



KEIZAI SOCIETY

US-JAPAN
BUSINESS
FORUM
Issue No. 242
January 2012
Santa Clara, CA
www.keizai.org

American-Japanese Interaction at the Working Level

Keizai Society 22nd Anniversary *Shinnenkai 2012*

PLEASE JOIN US in celebrating Keizai Society's 22nd anniversary at

our Shinnenkai on Friday, January 27th at 6:00pm

at the Palo Alto Hills Golf and Country Club. We

will be honoring co-founder/co-owner of Yoshi's, **Ms. Yoshi Akiba**

with a Lifetime Achievement Award for her contributions to US-Japan relations.

Yoshi Akiba is a true entrepreneurial success story whose triumph, from very humble beginnings, was driven by a deep

passion for connecting with people and finding a new way, and a profound desire to give back to the community. Yoshi, orphaned during World War II, came to the U.S. to study dance

and music. In 1973, Yoshi and her two best friends were a trio of struggling students who started a small North Berkeley Japanese restaurant with the name Yoshi's. It was

the combination of artistry, business sense, and spiritual beliefs which contributed to their success.

Over the next nearly 40 years, Yoshi's built itself into one of the world's most respected venues with jazz and Japanese cuisine. In October, 2011, Kodansha published her memoir "We

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Please RSVP by January 23rd, 2012 to reserve your place! @ <http://www.keizai.org>

DATE

Friday,
January 27, 2012

DRESS

Business casual

LOCATION

Palo Alto Hills Golf
and Country Club
3000 Alexis Drive
Palo Alto, CA 94304

TIME

6:00 P.M. – 10:00 P.M.

FOOD

Heavy Hors d'oeuvres
and Sushi
(Cash Bar For Drinks)

FEES

\$45.00: Registration by 01/23/2012, 11:00 P.M.
\$75.00: Late Registration by 01/26/2012, 5:00 P.M.
\$100.00: Walk-ins (Subject to room capacity / cash or
check only)

From the President



Happy New Year!

We hope that you had a peaceful holiday filled with joy, and that you are ready for the New Year.

The year 2011 was a very difficult one for Japan given the unprecedented disaster caused by the Great East Japan Earthquake and subsequent nuclear power plant accident. This catastrophe caused enormous suffering, and has claimed many precious lives. Our best wishes are with Japan as they continue rebuilding.

After some initial turmoil caused by the events in Japan, we are pleased to report that 2011 was a successful year for the Keizai Society. Programs were well attended, including two sold-out programs. The Keizai Society program team has laid out the schedule of programs for 2012, and

we remain committed to sustaining awareness of the Japanese rebuilding effort by covering related topics in our 2012 programs.

Emerging from the market turmoil exacerbated by last year's unprecedented earthquake and tsunami, we hope that 2012 will mark a turn for the better. The Keizai Society's theme for 2012 is **"Japan in Transformation."** It encompasses commercial entrepreneurship and new venture formation as well as social entrepreneurship, new patterns of employment, corporate reform and many other critical priorities that are already breathing new life into Japan's business community and other institutions.

As we start 2012, despite signs of optimism about the US economy, unemployment is still high and affects friends of the Keizai Society. We are taking this into consideration and plan to provide more networking opportunities during the year.

Finally, I would like to take this opportunity to thank all of the Keizai Society's devoted volunteers. There are over 20 talented and hard working staff members in our team. Additionally, there are six board members and three advisory board members providing precious guidance. The entire group works tirelessly to support the mission of the Keizai Society and produce interesting programs year after year.

Thank you again for your support in 2011. We are committed to providing forums and networking that will help "transform" your business, venture, and business relations. We hope you will join us at various programs and forums throughout the coming year.

Sincerely,

Chimmy Shioya,
President, Keizai Society

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Honoring WWII Orphan and Successful Artist/Entrepreneur — Yoshi Akiba Co-founder and Co-owner of Yoshi's Jazz Club and Japanese Restaurant



Can Do It.”

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.

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venture formation as well as social entrepreneurship, new patterns of employment, corporate reform and many other critical priorities that are already breathing new life into Japan’s business community and its other institutions.

Start off 2012 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 2012 with you at our

22nd anniversary Shinnenkai. 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.



2012 Shinnenkai: Master of Ceremonies — Mike Inouye

Mike Inouye, Traffic Anchor for NBC Bay Area on “Today in the Bay” and an occasional improvisational comedian, will be our Master of Ceremonies. Read his bio at http://www.nbcbayarea.com/on-air/about-us/Mike_Inouye.html

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Jazz and Japan

— By Joe Quinlan
Keizai Society Content Manager

You've all heard about Yoshi's, the preeminent jazz club in the bay area. But did you know that "Yoshi" is actually Yoshie, as in Yoshie Akiba? Yes, this famous bay area jazz club was co-founded by and named for a fascinating Japanese woman – Yoshie Akiba. You can read in our event announcement about her amazing life. And if you come to Keizai Society's Shinnenkai on Friday, January 27th, you can see Yoshie Akiba in person! Keizai Society will be honoring her with a lifetime achievement award at our Shinnenkai. We hope to see you all there!

On the one hand, you may have found it surprising when you first found out that the best jazz club in the bay area has a Japanese name. But on another level, those of you who are familiar with Japan may not find it surprising at all. Those Americans who have lived in or traveled to Japan may have noticed that while some American music styles, like country music, find little interest in Japan, there has always been a strong strain of interest in jazz by the Japanese. Even before traveling to Japan, you may have been aware of famous Japanese jazz musicians like saxophonist Sadao Watanabe. But as you got to know Japan further, you may have realized that there is a long and interesting history of jazz in Japan. If you dug into the city scene in Tokyo or Osaka, you may have noticed that there are various jazz bars all around the city.

Jazz actually first became popular in Japan in the 1920's. This popularity was short-lived however, as the increasing militarism and nationalism of the 1930's caused jazz to become an unwelcome music of foreigners. But perhaps the most romantic period of jazz development in Japan was the immediate post-war period, when American occupation soldiers brought their love of jazz music to Japan. It was in this

period that areas like Roppongi grew up to be the entertainment areas they are today. Jazz flourished in Japan in the post-war period, giving rise to internationally famous musicians like pianists Yosuke Yamashita and Makoto Ozone, and trumpeter Tiger Okoshi. Those of you who were in Japan in the 80's and 90's may remember Miles Davis in TV commercials for *shochu* and the jazz standard "Take Five" being used in commercials for the energy drink *Alinamin V*. (For those who want a trip down memory lane, click on the YouTube links.)

Yes, there is indeed something about jazz and Japan. But what is it about jazz that so appeals to

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the Japanese sensibility? I think it has something to do with the eclectic, cerebral, and esoteric nature of jazz music itself. Jazz is like the Zen of modern popular music. For Japanese and Americans alike, there is something redeeming and uplifting in experiencing jazz music. Jazz is a language that unites the Japanese and American cultures. So what could be a more appropriate theme for Keizai Society's 22nd annual Shinnenkai? Come to the Palo Alto Hills Country

Club on Friday evening, January 27th! Come and enjoy the camaraderie. Come and enjoy the delicious food. But most of all, come and enjoy seeing Yoshie Akiba in person, the namesake of Yoshi's Jazz Club.



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Leveraging Japan's Cleantech Innovation Into Partnership and Business

• Participating 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)

The topic of the Keizai Society's November Forum was "Leveraging Japan's Cleantech Innovation Into Partnership & Business." Three distinguished panelists presented to a packed room; Jim French the President of Panasonic R&D Company of America, Osamu Onodera the Chief Representative of the Silicon Valley Office of NEDO (New Energy and Industrial Technology Development Organization), and Aki Ohashi the Director of Business Development for Japan at PARC (Palo Alto Research Center). Event support was provided by the Japanese Chamber of Commerce of Northern California and Sustainable Silicon Valley.

Jim French opened up the night with an overview of Panasonic, its global green activities and its research and development activities. Panasonic has been making large strides towards becoming a green company and won many awards for their achievements. Their acquisition of Sanyo has only widened the scope of the cleantech solutions that Panasonic offers.

Mr. Onodera followed up with an analysis of how Japan and the US make good partners. He pointed out that the two countries have complementary strengths and highlighted several examples of collaborative projects between US and Japanese companies.

Mr. Ohashi was the last speaker of the night. He introduced the history of PARC and its evolution to greentech and cleantech projects. Several innovative examples of how printer technology has been used in clean tech projects were also presented.

The presenters spoke to a crowded room, and the Q&A session at the end of the presentations was lively. One point brought up in the session was the fact that it doesn't depend on how good the tech is, if it doesn't market and sell well. We hope that everybody enjoyed the session and got a lot of good ideas about the current state of cleantech innovation in the US and Japan. We hope that you will join us at the Keizai Society's Shinnenkai in January.



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Keizai Society LinkedIn Group Discussion and Job Posting

Please join the **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 program 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 matt@keizai.org to discuss these opportunities.



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