



# KEIZAI SOCIETY

US-JAPAN  
BUSINESS  
FORUM  
Issue No. 227  
July 2009  
Santa Clara, CA  
[www.keizai.org](http://www.keizai.org)

American-Japanese Interaction at the Working Level

## Green Technology and Collaborative Business Opportunities

### Participating Panelists:

#### **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

Everyone from the White House to your house is talking about the future of global energy policy, environmental preservation, and the role of biotech in these and many other fields. Fueled in part by the Japanese government's economic stimulus package, Japanese entrepreneurs and industry leaders alike have taken a global leadership position in creating green, sustainable energy, and biotech businesses. This presents unique opportunities for Silicon Valley companies, also global leaders in these fields, to collaborate with their Japanese counterparts.

**Tony Seba** will discuss the future of clean energy: choices, myths, reality, and challenges. He will clarify the confusion surrounding 'renewable' energy.

What are the real, sustainable clean energy market opportunities and which ones are dead-ends? Do you bet on "clean coal," biofuels, "green nuclear," wind or solar? Time permitting, he will share one trillion dollar opportunity.

**Yoriko Kishimoto** will discuss why the Bay Area is "ground zero" for the emerging cleantech economy. She will share her vision of the role the public sector can play in transforming the energy and transportation sectors under a green economy vision of the Bay Area, such as providing alternative fuels infrastructure, green building standards, and zero waste and climate protection strategies.

**Binay Panda** will discuss cross-border entrepreneurship in a globalized world. Nowadays many companies are going

global from the outset. Starting a company in any environment is challenging, and involving three different countries in the process is especially taxing. He will discuss his experience in entrepreneurship and partnership dealing with a variety of business and cross-cultural issues involving US, Japan and India.

In following the 2009 theme of Keizai Society of "*Revitalization—Finding the real economy*," this month's program is meant to encourage Silicon Valley's economic recovery. As in the past, new ideas are critical to revitalization. So please bring your business cards to exchange with attendees and panelists, and feel free to forward this information to your friends and colleagues.

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Please register by July 10th for the best price at [www.keizai.org](http://www.keizai.org)

#### **DATE**

Tuesday, July 14, 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:**

Registration and light  
hors d'oeuvres

**6:00 pm-8:00 pm:** Event

#### **FEES**

**\$20.00** register by 07/10/09

**\$30.00** late registration 07/13./09,  
5:00 pm)

**\$40.00** at the door (subject to  
limited seating)



**B**ased on our 2009 theme, “*Revitalizing—Finding the real economy*”, Keizai Society has hosted programs and events almost every month this year including the support for Stanford University. We are very happy to see familiar faces regularly as well as many more new faces at these events. This may be the results of our additional methods that we have implemented this year to reach out to new people through social networking sites, such as Facebook and LinkedIn.

Thanks for the many positive comments we received for the past events. We thrive on your feedback and would appreciate it if you let us know what kinds of programs you would like us to provide as our goal is to help promote businesses between the U.S. and Japan.

This month, Keizai Society will present “*Green Business and Collaborative Business Opportunities*” on Tuesday, July 14 at Wilson Sonsini Goodrich & Rosati PC. We hope you

join us again. Also, please feel free to forward this newsletter to your friends and colleagues who may be interested in our activities.

We are looking forward to seeing you at our future events.

Best regards,

Chimmy Chioya and Mark Kato

Co-Presidents

Keizai Society

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## About the Panelists:

### Tony Seba



Mr. Seba is the author of the upcoming book *Solar Trillions— Create Wealth, Grow the Economy, Save the World*. He is a lecturer at Stanford University in entrepreneurship, high tech strategy and finance. He is a founding executive of a Silicon Valley

solar startup company and the author of *Winners Take All—9 Fundamental Rules of High Tech Strategy*. Mr. Seba is a strategy consultant, business architect, and internationally known public speaker who also teaches at leading institutions around the world such as The Auckland University (New Zealand) Business School and in-company at some of the world's top high tech companies such as Google, Inc.

Mr. Seba was the award-winning founder and CEO of PrintNation.com, where he raised more than \$30 million in venture capital and established it as the leader in its market segment. Prior to PrintNation, Mr. Seba worked in business development and strategic planning at Cisco Systems and RSA Data Security. He is also on several boards of advisors and directors. Mr. Seba holds an MBA from Stanford University Graduate School of Business and a BS in Computer Science and Engineering from the Massachusetts Institute of Technology. <http://www.tonyseba.com>

### Yoriko Kishimoto



Ms. Kishimoto, a former Mayor of Palo Alto, currently serves on the Palo Alto City Council as well as the Board of Directors for the Valley Transportation Authority (VTA) and Bay Area Air Quality Management District (BAAQMD).

Her call to action as Mayor has been to Build a Green Economy through Innovation. Working with her colleagues and other cities, Ms. Kishimoto has led Palo Alto's leadership in green initiatives, from zero waste to aggressive renewable energy portfolios, financing energy efficiency projects and green building standards.

Ms. Kishimoto holds an MBA from the Stanford Graduate School of Business and has run, among others, a consulting business to assist technology entrepreneurs from both the US and Japan. She was also the organizer of the Presidio Energy Workshops on US-Japan Perspectives on a Sustainable Energy Future. Ms. Kishimoto is a candidate for the State Assembly District 21.

### Binay Panda, Ph.D.

Dr. Panda obtained his Ph.D. in molecular virology and biochemistry from University of Oxford, UK, and was an American Cancer Society Post-Doctoral Fellow at the Scripps Research Institute, La Jolla, California. Following his research, Dr. Panda joined the leading genomics firm Affymetrix and worked both in California and Tokyo, where he lived for three years and helped build the company's Japan operation. Over the last 15 years, Dr. Panda has worked in multiple areas of biotechnology, both in research and commercialization, including genomics, genomic diagnostics and personalized medicine in Europe, Japan and US. In 2007, he co-founded a genomic diagnostics company with focus on early detection of cancer. He also teaches at the University of California, Santa Cruz Extension.

\*Speakers are subject to change.

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# Revitalizing Your Career

## Participating Panelists



**Krista Henley**

Principal of  
Corporate Wisdom



**Matt Schlegel**

Founder of  
Sakino Consulting



**Alan Tafapolsky**

Managing Partner of  
Tafapolsky & Smith LLP

On Friday, May 22, Keizai Society held its “*Revitalizing Your Career*” event at the offices of Wilson Sonsini Goodrich & Rosati in Palo Alto. With a topic appropriate for the times, this event attracted over 40 professionals from the bay area. Keizai Society sponsored the event with the idea of influencing economic recovery from Silicon Valley, and our efforts were well received by the attendees. The first speaker Christa Henley came to the event from an HR perspective. Christa spoke of the importance of emotional intelligence in revitalizing one’s career. She emphasized that emotional intelligence is about being smart with one’s emotions, which can broaden one’s job opportunities. The

Joe Quinlan of the Keizai Program Committee served as the panel moderator for the program.

second speaker, Matt Schlegel, is someone who has formed his own consulting company, Sakino Consulting. Many who have been laid off (and some who haven’t) have toyed with the idea of going into consulting. Matt Schlegel is one who actually took the plunge, and he provided his insights on what it is like and how to be successful. Matt said that consulting may be best for those who enjoy looking for work, since consultants continually need to feed their pipeline of potential clients.

Among the skills necessary in a consultant, Matt mentioned

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幅広くサポート

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*Krista Henly presents*



*Matt Schlegel presents*

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listening skills as being a key one—listening to clients and learning what it is they need.

The final speaker was attorney Alan Tafapolsky, who specializes in immigration law. Alan's presentation was centered around the needs of foreign nationals who become laid off in the US. Alan then branched out into various immigration-related issues and issues related to layoffs.

In short, a good time was had by all. Networking took place both before and after the event, with hors d'oeuvres provided by the Keizai Society. Copies of the speaker presentations are available on the Keizai website at [www/keizai.org](http://www/keizai.org).



*Alan Tafapolsky and other panel members take personal questions from the attendees after the event.*



*Using a telephone scenario Alan Tafapolsky took a phone call from hypothetical non-citizen client who lost her job and was inquiring as to how it affected her immigration status.*





Mr. Keitaro Matsuda, Director of Economic Research at Union Bank California, discusses the current recession.

## Special Networking Event

# Recession & Recovery: *Where are we now?*

On Thursday, June 25, Keizai society held an evening of networking at the Sunnyvale branch of Union Bank of California. This event was attended by more than 60 Silicon Valley professionals. In addition to networking, the attendees also enjoyed a presentation by Mr. Keitaro Matsuda, Director of Economic Research at Union Bank of California. Mr. Matsuda discussed the current recession and how we

might know if we are coming out of it. He explained leading, coincident, and lagging indicators, and also described the four stages of a recession:

- (1) Decline,
- (2) Slowing of decline,
- (3) Flat and then gradual recovery,
- (4) Return of economy to previous peak.

As for the current recession, the leading indicators appear to have bottomed out in April, 2009 which means the economy

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*The June Networking event was hosted by Union Bank of California at Sunnyvale. Below are John Abe, Vice President and Branch Manager and Nobuo Arai of the Keizai Society.*



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Mark Kato, Co-president of Keizai and Isamu Shigemori, computer programmer and working towards his Master's degree at International Technological University.

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may be starting to recover. Other indicators are still declining, but have slowed their pace of decline, indicating that we are possibly in Stage 2. Mr. Matsuda reviewed the various letters of the alphabet that economists use for recessions, like V-shape, U-shape, and W-shape. For this recession, Mr. Matsuda said we may need to look beyond the English alphabet and use the Japanese character to explain the shape of decline and recovery.

The hospitality of Union Bank was outstanding at this event, with an open bar and seating for all in the spacious lobby of the Sunnyvale Branch. Keizai Society deeply appreciates this assistance. Many of the attendees expressed great satisfaction with Mr. Matsuda's presentation and indicated that they were likely to attend future Keizai Society events.

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



Asako Kanekiyo and Yukako Masuda of Union Bank and Akemi Koda of the Keizai Society.0000000



Genichi Minase and Shoichi Endo



Nobuko Isomata of Market Entry Experts and Nadine Grant, President Emeritus of Keizai Society.





Norio Miyago of Union Bank enjoys a glass of water.



Andrew Neuman of NEC and Tex Yamashita of the Keizai Society.



Joe Quinlan and Keitaro Matsuda.



Eamon Rooney, Hide Irie of Agetec and Itsuro Yoshimoto of FIO Technology.



Kenichi Fukunaga makes a new contact.







*Thomas Spargo exchanges business cards with Genichi Minase.*



*Thomas Spargo and Sunil Mirapuri.*



*Takahide Imada, David Yamamoto of NAIBT Commercial, Isamu Shigemori and Rio Mori pose for a photo.*



*Steve Yamaguma of Design2Market and Fumiko Doan of Union Bank.*



*Geoff Wing*



*Fumie Piontkowski*



*Paul Pogodin of Sughrue Mion*



Stanford University, US-Asia Technology Management  
Center event co-hosted by Keizai Society, 5/19/09

## Opportunities & Challenges of Technology Buy-Outs in Japan

**Opportunities & Challenges of Technology Buy-Outs in Japan** was presented by Dr. Adriaan Ligtenberg on May 19 at Stanford University. The event was co-sponsored by the Keizai Society, US-Asia Technology Management Center at Stanford University, and the Stanford Project on Japanese Entrepreneurship (STAJE).

Dr. Ligtenberg is a founder of Pacific Technology Partners (PTP), which is one of the first technology buyout firms focused on leveraged buyouts of Japanese technology companies in collaboration with other Private Equity Funds.

Dr. Ligtenberg explained the Japanese technology market provides some unique opportunities at this time.

- Banks in Japan are relatively healthy compared to their global counterparts
- Japan is linked to the US economy in crisis
- 2nd largest economy with mature and developed companies, very skilled work force
- Changes in company philosophy where they must show ROI
- Japan technology companies are very strong and leaders in key markets such as electronics and materials

*The presentations often generate discussions afterwards, and Dr. Ligtenberg and Dr. Dasher were available for questions after the event where refreshments were served.*



*Dr. Richard Dasher and Dr. Adriaan Ligtenberg.*

However, the current economic slowdown and technology cycles have created a need for capital and an opportunity for buyouts. Dr. Ligtenberg noted the Japanese tech buyout market is flat when compared to other Japanese businesses, because Japan lacks strong technology buy-out firms. He feels the Japanese market is having a difficult time quantifying the value of these tech companies (how much money will they generate in the future years). As a result Pacific Technology Partners is focused on leveraged buyouts of Japanese technology companies in collaboration with other Private Equity Funds.

Some rules that Dr. Ligtenberg shared with the group are:

### 1. Buy Low

- Understand the motivation of the seller
- Generate a large pipeline of opportunities so you can be selective
- Have a proprietary deal flow

### 2. Avoid Unnecessary Risk

- Do your due diligence to understand the competition and technology cycles
- Understand and validate the key differentiating factors

### 3. Add Value

- Make
- Increasing revenues and/or reducing costs
- International expansion or add-on platform

### 4. Sell High

- Work on creating an exit strategy
- Understand who are the potential buyers and financiers

Pacific Technology Partners feels their strength and value is in strategic planning, technology network in the US and Europe, and their operations support.

The Keizai Society believes that this seminar contributes to expanding opportunities and economic revitalization of the Japanese technology sector.





## We are Hiring!

The Keizai Society, all-volunteer organization, is looking for more team members. Volunteers would benefit by having a venue to meet and network with leaders in the community and given that the job is done well, you will be able to get a job reference if needed. As a core team member, you will be able to attend Keizai events for free along with other benefits.

### 1) Content Manager

We are looking for a native English speaker and a self starter who can play this central role to manage contents & schedules of newsletters, flyer mail messages and website updates that should be of interest to both American and Japanese Keizai communities. This would involve gathering and editing of the contents and making sure to meet the schedules of newsletters, flyer emails and website updates, etc. You will work

closely with Newsletter Chair, Program Committee members, Web Master, and Email Communication Manager. Japanese language skill is a plus, but not a requirement.

### 2) Administrator

We are looking for Administrator to manage routine process of our events and other administrative tasks. These include venue selections for events, catering foods, creating attendee lists and managing the registration table, etc. You will work closely with vendors, host sponsors, and other Keizai team members.

Please contact us for more detail. Please contact **chimmy@keizai.org** or **mark@keizai.org** to discuss these opportunities.

*We hope you'll join the Keizai Team!*



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

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### Keizai Society All-volunteer Team

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### Other Volunteers

**Mike Doan**  
**David Gjerdrum**  
**Andrew Neuman**  
**Dan Uno**  
**Steven Young**

### 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)