

6th IEC Sales & Marketing Workshop in Singapore

A workshop entitled “Maximizing the Electronic Age to Secure Future Business—CRM and DRM” was held by IEC in Singapore on 3 and 4 March 2004 and was attended by 26 people from 17 countries.



The photo shows a presentation in the workshop held at SPRING Singapore.

The workshop has been held every year since 1999 and this was the sixth such event. One of the purposes of the workshop this year was to exchange opinions on the main problems shared by IEC member countries and member-appointed sales outlets, which intend to promote and sell their national and international standards electronically. Another purpose of the workshop was to put together proposals on copyright protection in Web stores and network license agreements, as well as improvements in customer services. This event helped to focus on issues for members in the Asia-Pacific region, with attendance from China, the Republic of Korea, Thailand, Malaysia, Singapore, Indonesia, Australia, and New Zealand, all of whom joined in lively discussions over a period of two days. At the workshop, the operations of the Asia-Pacific Regional Center, which has its offices in the SPRING Singapore building, were introduced and its future action plan was announced. (Please refer to the following site: www.iec-aprc.net) In addition, keynote reports on the sales of standards based on Customer Relations Management (CRM) and examples and experiences of marketing methods were given by Sweden, France,

Australia, and the United States, while keynote reports on Digital Rights Management (DRM) and file security were given by IEC/CO.

Based on the experiences of all countries, participants discussed what approach members in Asian-Pacific countries should take to their customers and how they should evaluate the diffusion rate. In addition, they identified problems concerning copyright protection of data, which was distributed or sold electronically, from various perspectives and exchanged frank and useful opinions on what problems should be solved first, what problems should be discussed internationally, and what form future workshops should take. In addition, the launch by IEC of new products such as graphical symbols and services such as new deliverables, package products, and PDF previews was announced. (For details, please refer to the following site: <http://web-store.iec.ch/>)

M. Kuroda from Japan attended the workshop as the representative of JSA and gave a presentation entitled “CRM/DRM—The Japanese Experience”, which discussed the promotion of copyright protection among customers, means of dealing with inquiries, external education plans, and the importance of international cooperation. His presentation was highly regarded and considered by many to be one of the most important key speeches of the discussion.

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The 2nd Seminar on Standardization Cooperation in Northeast Asia

The 2nd Seminar on Standardization Cooperation in Northeast Asia (Beijing Meeting) was held in Beijing by the China Association for Standardization (CAS) on October 30 and 31, 2003. The event was attended by representatives of governments and standardization-related organizations in Japan, China, and the Republic of Korea. This seminar is held once a year, with the goal of promoting joint standardization efforts among the three countries. The first seminar was held in Seoul, South Korea, in 2002.



Principal Participants from Japan, China and Korea

The first day of the seminar featured various lectures by representatives of each nation. The second day featured discussions of the agenda proposed in advance by the nations involved.

On the first day, the representatives of each country presented lectures on standardization policies within their own countries, on issues related to standardization they wished to explain to other countries, and on issues they were asked to address by other countries. From Japan, representatives of the Ministry of Economy, Trade and Industry (METI) and JSA delivered lectures. The following themes were discussed by the JSA:

- Discussion for Action Plan in Northeast Asia on actual participating international standardization activity
- Features and cooperation in Hi-Tech standards in Northeast Asia

Attended by more than 100 standardization experts as well as national representatives, the lectures proved to be a great success.

The second day of the seminar was attended only by national representatives, who discussed progress on issues discussed in the previous meeting and issues for the next meeting. Major themes included adjust-

ment in fields related to international proposals in which joint efforts are required, personnel exchange, including the development of standardization experts, and the relationship between intellectual property issues and standardization.

The organizations from each country were assigned the task of putting into action the matters discussed in the seminar.

The presentations made on the first day by representatives of each nation and the resulting discussions helped deepen mutual understanding of standardization issues among the participating countries, as well as mutual understanding of the direction of individual national standardization policies.

The discussions during the second day of the seminar proceeded amicably, with a tone of general agreement. However, difficulty identifying contact individuals for each country in various fields did indicate that ties among the countries could be improved in certain areas.

The lectures and meeting strengthened ties among the participating individuals and nations and bode well for the establishment of a strong, effective cooperative system.

The second seminar ended successfully, with the resolution of various issues raised in the previous seminar. The next seminar is to be held in Japan in 2004. Although joint standardization efforts remain weaker in East Asia than in the EU and other regions, the global movement toward standardization and China's rapid economic growth and participation in the World Trade Organization (WTO) have led to growing interest in standardization in this region. The JSA will strive to ensure the success of the next seminar and looks forward to assistance from the parties concerned.



Seminar of the Second day

AP (Asia Pacific) COPOLCO Experts Meet in Tokyo

Pursuant to the announcement at the ISO/COPOLCO plenary session in Bangkok of September 2003, JSA conducted an AP-COPOLCO Seminar in Tokyo for five days, December 1-5, 2003 under sponsorship by the Japanese Industrial Standards Committee (JISC). There were 16 participants invited from ten countries- in Cambodia, China, Indonesia, Korea, Malaysia, Mongolia, the Philippines, Singapore, Thailand and Vietnam, who are working in either Standards Organizations or Consumer Organizations in their respective Asian-Pacific countries. The United States participated by contributing a paper. The seminar consisted of lectures, group discussions and technical visits. As a part of the program of the Seminar, the partici-

pants had a meeting with some 15 representatives of Japanese consumer groups on 2 December, including the Federation of Consumer Groups (Sho-dan-ren), the Housewives Association (Shufu-ren), the Japan Consumer's Association and the Nippon Consumer Voice for Better Standards (NCOS).

Taking advantage of this opportunity of direct dialogue, the parties discussed their interests and current challenges, such as standards concerning child safety, second hand items, complaints handling, and broader issues including consumers' participation to standard development and capacity enhancement. Participants on both sides agreed that exchange of information would be continued by e-mails and other meetings.

The Forum on Corporate Social Responsibility (CSR)

The Forum on Corporate Social Responsibility (CSR) for companies seeking to function as responsible corporate citizens was held on March 4, 2004, on the 14th floor of Keidanren Kaikan. Attended by some 500 individuals, this event was hosted by JSA and sponsored by government and business organizations that play leading roles in the Japanese economy, including METI, Nippon Keidanren, the Council for Better Corporate Citizenship, the Japan Association of Corporate Executives, and the Tokyo Chamber of Commerce and Industry.

With ever-increasing scrutiny of corporate activity, the voluntary assumption of social responsibilities (e.g., concern for social ethics, sustainable development, contributions to local communities, and human rights issues) has become central to corporate growth. The sharp growth in media coverage of this area further underscores its importance. ISO is developing interna-

tional standards to serve as corporate guidelines for responsible citizenship in the evolving global marketplace. Amid these changes, the forum offered the latest information on ISO activities and provided advice on corporate development through panel discussions among representatives of companies engaged in CSR activities. In addition, Socially Responsible Investment (SRI), an approach to investment in which investors take into account CSR when selecting investments, was introduced as an example of investor decisions-making based on CSR. The day's events are given below:

In a meeting to be held in Stockholm in June, participants will discuss the CSR activities of ISO/TMB member countries and approaches to ISO publishing. The importance of international standardization merits close monitoring of these activities and trends.

Program

13:30 - 13:35	Opening speech: Tetsuya Sato (METI)
13:35 - 13:40	Greeting: Tsuneo Matsumoto (Hitotsubashi University Graduate School)
13:40 - 14:15	The Significance of CSR and Problems in Japan: Eiichiro Adachi (Japan Research Institute)
14:15 - 14:45	The latest trends in international standardization for ISO/CSR: Hiroo Wakai (Member of ISO/TMB)
14:45 - 15:10	Corporate views on CSR: Shizuo Fukada (Council for Better Corporate Citizenship)
15:10 - 15:50	CSR viewed from the perspective of SRI: Mariko Kawaguchi (Daiwa Institute of Research Ltd.)
15:50 - 16:00	Recess
16:00 - 16:50	Panel discussion Panel leader: Tsuneo Matsumoto Panelists: Minoru Inaoka (Ito-Yokado Co., Ltd.), Hiroyuki Tsuruta (Toshiba Corporation), Kimie Sakuragi (Benesse Corporation)
16:50 - 17:00	Closing speech: Shogo Sakakura (JSA)

Korea-Japan Talks on Accessible Design

Participating in the second meeting of the “China-Korea-Japan Dialogue for Standards” (held in Beijing October 30-31 2003) agreed, among other things, on working out common standards on accessible design among Japan, China, and Korea and making joint proposals to the ISO as New Work Item Proposals (NWIP). Preparatory to holding a third meeting (slated to take place in Tokyo in October 2004) to pursue these issues, representatives of Japan, the secretariat in the field of “Accessible Design”, including 2 JSA staff, visited Korea to brief on the following 6 Japanese standards on accessible design, and to coordinate views and seek agreement on the future directions of the work through question and answer sessions.

JIS X 6310 Prepaid Cards

JIS S 0011 Tactile Dot Markings

JIS S 0021 Packaging and Receptacles

JIS S 0031 Age-Related Relative Luminance

JIS S 1013 Recommended Patterns of Auditory Signals

JIS S 1014 Sound Pressure Levels Compatible with Background Noises

The Dialogue also produced an agreement to form a tripartite Working Group (WG), with the three member nations each registering three experts with the WG. Japan and Korea have already registered their own shares of experts with the WG. As of February 6, 2004, however, China had not yet appointed experts to register with the WG. Accordingly a visit was made only to Korea this time. A visit to China will be arranged for the earliest opportunity in the fiscal year beginning April 1.

ASTM Internship

I, Kenichi Shimosakai, had been staying at ASTM International as an intern from 1 December 2003 to 18 February 2004.

In my internship, ASTM kindly had given me a private office with a personal computer and the e-mail address.

The interviews with senior staffs and staffs in charge, as well as participation in committees, enabled me to access a great deal of information on business models, such as the organization of committees, the process of standards development, various services to provide standards data, the protection of Intellectual Property Rights (IPR), and international strategy.

ASTM regards itself as an “international standardization organization” and invites technical experts from around the world to participate in the development of ASTM standards. In order to ensure that ASTM standards are used globally, ASTM has been actively working to sign a MOU with National Standards Bodies (NSB). At present, ASTM has already signed a MOU with 26 countries.

ASTM actively employs IT tools in its various business operations. For example, in the ASTM committee voting, every procedure is processed electronically, while the use of virtual meetings allows committee members to participate in the discussion without having to physically relocate.

ASTM stores all its standards by using the Standard Generalized Markup Language (SGML) format, which enables it to provide a great variety of standards data services.

These tools continue to be improved upon so that they have the maximum effect.

In addition, ASTM puts emphasis on the protection of IPR, the countermeasure to the copyright violation, which frequently

occurs along with the development of IT. In the ANSI and ISO communities, ASTM takes a leading role in addressing these issues.

All ASTM staffs have absolute confidence in the standards in which they are involved. Jim Thomas, President of ASTM, said, “I believe ASTM is the world’s best Standards Development Organization (SDO),” and this left quite a deep impression on me.

All the staffs were so cooperative and friendly that I thoroughly enjoyed my time there despite being busy in the internship. In fact, I think the greatest benefit of this experience was that I could make friends with many ASTM staffs.

I would like to express my deep appreciation for the kindest cooperation of ASTM and I am convinced that the long and close relationship between ASTM and JSA will continue.



Caul Friday's ASTM staffs

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JAPANESE STANDARDS ASSOCIATION

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