



Standards: Global/Chinese?

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A CULTURE OF STANDARDS?

- n *Sanliude Qiye Zuo Chanpin* (“Third Class Companies Make Products”)
- n *Erliude Qiye Zuo Jishu* (“Second Class Companies Develop Technology”)
- n *Yiliude Qiye Zuo Biaozhun* (“First Class Companies Set Standards”)

CHINESE DEMOCRACY? GATES AT PEKING UNIVERSITY





WHAT'S GOING ON?

- n Embrace Of Open Source?
- n Commitment To Global Standards?
- n Attack On Foreign Technological Dominance?
- n Prelude To Rise Of Chinese Standards?
- n Dissent & Techno-nationalism?



STANDARDS & STANDARDS

- n National, Industry, Local, Enterprise
- n Compulsory/Non-Compulsory
- n 50% Of *Gb* Standards Now Based On International Standards
- n From “Localization Of International Standards” to “Internationalization Of Chinese Standards”



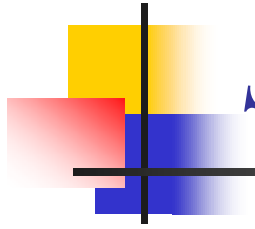
STANDARDS WARS?

- n Industry Variation
- n Standards as Public Goods?
- n Standards and Competitive Advantage
- n Need for National Standards Strategy?
- n WTO Accession
 - n New Technology Policy
 - n New Standards Obligations



MOTIVATIONS – WHY STANDARDS STRATEGY?

- n Sense Of “Technology Trap”
 - n Technological Dependency
 - n Disappointing Record of Innovation
 - n Security
 - n Royalties, Profits, & The Relative Gains Issue
- n Growing Capabilities
- n Cultural Compatibilities
- n Techno-nationalism



SELECTED CASES

- n W API
- n EVD
- n A VS
- n TD-SCDMA
- n RFID
- n IGRS



VARIATION?

- n Source of Initiatives
- n Consistency of Motivations
- n Competing Preferences
- n Capabilities
- n Domestic Market Issue
- n Role of MNCs
- n Role of Government?



PROSPECTS FOR SUCCESS

- n Disappointments to Date
 - n W API,, EVD, A VS
 - n Confusion of Standards and IPR
 - n Experience of Most Innovative Firms
- n Tools for Success
 - n Market Power
 - n Regulation
 - n Technological Innovation
- n TD-SCDMA Case (?)



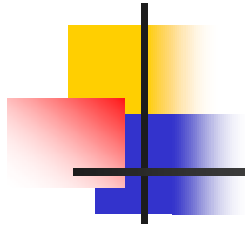
“MEDIUM TO LONG- TERM PLAN” (2006-2020)

- n From “Made in China” to “Created in China”
- n “*Zizhu Chuangxin*” (“Sovereign Innovation”?)
- n Standards and IPR
- n Implementing Policies
 - n Tax Preferences
 - n Procurement



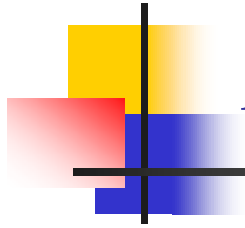
THE INTERNATIONAL CONTEXT

- n Growing Interest in National Strategies
- n Institutional Fluidity
- n The IPR-Standards Mess
- n “Open Standards” and “Open Source”
- n The Challenge of “Getting Up to Speed”
- n Chinese Standards in 2nd and 3rd Tier Markets?
- n China’s WTO/TBT Submission – “IPR Issues in Standardization”



TAKING STOCK

- n Market Size, Cultural Preferences, and Growing Technological Capabilities Insure Long-term Interest in Chinese Standards
- n Less Monolithic Than It Appears
- n Engagement Possible/Necessary
- n But, China Is Serious About Standards



IMPLICATIONS

- n Monitor Trends/Deepen Analysis
 - n Differentiate Among Cases
 - n Understand the Actors
 - n Understand the Economics
 - n Understand the Politics
- n Improve International System (?)
- n Reinforce Market Orientations (?)



IMPLICATIONS (2)

- n Importance of China in Corporate Technology Strategies
- n Recognize Formative Cultures of Industrial Associations
- n Support Internationalist/Techno-globalist Orientations
- n Anticipate “Regime Insurgency”



FOR MORE:

- n *China's Post-WTO Technology Policy: Standards, Software and the Changing Nature of Techno-nationalism. 2004*
- n *Standards of Power: Technology, Institutions and Politics in the Development of China's National Standards Strategy. 2006*
 - n **Published by the National Bureau of Asian Research and available at NBR.ORG**
 - n See, also, **<http://china-us.uoregon.edu/>**