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Development of businesses using smart grid technologies in Japan

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The author started activities to develop businesses using smart grid technologies in 2009. Involvement of government is important in this field and thus, the activities were started with development of public policies. After the public policies were developed, the national project to develop smart grid businesses was executed from April 2010 to March 2015. The Japan Smart Community Alliance (JSCA) was also established in April 2010 with the aim of resolving and overcoming the obstacles of individual organizations through collaboration of the public and private sectors and is supporting the private companies to develop businesses using smart grid technologies. Researches on how to develop business using smart grid technologies have been conducted since 2009 and key points for success were extracted through the researches done over the past 8 years. The first point is to involve government in creating new industries and public policies, should be aligned with the business models. The second point is project management in developing the business models. The difficulty is that companies from various industries join the project and capabilities to manage those players with different backgrounds are necessary and important. The third point is monetization and now is in the phase to monetize various smart grid technologies and each company is making various efforts. In this talk, what activities have been done to develop smart grid businesses and the key points for success extracted through the research are presented.

Biography

Takashi Iwamoto is a Project Professor of Graduate School of Business Administration, Keio University and is an Expert Researcher of Industry and Business Producing. Prior to joining Keio University, he was the Manager of Nokia Research Center and an R&D Engineer of Lucent Technologies (Bell Laboratories) and Motorola (Semiconductor Sector). He has received his PhD and MS (Master of Science) degrees in Materials Science and Engineering from the University of California, Los Angeles (UCLA) and his BE (Bachelor of Engineering) degree in Metallurgy from the University of Tokyo.

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