

**INDUSTRIAL
TRANSFORMATION
TOWARDS A HIGH-TECH
ENVIRONMENT**

5 May, 2007

PROPOSAL STRUCTURE

Background Information



Geographical Implications



Research Objectives



Scope of Study

Data Presentation



Research Methods



Significance



BACKGROUND INFORMATION: RECAP

Background
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*-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

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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

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

Advanced Catalytic Converter

GEOGRAPHICAL IMPLICATIONS

Background Information

Geographical Implications

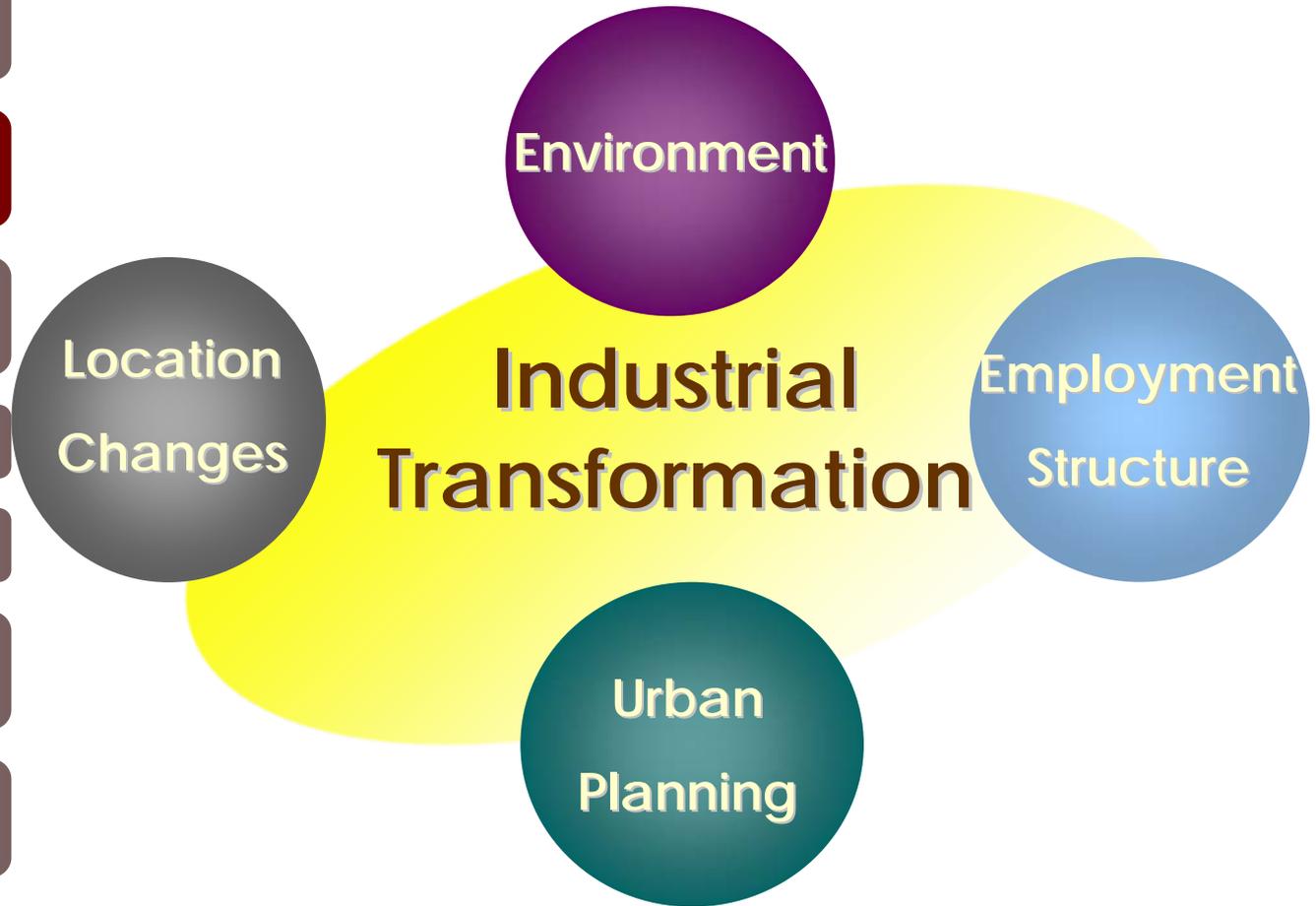
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RESEARCH OBJECTIVES

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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

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Environmental Concern

Why TOYOTA?

- 1. Car:** major polluting source
- 2. Representation:** leader in technology development



RESEARCH METHODS



SWOT analysis on the development of advanced environmental technology of Toyota

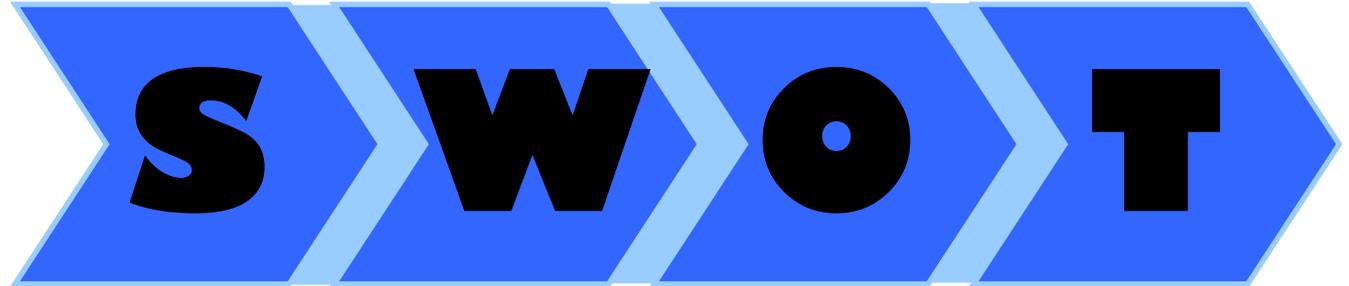
CURRENT SITUATION

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

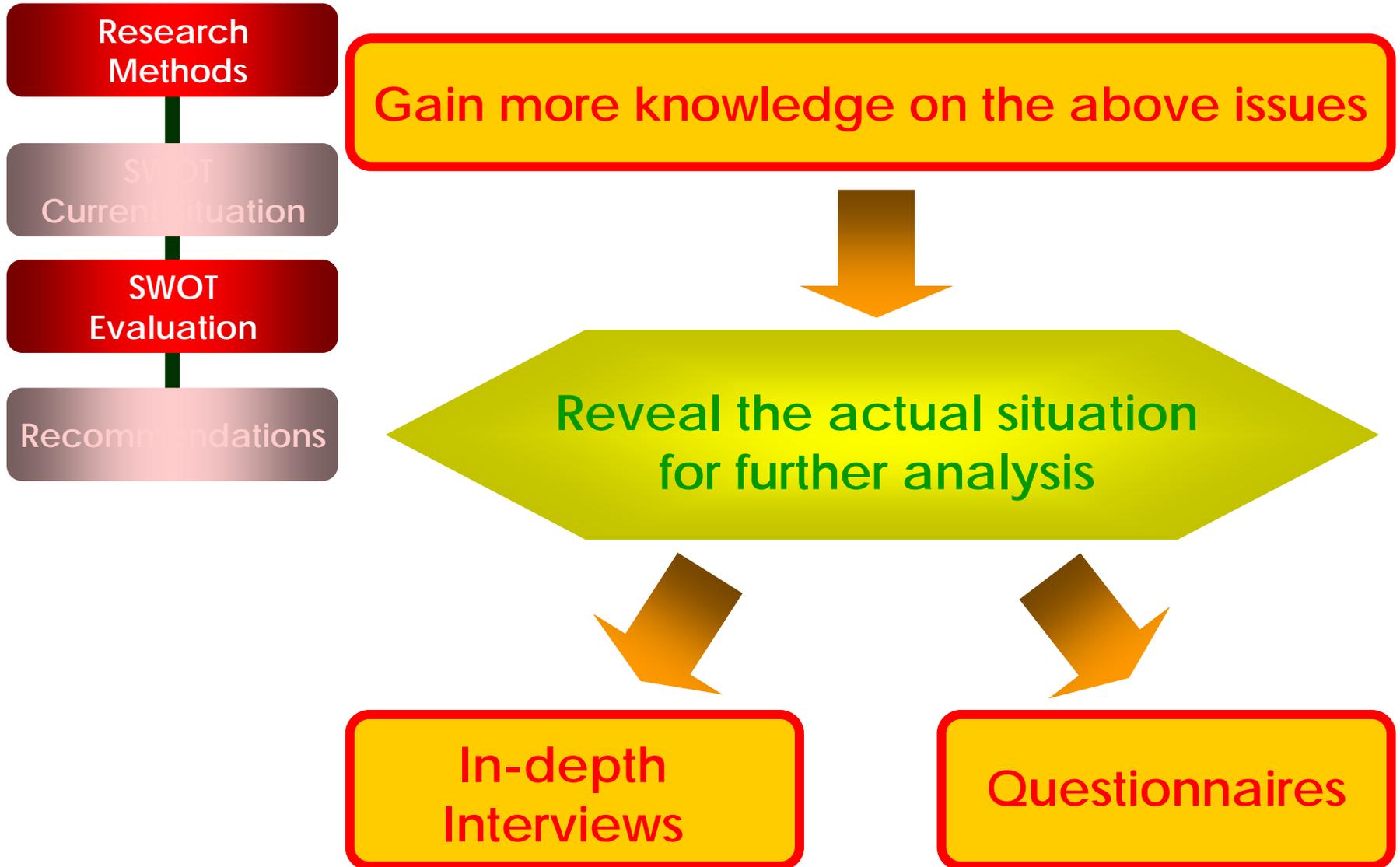
Opportunities:

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

In-depth Interviews

Research
Methods

SWOT
Current situation

SWOT
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Recommendations

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
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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

Research
Methods

SWOT
Current Situation

SWOT
Evaluation

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

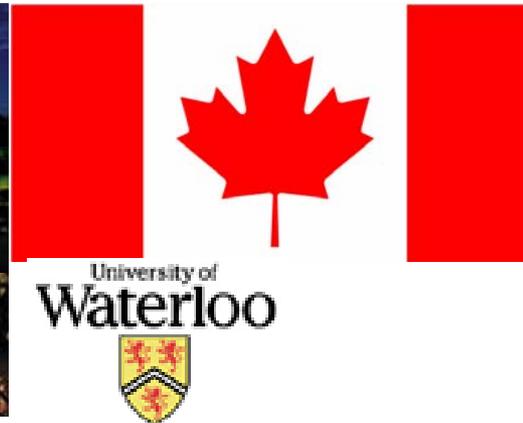
S W O T

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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