



KEIZAI SOCIETY

US-JAPAN
BUSINESS
FORUM
Issue No. 243
February 2012
Santa Clara, CA
www.keizai.org

American-Japanese Interaction at the Working Level

Tohoku Transformation: The US Role

Guest Speakers

Hiroshi Inomata

Consul-General of Japan in San Francisco

Frank Clark

US Army Lt. Colonel & US Fellow of Japan's National Institute of Defense Studies. A key Leader in US Armed Forces Rescue Effort in Tohoku - Operation Tomodachi

Stu Levy

Cultural Innovator, Founder of TOKYOPOP, Writer, Producer & Director of a New Documentary Film - Pray for Japan

John Raymont

Nuclear Energy Industry Veteran, President & CEO, Kurion Inc.

Gaku Ueda

Head of the International Team & The Mobile Growth Group, Twitter Inc.

Ka-Ping Yee

Google Crisis Response Team & Architect of Google Person Finder, Google Inc.

On March 11, 2011, a cataclysmic earthquake and tsunami struck Japan's northern coastal Tohoku region of Japan, ravaging communities and transforming in an instant the world's image of Japan. The heart-wrenching images of the disaster flashed across the world on the net and new SNS media triggered an international outpouring of compassion and support, while the courage and composure of the people of Tohoku stirred fresh admiration for the best qualities of Japan.

Yet, as the long year of recovery has passed, the drawn-out Fukushima nuclear crisis, reports of government and corporate failings both after and before the natural disaster itself, and lingering damage to a Japanese economy that had only just begun to emerge from more than a decade of stagnation has stirred new doubts about the future of the country once considered the unstoppable juggernaut of Asia. Today, Tohoku's recovery is more than a domestic humanitarian challenge for Japan. It has taken on global import as

a symbolic barometer of Japan's ability to shake off its long malaise, and reinvent itself to once again flourish in a world transformed by new technologies and the rise of powerful new competitors. During the disaster and its aftermath, the US-Japan military alliance reasserted itself as a powerful tool for relief and recovery through Operation Tomodachi. But today, it is the emerging trans-Pacific synergy in hi-tech that is helping speed Tohoku's recovery, and is pointing the way to new transformative possibilities for the

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Please RSVP by March 2nd, 2011 to reserve your place! @ <http://www.keizai.org>

DATE

Thursday,
March 8th, 2012

DRESS

Business casual

LOCATION

PARC
(Palo Alto Research Center)
3333 Coyote Hill Road
Palo Alto, CA 94304

TIME

5:00 P.M. – 9:30 P.M.

FOOD

Sushi and Beverages

FEES

\$30.00: Registration by 03/02/2012, 11:00 P.M.
\$20.00: For Full-time student (Only for Early Registration & Student ID Required)
\$45.00: Late Registration by 03/07/2012, 5:00 P.M.
\$70.00: Walk-ins (Subject to Room Capacity / Cash or Check Only)

From the President



As we move forward into the new year, we reflect on what has happened in the past year. *The Keizai Society's theme for 2012 is "Japan in Transformation."* In remembrance of the one-year anniversary of the earthquake and tsunami, the March Forum is dedicated to "Tohoku Transformation" and will be jointly hosted with the Japan Society. The keynote speaker will be Frank Clark, and we expect to have an excellent panel discussion followed by a networking reception. Thank you so much for your support during 2011, and we look forward to seeing you on March 8th.

Sincerely,

Chimmy Shioya
President, Keizai Society

The Keizai Society's 22nd Anniversary Shinnenkai was one for the history books. Over 280 members and friends of Keizai Society registered for the event, a record-setting number. In attendance were many new faces this year. We enjoyed meeting everyone at the Shinnenkai, and we look forward to seeing you at this year's exciting events.

The highlights of this year's Shinnenkai celebration were undoubtedly two of our distinguished guests, our Master of Ceremonies Mike Inouye and our Lifetime Achievement Award recipient Yoshi Akiba. We appreciate Mike's witty, but professional emceeing and Yoshi's deeply moving and inspirational personal storytelling.

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future. The challenge today for Tohoku – and for all of Japan -- is not simply to rebuild, but to transform, to emerge not just better prepared to respond to the next catastrophe, but reinvigorated and rewired to compete and flourish in the new connected world.

Our distinguished Tohoku Transformation speakers will take this moment a year since the disaster to see what has been accomplished, and to offer a preliminary sketch for what can be done in the future. Our mix of government and private-sector experts will review how Japan has overcome the immediate impact of the catastrophe, and at the powerful role the Japan-US alliance played in the recovery. They will discuss the new technologies put to the test during the disaster, and discuss what lies ahead in the drive to transform Tohoku, and Japan.

The Honorable Hiroshi Inomata, Consul General of Japan in San Francisco, will update us on the Government of Japan's responses and initiatives to transform the Tohoku region. U.S. Army Lt. Colonel Frank Clark, a key driver of the U.S. Government's Operation Tomodachi that brought the hi-tech weight of the U.S. military into play for disaster response in the immediate aftermath of the quake and tsunami, will discuss what has been achieved and the new,

long-term goals of Operation Tomodachi in the years ahead. On our transformational technology panel moderated by Dr. Richard Dasher of Stanford's US-Asia Technology Management Center, Gaku Ueda of Twitter and Dr. Ka Ping Yee of Google will discuss how SNS and collective information technologies came to the rescue when traditional communication networks crashed during the crisis, and forecast what we can anticipate in the future. Kurion's John Raymont discusses the new technologies going into the cleanup of the badly damaged Fukushima Daiichi nuclear reactor farm. Putting the focus back on the still pressing humanitarian needs in the disaster zone, documentarian and US-Japan cultural innovator Stu Levy shares footage shot on the ground in the devastated community of Ishinomaki for his new documentary, "Pray for Japan," while representatives of Give2Asia will update us how the Asia-focused relief organization is deploying the millions of dollars of contributions received from around the United States so support Tohoku's medium and long-term recovery and transformation.

Note: An update on US philanthropy in Tohoku by Give2Asia, a US-based non-profit organization.

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About the Participants



US Army Lieutenant Colonel (LTC) Frank Clark is a native of Hollywood, Florida. He is currently representing the U.S. at Japan's National Institute of Defense Studies (NIDS), the leading institution in Japan dedicated to the research of national security and defense issues. Frank is writing his thesis on Lessons Learned from the Great Northeastern Earthquake Response, specifically examining the leadership, decision-making, and information-sharing aspects. LTC Clark recently finished an assignment as the Assistant Army Attaché, where his responsibilities included coordinating bilateral military meetings and events, improving bilateral military planning, and informing senior officials on respective capabilities, as well as representing these officials to the Japan Self-Defense Forces. Frank was the first U.S. person deployed to Sendai in response to the disasters that hit that area (Tohoku, or NE Japan) on 11 March 2011. This is Frank's fourth tour in Japan; he attended a year of Japanese language training at FSI Yokohama (2001-2002), represented the U.S. at the Japan Ground Self-Defense Force Command and General Staff College (2002-2003), and was the first US Army Japan Liaison Officer to the Japan Ground Self-Defense Force Northeastern Army Headquarters in Sendai, Japan (2003-2005), where he helped coordinate with and prepare the Japanese for their ground-breaking deployment to Iraq. He maintains general fluency in Japanese. After his four years in Japan, Frank served as the Strategic Policy Plans Officer in the Combined Forces Command-Afghanistan (CFC-A) Headquarters in Kabul, Afghanistan, as well as LTG Eikenberry's (Commander, CFC-A) writer (2005-2006). Prior to returning to Japan to work in the Defense Attaché Office, Frank served as the Chief of the Asia-Pacific Branch (and Japan Desk Officer) for Army International Affairs, Headquarters, Department of the Army, in the Pentagon (2006-2008). Frank has served almost 22 years in the military, with his first eight years spent in various Army Aviation (Air Cavalry) assignments as a helicopter pilot. LTC Clark was selected for promotion to Colonel, expected in summer 2012. Frank graduated with a Bachelor of Science Degree from the United States Military Academy in 1990, where he focused on European Area Studies, and he received a master's degree in East Asian Studies from Stanford University in 2001. In 2007-2008, Frank was a Fellow in MIT's Seminar XXI: Foreign Politics, International Relations & the National Interest.



Dr. Richard Dasher has directed the US-Asia Technology Management Center at the Stanford University School of Engineering since 1994 and served concurrently as Executive Director of the Center for Integrated Systems since 1998. He holds Consulting Professor appointments at Stanford in the Departments of Electrical Engineering (technology management), Asian Languages (Japanese business), and with the Stanford Program on Regions of Innovation and Entrepreneurship. In 2004, Dr. Dasher became the first non-Japanese person ever asked to join the governance of a Japanese national university, serving on the Board of Directors and then the Management Council of Tohoku University until 2010. He regularly participates on selection and review committees of government programs for innovation in Canada, Germany, Japan, and Hong Kong. Dr. Dasher also serves as a board member of privately held companies and non-profit organizations (including the Keizai Society) and as an advisor to start-up companies in the U.S., Japan, and China. He received M.A. and Ph.D. degrees in Linguistics from Stanford University and is co-author of the book 'Regularity in Semantic Change' (Cambridge University Press, 2002). From 1986-90, he was the Director of the U.S. State Department's advanced training centers in Japan and Korea that provide full-time language and area studies curricula to U.S. and select Commonwealth Country diplomats headed for assignments in those countries.



Hiroshi Inomata assumed his current position as Japan's Consul General in San Francisco in August 2010. Prior to that, he was the Ministry of Foreign Affairs (MOFA) Director-General for Southeast and Southwest Asian Affairs (2008-2010). A career diplomat, Inomata has held senior positions in several MOFA bureaus, including Director of the International Agreements Division in the Treaties Bureau from 1995-1997, Director of the U.S.-Japan Security Treaty Division in the North American Bureau from 1997-1998, Counselor at the Japanese Embassy in London from 1998-2001, Minister at the Japanese Embassy in Seoul from 2001-2004 and Deputy Director-General of the International Legal Affairs Bureau from 2006-2008. Inomata was also seconded to the Cabinet from 2004-2006, where he served as a senior advisor to the Chief Cabinet Secretary. Inomata earned a BA in Law from Waseda University in Tokyo, Japan in 1978. He also studied at Oxford University from 1979-1981.



Stu Levy is an international entrepreneur, producer, director and writer across mediums including graphic novels, film, television and new media. Founder of the pioneering media company TOKYOPOP, Levy is known for his work in establishing the manga market in North America. Levy has directed two feature films, his feature documentary PRAY FOR JAPAN and his award-winning feature debut VAN VON HUNTER, along with the 8-episode docu-reality series America's Greatest Otaku. His first major studio feature film as Executive Producer was PRIEST, released theatrically worldwide in 2011 through Sony Pictures. As a producer, he has a number of live-action and animated feature films and television shows in various stages of development, including adaptations of his graphic novels Princess Ai and Juror 13. Fluent in Japanese, Levy also serves as chair of the Producers Guild of America's International Committee and was previously a Board Member of its New Media Council.

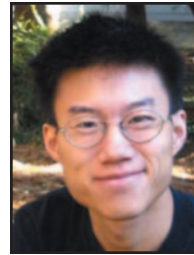


John Rayment is the Founder and President of Kurion, Inc. Based in Irvine, CA he has more than 35 years of experience in the domestic and international nuclear industry ranging across plant design, safety related equipment design and waste management. Previously he was the President of NUKEM Corporation and built it and its subsidiaries to about a \$100 million business serving the commercial and DOE nuclear markets with more than 450 employees. He has a BS, MA and MBA, holds several patents and patent applications, and is a member of the American Nuclear Society. He has been building Kurion since 2008 with its mission to "isolate waste from the environment to support a clean, safe, and secure Nuclear Industry". In April 2011 Kurion was selected by the Tokyo Electric Power Company to design and deliver in 5-weeks a water processing system that uses the company's proprietary Ion Specific Media to process and remove cesium and other isotopes from the 120,000 MT (32 million gallons) of oily saline water in the turbine and reactor buildings of the tsunami-damaged Fukushima Daiichi Nuclear Power Plant. Kurion was the sole US firm in a lead position in this historic response.



Gaku Ueda is an Engineering Manager at Twitter where he is the head of both the International Engineering team and the Mobile Growth team. In a wide range of international efforts, the development of Japanese mobile

phone (Keitai) version of Twitter is one of the key efforts for Japanese market. Prior to joining Twitter, he was a part of engineering team of popular internet services, such as eGroups, Yahoo Groups from 1999 to 2003. He joined Google as the second Japanese engineer and later became an Engineering Manager responsible for Google Maps and Google's mobile products for the Japanese market. He received BE and ME of Information and Computer Science from Waseda University in Tokyo, Japan in 1995 and 1997.



Dr. Ka-Ping Yee is a software engineer on the Google Crisis Response team, which is part of Google.org, the philanthropic arm of Google. He was among the many Google employees who contributed to response efforts after the earthquake of March 11. Ping has been the technical lead of the Google Person Finder project since its inception after the Haiti earthquake in 2010, and he also coordinates the development of the missing person data standard known as PFIF, which he initiated after Hurricane Katrina in 2005. Ping was raised in Winnipeg, Canada. He received his B. A. Sc. at the University of Waterloo and completed his Ph. D. at UC Berkeley before joining Google in 2008. His research interests have included human factors, computer security, bioinformatics, electronic voting, electoral systems, and information visualization.



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Founded in 1990, the Keizai Society US-Japan Business Forum is an all volunteer business

and professional networking organization based in the San Francisco Bay Area. One of its primary purposes is to provide a venue for programs that showcase specialists with expertise on issues critical to the success of entrepreneurs and companies doing business with Japan and the U.S. Please visit www.keizai.org for more information.



**JAPAN SOCIETY
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Founded in San Francisco in 1905, the Japan Society of Northern California

is committed to fostering US-Japan relations in a changing world. The Society holds conferences and events, networking sessions, cultural and language classes. It sponsors the annual Japan-US Innovation Awards, JSNC Award of Honor, and Japan in the Schools initiative. Please see www.usajapan.org and www.usjinnovate.org for more information.

Reflections on the Earthquake/Tsunami

— By Joe Quinlan
Keizai Society Content Manager

The earthquake/tsunami in Tohoku killed over 19,000 people. It is likely that 95% of these were killed by the tsunami. So if it had only been an earthquake, the death toll would probably have been less than 1000 people. Japan was much better prepared for this tsunami than almost any other country in the world. Sea walls and flood gates were in place. Evacuation plans existed and warning systems functioned as planned. If you watch some of the videos on YouTube, you can clearly hear the warnings sounding out through the town. (As an example, see this [video from Kesennuma](#).) These loudspeaker warning systems continued even after the first and second floors of the town buildings were inundated, a testament to the robustness of the warning system. I do think that to some extent earthquake preparedness took away some of the mindshare from tsunami preparedness in the overall Japanese consciousness over the years. Earthquake preparedness certainly received the lion's share of media attention in Japan over the past few decades. Nonetheless, we cannot deny that Japan was better prepared for a tsunami than probably any other country in the world. And in fact, Japan probably evacuated more people from the danger zone in a shorter time than any other country in the world would have done.

But in spite of the best preparedness in the world, the tsunami killed 18,000 people. This has left me wondering: How could more people have been saved? Japan is the most earthquake-prone country in the world, so future tsunamis are a fact of life. A large tsunami will strike Japan again. One of the best things we can do to honor those 18,000 victims is to learn from their sacrifice, so that fewer will die in the future when the next big tsunami hits.

The earthquake struck at 2:46pm, and three minutes later the Japanese government issued the strongest possible tsunami warning for the coast closest to the earthquake. The tsunami itself began to strike the hardest hit areas about 30 to 40 minutes after the earthquake. It is impossible to outrun a tsunami wave, and once caught up in the deadly mix of water and debris, survival is very unlikely. So the

key objective needs to be getting people evacuated from the danger areas within 30 minutes. For 18,000 people, this did not happen on March 11, 2011.

As a country with a highly concentrated population and a broad diffusion of leading-edge technology, Japan is in a unique position to make dramatic improvements in tsunami preparedness. Special attention needs to be paid to those living in the most tsunami-prone areas. Perhaps every home in these areas should have a warning device that sounds the minute the Japanese government issues a tsunami warning. Smart phones with GPS could also be used to relay the warning and give the user clear directions about the most direct route to higher ground or an evacuation area. Evacuation areas themselves need to be higher; some of them were inundated in the Tohoku tsunami, causing additional loss of life. Large dirt mounds could be built as evacuation areas for those parts of town with no hills nearby. Given all the high-technology available today, I am sure that many more solutions are possible; all it takes is imagination, creativity, and some hard work.

Those who have perished are sorely missed. But we can honor those who died by resolving to do better in the future. To paraphrase Lincoln – “that we here highly resolve that these dead shall not have died in vain.” That their memory shall live on in us, and inspire us to better prepare our societies for future tsunamis. That their sacrifice shall be a guiding light to us, leading us to save the lives of those endangered when the ocean again rises up to threaten us.



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Keizai Society 22nd Anniversary *Shinnenkai 2012*



This year's talented Master of Ceremonies was Mike Inouye, who many might have recognized from his job with NBC Bay Area Traffic. He opened the Keizai Society's 22nd Anniversary Celebration and Shinnenkai in typical lighthearted style. After a few words the President of the Keizai Society Chimmy Shioya got up to speak. Recalling the events of the past year, with the devastation in Japan and its aftermath, she introduced this year's theme "Japan in Transformation." She also introduced all the people who make these events possible, from the corporate sponsors to the board and all the volunteers who give their time and talents.

Dr. Richard Dasher, a long time friend and supporter

of the Keizai Society, introduced the evening's main speaker and Lifetime Achievement Award recipient, Yoshi Akiba. During a spellbinding presentation she enthralled the audience with her memories of being an orphan in post-war Japan, her memories of her mother and of living in an orphanage. Along the way she shared many personal details about the lowest points in her life, which included an attempt at suicide, as well as her enduring love for dancing. It was her love of dance that eventually brought her to the United States, and her free spirit that eventually led her to the Bay Area. Now she is the co-founder of the wildly popular Yoshi's, a venue for jazz and Japanese cuisine. Successful, she is married to a Zen priest, adopted a cat, and still dances every chance she can get.

2012 Shinnenkai Captured Moments



Keizai 2012 Lifetime Achievement Award Presented to Yoshi Akiba.



From Left to Right: Michiko Murakami, Chimmy Shioya, Mike Inouye and Dr. Richard Dasher.



Special Dance by Yoshi Akiba.



Yuko and Tsuyoshi Taira of Tazan International



Consul-General of Japan in San Francisco Hiroshi Inomata and wife Midori Inomata.



Students of Yoshi Akiba.

2012 Shinnenkai Captured Moments



From Left to Right: Kon Leong of ZL Technologies, Yoshi Akiba and Chimmy Shioya, President of Keizai Society.



Keizai Society's 22nd Anniversary and 2012 Shinnenkai Guests at the Palo Alto Hills Golf and Country Club.



From Left to Right: Michiko Murakami of Delta Airlines, Masato Matsuo, Director at Kyushu University and Yuichi Kawakami of Renesas Japan.



From Left to Right: Yuki Hashimoto, Midori Inomata and Consul-General Hiroshi Inomata.

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2012 Shinnenkai Captured Moments



Aki Ohashi of PARC (Palo Alto Research Center)



From Left to Right: Mike Inouye, Traffic Anchor for NBC Bay Area, Kathy Sakamoto, Executive Director of San Jose Japantown Business Association, Sarah Sakamoto of VivAsia.



From Left to Right: James Bandrowski of Strategic Action, Koji Abe of Epson Electronics America, Inc., and Shinn Wolfe of Teccia, Inc.



From Left to Right: Simon Bromwell of Robert Walters California and Naoyuki Miyabe of Goldman, Sachs & Co.

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2012 Shinnenkai Door Prizes and Winners



Donor: Rie Tamaki of Manufacturers Bank. **Prize:** 2 tickets to San Jose Sharks Game at HP Pavilion and 2 Blankets (\$400 value). **Winner:** Kyoko Watanabe of Defta Partners.



Donor: Anonymous (Presented by Mark Kato) **Prize:** Barely Shochu from Oita prefecture & Human Instrument Machine by Takara Tomy Arts (\$150 value). **Winner:** Takayuki Ohta of Deloitte Tax LLP.



Donor: Scott Ellman and Akemi Koda of USAsia Venture Partners. **Prize:** Relaxation Gift Basket (\$150 value). **Winner:** Steven Teraoka of Teraoka & Partners LLP



Donor: Koji Osawa of Global Catalyst Partner. **Prize:** 4 bottles of Noria (2 bottles of Pinot Noir & 2 bottles of Chardonnay by the Japanese Wine Maker in Napa (\$150 value). **Winner:** Keiko Saxton of Human Resources



Donor: Noriko Sakurada of IACE Travel. **Prize:** Airline Ticket Certificate (\$200 value). **Winner:** Dinesh Kumar of Union Bank of California



Donor: Kon Leong of ZL Technologies. **Prize:** BOSE Headphone (\$150 value) & 8MB USB (\$20 value). **Winner:** Jim Bandrowski of Strategic Action Associates

2012 Shinnenkai Door Prizes and Winners



Donor: Rochelle Kopp of Japan Intercultural Consulting. **Prize:** 3.5" Angles Vegetables Knife & 6" Chef's Knife (made in Japan by "Shun") (\$240 value). **Winner:** Matthew Leek of Wealth Strategies.



Donor: Yoshi Akiba. **Prize:** 3 sets of 2 tickets to Yoshi's (San Francisco or Jack London Square) & Special Tea Ceremony. **Winner:** Kiyo Hayasaka of YKS Services LLC, Kanako Sanford of Sunbridge, and Howard Kamimoto of NetApp.



Donor: Tsuyoshi Taira of Tazan International. **Prize:** 1 round of golf at Palo Alto Hills Golf and Country Club for 2 with Mr. & Mrs. Taira on Weekday (\$300 value). **Winner:** Toshiro Okada of Japan External Trade Org. (JETRO).



Donor: Michiko Murakami of Delta Airlines. **Door Prize:** A Pair of Mainland USA Round Trip Ticket. **Winner:** Mamiko Shibayama of HC Language Solutions.



More Photos of the Keizai Society's 2012 Shinnenkai event can be found at:

<https://picasaweb.google.com/117278316751158389744/KEZAI SOCIETY2012SHINNENKAI>



Donor: Hitoshi Kawanabe of Sunbridge. **Prize:** Home Soda Maker (\$150 value). **Winner:** Mototaka Senda of Rainbow BioScience LLC.



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 <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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