

Proposed

Manila Symposium
on March 24~26 ,2014

1st step for our long term relationships

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Plan & Proposal for the Symposium in Manila (Date : March 24-26, 2014 at Manila)

- Nature of the event** : Global business creation symposium
- Title of the event** : Environment Solution Technology utilizing semiconductor, IT technology & Nature power
- Sub-title** : Improve infrastructure for better life and create new business model collaborating Japanese experts' experiences and wisdom
- Prospective partners** : DOST, PCIEERD, SEIPI, IIEE & AIPE (Philippines) ESTEP (<http://www.estepnet.com/Japan>) AiT

ESTEP : Association for Environmental Solution Technology Promotion

AiT : Advanced Interface Technology Corp.

Purpose of the symposium

- **Semiconductor industry is getting matured and it will face turning point in 2015-16**
 - **Semiconductor packaging and set assembly business are very important in Philippines. However, almost all of them are “subcontract” or ”outsourcing” of US, Japan, Korea and Europe.**
 - ***We would like to recommend that Philippines creates its own business promoted by local companies. In order to realize it, in this symposium, we plan 3 sessions.***
 - 1. Semiconductor business status***
 - 2. Environment improvement using natural power and characteristics***
 - 3. Sensor network and information management including supply chain management and transportation***
- Please note that these three sessions are not independent and related to each other to create new business in Philippines .***
- And it is necessary for Philippines to confirm and watch all technologies by yourself to apply in Philippines. The role of Univ. or National Lab. Is very important. Without the modification and improvements you can not add your own value.***
- **Semiconductor manufacturing technology holds advanced “Energy saving”, “Waste water and wastes saving”, “ Quality control”, “Traceability management”, “Sensor utilization” and “Information management” These technologies should be used in the other industries and life infrastructure industry in Philippines.**
 - **This workshop will be important for “Semiconductor related “ ”Environment” “Life infrastructure” and “IT.”**

From Japan & from Philippines

- What ESTEP can provide besides various information.
 1. Experiences and wisdom hold by Japanese experts who had been working for Japanese world class companies with examples of success and failure in manufacturing
 2. Excellent technologies and products hold by Japanese small-medium size companies which have positive intention to promote to Philippines
 3. Newly developed technologies and seeds by Japanese Labs, Institutes, and small-medium size companies which have intention to apply them to Philippines
 4. The education and consulting for Transportation, Traceability, Industrial design, IP and standardization which are important if Philippines company would like to have worldwide business.
- Commitment from Philippines side to have long term good relationships
 1. Positive reactions to have both sides discussion during and after symposium to decide the directions.
 2. Respect and admire the technologies and patent which are informed and transferred by ESTEP, and commit to pay reasonable and warrant initial and running royalty to their holders
 3. To confirm, test and study the product and technologies which are introduced by ESTEP by yourselves and add some modification to fit Philippines circumstances and business culture prior to sell or apply.

What we expect through this symposium

- From Japan side, we can provide during and after this symposium
 1. Information for “semiconductor industry” and “Environment Solution Technology”
 2. Seeds of new technology hold by Japanese small /venture companies which may be useful in Philippines
 3. Knowledge and experiences by experts who had been working for large world class Japanese companies
- We expect to have fruitful discussions with attendees and speakers from Philippines during this workshop
- Then, after this workshop, we would like to make “new business model” which will make profits to both Japan side and Philippines side. As a first step, the profit may not so large, but continuous growing for 10-20 years
- Then we will be able to discuss why Japanese semiconductor and electric companies succeeded in 1980-2000 and failed after 2000
- We can explain that there are many items what the companies should have to grow.

Industrial design, IP strategy, Standardization activity,

Supply chain management including transportation system. and etc.

Plan of the Symposium

- **Introduction** Why this symposium is planned and the relationships between 3 sessions
- **Session 1**
Semiconductor Industry status & new business model for Philippines
- **Session 2**
Environment solution technology utilizing IT tech. and Nature power
- **Session 3**
Sensor network system and information management

Basic concept.

Not only one way presentation from Japanese speakers, but also Philippines top managements, officers will have some presentation. Then panel discussion will be set.

Prospective Partners

Japan : ESTEP

Philippines : DOST, PCIEERD, SEIPI, IIEE & AIPE

Session 1 Semiconductor Industry status & new business model

What Philippines companies should do to grow ?

- **Candidates of speakers**

Prof. Dr. Otuska (Meisei Univ.)

Mr.I. Anjo (President of Jisso Partners) (ex Hitachi, Elpida Memory)

Mr. H.Ueda (SEMICONULT) (ex Sumitomo MM, Motorola, Amkor, BNP paribas)

Mr K.Kato (president of AiT) (ex DNP)

Mr. A . Murata (Shinko Electric. Exsecutive Director up to 2011 June)

Mr. Nakamura, Mr. Umeda,

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There are many OSAT and packaging companies in Philippines, but they face very hard time to increase profit because the semiconductor industry structures and technologies are changing so quickly. 2015 will be an important year for this industry. The speakers will explain necessary technologies for Smart Phone, Tablets, PC, Router etc. showing the tear down results of advanced those sets.

Then we will be able to discuss with Philippines top management, engineers, marketing what kind of business model should be made in Philippines.

- **Benefits of Philippines**

1. Revive existing semiconductor related company
2. Create new business model
3. Establish local companies which is independent from Japanese ,US, and European companies.
4. Can make personal network with Japanese consultants, experts, lab. and future business.
5. New business which utilize existing factory such as “vegetable factory”

Session 2 Environment solution technology

***Utilize existing technologies which is used in the other industry
Know , study and use the power of nature (Water, Ceramic, Bactria)***

- **Candidates of speakers**

Prof. Dr. Fujimoto (ex NEC, Tokyo Univ. and now Chiba Institute of technology)

Mr. K.Nakamura (ex Olympus, Tokyo Univ. and now AIST)

Mr. Y.Umeda (ex Noge Electric, Semitool, Now Kanto Gakuin Univ.)

Mr. K.Kato (ex DNP Now AiT)

Mr. I.Hirayama (ex Nippon Light Metal , a lot of experiences for water treatment through JAICA)

Mr. Iwashita (Managing Director of Big Bio)

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Speakers will provide general information for the characteristics of water, natural ceramics, and examples of the applications. And also the waste water treatment technologies is explained.

Then practical products by Big Bio, Anny group will be introduced.

The speakers from Japan would like to know the environment status of Philippines and what kind of improvement is necessary.

- **Benefits of Philippines**

1. Improve the environment in Philippines
2. Create new business chance in local companies /establish new companies / export
3. Reduce energy / water consumption and water treatment cost
4. Utilize existing nature power in Philippines
5. Can make personal networks with Japanese consultant, lab. Experts, small companies and etc.

Session 3 Sensor network, information management

- **Candidates of speakers**

AIST Dr. Maeda

Mr. Nakamura (ex Olympus, Tokyo Univ.)

Mr. Anjo (ex Hitachi, Elpida Memory, Now Jisso Partners)

Mr. Mizuno (General Manager of NIPPON EXPRESS Philippines Corp.)

Mr. K.Kato (president of AiT) (ex DNP)

Mr. A. Murata (Shinko Electric. Executive Director up to 2011 June)

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Tremendous progress of sensor technology and IT can make “real time sensing of the atmosphere, health and etc.” In order to transfer technology, to reduce energy consumption, to get optimized process conditions in manufacturing, hotel operation, convenience store, large shopping mall and etc. sensor network system is very useful tool which can be used in every industry.

At the same time, transportation system is important either to keep the quality of the products, to reduce energy and keep proper stock.

Showing good examples “Seven Eleven Japan” “agriculture factory” and etc. the technology will be explained. And transportation system will be discussed either.

- **Benefits of Philippines**

1. Save energy in Philippines

2. Create new business chance in local companies /establish new companies

3. Improve the yield in factory and reduce wastes

4. To design new factory, building, hotels with optimized

5. Can make personal networks with Japanese consultant, lab. experts, small companies and etc.

Business model in Philippines

- There are many semiconductor related factories in Philippines but they have to recognize that the semiconductor industry is facing a turning point.
- Philippines population is still increasing and “Energy”, “Environment”, “Life infrastructure” are very important as well as “Health”
- High margin business is “Health”, “Education”, “Hobby” and “Beauty” “Luxurious”
- The business model 花鳥風月 has several themes which are connected each other, but all are “Environment Solution technology”
 - ❑ Use nature power and characteristics of water, bacteria and ceramics
 - ❑ Technology & experience transfer from Japan to Philippines
 - ❑ Utilize existing technology in a certain industry to the other industries.
 - ❑ Create Sensor network system which can monitor atmosphere and energy consumption and etc.
- Key point is
 - “How to manage all related technology “
 - “Keep on improving”
 - “Adjust to fit to Philippines culture and climate.