



***For Immediate Release***

**ACCJ Issues Internet Economy White Paper  
for Achieving the Full Potential of the Internet in Japan**

**October 1, 2009** – The American Chamber of Commerce in Japan (ACCJ) issued a major policy piece, “Achieving the Full Potential of the Internet Economy in Japan,” outlining the regulatory and business challenges for maximizing the potential of the Internet in Japan’s economy.

The White Paper initiative was led by the ACCJ Internet Economy Task Force comprised of over twenty-five multinational and Tokyo-based information and communication technology companies (see attached list).

Among the White Paper’s nearly 70 recommendations are calls for the creation of an independent regulatory agency to oversee the healthy growth of the Internet, the introduction of a spectrum auction system to promote greater innovation and competition, the harmonization of online privacy and security rules with international best practices and the introduction of steps to promote the greater availability of domestic online content. Also, integral to the White Paper is the call for a new working-level dialogue between the United States and Japan on the Internet Economy.

The White Paper discusses the following key issues:

1. Basic Principles for Promoting the Internet Economy in Japan
2. Key Issues for the Internet Economy in Japan
  - i. Government Reorganization and Leadership
  - ii. Nippon Telegraph and Telephone (NTT) Reform
  - iii. Spectrum Policy Reform
  - iv. Privacy, Security and Data Portability
  - v. Intellectual Property (IP) and Online Content
  - vi. Standards and Innovation
3. Information and Communication Technology Utilization in the Japanese Economy
  - i. Continued Reform in Public and Private ICT Procurement
  - ii. Delivery of Government Services Online
  - iii. Promotion of Online Commerce
  - iv. Convergence of the Internet with Education
  - v. Delivery of Better Healthcare Solutions
  - vi. Promotion of “Green” ICT

#### 4. U.S.-Japan Cooperation on the Internet Economy

ACCJ members have an enormous stake in the success of Japan's efforts to further develop and participate in the global Internet Economy and are committed to working with Japan's policymakers and industry leaders to achieve the full potential of Internet Economy in Japan.

The ACCJ Internet Economy White Paper is available for download at:  
< [http://www.accj.or.jp/doclib/advocacy/IEWP\\_E.pdf](http://www.accj.or.jp/doclib/advocacy/IEWP_E.pdf) >

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##### **About ACCJ**

The American Chamber of Commerce in Japan (ACCJ) was established in 1948 by representatives of 40 American companies and has grown into one of the most influential business organizations in Japan. Consisting mainly of executives from American companies, currently the ACCJ has members representing 1,300 companies with offices in Tokyo, Nagoya, and Osaka. Working closely with the governments of the United States and Japan, business organizations, and others, the ACCJ promotes activities that help achieve its mission of further developing commerce between the United States and Japan, promoting the interests of U.S. companies and members, and improving the international business environment in Japan. Over 60 committees representing various industries play the ACCJ's central role in making policy recommendations through advocacy tools such as the Business White Paper and holding over 500 events and seminars annually on public policy and economic trends. The ACCJ is also committed to promoting charitable events and other CSR activities.

For questions and/or interview requests, please contact ACCJ Media Officer Minako Motoki (phone: 03 3433 6542; fax: 03 3433 8454; email: [mmotoki@accj.or.jp](mailto:mmotoki@accj.or.jp)).

(Attachment)

ACCJ Internet Economy Task Force Member List

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Blueshift Consulting  
The Bolat Group K.K.  
BT Japan Corporation  
Cisco Systems G.K.  
Dell Inc.  
eBay Inc.  
Fleishman-Hillard Japan, Inc.  
Fusion Systems Japan Co., Ltd.  
GE  
Google Inc.  
Hewlett-Packard Japan, Ltd.  
Intel K.K.  
Johnson & Johnson  
Microsoft Co., Ltd.  
NBC Universal  
Nippon Donaldson, Ltd.  
Oracle Corporation Japan  
PayPal Inc.  
PBXL K.K.  
QUALCOMM JAPAN, Inc.  
Time Warner  
and more