

## Global Standards, Local Benefits: The IEEE Standards Association

**14 May 2008**  
**9:30 a.m.-6 p.m.**  
**Tokyo, Japan**

Seminar Location: Sony Headquarters

Topic	Presenter
Registration Desk Open	IEEE-SA Staff
Welcome and Introduction	Dr. W. Charlton Adams, Jr., President Elect, IEEE Standards Association; Program Director, Standards & Open Source, IBM Corporation
Welcome Keynote	Keiji Kimura, EVP, Corporate Executive Officer, Officer in Charge of Technology Strategies, Intellectual Property and Electronics Business Strategies, Sony Corporation
MIC presentation	Masao Matsumoto, Director General for Technology Policy Coordination
METI presentation	Kyoichi Hirota, Director General, Technical Regulations, Standards and Conformity Assessment Policy Unit, Ministry of Economy, Trade and Industry; Secretary General, Japanese Industrial Standards Committee (JISC)

Topic	Presenter
<b>Overview of IEEE-SA</b>	Dr. W. Charlton Adams, Jr., President Elect, IEEE Standards Association; Program Director, Standards & Open Source, IBM Corporation
<b>IEEE-SA IPR policy</b>	Steven M. Mills, IEEE-SA Corporate Advisory Group Chair; Senior Architect, Hewlett-Packard Company
Break	
<b>IEEE-SA Corporate Program Overview</b>	Dr. Bilel Jamoussi, IEEE- SA Corporate Advisory Group Member; Director, Strategic Standards, Chief Technology Office, Nortel
<b>Example of IEEE-SA Entity Standards Development Process</b>	Dennis B. Brophy, IEEE- SA Corporate Advisory Group member; Director, Strategic Business Development, Mentor Graphic Corporation
Lunch	
<b>Battery Standards</b>	Mikio Mukai, Sony
<b>Electronic Design Automation (EDA) Standardization Initiatives in Japan</b>	Satoshi Kojima, Technical Director, CyberWorkBench Division, NEC System Technologies, Ltd.
<b>The IEEE 1666 Project : SystemC Standardization Effort in Japan</b>	Takashi Hasegawa, Director, ESL & Verification Department, SoC Design Engineering Division, Fujitsu Microelectronics Ltd.
<b>Power Line Communications and IEEE P1901 Activity</b>	Masato Ohura, Senior Coordinator, Standardization & Collaboration Center, Panasonic

Topic	Presenter
<b>NGSON: Emerging Vision for Future Service Networks</b>	Thomas Lee, IEEE-SA Corporate Advisory Group Member; Vice Director, Industry Standards Department, Huawei Technologies Co. Ltd.
<b>Break</b>	
<b>Cognitive Radio Standards</b>	Dr. Hiroshi Harada, Research Manager, Ubiquitous Mobile Communication Group, New Generation Wireless Communications Research Center, NICT
<b>Research of Cognitive Radio Using Multi-Transmission Links in Japan and Standardization Activities</b>	Kazunori Takeuchi, Senior Manager, Cognitive Radio Laboratory, KDDI R&D Laboratories Inc.
<b>Extending Ethernet for the Future</b>	Kenji Amemiya, Manager Metro Ethernet Networks Nortel Networks Japan
<b>WiMAX—Commercial Deliverables of the IEEE P802.16 Standard and Its Deployment in Japan</b>	Dr. Hideo Okinaka, Vice President & General Manager, Emerging Technologies and Spectrum, KDDI
<b>IEEE P802.20 Mobile Broadband Wireless Access Systems Supporting Vehicular Mobility</b>	Kazuhito Ishida, Senior Staff Engineer, Qualcomm Japan; and Dr. Radhakrishna Canchi, Director of Engineering, KTRC
<b>Seminar Reception for All Attendees</b>	