



Industrial Cluster Program

Make the Front Runner

Kansai Front Runner Project

Ne o C l u s t e r

Hideaki SHIGA

Next Generation Industry Division

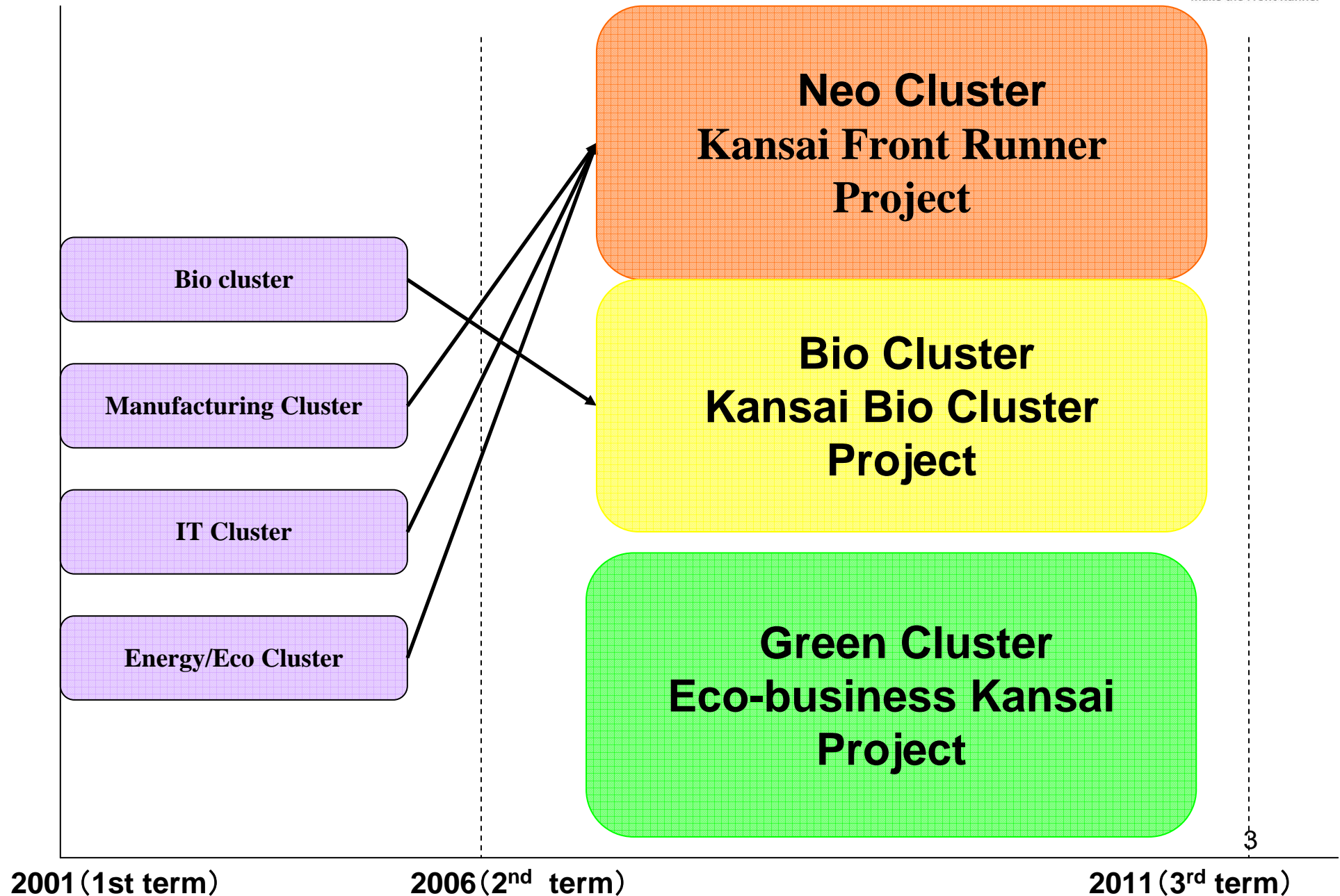
METI-Kansai

Industrial Cluster Program in Kansai Region



- METI Kansai has been executing 4 cluster projects in “Bio industry”, “Manufacturing industry”, “IT industry” and “Energy/Eco industry” since 2001.
- It was successful, but three issues became clear.
 1. Development in amalgamation area (Robot/Digital Appliance Industry) is insufficient.
 2. Industry that makes the core of cluster is unclear.
 3. Necessity to improve commercialization support system
- METI Kansai reorganized above 4 projects into 3 projects in 2006: “Kansai Front Runner Project” “Kansai Bio Cluster Project” “Environment Business Kansai Project”
- And METI Kansai made up core theme of the cluster and target to commercialize.

Second Term Industrial Cluster Program in Kansai



Major Themes of Kansai Front Runner Project



Criteria to choose major themes

- **Existence of potential R&D institution in Kansai region**
- **Possibility to commercialize in five years**
- **Sign of cluster activities (involved firms are obvious, existence of the leader, activity area is clear, concrete activities have started, etc)**

【The fields of priority】

1. Future Digital Appliance / Robot

Next-generative Robot (Service, Rescue / Welfare ,Industry) ,Wearable Computer, Appliance, Environment of Home Network

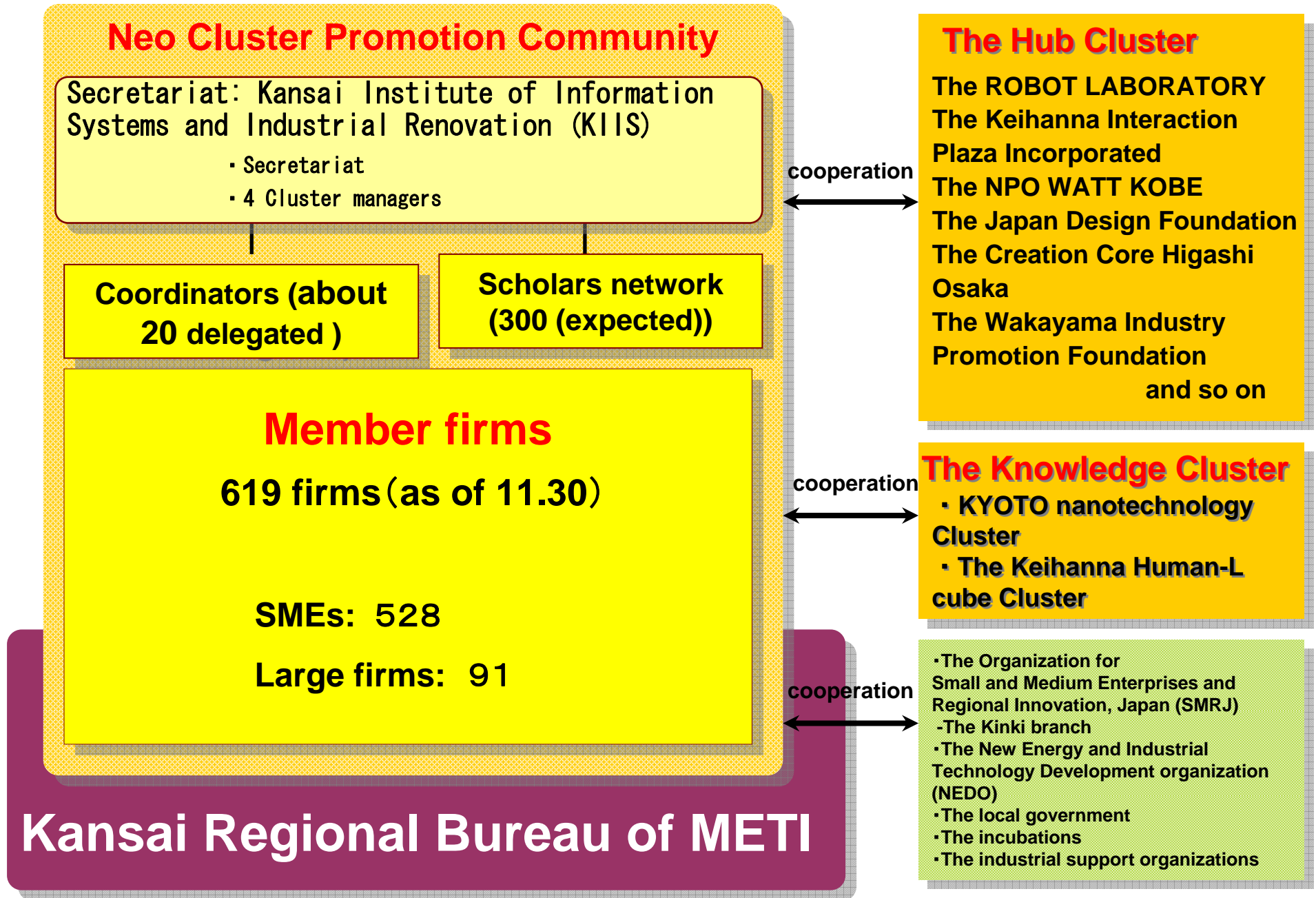
2. Neo materials and parts

Neo materials that adjust to environment, Next-generation Aviation Parts Suppliers, Semiconductor chip, Sensor that have many function, Fuel Cell / Connected materials and parts

3. Performance Equipments and Apparatus

Fuel Cell built-in Mobile, Solar Cell Equipments, System of Heat Recovery Equipment / Waste Heat Utilization

Promotion System of Kansai Front Runner Project



Promotional Organizations and Hubs



Neo Cluster

The secretariat : The Kansai Institute of Information System & Industrial Renovation (KIIS)

【Area】 Entire Kinki region

【Theme】 Future digital appliance・Robot, Neo materials, Performance Equipments and Apparatus

【Number of firms】 615

RooBO

The secretariat : The ROBOT LABORATORY

【Area】 Osaka city

【Category】 Next-generative robot industry

【Number of firms】 224

KIT Community

The secretariat : The Keihanna Interaction Plaza Incorporated

【area】 Kansai Science City

【Category】 Digital appliance industry

【Number of firms】 182

The Creation Core Higashi Osaka

【Area】 Higashi-osaka city

【Category】 Manufacturing

【Number of firms】 118

The NPO WATT KOBE

【Area】 Hyogo prefecture

【Category】 New energy industry

【Number of firms】 82

EIS-Cluster

The secretariat : The Wakayama Industry Promotion Foundation

【Area】 Wakayama prefecture

【Category】 IT industry

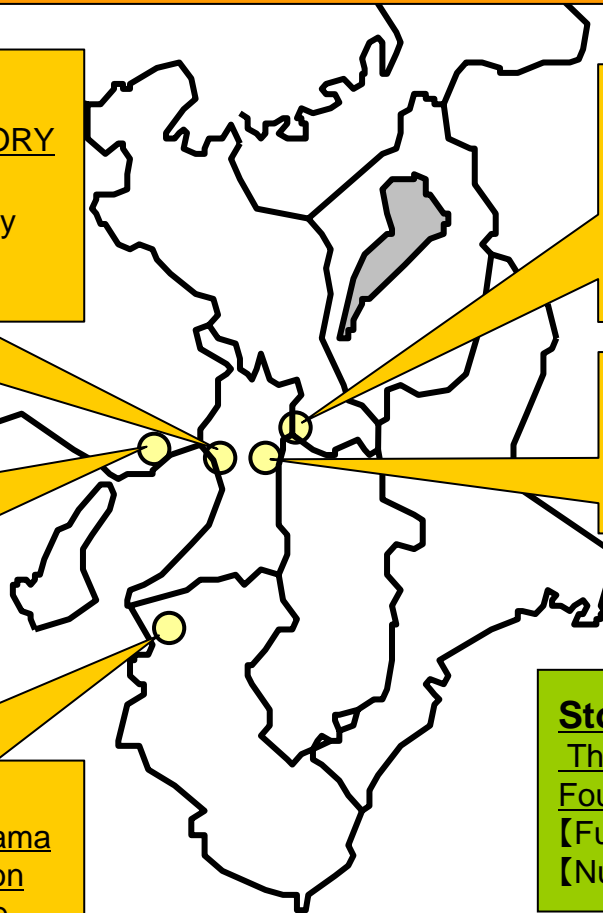
【Number of firms】 26

Storm Consortium

The secretariat : The The Japan Design Foundation

【Function】 Design for commercialization

【Number of firms】 74



Mission of Kansai Front Runner Project



- Build a system to support firms with entrepreneurship, SEMs which aim at new/second inauguration of business

Generate constant innovation in Kansai Region which is industrial accumulation with existence of firms with entrepreneurship (medium/long term)

- Achieve influential results in economy (by development of new hot-selling products, acquisition of the de facto standard, outbreak of sales and profit, establishment of venture businesses, IPO, increase of employment etc.,) (short term)

Policy to accomplish the mission



1. Enhance network

2. Cooperation with large firms

3. Cooperation with regional financial organizations

4. Improvement of Cluster Brand

5. Discovery/Utilization/Evaluation of professional human resources

Kansai Front Runner Project



Make the Front Runner

Policy

1. Enhancement of NW

- ① E-mail newsletters, website
- ② Communication forum
- ③ Specific community
- ④ Joint planning office

2. Cooperation with large firms

- ① Digital Concept Partners
- ② Technology transfer matching

3. Cooperation with regional financial organization

- ① Technology Assessment

4. Improvement of cluster brand

- ① Give awards to excellent firms

5. Discovery/Utilization of human resources

Utilize

· R&D support measures ,

· commercialization support measures ,

· cultivation of market support measures ,

· HRD support measures,

(of METI)

Kansai Front Runner Project



Policy

1. Enhancement
of NW

2. Cooperation with
large firms

3. Cooperation with
regional financial
organization

4. Improvement of
cluster brand

5. Discovery/Utilization
of human resources

① E-mail newsletters、website

(<http://www.neocluster.jp/cluster/user/page>)

② Communication forum

③ Specific community

④ Joint planning office

- Forum →study group →strategy meeting
- Organize ‘communication forum’ with specific theme
Assemble people concerned (industry, academic, government) and establish an independent study group (specific community)
- Guide the above group to turn into an ideal group (joint planning office) which could discuss commercialization specifically.

Policy

1. Enhancement of NW

2. Cooperation with large firms

3. Cooperation with regional financial organization

4. Improvement of cluster brand

5. Discovery/Utilization of human resources

① Digital Concept Partners

- Arrange matching meeting between large firms (Digital Appliance) and SMEs /Venture businesses

② Technology transfer matching

- Organize matching meetings regarding technology transfer of IP to member firms in cooperation with Toyota Central R&D Labs., Inc.
- Number of technology transfer : 11
(including under discussion)

Policy

1. Enhancement of NW

2. Cooperation with large firms

3. Cooperation with regional financial organization

4. Improvement of cluster brand

5. Discovery/Utilization of human resources

① Technology Assessment

- Financial organizations utilize it to judge the technologies of the member firms as objective evaluation by professionals that could be used for making a decision to finance
- Issue of evaluation reports: 9
Finance loan actually made: ¥ 1.2 billion
(number of matters under exam: 13)
- A Certain Shinkin Bank is planning to establish a financing system incorporating this technology assessment.

Kansai Front Runner Project Policy

1. Enhancement of NW

2. Cooperation with large firms

3. Cooperation with regional financial organization

4. Improvement of cluster brand

5. Discovery/Utilization of human resources

① Give awards to Excellent firms

- Give awards to the firms whose technology is high and expected to make huge leaps in the near future
- Promote development of awarded firms (by appealing at home and abroad) and stimulate other firms at the same time

Issues of Kansai Front Runner Project



1. To achieve positive results . . .
 - (1) Enhance the participation of large firms
15% of member firms are large ones. Develop DCP, technology transfer matching meetings, specific communities etc., where large firms could participate actively and discuss how to support spin-offs.
 - (2) Support for global expansion
Support in cooperation with JETRO to find suitable products for exports from member firms
2. To form cluster which develops by itself . . .
 - (1) Enhance human resources
Examine and build up a system which enables to discover eminent human resources constantly and measures to evaluate them.
 - (2) Propaganda of the project
It's necessary to advertise Kansai Front Runner Project and establish brand image of the cluster which make firms proud of their participation to the cluster initiative.