



KEIZAI SOCIETY

US-JAPAN
BUSINESS
FORUM
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Santa Clara, CA
www.keizai.org

American-Japanese Interaction at the Working Level

Revitalization through Social Networking

With **Konstantin Guericke**, Social Networking Industry Expert

(Co-Founder of LinkedIn and former CEO of jaxtr)

More and more people are using social networking to further their business. How can professionals use business networking tools to stay in touch with contacts abroad and further their careers, and how can businesses use these tools to foster their business in an international context? How does the concept of leveraging existing contacts differ from networking? Finally, how do business networks fit into Japanese business culture, and what can be expected in the future?

Join us for this evening of a stimulating perspective on the timely topic of social networking, with plenty of time for Q&A. The 2009 theme of Keizai Society is “*Revitalization—Finding the real economy*” and we want to influence economic recovery from Silicon Valley.

New ideas were generated in tough times in the past, and some of you maybe considering to start new businesses or change the career paths.

Please bring many business cards in order to exchange with attendees and panelists, since it is important to network and help each other in these tough times. And please forward this message to your friends and colleagues to expand the power of Silicon Valley.

Konstantin Guericke

Konstantin was most recently CEO of jaxtr, a social communications start-up with over 10 million registered users that was sold to Sabse Technologies in 2009. Before jaxtr, Konstantin co-founded LinkedIn and as VP Marketing led the company's marketing efforts from launch

to profitability in 2006. Prior to LinkedIn, Konstantin served as VP Marketing at Presenter and as VP Sales and Marketing for Black Sun Interactive, a pioneer in social Web software at the dawn of the Web. Konstantin graduated from Stanford University with a B.S. and M.S. in Engineering. While at Stanford, he studied at the Stanford Center for Technology & Innovation in Kyoto and worked at Softbank in Tokyo.



View Konstantin's profile at
<http://www.linkedin.com/in/konstantin>

Please register by November 7 for the best price at www.keizai.org

DATE

Wednesday,
November 11, 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- 6:30 pm (PST): Registration
and networking with light hors d'oeuvres.

Please bring business cards for networking.

6:30 pm-8:00 pm: Event

FEES

\$20.00 register by 11/07/09

\$35.00 late registration by
11/10/09, 5:00 pm (PST)

\$50.00 walk in registration
(Walk-ins welcome but seats
may be limited.)



KEIZAI SOCIETY'S 2009 theme is "**Revitalization—Finding the Real Economy.**"

To date, we hosted numerous forums and networking events under this theme. Especially to note, our October forum "**Who is Ready for Electric Cars?**" was attended by over a record breaking 150 people. This record turn-out was indicative of the expectation that the electric car market will revitalize the economy from the perspective of technological innovation, new approaches to transportation, creation of new clean energy businesses, and more.

Our final forum for 2009, "**Revitalization through Social Networking**" will be on Wednesday, November 11th. Even though the stock market seems to indicate the economy may be recovering, the situation is still unpredictable. In this economic environment, social networking is a vital tool to foster one's business and to further one's career by leveraging existing contacts.

Please join us! We hope that Keizai Society's events will provide you with valuable information

and a venue for networking that is appropriate as we approach the end of 2009. Also please pencil in the Keizai Society's 20th anniversary Shinnenkai (New Year's Party) for Friday, January 29, 2010 in Los Altos Hills. Stay tuned for more details to be provided later on.

Sincerely yours,

Chimmy Chioya and Mark Kato
Co-Presidents, Keizai Society

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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*

ON OCTOBER 7, 2009, four industry speakers, plus a packed crowd at Wilson Sonsini Goodrich Rosati (www.wsgr.com) conference center, **Jason Wolf** from Better Place (www.betterplace.com); **Nick Sugimoto** from Honda (www.honda.com); **Kurt Kelty** from Tesla (www.teslamotors.com) and **Dr. Priscilla Lu** from Zap Electric Vehicles (www/zapworld.com) brought four strong

and unique perspectives creating an insightful, lively and interactive forum. Their presentations are posted on our website for people who missed the event, or to share with other people.

We thank all who participated, and look forward to seeing you back at our future forums.





Greg Tsutaoka from the Keizai Society was the panel moderator.



David Ford of VHB and Alexander Wang

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Atsushi Yamazaki of Yamazaki Technology Corporation, Tonny Hansen of Asia Step and Isao Nojima of Nojima Consulting



The event was simulcast on the internet.



Kazuhiro Yamaguchi of SOEI Patent & Law Firm networks with another participant.

Webinar Administrator Wanted at Keizai Society

Keizai Society is planning to offer webinars and live webcasts of our programs. Initial responsibilities for this position will include researching and evaluating suitable webcast applications. This position involves performing dry runs, preparation, and execution of webcasts to effectively get our content out to the audience. Experience in audio and video systems as well as IT network skills are a plus.

Please send an e-mail to mark@keizai.org or chimmy@keizai.org if you are interested in.



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Herman Gyr of Enterprise Development Group and Ping Oppo.



Shin Takano of Murata Electronics N.A., Inc., Jim Huang of HKSTP and Ryuyu Kashiwara of Murata Electronics



Hiro Yokoyama, Alan Gruner and Sean Wang of ITRI International.



Won Choe and Nadine Grant, Keizai President Emeritus.



Taryn Harada of All Nippon Airways Co., Ltd and Mark Endler.



Richard Petersen of SK Telecom Americas and Ken Fujioka.



Makoto Fukumi of AZCA, Inc. and Rose Mortila.



After the event the audience takes advantage of the opportunity to meet the panelists.



Keiza Board member Koji Osawa of Global Catalyst Partners and Hiro Yokoyama.



James Wang, Eric Kunkle and Tim White.



Norio Komoda and Arika Komoda.



Koji Tokuda of Fusion Reactor and Mr. Nakahama of Jiji Press.



Arun Gupta of Panasonic and Martin Parry.



Takahide Image, Harvard Business School, Mark Kato, Keizai Co-President, Sayuri Watanabe, Keizai Executive Team and Junko Takiguchi, Hitachi Cable America, Inc and Keizai Executive Team.



Naoki Shibata of Stanford niversity and Akemi Koda, USAsia Venture Partners and Keizai Executive Team.



David Yamamoto of NAI BT Commercial and Itsuro Yoshimoto of FIO Technology Inc.



Andrew Neumann makes contact with another participant.



Mari Gruner of Cobalt Power Systems and Yasyuki Iino of Nikkei Business Publications America.



Atsushi Yamazaki of Yamazaki Technology Corporation and Tex Yamashita, Keizai Executive Team.



Greg took written questions from the audience after the presentation.



Members of the audience were interested to meet the panelists after the event.



Kenichi Fukunaga of Fukunaga Design, Won Choe and Hiromu Soga of VisionBooster.



Jason Wolf of Better Place talks with a participant.



It was a record-breaking turn out for a regular monthly program!



**KEIZAI
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BUSINESS FORUM**

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Dean Yonenaga	Alliance Management	dean@keizai.org

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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)