



# KEIZAI SOCIETY

American-Japanese Interaction at the Working Level



**LATEST TRENDS FOR THE  
CONNECTED  
EXPLORING CAR  
HOW THE INTERNET  
CAN CHANGE THE  
AUTOMOBILE  
EXPERIENCE  
ON MARCH 18, 2014  
AT 650 PAGE MILL  
ROAD, PALO ALTO**

### By Keizai Staff

As Internet connections spread to devices beyond just personal computers and mobile phones, the "Internet of Things" has become one of the latest buzzwords in Silicon Valley. One industry facing the potential of great changes with the introduction of Internet connections is

the automobile industry. As Internet connections become a standard part of the automotive experience, there is the possibility of not only broadening the infotainment options consumers can use in their cars, but also changing the relationship between the automobile manufacturer

and the consumer, improving the customization of cars and making cars an important node within intelligent transportation networks. In our event, we bring together people involved in the industry to discuss this fascinating topic.

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## FROM THE PRESIDENT



**Keizai Society** has just finished its most successful Shinnenkai ever, with a record-breaking attendance of over 330 professionals and a first-ever sell-out of the Shinnenkai. And the evening was a match for the phenomenal interest, with an enjoyable keynote address by Mr. Nobuyuki Idei, former CEO of Sony Corp. In addition to Mr. Idei, Keizai Society also welcomed the start-up founders he brought along from Japan, for whom he is a mentor and supporter. At the

Shinnenkai, those founders were able to enjoy Silicon Valley culture and make numerous contacts.

One other uplifting aspect of this Shinnenkai was that many people came forward wanting to be a part of the dynamic Keizai Society volunteer team. If there is any additional feedback you have on the Shinnenkai, please let us know, as we are already planning an even more exciting Shinnenkai for Keizai Society's 25th anniversary in 2015.

Looking forward to 2014, Keizai Society will be working on a collaborative program with an all-volunteer organization in Japan. Stay tuned for more details. The upcoming forum on March 18th "Latest Trends for the Connected Car" was sold out after just seven days, and still three weeks before the event itself. We appreciate your interest in this event and apologize to those who were not able to obtain tickets. Make sure to

register early for the remainder of the Keizai Society events in 2014.

Best wishes,

**Chimmy Shioya**  
**President, Keizai Society**

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Eita Kitani



Hakan Kostepen



Jay Onda



Daisuke Minamide



George Betak

## FEATURED PANELISTS

**Eita Kitani** is responsible for new business research, planning and development in the Silicon Valley branch of Mitsubishi Corporation (Americas). Mr. Kitani has been engaged in new business creation and development in Mitsubishi Corporation for 10 years. His past experiences include involvement in the Corporate IT System Development Division, manager of Nanotech Partners, Ltd, a \$50M private equity fund focused on nanotechnology, and manager of Corporate Strategy and Research Dept. where he worked on smart community projects. He also was seconded to Hitachi, Ltd. for an employee exchange program where he worked on Middle East marketing.

After returning to Mitsubishi Corporation in 2008, he was engaged in Smart City projects in Japan. In 2011, he was transferred to Silicon Valley branch to investigate technology and business models with potential in the mid to long-term. His coverage has varied from Smart infrastructures, Cleantech, Robotics, Bio Chemicals/Fuels, Next-generation Automotive, Water technologies, Next-generation Agriculture, New manufacturing technologies, Shale gas/oil related technologies, etc. Mr. Kitani received a BA in Economics from Hitotsubashi University.

**Hakan Kostepen** is an "Executive" Director at Panasonic Silicon Valley Center in Cupertino, CA and responsible for Product Planning Strategy & Innovation for Panasonic Automotive Systems Company of America. Panasonic Automotive "Global" Product Planning Strategy & Innovation group leads in car integration and development of all Panasonic Company domain company technologies and products for automotive OEM customers and end consumers. Mr. Kostepen has broad Systems Engineering and Advanced Product Development

experience with Panasonic, Automotive Systems, Ford Motor Company, Visteon, EDS, and US Air Force. Along with various Automotive "Real Time" Embedded Systems Applications and Advanced Automotive Infotainment Systems Software Development.

**Jay Onda** specializes on being in the innovation forefront, focusing on areas such as Internet of Things and consumer focused services. He also works closely with early stage startups as a mentor and advisor. Jay has worked with various divisions of NTT DOCOMO HQ in Japan and within DOCOMO Innovations. Prior to working in the telecommunications industry, Jay has worked as a Product Manager and User Interface Engineer for startup companies in Silicon Valley providing innovative ideas and solutions. He has also worked as a designer working with top industry brands such as Nike, Sony, Logitech, HP and others.

**Daisuke Minamide** is Managing Partner, CyberAgent Ventures. With over 15 years experience in the mobile industry, Daisuke is currently serving as a managing partner at CyberAgent Ventures U.S., investing in global start-ups. Previously worked for NTT DOCOMO as a start-up relations manager and marketer to help DOCOMO find and collaborate with start-ups resulting in deals with Evernote, Flipboard, Qik/Skype, etc. As a venture capitalist at DOCOMO Capital based in Palo Alto, Daisuke led the first venture round of Evernote in 2009 and engaged as a board observer.

**George Betak** is an engineer and a technology enthusiast. He sees technology not as means unto itself, but rather as something that's supposed to enrich lives. George grew up in Southern Germany, and began following electric cars when he was in college. His professional career started at BMW FIZ in Munich, and most recently he has worked with Motorola and Yahoo, supporting

global product launches. George's goal is to help establish the SF BayLEAFs as one of the best informed and technologically savvy non-profits.



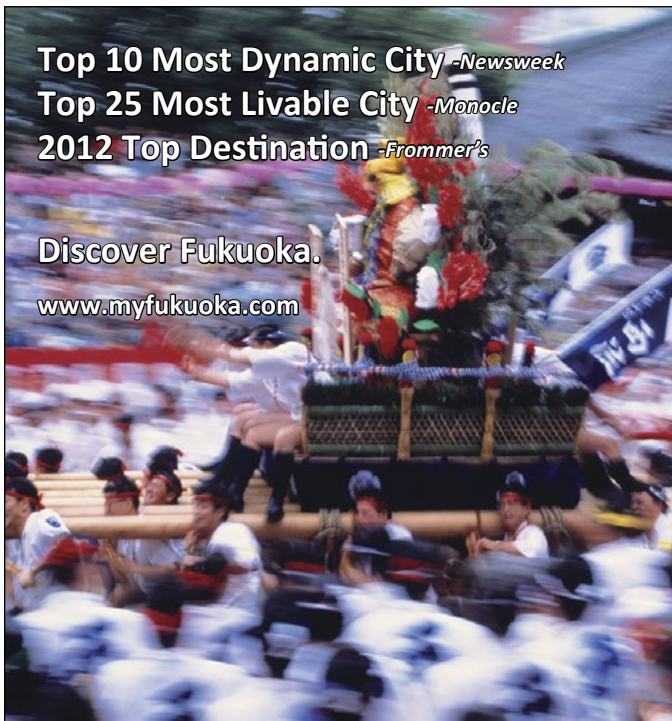
**KEIZAI  
SOCIETY**  
US - JAPAN BUSINESS FORUM

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](http://www.keizai.org) for more information.

The Keizai Society's theme for this year is **"2014: A Turning Point for US – Japanese Business?"** The next twelve months may prove a watershed moment in the progress of both Japanese and Japanese-US commerce. From the promising (albeit evolving) impact of "Abenomics" to the world's choice of Tokyo as the venue for the 2020 Olympics to the benefits that may accrue to Japan – U.S. partnerships by jointly developing high-growth emerging markets, 2014 will be a fascinating and perhaps transformational year for US-Japan relations and business.

**Top 10 Most Dynamic City** -Newsweek  
**Top 25 Most Livable City** -Monocle  
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## MARCH 2014 EVENT DETAILS

### Date & Time

Tuesday, March 18, 2014

Registration/Networking — 5:30 pm – 6:00 pm  
Program — 6:00 pm– 8:15 pm  
Networking — 8:15 pm– 9:00 pm

### Location

Wilson Sonsini Goodrich & Rosati  
650 Page Mill Road, Palo Alto, CA

### Registration & Fees

~~Early Bird Discount for first 30~~ — \$15 **Sold Out**

~~Regular Registration~~ — \$20 **Sold Out**

~~Late Registration~~ — \$35 **Sold Out**

~~Walk-ins~~ — \$50 **Sold Out**

### Registration Website

[www.keizai.org](http://www.keizai.org)

### Food

Sushi, beverages will be served

### Attire

Business casual

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## CONNECTED CARS AND THE INTERNET OF THINGS

By Joe Quinlan

The first time I got a close-up look at the Tesla Model S, I thought "This is like the iPhone of cars – the iCar." Recent rumors of Apple acquiring Tesla seem to bear out that line of thought. The Model S looks and feels like an Apple product: the technology is all-encompassing and it works as you would intuitively expect it to work. The next new frontier of the internet is predicted by some to be the "internet of things" where all the "things" in our lives (TV's, refrigerators, cars, homes, etc) are connected to the internet, with all the increased possibilities and functionality that it entails. Imagine being able to check your car's gas tank (or battery), oil life, and tire pressure from the comfort of your PC at work, or from your smartphone. Pre-heat your home oven or turn on the rice cooker from the comfort of your PC at work. If you are a particularly safe driver, submit your long record of following the speed limit and no tailgating (electronically recorded) to your insurance company for a lower rate. By connecting into GPS destination systems of individual vehicles, traffic monitors could not only relay current traffic conditions, but also accurately predict what traffic will look like several hours from now, when you will be passing through that section of highway.

Some of these things are already being done. Some electric cars already enable remote monitoring of the battery level. The eccentric lady Flo from Progressive will offer you a Snapshot device to attach to your car, which monitors your driving for an insurance discount. And Waze is a start-up which uses crowdsourcing to gather road information from the actual travel time of its users.

Some day you may not even have to worry about the driving itself. The Google driverless car is paving the way for a day when our car (not Greyhound) will say "leave the driving to us." Parents may find great relief in a driverless car. Some day we can send our children off to school in a car, even if they don't have a driver's license. And for those nervous parents of teens who are new to driving, let your teens sit back and relax while the car takes them to a new and unfamiliar destination, or brings them home from a late-night Prom.

But are we inviting ourselves into a world like that of The Matrix? Once we start letting these cars communicate with each other, might they someday decide that they are tired of being slaves to us humans and revolt? That day is probably far away. But to find out what is in store for the more near term of connected cars, please come to our forum "Latest Trends for the Connected Car" on Tuesday, March 18th at Wilson Sonsini Goodrich & Rosati in Palo Alto. Hope to see you there! ☘

### KEIZAI IS 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 Website Management and Program Managers.

Japanese language skills are not required. For more details, please email [contact@keizai.org](mailto: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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## ITO EN

## The Way of Tea

## KEIZAI SOCIETY 24TH ANNIVERSARY AND SHINNENKAI RECEPTION ON JANUARY 31, 2014

By Joe Quinlan

On a beautiful January 31st evening, Keizai Society hosted its biggest event of the year, the annual Shinnenkai at the classy, elegant, and well-appointed Palo Alto Hills Golf and Country Club. Typical of this unusually dry winter, it was a clear cool evening, providing easy access for the attendees, who shone in their smart business attire. This year the Shinnenkai was so popular that it sold out prior to the registration deadline. Keizai Society was pleased to host over 300 attendees who listened to former Sony CEO Nobuyuki Idei describe his time at Sony, and the years since. As an example, Idei-san spoke of how he brought stability to Sony Pictures by brining in John Calley in 1996. But Idei-san said he preferred to talk about the future. He spoke of major changes that are happening in Japan and the world, from the



Photographed by Rowland Kwisirima

2011 Tohoku tsunami to dramatic events taking place in the Middle East, Europe, and China. Idei-san spoke about the transformations that the world will need to go through, and finally he introduced several start-up founders that he brought along on his visit to the US.

For the third year in a row, NBC Bay Area's own traffic anchor Mike Inouye graced us with his presence by performing the duties of Master of Ceremonies, with both polished delivery and entertaining humor. In particular, Mike hosted the ever-

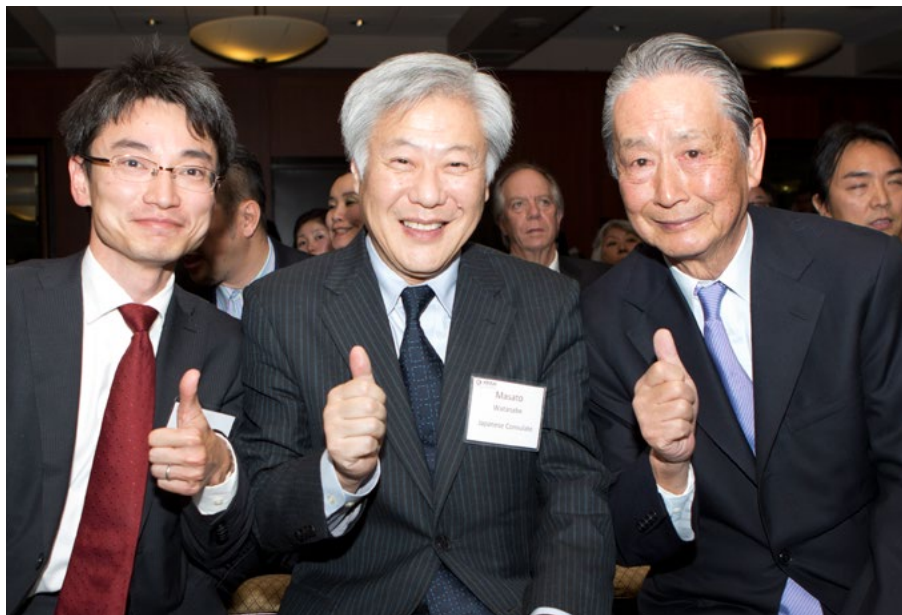
popular door prize awards, which this year included such treasures as airline tickets, expensive wines, and a round of golf at the Palo Alto Hills golf course.

Due to the biggest attendance ever at a Keizai Society Shinnenkai, and also the accomodating weather, the patio of the country club was opened up to allow the food to be placed there. This gave much more room for attendees to network and socialize inside. Meanwhile, a cash bar provided outstanding wine and beer to enjoy while making networking contacts. And in addition to the food on the tables, waiters moved around the room offering delicious delicacies like crab cakes. All in all, it was a wonderful environment to socialize and strengthen important business relationships.

Keizai Society's Shinnenkai is stronger than ever. It has become a premier event of the US/Japan business community in Silicon Valley and the bay area. We hope to see you all again next year! ❀

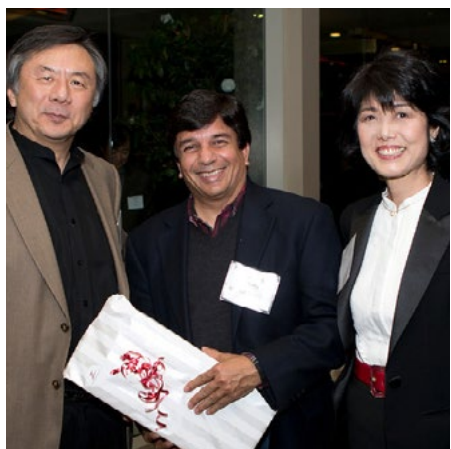
Additional Shinnenkai 2014 event photos can be found at — **[candmphotography.com](http://candmphotography.com)**

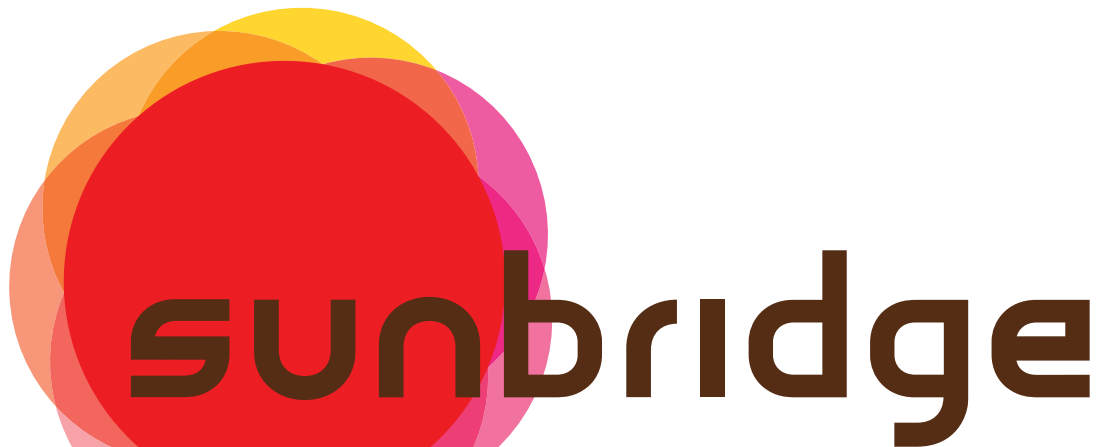












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## KEIZAI SOCIETY LINKEDIN GROUP DISCUSSION AND JOB POSTING

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](mailto:jobs@keizai.org).

<http://www.linkedin.com/>