

AJCE Activity 2010

AJCE Annual Seminar 2010

-Challenge of Consulting Engineers in the World Market-

Professional Development Committee, AJCE

1. Introduction

AJCE held its annual seminar on 7 July 2010 in Tokyo. The seminar was entitled "Challenge of Consulting Engineers in the World Market", focusing on the way to which Japanese consulting engineers expand business opportunities. The number of participants was approximately 140 that show a high interest on this theme.



2. Summary of Questionnaire

At the outset of AJCE seminar, summary of Questionnaire was conducted prior to the seminar presentation. The Questionnaire was to analyze challenging issues and to find the ways of their countermeasures on the competence of Japanese consulting engineers in the world market. The Questionnaire was collected from 17 member firms out of 43.

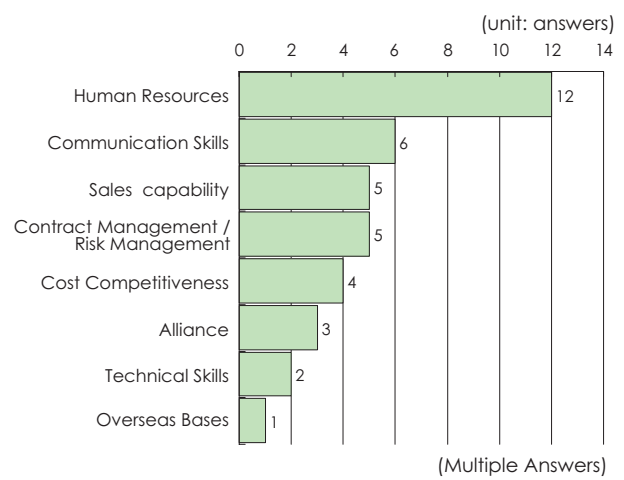
The Figure shown below indicates typical challenges on expanding consulting services in the world market.

3. Presentations

1) Expansion of Overseas Consulting Service (by Mr. Akihiko Hirotani)

The speaker mentioned that approx. 70 % of the top 200 sales are consulting firms in USA and

Challenges on Expanding Consulting Service in the World Market



Europe (Engineering News Record), Shares of consulting firms in Asian market is approx. 70%. On the contrary, he commented that share of Japanese firms is just 6 in top 100. He introduced the business model called "Infrastructure Team Japan" in which the government, consultant and contractor form a team and implement overseas projects together. This is a way to accomplish high quality and competence in infrastructure development while sharing risks by the parties



Mr. Akihiko Hirotani

The speaker also suggested the standardization of domestic contract with that of FIDIC to accord with global standard.

2) Japanese Consulting Industry from a Viewpoint of a Foreign Consultant (by Mr. Jean-Pierre Ragaru)

The speaker is the president of a consulting firm whose office locates in Japan. The firm was established after experiences in several countries including France. He pointed out the characteristics of Japanese consultants based on his experience.

According to his understanding, Japanese engineers comply well with standards and codes. However, they tend to lack application of theoretical knowledge to figure out the entire picture. This causes them to remain in groups of specialist. In addition, analyses on legal and insurance aspects are lacking He mentioned that the issues to be solved for Japanese consulting engineers are ambiguity, the slow speed in decision making (where the responsibility lies), and quality control. Language skills are not a prime issue.



Mr. Jean-Pierre Ragaru

3) Contractor's Expectation from Consulting Engineers (by Mr. Takashi Nakayama)

The speaker mentioned that consulting engineers have broad and specialized knowledge from upstream to downstream of projects, and have high potential of developing domestic human resources as well He stressed his expectation that it is important to capacity build many people who are able to manage larger and complex projects from the upstream to the downstream stages. From the view point of contractors, he urged that consulting engineers are expected to take into account of the site conditions, cost estimation reflecting actual market price, and ability of introducing high technology, and impartial determination for smooth implementation of projects.



Mr. Takashi Nakayama

4. Closing Comments

Although the seminar was held in a limited time, it was carried out by full enthusiasm of participants. This shows a high interest of the participants on the theme.

AJCE annual seminar is one of the most important and visible events. In selecting a topic, it always follows the major interest of consulting industry. In the era of globalization, AJCE, the sole member association of FIDIC will continue to be the leading body to enhance the status of Japanese consulting industry.