion of Innovation
- Increase of direct foreign investment
- Realization of comfortable, safe and secure society

JEITA expects for the start of ITA-3 negotiation