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REPORT ON THE JETRO/UNIDO TRADE PROMOTION SEMINAR,*
TOKYO, JAPAN
24 October - 2 November 1977.

by

Carl Auböck
UNIDO Consultant

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GENERAL REMARKS

The JETRO/UNIDO Trade Promotion Seminar held in Tokyo from 24th October to 2nd November 1977, was conducted at the Keidaden Building, Ote Machi 1, Chiyoda-ku, Tokyo Centre. It was planned to make experience in developing industrial design policies as indispensable planning elements for both the environment and the products available to participants from developing countries.

The intention of the Seminar was to enable participants to contribute successfully to an increase of the industrial design level in their respective countries, thus assisting towards better quality products which would be more acceptable to markets in highly industrialised countries, f.i. Japan.

The Seminar was jointly prepared and organised by JETRO and UNIDO (see Appendix A) with the intention of helping participants in their efforts to create and develop the necessary design potential within their countries, instead of trying to blindly transfer design know-how which would be inapplicable in countries where needs might be totally different.

The contributions of the Seminar were planned to point out ways and means of preparing ground for the necessary design expertise within the participating countries, while at the same time helping to avoid the brain drain which so often occurs in the process of trying to increase the transfer of design know-how and technology.

PARTICIPATION AND CONTRIBUTIONS

The following countries were represented by participants:

Indonesia	Columbia
Malaysia	Peru
Philippines	Turkey
Thailand	

(for names and addresses see Appendix B). The exact Seminar programme and list of information materials are to be found in Appendices C and D respectively.

The undersigned's contribution to the Seminar was given:

1. On 26th October, where he delivered 4 lectures with slides having the following titles:
 - o International Perspectives
 - o The Industrial Designer
 - o Packaging Worldwide
 - o Slide Show and Explanation of Case Examples of Product Design for Export

These papers and those of the other participants and lecturers are available on request at UNIDO.

2. On the following days of the Seminar when the undersigned participated in all discussions following lectures, commented on the various contributions, and at the request of the organisers, summed up and evaluated the Seminar as a whole (tape transcriptions will be made available by JETRO in due course).

COMMENTS

In particular, when asked for comments, the undersigned tried to stress various points, some of which are enumerated as follows:

- o As very little if any design assistance is in existence in the participating countries and as there is also no evidence for membership of a professional or promotional design society in the International Council of Societies of Industrial Design (ICSID), it seems of great importance to provide for proper design management in these countries in the future. This means not only the education and training of the designer himself, but also more public general knowledge about design and the building up of the qualified design client.
- o Thus, it is recommended not to concentrate so much on seminars in which design matters are only discussed, but to direct events towards more practical and physical design experience seminars such as ICSID Interdesigns.
- o As the forming of an industrial designer requires approximately ten years for practical results (five years university studies, five years practical experience in industry), it is important to provide solutions for the immediate needs in these countries. In other words, it is advisable to provide graduate and post-graduate training facilities (e.g. sandwich systems) to train engineers or similar profession groups for the immediate requirements of Design.

- To look at design as a cosmetic and therefore as expensive exercises only, is a basic misunderstanding. It seems important to point out that the cosmetic approach in design only happens to be expensive because of its additive and basically uninherent qualities. Experience has shown that most of the unreasonably expensive design activities are cosmetic in the widest sense, even if they do not look it at first glance.
- It has to be understood that design can in no way be looked upon as a sovereign remedy for economic and employment problems.
- The misunderstanding of design can result in embarrassing dilemmas, especially if it is looked upon as a manipulatable commodity. One has to realise that a planning discipline - which design is - can never be that, but can much rather be a creative process which influences socio-economic development. It is a mistake to assume that copying would be the cheapest way to produce in a developing country in the long run. On the contrary, it has been proved that it would be the cheapest way to kill design and designers in any country.
- It seems to be important to point out the role of governments in national design policies. Governments are among the most important design clients in the world, consuming in one way or another approximately one third of the Gross National Product internationally.
- Apart from the remarkable percentage of the Japanese public budget for Design promotion, education, development etc., it appears of great importance to note the

intense attention they have given to study design internationally. A significant example is of a Japanese design attaché who has been sent to New York by MITI for four years.

- o Under the circumstances, one of the more practical approaches to design problems could be an exchange programme between design offices and/or teaching assignments in
 - a) developing countries
 - b) industrialised countries

RECOMMENDATIONS

As a result of the Seminar, a number of recommendations and suggestions were put forward by the participants. Mr Mimura and the undersigned summed up and formulated these into a paper which exemplified the practical nature of the results of the Seminar. This can be read on the following page.

UNIDO-JETRO SEMINAR FOR TRADE PROMOTION
Tokyo, October 25th - November 2nd 1977

Theme: Development of Industrial Design for Export Promotion

Seminar Organisers: UNIDO: S. Mimura
C. Auböck
JETRO: M. Uga
S. Yamakawa

Participant Countries: Columbia
Indonesia
Malaysia
Peru
Philippines

The intense work which was carried out during the seminar, which in turn presented possibilities for information on the importance of design as a quality factor for the increase of marketable productivity for exports, brought about a series of ideas and suggestions by participants for future cooperation with UNIDO and JETRO.

In all the countries represented in the seminar, industrial design and its possibilities for development are in a comparatively early stage. The future of these countries will depend on which way industrial design will find its place within their socio-economic structures.

The continuous development of industrial design over the last 25 years and the importance attached to it by Japanese government and industry, together with Japanese marketing efforts, very clearly shows the significant part which design has played in the economic success of this country. In trying to learn from this case example, seminar participants came forward with a number of suggestions, among which are the following:

1. To continue communication with UNIDO, JETRO and specifically each other.

2. To envisage further events such as workshop seminars etc., as a logical next step, and emphasise and concentrate on marketing aspects as a basis for product development.
3. To give participants in future events more opportunity for discussions with the organisers and among themselves in order to obtain the best benefit from lectures, papers and presentations.
4. To organise future seminars on a more regional basis (South East Asia, Africa, Middle East, Latin America etc.) in order to concentrate more on the specific problems and regional peculiarities of countries having similar cultural and socio-economic backgrounds.
5. As a concrete example for the above-mentioned suggestion, a project was proposed that would not only achieve a practical step forward as a result of the seminar but would perhaps serve as a model for other regions in the future. This proposed project concerns design cooperation in countries of South East Asia which are members of the ASEAN Group. In the project, efforts would be joined, concerted and coordinated to make design a more effective instrument for the increase of productive capabilities within the ASEAN countries.

Project Title

Design Cooperation between Countries of the ASEAN Group for the Increase of Product Development Capabilities for Home and Export Markets

Participating Countries

Indonesia, Philippines, Malaysia, Thailand (possibly Singapore)

General Remarks

The general development in South East Asia that has led to the forming of the ASEAN Group, has stimulated a desire for cooperation between member countries in many fields, especially in areas of mutual economic interest. A gradual facilitation of trade for a common market in the ASEAN area is expected to be accompanied by joint efforts for export policies in order to make ASEAN countries more effective partners in trade and industry with the rest of the world, notably for highly industrialised countries.

In order to make these efforts more effective, it is advisable to avoid duplications and parallel actions wherever possible so as to increase the efficiency of industrial productivity, export opportunities and goods exchange within this area. In this general context, the importance of product development, industrial design and the attainment of quality standards in markets at home and abroad have been recognised as elements without which these goals and targets would be difficult to reach.

Project Justification

The design development which is necessary to assist these policies for the industrialisation of the ASEAN area, requires concerted efforts from member countries in areas such as industrial design, marketing, design know-how increase, education

and promotion. Trade balances which are unfavourable to ASEAN countries and favourable to highly industrialised countries, present a serious challenge to the socio-economic future of the former countries. In an effort to meet and overcome these challenges, international assistance and cooperation would appear to be highly advisable. Here the role of organisations such as UNIDO and ICSID, which are qualified bodies above and beyond the more vested interests of either multi-national industries and/or national governments, will be of extreme importance. UNIDO's contribution in particular could effectively help to improve export changes within the ASEAN Group countries and to markets abroad, while at the same time making international experience and expertise available in the fields required.

Project Layout

The nature of the project should be such as to try to identify and analyse existing design policies in ASEAN countries in order to discover overlapping areas and missing links, and thus further the better cooperation of member countries in the future. Preparations for concerted action should be planned and encouraged in order to make the best use of already existing facilities, skills and experiences (e.g. Design Center Philippines, Test Institute of World Consumers Association, Penang, design schools in Thailand, Indonesia, Malaysia, etc.), so that every country would be in a position to contribute in the areas of its best capabilities. UNIDO's contribution would be to bring in international expertise to stimulate and enhance regional design talent and potential, and help to incorporate it effectively into a regional ASEAN policy. At the same time, the know-how in design, management and administration should be increased in industry and government.

Project Structure

The project should be structured as follows:

1. Short Term Programme (Policy)
 - i) Exploratory mission(s) to identify problems and define UNIDO's possible contribution; motivation of regional governments and industries for design cooperation.
 - ii) Arrangement of a regional ASEAN design conference to determine concrete goals, targets, policies etc.

2. Medium Term Programme (Policy)
 - i) Design management and administration training
 - ii) Design know-how increase in schools and on post-graduate and mid-career levels
 - iii) Quality increase in industry by design input

3. Long Term Programme (Policy)
 - i) Development of an ASEAN design centre
 - ii) Design school reforms, concentrating on regional problems
 - iii) Introduction of design appreciation as a subject for the advanced education of industrial decision-making
 - iv) Development of a long range ASEAN design policy
 - v) Development of ASEAN design research and marketing programmes

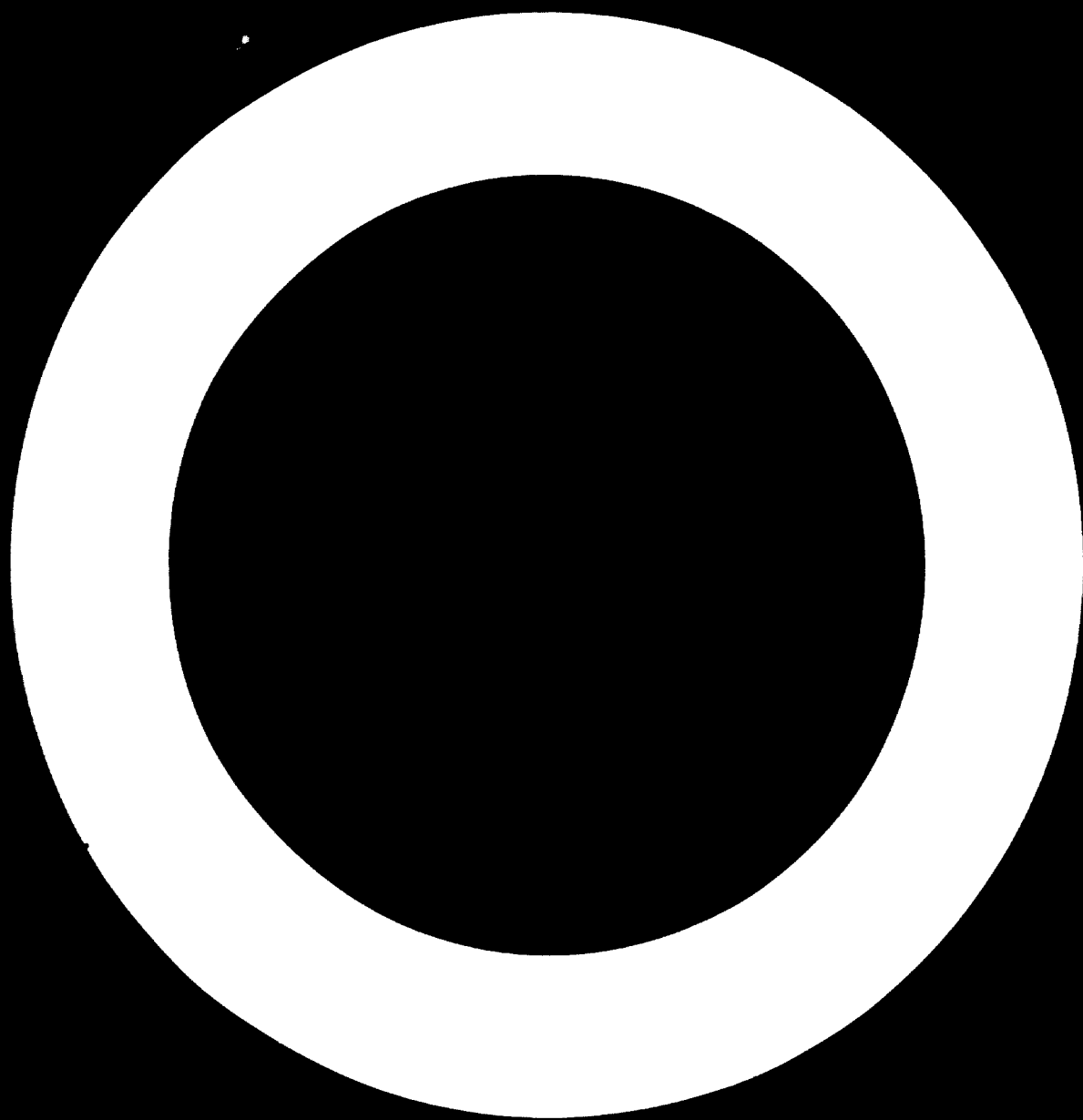
Time Schedule

1. Short Term Programme : 1 - 2 years
2. Medium Term Programme: 2 - 3 years
3. Long Term Programme : 3 - 5 years

The short, medium and long term programmes should be undertaken in such a way that they will, if possible, be started

simultaneously, so that the total duration of the programmes will not exceed 5 years.

Budget :
Manhour :
Input :



APPENDICES

- A. List of Organisers
- B. List of Seminar Participants
and their Addresses
- C. Seminar Programme
- D. List of Information Materials

NOTE: All papers of participants and
speakers are available on request
at UNIDO

LIST OF ORGANIZERS

UNIDO (United Nations Industrial Development Organization)

Mr. Seiichi Mimura, Industrial Development Officer
(Delegate from UNIDO)

Mr. Carl Aubock, Former President of ICSID (International Council
of Societies of Industrial Design)
(Delegate & Lecturer from UNIDO)

JETRO (Japan External Trade Organization)

Mr. Junpei Nishimura, President

Mr. Tsutomu Nomiyama, Executive Vice President

Mr. Toshiro Oishi, Executive Director

Mr. Michio Uga, Director, Planning & Coordination Department

Secretariate

Mr. Shigeru Yamakawa, Director, Import Promotion Division

Mr. Teiji Nureki, Assistant Director, Import Promotion Division

Mr. Teiji Sakurai, Import Promotion Division

Mr. Masahiro Suzuki, Import Promotion Division

PARTICIPANTS
IN THE
1977 TRADE PROMOTION SEMINAR

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Direction of Export Promotion
Ministerio de Comercio
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Lima

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Mr Alev Mehmet Yedier
Export Division
Foreign Trade Department
Ticaret Bakanligi
Disticaret Genel Sekreterligi
Ihracat Genel Mudurlugu
Ankara

Program of UNIDO/JETRO TRADE PROMOTION SEMINAR

Oct. 25 (Tue.)

10:00 - 11:30	Orientation Meeting	Marunouchi Hotel
11:30 - 12:00	Opening Ceremony	
12:00 - 14:00	Welcome Luncheon offered by the President of Jetro	
14:00 - 16:00	Preseminar Assignment stated by each Participant	

Oct. 26 (Wed.)

(UNIDO's Seminar)

10:00 - 17:00	Lectures by Mr. Seiichi Mimura & Mr. Carl Aubock, delegates from UNIDO	"
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Oct. 27 (Thu.)

10:00 - 12:00

(JETRO's Seminar No. 1)

Theme: "Export Promotion and Design"

Lecturer: Mr. Yoshiro Kurusu, Secretary General of JIDPO (Japan Industrial Design Promotion Organization)

13:30 - 15:00

(JETRO's Seminar No. 2)

Theme: "Furnitures and Interior Design"

Lecturer: Mr. Katsuhiko Sairaishi, President of Japan Interior Designers Association

15:30 - 17:00

(JETRO's Seminar No. 3)

Theme: "Design of Industrial Tools"

Lecturer: Mr. Narumi Tada, President of D Industrial Design Office

Oct. 28 (Fri.)

10:00 - 12:00

(JETRO's Seminar No. 4)

Theme: "Basic Thinking of Design"

Lecturer: Mr. Kyo Toyoguchi, President of Toyoguchi Design Association

13:00 - 15:00

(JETRO's Seminar No. 5)

Theme: "Design of Kitchenware"

Lecturer: Miss Kazuko Watanabe, Chief Industrial Designer, Isetan-Kenkyujo

15:30 - 17:00 (JETRO's Seminar No. 6)
Theme: "Design of Industrial Tools" (Plastic, Metal,
Molding, etc.)
Lecturer: Mr. Takuo Hirano, President of Hirano
Takuo Design and Planning Office

Oct. 29 (Sat.)

10:00 - 12:00 (JETRO's Seminar No. 7) Kyoto Hotel

Panel Discussion

Afternoon Visit "Japan Good Design Exhibition" at Takashimaya
Department Store

17:00 Travel to Kyoto by "Bullet Train"

Oct. 30 (Sun.)

Sightseeing in Kyoto "

Oct. 31 (Mon.)

10:00 Visit Kawashima Orimono Co., Ltd. Osaka Royal Hotel

Afternoon Leave Kyoto for Osaka

Nov. 1 (Tue.)

9:30 Visit Design Center of Matsushita Electric Industrial Co., Ltd. Marunouchi Hotel

15:30 Travel to Tokyo by "Bullet Train"

Nov. 2 (Wed.)

9:45 - 10:45 (JETRO's Seminar No. 8) "

Theme: "Registration of Design"

Lecturer: Mr. Fumio Kawazoe, Director of Design
Division, Patent Office

10:45 - 12:45 General Discussion (at Jetro)

12:45 - 14:45 Closing Ceremony

Farewell Party (at Jetro)

LIST OF INFORMATION MATERIALS

- I.
 - 1) Program of UNIDO/JETRO TRADE PROMOTION SEMINAR
 - 2) Participants in the 1977 Trade Promotion Seminar
 - 3) Profile of Japanese Speakers
 - 4) List of Organizers
 - 5) Program --- Opening Ceremony and Welcome Luncheon of UNIDO/
JETRO PROMOTION SEMINAR.

Closing Ceremony and Farewell Party of UNIDO/JETRO TRADE
PROMOTION SEMINAR
 - 6) The Opening Address by President of JETRO.
 - 7) Speech by Mr. Kazuo Sugiyama, Director General Economic
Cooperation Dept. MITI.
 - 8) Seminar Evaluation Questionnaire

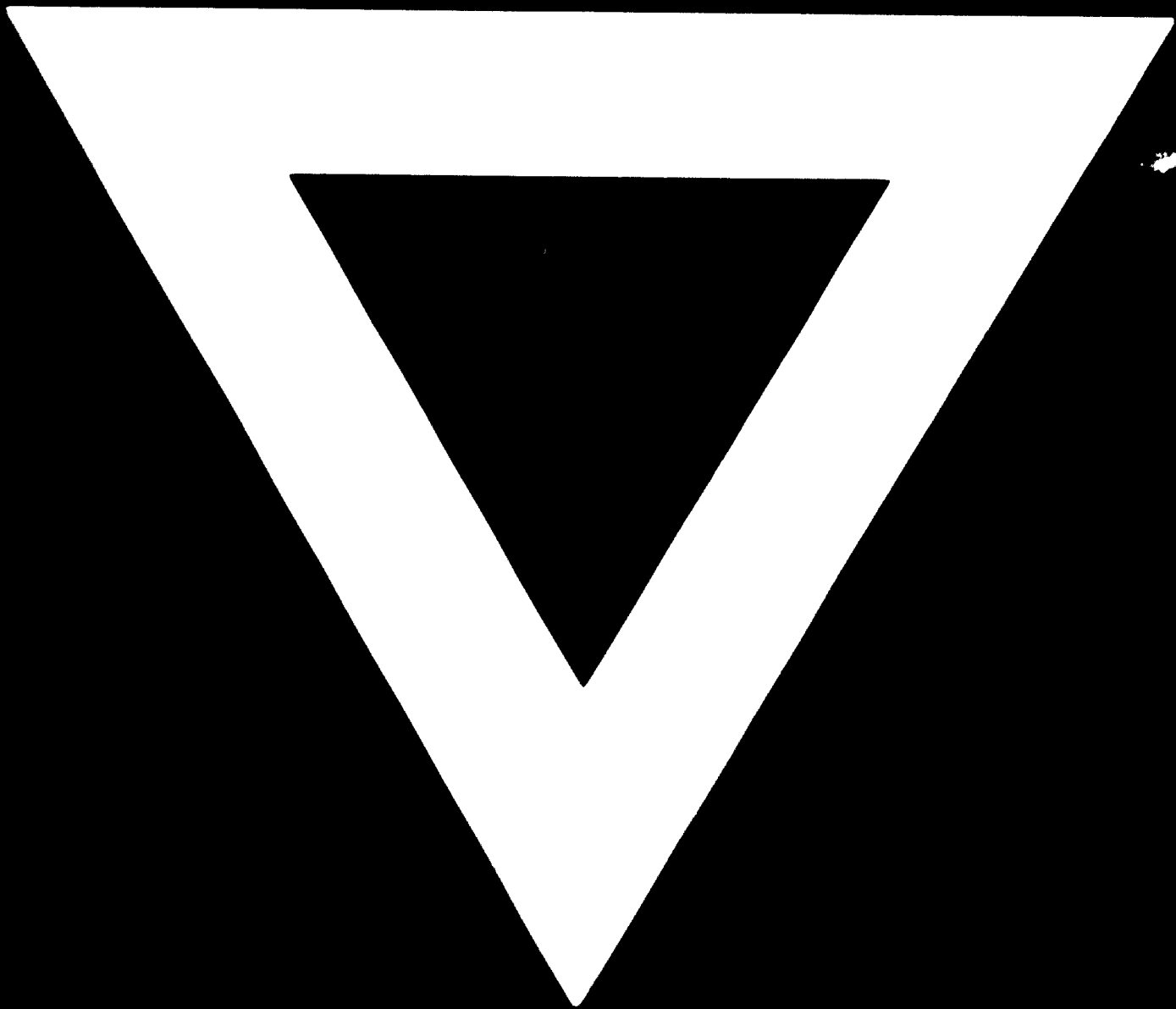
- II. The Main Lecture Points of Lecturers.
 - 1) Yoshiro Kurusu
 - 2) Katsuhiko Shiraishi
 - 3) Narumi Tada
 - 4) Kyo Toyoguchi
 - 5) Kazuko Watanabe
 - 6) Takuo Hirano

- III. Other Informations.

Export Commodities Design Law, How to Promote Export Design,
Characteristic of Japanese Design, Design in Japan, Pamphlets
of JIDA & JIDPO, JETRO Marketing Series, Tourist Informations, etc.



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