

## ***"Giant Niche" Innovation in China (Summary)***

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While the creation of new markets via already-existing technology is termed "niche creation", or more commonly "niche innovation", within the types of innovation, in the case of China the markets which this innovation creates are far from "niche", but "giant". The existence—of the four facts that: 1) a variety of technologies have come into existence in China in the course of Reform and Opening-Up; 2) a giant market exists

latently and overtly; 3) entities exist which couple already-existing technology with new markets; and 4) a "lax" institutional environment exists—facilitates the creation of new industries by combining already-existing technology and new markets. The author would like to discuss these matters, taking electric bicycles, share bicycles, and drones as examples.

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