



Japanese Sustainability New Business Discovery Mission to the U.K.

**Mission topic:
What is there, the post “Smart” ?**

**A major movement in Japan this year:
“BEMS^{*1}-Aggregator” Project
£ 240 million funded by MITI^{*2}
(See next slide)**

**BEMS-Aggregator players aim to make the project
a stepping stone to capture the market opportunities
generated from the sustainability drive**

**Mission objective:
To find a partner or supplier who are interested
to jointly develop business in Japan
in the scope of sustainability business**

***1: Building Management System *2: Ministry of Economy, Trade and Industries**

“BEMS-Aggregator” Project £ 240 million funded by MITI

The "BEMS-Aggregator", a 30 billion yen (GBP 240 million) project, is to ensure better energy performing 20,000 small/medium buildings (less than 500kW contract) and 10,000 model homes by promoting installation of BEMS (HEMS for homes) and to appoint aggregators to measure the improvement on behalf of METI. (Refer to the project overview next slide, especially within the red boundary)

There are 23 designated "BEMS-Aggregator" companies, and with their consortium partners, there are 77 company players. The project has officially started on 17 April this year.

The mission

For the intended mission, the members will be most likely from the players above. The delegation will be a group of approximately 20 to 25 members.

Energy Management promoting BEMS/HEMS/Aggregator Business

30 billion YEN Funded Program – 2012 third supplementary budget

METI

Agency for Natural Resources
and Energy (ANRE)

Business Description

Business Overview and Objective

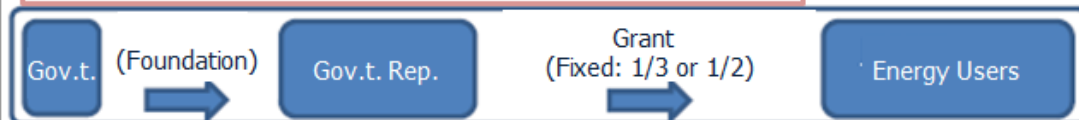
[BEMS Installation Aid]

- ☐ Aid to install BEMS for Medium/Small company in order to promote power demand suppression in concert with smart meter installation.
- ☐ To provide the installation assistance to draw following benefits:
 1. To drastically recover the delay in power saving drive for Medium/Small company having significant amount of power consumption per unit.
 2. To establish a system for appointed BEMS/HEMS aggregator to issue urgent request in time of power demand peak.
 3. BEMS price reduction, and voluntarily installation of BEMS after the completion of the project

[HEMS (Home Energy Management System) Installation Aid]

- ☐ As one of the power demand measures, in order to promote power saving and demand peak cut, the program is to assist installation of HEMS when installing a smart meter at home.
 - ☐ Requirement open interfaces so different supplier products can be connected. Interface capability with storage battery units, etc. is recommended.
- #EMS (Energy management system): A solution system product for energy users to use energy by taking the full advantage of sensor-IT technology. To manage and control efficiently, the system is to manage and control multiple units in concert with each other as well as single unit of its own.

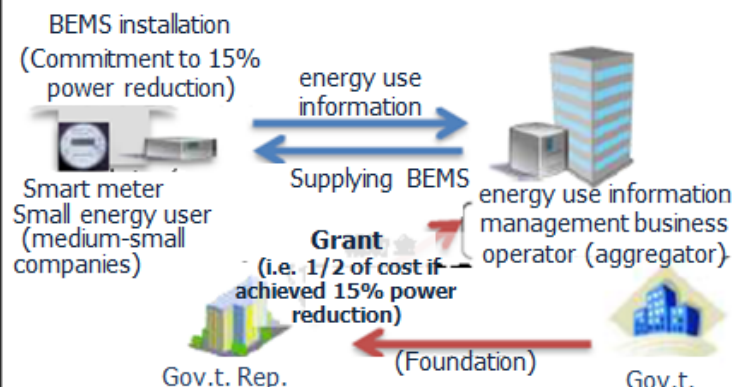
Condition (Beneficiary, purpose, grant scale)



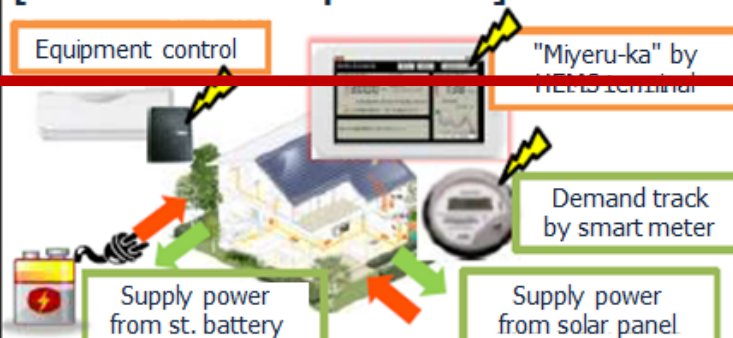
Business Image

[BEMS installation promotion]

- ☐ Designated aggregators (BEMS provider, home electric appliance retailer, ESCO, etc.) provide installation services, assistance, reduction verification.



[HEMS installation promotion]



BEMS-Aggregator players: General description

- 1. Energy supplying companies (Power trading & supply, city gas supply, etc.) [10]**
- 2. Building & facility management & maintenance [13]**
- 3. ICT & system integrator [13]**
- 4. Sustainability consulting [11]**
- 5. HVAC equipment & system manufacturing [1]**
- 6. IT & Communication companies [3]**
- 7. Flat Panel TV & LCD display manufacturer [1]**
- 8. Control & system companies [2]**
- 9. Trade firms [3]**
- 10. Leasing & Financing [3]**
- 11. Waste treatment company [1]**
- 12. Urban Planning company [1]**
- 13. Electrical and HVAC installers [6]**
- 14. Electric measurement device suppliers [2]**
- 15. ESCO business operators [4]**
- 16. General contractor and home builders [2]**
- 17. Telecommunication company [1]**

List of 77 BEMS-Aggregator players is available:
Please request to S. Turvey - sturvey@teamenergy.com or
Nobby Yamanouchi – nobby@enms-doc.com



Japanese Sustainability New Business Discovery Mission to the U.K.

Date : 5 (Mon.) – 9 (Tue.) November 2012
[London and vicinity]



British Embassy
Tokyo

Supported by:

Organisers:



事業構想研究所

The Graduate School of Project Design
(Professional Graduate School)



Japan Business Publishing Co., Ltd.



Coordinator:

EnMS-Doc Associates

Mission's rough itinerary

Date	City	Dep/Arr	Local time	Transportation	Activities
1 2012年 4th Nov. (SUNDAY)	Tokyo (Narita Airport) London (Heathrow Airport)	Dep. Arr.	Noon Evening	Carrier JL/ANA Bus JSA	For London by air To the hotel after arrival 【Stay in London】
2 5th Nov. (Monday)	In London			Bus	University of London New Business Mission "Sustainability Day" am Sustainability business tour in the University premises pm Sustainability new business discovery exchange [at Sanate House] 【Stay in London】
3 6th Nov. (Tuesday)	In London			Bus	CEREB (Centre for Efficient and Renewable Energy in Buildings) am Renewable Technology options pm TEAM Sigma solution offering to various options 【Stay in London】
4 7th Nov. (Wednesday)	In London ↓ Milton Keynes			Bus	[TENTATIVE] am Visit sustainability sites in the city of London pm Move to Milton Keynes visit sustainability sites in Milton Keynes 【Stay in Milton Keynes】
5 8th Nov. (Thursday)	In Milton Keynes Milton Keynes ↓ London				TEAM Annual User General Conference Move to London (16:30 ~ 18:00) 【Stay in London】
6 9th Nov. (Friday)	In London London (Heathrow Airport)	Dep.	Evening	Carrier JL/ANA	Free (Option: additional site visit or time allocated for business talk) Returning for Tokyo by air 【Overnight flight】
7 10th Nov. (Saturday)	Tokyo (Narita Airport)	Arr.	Afternoon		Mission dismissal after arrival

Interfacing with the Japanese Mission Scenario

Candidates of the UK partner or supplier who are interested to jointly develop business in Japan in the scope of sustainability business:

- 1. To participate “New Business Mission Sustainability Day”, an open forum at University of London on Monday 5th November .**
- 2. To invite the mission or specific member to your company or business site during the week.**
- 3. (Fri.) 9, November is assigned for those wishing to have individual private session with the potential partners for specific actions.**

The organizer will arrange a translator if necessary

Monday 5th November 2012

Inviting you to meet the mission

Purpose: To explore sustainability business opportunity in Japan

Result expected (1): To find out sustainability business situation in Japan

Result expected (2): To gain upfront acquaintance with leading sustainability business players in Japan

Result expected (3): To come up with a possible business partners to explore further

Probable agenda for the day

09:00 – 09:30 Registration and coffee

09:30 – 10:00 Welcome remarks and Introduction of University of London
Sustainability Drive

10:00 – 11:30 Sustainability Tour of the Campus

11:30 – 12:15 Energy Management and M&V at the University

12:15 – 13:00 Lunch

13:00 – 14:00 Market in Japan and the activities of the mission members

14:00 – 15:00 Business introduction by participating guests

15:00 – 15:30 Coffee break

15:30 – 16:15 Panel Discussion: Sustainability issues in Japan and solutions

16:15 – 16:45 Identify action items

16:45 – 17:05 Closing remarks



Japan Business Publishing Co., Ltd.

NBF 5-2-1, Minami-Aoyama, Minato-ku, Tokyo 107-8550

**Organiser
Introduction**

Japan Business Publishing Co., Ltd.

doing business as



Business objectives:

- To provide advanced case studies, know-hows and latest information related to energy management and environmental fields.
- To provide the latest information on legislation and funding program (grants/subsidies, tax incentives, financing, lease, etc.) related to energy management and environmental fields.
- To promote sustainability business development with energy performance improvement/CO2 emission reduction and the cost reduction compatibility through energy management operation.

Activities:

- Plan, edit publishing and sales of the monthly magazine "Kankyo Business" (Circulation: 45,000 / Issued 26th day of month)
- Plan, edit publishing and sales of environment and energy management related books
- Operation of the company website "www.kankyobusiness.jp" (monthly 800,000 PV / 300,000 UU)
- Organization and execution of lecture, symposium, overseas study tour, business matching tour, etc.
- Study and analysis work related to environment and energy management markets and associated businesses in Japan, Asia, U.S.A. and EU.



Representative: Hideya Azuma

General Manager: Taku Okoshi

Editor: Takashi Itoh

Editorial Planner: Ryosuke Oda

URL <http://www.kankyo-business.jp>

	<p>Monthly "Kankyo Business"</p> <p>Price : 1,200 yen (with TVA)</p> <p>Issue : 26th of each month</p> <p>Circulation: 45,000 copies</p> <p>Size: A4 / flat bind / 12-page</p> <p>Sale method: Bookstores, subscription, website</p> <ul style="list-style-type: none">• Website "www.kankyobusiness.jp"• 900k PV/300k UU• Mail magazine: 37,000 addresses (Jan. 2012)
	



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Organiser Introduction



事業構想研究所

The Graduate School of Project Design (Professional Graduate School)

The scope of "Project Design" is a set of steps of firstly thinking and studying how to be useful now and future, and secondly designing the idea into feasible project, and thirdly being able to explain and win endorsement by the society.

Company or business sustains growth by constantly implementing change and development in line with the social environment. The graduate school, in order to capitalise on learning and study, takes up challenges of going beyond the conventional framework as the high level education. The school's academic discipline offers the new professional graduate school concept of expanding into the integration of theory and practice placing a strong emphasis on human resources development playing an important role in the society. The school intends to perform the highest standard of study and teaching to overcome the challenge of reaching this academic discipline that none of high level education has ever been able to accomplish in the past.

Associate Professor of the Graduate School of Project Design, Nobuto Oka (Dr.Eng), the specialist in the field of database leverage, will accompany the mission to enhance the active member discussion and create ideas to develop new business to leverage the overwhelm database situation.



Nobuto Oka

Coordinator Introduction

EnMS-Doc Associates

Mission is to broaden association with organisation or individual involved in energy management business competent with the global sustainable requirements

Main activities:

- **EnMS related document composition**
- **EnMS related consulting services**
- **Other EnMS related services, such as organising conference, business mission tours, etc.**
- **Partnership in the EnMS related business**

**We develop communication through our website www.enmes-doc.com.
For more detail please visit our website.**



Nobby Yamanouchi
Energy management system specialist

- **Sustainable Business Development in the field of Energy and Environmental Management**
- **Consultant: Energy Management System compliance to ISO50001**
- **EnMS "Guidebook+template in one" author for the documentation in line with ISO50001**



EnMS-Doc Associates