



KEIZAI SOCIETY

US-JAPAN
BUSINESS
FORUM
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Santa Clara, CA
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American-Japanese Interaction at the Working Level

Leveraging Japan's Cleantech Innovation Into Partnership and Business

Guest Speakers

Mr. Jim French

President of Panasonic R&D
Company of America

Mr. Osamu Onodera

Chief Representative, Silicon
Valley Office at NEDO (New
Energy and Industrial Technology
Development Organization)

Mr. Aki Ohashi

Director of Business
Development for Japan at
PARC (Palo Alto Research
Center)

Japanese companies have historically led in sustainability and "eco" but due to recent events the domestic Japanese consumer is demanding ever more innovation in clean energy technology. Japanese companies are working to leverage this demand-driven innovation into partnerships and trade within cleantech markets worldwide. In this program we hear what Panasonic R&D USA and other Japanese multi-nationals in NEDO projects are working on and we will discuss how they are positioning themselves for success and what models they see for cooperation with U.S. and Silicon Valley based companies. We will also hear how

PARC (the Palo Alto Research Center which was spun-off from Fuji-Xerox) is selling its early-stage technology into Japanese multi-nationals and how it successfully manages these relationships.

What is clean energy technology or "cleantech"?

Clean energy technology represents a diverse range of products and services which increase performance and efficiency while delivering a lower ecological impact and a lower overall cost. This includes but is not limited to the following sectors: Energy Efficiency (Buildings, Lighting, Sensors), Energy Generation (Solar, Wind, Biofuels), Energy Infrastructure

(Grid Management, Transmission, Metering), Energy Storage (Fuel Cells, Batteries, Hybrids), Materials (Nano, Bio, Chemical), and Transportation (Vehicles, Logistics, Fuels) among others.

Keizai Society's theme for the remainder of 2011 is "**Recovery and Renewal – Toward a New Japan of Compassion and Growth.**" Programs of the Keizai Society will be dedicated to sustaining Japan's recovery efforts.

Proceeds from these programs are donated to **Keizai's Japan Relief Fund**. Additional donations are accepted at the door or on-line: <http://give2asia.org/keizaisociety>

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Please RSVP by October 26th, 2011 to reserve your place! @ <http://www.keizai.org>

DATE

Wednesday,
November 2, 2011

LOCATION

Fenwick & West LLP,
801 California Street
Mountain View, CA 94041

TIME

Registration/Networking:
5:30 P.M. – 6:00 P.M.
Event:
6:00 P.M. – 8:00 P.M.

FEES

\$20.00: Registration by 10/26/11, 11:00 P.M.
\$35.00: Late Registration by 11/01/11, 5:00 P.M.
\$50.00: Walk-ins (Walk-ins welcome, but seats may be limited)

DRESS

Business casual

FOOD

Light hors d'oeuvres and soft drinks

From the President



Thank you to everybody who attended our September Forum. It helped shed light on the current state of Japanese entrepreneurship with a lot of data-driven observations from Mr. Eberhart. Many were surprised and lifted by his portrayal of Japanese entrepreneurship. Now we reflect on where we go from here and what we need to do.

We would like to welcome a new Keizai Society Sponsor: Teraoka & Partners LLC. They serve as general counsel to global enterprises, as well as regional and local businesses, professionals and individuals. We welcome them to the Keizai Society and appreciate their generosity.

As we come closer to the end of the year, we look back at everything that has happened during the past year, especially the unprecedented disaster in Japan which deeply affected us all. Following our

theme for 2011, *"Recovery and Renewal – Toward a New Japan of Compassion and Growth"* the Keizai Society has dedicated all proceeds from 2011 events to building awareness of the crisis in Japan and sustaining Japan's recovery efforts. The Keizai Society has also come together with TiE and Silicon Valley China Wireless Association to hold a fundraising event. All proceeds have gone to our disaster fund. You can still donate to the disaster relief fund by following the Donate button on our website.

Sincerely,

Chimmy Shioya
President, Keizai Society

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About the Participants



Mr. James "Jim" French, is the president of Panasonic R&D Company of America (PRDCA), a Division Company of Panasonic Corporation of North America. Employed at Panasonic since 1995; he helped start up the Panasonic Semiconductor Development

Company in Cupertino; other positions within Panasonic included the Vice President of Operations for Panasonic Technologies Inc. (now, PRDCA). Other than in the Silicon Valley, he also oversees other laboratories in Hollywood, San Diego, Boston and Princeton.

Prior to Panasonic worked at other high technology companies such as Litton Electronic Devices and Teledyne. Mr. French has a Bachelor of Science degree from the University of Massachusetts/ Dartmouth in 1978. In his free time, enjoys home renovation and looking at ways to make a more sustainable environment for the current and future generations of the world.



Mr. Osamu Onodera is a senior official with the New Energy and Industrial Technology Development Organization (NEDO), a government related organization under the Ministry of Economy Trade and Industry in Japan, which is in charge of funding R&D projects in

the areas of new energy, energy efficiency, smart grid and other industrial technologies including biotech, IT, and nanotechnology. Osamu is the Director of NEDO's new Silicon Valley Office established in October 2010. Prior to his NEDO position, he was a Director in the Ministry of Economy, Trade and Industry, Government of Japan (METI), where he was responsible for international issues (bilateral and multilateral) in energy conservation and renewable energy development. He has been closely involved in US-Japan cooperation in clean energy including a smart grid demonstration project in New Mexico and the Hawaii Okinawa Clean Energy Partnership. Osamu holds an MBA from the Stanford Graduate School of Business and a B.A. from the University of Tokyo.



Mr. Aki Ohashi is PARC's Director of Business Development responsible for developing and managing client relationships in the Japanese market. He is involved in all aspects of setting up projects with our Japanese partners: from the initial introductory meeting and

defining of project deliverables and resources, to contracting and IP term definition. Aki works with all of PARC's corporate clients in Japan including Fujitsu, Dai Nippon Printing Co., Ltd., and NEC Corporation, as well as our Japanese university partners and governmental organizations.

Aki earned his MBA from Carnegie Mellon University and a Bachelor of Architecture and Bachelor of Science in Architectural Engineering from the University of Texas at Austin. While Aki was born and raised in the United States, he has spent 4 years living and working in Japan and communicates with clients in both English and Japanese.

Event support provided by

Japanese Chamber of Commerce of Northern California



Sustainable Silicon Valley



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The Importance of Networking in Job Search

— By Joe Quinlan —

One of the key benefits of attending Keizai Society events is networking. Networking is not only the most important aspect of job search; it is also job security in a society that no longer offers job security at your place of work. If you lose your job, your network will be the starting point for your most useful job search tool: networking.

I often see newspaper articles and TV news stories about the difficulty of finding a job these days. These reports often tell stories of people who have applied to countless online ads and attended numerous job fairs, and still do not have a job. But these news reports are missing the point. The most important activity in job search is not applying to online ads or attending job fairs; it is networking. Job seekers should spend three

times as much time networking as they do on other job search activities. I wish the news reports would focus on the networking statistics of these job seekers, not the number of online ads they have applied to. What do I mean by “networking statistics”? Well, read on below.

Two years ago I went through a job search, and I feel that I learned a lot that I want to pass on. This is that story.

The biggest key to finding a job is networking. At least 75% of your job search time should be spent in arranging and attending one-on-one networking meetings, typically coffee or lunch meetings. Do not spend more than 25% of your time sending resumes to online ads (CareerBuilder, Monster, etc). How do you ask for a networking meeting? Here is an example of an email that I sent.

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Hi XXX,

I am currently a job seeker. My background is that I have worked in a variety of [marketing, sales, engineering, etc] roles, often making use of my [name your special skill or skills]. I worked for six years at ABC Company, and then for twelve years at XYZ Company.

I have been trying to network as much as possible, since it seems that it is one of the most effective methods of job search. In this regard, I was wondering if you might spare 20 minutes or so of your time to meet with me over morning coffee or lunch. I would like to describe my job search plan to you and get your thoughts on it. And I would also like to help you with any information or assistance that I can provide. Please let me know if this might be possible.

Thank you,
Joe Lastname
Cell: (XXX) XXX-XXXX

Once you have your list of 60 to 80 target companies, use LinkedIn to find 2nd and 3rd level contacts who work at those companies. But I would not use LinkedIn mail to contact them. If you want to get a meeting with a 2nd level contact on LinkedIn, I would first recommend having a networking meeting with your 1st level contact. Then ask that 1st level contact to write an introductory email to the 2nd level contact. This will give you the best chance of having the 2nd level contact agree to take a meeting with you. If you are trying to get to the 3rd level contact, have a networking meeting with the 1st and 2nd level contacts first.

My general agenda for a networking meeting was:

1. Briefly explain your background. (2 min)
2. Verbally give your elevator pitch and an overview of your skill areas. You should have five or so major skill areas. (5 to 10 min)
3. Give your contact a hardcopy list of your target companies (40 to 150 companies) and ask questions like: (10 to 20 min or more)
 - What do you think about my marketing plan? What organizations might employ someone of my capabilities?
 - Do you know who might be a hiring manager that would potentially hire me?
 - Can I get a job where I use my [your special skill]? Are you familiar with any jobs like this?
 - How can I contribute to my target organizations?
 - Who should I be in touch with to get a job that uses my skills?
 - Who has the knowledge of how my skills can best be applied?
 - Am I barking up the right tree? Am I trying to apply my skills in the best way possible?
 - Am I applying my skills to the right target companies?
 - What issues or problems are my target organizations experiencing that I might be able to help with?
 - Do you know anything about the organizations I'm targeting? Which ones, and what do you know about them?
 - Is there someone you can think of that I should be talking to?
- Can you think of other companies that should be on my target list?
4. Ask for referrals to other people you can talk to. Even just one referral is OK. They can get back to you later, if necessary.

Giving your networking partner a copy of your target company list is much more important than giving them a copy of your resume. Do not give them a copy of your resume at the beginning of the meeting; it only distracts. I generally only gave my networking contacts a copy of my resume if they asked for it. Many times I did not send it at all. My LinkedIn profile page is identical to my resume, so the information is all there if they need it.

After you have this networking meeting with your 1st level LinkedIn contact, then ask them to write an introductory email to the 2nd level contact. This gives you a much higher chance of getting the 2nd level contact to take a meeting with you. My success rate on requests for meetings with 2nd and 3rd level contacts was about 50%, so you want to give yourself the best chance possible.

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Even so, with a 50% success rate, you should be able to line up at least 5 networking meetings each week by sending out 10 meeting requests the prior week. More meeting requests should give you more meetings. Theoretically, the more networking meetings you have, the sooner you should get a job. I did some of my networking meetings over the phone, but I found it was much less effective than meeting people in person.

I recommend the following books to learn about networking:

Highly Effective Networking, by Orville Pierson

http://www.amazon.com/Highly-Effective-Networking-Right-People/dp/1601630506/ref=ntt_at_ep_dpt_1

Highly Effective Job Search, by Orville Pierson

http://www.amazon.com/Unwritten-Rules-Highly-Effective-Search/dp/0071464042/ref=ntt_at_ep_dpi_2

LHH AIM (Managing Your Search)

http://www.amazon.com/Hecht-Harrisons-Managing-Search-Project/dp/B001U1989M/ref=sr_1_1?ie=UTF8&s=books&qid=1273548322&sr=1-1

The LHH AIM manuals are not sold from a standard publisher, but copies are available at the above Amazon address. It takes time to do the whole process, but the LHH manuals are really the best of the above three books, in my opinion. Note that Orville Pierson works for LHH, so all three publications are similar in theme.

Once you get good at this process, if you spend at least 30 hours per week on networking, then I think you are 95% sure of finding some job within 6 months or so. Also, research shows that a job found through networking is much more likely to be satisfying to you than a job found by applying

to online ads.

One other interesting observation I have is that it is highly likely that your eventual job will not be at one of your target companies. Nonetheless, creating a target list of around 70 to 150 companies is a necessary part of the process. It gives your job search a needed sense of direction

Best wishes in your job search!



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Re-examining the State of Japanese Entrepreneurship

Entrepreneurship as Economic Engine: Silicon Valley Perspective

• Participating Speakers •



Mr. Robert Eberhart
SPRIE Researcher,
Stanford Project on Japanese
Entrepreneurship



Dr. Kenji Kushida
Research Associate in
Japanese Studies,
Stanford University APARC;
Affiliated Researcher, BRIE



Ms. Lisa Katayama
Journalist and Founder
of the Tofu Project

The Keizai Society's September forum was "Re-examining the State of Japanese Entrepreneurship; Entrepreneurship as Economic Engine: Silicon Valley Perspective." It was held on the 21st at the offices of Fenwick & West LLP in downtown Mountain View.

Unfortunately, Dr. Kenji Kushida was unable to join us that night because of a sudden illness. The two remaining panelists, Mr. Robert Eberhart, SPRIE Researcher with the Stanford Project on Japanese Entrepreneurship and Ms. Lisa Katayama, a journalist and Founder of the Tofu Project, held a spirited discussion about the nature of entrepreneurship in Japan.

Mr. Eberhart opened the night with a discussion about his data-driven observations of the state of Japanese entrepreneurship. He pointed out that during the last few decades Japan has made a number of institutional reforms that have made

it easier to be a start-up company in Japan. The popular opinion, though, is that Japan is not a good company for start ups. During his talk Eberhart went over several common graphs used by people who claim that Japan is not entrepreneurial, and dissects how the data is being misinterpreted. Further, he backs up his claims with a wealth of practical data.

Ms. Katayama followed up with a discussion of the Tofu Project, which she founded. It brings 10 young entrepreneurs from Japan to Silicon Valley for an intensive learning project focused on entrepreneurship. She also introduced us to some of the promising young start-ups participating.

The night closed with a lively Q&A section which sparked a lot of discussion among the audience. This was followed up with networking and socializing until the night came to a close.

- **U.S.-Japan cross-border planning issues for individuals** (such as Japanese pension & inheritance tax planning)
- **Employment-based retirement plans for corporations** (such as 401K plans)



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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/>

We are Hiring! (Multiple positions)

Keizai Society is looking for highly motivated individuals to join our team in charge of IT management, website management, and other functions.

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 volunteers receive free entry to all our events.

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

Please contact chimmy@keizai.org or joe@keizai.org to discuss these opportunities.



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