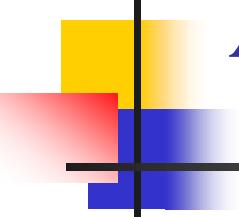


# *Standards: Global/Chinese?*

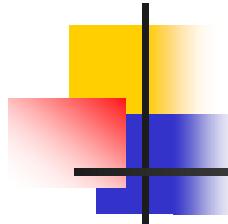
Richard P. Suttmeier  
University of Oregon  
[petesutt@uoregon.edu](mailto:petesutt@uoregon.edu)

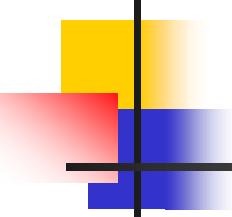


# *A CULTURE OF STANDARDS?*

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

# CHINESE DEMOCRACY? GATES AT PEKING UNIVERSITY

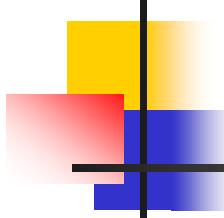




# *WHAT'S GOING ON?*

---

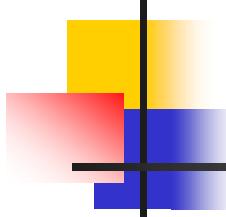
- Embrace Of Open Source?
- Commitment To Global Standards?
- Attack On Foreign Technological Dominance?
- Prelude To Rise Of Chinese Standards?
- Dissent & Techno-nationalism?



# STANDARDS & STANDARDS

---

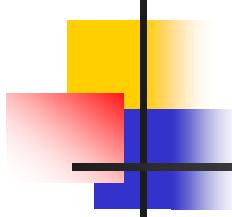
- National, Industry, Local, Enterprise
- Compulsory/Non-Compulsory
- 50% Of *Gb* Standards Now Based On International Standards
- From “Localization Of International Standards” to “Internationalization Of Chinese Standards”



# *STANDARDS WARS?*

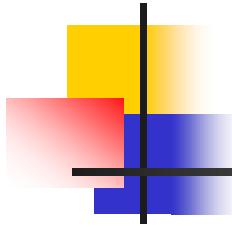
---

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



# *MOTIVATIONS – WHY STANDARDS STRATEGY?*

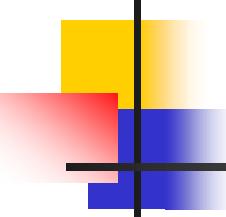
- Sense Of “Technology Trap”
  - Technological Dependency
  - Disappointing Record of Innovation
  - Security
  - Royalties, Profits, & The Relative Gains Issue
- Growing Capabilities
- Cultural Compatibilities
- Techno-nationalism



## *SELECTED CASES*

---

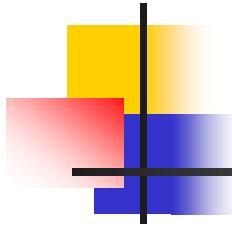
- WAPI
- EVD
- AVS
- TD-SCDMA
- RFID
- IGRS



# *VARIATION?*

---

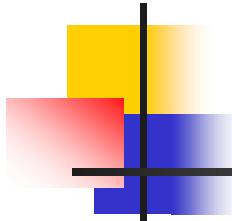
- Source of Initiatives
- Consistency of Motivations
- Competing Preferences
- Capabilities
- Domestic Market Issue
- Role of MNCs
- Role of Government?



# *PROSPECTS FOR SUCCESS*

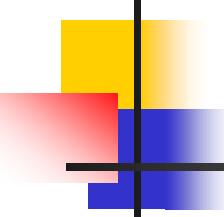
---

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



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

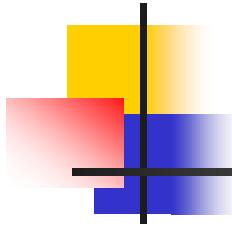
- From “Made in China” to “Created in China”
- “*Zizhu Chuangxin*” (“Sovereign Innovation”?)
- Standards and IPR
- Implementing Policies
  - Tax Preferences
  - Procurement



# *THE INTERNATIONAL CONTEXT*

---

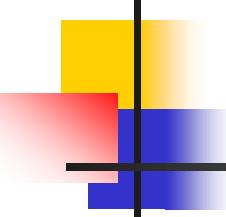
- Growing Interest in National Strategies
- Institutional Fluidity
- The IPR-Standards Mess
- “Open Standards” and “Open Source”
- The Challenge of “Getting Up to Speed”
- Chinese Standards in 2<sup>nd</sup> and 3<sup>rd</sup> Tier Markets?
- China’s WTO/TBT Submission – “IPR Issues in Standardization”



# *TAKING STOCK*

---

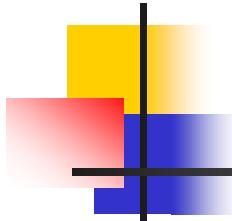
- Market Size, Cultural Preferences, and Growing Technological Capabilities Insure Long-term Interest in Chinese Standards
- Less Monolithic Than It Appears
- Engagement Possible/Necessary
- But, China Is Serious About Standards



# IMPLICATIONS

---

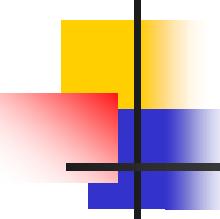
- Monitor Trends/Deepen Analysis
  - Differentiate Among Cases
  - Understand the Actors
  - Understand the Economics
  - Understand the Politics
- Improve International System (?)
- Reinforce Market Orientations (?)



## *IMPLICATIONS (2)*

---

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



## *FOR MORE:*

---

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