Report on Visit of ITE&C Dept., Government of Andhra Pradesh to Japan

13th -15th May 2015
Hon’ble Chief Minister, permitted Dr. Palle Raghunatha Reddy, Minister for Information Technology, Electronics & Communications, Information & Public Relations, NRI, Telugu Language and Culture, Minority Welfare and Empowerment, Andhra Pradesh, and Sri B. Sreedhar, IAS, Secretary to Government, Information Technology, Electronics & Communications Department, to visit Tokyo Japan from 13\textsuperscript{th} May, 2015 to 15\textsuperscript{th} May 2015. The objective of the Tour is to:-

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  \item[(i)] To participate in the Japan IT Week, the premier international IT and Electronics Exposition
  \item[(ii)] To interact with Japanese based Multinational Electronics and IT corporate to elicit their support in re building the new State of Andhra Pradesh
  \item[(iii)] To study and understand the latest trends and best practices followed in the field of Electronics and IT products and services in Japan.
\end{itemize}

The visit of the Delegation helped in promoting the State of AP and for prospective understanding in the areas of mutual interest between Japan and Andhra Pradesh in the areas of Electronics and IT.

The day-wise activities and efforts made by the Delegation mentioned hereunder yielded desirable results thus making the Visit successful.
13-05-2015 (Day-1)
Visit to JAPAN IT WEEK EXHIBITION:

Dr. Palle Raghunatha Reddy, visited the Japan IT Week Exposition

The Japan IT Week is organized by Reed Exhibitions Japan Ltd., at “Big Sight”, Tokyo, Japan. Japan IT Week is Japan’s largest trade show wherein latest IT technologies/solutions are showcased. A great number of information systems manager, management executives, sales managers, system integrators and managers from IT system division visited Japan IT Week to conduct business face to face with exhibitors. Japan IT Week is the absolute meeting point for both IT solution providers and IT system managers. With 1,500 exhibitors, 91 conference sessions and 85,000 visitors participated, Japan IT Week Spring 2015 is the largest comprehensive business hub for IT and Electronics and communications areas.
INAUGURATION OF INDIA IT PAVILLION

Dr. Palle Raghunatha Reddy, along with Her Excellency Ms. Deepa Gopalan Wadhwa, Ambassador of India in Japan, inaugurated the India Pavilion at Japan IT Week. The India Pavilion is organized by the Electronics & Computer Software Export Promotion Council (ESC) - a Government of India autonomous organization - to promote the display of electronics and IT products/technologies by the Indian entrepreneurs.

After Inauguration, Hon'ble Minister IT – Dr. Palle Raghunatha Reddy, went around the Exhibition, saw the stalls and products displayed by IT & Electronics Companies exhibitors from across the globe, in embedded technologies, computer components, IT products/services and communication sectors and acquainted with the latest developments & technological advancements in the field.
Latest technologies and solutions ranging from microprocessors to the embedded applications and Software Development solutions were displayed in the Pavilions called - Big Data Management Expo, Embedded Systems Expo, Data Storage Expo, Information Security Expo, Web & Mobile Marketing Expo, Data Centre Expo, Cloud Computing Expo, Smartphone & Mobile Expo, IoT/M2M Expo, Direct and Commerce Solutions Expo.

**Awareness Session on promotion of Electronics, IT and eGovernance in Andhra Pradesh**

An Awareness Session on promotion of Electronics, IT and eGovernance in Andhra Pradesh State & Round Table Discussion was organized by ITE&C Dept, Govt. of Andhra Pradesh.

Ms. Deepa Gopalan Wadhwa, Her Excellency Ambassador Japan, welcomed the participants. Mr. D.K. Sareen Executive Director, ESC gave opening remarks on the IT scenario, India’s contribution and growth of ICT industry and efforts of ESC to promote the
technologies and entrepreneurs in the field of IT and Electronics. Sri B. Sreedhar IAS, Secretary, ITE&C, GoAP, made a PPT on the IT scenario in the new State of Andhra Pradesh, initiatives of GoAP for promotion of IT and Electronics Sector, incentives & facilitations offered, promotion of thrust areas, investment opportunities available in AP in IoT, SMAC, Smart City, Optic Fibre Project, etc. and impressed upon the participants to make a viable investment decision.

Dr. Palle Raghunatha Reddy delivered Key Note Address and informed the participants, that under the dynamic leadership of Hon’ble Chief Minister, Dr. Nara Chandra Babu Naidu, all efforts are being made to re-built the new State of Andhra Pradesh – the Sunrise State of India – from scratches, though it is a great challenge. Dr Raghunatha Reddy, stated that under the proven guidance, experience and able leadership and vision of our Hon’ble Chief Minister Sri. Nara Chandrababu Naidu, the New State of Andhra Pradesh will become number 1 state in the country in the areas of IT & Electronics in the near future.
Hon’ble Minister IT stated that, Hon’ble CM brought out a comprehensive Blueprint – “Reimagining AP, A Role of e-Governance electronics and IT for development of Electronics and Information Technology industry in the State. The vision of the Blueprint is to develop “Andhra Pradesh as an innovation Society of Global repute with focus on enhancing the quality of life of its citizens through high quality education and health care, increased productivity in agriculture and allied activities, creation of requisite employment by promoting electronics and IT and above all providing Good Governance.”

For the growth of IT, Electronics and Innovation & Startup Culture, our Government has introduced three policies: IT Policy of 2014, Electronics Policy of 2014 and Innovation and Startup Policy of 2014. All these three policies are based on four pillars namely, Human Capital, Infrastructure, Incentives and Good Governance.

Hon’ble Minister brought to the notice of the participants that the aim of new Government of Andhra Pradesh is to make at least one person e-Literate in every household, to create one entrepreneur from each and every family, to create 5 lakh employment in IT industry and 4 lakh employment in electronic sector in the State by 2020.

Hon’ble Minister sought the cooperation of the participants in the promotion of IT and Electronics in the State and GoAP shall extend all the support and assistance in crystallization of the business plans. He finally requested the participants to come, see and invest in the State after getting satisfied with the infrastructure facilities available, incentives & facilitations offered and proactive Government, for providing hassle free investor friendly environment.
ROUND TABLE DISCUSSION:

At the Japan IT Week, Hon’ble Minister, Dr. Palle Raghunatha Reddy, held Round Table Discussion. The following were present:

- Mr. Takashi Suzuki, Senior Director Global Strategy, JAPAN EXTERNAL TRADE ORGANISATION (JETRO),
- Mr. Yuko NISHIYAMA President, Genesys Corporation Yokohama, Japan,
- Mr. RYO MASUDA, Sumitomo Corporation, Japan,
- Mr. Saradhi Paramata, SAPPHIRE ASIA Tokyo, M. Ramana Gorantla, Managing Director Agnie Consulting Corp, Tokyo, Japan,
- Mr. Harsh Obrai, INDIA IT FORUM, Japan,
- Mr. R.K. Malhotra, Indrama Enterprise Co. Ltd., Tokyo,
- Mr. S. Chakraborty, Intellisys Technologies, Japan

Dr. Palle Raghunatha Reddy solicited their free and frank views and suggestions.

The participants broadly suggested that some of the Japanese technologies hold good in India and are highly in demand and such can be outsourced from Japan to Andhra Pradesh for setting up IT and Electronics ventures.

Hon’ble Minister IT informed the participants to explore the areas of interest and bring the interested companies for transfer of these viable technologies to AP, and Government of Andhra Pradesh shall provide requisite infrastructure as well as tie ups with local companies for manufacturing and marketing of the same.
14-05-215 (Day-2)

Dr. Palle Raghunatha Reddy, Hon’ble Minister and Sri B. Sreedhar Secretary, IT, GoAP met top leaders of Sony, NTT Data and TOSHIBA on 14-05-2015.

SONY CORPORATION

At Sony, Hon’ble Minister IT met Mr. ShiroKambe, Executive Vice President and Corporate Executive Officer, and Mr. Yurika Kamitani, Senior General Manager, External Relations &Trade Affairs Department, and Ms. Hiormichi Takashima, Project Manager, SONY Corporation.

After detailed presentation on electronics sector demand and the investment opportunities available, by Sri B. Sreedhar, Secretary, IT, Dr. Palle Raghunatha Reddy, Minister, IT, prevailed upon the top management of SONY to come and visit the new State of Andhra Pradesh at the earliest and depending on the value proposition offered by the Government, they are welcome to take a viable investment decision to set up their manufacturing facilities in consumer electronics and electronics components in the new State of Andhra Pradesh.
Dr. Palle Raghunatha Reddy, prevailed upon the top management of NTT DATA CORPORATION to set up their operations in BPO and tele-communication services in Visakhapatnam, where the skilled, talented and trained manpower is available and offered all the support to them for this purpose.

Hon’ble Minister IT invited Mr. “Kaz”(Kazuhiro) Nishihata, Executive Vice President & Managing Director, Global Business, Mr. TAKASHI SANADA, Director, Marketing, and other senior representatives of NTT DATA CORPORATION.
senior representatives of NTT DATA CORPORATION to visit the new Andhra Pradesh in the next one month and informed all the support of the GoAP for setting up their facility.

TOSHIBA

At TOSHIBA, Dr. Palle Raghunatha Reddy, Minister IT, met Mr. Toshio Masaki, Director, & Chief Executive Officer, and Mr. Hiro Michael Ogura, Chief Specialist, Corporate Communications, TOSHIBA Corporation, informed that Hon’ble Chief Minister visited their facility in last November and they are quite conversant with the new State of AP.

Hon’ble Minister IT, after listening to their proposed business strategies, requested the top brass of TOSHIBA to visit Anantapur area for setting up of their manufacturing facility in consumer electronics/smart meters and Visakhapatnam for their IoT requirements. Further Hon’ble Minister, IT, requested TOSHIBA to visit the new State of Andhra Pradesh for acquainting themselves with the infrastructure support and assured all the support to them.
On third day, i.e. on 15-5-2015, Dr. Palle Raghunatha Reddy, Hon’ble Minister IT and B. Sreedhar, Secretary, IT, GoAP met top leaders of FOURTH VALLEY CONCIERGE CORPORATION, FARUKAWA ELECTRIC CO LTD, NEC CORPORATION and Panasonic Corporation.

FOURTH VALLEY CONCIERGE CORPORATION:

DR PALLE RAGHGUNATH REDDY interacted with Mr. Yoshio Hamada, Executive Vice President and Ms. Aki Takeda, Director of FOURTH VALLEY CONCEIRGE CORPORAION – a reputed Manpower Recruitment Agency in Japan.

After taking note of their activities, Hon’ble Minister IT asked them to plan their initiatives in the new state of AP in 3 ways, i.e. (i) recruitment of AP based students in reputed IT and Electronics companies in Japan, (ii) recruitment of lecturers/professors and other faculty members for the Japanese Universities, and (iii) selection and obtaining scholarships and higher students admissions for students of AP in Japanese Universities.
At FARUKAWA ELECTRIC CORPORATION, Hon’ble Minister IT met Mr. Maekawa, Mikimori Dy General Manager, Global Business Strategic Initiatives and Mr. DARIO DE MEEZES, Senior Manager.

After detailed presentation on the fibre optic project of AP and the investment opportunities available, by Sri B. Sreedhar, Secretary, IT, Dr. Palle Raghunatha Reddy, Minister, IT, prevailed upon the top management of FARUKAWA, to come and visit the new State of Andhra Pradesh at the earliest and depending on the value proposition offered by the Government they are welcome to take a viable investment decision to set up their manufacturing facility for optic fibre cables in the new State of Andhra Pradesh.

NEC CORPORATION

Mr. Shin Sakamoto, Vice President Global Business Unit and senior representatives of NEC CORPORATION, welcomed Dr. Palle Raghunatha Reddy, to their facility and made a detailed presentation on smart systems, facial technologies, biometrics, and other activities being undertaken by them.
Dr. Palle Raghunatha Reddy while informing that there is lot of business potential for their new technologies, requested the NEC Corporation to visit Andhra Pradesh within next one month and see the infrastructure available to make an investment decision.

PANASONIC CORPORATION

Mr. Genichiro Shimada, Director, Panasonic Corporation welcomed the Hon’ble Minister IT and informed that Panasonic is very much impressed by the visit of our CM in November last year and they are thrilled with the dynamism & cordial relationship of CM
At Panasonic, Dr. Palle Raghunatha Reddy, Minister IT saw the SMART CITY concept being implemented by them, including usage of IoT technologies with combination of digital technology.

M/s Panasonic further informed that they are looking at Sri City as the option for setting up manufacturing facility and shall finalizing the same soon.

Hon’ble Minister IT assured all the support and assistance of GoAP to Panasonic for setting up of their manufacturing facility in consumer electronics, at the earliest.

16-05-2015

INTERACTION WITH TELUGU NON RESIDENT INDIANS IN JAPAN

Hon’ble Minister IT Dr. Palle Raghunatha Reddy, took a quick & prompt decision to meet the Non Resident Telugus and overseas Indians in Japan on the early hours of 16-03-2015(before departing for India) at the Japan Indian Embassy premises.

In his opening remarks Dr. Raghunatha Reddy while communicating the best wishes and compliments of the Hon’ble Chief Minister of Andhra Pradesh, Sri Nara Chandra Babu Naidu garu to the Telugu community in Japan, stated that the Hon’ble Chief Minister is working very hard day and night for the development of the new State of Andhra Pradesh - a Sunrise State
in India. To make AP as No1 State in India, Dr. Chandra Babu Naidu introduced new Policies and initiatives for promotion IT and Electronics sector in the State.

Hon’ble Minister while highlighting the importance and significance of Telugu language and culture, appreciated that the Telugus in Japan are contributing towards this in the form of organizing cultural meets, dance programmes like Bharata natyam and Kuchipudi very frequently to imbibe and upheld the Telugu community culture and traditions in Japan

Dr. Palle Raghunatha Reddy, appreciated the Telugu community in Japan for their latent desire to get associated with the development of community and to uphold the Telugu traditions.

Dr. Raghunatha Reddy, further appealed that the Telugu community to strive for promotion of our Telugu language and values quoting Sri Krishnadevaraya "Desabhashalandu Telugu lessa" and GoAP shall give all the literature such as, Telugu padakosam, Telugu peddabalasiskha and other books for the purpose.

Dr. Palle Raghunatha Reddy also requested the Telugu community to interact with the IT companies and MNCs and tell them about the new State of Andhra Pradesh and be our torch bearers in re building the new State of Andhra Pradesh by bringing industrial delegations for investments into the State.
This being the overall Tour Report of the ITE&C Delegation led by Dr. Palle Raghunatha Reddy, Hon’ble Minister for Information Technology, to Japan from 13-15 May, 2015, every effort shall be made by the ITE&C Department to follow up further with the above companies, by appropriate interventions on the leads received and persuade for the early conceptualization of the investment proposals thereon. Also constant interaction shall be kept with the Telugu Community and office bearers of AP Japan Coordination Committee in Japan, JETRO, India IT Forum, Japan, etc. to bring more delegations from Japan Investors and to show case the new State of Andhra Pradesh as the BEST INVESTMENT DESTINATION in the Country.

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