



KEIZAI SOCIETY

US-JAPAN
BUSINESS
FORUM
Issue No. 228
September 2009
Santa Clara, CA
www.keizai.org

American-Japanese Interaction at the Working Level

Who's Ready for the Electric Car?

Industry Speakers Panelists

Kurt Kelty

Director Energy Storage Technologies
Tesla Motors

Priscilla M. Lu

Chair of the Board of Directors
Zap Electric Vehicles

Naoki "Nick" Sugimoto

Principal
Honda Strategic Venturing

Jason Wolf

VP Business Development N.A.
Better Place

President Obama wants \$2.4 billion to stimulate the electric vehicle industry. With this federal funding, he projects one million electric vehicles on the road by 2015. That's over five years away. Will this plan help revitalize the economy?

Meanwhile, increased concerns over the environmental impact of gasoline cars, along with reduced consumer ability to pay for fuel for gasoline cars, is revitalizing consumer interest in electric cars, which are perceived to be more environmentally friendly and cheaper to maintain in a long run, despite high initial costs. Electric cars currently enjoy relative popularity in countries around the world, though they are notably absent from the roads of the United States, where electric cars briefly re-appeared in the late 90s as a response to changing government regulations.

So who's ready for the electric car in the marketplace?

About the Industry Speakers Panel

Kurt Kelty
Director Energy
Storage Technologies,
Tesla Motors

Kurt Kelty manages the battery cell and pack advanced development group, as Director of Energy Storage Technologies at Tesla Motors.

This team is responsible for setting and implementing Tesla's battery usage strategy as well as the module and pack engineering strategy. His group is particularly focused on developing modules and battery packs that



are economical, but also have high performance and safety.

Mr. Kelty is responsible for the technical exchanges and negotiations with each of the battery suppliers. He also leads the battery pack recycling and regulatory efforts at Tesla. He is a member of SAE Hybrid J2464 Task Force concerning Electric Vehicle Battery Abuse Testing and IEC/TC21/JWG69-Li Committee to form performance and abuse standards for vehicle battery packs. As Tesla grows the battery pack and powertrain business, Mr. Kelty is also responsible for relations with external non-Tesla customers of the battery pack.

Before joining Tesla, Mr. Kelty worked for Matsushita (Panasonic) for nearly fifteen years, seven of those years in Japan. At Panasonic, Mr. Kelty worked in various planning and marketing capacities related to Ni-MH and Li-ion batteries. During the last 5 years, he founded and led Panasonic's R&D lab in Silicon Valley and created R&D alliances between Panasonic and other battery and fuel cell developers in the U.S.

Mr. Kelty received his B.A. in Biology from Swarthmore College in 1986 and his MSC

continued on page 3

See and Hear this Event Online Live

Online live cast sponsored by
MonetizeMedia

FEES: FREE for those who RSVP before
10/06/2009 5:00p.m. (PDT)

Log-in instruction for live cast will be sent
later to those who have registered.

Please register by October 2 for the best price at www.keizai.org

DATE

Wednesday,
October 7, 2009

Dress: Business
casual

LOCATION

950 Page Mill Road, Palo
Alto, CA Bldg 950 (brick
building) of the law firm of
Wilson, Sonsini, Goodrich
and Rosati PC

TIME

5:30 pm- 6:00 pm (PDT): Registration
and networking, hors d'oeuvres.

Please bring business cards for
networking.

6:00 pm-8:00 pm: Event

FEES

\$20.00 register by 10/02/09

\$35.00 late registration 10/03-
10/06/09, 5:00 pm (PDT)

\$50.00 walk in registration
on 10/07/09



The “Cash for Clunkers” program was hugely popular this summer, and we hope some of you took an advantage of the program to buy more fuel efficient cars. Continuing on the topic of fuel efficiency and greener automobiles, we are happy to present a distinguished panel on electric cars in our next program on October 7th. As everyone recognizes, Japanese automakers have dominated the hybrid car market, but when it comes to electric cars, it will be interesting to see the changes in the market landscape. **Who is ready?** We hope you can join us to find out more about it.

We are also pleased to announce that for the first time Keizai Society will be offering on-line live streaming of the program for those who cannot join in person. We are expecting participants from many locations including Japan, other parts of the U.S., and more. The live streaming will be provided with cooperation from Monetize Media.

You may have noticed we have been emailing you opportunities to help job seekers. Going forward, in order to avoid filling the inboxes of non-job seekers, we will be posting jobs at “**Keizai Society for Job Seekers**” group site on LinkedIn. More details will follow—*Stay tuned!*

We look forward to seeing you at the Keizai Society program on October 7th.

Sincerely,

Chimmy Chioya and Mark Kato

Co-Presidents

CORPORATE SPONSOR MEMBERS

GOLD CORP MEMBER:

WILSON SONSINI GOODRICH & ROSATI

SILVER CORP MEMBER:

SYMMETRICOM

TAFAPOLSKY & SMITH LLP

TAZAN INTERNATIONAL

UNION BANK OF CALIFORNIA

BRONZE CORP MEMBER:

ZL TECHNOLOGIES

WSGR

Wilson Sonsini Goodrich & Rosati
PROFESSIONAL CORPORATION

*proudly supports the
Keizai Society*

650 Page Mill Road Palo Alto
California 94304-1050
Tel: 650-493-9300 Fax: 650-493-6811
www.wsgr.com

Palo Alto Austin New York Reston Salt Lake City San Diego San Francisco Seattle

continued from page 1

from the Stanford University Graduate School of Business in 1997.

Tesla Motors (www.teslamotors.com)

Priscilla M. Lu

Chair of the Board of Directors,

Zap Electric Vehicles

Priscilla M. Lu, PhD, is the Chair of the Board of Directors for Zap. Dr. Lu is currently the Managing Partner and Founder of Cathaya Funds, a private equity fund focusing on international business alliances in China such as the Hong Kong-based Better World International, Ltd. ZAP recently announced Better World International's \$25 million financing arrangement with the company to help accelerate a three-part growth strategy on battery systems, wheel motor technologies and affordable electric vehicle design and production. Through her involvement with Cathaya Funds, Dr. Lu also is a principal in the foundation of ChinaBroadband Inc., a company heavily invested in interactive broadband, wireless and cable media programming in China. For the five years prior, Dr. Lu was China Advisor to Mayfield Fund, a forty-year old venture capital firm with over \$2.8 billion under management. Dr. Lu helped found GSR Fund for Mayfield, a venture capital fund in China overseeing more than \$700 million in investments.

She holds a Ph.D. in Electrical Engineering and Computer Sci-



ence from Northwestern University and B.S. and M.S. degrees in Computer Science and Mathematics (Honors) from the University of Wisconsin and has over 50 patents in the area of telecommunications and networking and was recruited to take the helm as CEO in 2002. Since that time she has taken ZAP to a whole new level.

Zap Electric Vehicles (www.zapworld.com)

Jason Wolf

VP Business Development,
Better Place

Jason Wolf is responsible for business development for Better Place. In this role, he strives to form strategic partnerships with energy companies, automobile manufacturers, investors, governments and other key parties in an effort to create infrastructure for the mass adoption of electric vehicles.

Wolf brings more than 11 years of management experience in the IT industry, having held various positions in strategic planning, product rollouts, sales and professional services. In his last role, Wolf served as president of Sterna Technologies USA, the pioneer of Business Positioning Systems software. Prior to joining Sterna, he held a number of positions during a 10-year career at SAP AG, including senior vice president of Strategic Initiatives and senior vice president of New Product Introductions.

Wolf holds a B.A. in Economics and Psychology from the University of Tel-Aviv, and an MBA from San Jose State University. From 1986 to 1993, he served as an officer in the Israeli military.



Better Place (www.betterplace.com)

Naoki "Nick" Sugimoto

Principal,

Honda Strategic Venturing (HSV)

Nick Sugimoto is a Principal of Honda Strategic Venturing (HSV), the corporate venture capital arm of Honda Motor Corporation based in Mountain View, California. HSV seeks investment opportunities in technology venture companies to establish the strategic foundation for collaborative partnership to excel Honda's innovative R&D and share the success together. Nick oversees a broad spectrum of technologies including cleantech, advanced materials and information technologies. Previously, Nick helped Japanese angel investors identify venture investment opportunities and manage portfolios in the US. Also, Nick has successful entrepreneurial experience in a series of technology start-ups both in the U.S. and in Japan. Nick received his mechanical engineering degree from the University of Tokyo in 1984 and an MBA from the Haas School of Business at UC Berkeley in 1996.



Honda Strategic Venturing: (<http://corporate.honda.com/innovation/honda-strategic-venturing.aspx>)



Proudly Presents

Keizai Society LIVE Global Event

- Online Video Platform with Content Management
- Customizable Players
- Aggregation, Publishing, Syndication, Monetization & Analytics

www.monetizemedia.com

Green Technology and Collaborative Business Opportunities



Tony Seba

Author & Hi-Tech Strategy
Consultant



Yoriko Kishimoto

Board Member, VTA and Air District;
former Mayor of Palo Alto



Binay Panda, Ph.D.

Cross-Border Entrepreneur

On Friday, July 14, Keizai Society held its “Green Technology and Collaborative Business Opportunities” event at the offices of WSGR in Palo Alto. Over 70 people attended to hear two panelists discuss their insights into greentech, and a third panelist relate his experiences and advise on cross-border entrepreneurship.

The forum began with speaker introductions by panel moderator **Akemi Koda**, Keizai Society program manager and coordinator of the event. The first panelist, author and entrepreneur **Tony Seba**, opened the session with a truly eye-opening presentation on the future and promise of solar

energy, specifically solar thermal. Tony captured everyone’s attention early on by debunking some myths about this relatively low-tech but potentially planet-saving technology. For instance, the conventional wisdom holds that solar is too expensive. On the contrary, Tony explained, the cost of solar thermal electricity is already on par with PG&E prices and far below those in many other states. Addressing the perception that solar thermal is very new and not yet “ready for prime time,” Tony described how nine plants in the Mojave desert generated the equivalent of 50% of San Francisco’s residential

continued on page 5

Akemi Koda of the Keizai Program Committee served as the panel moderator for the program.



Free Business Checking

For more information, contact your Financial Services Branch Manager. To find a branch near you visit <https://www.uboc.com/>.

Sunnyvale Branch:

495 South Mathilda Avenue
Sunnyvale, CA
Tel: 408-738-4900

San Jose Branch:

990 N. First St.
San Jose, CA
Tel: 408-279-7400

UNION
BANK OF
CALIFORNIA®



Tony Seba debunks the myth that solar is too expensive.



The attendee were very interested in the information.

continued from page 4

power demand every year for the last 20 years! After bursting numerous other solar energy myths, Tony went on to prove that solar is the only clean energy source that can scale to meet the world's energy needs over the next 40 years, and then to identify some of the many "trillion dollar opportunities" that await entrepreneurs in this field.

The second panelist was **Yoriko Kishimoto**, former Mayor of Palo Alto and current member of the Palo Alto City Council, Valley Transportation Authority Board of Directors and the Bay Area Air Quality Management District. Yoriko discussed why the Bay Area is "ground zero" for the emerging clean tech economy. Her talk drew heavily on her personal experience in driving many of the Bay Area's most important green

initiatives in both the public and private sectors. A lifelong environmentalist, Yoriko touched on her many successes and battles, both past and ongoing, in areas such as renewable energy, zero waste, green building standards, walkable communities, green transportation, climate protection, bio-waste, sustainable water policy and community- and environment-friendly food policy. The audience found Yoriko's presentation not only highly informative, but also very inspiring. She explained that the reason she got into politics in the first place (after already establishing a successful private sector consulting business focusing on US and Japanese entrepreneurs) is that "government is where we invent the future." A candidate in the upcoming primary for State Assembly (District 21), Yoriko encouraged the audience to consider pursuing public service as a road to a better future for all.

Our third panelist **Binay Panda**, PhD, offered a unique, fascinating, and highly personal perspective on the pluses and minuses, benefits and pitfalls of cross-border collaboration and entrepreneurship. Binay related many details

continued on page 6



Chimmy Shioya, co-president of Keizai Society and Akiko Foo, Contents Manager of Keizai staff.

Email archival for JSOX compliance

Email server off-loading for Exchange and Lotus



Contact: Chimmy Shioya (408) 240-8989
cshioya@zlti.com www.zlti.com



Scott Ellman and Nadine Grant, president emeritus of Keizai Society,



Brandon Hill of the Keizai Society and Yokum Taku of Wilson, Sonsini, Goodrich and Rosati.

continued from page 5

of his own experience in starting a biotechnology company that was meant, from inception, to be a truly global entity with three geographical “hearts”: Japan, the US, and India. With many candid anecdotes about the challenges he, his partners, and his collaborators faced, Binay provided colorful illustrations of numerous observations, guidelines, and rules of thumb for extending one’s entrepreneurial venture across international borders, especially for the three countries mentioned. For instance, he observed that it is critical to understand and exploit the unique competitive advantages of each country—e.g., a strong and respected research culture in Japan, a huge potential market in India, and an

exceptionally strong talent pool (and large existing market) in the US. Likewise, Binay outlined his “advice” to each country vis-à-vis the others: for Japan, “two guys in a garage can turn into a big company!”; for India, “some structure is okay!”, and for the US, “a tree takes a hundred years to grow (read: be patient in developing relationships).” Before concluding, Binay also enlightened the audience on the mission of his company: much earlier detection of a vast range of cancers, leading to improved health, lower costs, and better quality of life.

All three panelists were extremely well received. Hors d’oeuvres provided by Keizai Society helped fuel the networking session before the panel discussion, while excitement over the presentations helped drive more networking afterwards.



Kenichi Fukunaga, Masato Matsuo, Kyushu University and Shoji Shiga of Kyushu University.



**ビジネス移民法ニーズを
幅広くサポート**

- * 雇用ビザおよび永住権
- * ビザ人事管理システム作り
- * H-1B規則遵守
- * 就労資格検査
- * ビザ管理アウトソーシング

家族関係の永住権

市民権申請

TAFAPOLSKY & SMITH LLP

BUSINESS IMMIGRATION LAW

WWW.TANDSLAW.COM

415.344.3603



Gen Minase and Hiroyuki Yokoyama.



Machiko Okada, Machiko Skin Care,



Tom Spargo and Scott Davidson of Sughrue Mion PLLC



Bruce Eimon and Hiroshi Okada of Interface Amita Solutions, Inc.



Toshio Akahane, Epson Electronics America, Inc.



Kiyomi Zuber, Marubeni America Corp.



Kimi Iwamura



Yutaka Ikeda of Mitsubishi Cable expands his network.



Derek Wiseman and Geoff Wing of Congruity Now



Atsushi Yamazaki shares his idea.



Dean Yonenaga and Yoshiko Matsumoto of Nippon Oil Corporation



Kozue Ishihara of Nichi BeiTimes and Akira Furumoto of Business Consultants, Inc.



The September networking event was well attended.

SVJEN and Keizai Joint Networking Event

Keizai Society and **SVJEN** (Silicon Valley Japanese Entrepreneur Network) held a joint networking event on September 1st at Fu Lam Mum Chinese Seafood Restaurant in Mountain View. This event was well received and more than 100 people attended. We apologize to those who were unable to attend due to the event selling out. The fire code prevented us from admitting more people to the restaurant. Since many people have told us they want more networking, we did not have any speakers at this event. The event participants enjoyed

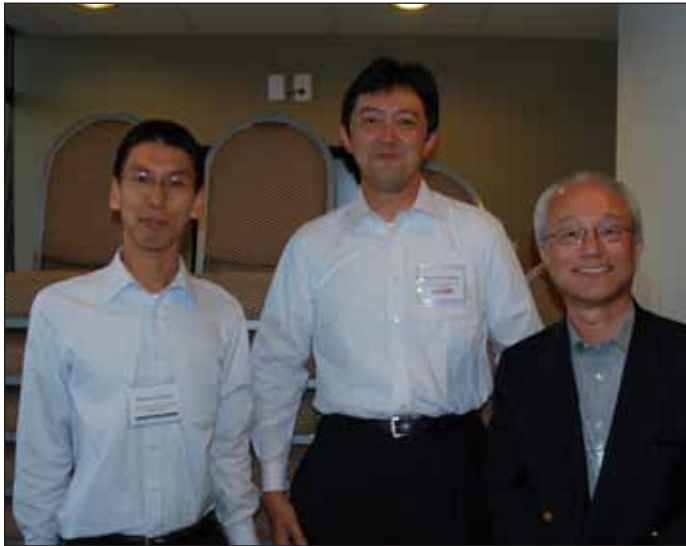
expanding their networks and meeting old friends while enjoying Chinese food.



USASIA VENTURE PARTNERS
We help Japanese-owned companies thrive in the US
(and vice versa)

Marketing outsourcing
Business development consulting
Fundraising for venture growth
US penetration for Japanese firms

www.USAsiaVenturePartners.com
a.koda@USAsiaVenturePartners.com
英語資料支援 :415-867-1777



Hironori Iwane, Stanford University, Masahito Sugita and Hiroshi Okada.



Nobuko de Spain, Yayoi Kaneko of EOS and David Yamamoto



Koji Tokuda of Fusion Reactor LLC and Daichi Inoue from Keio University Sunbridge Partners



Junichi Iihara, Iihara Company, Inc., Yasuaki Yamamoto, InterPrestige Inc. and Yoshifumi Suzuki of Desktop Aeronautics, Inc.



Toshihiro Hirakawa and Hiro Matsumoto



Shigemi Tajima-Piercy, Rie Kawaguchi, Kawaguchi Insurance, and Takayuki Hamuro



Enjoying wine and Chinese Foods



Koji Tokuda and Tatsuo Tsutsumi of Recruit Strategic Partners Inc.



Smiles for networking



Revitalize economy from Silicon Valley



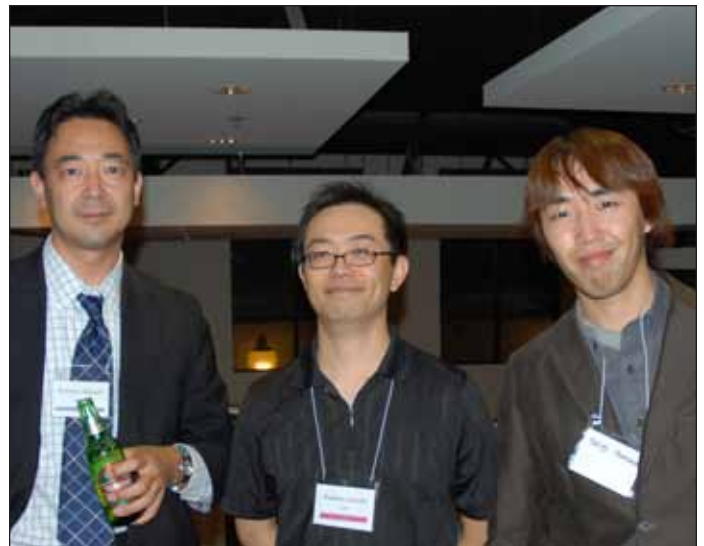
Sanae Trotter, Isamu Shigemori and Goro Kosaka



The second floor of this restaurant was full.



Matthew Schlegel and John Scherling of Sughrue Mion, PLLC discuss with their friend.



Katsuya Higuchi, Takehito Sasaki and Seigi Honma



Bruce Eimon and Hiroshi Okada of Interface Amita Solutions



Nobu Funaki is discussing new business idea.



Mark Kato, co-president of the Keizai Society and Mitsue Kurihara of Development Bank of Japan.



Sanae-Hasimoto-Horowitz of Broncus Technologies Inc. and Mark Kato, co-president of the Keizai Society.



Nick Ushio of plxLogic and Hiromu Soga of Vision Boosterm LLC



Sanae Trotter and Shigeru Ogino of Strategic Technology Consulation



Miyoko Oki of Symantec, David Yamamoto and Shigemichi Tajimi-Piercy of Intero Real Estate Services



Yuichi Handa, Fumitake Takahashi of the Consulate General of Japan and Akemi Koda of Keizai Society.



Geoff Wing



Shin Takano of Murata Electronics NA and Tatsunori Suzuki, Zeptor Co.

See and Hear the Keizai October 7 Event Online Live

Online live cast sponsored by
MonetizeMedia

FEES: FREE for those who
rsvp before 10/06/2009
5:00p.m. (PDT)

Log-in instruction for live cast
will be sent later to those who
have registered.



Chihiro Uchbori of Fujitsu Labs, Atsuko Dokko of UTEC and Akiko Kunugi.



**KEIZAI
SOCIETY
U.S.-JAPAN
BUSINESS FORUM**

Keizai Society
3964 Rivermark Plaza,
Suite 216
Santa Clara, CA 95054

contact@keizai.org

<http://www.keizai.org>

Keizai Society All-volunteer Team

| | | |
|------------------------|--------------------------------|--|
| Nadine Grant | President Emeritus | nadine@keizai.org |
| Mark Kato | Co-President | mark@keizai.org |
| Chimmy Shioya | Co-President | chimmy@keizai.org |
| Nobuo Arai | Program Committee | nobuo@keizai.org |
| Mike Doan | Assistant Webmaster | mike@keizai.org |
| Akiko Foo | Contents Management | akkiko@keizai.org |
| Brandon Hill | Webmaster | brandon@keizai.org |
| Taka Imada | Strategic Development | taka@keizai.org |
| Akemi Koda | Program Committee | akemi@keizai.org |
| Steve Naegele | Newsletter/Media Management | steve@keizai.org |
| Joe Quinlan | Program Committee | joe@keizai.org |
| Koichi Sato | Japanese Media Management | koichi@keizai.org |
| Junko Takiguchi | Secretary | junko@keizai.com |
| Greg Tsutaoka | Program Committee | greg@keizai.com |
| Sayuri Watanabe | Treasurer | sayuri@keizai.org |
| Tex Yamashita | Email Communication Management | tex@keizai.org |
| Dean Yonenaga | Alliance Management | dean@keizai.org |

Advertising in the Keizai Society Newsletter

The advertising rates per monthly issue are as follows:

| | | |
|---------------|----------|--------------------------------------|
| Business card | \$50.00 | (3.5x2) |
| Quarter page | \$100.00 | (3.75x4.5) |
| Half page | \$200.00 | (7.5x4.5 vertical or 3.75x9.25 wide) |
| Full page | \$300.00 | (7.5x9.0) |

Newsletter design: Steve Naegele Design, www.naegeledesign.com