



KEIZAI SOCIETY

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

American-Japanese Interaction at the Working Level

Shinnenkai 2011

21st Anniversary Annual Shinnenkai Reception

Friday, January 28, 2011

Honoring Renowned US-Asia Diplomat and Scholar

Ambassador Michael Armacost

Former Ambassador to Japan and

Shorenstein Distinguished Fellow at the Stanford University APARC

*Ambassador Armacost is a
recipient of the Grand Cordon
of the Order of the Rising Sun
for his contributions in promoting
friendship and mutual understanding
between Japan and the United States.*

Please join us in celebrating Keizai Society's 21st Anniversary at our Shinnenkai on Friday, January 28th at 6:00pm at the Palo Alto Hills Golf and Country Club. We will be honoring Former United States Ambassador

Michael Armacost with a Lifetime Achievement Award for his contributions to US-Japan relations.

Ambassador Armacost began his career in academia, as a professor of government at Pomona College. In 1969, he was awarded a White House Fellowship, and was

assigned to the Secretary and Deputy Secretary of State. Following a stint on the State Department policy planning and coordination staff, he became a special assistant to the U.S. ambassador in Tokyo from 1972-74, his first foreign diplomatic post.

Thereafter, he held senior Asian affairs and international security posts in the State Department, Defense Department, and the National Security Council. From 1982 to 1984, he served as U.S. Ambassador to the Philippines,

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Please RSVP by January 24th, 2011 to reserve your place! @ <http://www.keizai.org>

DATE	LOCATION	TIME	FEES	DRESS
Friday, January 28, 2011	Palo Alto Hills Golf and Country Club 3000 Alexis Drive, Palo Alto, CA 94304	6:00–10:00 p.m. Event with Hors d'oeuvres	\$45.00: registration by 01/24/11, 11:00pm \$75.00: late registration by 01/27/11, 5:00pm \$100.00: walk-ins (subject to room capacity, cash or check only)	Business casual

From the President



Happy New Year!

Thank you to everyone who participated in Keizai events during 2010—you helped make it a very successful year with a 60% increase in total attendance. We hope for your support and participation in 2011 and promise to continue to deliver informative, thought-provoking forums and provide networking venues to enhance business opportunities between US and Japan.

Keizai Society's theme for 2011 is **"US-Japan Business: The Next Generation—Your Key to Success Throughout Asia."** We will highlight emerging new areas where exciting things are happening in Japanese businesses or among US firms doing business in Japan. The areas of focus will include entrepreneurship, new technologies, and US-Japan partnerships to develop business in other countries in Asia.

Mark Kato, who for the last three years has served as a very able co-president, has retired. We are all very grateful for his devotion and countless hours he spent in managing and growing the team as well as building relationships with other organizations. He will continue to be involved as a Board member.

I will serve as president and **Joe Quinlan**, who has been instrumental in developing some of our great programs last year, has agreed to step in as Vice President.

Please join us for our special winter networking event, the **21st Anniversary Shinnenkai** on Friday January 28. The keynote speaker will be Ambassador Michael Armacost (ambassador to Japan from 1989–1993), who for most of his career has been involved in matters of public policy and US-Asia relations. Keizai will present Ambassador Armacost with a Lifetime Achievement Award for his contributions to US-Japan relations.

Sincerely,

Chimmy Shioya
President, Keizai Society

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and was a key force in helping the country undergo a nonviolent transition to democracy. In 1989, President George Bush tapped him to become ambassador to Japan, considered one of the most important and sensitive U.S. diplomatic posts abroad.

We will also be performing our traditional Kagamiwari (sake barrel "breaking") ceremony. The Consul General of Japan, **Hiroshi Inomata** is expected to lead this tradition.

Due to the anticipated number of attendees, early registration online (www.keizai.org) is highly



recommended. We cannot guarantee that there will be room for walk-ins.

Start off 2011 by strengthening your existing business relationships and forging new ones. Bring lots of business cards to exchange, including one to enter the drawing for the exciting door prizes.

We look forward to celebrating 2011 with you at our 21st Anniversary Shinnenkai.

2011 Shinnenkai Door Prizes

1. A round trip ticket within mainland US from Delta Air Lines
2. A sodalite and sterling necklace/Bloomingdales gift card from Japan Intercultural
3. Wine from Intrax
4. Gift certificate from Manufacturers Bank
5. Kindle from ZL
6. Relaxation Gift Basket from USAsia Venture Partners

and many more exciting prizes...



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Prospects for the Global Biotech Industry

• Participating Panelists •



Dr. Akiko Futamura

President and CEO,
InfiniteBio



Dr. Roger Wyse

Managing Director and
General Partner, Burrill & Company
A member of Int'l Advisory Panel for
Biotechnology for Malaysia's Prime Minister



Dr. Mary Haak-Frendscho

President and CSO,
Takeda San Francisco



Mr. Haru Morita

President and CEO,
REGiMMUNE

On October 28, the Keizai Society held its October Forum, “**Prospects for the Global Biotech Industry**” at the offices of Wilson Sonsini Goodrich & Rosati in Palo Alto. The participating panelists were **Dr. Roger Wyse**, the Managing Director and General Partner of Burrill & Company and a member of the International Advisory Panel for

Biotechnology for Malaysia's Prime Minister; **Dr. Mary Haak-Frendscho**, the President and CSO of Takeda San Francisco; **Dr. Akiko Futamura**, the President and CEO of InfiniteBio; and **Mr. Haru Morita**, the President and CEO of REGiMMUNE.

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Medaka no Gakko

Registration begins mid-January for Medaka no Gakko, a Japanese cultural summer program for children who have completed kindergarten through fifth grade. The parent cooperative program features arts and crafts, music, literature, cooking, social studies and language. Classroom activities are enriched by demonstrations and performances by artists and community members.

Dates: June 20-July 8, 2011; Monday through Friday

Time: 8:45 a.m.-12:30 p.m.

Location: Palo Alto Buddhist Temple in Palo Alto

Registration Deadline: February 1, 2011

For more information, please visit www.medakanogakko.org or email medakanogakkopaloalto@gmail.com.

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The panelists consider a question from the audience.

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Dr. Akiko Futamura started the discussion by giving an overview of the global biotech industry for medical drugs, and what it took, in her opinion, for today's medical biotech companies to survive and succeed. She recommends that Japanese biotech companies create a presence in the US before going global due to an unfriendly corporate and regulatory environment in Japan.

Dr. Roger Wyse then gave us an overview of how

- **U.S.-Japan cross-border planning issues** (such as Japanese pension & estate tax planning)
- **Employment-based retirement plans**



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biotechnology is meeting the world's increasing demand for food and energy, from the government's point of view. He sees biomass as the only foreseeable sustainable source to meet these growing demands. In conclusion

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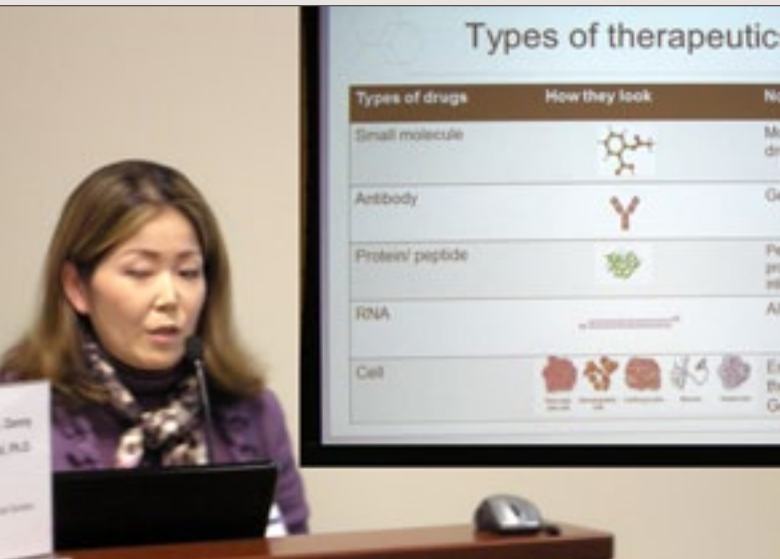
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Dr. Akiko Futamura explains the differences between drug types.

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he also points out that biotechnology is addressing major societal needs, not just health care needs.

Dr. Mary Haak-Frendscho gave us a more corporate point of view when she talked about how major biotech companies are positioning themselves and

the US's place in the biotech industry.

Mr. Haru Morita talked about biotech startups and the risks and opportunities they face as the industry comes out of the recession. Biotech companies face regulatory issues, a loss of human know-how, and an overall lower ROI. He also, similar to Dr. Futamura, recommends that foreign biotech startup companies, especially Japanese companies, enjoy better market opportunities and regulatory environment in the US than in their home country.

While there was some lively discussion about the different roles that biotechnology fills, overall the US was seen as a very good environment for biotechnology companies, despite the challenges they will face in the future.

Correction and apology: Keizai Society would like to apologize and correct a typo made in the flyer of recent Keizai Society's Biotech Forum, Prospects for the Global Biotech Industry, that was held on October 28, 2010. The correct name of Dr. Akiko Futamura's company is InfiniteBio Inc.

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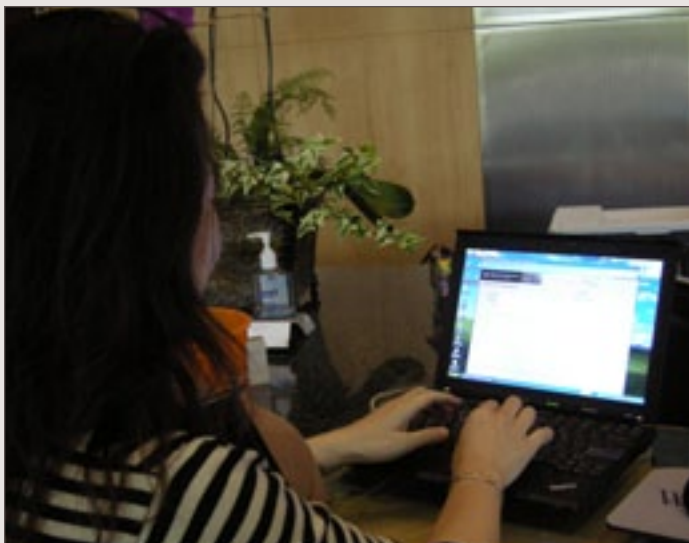
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Puneet Gupta and Daisuke Nishimura



Mie Tamaki and Kazumi Sagayama



Atsushi Baba, Jopsh Koplin and Eric Sabitt.



Tetsuro Tatsuoka and Koji Abe.



Tatsuya Sawada and Atsushi Baba



Keith Borman, Akemi Koda of the Keizai Society and Yuko Middleton.



Taizo Yasutake, Momo Yasatuke and Mark Kato, co-president of Keizai-Society.



Scott Ellman and Naoyuki Hasegawa.



Naoki Yamamoto and Michi Izumi.



Carol Cherkis and Masa Ikeda.



Tatsuya Sawada and Yuki Yamakawa.



Naoyuki Hasegawa and Chimmy Shioya, President of Keizai Society.



Michiyo DeGeeter and Rochelle Kopp of Japan Intercultural Consulting.



Yuko Middleton and Isao Nojima.



Nadine Grant, President-Emeritus of Keizai Society and Mark Kato.



Jack Middleton and Akemi Koda.

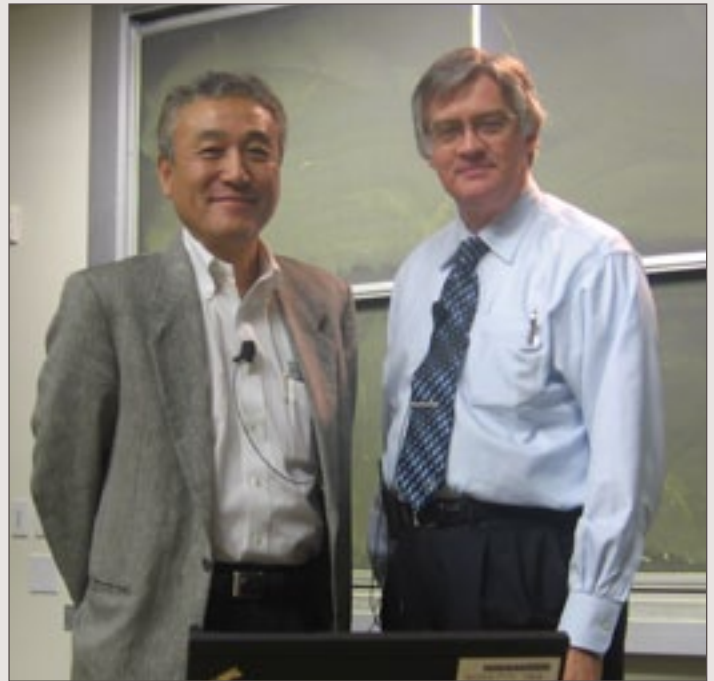


John Thomas and Seigo Hara.

Keizai Society Co-Hosts Stanford Class

The US-Asia Technology Management Center (US-ATMC) of Stanford University presented *"On the Future of 'Green' Automotive Technologies: Plans and Activities for Honda's Next-Generation Vehicles"* as a part of their autumn series "Asia Technology Management in Energy and Cleantech Domains" on Nov 18 at Skilling Auditorium in Stanford University and Keizai Society supported this event. **Mr. Tomoji Sugimoto**, Executive General Manager of Honda Motor Co., Ltd., came from Japan and talked in front of more than 100 people in the room. This topic draw big attention due to recent trend of cleantech and some people needed to sit on the floor. **Dr. Richard Dasher**, who coordinated and moderated this lecture, said it was the biggest attendees in last several years. Dr. Dasher opens his series of seminars and panel discussions to public and many Silicon Valley business people joined his class to study recent business trend between US and Asia.

For more information concerning future events, visit <http://www.stanford.edu/group/us-atmc/cgi-bin/us-atmc/>.




Mr. Tomoji Sugimoto, Executive General Manager of Honda Motor Co., Ltd. and **Dr. Richard Dasher**, Director of the US-Asia Technology Management Center and Executive Director of the Center for Integrated Systems at Stanford University and Keizai Board member.

Below: The event had the biggest attendance of the series in the last few years and no matter where the seat, attendees were intensely interested in what they were hearing.



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/>



Keizai Executive Team, Board Members and Advisors get together for 2010 Bonnenkai. L-R, **Bottom row;** Junko Takiguchi, Mark Kato, Nadine Grant, Chimmy Shioya and Tsuyoshi Taira: **Second row;** Akemi Koda, Akiko Foo, Nanaka King, Jennifer Nakamura, Maki Kanayama: **Third row;** Yokum Taku, Yoshi Manabe, Scott Elman, Koji Osawa, Richard Dasher and Steve Naegele; **Top row;** Danny Ooi, Koichi Sato, Joe Quinlan, Gordon Sasamori and Greg Tsukaoka.



KEIZAI SOCIETY U.S.-JAPAN BUSINESS FORUM

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