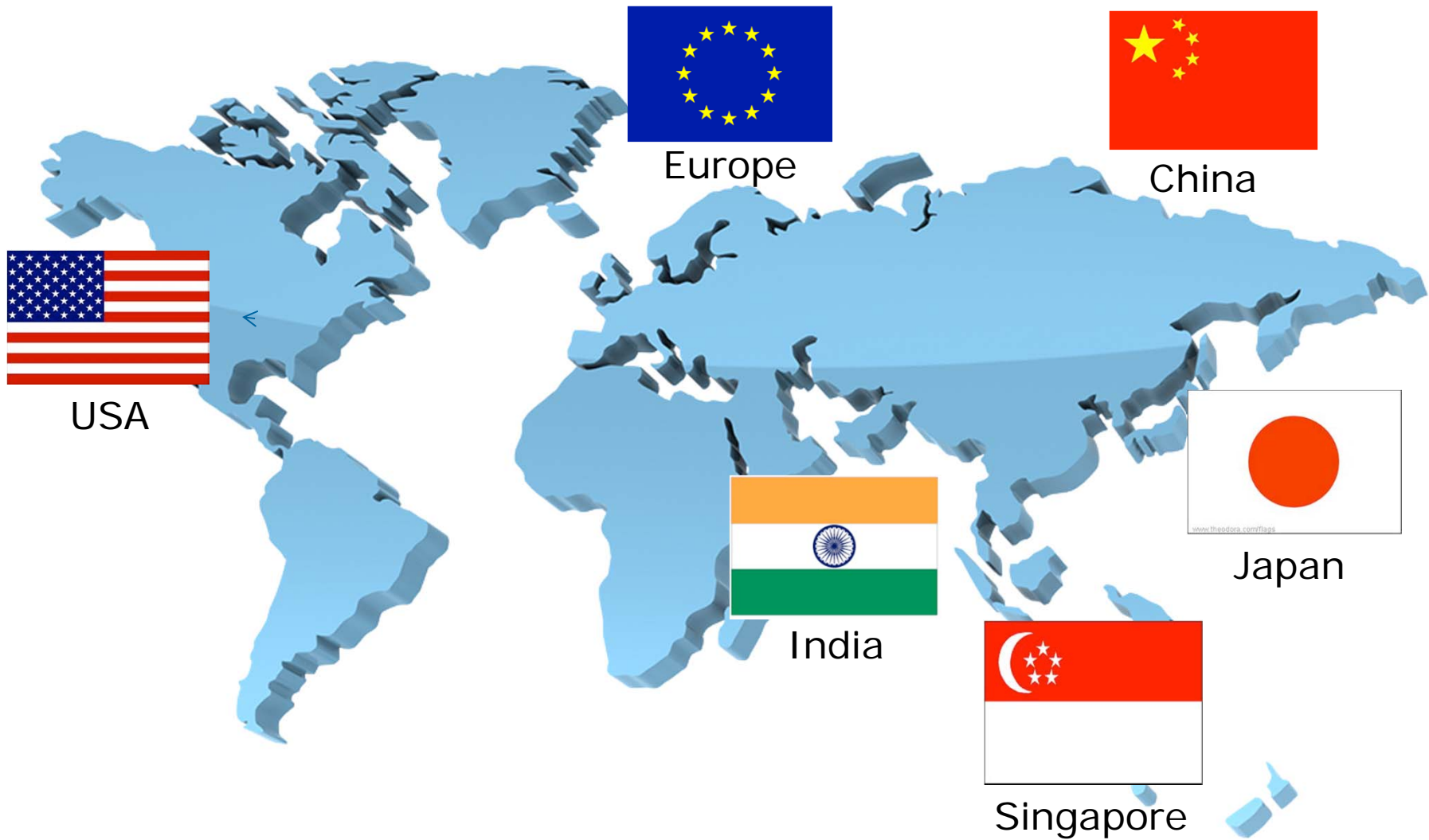


IEEE Regional Offices: Opportunities for IEEE 802

Terry deCourcelle

**Staff Director, IEEE-SA International Programs, Governance,
and Technical Programs**

IEEE Regional Offices



IEEE Regional Offices and Global Business Development Team

- Eyes & Ears for all of IEEE in key growth countries
 - Platform Extension of OU's "feet on the ground"
- Assess opportunities for existing products/services, new products and services and new emerging markets
- Provide insight into cultural and governmental opportunities and country-specific products/services
- Facilitators & relationship builders with key collaborators & partners
- Assist with negotiations and liaison development

Sample Interaction with Regional Offices

- Panel of Conference Organizers (POCO) July 2011 held in China
4-day English language workshop planned for China
- Smart Grid World Forum Conference (with SGCC) in Beijing
Sept 2011 [around which multiple SA outreach meetings were held]

802 Interaction with Regional Offices

Singapore: Meeting location assistance

China: Document and organization identification,
Agreements (brokering, signing, ceremonies),
outreaches, explore new projects

Japan: Meeting location assistance

IEEE China Office

- **1984:** IEEE Sections operate in China
 - **2004:** China Summit → IEEE begins to explore office in China
 - **2007:** IEEE China Office opens informally
 - **2008:** IEEE China Office officially opens
 - **2011:** Grew to four staff
-
- Staff:
 - Ning Hua, Director
 - Frank Zhao, Product Development Manager
 - Violet Cheng, Administrative Assistant
 - Lan Wang, Project Manager



IEEE-SA and China

■ Governance

- 2009 CAG March meeting
- 2010 IEEE-SA May Board of Governors meeting
- **2012 IEEE-SASB June meeting**

■ Projects in China

- Individual: 2 under development; 1 approved
- Entity: 8 under development; 1 approved

■ University outreach

- Tsinghua University
- Beijing University of Posts & Telecom
- CNIS, etc.

■ Corporate outreach

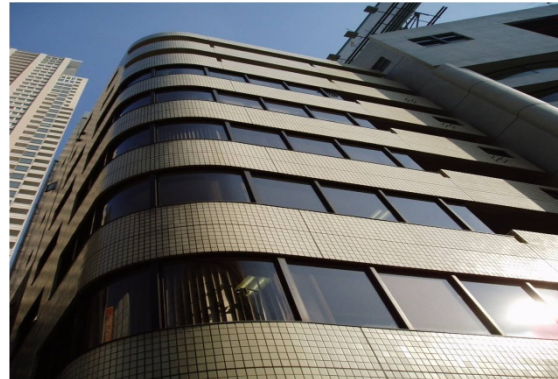
Partnering with Office to continue to:

- **Build key relationships**
- **Enable wider use of IEEE standards**
- **Protect IEEE IP**
- **Encourage more participation of Chinese individuals/orgs in IEEE-SA projects**
- **Encourage more participation of Chinese individuals/orgs in IEEE-SA governance**
- **Support university outreach/Standards education**
- **Identify technology opportunities**
- **Organize workshops to gain visibility**

IEEE Japan Office

- 1990s – 2010 operated as a one-person office supporting Computer Society IP Sales
- 2010 – Transfer to Global Business Development
- 2011 – Pursuing Standards, Education and Publications opportunities

- Staff - Iwao Hyakutake , Director



IEEE India Office



- Office opened in 2010
- Director hired June 2011
- Initial areas of focus
 - Standards
 - Education
 - Supporting IEEE Society activities and Conferences,
 - Supporting IEEE India Standards Interest Group (SIG)
 - Creation of first new PAR on NesCom Dec 2011 agenda
 - Identification of potential new Emergency Warning Systems project
- Staff: Harish Mysore, Director

IEEE Europe Office

- Europe Director started on 3 October
- Working out of Brussels
- Initial focus on standards activities, mainly monitoring activities in standardization policy, technical priority activities, and networking with stakeholders and members
- This office is currently not focusing on ISO/IEC relationships

IEEE 802 & and the IEEE Regional Offices

WHY

- For information on standards, organizations, people, culture, political/technical landscapes
- To have a local contact
- For logistical support (meetings; e.g., Singapore)
- To help broker liaison or cooperation agreements (e.g., China)
- For assistance obtaining documents and or translation of documents into English
- For possible training/outreach on how to get involved in the development of IEEE standards
- To monitor government policies

HOW

- IEEE-SA will facilitate cooperation between the Group and the Office, and assist if needed
 - Contact Jodi Haasz

Contact Information

Jodi Haasz
Senior Program Manager
International Standards Programs
Phone: +1 732 562 6367
Mobile: +1 732 562
Email: j.haasz@ieee.org