



The GNSS.asia project

Euroview spoke to Pascal Viaud, chairman of the ECCT's technology committee and team leader and member of the steering committee of the GNSS.asia project about the initiative and its link to the EU's Galileo project

Q1. GALILEO is designed to be the new cornerstone of the global navigation satellite system (GNSS). Could you describe how the GNSS.asia project is linked to Galileo and what its purpose is?

The GNSS.asia project has been established to support the European Commission in developing and implementing a GNSS strategy between the EU and five Asian countries in the GNSS downstream sector. The project has set its priorities to ensure the development and promotion of the Galileo programme with an emphasis on 'exportable' products mainly in the users segment, including receivers and applications. It also aims to support information flow from Galileo to relevant stakeholders in five countries. The GNSS.asia project objectives are to: 1) Define a strategy for the industrial cooperation between EU and Asian countries; 2) Ensure the valorisation of the Galileo programme; 3) Recommend and start to develop industrial cooperation between the EU and Asian countries.

Galileo and the European Geostationary Overlay Service (EGNOS) are the two main programmes in Europe dedicated to GNSS activities. The European Commission's objective is to establish EGNOS and Galileo as worldwide standards. EGNOS is Europe's first venture into the field of GNSS and a precursor of Galileo. EGNOS improves the accuracy of position measurements by sending out signals that correct GPS data and provide information on their reliability (or integrity). The Galileo programme is entering its deployment phase. The target is to introduce early services such as search and rescue and public regulated services beginning in 2014. While Galileo is moving from the development phase to deployment phase, the EGNOS system has been operational since October 2009 in the field of aviation, precision agriculture, and mapping. Galileo will open the door to a new era of higher positioning accuracy, better coverage and reliability, new services, and increased resistance to interference. EGNOS renders GNSS signals suitable for safety-critical applications, and increases the accuracy of existing satellite-positioning services, while also providing a crucial 'integrity message'.

Q2. In which countries will the GNSS.asia project focus? Why these countries?

The goal of the GNSS.asia project is to implement concrete actions early within the Galileo project span, which will pave the way for permanent engagement and industrial relations in the future. The project concentrates on five core countries in Asia: India, China, Taiwan, Korea, and Japan. The five economies all have considerable interests in the GNSS sector. India is developing its GNSS potential and has strong economic ties with the EU; China has had some of the most intense exchanges with the EU so far; Taiwan presents a great advantage due to its global market share of 85% of the production of portable navigation devices; Japan, Korea and Taiwan feature very high technological competences in the users segment, with potential promising future opportunities for European industries; and Japan is a regional service provider with high industrial potential. In particular, the GNSS.asia project is expected to enhance regional cooperation between the five countries and the EU. With increasing technological capabilities, the five countries play an important role in the manufacturing of GNSS downstream equipment, as well as the development of Galileo end-user devices and applications.

Q3. Which organisations (government/Non-profit/industry) will be involved in the project implementation?

The GNSS.asia consortium includes a network of experts, consultants and European Chambers of Commerce based in Asia, mainly relying on the European Business Organisation (EBO) worldwide network. The consortium is well qualified, building on own past project experience in the region, combining GNSS and industrial cooperation expertise in a highly complementary consortium. The consortium will implement the project on behalf of the European GNSS Agency (GSA), supervised by the European Commission.

Q4. In Taiwan, the ECCT is the driving force behind the project. Exactly what role does it have and who is spearheading this?

The ECCT, its Technology Committee and members are the driving force behind the project, bringing their own experience, network and industrial cooperation expertise to this regional project. The ECCT coordinates all the GNSS.asia activities in Taiwan including making links with the government agencies and the private sector. The ECCT also provides support in public relations and events for better communication to its members and the potential players in Taiwan's GNSS market.

Q5. What are the first critical steps that will be taken to ensure a strong strategic foundation is laid?

There are three main focuses: first of all, following the presidential elections and subsequent governmental changes, we will keep tracking the Taiwan government's new policies and strategies, notably in the ICT field. Second, we will expand on our current positive interactions with government agencies, industry associations and the private sector. The involvement of private Taiwanese companies in this project is one of the key factors for success. Third, we will check the evolution of cross-strait relations, particularly linked to multi-GNSS business interests and regulations.

GNSS.asia Taiwan's strategy will be to provide local GNSS background understanding, to assess GNSS downstream applications development in Taiwan, and identify potential for mutual synergies.

Q6. What projects are being considered or will be considered in the first phase?

In Europe, a workshop and industrial seminar will be held this year in June and in September, respectively, in which the ECCT will participate. A multi-language project website is under construction with links to the European Commission, GSA, Galileo and EGNOS information sites, which will include content in traditional Chinese. We are anticipating great participation from Taiwanese companies in the EU industrial seminar, in Brussels in September 2012.

In Taiwan, the EU-Taiwan Telecom & Technology Forum, to be held in March this year, is the first kick-off event for the GNSS.asia project. Together with

European regulators, industrial experts, vendors, as well as governmental representatives, the forum provides a perfect opportunity to introduce the GNSS.asia project to international and local players invested in the Taiwan market. Meanwhile, we have started to contact associations, private sector companies as well as research institutes with a view towards organising possible activities to promote the GNSS.asia project. We are also planning to conduct a series of visits and events with the private sector, industrial associations and research institutes.

We also envisage organising the GNSS.asia official workshop in Taiwan in November 2012, to be held together with European and Taiwanese experts and industrial players. The workshop will be aimed at defining joint partnership interests with Taiwan by selecting pilot projects.

In parallel and in line with the project objectives, we will analyse Taiwanese players' strategies, local applications development and GNSS sector mutual interests. The European Commission and the European GNSS Agency (GSA) is expecting us to deliver industrial databases, qualitative market reports (applications mapping) and calls for interest in Galileo-related projects.

Q7. Why these particular projects? What is the benefit to industry and possibly government/state relations?

These events are expected to provide insights into Taiwan's industrial capacities in innovation and manufacturing as well as a better understanding of local market needs for GNSS-relevant products and services. They will also help to circulate crucial GNSS-relevant information to all the main players in Taiwan. Government agencies under the MOEA and NSC, Taiwan industrial associations, research institutes, as well as multinational and Taiwanese companies will be the key players to cooperate with for the implementation of this project. SMEs in Taiwan will be targeted for their important role in the innovation and manufacturing process. We will also rely on European companies present in Taiwan and their existing partners.

Q8. What is the long-term vision of the GNSS.asia project? Is there a time line of activities over the next few years?

The GNSS.asia project will encourage the development of GNSS downstream applications. In Taiwan, we will foster international relations and industrial co-operation in the field of GNSS. This will drive demand and pave the way for the adoption of Galileo. In return, Taiwan will benefit from this project in terms of technology innovation visibility and promotion in European, regional and worldwide markets.

The duration of the project is 2.5 years, terminating in June 2014, which represents a trade-off between the resource requirements and the time to define and implement activities in a complex environment. The 30-month duration effectively bridges the period from the expected start of the 'First Call of the 8th Framework Programme' (Horizon 2020). There will be a series of workshops and seminars during the 30 months.

Q9. Will the GNSS.asia project under the ECCT in Taiwan work closely with the EETO and/or work directly with a liaison in Europe?

The GNSS.asia project will work closely within the GNSS.asia consortium, linking directly to the European GNSS Agency (GSA), now based in Prague, the Czech Republic, and Asia-based European Chambers of Commerce. The EETO and member-state representations will be local partners for future activities in Taiwan.

Q10. Will you be working closely with other organisations in the other Asia countries (Japan/China/Korea/India) that are implementing the GNSS.asia project?

Within the consortium, the Taiwan team will be working closely with the European chambers in the region including EUJC (Tokyo), the EUCCK (Seoul), the EUCCK (Beijing), and EBG (Deli/Bangladesh). We are looking forward to holding joint events with other G5 teams to promote the GNSS.asia project and regional aspects.

Q11. This is a very challenging and exciting project. What are the critical success factors that you think are essential to make it a success in Taiwan?

It is crucial to identify the industrial prospects and market needs in Taiwan with a special focus on SMEs. A strategy for the industrial cooperation between EU and Taiwan on GNSS downstream sector has to be well-defined, and executed through pilot projects in Taiwan. The "Cluster-to-Cluster" C2C concept (Multinational companies, SME, R&D centres, universities co-opetition) is one of the ideas to be developed in this framework. For instance, attracting European technology clusters and its members to be efficiently represented in Taiwan will enhance sustainable partnership at different levels, with optimal efficiency.



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Pascal Viaud has been recently appointed Regional Expert for Taiwan, by the GNSS.asia consortium, under the European GNSS Agency (GSA) and the European Commission's authority. Pascal has many years of industrial experience working in high-tech and ICT multinational companies, such as ATMEL, BARCO, e2v and HP. He has also worked in space agency (NASA) and nano / microelectronics research center in France (CEA-LETI). His consulting experience at UBIK and YOLE complements his expertise in technology business management, strategic alliance and international partnership, in particular between Europe and Asia. Pascal has been based in Taiwan for more than 8 years. He is also a contributing Trade Advisor to the French Government for Taiwan area (CCEF). Pascal holds a Master Degree in Mechanical Engineering and a Master Degree in Engineering Management (Physics) from Ecole Centrale Nantes / Paris, France.