

Panel Discussion at IEEE Workshop on Japanese Industry Promotion

# IEEE Company Branch — A Proposal for Virtual Network —

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# Industry feels the recent change of IEEE

- MGA activities
- For the benefit of humanity
- Development of new fields for the future  
(Cloud, EV, Green, IoT, Life, Smart Grid.....)
- Interdisciplinary activities
- Global presence
- Standardization
  
- It is respected, but .....

# Industries' comments

- The value of IEEE member is appreciated, however it is engineers' individual decision to be a member.
- More visible merits for “our” company is desirable.
- For the company management, such as marketing, strategic planning, CTO, the hints for future direction is indispensable.

# Bridging IEEE and industry

- IEEE Company Branch
  - virtual, however companies recognize its activity positively.
  - Members try to summarize IEEE's newest topics in his/her fields to the company (marketing, strategic planning, CTO) .
  - Members also try to advise practitioners.
- Journal for industry management
  - Non-academic
  - Recent trends, digested articles
  - Non-member readers, management readers