



SUMMER NETWORKING IN THE PARK

The second **JOINT SUMMER NETWORKING** event organized and presented by **KEIZAI SOCIETY & SUNBRIDGE** on Sunday **AUGUST 03, 2014** @ **WASHINGTON PARK** in the city of **SUNNYVALE**, california from **1:00 PM - 5:00 PM**



By Keizai Staff

Come join us for casual networking at Washington Park, one of Sunnyvale's favorite venues!

Keizai Society and SunBridge will once again present a joint networking event for our associates

and their families. This event is ideal for catching up with

old friends and making new ones!

- Treat yourself to tasty and delightful Japanese Yatai food, American BBQ, and drinks!
- Experience the flavors of omatsuri - Nagashi Somen Kingyo Sukui, Shateki, and other fun

and authentic entertainment will await you!

Your significant other and family members are all welcome to join. The park's green open field is a perfect place to enjoy soccer, baseball, basketball, tennis, and whatever you choose to play.

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FROM THE PRESIDENT



For the May 2014 forum "Demystifying Big Data", Keizai Society tried a new format of more panelists (six), shorter presentations, and a longer period allocated to interactive discussion. How was it? We will continue to experiment with the format in an effort to offer the most enjoyable forum experience possible. I particularly want to thank Dr. Richard Dasher for his balanced and dynamic moderation of the evening. And we were so happy to be back at Fenwick & West in downtown Mountain View, after an absence of two-and-a-half years. It is a great facility, especially considering the recently remodeled conference facilities and lobby area.

We were pleased to have a completely full house for the evening.

Coming up in August, Keizai Society is looking forward to again collaborating with Sunbridge for the second Keizai-Sunbridge Tanabata in the Park. It is sure to be an enjoyable afternoon with plenty of time for networking and reconnecting with friends. It has been a great summer so far, with the international excitement surrounding the World Cup. Help us keep up the fun by joining us at Washington Park in Sunnyvale on Sunday, August 3rd.

Finally, Keizai Society is actively recruiting program managers. If you are interested, please contact our VP of Operations, May Kao (may@keizai.org).

Best wishes,

Chimmy Shioya
President, Keizai Society

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AUGUST 2014 EVENT DETAILS

Date and Time

Sunday, August 3rd, 2014 — 1:00 p.m. – 5:00 p.m.

Location

Washington Park in Sunnyvale — 840 Washington Ave., Sunnyvale, CA
Cross streets: S. Pastoria Ave. & Sunset Ave. Walking distance from Sunnyvale CalTrain.

Ticket Fees

Early Bird Discount for first 60 — \$20 adult, \$10 children (7-12 years old)
by Sunday, July 13, 2014 (11:00pm)

Regular Registration — \$30 adult, \$10 children (7-12 years old)
By Wednesday, July 30, 2014 (11:00 pm)

Late Registration — \$50 adult, \$10 children (7-12 years old)
By Friday, August 1, 2014 (12:00 noon)

Walk-ins — \$70 adult, \$30 children (7-12 years old)
(Space is limited and may not be available.)

Free entrance for children under 6 years old.

Each ticket comes with 3 tokens good for exchange with food (BBQ, Yakitori, Takoyaki, Yakisoba, dessert, and alcoholic beverages) and entertainment (Kingyo Sukui, Yoyo Sukui, Shateki, and more). All food and entertainment are subject to change without prior notice. Additional tokens can be purchased on-site at \$1/token. Soft drinks are free. Feel free to bring your own game equipment & dress appropriately for those activities. Fun-Casual attire.

Registration Website

www.keizai.org

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YATAI AND RAMUNE

By Joe Quinlan

Keizai Society's Summer Networking event promises yatai food and the feeling of the Japanese omatsuri (festival). But what do you think of when you hear the word "yatai"? Perhaps the most friendly context is all the booths set up at the local Japanese elementary school during bon-odori. Ramune, grilled corn-on-the-cob, grilled squid, tako-yaki, and more. A little rougher are the street yatai set up near train stations in the evening, to give salarymen a bite to eat on the way home.

Let's take one yatai item: Ramune. With its anachronistic opening method, it seems vaguely familiar of an older age, perhaps Meiji or Taisho. But do you know the story behind ramune? It begins in England in 1872. British soft drink maker Hiram Codd designed a marble stopper bottle for carbonated drinks. It was a convenient way for the bottle to naturally hold in the carbonation pressure. In fact, the technical name for this type of bottle is the "Codd-neck bottle." Next, the story picks up with a Scottish pharmacist living in Kobe named Alexander Cameron Sim. He ran a company there called "AC Sim Shokai." In 1884, he started selling a carbonated beverage based on lemonade to the Kobe Foreign Settlement. It used the Codd-neck bottle and became popular nationwide after being advertised in the Tokyo Mainichi newspaper. Ramune was touted as preventing cholera, but apparently not typhoid fever, as Mr. Sim died of that disease at the age of 60 in his adopted Kobe in 1900. He lies in the Kobe Foreign Cemetery along with his fellow ex-pats. But the popularity of ramune at omatsuri continues to this day. So there it is; ramune stems from the Meiji period, with an English bottle inventor and ex-patriate Scottish pharmacist in Kobe. Next time you gulp down a ramune, think of the history that you are drinking. And to experience that yatai and omatsuri feeling in Silicon Valley, please come to Keizai Society's Summer Networking in the park on Sunday, August 3rd at Washington Park in Sunnyvale. 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 with a subject line "Keizai Positions" to discuss these opportunities.

We hope you'll join the Keizai Team!

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DEMYSTIFYING BIG DATA ON MAY 21, 2014

By Joe Quinlan

On May 21, 2014, Keizai Society held its forum "Demystifying Big Data" at the offices of Fenwick & West in downtown Mountain View. A number of dynamic speakers provided for an exciting evening. William Knox Carey of Intertrust described how their product enables trusted analysis of big data, like behavioral data, automotive telemetry and healthcare data. Dylan Steeg of Skytree talked about how their software package allows customers to make predictions one-thousand times faster than incumbent solutions. Neil King of Sift Security recounted how they are leveraging big data and machine learning to better identify and investigate enterprise security threats. Kelly Krpata of AutoGrid Systems related how his company's software package has made inroads with many utilities, doing big data analytics for theft detection and failure prediction. Jim Maricondo of ISI-Dentsu said his company has seen more demand for big data research in manufacturing as compared with financial services. And Yasushi Ogawa of Integratto explained how the pharmaceutical, utility, and electronics industries are major users of business simulation for investments in R&D, capital expenditure, new business, and mergers and acquisitions. A significant amount of discussion revolved around big data in manufacturing and health care. Overall, the evening was an informative tour of what big data can do now, and what is in store for the future.

The May event photos can be found by clicking — [Here](#). ☘



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 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.



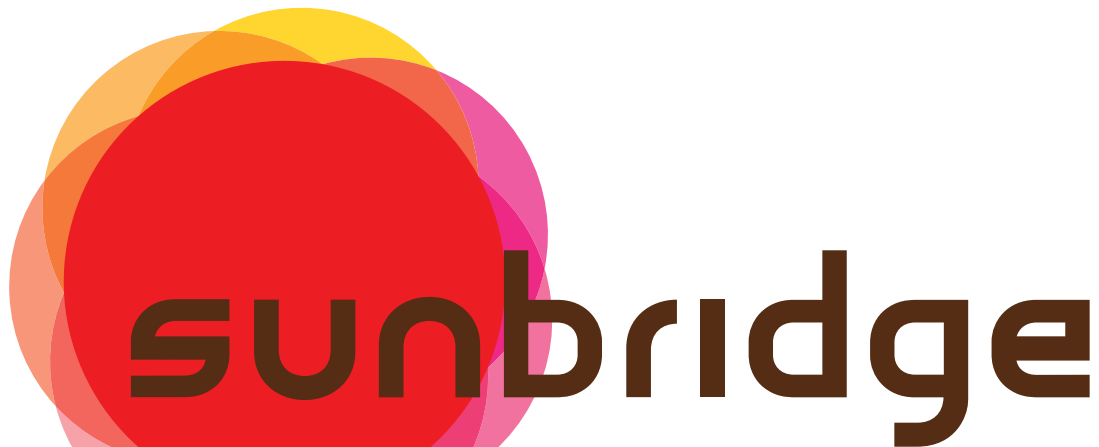
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of entrepreneurship, innovation and big dreams at which SunBridge brings together leaders of the Japanese and American startup communities for a unique blend of Japanese Cultural festival, and international business networking.



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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/>