



# KEIZAI SOCIETY

US-JAPAN  
BUSINESS  
FORUM  
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September 2010  
Santa Clara, CA  
[www.keizai.org](http://www.keizai.org)

American-Japanese Interaction at the Working Level

# Recovering from Recession

## • Participating Panelists •

### Daniel Okimoto

Director-Emeritus, Shorenstein APARC  
FSI Senior Fellow and Professor of Political  
Science (former), Stanford University

### Keitaro Matsuda

Senior Vice President,  
Director of Economic Research  
for Union Bank

### Hirofumi Takinami

Visiting Fellow, Shorenstein APARC, Stanford University  
Visiting Scholar, Policy Research Institute  
of the Ministry of Finance, Japan

Our topic for this forum is ***“Recovering from Recession”***. Please join us for an exciting evening with three experts who have unique and insightful knowledge of where we are now and where we are headed. There are many serious and eye-opening phenomena, both positive and negative, that underlie the current state of the world economy. This evening will be a thought-provoking exposure of some of the key issues that lie ahead for the business community as we try to recover from this recession.

**Daniel Okimoto** will set the stage for where we stand with the current recession, both on a global basis and on a domestic basis in the US and Japan. What are the dangers of a double-dip recession? What are the warning signs that are on the horizon? What tools (if any) do public policy officials have left to deal with any further worsening or flattening of the global recession? At the domestic level, both the US and Japan face serious political and economic challenges as they try to develop policy that leads to recovery. Where are these two countries headed?

**Keitaro Matsuda** will present his view of where we stand with the current recession and the likely outlook for the future. Is there any reason for hope? What might help us avoid a double-dip recession? What steps

should the US government and other governments be taking to avoid a double-dip recession and ensure a more healthy recovery? We have learned from this recession that financial crises can spread very quickly from country to country. How do we continue to dig ourselves out of this crisis and see that it doesn't happen again in the future?

**Hirofumi Takinami** will speak about the comparison of responses by Japan and the United States to each respective financial crisis ('97 vs. '08), especially which elements are crucial in the use of bailout of financial institutions as a means to address financial crises. What implications can be drawn from these crisis experiences of the two largest economies in the world?

This year the theme of Keizai Society is ***“Catch the Next Wave – New Opportunities for 2010”***. This forum will focus on how the world economies recover from recession, catch the next wave, and latch on to new opportunities in the years to come. 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 the Next Wave.

\*Speakers are subject to change.

### ONLINE LIVE CAST

Online live cast provided via Ustream FREE for those who RSVP before 9/26/2010 at 5:00p.m. (PDT) Log-in instructions for the live cast will be sent on 9/27/2010 to those who registered.

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Please RSVP by September 24th, 2010 to reserve your place! @ <http://www.keizai.org>

#### EVENT DATE

Tuesday  
September 28, 2010  
Dress: Business  
casual

#### LOCATION

Fenwick & West LLP  
801 California St.  
Mountain View, CA

#### TIME

Registration and Networking:  
5:30–6:00 p.m.  
Event: 6:00 – 8:00 p.m.  
Light hors d'oeuvres and soft drinks

#### FEES

\$20: Registration by September 24 (11:00 p.m.)  
\$35: Late Registration by September 27 (5:00 p.m.)  
\$50: Walk-ins (Walk-ins welcome, but seats may be limited)



**A**s we pass into autumn the days are getting shorter and the nights are getting cooler. Here at the Keizai Society the last couple of months have been very busy. Our July Forum, *"How to Use Twitter as a Marketing Weapon,"* featuring Guy Kawasaki, was an extraordinary success. The event was sold out 5 days in advance and we were not able to accept walk-ins because of the fire code. Members who were not able to attend were invited to watch the forum online via UStream. If you missed the event, or if you want to see it again, a recording of Guy's presentation is available for you to watch on the Keizai.org website under the Events tab.

In August we held the Keizai Society's annual Summer Networking Event in Sunnyvale. This event was also a huge success with over 120 people attending. Everyone who came enjoyed the great food and great networking.

The future promises to be equally as busy. September's Forum is *"Recovering from Recession"* and will feature

**Daniel Okimoto, Keitaro Matsuda, and Hirofumi Takinami.** They will compare the recession in Japan in the early 1990's with the US's 2008-9 recession. Registration for the September forum is open now on the [Keizai.org](http://Keizai.org) website. We hope to see you on September 28 at Fenwick & West in Mountain View.

Sincerely,

Chimmy Shioya and Mark Kato

Co-Presidents, Keizai Society

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## The Panelists



**Daniel Okimoto** is a senior fellow of FSI, director emeritus of Shorenstein APARC, and a professor of political science at Stanford University. His fields of research include comparative political economy, Japanese politics, U.S.-Japan relations, high technology, economic interdependence in Asia, and international security.

During his 25-year tenure at Stanford, Okimoto has served as a research fellow at the Hoover Institution and the Northeast Asia- United States Forum on International Policy, the predecessor organization to Shorenstein APARC, within CISAC. He has also taught at the Aspen Institute for Humanistic Studies, the Stockholm School of Economics, and the Stanford Center in Berlin. In 1976, Okimoto cofounded Shorenstein APARC. He has also been vice chairman of the Japan Committee of the National Research Council at the National Academy of Sciences, and of the Advisory Council of the Department of Politics at Princeton University.

He received his BA in history from Princeton University, MA in East Asian studies from Harvard University, and PhD in political science from the University of Michigan.

He is the author of numerous books and articles, including *Between MITI and the Market: Japanese Industrial Policy for High Technology*; co-editor, with Takashi Inoguchi, of *The Political Economy of Japan: International Context*; and co-author, with Thomas P. Rohlen, of *A United States Policy for the Changing Realities of East Asia: Toward a New Consensus*. In 2009 Professor Okimoto received the Keizai Lifetime Achievement Award.



**Keitaro Matsuda** is Director of Economic Research for Union Bank, a full-service commercial bank headquartered in San Francisco, California. He is the only bank economist based in the state. Mr. Matsuda monitors economic trends and developments for Union Bank management and customers, primarily focusing

on the economies of California and the Pacific Northwest.

He also tracks economic trends in Asia and the Pacific. Mr. Matsuda has more than 20 years of experience in the United States with Union Bank and its parent company, The Bank of Tokyo-Mitsubishi UFJ, Limited (BTMU). He is a member of the Economic Advisory Committee for the American Bankers Association.

Mr. Matsuda received his MBA from Stanford University, and an undergraduate degree from the University of Tokyo. He lives in the San Francisco Bay Area. UnionBanCal Corpora-

tion is a financial holding company with assets of \$85 billion at March 31, 2010. Its primary subsidiary, Union Bank, had 397 banking offices in California, Oregon, Washington and Texas and two international offices as of May 10, 2010. UnionBanCal Corporation is a wholly owned subsidiary of BTMU, and is a member of the Mitsubishi UFJ Financial Group, one of the world's largest financial organizations.



**Hirofumi Takinami** is a Visiting Fellow, Shorenstein Asia-Pacific Research Center, Stanford University as well as a Visiting Scholar, Policy Research Institute, Ministry of Finance, Japan (MOF). He is former Director of the MOF.

After joining the MOF in 1994, Takinami held many positions in the Japanese government including policy coordination and management positions such as: Deputy Cabinet Counsellor in charge of coordinating domestic and economic policies at the Cabinet Secretariat (i.e. the Prime Minister's House), Director of Office for Planning on Personal Management, and Deputy Budget Examiner on social security expenditures at the MOF.

In addition to such positions related to domestic policy, he has also worked on international issues, attending meetings as one of Japanese delegation, including Ministerial level meetings of APEC (Asia-Pacific Economic Cooperation) and ASEM (Asia Europe Meeting) etc. While dispatched to the Ministry of Justice, he served as Special Advisory Staff to the Director-General of Criminal Affairs Bureau, addressing international economic crimes.

Takinami graduated from the University of Tokyo in 1994, earning his Bachelor of Laws. In his first dispatch to the US by MOF, he received his Master of Public Policy from the University of Chicago in 1998, with a major in finance and public finance. He holds a US CPA (Certified Public Accountant). Reflecting his wide range of working experience, Takinami's publications cover various issues including the reform of special accounts system of the Japanese national budget and the international treaty against computer crime. Takinami was born and raised in Ono, Fukui, the prefecture next to Kyoto, known for producing many CEO's in Japan. He is proud of inheriting the virtues "diligence, honesty and gratitude" of this snowy country.

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# How to Use Twitter as a Marketing Weapon



**Guy Kawasaki**  
Co-founder of Alltop

If you weren't able to attend The Keizai Society event, "How to Use Twitter as a Marketing Weapon" presented by Guy Kawasaki, co-founder of Alltop, you can go to the Keizai Society homepage, ([www.keizai.org](http://www.keizai.org)) and view the archived live stream. This event was very popular and sold out well in advance.

At the event, attendees were surprised to find out that when Twitter first came out, Guy was skeptical of the service. Today, however, he is one of the most influential individuals on Twitter. He shared with the group his tips and

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tricks on how to use Twitter strategically to monitor, engage, sell, inform, support, and prospect.

He pointed out that Twitter can be used to monitor not only what your customers are saying about you, but what your competition's customers are saying about your competition. You can even monitor the conversations going on between your competition and their customers. Legally.

You can also use Twitter to engage with your customers beyond just sales. Some companies work at creating personal relationships with their customers. One example he showed us was Ford complimenting a person who had posted a picture of a classic Ford he had restored.

Among the many other possible functions Twitter has:

- Companies large and small, from Dell to a small taco cart

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business in Los Angeles called Kogi BBQ, are using promotions over Twitter to drive sales.

- Organizations such as the Canada Border Services Agency use Twitter to keep people updated with real-time information.
- Customer support centers, such as Comcast Cares, use Twitter as a venue to address customer complaints.
- Sales people use the ability to search profiles on Twitter to locate sales prospects.

Guy demonstrated how to do all this and more. He also showed the group how he automates his tweeting, and the shortcuts he uses to make tweeting regularly easier. And, to find new things to tweet about, one of the places he turns to is StumbleUpon.

The URL of the webpage with all the links he used during his presentation is: <http://holykaw.alltop.com/demo-of-social-media-sites-and-services>

In the end, this event was a stunning success and we hope that you were able to join us.



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People enjoyed their first Keizai forum.



Thomas Spargo of Kanabo Consulting Inc and Masaki Fujika of NEC Corporation of America.



Matt Schlegel of Sakino Consulting and Chimmy Shioya, co-president of The Keizai Society.



Mayu Kumaki, Ryoko Matsukata of Interax Cultural Exchange and Yuko Eto, Consulate General of Japan.



Yasuyuki Iino (middle) of Nikkei Business Publications and Naoyuki Ushio (right) of piXlogic.



Akiko Futamura, Yoko Kamamatsu of Global Communications and Maki Kanayama.



Sadaki Awada, of NTT, Ryuyu Kashihara of Murata Electronics, NA and Masako Ninomiya.



Akiko Foo and Jennifer Nakamura, both of The Keizai Society.



Jay Thomas of Thomas Technical Consulting brought his friends, Shahriar Mostarshed of MRD and Michael Purtell of Intersil.



Akemi Koda of The Keizai Society and Masaru Sakamoto.



Attendees make new contacts during the networking session.



Attendees have plenty of questions for Guy Kawasaki after the presentation.



Takezo Fukuura of Carnegie Mellon University and a guest.



Masaaai Saito of Stanford University, Hirofumi Takinami, Ministry of Finance and Shintaro Nakamura, Stanford University.



Christopher Painter of GlideTV and Keith Borman of SDL International.



Mamiko Shibayama and Shie Lundberg.



Joe Quinlan (right) of The Keizai Society and friend.



Etsuko Hashimoto of Ariba Inc. and Miho Okawa of NTT America Inc.



An attendee exchanges business cards with Guy.



Mark Kato, co-president of The Keizai Society and Ed Noma of Sandia National Lab.



Scott Ellman of USAsia Ventures Partners, a sponsor of The Keizai Society and Akemi Koda of USAsia Ventures Partners and The Keizai Society.



Chelsea Kuo (right) of MassMutual Financial Group and friend.



Mamiko Shibayama of HC Language Solutions Inc. and Tetsuro Otsubo of JTB USA inc.



Guy takes a question from the audience.



# Keizai Society Annual/Summer Networking Event



On Saturday August 28th, the Keizai Society held its **Annual Summer Networking Event** in the picnic area at Serra Park in Sunnyvale. The day was sunny, but the cool shade of the large trees and a brisk wind made a chilly change from the heat wave that we had earlier that week.

Despite the weather over 120 people attended; including 20 internship students from Japan, China, Korea and Germany. These students are currently completing internships at Silicon Valley companies and enjoyed the opportunity to meet and mingle with Silicon Valley professionals. Attendees and their families enjoyed a BBQ meal catered by Armadillo Willy's as well as great

networking opportunities with local business people working in positions related to Japan.

We thank everybody who was able to come out and make this event a success and we invite you all to come to our September Forum.



# Keizai Society Annual Summer Networking Event



# Keizai Society Annual Summer Networking Event



## Keizai Society LinkedIn Group Discussion and Job Posting

Please join **LinkedIn Keizai Society Group** and participate in group discussions. You can also share and discuss jobs with the members by clicking the **Jobs** tab after creating a Keizai Society Group account. If you have any questions, please contact [jobs@keizai.org](mailto:jobs@keizai.org).

 <http://www.linkedin.com/>

## We are Hiring!

The Keizai Society is looking for highly motivated individuals to join our volunteer committee team. Working with our team and board directors, this is a great opportunity to create exciting forums for the US/Japan business community in Silicon Valley. All the volunteers receive free entry to all our events.

Available position:

- Program Committee

Japanese language skills are not required. Please contact us for more details.

Please contact [chimmy@keizai.org](mailto:chimmy@keizai.org) or [mark@keizai.org](mailto:mark@keizai.org) to discuss this opportunity. *We hope you'll join the Keizai Team!*



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