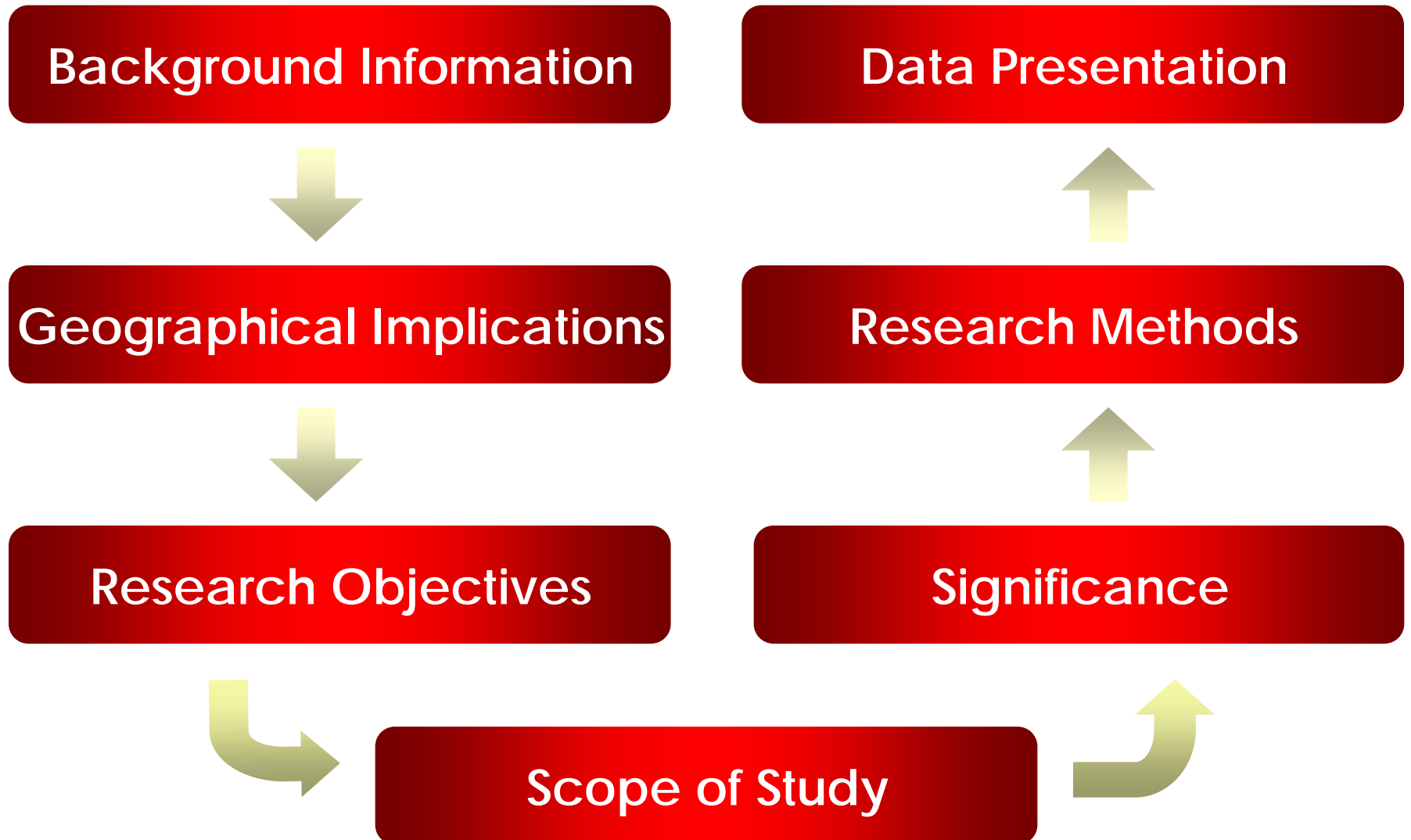


INDUSTRIAL TRANSFORMATION TOWARDS A HIGH-TECH ENVIRONMENT

5 May, 2007

PROPOSAL STRUCTURE



BACKGROUND INFORMATION: RECAP

Background
Information

Geographical
Implications

Research
Objectives

Scope of Study

Significance

Research
Methods

Data
Presentation



*-the very front page of the **Canada Industry** website*

INDUSTRY CANADA

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Maxime Bernier
Minister of Industry, Canada

*“As Minister of Industry, one of my concerns is how we can create the right economic environment for businesses to **develop and adopt new technologies.**”*

– from his speech in Introductory remarks for the National Dialogue on Technology, Society and the Future Forum, 20th March, 2007

RESEARCH AND TECHNOLOGY

Background
Information

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Waterloo Res

ark Accelerator

The Accelerator Centre is committed to creation, growth, and maturing of sustainable new technology and companies.

TOYOTA MOTOR MANUFACTURING CENTRE

Background
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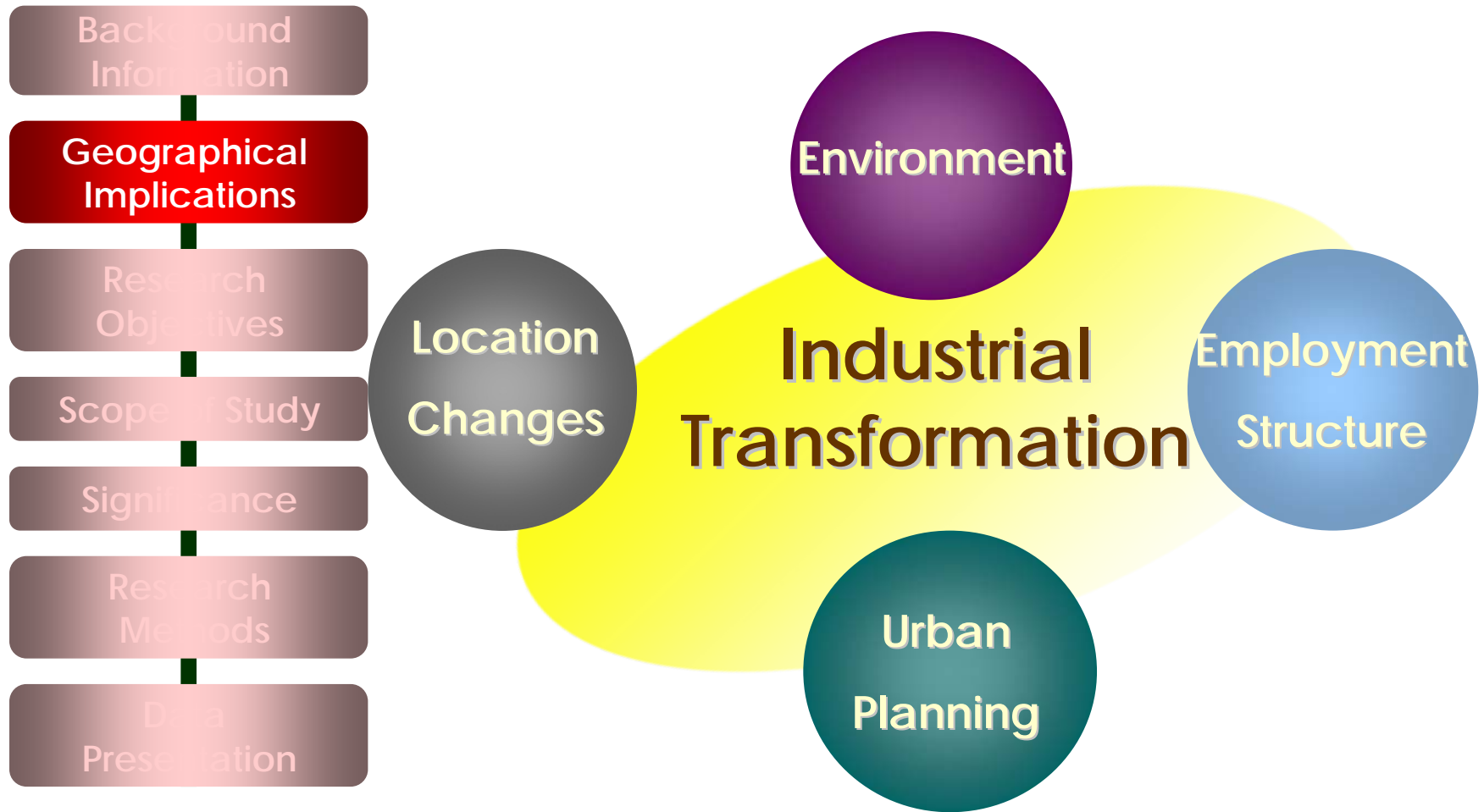
Data
Presentation



"Kindness is a language which states: 'Toyota will use **outstanding environmental technologies** to promote recycling on a global scale.'"

Advanced Catalytic Converter

GEOGRAPHICAL IMPLICATIONS



RESEARCH OBJECTIVES

Background
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Geographical
Implications

**Research
Objectives**

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**1. To seek the factors that affect
environment technology development**

**2. Make recommendations for
sustained nurture**

SCOPE OF STUDY

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SIGNIFICANCE

Environmental Concern

Why TOYOTA?

1.Car: major polluting source

2.Representation: leader in technology development



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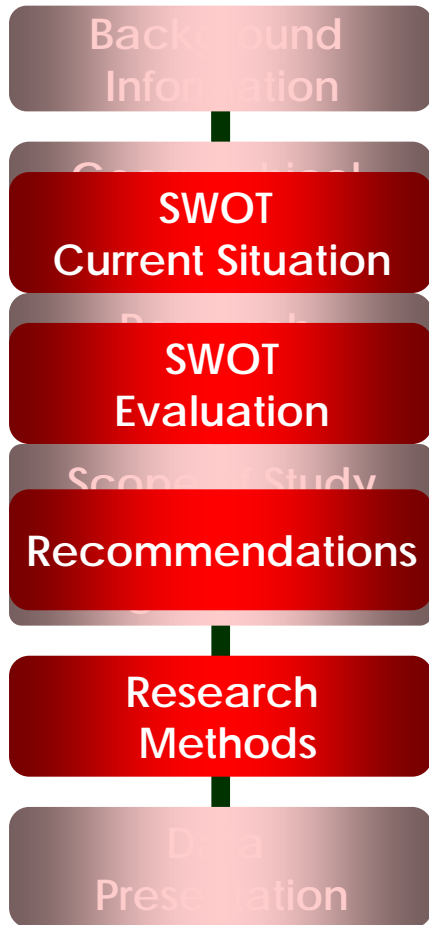
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RESEARCH METHODS



SWOT analysis on the development of advanced environmental technology of Toyota

CURRENT SITUATION

Research
Methods

SWOT
Current Situation

SWOT
Evaluation

Recommendations



Strength:

Financial Strength
- Labour, Infrastructure

Weakness:

1. Cost of production increases
2. Existing low-skilled labour
3. Cost limitation
4. Technology limitation

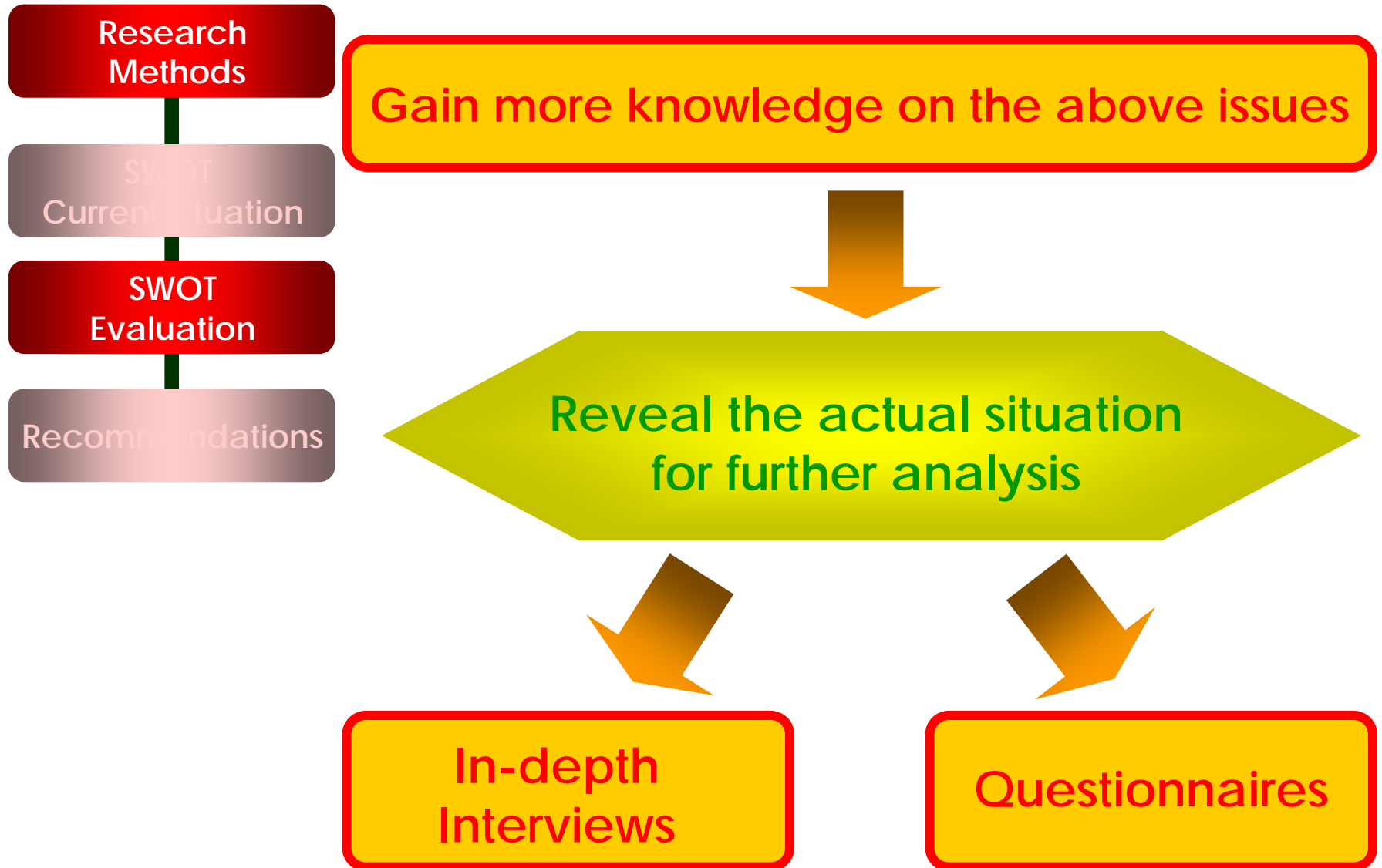
Opportunities:

1. World trend to protect the earth
2. Necessary path to develop (fossil fuel ↓)
3. Possible markets
4. Pool of high skilled labour

Threats:

1. Competition
2. Local low-skilled labour
(unemployment pressure)

CURRENT SITUATION



EVALUATION

Research
Methods

SWOT
Current Situation

SWOT
Evaluation

Recommendations

In-depth Interviews

Why?

To get in-depth details about the mentioned issues

Who?

Staff of TOYOTA and Research Center

What?

Questions will be asked:

1. When and why the change?
2. Market share of environmental friendly-products
3. People's opinions
4. Cost of production
5. Pay back period
6. How to deal with pollution?

Will the new method alleviate pollution problem?

EVALUATION

Research
Methods

SWOT
Current situation

SWOT
Evaluation

Recommendations

Questionnaires

Why?

To acquire general public's opinions

Who?

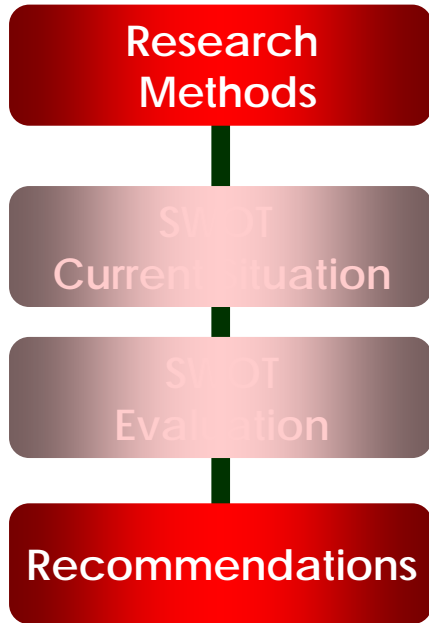
Locals (common public) at various sites

What?

Questions will be asked:

1. Considerations on purchasing car
2. Degree of knowledge about environmental-friendly car
3. Degree of support (but with higher cost)

RECOMMENDATIONS



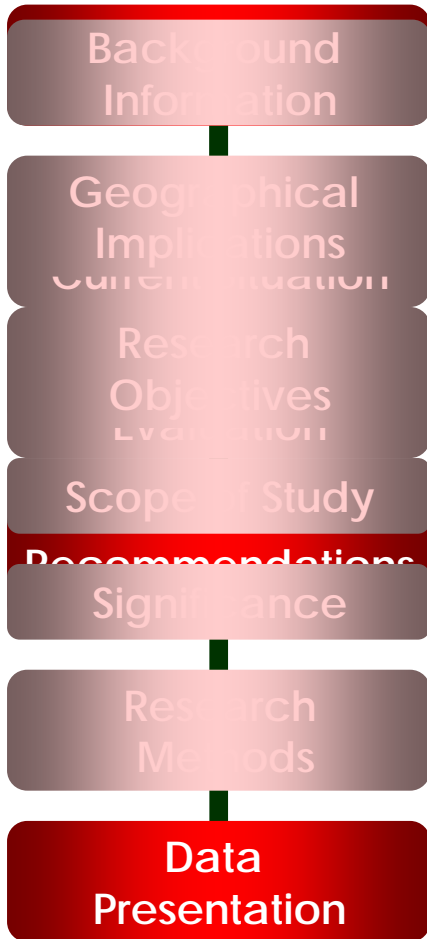
Recommendations are drawn to help **further the development of environmental technology**

Help take a step forward in the road to **environmental sustainability**

General Directions for Recommendations



DATA PRESENTATION



Finally,

A creative **website** will be produced to illustrate our research in the trip



REFERENCES



1. <http://rtpark.uwaterloo.ca/about/about.html>
2. <http://www.toyota.com/>
3. <http://en.wikipedia.org/wiki/Canada>
4. <http://www.acceleratorcentre.com/>
5. <http://www.ic.gc.ca/>

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Q & A

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