



KEIZAI SOCIETY

US-JAPAN
BUSINESS
FORUM

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Santa Clara, CA
www.keizai.org

American-Japanese Interaction at the Working Level



SUMMER NETWORKING IN THE PARK

a **JOINT-SUMMER NETWORKING**
event organized and presented by
KEIZAI SOCIETY & SUNBRIDGE
on saturday **AUGUST 03, 2013**
@ **WASHINGTON PARK** in the
city of **SUNNYVALE**, california
from **1:00 PM - 5:00 PM**

Keizai Society and SunBridge present the first-ever Keizai Society-Silicon Valley TANABATA joint networking event in Sunnyvale's Washington Park on Saturday, 8/03/2013. This special event features great foods including American BBQ, Japanese Yatai food, drinks, and more! It also

features exciting entertainment for kids and adults alike, such as Kingyo Sukui, Shateki, and more.

Silicon Valley TANABATA is an annual celebration of entrepreneurship, innovation and big dreams at which SunBridge

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UPCOMING EVENT DETAILS

DATE: Saturday, August 3rd, 2013

TIME: 1:00 p.m. – 5:00 p.m.

LOCATION:

Washington Park in Sunnyvale, CA.
Address: 840 Washington Avenue,
Sunnyvale, CA. Cross Streets: S. Pastoria
Ave. & Sunset Ave. Nearest Public
Transportation: Sunnyvale CalTrain
station is within walking distance away
(0.7 miles).

FOOD:

(BBQ, dessert, Yatai food, etc.) and
beverages (beers, wine, soda, and more)
are included. Yatai food includes Yakitori,
Takoyaki, Yakisoba, Nagashi Somen, and
more. Entertainment includes Kingyo
Sukui, Yoyo Sukui, Shateki, and more. All
food and entertainment are subject to
change without prior notice.

DRESS CODE:

Fun-Casual. Feel free to bring your own
game equipment & wear appropriately
for the activities.

TICKET FEES⁴:

Early Registration by 07/20 (Sat):
\$30 (Adult), \$10 (7-12 yrs old)¹

Regular Registration by 07/27 (Sat):
\$35 (Adult), \$10 (7-12 yrs old)

Late Registration by 08/01 (Thurs by
Noon): \$50 (Adult), \$10 (7-12 yrs old)

Walk-ins^{2,3}: \$70 (Adult), \$30 (7-12 yrs old)

¹ Free for 0-6 yrs old. ² Space is limited and
may not be available. ³ Cash or Check
only on event day. ⁴ Each ticket comes
with 5 tokens that are only needed
for Yatai foods and entertainment.
Additional tokens can be purchased
on-site at \$1/token.

ONLINE REGISTRATION:

[http://keizai2013tanabata-viewpage.
eventbrite.com](http://keizai2013tanabata-viewpage.eventbrite.com)

Due to the anticipated number of
attendees, early registration is highly
recommended. We cannot guarantee
that there will be room for walk-ins.

From the President



The month of May brought us another great forum *"Hidden Superstars: Japan's New Leaders in Global Business"*, organized by our own May Kao and held at the Oshman Family JCC in Palo Alto. We hope this event has helped inspire Japan to find its own strength and overcome the long-stagnant economy. Here at Keizai Society, in addition to providing highly insightful speakers, our event planning is motivated by the value we place on networking as a way of forging new contacts and furthering existing relationships. In fact, each summer we devote one event entirely to networking, which is our upcoming **Summer**

Networking in the Park on August 3rd. (For details, see the announcement in this newsletter.) This will be our first-ever joint summer event with SunBridge, so we are expecting twice the number of attendees as usual. I strongly encourage you to come enjoy the great food, games, and of course networking! For all those who feel there is not enough networking time at regular Keizai Society events, now is your chance. Enjoy a wonderful day of eating, drinking, laughing and having fun with your valuable business acquaintances.

Finally, Keizai Society is looking for volunteers in several areas. Bilingual skill is not needed. Please contact Contact@Keizai.org.

Best wishes for a great summer!

Sincerely,

Chimmy Shioya
President, Keizai Society

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TANABATA

WHAT IS Originated from China, TANABATA is a Japanese star festival which celebrates the meeting of Vega and Altair, the lovers separated by the Milky Way and allowed to meet only at TANABATA night.



JOINT SUMMER NETWORKING

Keizai Society & SunBridge present the first-ever Keizai Society-Silicon Valley TANABATA joint-networking event in Sunnyvale's Washington Park on Saturday, August 03, 2013.

This special event features great foods including American BBQ, Japanese Yatai food, drinks, and more! It also features exciting, popular entertainment for kids and adults alike, such as Kingyo Sukui, Shateki, and more. Family members are welcome and feel free to bring your own game equipment for outdoor activities.

Visit www.keizai.org for more information & registration.



continued from page 1

brings together leaders of the Japanese and American startup communities for a unique blend of Japanese Cultural festival, Startup Pitches and international business networking.

This event is ideal for both networking and catching up with old acquaintances or making new friends! Moreover, the park's green open field also offers your family members, significant other and friends a place to enjoy outdoor activities, such as playing football, baseball, basketball, soccer, tennis, etc.



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.



SunBridge provides venture capital, professional services and globalization support to maximize the global

market potential of high-growth companies. Leveraging deep domain expertise, the SunBridge venture capital funds have produced unparalleled investment returns, including the best performing vintage 2000 fund globally.

This year, we will celebrate Tanabata in Silicon Valley with not just one event but three!

- First, on July 26th: The US Japan Innovation Awards. The Japan Society of Northern California's annual program feting the best of the best startups from Japan and the Valley. Sponsored by the Miner Foundation.
- Next, on August 2nd: Startup Karaoke – Jannovation Jam Night. The annual SunBridge lightning pitch "Jam Session" that introduces

some of Japan's best new startups to Silicon Valley investors and mentors, followed by great food, great networking and (BYO-Voice) music.

- Finally, on August 3: Tanabata at the Picnic. A brand new collaboration of the Keizai Society and SunBridge to bring the traditional matsuri food and games from SunBridge Tanabata to the Keizai Society Summer Networking where they can be enjoyed by the whole family. All venues will be decorated with the traditional symbol of Tanabata: Bamboo boughs bedecked with colorful tanzaku paper strips for all to share our hopes and dreams.

FOURTH ANNUAL SILICON VALLEY

TANABATA

2013 FESTIVAL OF DREAMS

What's TANABATA?

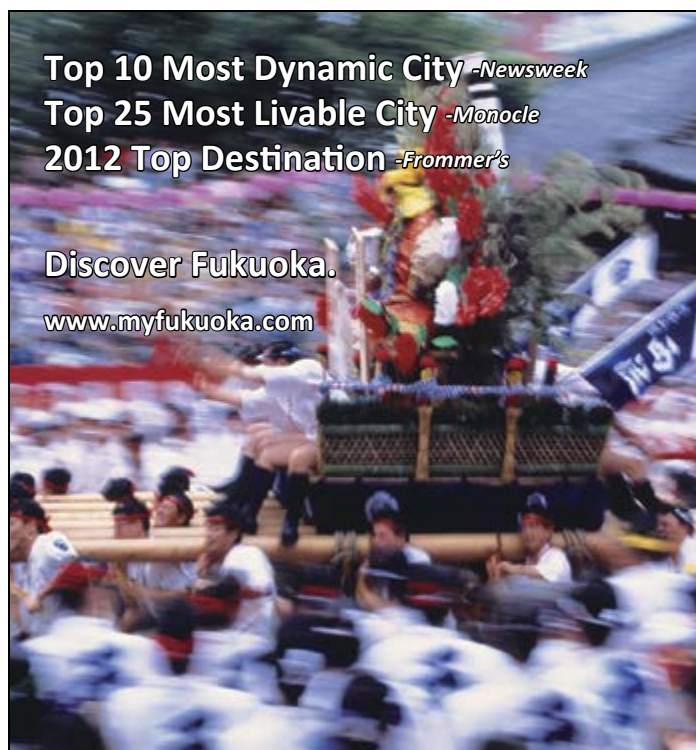
Originated in China,

TANABATA is a Japanese star festival which celebrates the meeting of Vega and Altair, the lovers separated by the Milky Way and allowed to meet only at TANABATA night. The most famous Japanese TANABATA festival is held in Sendai in August. SunBridge's TANABATA, inspired by Sendai's Tanabata, is a premier event connecting Japanese to Silicon Valley's entrepreneurial community.

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A Mid-Summer Night's Musing on Computer Translation

— By Joe Quinlan
Keizai Society Content Manager

For those of us who work in two languages, the shortcomings of computer translation are still quite apparent, even after many years of development work by the translation software engineers. On the one hand, Google Translate's statistical method of translation does seem to hold some promise for the future. But on the other hand, looking at the results of computer translation today, I think it is safe to say that human translators do not need to worry about being unemployed by a computer very soon. It turns out that language is one of the most high-level things that humans do, and getting computers to do it is virtually tantamount to artificial intelligence. Translation between Japanese and English is certainly challenging for computers, but even translation between European languages leaves a lot to be desired. Just plug in "Le Monde" or some other European newspaper into Google Translate, and then try to read the articles.

When it comes to Japanese, the translations can be quite laughable. In the spirit of some light summer fare, here are a few translated phrases that were run through Google Translator twice, once into Japanese and then back into English: (see figure 1)

As you can see, Japanese-English human translators do not have much to worry about. And for even worse translation, just plug a major Japanese newspaper into Google Translate (e.g. [Yomiuri](#)).

The headlines are difficult, if not impossible to understand, and the content of the articles is gobbledygook. It looks like computer translation will be a source of humor well into the future.

For more summer fun and laughs, please join Keizai Society at its summer networking event on August 3rd at Washington Park in Sunnyvale!

figure 1

ORIGINAL	TRANSLATED
Give me liberty or give me death.	You give me liberty, I will give me death.
To be or not to be, that is the question.	That is, or is not, it's a problem.
Garbage in, garbage out.	Trash in the trash.
May the Force be with you.	Power might be with you.
Ask not for whom the bell tolls; it tolls for thee.	I do not have posted a bell ringing in order it does not; for thy, it tolls.



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Hidden Superstars: Japan's New Leaders in Global Business

• Participating Speakers •



ULRIKE SCHAEDE
(Keynote Speaker)
Professor of Japanese Business, UCSD



KURT KELTY
Director, Powertrain Supply Chain and Battery Technology, Tesla Motors



MARK SLEZAK
Vice President of Sales & Technology, JSR Micro, Inc.



TOMOYA YAMASHIKI
Partner, Azalea Technology, LLC

On Wednesday, May 15th, Keizai Society held its forum "Hidden Superstars: Japan's New Leaders in Global Business" at the Oshman Family JCC in Palo Alto. It was another well-attended forum with over 100 attendees enjoying the exciting speakers. This time, Keizai Society welcomed experts from several different fields: Dr. Ulrike Schaede from UC San Diego, Kurt Kelty from Tesla, Mark Slezak from JSR Micro, and Tomoya Yamashiki from Azalea Technology. This forum focused on how recent Japanese business success has been characterized by companies outside the traditional old staid famous names.

Dr. Schaede showed how Japan actually has a trade surplus with many Asian countries, including China if Hong Kong is thrown in. Moreover, the culture of Japan's new successful companies is quite different from that of old. Kurt Kelty showed how the Tesla Model S incorporates a number technologies supplied by Japanese companies. Tesla procures displays, cameras, batteries, and other electrical components and materials from Japan. Mark Slezak highlighted the success of JSR Micro, not one of the big famous traditional staid Japanese companies, but one that has done quite well recently. Mark spoke about how JSR culture has had to adapt rapidly to remain successful in the new global economy. Tomoya Yamashiki talked about the success that Toray has had in the materials industry. Carbon fiber has been a particular area of success for Toray, including on the new Boeing 787.

It is these light, nimble companies that will chart the way to Japan's future success. Keizai Society was fortunate to have such insightful, knowledgeable and intriguing speakers at our May Forum. A big Thank You!

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<http://www.sunbridge.com/habitat/siliconvalley/>



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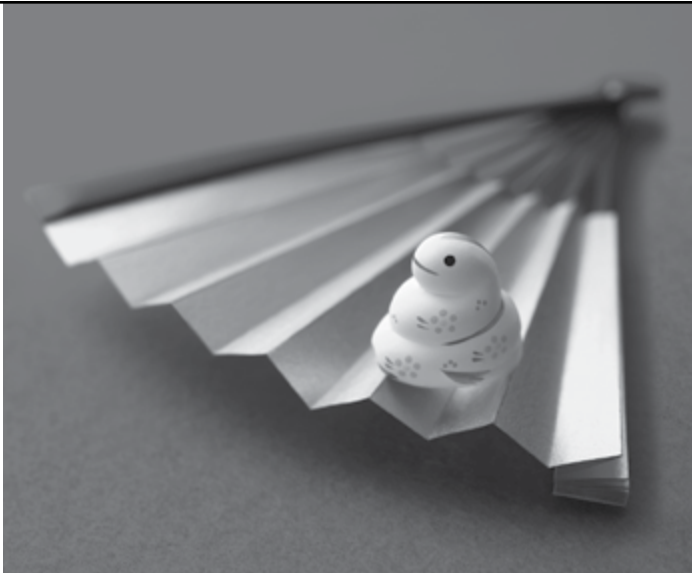


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今年もお客さまとともに、
豊かな未来へ。

あけましておめでとうございます。


お客さまとともに、新しい年の門出を慶び、
今年も変わらぬパートナーシップを育む。
それが、私たちユニオンバンクの願いです。
身近なフィナンシャル・パートナーとして、
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。

三菱 UFJ フィナンシャル・グループの一員として、国際取引と資産運用の豊富な
知識と経験をもったスタッフが、お客さまの将来設計のお手伝いをいたします。

詳しくは、お気軽に下記日本語フリーダイヤルまでお問い合わせください。

電話番号：1-800-532-7976 受付時間：月～金 午前 8 時～午後 5 時（太平洋時間）



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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/>

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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
Chris Daft	Project Manager	chris@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
Sanae Nakamura	Treasurer	sanae@keizai.org
Yuji Nakamura	Videographer	yuji@keizai.org
Danny Ooi	Program Manager	danny@keizai.org
Joe Quinlan	Contents Manager	joe@keizai.org
Gordon Sasamori	IT Manager	gordon@keizai.org
Matt Schlegel	Project Manager	matt@keizai.org
Danny Tsung	Asst. Webmaster	dannyt@keizai.org
Greg Tsutaoka	Program Manager	greg@keizai.org
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