



***“How to Solve Energy Security  
Problem in Asia:  
Demand-side and Technology-oriented  
Approach”***

**NEAEF**

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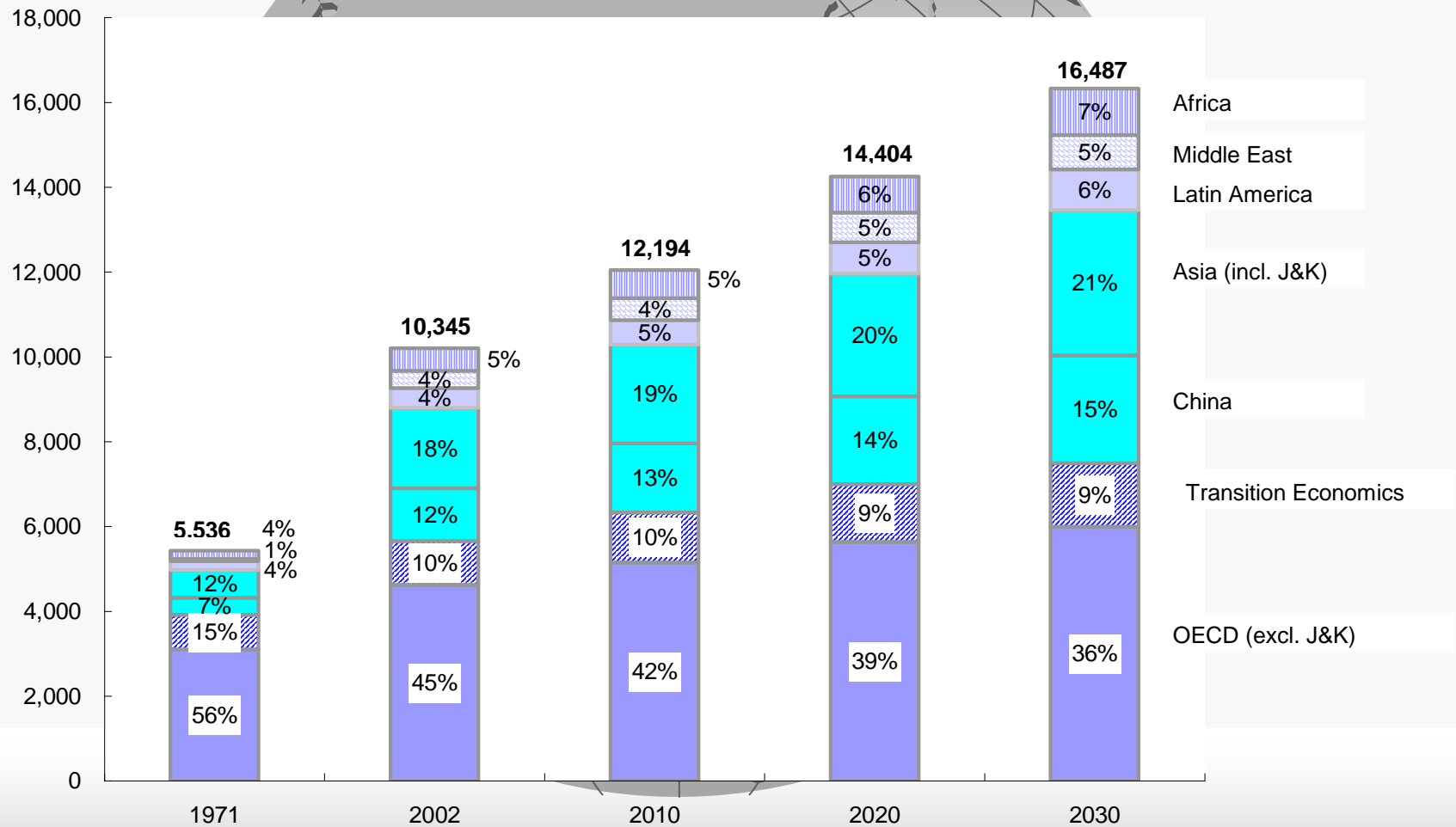
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- 1. Why Demand-side and Technology-oriented approach is relevant**
  - 2. Energy Efficiency Policy Recommendation**
  - 3. Policy Challenge**
  - 4. Japanese Experience of Energy Conservation**

# 1. Why demand-side and technology-oriented approach is relevant?

Asia is fastest growing economy, biggest demand region in the world.



Source : IEA

Asia is consuming region rather than supply region.

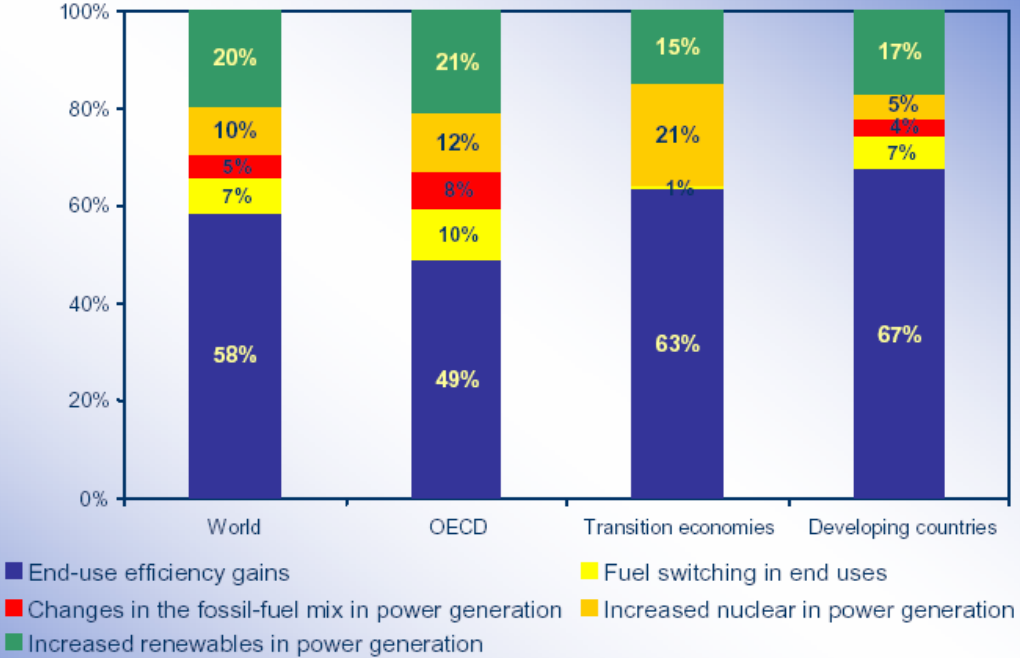
### Oil demand by regions

		North America	Europe	Asia
2002年	Demand (mtoe)	1,079	689	1,004
	Import dependence(%)	36	54	62
2030年	Demand (mtoe)	1,478	794	1,900
	Import dependence(%)	55	86	83

Source : IEA

Own efforts can easily curb 1 mbd demand, while difficult to increase supply capacity by 1 mbd of oil

### End-use efficiency contribute most to CO2 reduction

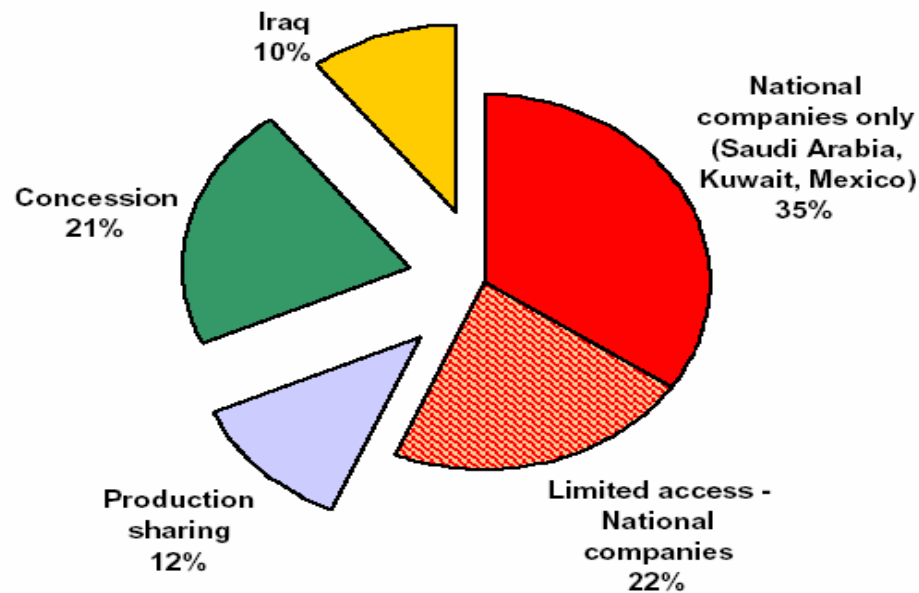


IEA Alternative Scenario

## Oil Production Becoming Difficult

- Deep sea, land-locked area
- Politically and Socially difficult area
- Not open for foreign investment

### Access to Oil Reserves



1,032 billion barrels

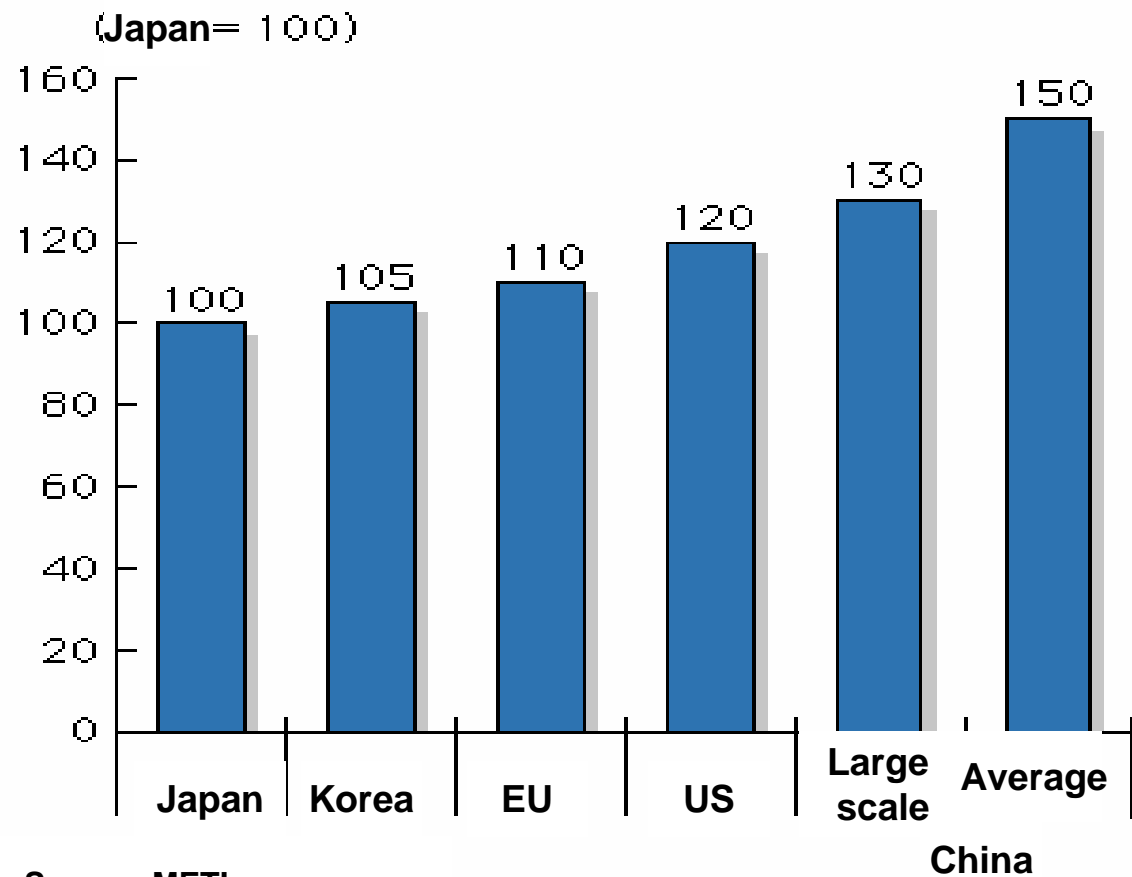
Source : IEA

## China Follows the U.S.A. or Japan?

	JAPAN 日本	U.S.A. 美国	CHINA 中国
Energy Consumption / GDP 能源消費 / GDP	1	2	10
Energy Consumption / Capital 能源消費 / 人	1	2	0.2
Energy Consumption 能源消費	1	4	2

## Asian way modeling after Japan: energy, economy and environment integrated

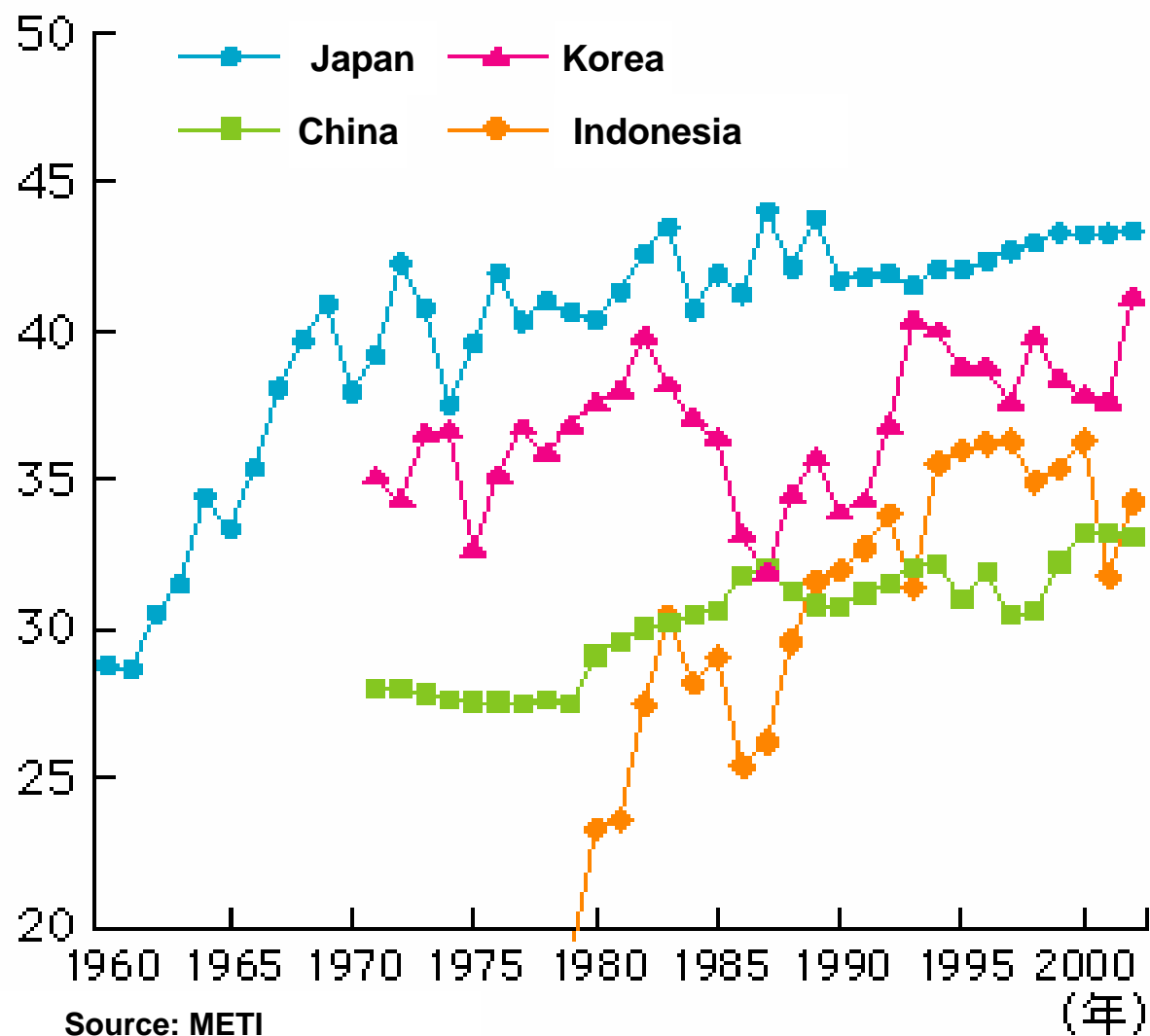
### Energy intensity of integrated steel mill



Source: METI

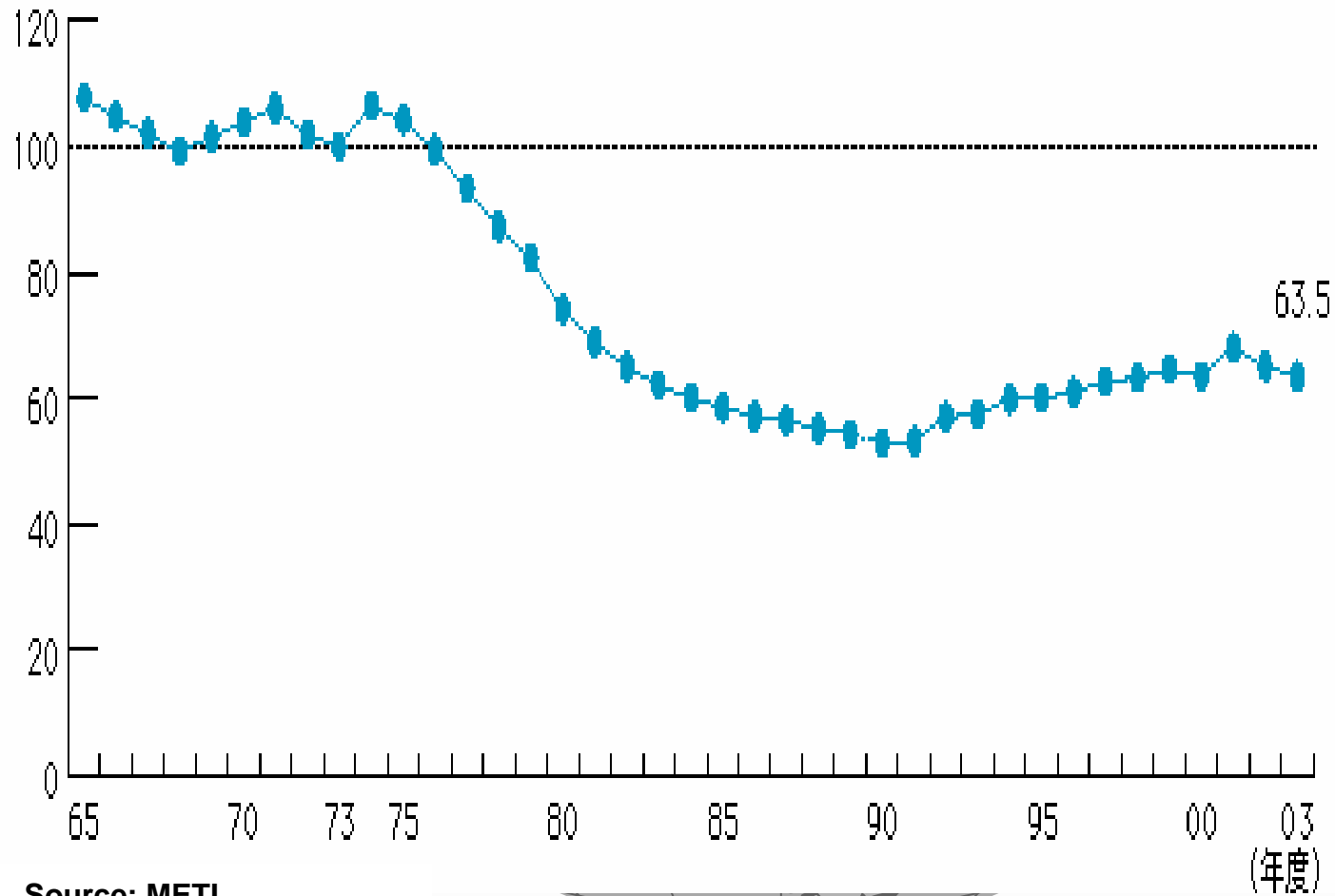


## Thermal power efficiency



## Energy intensity of Japanese manufacturing industry

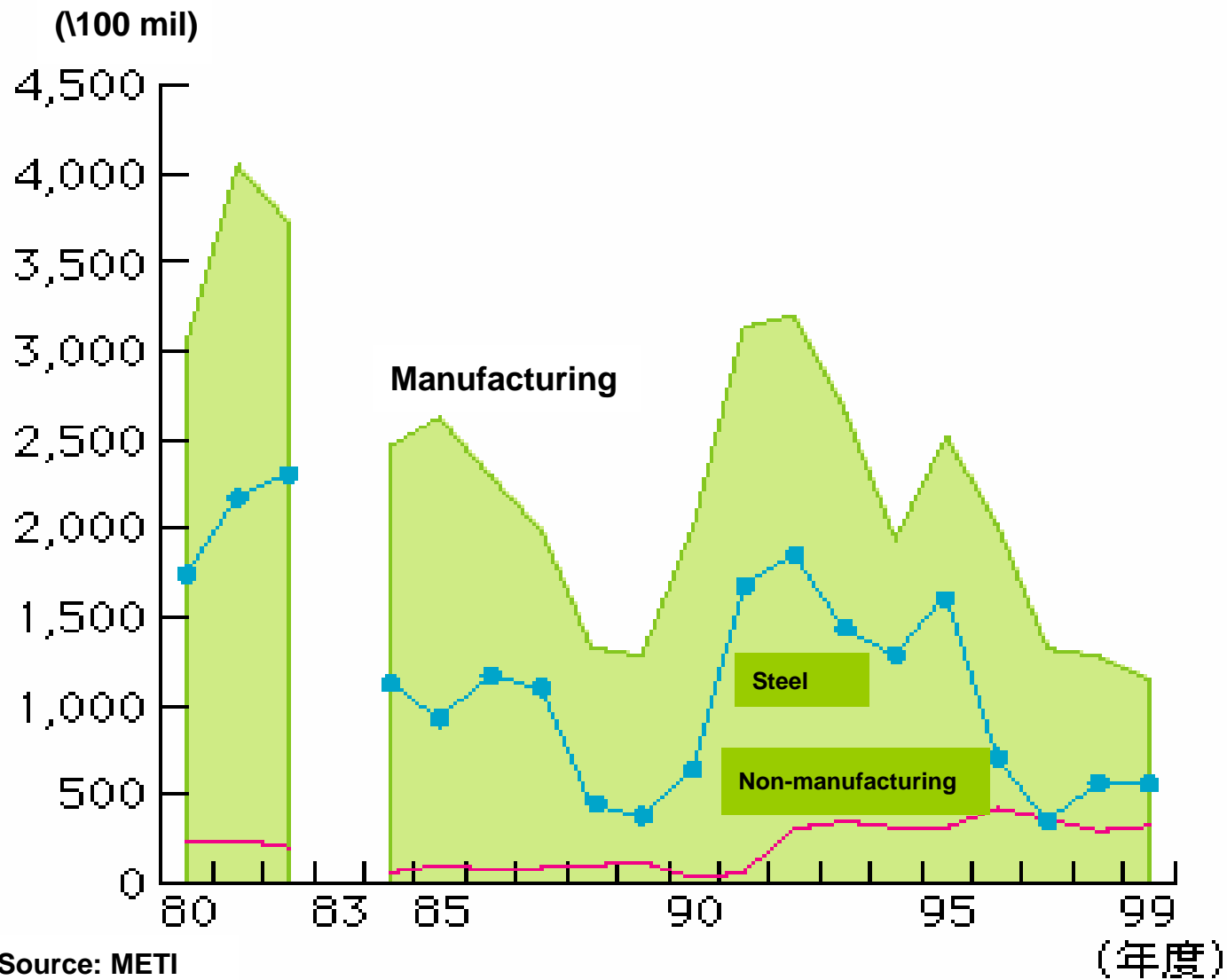
(73年度=100)



Source: METI



## Energy efficiency investment of Japanese manufacturing industry



Source: METI

## Energy efficiency of refrigerator

1981年  
2.76  
kWh/ℓ

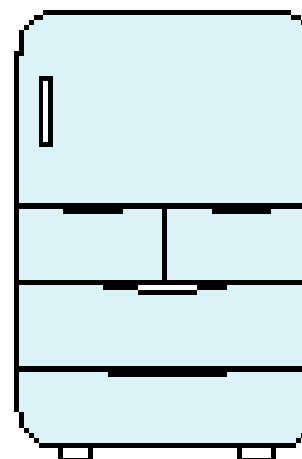
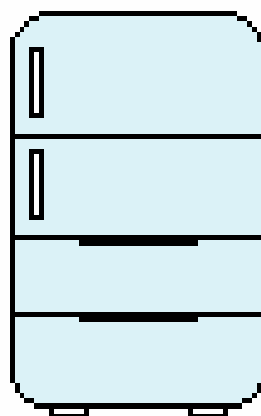
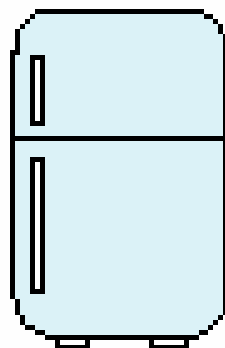
1991年  
2.28  
kWh/ℓ

2001年  
0.75  
kWh/ℓ

1981年  
236ℓ

1991年  
413ℓ

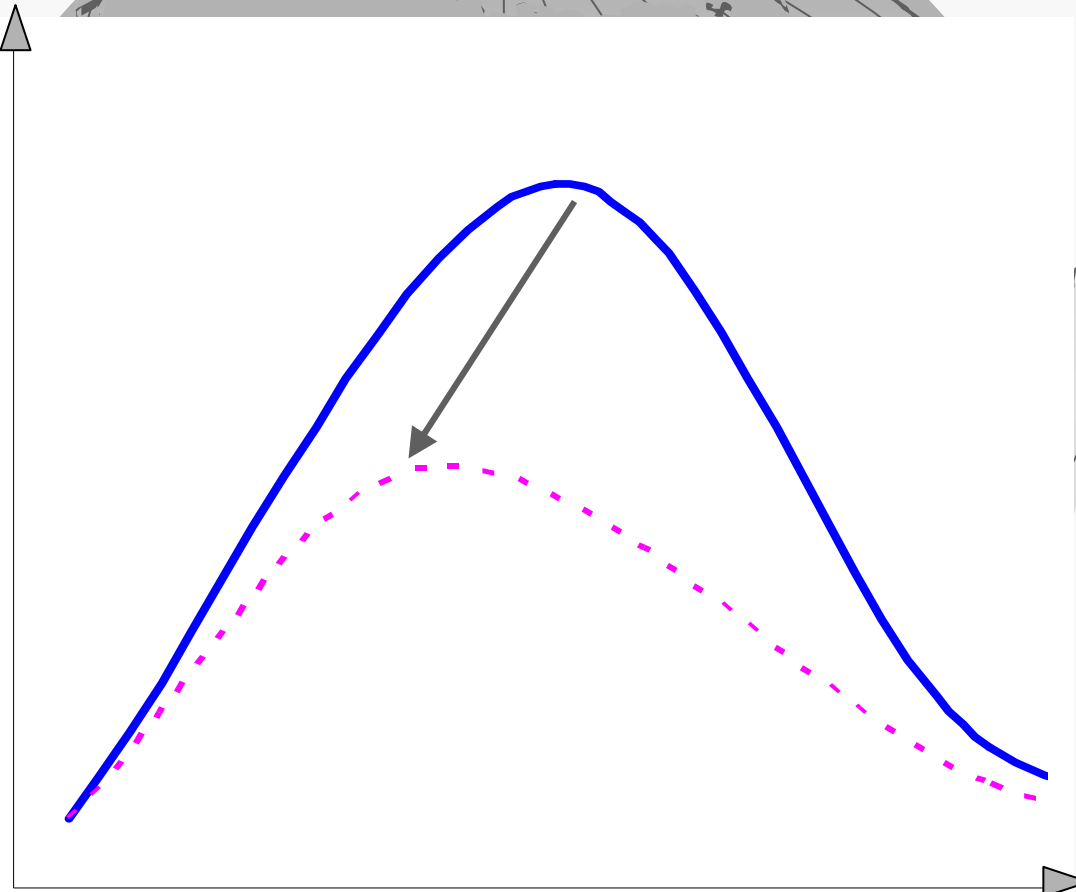
2001年  
442ℓ



Source: METI

## Environmental Kuznetz curve should be challenged in Asia

Environmental Impact



GDP per capita

## 2. Energy Efficiency Policy Recommendation

### Japan & Korea

- **Extended Top Runner Programme & similar**
- **Expansion of high-speed rail**
- **Increased government support for nuclear power**
- **Top Runner efficiency standards for appliances**

### China

- **Tighter vehicle-fuel efficiency standards**
- **Expanded support for more efficient and cleaner coal-fired plants**
- **Expanded government support for gas-fired plants**
- **Tighter efficiency standards for appliances and equipment in the residential and commercial sectors**

### 3. Policy challenge



- Proper type of investment

- Price signal in the market

- Technology deployment, human resource development

## **4. Japanese Experience of Energy Conservation**

### **1. Strong Policy Commitment**

- Law (regulation & Promotion)**
- Incentives (subsidy, tax credit, soft loan)**

### **2. Industry / Corporate Level Efforts**

- Energy Management**
- TQM (Kaizen)**
- Investment & Innovation in manufacturing process**

### **3. Public Level Efforts**

- Education**

