

# Asia Digital Transformation(ADX) Project

(Support for Joint Pilot Projects (PoC) between ASEAN and Japan)

- JETRO supports Japanese companies in conducting Pilot Projects, working together with ASEAN companies/institutions, to contribute to solving the socio-economic challenges in ASEAN member states by using digital technologies.
- In this project, it is expected that the Japanese companies will also contribute to deliberating measures for further disseminating digital innovations and to creating a business environment in collaboration with the governments and private sector in ASEAN member states.

## Target Countries

10 ASEAN member states

(Indonesia, Cambodia, Singapore, Thailand, Philippines, Brunei, Vietnam, Malaysia, Myanmar and Laos)

## Support measures

- To subsidize joint pilot projects between ASEAN and Japanese companies
  - Large companies → one-half of the PoC cost
  - SMEs → two-thirds of the PoC cost
- To coordinate with government and related organizations in order to facilitate the projects)

## Project requirements

- To specifically identify socio-economic challenges in the country and contribute to solution of them
- To use digital technologies which contribute to promoting 4<sup>th</sup> Industrial Revolution (4IR)
- To identify ASEAN company/ institution as the project partner
- To be expected that the business operation will start or continue early (generally within two years after the completion of the PoC) in the target country or other ASEAN region

## Implementation Schedule

The PoCs will be carried out during in either period. (applicant can choose)

(1) From date of grant decision to January 29, 2021

(2) From date of grant decision to January 31, 2022

# The Result of the 1st Call

- The 1<sup>st</sup> call was opened from July 22 to August 19, 2020 and received 55 applications.
- As a result of the examination, it adapted **23 projects**.
- **The largest number is Thailand. → 7 projects**

\* The 2nd call is planned, but the specific schedule is not fixed yet.

## Total 23 projects (10 large companies, 13 SMEs)

	THA	MYA	MAL	VIE	IND	CAM	SIN	PHI	LAO	BRU
<u>Subtotal</u>	7	4	3	2	2	2	1	1	1	
<u>Medical/ Healthcare</u>	1	1	1	1			1		1	
<u>Agriculture</u>	2	1		1		1				
<u>Fisheries</u>	2									
<u>Environment/ Energy</u>	1		1					1		
<u>Tourism / Mobility</u>		1	1		1	1				
<u>Manufacturing/ HRD</u>	1	1			1					

# Thailand (7 Projects)



Applicant Company	SIZE	Field	Partner in Thailand	Project Summary
 <b>Hitachi, Ltd.</b> <a href="https://www.hitachi.co.jp/">https://www.hitachi.co.jp/</a>	LC	Medical/Healthcare	Major Private Hospital Group in Thailand	<p><b>[Development of a service with disease risk prediction model in Thailand]</b></p> <ul style="list-style-type: none"> <li>Develop "Thai version of the Risk Simulator" to predict human's disease risks by using medical data of hospital groups in Thailand. And provide the data to life insurance companies, health promotion companies, etc., with aim to improve health condition in Thailand through medical cost reduction and disease prevention.</li> </ul>
 <b>Sagri Co., Ltd</b> <a href="https://sagri.tokyo/">https://sagri.tokyo/</a>	SME	Agriculture	ListenField, Ministry of Agriculture and Cooperatives (MOAC)	<p><b>[Demonstration project to build a digital infrastructure for rice farmlands information in Thailand using satellite data]</b></p> <ul style="list-style-type: none"> <li>Establish a digital infrastructure which easily input digital data for anyone and grasping information on the current condition of farmlands over a wide area using satellite data and AI.</li> </ul>
 <b>Nihon Agri, Inc.</b> <a href="https://nihon-agri.com/">https://nihon-agri.com/</a>	SME	Agriculture	DENSO INTERNATIONAL ASIA Co., Ltd.	<p><b>[Demonstration of horticultural strawberry cultivation in hot areas (in Chiang Mai, Thailand) ]</b></p> <ul style="list-style-type: none"> <li>Introduce greenhouses in hot climates area in Asia where is generally considered to be unsuitable for horticultural. And establish a food value chain for the stable production of high-quality crops with high reproducibility by utilizing data on the indoor environment and cultivation conditions.</li> </ul>
 <b>UMITRON K.K.</b> <a href="https://umitron.com/">https://umitron.com/</a>	SME	Fisheries	Charoen Pokphand Foods co., Ltd.	<p><b>[Development project of data platform for shrimp farming in ASEAN region by using IoT/AI technologies]</b></p> <ul style="list-style-type: none"> <li>Develop automatic analyzing technology for the shrimps in the pond using IoT/AI. IoT device for the analysis will be also introduced at trial.</li> </ul>
 <b>OPTEX Co., LTD.</b> <a href="https://www.optex.co.jp/">https://www.optex.co.jp/</a>	SME	Fisheries	HAPPY FARM KERDPHOL Co., Ltd.	<p><b>[Demonstration project for localization of simple aquaculture water quality monitoring service using DX in Thailand]</b></p> <ul style="list-style-type: none"> <li>Establish a water quality monitoring service using DX to manage water quality on aquaculture farm. And improve environmental and production efficiency for any sized aquaculture farm.</li> </ul>
 <b>JERA Co., Inc.</b> <a href="https://www.jera.co.jp/">https://www.jera.co.jp/</a>	LC	Environment/Energy	KHANOM ELECTRICITY GENERATING Co., Ltd.	<p><b>[Verification of a business model using digital technologies and power infrastructure standards for thermal power plants]</b></p> <ul style="list-style-type: none"> <li>Analyze operational data of thermal power plants using digital technologies to detect early signs of trouble and maintain the thermal efficiency, thereby reduce repair and fuel costs, and environmental burdens. And create new business model, such as reducing insurance costs by obtaining ISO certification.</li> </ul>
 <b>The Asahi Shimbun Company</b> <a href="https://www.asahi.com/">https://www.asahi.com/</a>	LC	HRD	Ozaki Consulting Co.,Ltd	<p><b>[Career education media platform business for Thai university students]</b></p> <ul style="list-style-type: none"> <li>Provide informative articles and videos about job descriptions, internships and employment at Japanese companies in cooperation with a company operating a job support website for new graduates and mid-career workers in Thailand.</li> </ul>

# Other ASEAN Countries ( 1 6 Projects) ①

## Myanmar ( 4 )



Applicant Company	Field	Project Name
<u>ARUN Seed, Certified Non-Profit Organization</u>	Agriculture	Project for PoC on the quality and traceability of agricultural products through a farming support platform based on an AI image recognition model in Myanmar
<u>Nippon Koei Co., Ltd.</u>	Tourism	Introduction of COVID-19-FREE Digital Assessment Tool for the tourism industry in Bagan, Myanmar.
<u>STUDIST CORPORATION</u>	HRD	Demonstration project of streamlining education and training using visual-based manuals in Myanmar
<u>Fujita Medical Instruments Co., Ltd.</u>	Medical & Healthcare	Trial and marketing of the excretion disorder rehabilitation program in Myanmar

## Malaysia ( 3 )



Applicant Company	Field	Project Name
<u>KOBELCO CONSTRUCTION MACHINERY CO., LTD.</u>	Environment	Automobile recycling demonstration project utilizing IoT End-of-life vehicles management system in Malaysia
<u>Allm Inc.</u>	Medical & Healthcare	Development of an online medical platform based on personal health records in Malaysia amid the COVID-19 epidemic
<u>Artisan Inc.</u>	Mobility	Smart City Bus POC (Proof of Concept) Project aiming to mitigate traffic congestion in Cyberjaya, Malaysia

## Vietnam ( 2 )



Applicant Company	Field	Project Name
<u>Sojitz Corporation</u>	Agriculture	Implementation of "Pig Net", a DX production management system, in the Vietnamese pig farming industry
<u>Medring Co., Ltd.</u>	Medical & Healthcare	Development of smart clinic chains aimed at promoting DX in the clinic sector and development of medical big data platforms in Vietnam.

# Other ASEAN Countries ( 1 6 Projects) ②

## Indonesia ( 2 )



### Applicant Company

### Field

### Project Name

Sojitz Corporation

Tourism

Social IoT services in Bali, Indonesia, to support its inbound tourism industry.

Fuso Machine Works, LTD.

Manufacturing

Development and implementation of an OEE losses analyzer (OLA)

## Cambodia ( 2 )



### Applicant Company

### Field

### Project Name

SkymatiX, Inc.

Agriculture

Project to introduce "Iroha", the Japanese Crop Monitoring Service, and promote DX in Cambodia.

Toyota Tsusho Corporation

Tourism

Development and demonstration of a MaaS digital platform for tourism in Angkor (Cambodia)

## Singapore ( 1 )



### Applicant Company

### Field

### Project Name

Ubie, Inc.

Medical & Healthcare

Demonstration project to implement "AI-based medical interviews" at private clinics in Singapore

## Philippines ( 1 )



### Applicant Company

### Field

### Project Name

CHALLENGE ENERGY INC.

Environment & Energy

Creating sustainable Islands in the Philippines by building a distributed energy platform

## Laos ( 1 )



### Applicant Company

### Field

### Project Name

Ryobi Systems Co., Ltd.

Medical & Healthcare

Provision of health-management platforms by leveraging Personal Health Record infrastructure