



KEIZAI SOCIETY

US-JAPAN
BUSINESS
FORUM

Issue No. 253
October 2013
Santa Clara, CA
www.keizai.org

American-Japanese Interaction at the Working Level

Payments, Commerce, and Mobile in 2014

Converging Trends and Opportunities



UPCOMING EVENT DETAILS

DATE:

Wednesday, November 13th, 2013

TIME:

Registration — 5:30 P.M. – 6:00 P.M.

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.

LOCATION:

Oshman Family JCC

(Jewish Community Center)

Taube Koret Campus, F-401, 4th

Floor, Freidenrich Conference Center

3921 Fabian Way, Palo Alto, CA 94303

TICKET FEES:

\$15 — Early Bird Registration for first 30 people by Thursday, October 31 (11:00 pm) (Please take advantage. Quantity is limited and we sold out at our last forum so register now.)

\$20 — Regular Registration by Saturday, November 9 (11:00 pm)

\$35 — Late Registration by Tuesday, November 12 (12:00 noon)

\$50 — Walk-ins (Seats are limited and may not be available)

FOOD:

Sushi and Beverages will be served.

DRESS CODE:

Business Casual.

ONLINE REGISTRATION:

<https://www.eventbrite.com/event/8942542385>

Payments, commerce, and mobile in 2014 - they are converging and driving projections for unprecedented levels of market disruption and new business opportunities. This program explores trends and innovation as heard from industry leaders in the U.S. and Asia. We will hear from global leaders on how their deployments in mobile

wallets, loyalty, gifting, and virtual cash is re-arranging competitive landscapes; from Facebook's loyalty card provider on how online-to-offline commerce is changing retail; and from global financial services companies talking to trends in prepaid, payment solutions, and emerging markets.

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From the President



Thank you to everyone who attended our September Forum *"Future Trends in Business Process & Infrastructure"*. It was certainly one of our most interactive sessions, with lively Q&A during the panel discussion section. We thank all our attendees for their engaged participation.

My how time flies! November will be our final forum of 2013, capping an exciting year of varied topics and speakers. This forum will be a particularly timely topic, as we will be discussing what lies in store in 2014 in the areas of payments, commerce, and mobile. These technologies are lined up for a dramatic convergence and market disruption in 2014, so we hope you

can attend to get a window into what we will be seeing in the coming year. The convergence of these technologies is bound to create many new business opportunities. This area of mobile payments is a theme that especially resonates with the Keizai Society, since Japan has been a leader in the technology of payment by mobile phone, whether it be at a convenience store or a vending machine. But this is bound to expand beyond a Japan-only phenomenon. Come to our forum and hear what lies in store.

I also want to let you know that our ever-popular ***Shinnenkai will be held on January 31st, 2014***, so save the date! It promises to be another exciting event, with the keynote address delivered by a former chairman and group CEO of a prominent global Japanese company that moved and shook the world's electronics markets.

We look forward to seeing you at our final forum of 2013, and also at the many exciting events we are planning for 2014.

Best wishes,

Chimmy Shioya
President, Keizai Society

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Keynote Speaker and Panelists



Andrew Radlow, Head of Business Development – Citi Prepaid & Emerging Payments. Mr. Radlow leads business development for Citi Prepaid in North America. He is responsible for a broad portfolio of high technology, healthcare, and other Fortune 100 clients programs. Citi's services for these clients scale

to the millions of payments per month and are in many cases industry breakthroughs in electronic payments and communications technology. Prior to Citi Prepaid, Mr. Radlow held senior management positions with Vodafone, Globalstar Satellite Services and Verizon Wireless.



Jason Gardner, Founder & CEO, Marqeta. Jason Gardner founded Marqeta after serving as president and a member of the board of directors at PropertyBridge – a leading provider of rent payment platforms for property managers – which he co-founded in 2004. MoneyGram International (MGI)

acquired PropertyBridge in October 2007. After the acquisition, Jason served as vice-president and a member of the MGI executive management team. He has held management and consulting positions with leading technology companies across the Bay Area and has served on the Japan External Trade Organization. Jason earned his BA from Arizona State University.



Pascal Caillon, SVP Business Development & Strategy, Corfire. As SVP of Business Development & Strategy, Pascal Caillon is responsible for developing and executing the company's business development and partnership strategy for financial institutions, retailers and mobile

network operators. Prior to CorFire, Pascal has 15 years of experience in mobile commerce leading business development and product management for companies such as TransferTo (Ingenico) on international airtime transfer, SanDisk on NFC enablement, and VISA International on leveraging the mobile channel to enrich Visa payment products. He holds a Master's Degree in Computer Science and Applied Mathematics from ENSEEIHT in Europe.



Yumi Hosaka Clark, Director, Strategic Payments Initiatives, Intuit. Yumi leads product management for the Intuit Commerce Network within the Payments and Commerce Solutions Business Unit. She is responsible for developing and executing on small business invoicing and

payments, as well as, the commerce network across Intuit's product family. Previously, Yumi managed the payments experiments group at Intuit including the GoPayment mobile payments solution and led international expansion at PayPal. Yumi has worked extensively in businesses supporting the global market including stints at eBay Ventures, PayPal, and Adobe Systems, Inc. She has a BA from U.C. Berkeley and a research fellowship at Kyushu University.



Andrew Barnes, VP of Business Development, The BayPay Forum. Andrew leads business development for an innovation accelerator focused on the payment and commerce industry on topics including mobile and social commerce, wallets, loyalty, authentication, cybercrime, digital

media, and entertainment. Internationally, Andrew was the regional director of Consumer Markets & Card Services in Asia for Sprint and Global One (JV of Deutsche Telekom, France Telecom and Sprint). Andrew launched SaaS mobile content platforms for 2Roam Mobile in Asia, and founded his own company, National NNN, in structured triple net investments. Andrew has a BA from Penn State University and earned his MBA from Waseda University in Tokyo.



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US - JAPAN BUSINESS FORUM

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.

Predicting the Future

— By Joe Quinlan
Keizai Society Content Manager

One of the most exciting things about attending a Keizai Society Forum is that you can get a vision into the future. This was true of September's Forum, where it was predicted that corporate data centers will disappear in 20 years, in favor of secure storage in the cloud. It is also true of our upcoming November forum, where the future convergence of payments, commerce and mobile will be explored.

But how good are experts at predicting the future? What has been the experience of the past 40 years in this regard? Here is my list of the most tremendous changes over the past several decades:

1. The rise of the internet.
2. The rise of mobile technology.
3. The rise of individual computing technology (PC's, smart phones, tablets).
4. Tremendous advances in medical treatment of cancers and HIV.
5. The spread of freedom and democracy following the end of the Cold War.

Were these predicted? To what extent did we see these coming? Let's reflect a bit.

Internet – I don't think that experts really saw this coming. Even after Amazon, Google, and Facebook had been formed, experts failed to see how big these companies would grow to be. The internet ancestor Arpanet existed in the 70's, but no one saw what it would become.

Mobile Technology – As recently as the late 90's, many thought that phones, PDA's, and digital music players would remain separate devices. People doubted that it made sense to put these together. It took the vision of Apple to show us what a smart phone could be. On the other hand, the cell phone itself was predicted by the Star Trek communicator.

Individual Computing – You might say this was

predicted by the "tricorder" of Star Trek fame. But there is also the famous quote of a computing expert saying that no one would ever need an individual computer. I would rate this as partially predicted.

Medical – Advances in this area have been a steady trend since about the mid-19th century, so it would be fair to say that experts correctly saw this coming. It is the ongoing fervent hope of mankind to rid ourselves of the most pernicious diseases, so continuous remarkable advances in this area are fairly predictable, while at the same time being very welcome.

Freedom and Democracy – The downfall of the Soviet Union and the spread of democracy into Eastern Europe and other areas was hard to predict. Politics is at its heart an unpredictable human endeavor, so predictions in this area can be quite difficult. In the 70's, most experts would have probably said that the continuation of the Soviet Union for another 50 years was just as likely as its downfall in the 1980's. This is one of the most unpredictable areas of human history.

Want to know what several experts think about the future of mobile payments and e-Commerce? Will Americans soon be paying at convenience stores with our cell phones like the Japanese do? Come to our forum "Payments, Commerce, and Mobile in 2014" on November 13th at the Oshman Family JCC in Palo Alto and find out!



Future Trends in Business Process and Infrastructure

Keeping up with the Cloud-based Environment



On September 16th, 2013, Keizai Society welcomed Dan Levin, COO of Box, and David Brooks, VP of Product Management at Salesforce.com, to our September Forum. This was a highly enjoyable forum, with two knowledgeable speakers who, in addition to their knowledge of their respective fields, also had experience and fascinating insights on how the cloud relates to the Japanese market.

Dan and David provided a plethora of intriguing insights on the cloud in general, and Japan specifically. One of the most memorable predictions of the evening was that in 20 years there may be no such thing as corporate data centers; all data storage will be provided by the cloud. Also, they predicted that many more workers may be working from home in the near future.

A significant part of the evening was spent on the subject of data security. Dan and David explained how the cloud data storage at their companies is highly secure. Many security experts have tried to break in, so the system has been challenged by the most severe attacks possible. The recent news about the National Security Agency (NSA) also

generated some comment. On the one hand, Dan Levin expressed strong objection to the actions of the NSA as being against the economic interests of Americans. But on the other hand, both Dan and David emphasized that cloud storage is no more susceptible to security breach by NSA than regular corporate data centers. The panel also said the NSA is after terrorists, not economic advantage, so the impact should be minor.

David provided some interesting insight that was specific to Salesforce.com. Salesforce does not offer any kind of "Salesforce.com in box", in which the server can be located inside the customer's office. Salesforce CEO Marc Benioff made the specific decision that all data must be located in the cloud.



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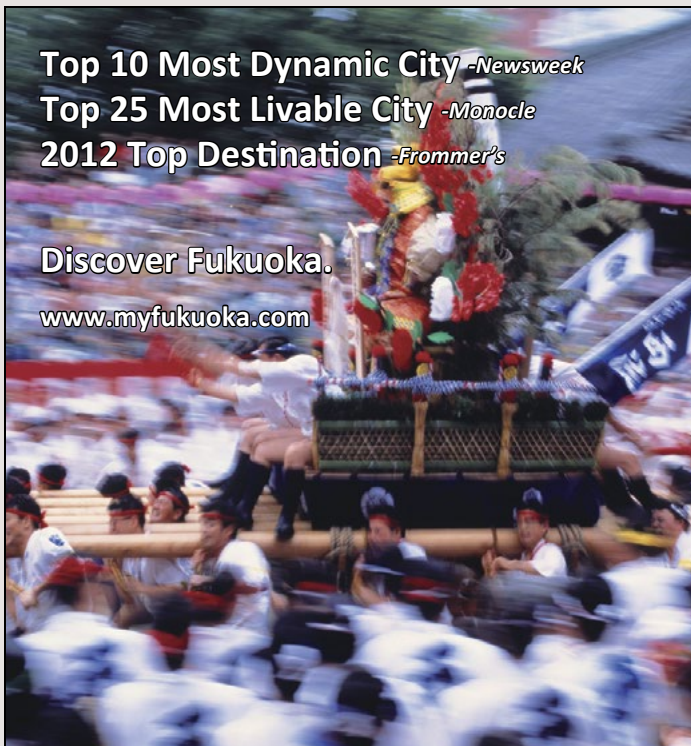
In fact, it is even quite expensive to purchase the Salesforce.com option that guarantees the data is located in the home nation. Finally, the name "Salesforce.com" itself is becoming less descriptive of the entire breadth of areas in which the Salesforce technology is being applied. But Salesforce will likely stick with the current company name, since it is so well known.

Both speakers had extensive experience with, and unique insights on Japan. In some ways, the lagging nature of Japanese IT has meant that Japan has been resistant to the cloud. But in other ways, Dan Levin argued that Japan may be the country most uniquely positioned to make use of the cloud, because of its homogeneous nature and high rate of connectivity. Moreover, disasters like the Tohoku tsunami emphasize the need for cloud-based technologies over data storage that is specific to one location. Finally, the traditional large computer companies in Japan may lose out to up and coming Japanese system integrators, as the cloud takes over Japan.

A final interesting insight from Dan and David was that some European central bankers are having difficulty keeping up with the progress of cloud technology. Europe has some specific data location laws, stating that data must be stored only within a home country. However, as the cloud progresses, these laws are becoming less and less realistic.

As you can see, it was an evening filled with fascinating insights. Events like this showcase the vibrancy and continued success of Keizai Society as we endeavor to bring more and more exciting forums to our attendees.

Photos of the September 2013 event can be found at: <https://keizaisociety.shutterfly.com/pictures>



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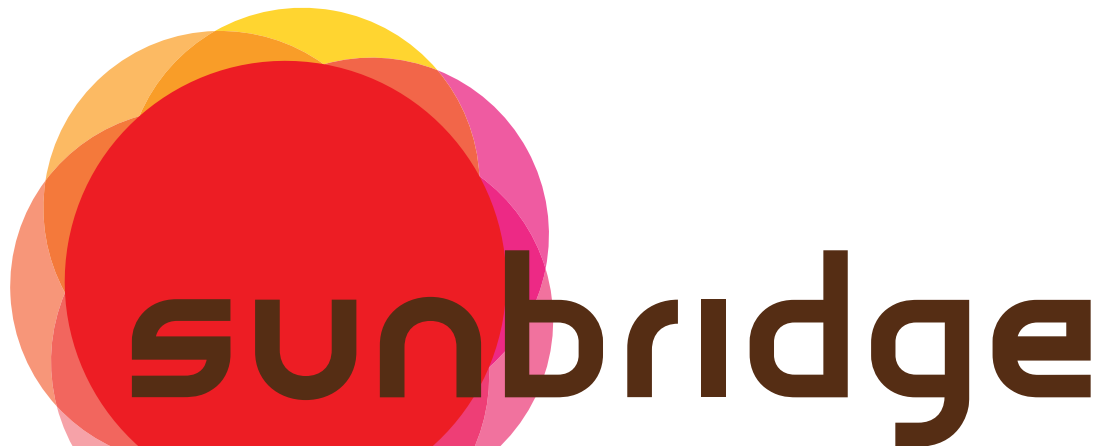


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We are Hiring!

The Keizai Society is looking for highly motivated and talented individuals to join our volunteer executive team. Working with our team and board directors is a great opportunity to create exciting forums for the US/ Japan business community in Silicon Valley.

We have multiple positions available in many areas including Program Managers. Japanese language skills are not required.

For more details, please email contact@keizai.org with a **subject line "Keizai Positions"** to discuss these opportunities.

We hope you'll join the Keizai Team!



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