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(ITU) للاتصالات الدولي الاتحاد في والمحفوظات المكتبة قسم أجراه الضوئي بالمسح تصوير نتاج (PDF) الإلكترونية النسخة هذه والمحفوظات المكتبة قسم في المتوفرة الوثائق ضمن أصلية ورقية وثيقة من نقلاً.

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# PERSPECTIVES

the telecommunications sector. On a larger scale, the new ITU that is slowly beginning to emerge may soon prove to be a model for management change within the entire United Nations family. If all these reforms are given time and a chance to work, the ITU can deliver more and indeed better services to the people who need them. What may be needed

now for this Union to remain the pre-eminent organization in the coordination of international telecommunications are clear global policies, new strategies and clear priorities. The Union will also need a budget to cover its activities for the next four years. Such are the challenges that await the Plenipotentiary Conference in Kyoto.

## TELECOM DAY

### UNESCO

On the occasion of World Telecommunication Day (17 May), the United Nations Educational, Scientific and Cultural Organization addressed the following message to the ITU.

"To celebrate World Telecommunication Day, the International Telecommunication Union (ITU) chose the theme "Telecommunication and Culture", which is of the greatest significance for UNESCO. It is therefore a great pleasure to respond to the invitation of the Secretary-General of ITU to associate UNESCO with these celebrations.

"Since 1947, when ITU became a specialized agency within the United Nations system, the links binding our two agencies together have gone from strength to strength. So much so that we may well wonder whether the founders of our agencies, inspired and far-sighted as they most certainly were, could in their wildest imaginings have prefigured the future that is our present today. Not only have our two organizations spread their wings far and wide, they have grown ever closer in a spirit of international collaboration that is the fruit of their awareness of their need of one another in the task of meeting the needs of all humankind.

"It is no accident that culture and communication should be so essentially

linked. Together they constitute one of the mainsprings of society. But whereas telecommunication technology has undergone an extremely rapid, revolutionary development in recent decades, cultural change is a very slow process where the long-lasting changes take generations to settle in. And yet, humanity is in fundamental need of both: rapid and efficient communication facilities in order to meet the extraordinary challenges of the world of today. But also of a firm rooting in a cultural identity, in cultural traditions to counterbalance the unrelenting demands for social change and adaptation.

"Since the end of the Second World War, UNESCO has done much to contribute to world-wide awareness of the existence of other peoples, other forms of reality and other ways of living life. UNESCO has achieved this largely through the language of culture. By initiating and carrying through countless intercultural studies, anchoring and fostering the cultural identities of the peoples, championing the preservation of oral traditions and the promotions of national and local languages, it has shown the way to achieving and maintaining international peace and harmony.

"But the language of culture is also the language of communication and ITU too has been privileged in improving the efficiency of the world's communication systems by maintaining and extending cooperation between



its members, harmonizing the actions of the nations and fostering international cooperation in delivering technical assistance to developing countries.

"World Telecommunication Day, which we are now celebrating, accordingly is an opportunity for us to reflect on the very considerable ground so far covered together by telecommunications and culture. We should not

forget, particularly at a time of crisis such as humanity is going through at present, that the active alliance of the two is imperative. Only in this way will we be fulfilling our different mandates, as only by so doing can we dare to claim that we have done our utmost in the service of all the peoples of the globe."

## Japan

The New ITU Association of Japan, Inc., (ITU-AJ) a non-profit making organization sponsored by the Ministry of Posts and Telecommunications and some 200 member organizations, celebrated World Telecommunication Day on 17 May 1994 in Tokyo with around 190 executives from the Japanese telecommunications field.

A video message from Dr Pekka Tarjanne was shown following the opening address by Mr Tetsuo Morimoto, President of The New ITU-AJ, and congratulatory addresses by Messrs Futoshi Shirai, Vice-Minister of Posts and Telecommunications, and Kojiro Takano, Director-General of the Multilateral Cooperation Department, Ministry of Foreign Affairs.

During the event, The New ITU-AJ awarded its 22nd ITU-AJ prizes to six persons who have rendered distinguished services in ITU-related activities through general and literary works. This year's recipients were:

- Mr Kunihiro Adachi, Senior Executive Vice-President, *NTT Tokai Mobile Communications Network, Inc.*; former Director-General of *Nippon Telegraph and Telephone Corp.* (NTT) Geneva Representative Office
- Mr Akira Arai, Executive Vice-President, *Tanashi Tower, Inc.*, former Councillor of CCIR Secretarial Office for more than eleven years

From left to right, back row: Messrs T. Morimoto, K. Soyama and M. Kojima; front row: Messrs N. Kitawaki, O. Takenaka, A. Arai, H. Matsuda, K. Adachi, O. Yamada and Y. Hosoya



- Mr Osamu Takenaka, Managing Director, *Kokusai Denshin Denwa Co., Ltd.* (KDD), former Director-General of KDD Geneva Representative Office
- Dr Yoshio Hosoya, Professor of Electrical and Electronics Engineering Dept., *Kitami Institute of Technology*, former Vice-Chairman of ITU-T Study Group 5



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- Dr Osamu Yamada, Director of Digital Broadcasting Systems Research Division, Science and Technical Research Laboratories of NHK (*Japan Broadcasting Corp.*), Vice-Chairman of ITU-R Task Group 11/3
- Dr Nobuhiko Kitawaki, Executive Manager, Speech and Acoustics Laboratory of NTT Human Interface Laboratories; Special Rapporteur of ITU-T Study Group 12

Following the awards ceremony, two commemorative speeches were given by Mr Teruhiko Kashiwagi, Councillor of Japan Approvals Institute for Telecommunications Equipment, and Mr Toshifumi Sakata, Director-General of Tokai University Research and Information Center, on the topics of "Japan's ITU activities from Atlantic City to Kyoto Plenipotentiary Conference" and

"Archaeological Research from Space", respectively.

## Israel

The National Museum of Science in Haifa showed free screenings on the subject of telecommunications, held a special exhibition on telecommunications and gave a 50% discount to the entrance fee for children.

The subject of the World Telecommunication Day was mentioned on Israeli television and radio on several channels.

Announcements on the 26th World Telecommunication Day were published in two Israeli daily newspapers.

## NEWS

### Minitel international directory

In May 1994, *France Télécom* launched a new international telephone directory service via its *Minitel* videotex system.

Accessed by dialling 3619 SIRIEL, this service will enable users to find telephone and, in most cases, fax numbers and addresses for subscribers in Switzerland, Belgium, Portugal, Spain and the United States. It will thus provide access to more than 175 million subscriber listings.

The SIRIEL service will progressively be extended to cover all European countries.

The service is designed like the existing "11" directory of French domestic subscribers, with search by name and city. User dialogue, messages and guides are in French. A number of special guides are provided for each country.

The cost of the service is FRF 5.48 (including VAT) per minute. In most cases, finding a number takes less than one minute.

This new service has been made possible by the TPH28 protocol, which defines a standard data exchange format for access to directory databases. The system searches directly in the databases of foreign operators, ensuring the same level of information quality.

France Télécom will market the service and bring it to other countries via its *Intelmatique* subsidiary, which handles international development of videotex services. ■

### Swiss telecommunication sector on the move

Swiss businesses will suffer increasing competitive disadvantage compared to other OECD countries unless Switzerland's telecom-