

" Iwate Center of Development for the Novel Human- and Eco-friendly Vehicles "

Regional Innovation Strategy Promotion Project

General Coordination Agency: Public Service Corporation Iwate Industry Promotion Center

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【Iwate Innovation Promotion Council for Next-generation Vehicles】

Iwate automotive industry Promotion Council, Iwate University, Iwate Prefectural University, Ichinoseki National Collage of Technology, Iwate Prefecture, Iwate Industrial Research Institute, The Bank of Iwate, Ltd., Kita-Nippon Bank, Ltd., Iwate Industry Promotion Center

Strategy formulation

Selected as Regional Innovation Strategy Promotion Area (international competitiveness regions)

【Iwate Center of Development for the Novel Human- and Eco-friendly Vehicles】

Along with further advancing technologies for auto industry ever accumulated in Iwate such as materials/metal working, electronic devices, information and communication, etc., we will promote cultivation of professional engineers and commercialization of projects through cooperation with industry, academia, local authorities and banks, to realize the persistent innovative region with prospective activities for vehicle innovation.

《Activity plan for the strategy realization》

① Establish & promote partnerships among industry, academia and local authorities

- assess potential of research institutes including universities (such as researcher, technical seeds, personnel training program, research equipment)
- assess potential of major suppliers (such as researcher, engineer, technical seeds, facilities) and their technical needs
- mediate ('Matching') company needs and technical seeds of research institutes relating to next-generation vehicle
- support networking among researchers and technical engineers
- enhance relationship between academia and local industry that are active in next generation vehicle development

② Promote research & development through cooperation with industry, academia and local authorities

- promote seeds-creating research and development relating to next-generation vehicle
- promote market needs-oriented joint research relating to next-generation vehicle among industry, academia and local authorities
- introduce and promote common utility of research equipments for the creation of next-generation vehicle innovation

④ Promote practical use and commercialization

- grasp market trends of next-generation vehicle and conduct survey global technological trends
- organize meeting opportunities, such as presentation meeting, briefing sessions of study seeds and technical needs, debriefing session, seminars, and networking events
- support IP management and the commercialization
- disseminate and conduct public relations of the result

③ Cultivate human resources and disseminate the result

- cultivate R&D engineers with high skills who take key roles in enhancement of technological capability and competitiveness of local industry
- develop and offer new personal training programs for the creation of next-generation vehicle innovation

Realizing strategy through effective and comprehensive utilization of various measures of ministry (ex. Ministry of Economy, Trade and Industry) and funds from local authorities (ex. Prefectures)

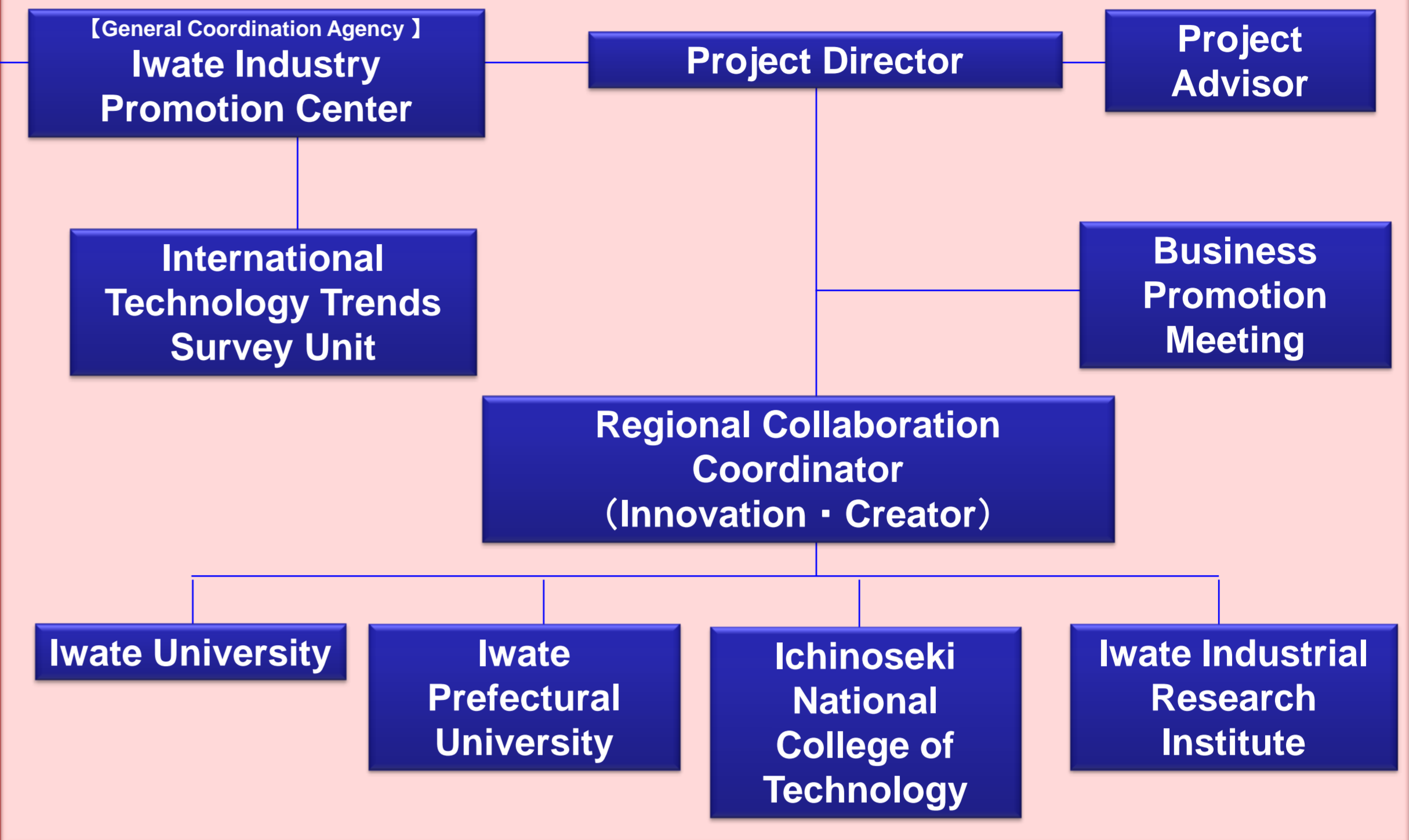
support Utilization

《Implementing projects for strategy realization》

The Regional Innovation Strategy Support Program (recovery assistance to The Great East Japan Earthquake disaster-stricken area), National Government Support (Ministry of Education, Culture, Sports, Science and Technology)

- ① establish knowledge networks to cooperate in the region (arrange regional collaboration coordinators and support their activities)
- ② find researchers (invite and support their activities) → for the priority research area (materials/advanced processing technique, electronic device, information and communication) and promote joint researches among industry, academia and local authorities
- ③ develop and offer new personal training programs → program for individuals focused to creation of innovation (research and technology coordinator, technical expert of manufacturing and software merging EV design engineer)
- ④ promote sharing research facilities (arrange technical support staff and support for the public use of research equipments)

《Project Promotion System》



External
Commitment

Cultivating of human resources for the continuous next-generation vehicle innovation.

Developing new projects for next-generation vehicle continuously.

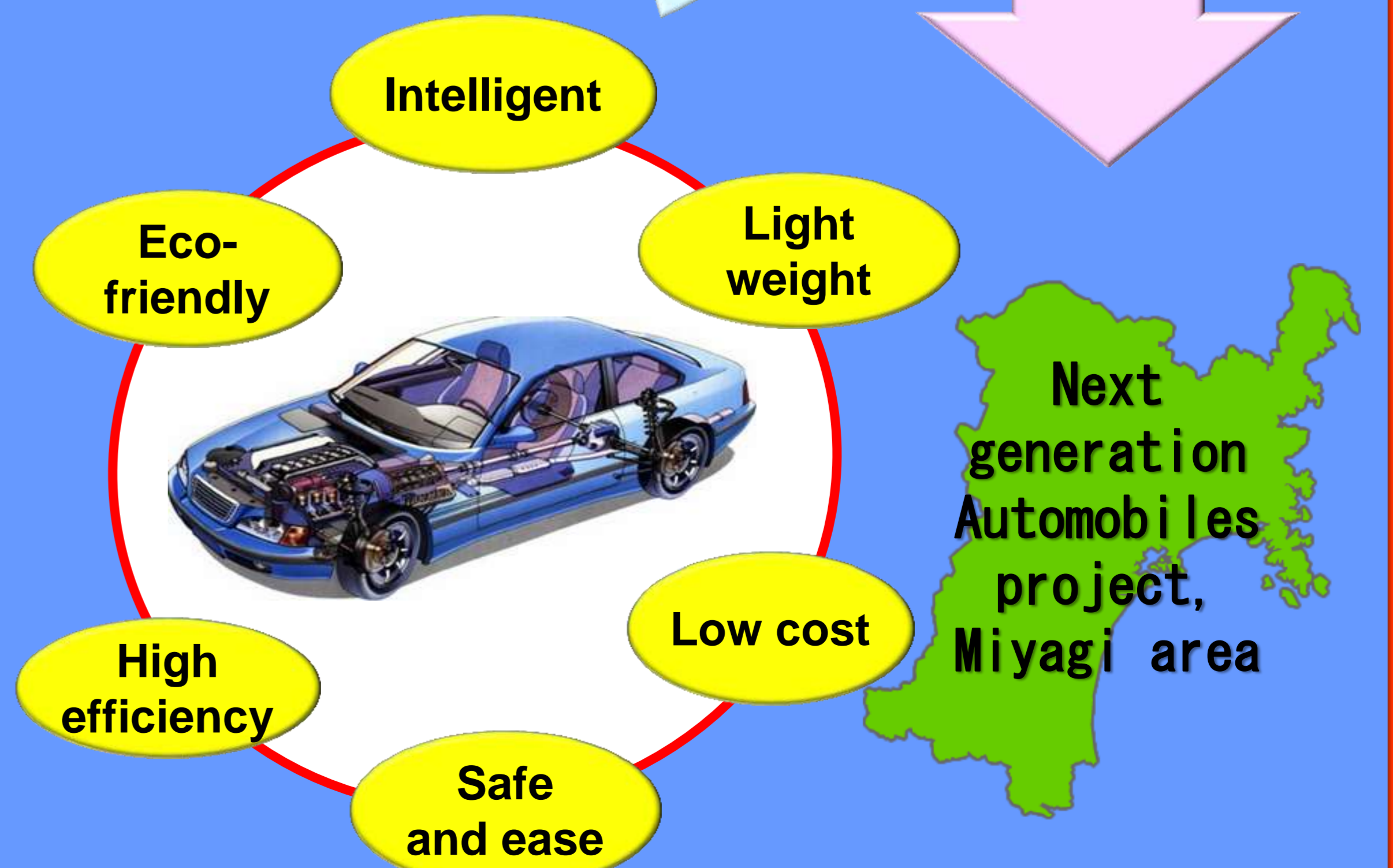
Project Vision

- Create advanced vehicles challenging the future after disaster of the Great East Japan Earthquake
- Realize the Center of Excellence for the development of next-generation vehicles
- Transform to the community reliable and indispensable to automakers

From 'Study seeds-oriented' to 'Social need-oriented and problem solving innovation'

Regional technology innovation guideline (March, 2010 Iwate Prefecture)

Cooperation



GR
Creation
Innovation
Economic
Sustainable
Innovation
Overcoming
Disaster
Economic
Revival
Innovation
and
Creating
of