



KEIZAI SOCIETY

US-JAPAN
BUSINESS
FORUM

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American-Japanese Interaction at the Working Level

Japan's Changing Energy Market: New Opportunities for US Companies

Guest Speakers



**TIM
KOSTOLANSKY**

Director of
Business
Development,
General Manager,
Japan



**QUAEED 'Q'
MOTIWALA**

Managing
Director,
DFJ JAIC



**TONY
SEBA**

Lecturer in
Entrepreneurship
& Clean Energy,
Stanford University



**OSAMU
ONODERA**

Representative,
Silicon Valley Office,
New Energy & Industrial
Technology Development
Organization (NEDO)



PHIL KEYS
(Moderator)
Analyst,
Blue Field
Strategies

After the Fukushima nuclear disaster, Japanese energy policy has been in a state of flux. While the Japanese government has moved to support renewable energy, the formation of a new government in December, 2012 holds the potential for more change. This event will explore

Japan's changing energy market and opportunities for US companies. In keeping with our theme of "Redesigning US-Japan Business for the Next Generation," join us in a discussion with experts in this area.

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Please RSVP by March 17th, 2013 to reserve your place! @ <http://www.keizai.org>

DATE

Thursday,
March 21st, 2013

FOOD

Sushi & Beverages
Will Be Served

DRESS

Business casual

LOCATION

PARC
(Palo Alto Research Center)

3333 Coyote Hill Rd
Palo Alto, CA 94304

TIME

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

Program:
6:00 P.M. – 8:15 P.M.

Networking:
8:15 P.M. – 9:00 P.M.

FEES

\$15.00: Early Bird Registration
for Friday, March 22nd, 11:00 P.M. – 1:00 P.M.

\$20.00: Regular Registration
by Sunday, 03/17/2013, 11:00 P.M.

\$35.00: Late Registration by
Wednesday, 03/20/2013, 12:00 P.M.

\$50.00: Walk-ins (Subject to room
capacity / Cash or check only)

**Early Bird Discount
Has Sold Out**

From the President



Wow! What a great Shinnenkai we just had – the best ever for Keizai Society. This was the first time we exceeded 300 attendees. Keizai Society's Shinnenkai has clearly established itself as the biggest and best networking event for the US-Japan business community in the San Francisco Bay Area. And **Norman Mineta's speech** was a match for the outstanding attendance; many people commented on how much they enjoyed listening to it. After the speech, Secretary Mineta was so kind and generous with his time, listening and advising many who came to speak with him.

And looking back, it was an outstanding 2012 for

Keizai Society. We sincerely thank everyone who participated in our events this past year, making our organization so successful. Three out of our five forums were sold out last year, forcing us to move to a larger venue to accommodate the overwhelming number of attendees.

For this coming year, Keizai Society has chosen the theme **"Redesigning US-Japan Business for the Next Generation"**. And in keeping with this theme, we kick off our 2013 program series with an exciting event focusing on the changes in the Japanese energy market and the new opportunities for US companies there. This event will be taking place at the Palo Alto Research Center (PARC) on March 21st. We hope to see everyone there!

Sincerely,

Chimmy Shioya
President, Keizai Society

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PANELISTS AND MODERATOR



Tim Kostolansky is a Director of Business Development, General Manager, Global Solutions, Silver Spring Networks, a networking and solutions provider for smart grid energy networks, and leads the company's efforts in the Japanese market. Prior to Silver Spring Networks, Tim held positions at Agilent Technologies and Microsoft as well as starting two software companies.



Quaeed 'Q' Motiwala is a Managing Director, DFJ JAIC: At DFJ JAIC, an early stage US-Japan cross border venture capital firm. Q focuses on investing in the Cleantech sector and serves on the boards of four companies. He brings 14 years of international business development experience, working extensively across US, Japan, South Korea and India.



Osamu Onodera is a Representative, Silicon Valley Office, NEDO, a Japanese semi-governmental organization actively undertaking the development of new energy and energy conservation technologies. A graduate of the University of Tokyo and Stanford, Osamu has held a variety of positions in the Japanese government.



Tony Seba is a Lecturer in Entrepreneurship and Clean Energy, Stanford University. He is also the author of "Solar Trillions - 7 Market and Investment Opportunities in the Emerging Clean Energy Economy" and he was an early employee at Cisco Systems and RSA Data Security and the CEO of venture-funded PrintNation.com.



Phil Keys is an Analyst, Blue Field Strategies, providing business and strategic consulting services to US and Asian companies. He previously worked for 14 years as a US correspondent for the Japanese publishing firm Nikkei Business Publications.



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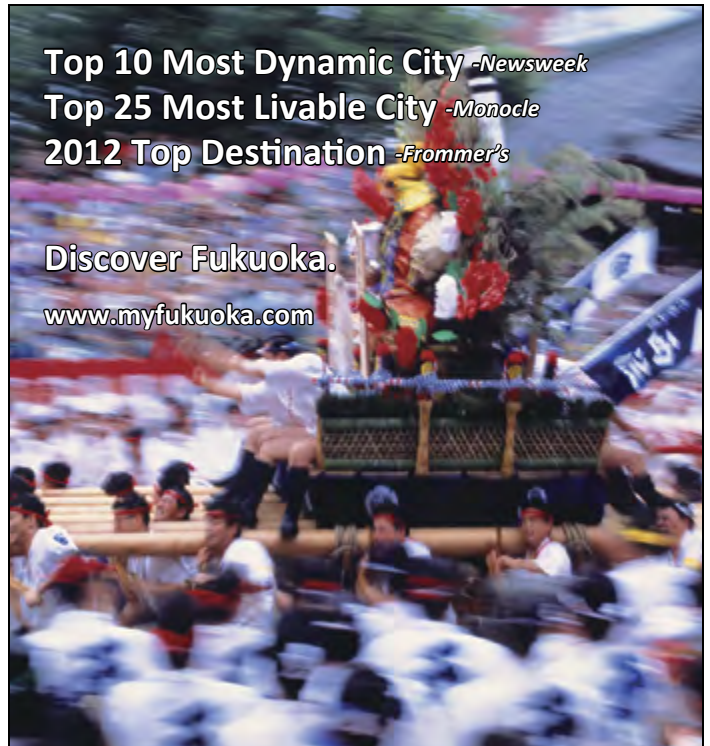
Founded in 1990, the Keizai Society US-Japan Business Forum is an all volunteer business and professional networking organization based in the San Francisco Bay Area. One of its primary purposes is to provide a venue for programs that showcase specialists with expertise on issues critical to the success of entrepreneurs and companies doing business with Japan and the U.S. Please visit www.keizai.org for more information.

Keizai Society's theme for 2013 is "Redesigning US-Japan Business for the Next Generation." This underscores the new relationship structures and modes of commerce evolving today between US and Japanese firms.



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The Drama of Nuclear Power in Japan

— By Joe Quinlan
Keizai Society Content Manager

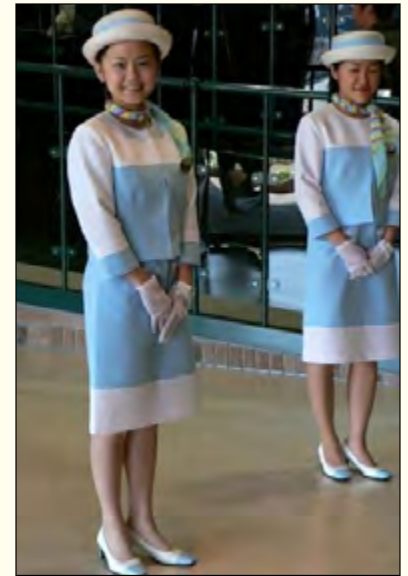
Keizai Society's March 21st forum is on the topic of Japan's Changing Energy Market. Unavoidably, part of this changing energy market will be what Japan decides to do about nuclear power. Japan, the only nation ever to become victim of a nuclear bombing, has had a dramatic and varied history with nuclear power. When I was living in Japan in the late 80's, the opposition to nuclear power consisted of a few leftists marching through the streets of Tokyo every now and then with helmets and masks, holding signs with a nuclear symbol and "No Nukes" written in Japanese.



At the same time, the Tokyo Electric Power Company (Tepco) subsidiary Toden PR had constructed an "*Electric Power Museum*" (<http://ja.wikipedia.org/wiki/電力館>) in Shibuya in 1984, staffed by pretty young women in uniforms, who would gladly walk you around the museum and explain all the

benefits that nuclear power was bringing to Japan. In 2010 Tepco invested in a remodeling of the entire museum. The timing could not have been worse, as the remodeled museum was set to re-open on March 20, 2011, just nine days after the Tohoku earthquake. In the aftermath of the Fukushima disaster, the grand re-opening was postponed, and then later permanently abandoned as Tepco was forced to review all its business practices. The grand and expensive museum remains

permanently closed. The 400-person Toden PR company was shut down. Perhaps the millions spent by Tepco on the Electric Power Museum might have been better spent on increased safety at the Fukushima Daiichi Nuclear Plant, like locating the back-up generators up the hill and out of reach of a tsunami, rather than down with the plant where they were inundated by the water and rendered inoperable.



Of course it was long known that Japan was relying on nuclear power for somewhere between 1/4th and 1/3rd of its electrical needs. Over the years, controversy surrounding the Rokkasho Reprocessing Plant in northern Aomori Prefecture would periodically crop up. Sending nuclear fuel abroad for reprocessing opens up the possibility of terrorists getting their hands on weapons grade nuclear material, so Japan needed this reprocessing plant. But opposition was always strong.

And then, in September of 1999, a dramatic accident occurred at the uranium processing facility of JCO (a subsidiary of Sumitomo Metal Mining) in the village of Tokai, Ibaraki Prefecture. Three workers were preparing a small batch of fuel for an experimental fast breeder reactor. Poor worker training and lax procedures caused the batch to go critical when the workers added a seventh bucket of aqueous uranium to the mix. A blue flash signaled the release of intense gamma and neutron radiation. The maximum allowable

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nuclear dose for a nuclear worker in Japan is 50 millisieverts (mSv) per year. A dose of 8000 mSv is usually fatal, and 10,000 mSv is almost always fatal. JCO worker Hisashi Ouchi (35) received a dose of 17,000 mSv. Despite radical treatment at Tokyo University Hospital, he died in December 1999. Masato Shinohara (40) received a dose of 10,000 mSv and fought a valiant 7-month battle, also undergoing radical treatment at Tokyo University Hospital. But he eventually succumbed to his injuries in April of 2000 as his body was unable to fight infections and stop internal bleeding.

We all know of the disaster at the Fukushima Daiichi Nuclear Plant. In terms of immediate loss of life, the tsunami killed far more people than the earthquake or the nuclear release. But in terms of long-term damage, the 12-mile area around the Fukushima nuclear plant may be uninhabitable for decades to come. Of course the land is lost to farm usage during that period.

Maybe I was naïve, but I always thought that nuclear power plants could safely shut down, even if they lost all electric power. I thought the control rods just dropped automatically and fully into the reaction, and the reactor slowly shut down. But now I know that older nuclear plants like the one at Fukushima require ongoing electrical power during shutdown to keep the cooling pumps operating. Absent this ongoing electricity and cooling, the nuclear plant will melt down and spew radiation over dozens of miles or more, making large swaths of land uninhabitable for generations to come. Newer nuclear plants have features such as large tubs of coolant above the reactor pool, which can drop down and stop the reactor, absent electrical power. But there are many older reactors operating in the US, Japan and Europe. What if another major earthquake/tsunami were to destroy this cooling tub?

Many have calculated the cost of solar power, wind power, and other types of clean energy versus the cost of nuclear power. But the true cost of nuclear power must include the damage caused by the Fukushima plant to the surrounding area: the decades-long loss of farmland, villages permanently abandoned, the contamination of school playgrounds in Tohoku, the poisoning of the Japanese food and water supply. When all these costs are considered, is nuclear really cheaper than solar?

On the bright side, Japan is doing a lot to support renewable energy. As one example, Softbank's Masayoshi Son is pushing through an investment in solar farms across Japan, cutting through bureaucratic red tape to get the support of 33 of Japan's 47 prefectures. Come to our March 21st forum and find out more about how Japan's energy market is changing in the wake of the Fukushima nuclear disaster.



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Keizai Society 23rd Anniversary *Shinnenkai 2013*



On Friday, January 25th, Keizai Society held its 23rd annual Shinnenkai at the scenic Palo Alto Hills Golf & Country Club. It was a beautiful evening, with purple hazy skies as a backdrop to the panoramic views of the south bay. And the event itself was equal to the task. Keizai Society set a record of over 300 attendees at this year's Shinnenkai, filling the room with busy networkers and making for a lively time throughout the evening. The evening started out with delicious sushi and appetizers, along with a cash bar serving fine wines and drinks. After about

an hour of networking, the main event began with NBC Bay Area traffic reporter Mike Inouye hosting the proceedings, and Stanford's Dr. Richard Dasher as Master of Ceremonies. After the introduction of Chimmy Shioya, President of Keizai Society, and the Keizai Society Board and Team, the event proceeded to the highlight of the evening, the presenting of our Lifetime Achievement Award to Secretary Norman Y. Mineta. Then the real fun began. Secretary Mineta proceeded to give the one of the most moving speeches ever heard at a Keizai Society Shinnenkai. For the first time in its history,



Keizai 2013 Lifetime Achievement Award Presented Statesman Secretary Norman Y. Mineta

the Lifetime Achievement speech was followed by a standing ovation from the audience. The most poignant parts of Secretary Mineta's speech were when he talked about how the Japanese-Americans endured the internment camps of World War II with values like "*gaman*" and "*shikata ga nai*". On the one hand, Secretary Mineta said that this was an almost fatalistic way of viewing things. But on the other

hand, he pointed to how the Japanese-Americans used these expressions to pull themselves up after the war and move on to great accomplishments in American society, in spite of the bad experiences of the camps. Secretary Mineta suggested that perhaps what the US needs now is a bit of this "*gaman*" and "*shikata ga nai*" to let go of recent bad experiences (9/11, Iraq, Afghanistan, the recession, etc) and move on to greater heights in the future. He also proposed that this ideal of letting go of the past and building anew from scratch may be what the US Congress needs in order for Republicans and Democrats to start working with each other again. Finally, Japan itself is providing a new example of rebuilding after tremendous setback with the efforts to reestablish normalcy and a vibrant community in the wake of the 3/11 disaster, the Tohoku earthquake and tsunami. There were more than a few wet eyes in the house as Secretary Mineta finished his speech.



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

The evening's events concluded with the traditional Kagami Wari Ceremony, and the always enjoyable awarding of door prizes, hosted by the hilarious Mike Inouye (a comedian in his previous line of work). Many networkers hung on until closing time at 10pm, strengthening old relationships and forging new ones. It was a night that will be long remembered.

Photos of the Keizai Society's Shinnenkai 2013 event can be found at:

<http://keizaisociety2013shinnenkai.shutterfly.com>



2013 Shinnenkai Captured Moments



Keizai 2013 Lifetime Achievement Award Presented Statesman Secretary Norman Y. Mineta.



Getting Ready For the Kagami Wari Ceremony, sake provided by Takara Sake USA, Inc.



Donor By Japan Intercultural Consulting — Bloomingdales gift card by Rochelle Kopp (\$150 value). Winner: Ms. Ryoko Matsukata of Intrax.



Donor By Teraoka & Partners LLP — Gift certificate for SF Giants game/merchandise purchases by Steve Teraoka (\$150 value). Winner: Ms. Su Khin of Union Bank.



Donor By IACE Travel — Airline ticket certificate by Noriko Sakurada (\$200 value). Winner: Mr. Tony Seba of Stanford University.



Donor By Manufacturers Bank — Amazon gift card by Rie Tamaki (\$150 value) Winner: Mr. Yuzo Wakita of Air Accord.

2013 Shinnenkai Captured Moments



Donor By Global Catalyst Partners — 4 bottles of Noria Wine in Napa Valley Presented by Koji Osawa (\$150 value). Winner: Mr. Michael C. Jones of Procopio



Donor By Tazan International — 1 round of golf at PAHCC for 2 with Mr. & Mrs. Taira by Tsuyoshi Taira (\$300 value). Winner: Mr. Joe Kamei of Onekarte.



Donor By Keizai Society — American Express gift card by Keizai Society (\$150 value). Winner: Ms. Renata Pogojin of Formula VC.



Donor By Sunbridge — Restaurant gift certificate (THE SEA) by Allen Miner (\$200 value). Winner: Ms. Kozue Matayoshi Wang of Union Bank.



Donor By ZL Technologies — COACH handbag by Kon Leong (\$300 value). Winner: Mr. Darrick Figg of Keypoint Credit Union.



Donor By Delta Air Lines — A pair of round trip ticket within mainland US presented by Michiko Murakami. Winner: Mr. Ryotaro Seki of TEXMAC, Inc.

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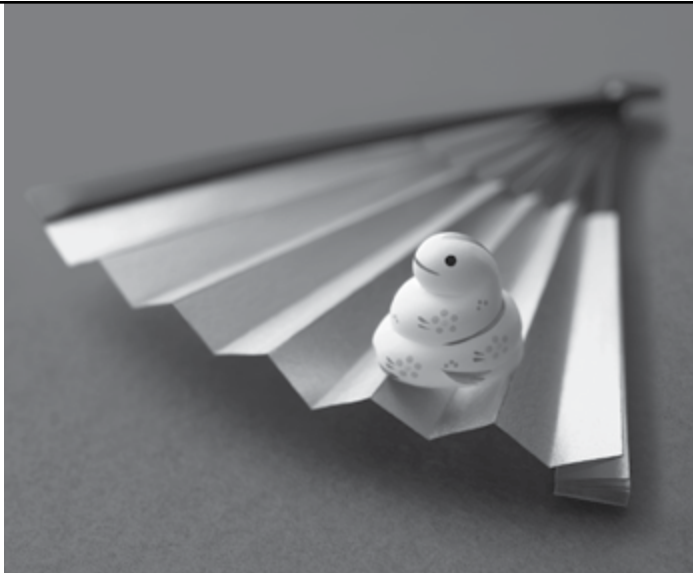


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日系コミュニティのみなさまと長年培ってきた安心と信頼の絆を
いままでも、これからも。
あなたといっしょに、あなたの未来を。

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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

Chimmy Shioya	President	chimmy@keizai.org
Erny Arifin	Newsletter/Media Manager	erny@keizai.org
Andre Davis	Program Manager	andre@keizai.org
May Kao	Program Manager	may@keizai.org
Phil Keys	Program Manager	phil@keizai.org
Nanaka King	Japanese Alliance manager	nanaka@keizai.org
Akemi Koda	Program Manager	akemi@keizai.org
Yoshi Manabe	Corporate Sponsorship Manager	yoshi@keizai.org
Atsushi Mizushima	Program Manager	atsushi@keizai.org
Hiromi Motojima	Photographer	hiromi@keizai.org
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Gordon Sasamori	IT Manager	gordon@keizai.org
Matt Schlegel	Project Manager	matt@keizai.org
Tatsuya Tanaka	Videographer	tasuya@keizai.org
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Shinka Umesaki	Assistant Webmaster	shinka@keizai.org
Yas Watanabe	Social Media Marketing	yas@keizai.org
Dean Yonenaga	Alliance Manager	dean@keizai.org
Jun Zhang	Event/Office Manager	jun@keizai.org