



The Role of Standards in the New Atlas of Ideas

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A New 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”)



Selected Cases

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



Setting the Context

- Historical Origins of China's Technological Aspirations
- The Reform Experience
- Industry & The Market-Technology Nexus
- WTO
 - New Technology Policy
 - New Standards Obligations
- Sense of “Technology Trap”



Motivations – Why Standards Strategy?

- Importance of Case Specific Factors
 - Security
 - Royalties, Profits, & The Relative Gains Issue
 - Growing Capabilities
 - Cultural Compatibilities
- Techno-nationalism



Puzzles

- Source of Initiatives
 - Government
 - Companies
 - Industrial Associations
- Consistency of Motivations
- Competing Preferences
- Capabilities
- Domestic Market Issue



Puzzles (2)

- Role of MNCs
- European vs. US Models
- Strategies of Implementation
 - “Market Conforming Regulation”
 - Regulatory Capacity
 - Internationalization



Prospects for Success

- Disappointments to Date
 - WAPI, TD-SCDMA
 - Confusion of Standards and IPR
 - Experience of Most Innovative Firms
- New “Medium to Long- Term Plan”
 - “*Zizhu Chuangxin*”
 - Standards and IPR
 - Standards and R&D



The International Context

- Growing Interest in National Strategies
- Institutional Fluidity
- The IPR-Standards Mess
- “Open Standards” Movement



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



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)

Support Internationalist/Techno-globalist Orientations

- Formative Cultures of Industrial Associations
- Make WTO Credible
- Importance of China in Corporate Technology Strategies



Sources:

- *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