



KEIZAI
SOCIETY

US-JAPAN
BUSINESS
FORUM
Issue No. 231
March 2010
Santa Clara, CA
www.keizai.org

American-Japanese Interaction at the Working Level

Three Scenarios for Japan's Global Future

Where do we go from here?

Participating Panelists:

Michi Kaifu

CEO of ENOTECH
Consulting

Rochelle Kopp

Managing Principal of
Japan Intercultural Consulting

Kimberly Wiefeling

Founder and President of
Wiefeling Consulting

Many Japanese have been captivated by Barack Obama's mantra of "change." But can Japan as a country, Japanese companies, and Japanese individuals really change? And do they even want to change? Japan's future depends on its ability to change, and there's more than one way things can go. Will Japan turn inward, lulled by affluence and averse to dealing with foreign languages and cultures? Will it remain engaged with the world, but take a

slow slide into irrelevance? Or will Japan step up to the plate and take a leadership role to help solve the globe's pressing problems? Join **Michi Kaifu**, **Kimberly Wiefeling**, and **Rochelle Kopp**—three consultant/authors who work closely with Japan's global companies—as they debate three different views of where Japan and Japanese firms are heading, and what that means for you.

This year the theme of Keizai Society is *"Catch the Next Wave—New Opportunities for 2010"*. Our

first forum of 2010 promises to be an interesting look at if and how Japan will catch the next wave that will pull the world economy out of recession. 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.

continued on page 3

Please RSVP by March 14th, 2010 to reserve your place! @ <http://www.keizai.org>

DATE

Thursday,
March 18, 2010

NEW 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 March 14 (midnight)

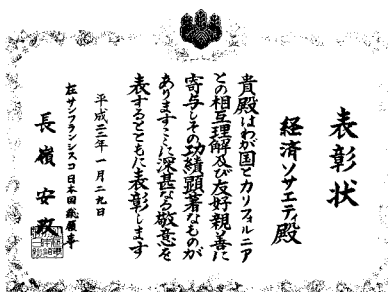
\$35: Late Registration by March 17 (5:00pm)

\$50: Walk-ins (Walk-ins welcome, but seats may be limited)



Despite the winter rain, we had over 250 Bay Area professionals attend the The Keizai Society's 20th annual Shinnenkai Reception on Friday, January 29th at the Fremont Hills Country Club. A lively period of networking and conversation started off the evening, followed with a program that celebrated the history of the Keizai Society, its current place in Silicon Valley, and well wishes for the future.

Keizai Society was proud to present a Lifetime Achievement Award to Dr. Koichi Nishimura, a renowned leader in the manufacturing industry and the former Chairman & CEO of Solelectron Corporation. Dr. Nishimura shared with us the wisdom he gathered from key employees he worked with during the growth



years at Solelectron. Common themes key to the outstanding performance of Solelectron included speed to market, quick turnaround, and better quality.

We were also fortunate to have Mark Dispenza and Craig Justice, co-founders of the Kaisha Society (the forerunner of Keizai Society) address

the audience. They remembered when Kaisha Society was founded in Tokyo and Palo Alto over 20 years ago and talked about how proud they were to see Keizai Society blossom from a handful of people into a prominent community organization making the difference for the US-Japan business relationships.

Later, Keizai Society was proud to receive a Contribution Award from Yasumasa Nagamine, the Consul General of Japan in San Francisco. This reward recognizes Keizai Society for its contributions to strengthening the business relationship between Japan and the US.

To end the evening's proceedings, guests joined in a toast in the traditional Japanese Kagami Wari ceremony, led by Dr. Nishimura and Consul General Nagamine, with hopes for a prosperous 2010.

Outside the winter rains are ending and the spring flowers are beginning to bloom. We hope to see you at our March panel discussion and at future Keizai Society events.

Sincerely,
Chimmy Shioya and Mark Kato
Co-Presidents

CORPORATE SPONSOR MEMBERS

GOLD CORP MEMBER:

INTRAX CULTURAL EXCHANGE
WILSON SONSINI GOODRICH & ROSATI

SILVER CORP MEMBER:

FENWICK & WEST
TAZAN INTERNATIONAL
UNION BANK

BRONZE CORP MEMBER:

USASIA VENTURE PARTNERS
ZL TECHNOLOGIES

continued from page 1



Michi Kaifu is founder and CEO of ENOTECH Consulting, a management consulting firm specializing in global telecom, mobile and the internet industry, and the author of *Paradaisu Sakoku* ("Seclusion in Paradise"). Michi has provided strategic analysis and business development advice

to a wide range of clients, from small start-ups to major multinational corporations, based on her unique experience in the crossroads of telecom, Japan and Silicon Valley. With a belief that mixing diverse elements from different markets and culture is an important driver, she is interested in driving innovation in the global telecom/mobile/Net industry. In her popular Japanese blog "*Tech Mom from Silicon Valley*", in addition to the technology and cultural aspects, she is also advocating the same view to solve problems in the society, such as issues of children with special needs. Before founding ENOTECH, Michi worked in business development for a mobile start-up company and NTT America, and international sales at Honda Motor Co. Michi holds an MBA from Stanford University's Graduate School of Business, and a BA from Hitotsubashi University in Tokyo, Japan.



Rochelle Kopp is founder and Managing Principal of Japan Intercultural Consulting, an international training and consulting firm focused on Japanese business. As a consultant specializing in cross-cultural communications and human resource management, she has extensive experience working with Japanese organizations and

their non-Japanese suppliers and partners. She has worked with numerous Japanese multinationals to help them improve their global human resource management. She is currently focused on helping Japanese companies be more successful in Silicon Valley, offering assistance on effective human resource management practices, organization development, and cross-cultural training and teambuilding. Rochelle gained firsthand experience of Japanese corporate culture when she

lived in Japan and worked at the Tokyo headquarters of a major Japanese financial institution. She speaks, reads, and writes Japanese fluently.

Rochelle is the author of *The Rice-Paper Ceiling: Breaking Through Japanese Corporate Culture* and over twenty books in Japanese. Rochelle writes for various Japanese and American publications, including regular columns for *The Nikkei Weekly*, *Nikkei Woman*, and *U.S. Frontline News*. Prior to establishing Japan Intercultural Consulting, Rochelle worked at two U.S.-based international consulting firms. She holds a B.A. in History from Yale University and an M.B.A. from the University of Chicago's Graduate School of Business.



Kimberly Wiefeling, Executive Editor of the Scrappy About Series, is the author of one of the top project management books in the US, *Scrappy Project Management – The 12 Predictable and Avoidable Pitfalls Every Project Faces*, a book growing in popularity around the world, and recently published in Japanese by Nikkei Business Press.

She is the founder of Wiefeling Consulting, LLC, a global leadership and business management consulting firm. Kimberly specializes in enabling her clients to achieve what seems impossible, but is merely difficult. A physicist by education, and a successful business leadership and project management consultant for the past eight years, she began her professional career with ten years at HP working in product development project management and engineering leadership. She spent five years in the wild and whacky world of Silicon Valley startups, including a Xerox Parc spinoff where she was the VP of Program Management. In 2001 she rose from the ashes of the dotcom bust, launched her consulting practice, and never looked back. In typical Silicon Valley style, Kimberly has helped to start, run and grow a dozen small businesses. Four of the startups that she co-founded are still in business and profitable. She currently spends about half of her time traveling in Japan facilitating leadership, innovation and execution excellence workshops to help Japanese companies solve global problems profitably.

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

Email archival for JSOX compliance

Email server off-loading for Exchange and Lotus


ZL TECHNOLOGIES INC.

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

Shinnenkai 2010



Keizai Society's 20th Annual Shinnenkai

The Keizai Society's 20th annual Shinnenkai Reception was held on Friday January 29th at the Fremont Hills Country Club. A lively turnout of over 250 bay area professionals offered an opportunity for valuable networking and a promising kick-off for the coming year. Keizai Society was proud to present a Lifetime Achievement Award to Dr. Koichi Nishimura, renowned manufacturing industry leader and former Chairman & CEO of Sollectron Corp.

continued on page 5



continued from page 4

Dr. Nishimura shared with us some of the wisdom that he had gained over the years. In preparation for his speech, Dr. Nishimura contacted some of the key employees he had worked with during the growth years at Solectron. A common theme of quick to market, quick turnaround, and better quality was recalled by the colleagues of Dr. Nishimura as key to the outstanding performance of Solectron in those years.

On this 20th anniversary evening, we were also fortunate to have two original Keizai Society members address the audience, Mark Dispensa and Craig Justice. They talked about the old days and how the group started

Keizai Lifetime Achievement Award presented to Dr. Koichi Nishimura



Chimmy Shioya and Mark Kato, co-presidents of Keizai present Dr. Ko Nishimura with the Keizai Lifetime Achievement Award.

out small. They were genuinely proud to see that Keizai Society had blossomed into an organization with well-attended events

like the 2010 Shinnenkai.

Later in the evening, Keizai Society was proud to receive a

continued on page 6



Dr. Richard Dasher helping Dr. Nishimura's speech



Yasumasa Nagamine, Consul General of Japan and his wife, Ayako.

continued from page 5

Contribution Award from Yasumasa Nagamine, Consul General of Japan in San Francisco. This award recognizes Keizai Society for its contributions to strengthening the business relationship between Japan and the US.

To round off the evening's proceedings, guests joined in a toast to the traditional Kagami Wari ceremony, led by Dr. Nishimura and Consul General Nagamine, with hopes for a prosperous 2010.



Nadine Grant, Chimmy Shioya, Mark Kato, Dr Dasher and Tsuyoshi Taira receive the Contribution Award from Consul General Yasumasa Nagamine.

W&GR

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

2010 Shinnenkai Door Prizes and Winners

| Donor | Door Prize | Winner |
|---|--|--|
| 1. Yoriko Kishimoto for State Assembly | Personally signed copy of Yoriko's book <i>The Third Century: American's Resurgence in the Asian Era</i> and an iPod Shuffle. (\$150 value) | Yuki Hashimoto , Yuki Photography |
| 2. Union Bank of California | iPod nano presented by Tak Yamamoto and Norio Miyago (\$150 value) | Hiroki Taniguchi , UC Berkeley Haas School of Business |
| 3. USAsia Venture Partners | World clock, leather folio, and the books <i>Solar Trillions</i> presented by Scott Ellman and Akemi Koda (\$150 value) | Motoharu Sato , CEO, MS SecureShred |
| 4. NEC Corporation of America (HYDRAsTOR division) | Glasswork and NEC wireless mouse set presented by Wataru Katsurashima (\$150 value) | Keisuke Fujita , MBA candidate, Haas School of Business UC Berkeley |
| 5. Bank of the West | Department store cash card presented by Nobuko De Spain (\$150 value) | Shigeru Ogino , Chief Technoogy Strategist, Promoveo |
| 6. Manufacturers Bank | Gift certificate assortment and wine presented by Rie Tamaki (\$150 value) | Gordon Sasamori , co-director of technology, Eco Green Group |
| 7. Sushi Tomi | Gift certificates for Sushi Tomi / Tomi Sushi / Hana restaurants presented by Takao Kitamura (\$150 value) | Yasuyuki Iino , Business Development Manager, Nikkei BP |
| 8. Intrax | Premium wine presented by Leanna Cooper (\$150 value) | Kensuke Fujioka , Project Manager, Taisei Construction |
| 9. Visual Image Salon | Salon gift card presented by Boris Oak (\$150 value) | Steve Pollock , CEO, Turnstone Ventures |
| 10. EVOLVh | Hair Care products presented by Boris Oak (\$150 value) | Yasuhiko Nagaoka , President, World Educational Service |
| 11. ZL Technology | Magellan GPS presented by Kon Leong (\$170 value) | Isao Nojima , Nojima Consulting |
| 12. Clue Market | SF Entrepreneur Meetup annual ticket presented by Edith Yeung (\$200 value) | Fumie Piontkowski , PMP |
| 13. US Frontline News | Pair of tickets (gift certificate) for Napa Valley Wine Train Gourmet Lunch presented by Naoka Ikemoto (\$200 value) | Craig Oshima , Interaction Design |
| 14. Japan Intercultural Consulting | Japanese designer Chirimen clutch bag and purset and Bloomingdales gift card by Rochelle Kopp (\$200 value) | Mari Gruner , System Designer, Cobalt Power Systems Inc. |
| 15. California Tour | Two day Yosemite trip for two presented by Azusa Ueyama (\$500 value) | Kyoko Watanabe , Director, Defta Partners |
| 16. BizTechDay | Annual BizTechDay event ticket presented by Edith Yeung (\$800 value) | Ayako Kinoshita of Ayacise.com |
| 17. Northwest/Delta Airlines | Coach domestic ticket presented by Michiko Murakami | Mitsue Kurihara , Director, Development Bank of Japan Inc. |
| 18. Access International Law Group | 2005 The Mariner Red (Dry Creek Vineyard) by David David Hoppe (\$350 value) Note: 2004 Wine Enthusiast Cellar Selection 93 points "One of the best Bordeaux-style red | Shuji Hojo , Union Bank |

Other Contributions

Takara Sake: Kagamiwari

Wilson Sonsini Goodrich & Rosati: Badges



1. Yoriko Kishimoto for State Assembly presents to Yuki Hashimoto



2. Tak Yamamoto and Norio Miyago of Union Bank present to Hiroki Taniguchi



3. Akemi Koda and Scott Ellman of US Asia Venture Partners present to Motoharu Sato



4. Wataru Katsurashima of NEC Corporation of America presents to Keisuke Fujita



5. Nobuko De Spain of Bank of the West presents to Shigeru Ogino



6. Akemi Koda on behalf of Manufacturers Bank presents to Gordon Sasamori



7. Chimmy Shioya on behalf of Sushi Tomi presents to Yasuyuki Iino



8. Leanna Cooper of Intrax Cultural Exchange presents to Kensuke Fujioka



9. Boris Oak of Visual Image Salon presents to Steve Pollock



10. Boris Oak of EVOLVh presents to Yasuhiko Nagaoka



11. Kon Leong of ZL Technologies, Inc. presents to Isao Nojima



12. Edith Yeung of Clue Market presents to Fumie Piontkowski



13. Naoka Ikemoto of US Frontline News presents to Craig Oshima



14. Rochelle Kopp of Japan Intercultural Consulting presents to Mari Gruner



15. Azusa Ueyama of California Tour presents to Kyoko Watanabe



16. Edith Yeung of BizTechDay presents to Aya Kinoshita



18. David Hoppe of Access International Law Group presents to Shuji Hojo



17. Michiko Murakami of Delta Airlines presents to Mitsue Kurihara



Tsuyoshi Taira of Tazan International Inc. (and Keizai Board member) and his wife Yuko



Kon Leong, ZL Technologies Inc (Keizai Corporate Sponsor) and Chimmy Shioya, Keizai Society co-president



Hirokazu Nishikawa and Satoshi Urakawa, both of Takara Sake USA



Tony Seba with the winner of his book.



Akemi Koda of the Keizai Socieity and Scott Ellman, both of USAsia Venture Partners, a Keizai Corporate Sponser



Masao Yamamura of Zao Soft and Itsuro Yoshimoto of FIO Technolog Inc



Ryuta Saka and Nanaka King of ExLingo



Akiko Ziegler of Forostors Equity Services, Isao Nojima of Nojima Consulting and Jennifer Nakamura of Activision



Mat Schlegel of Sakino Consulting and Melvin Hirata.



Michiko Murakami and Tetsuro Otsubo



Junko Recagni enjoys meeting with another attendee



Enjoying great food and networking



Dana Lewis of Japan Society of Northern California enjoys networking.



Elle Sakamoto of Shihoko Design



Taka Imada enjoys networking with another attendee.



Mark Dispenza, original Kaisha Society Founder, now residing in Los Angeles, attended the 20th Anniversary Shinnenkai.



Norika Kuo of San Jose University meets another attendee



Shuji Hojo of Union Bank and Yuki Lapin



Intrax

CULTURAL EXCHANGE

Connecting Businesses and Cultures

Learn more about hosting
an international intern!



Contact Leanna Cooper • 415.434.5669
lcooper@intraxinc.com • www.intraxintern.com



Christopher Painter of Glid TV and Boris Oak



Geoff Wing and Ira Nydick



Yohei Fukuda of New York Life makes a new contact.



David Hoppe and Eiko Takenaka of Access International Law Group enjoy forging a new contact.



Shohie Kanako and Ikuo Mori of Applied Materials.



Tetsuro Yoneda of Fukuoka Institute of Technology and Machiko Yoneda



Brandon Hill of Btrax and Keizai Society, Naomi Takeuchi, Ravi Kiron of Adjuvant Global Advisors and Edith Yeung having a great time.



Kentaro Ito of TMI Associates, Taka Imada, Masashi Kusaka of SANYO North America and Fumitake Takahashi of Consulate General of Japan in SF.



Nobuo Arai of Keizai Society, Dr. Koich Nishimura, Yoriko Kishimoto, CAsate Assembly Candidate, and Yokum Taku of WSGR.



Hiromiu Soga, Isamu Shigemori, International Technological University, Yoko Kanamatsu and Atsushi Yamazaki



Magdalena Zadarnowska, Anna Levine and Leanna Cooper, all from Intrax Cultural Exchange



Nobuko DeSpain of Bank of the West and Tak Yamamoto of Union Bank



Takeshi Yokota of Intrax Cultural Exchange, Mark Kato, co-president Keizai Society and Yuji Ide of Pixera Corp.

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





Chikaosa Tanimoto of Osaka University, Junji Kachi Teikoku Pharma USA Inc and Isao Nojima of Nojima Consulting.



Dr. Richard Dasher, Keizai Board, Sheridan Tatsuo and daughter Lisa.



Yuji Ide and Ted Uchida



Tak Yamamoto and Shigeya Ando



Geoff Wing and Derek Wiseman



Yuki Hashimoto of Yuki Photography, Minoru Akagawa and Yohei Fukuda.



Mari Gruner of Cobalt Power, Ayako Kinoshita of Ayacise.com and Miwako Nishio.



Shigeru Ogino of Promoveo, Matt Schlegel of Sakino Construction and Nick Ushio of piXlogic.



Soody Tronson and Rochelle Kopp of Japan Intercultural Consulting.



David Polk and Jim Bandrowski of Strategic Action Associates.



Ken Morita of NUL System and Yuki Baba



Wataru Katsurashima of NEC America and Hiromu Soga of Vision Booster



Leanna Cooper of the Intrax Cultural Exchange forges a new contact



Michio Fujimura of ATA Ventrues and Hitoshi Matsumoto of Fujitsu Laboratories of America, Inc.



Yasuyuki Iino of Nikkei BP and Nobuko DeSpain of Bank of the West



Itsuro Yoshimoto of FIO Technology Inc. and Nick Ushio of piXlogic



Pavel Pogodin of Harpers and Boone LLP enjoys the food as well as a conversation with another attendee



Naoko Aburatani and Hiromu Ota of ABOOM, LLC.



Henry Watanabe of and Nobuko Isomata



Ted Uchida and Megumi Inouye of American-Japan Grassroots Summit



Craig Justice, original founder of Kaisha and Chimmy Shioya, co-president of Keizai Society.

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.

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

The Yoshiyama Program through The Hitachi Foundation

Are you a young entrepreneur dedicated to making a difference in society?

The goal of the Yoshiyama Award is to address poverty in the US by nurturing companies that are dedicated to helping low-income people and to support the next generation of business leaders. The Program does this by looking for young entrepreneurs who are making a difference in American society by addressing poverty through social entrepreneurship and sustainable business practices. The award includes capital and technical support to already established, but still new companies. For more about eligibility requirements and to apply please visit the Yoshiyama Program website at:

<http://www.hitachifoundation.org/yoshiyama/index.html>

Applications are due March 22nd.



**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 |
| Kristen Jacobsen | Contents Writer | kristen@keizai.org |
| Mahmood Khan | Webinar Administrator | mahmood@keizai.org |
| Akemi Koda | Program Committee | akemi@keizai.org |
| Greg Tsutaoka | Program Committee | greg@keizai.org |
| Joe Quinlan | Program Committee | joe@keizai.org |
| Brandon Hill | Corporate Relations Management | brandon@keizai.org |
| Dean Yonenaga | Alliance Management | dean@keizai.org |
| Koichi Sato | Japanese Media Management | koichi@keizai.org |
| Mike Doan | Webmaster | mike@keizai.org |
| Jennifer Nakamura | Assistant Webmaster | jennifer@keizai.org |
| Akiko Foo | Contents Management | akiko@keizai.org |
| Tex Yamashita | Email Communication Management | tex@keizai.org |
| Steve Naegele | Newsletter/Media Management | steve@keizai.org |
| Junko Takiguchi | Event/Office Management | junko@keizai.org |
| Sayuri Watanabe | Treasurer | sayuri@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) |