

Cross Border E-Commerce in the Era of IoT

IoT : Internet of Things

Toshinori Kajiura

July 13th 2016

Chair, Internet Economy Working Group,
Committee on Information and Telecommunication Policy,
Keidanren (Japan Business Federation)

Keidanren (Japan Business Federation)

- 1,329 Japanese representative companies
- 109 main industrial associations
- 47 regional economic organizations etc.

Committee on Information and Telecommunication Policy

Internet Economy Working Group

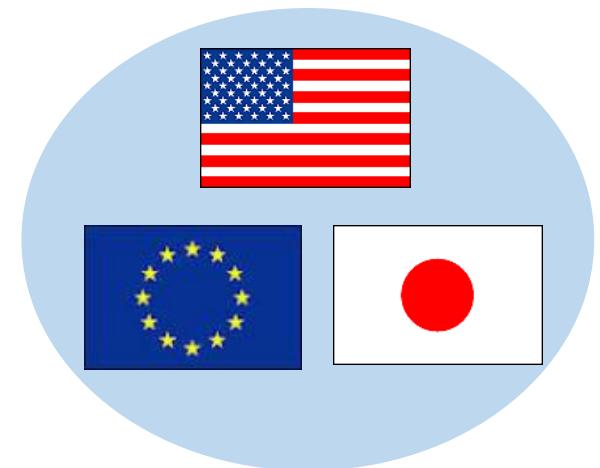
- Joint project with US industries.
- Since 2012, several proposals to US, EU and Japan governments.
- Sep. 2015, we published “Examples of the Economic Impact from Greater Utilization of Cross Border Data”.

1. In order to grow the global economy

Innovation using ICT is a prerequisite condition for global economic expansion.

- Easy access to data is important for open-innovation.
- Cross border data-flows have a positive economic effect on both the sending & receiving country.
- Reinforcement of cyber security
- Appropriate privacy protection
- International harmony

KEIDANREN's Proposal
to the Governments



2. Effects of “Cross border data flows”

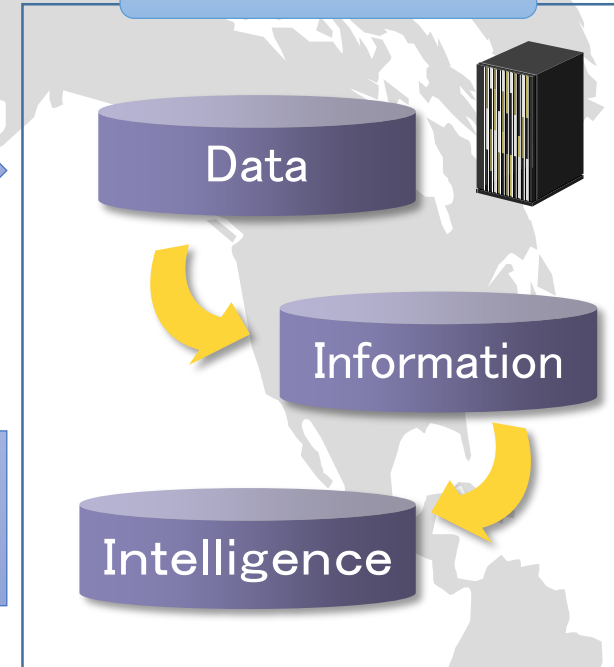
Field side



Information on position,
operational status
etc.

Operational advice,
Preventive maintenance,
anti-crime data

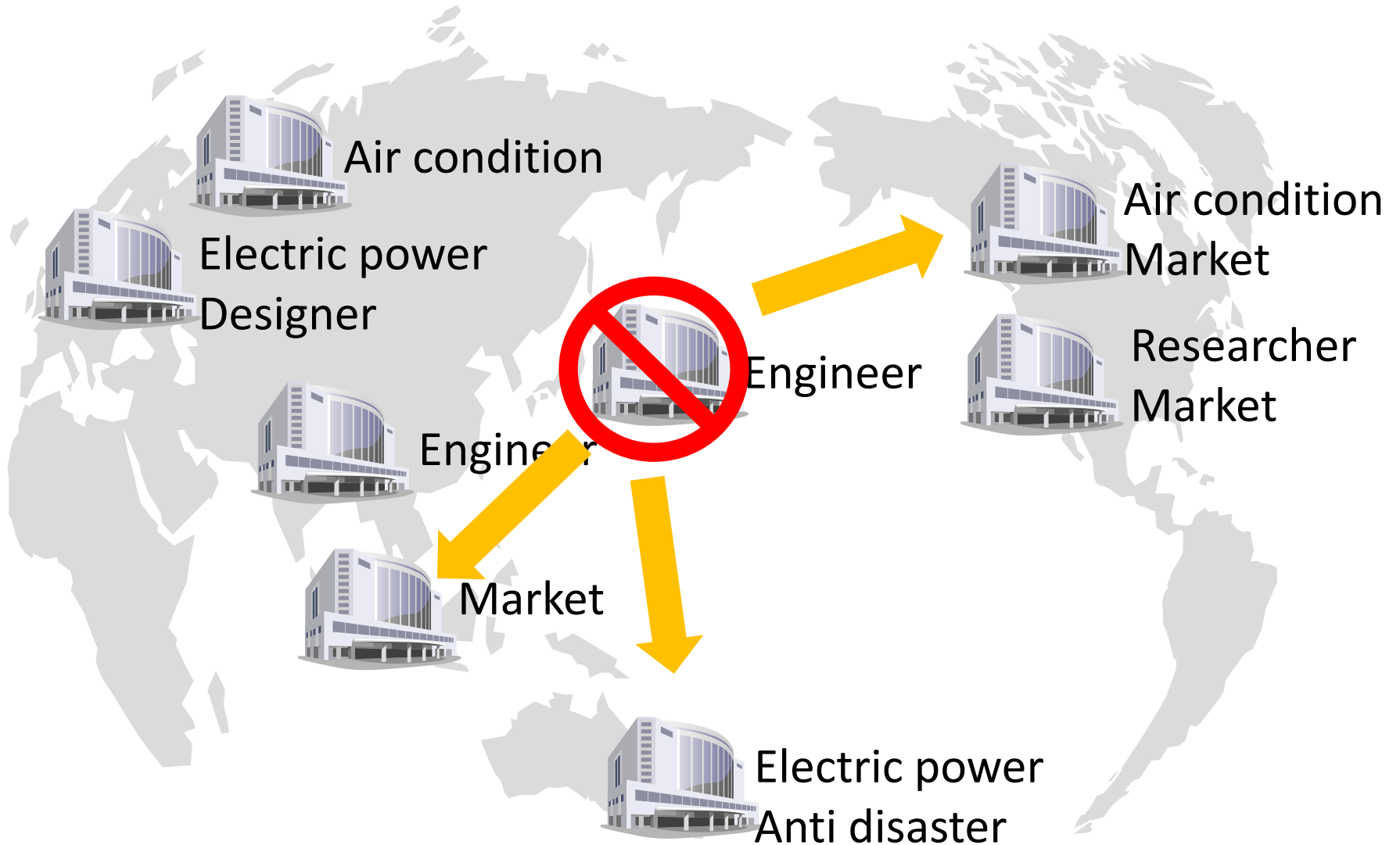
Service side



Effect on the field side : Productivity improvement,
Reduction of cost for maintenance, and glitch-prevention.

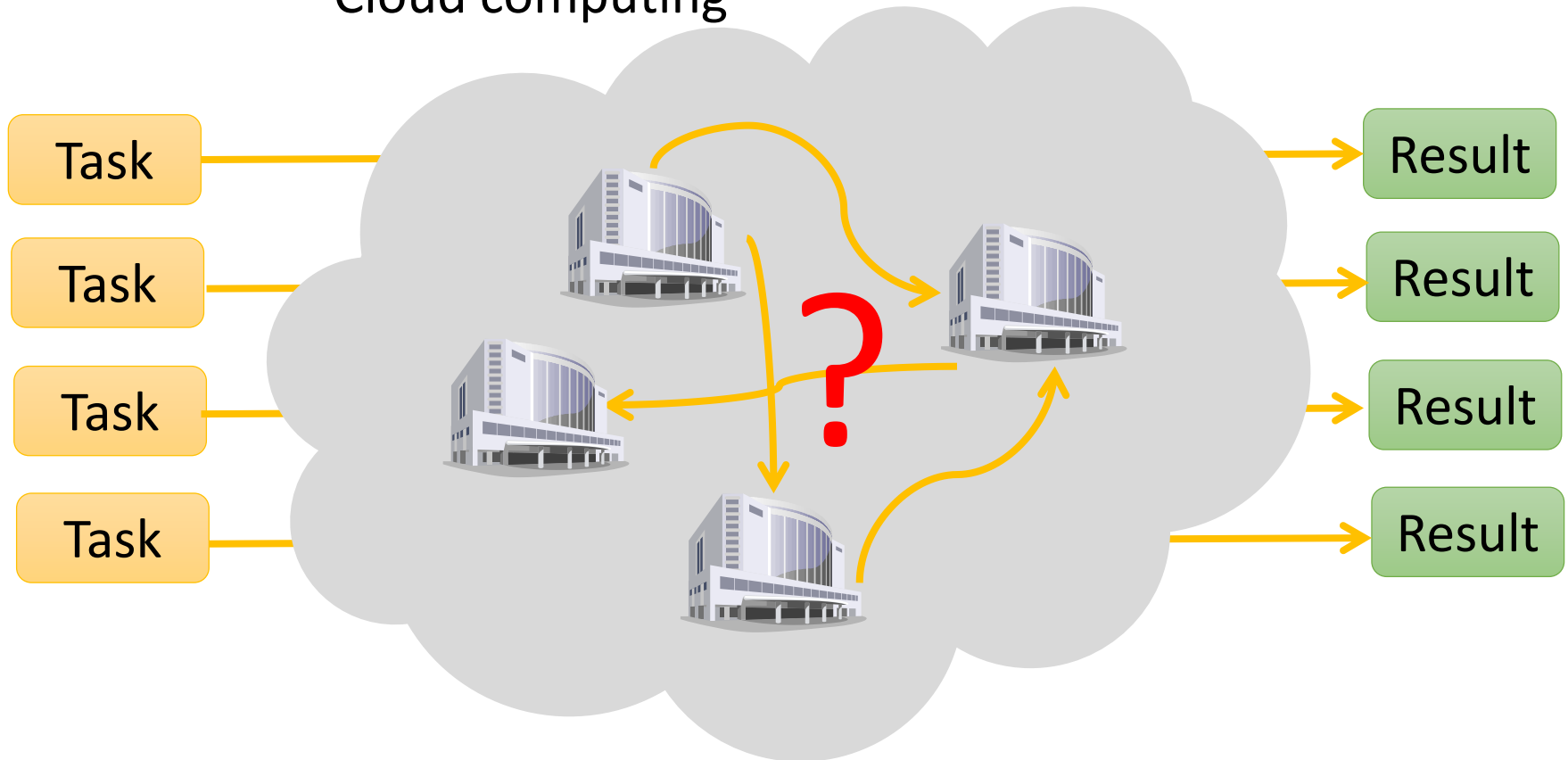
Effect on the service side : Improvement of technology and product,
Acquisition of know-how, marketing promotion.

3. Benefit of “Cloud Computing”



3. Benefit of “Cloud Computing”

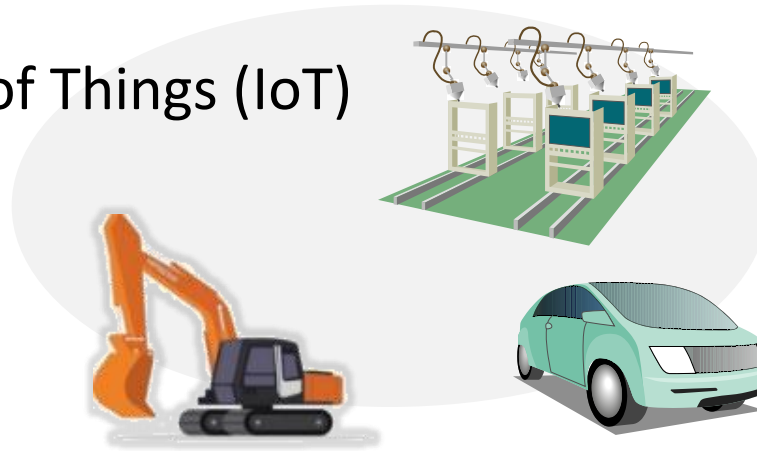
Cloud computing



We can observe input and output of “Cloud”.
But we cannot know how the tasks were done.

4. The Era of IoT

Internet of Things (IoT)



- Now, we can connect real world to Internet.
- We can observe whole manufacturing system in the works and control them. And also we will make optimized supply chain system using data through Internet. It's called "Industrie 4.0"
- Turbine engine, ore bridge, construction machine, automated teller machine and car are connected.

5. Cyber space as a driver of economic growth

Openness and freedom of Internet

- Governments around the world should exercise minimum control over the Internet
- Adopt globally accepted operational rules

Information is an essential resource for economic growth.

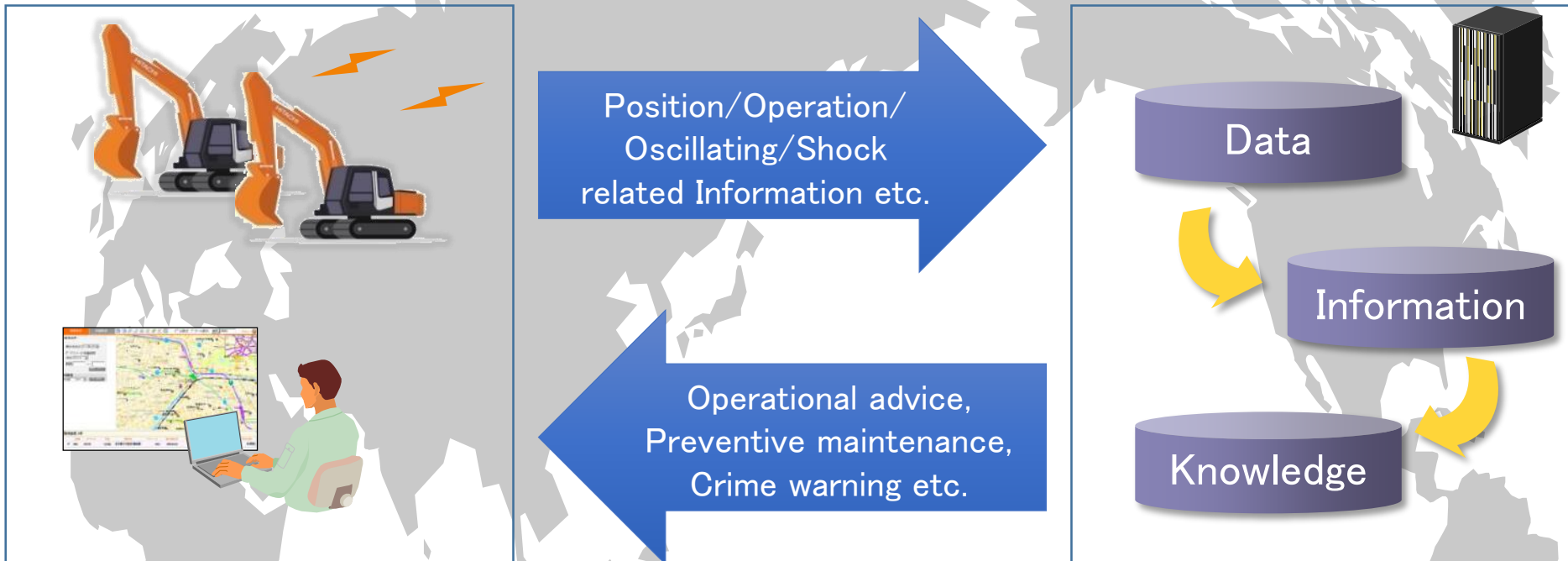
- Cross border data-flows help to expand the global economy
- Utilization of personal information can bring benefits to society, although it must be handled with care.

We expect to break silos against data-flows from all over the world.

Appendix 1

Remote Supervision of Construction Machinery

Outline : Operation related information on the construction machinery which works all over the world are collected. The analysis results are efficiently reflected in the productivity improvement in the field, and operation and product modification.



Effect on the field side : Productivity improvement,
Reduction of cost for maintenance and Accident related response

Effect on the service side : Improvement of technology and product,
Acquisition of know-how, Marketing