

JTREC (Japanese EC Promotion Organization for Travel, Tourism and Leisure)

1) Establishment and registration of the organization

Japanese EC Promotion Organization for Travel, Tourism and Leisure (abbreviated to JTREC) was established on Oct.1, 2007 in Tokyo, after being formally approved as a non-profit entity by the Tokyo Metropolitan Government and registered as it on the same day.

2) Objectives of the Organization

The primary objective of the organization is to work together with international bodies in order to develop and promote EDI (Electronic Data Interchange) standards and specifications in the travel related business areas. The incorporation facilitates the organization doing the specified activities to earn the fund to pursue the primary objective. Those activities described as in the following are among them.

- a. Survey and research on electronic commerce both in Japan and the world
- b. Managerial and technical consulting works to travel related businesses
- c. Software and contents development on electronic commerce
- d. Advertisement and publication related businesses on electronic commerce

3) Structure of the organization

JTREC has now about 20 private persons, working directly and indirectly, and 25 travel related corporations, including associations, to support the organization activities. The working relationships have been established, internationally, with UN/CEFACT Forum and OTA (Open Travel Alliance), and, domestically, with ECOM, JEC, etc. In the organization there has been formed the Travel EDI Research and Development Committee in order to pursue the primary objective.

4) Chronology of the organization

The origin of this organization dates back to 1992, when the Transportation Ministry (now reorganized as the Ministry of Land, Infrastructure and Transport) suggested the major travel related industry leaders to form the UN/EDIFACT Study Group among the travel industry in Japan. The Study Group was started in the same year with the leading personnel from 16 major travel related companies and associations. Since then, the Study Group had been expanded in its activities and members, and reorganized several times to meet the requirements of the industry until the establishment of the present organization, JTREC.

5) Managing personnel

The management of the organization has been undertaken by the members as in the following. There are 7 directors and 2 auditors.

7 Directors:

Chairman: Mr. Tadashi Ishihara (Adviser, Shiba Park Hotel)

2 Vice Chairmen:

Mr. Eiichi Sakai (Executive Vice President, Hakkou Trading Company)

Mr. Yutaka Yagi (Chief Executive Officer, Suave Hotels Corporation)

Managing Director: Mr. Akio Suzuki

Other Directors:

Dr. Yoshihisa Iida (Professor Emeritus, Seikei University)

Dr. Koichi Goto (Director, Railway Technical Research Institute)

Mr. Michinobu Matsuoka (Travel Consultant)

2 Auditors:

Mr. Kengo Serizawa (General Manager, OpenDoor Inc.)

Mr. Shinya Fujioka (IT Consultant)

6) Office address and contact information

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