



# KEIZAI SOCIETY

US-JAPAN  
BUSINESS  
FORUM  
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Santa Clara, CA  
[www.keizai.org](http://www.keizai.org)

American-Japanese Interaction at the Working Level

## Turning Crisis Into Opportunity

### What Silicon Valley Can Do To Help Rebuild Japan

#### A Fundraiser for Orphans of the Earthquake and Tsunami

#### Guest Speakers

##### Hiroshi Inomata

Japanese Consul General in  
San Francisco

##### Robert Scoble

Technology Evangelist and  
Managing Director of  
Rackspace

##### Kamran Elahian

Global Entrepreneur,  
Philanthropist,  
Venture Capitalist

##### Lukas Biewald

Chairman and co-founder of  
CrowdFlower

##### James Miller

Senior Attorney Advisor at  
FCC / Adjunct Professor of  
Law at American University  
Washington College of Law

##### Marianna Grossman

Executive Director of  
Sustainable Silicon Valley

The earthquake and tsunami that struck the northern coast of Japan in March caused unimaginable devastation. We have all been saddened by images that can only begin to convey the losses sustained by the victims – loss of life, family, hearth and home. Arguably the hardest hit among the survivors, and those least able to recover on their own, are the children who were orphaned by the crisis and its aftermath.

That is why three Silicon Valley business organizations have banded together for the first time to host a joint event in support of these stricken children: **The Keizai Society US-Japan**

**Business Forum, Silicon Valley-China Wireless, and TiE.** The event will explore what the entrepreneurial spirit of the Valley can do to assist with this disaster and what can be learned to prepare for and help with future disasters.

**All proceeds from the event** will be donated through Give2Asia.org to a Japanese organization that targets children orphaned by the March 11 earthquake and tsunami. Those wishing

to make donations directly can do so at <http://give2asia.org/keizaisociety>.

**Event supported by the Consulate General of Japan in San Francisco**

Keizai Society's theme for 2011 is **"US-Japan Business: The Next Generation—Your Key to Success Throughout Asia."** We will highlight emerging new areas in which we see exciting things happening in Japanese businesses or among US firms doing business in Japan. The areas of focus will include entrepreneurship, new technologies, and US-Japan partnerships to develop business in other countries in Asia.

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#### Online live cast provided via Ustream

**FEES:** FREE for those who RSVP before 6/27/2011 at 5:00 p.m. (PDT)  
Log-in instructions for the live cast will be sent on 6/28/2011 to those who registered.

Please RSVP by June 22nd, 2011 to reserve your place! @ <http://www.keizai.org>

DATE	LOCATION	TIME	FEES
Wednesday, June 29, 2011	PARC (Palo Alto Research Center) 3333 Coyote Hill Road Palo Alto, CA 94304 USA	Registration/Networking: 5:30 P.M. – 6:00 P.M. Event: 6:00 P.M. – 8:00 P.M. Networking & Silent Auction: 8:00 P.M. – 9:30 P.M.	\$40.00: registration by 06/22/11, 11:00pm \$50.00: late registration by 06/28/11, 5:00pm \$60.00: Walk-ins (Seats are limited & may not be available) Event with Hors d'oeuvres and Cash Bar
<b>DRESS</b> Business casual			

## From the President



**M**any of you have been supporting our Japan relief activities in various ways, i.e, through event participations, donating time to help our programs, or sending monetary donations, etc. We are so grateful for all of your generous donations!

We are happy to report that **we have raised approximately \$140,000 to date**. We released a partial grant to Second Harvest Japan, the first food bank in Japan. This grant was used to purchase and transport food and non-food items to those who have sheltered in their own homes without any means of support in the affected areas. In addition the grant was used to prepare boxes consisting food, seasoning and other daily necessities to deliver to people who have just moved from shelters to new housing as they rebuild their lives.

The remaining amount and future donations shall be given to support the orphans of the disaster, including to Ashinaga, a non-profit in Japan. Ashinaga has a history of over 40 years of supporting orphans and under privileged children due to parents' deaths and illnesses. Our grant will be specifically

used for the orphans of the earthquake and tsunami.

As the initial wave of the donations has subsided, we have been working on to sustain the awareness. On May 24, we hosted a panel discussion on the nuclear energy and its economic impact of the disaster with 4 distinguished speakers, including a Nobel Prize Laureate Dr. Burton Richter (please see summary on page 6).

On June 29th, we will host a fundraising event, titled **"Turning Crisis into Opportunity – What can Silicon Valley do to Help Rebuild Japan"** For the first time ever, the Keizai Society, Silicon Valley-China Wireless Technology Association and TiE (The Indus Entrepreneurs) are hosting this event jointly. This is significant as three organizations from different business communities worked on putting one program together for one cause. This is truly an international collaboration to help Japan!

After the program, there will be a reception and a silent auction. Come enjoy networking while helping the orphans.

Please spread the word around and **hope to see you and your friends on the 29th!**

Sincerely,

**Chimmy Shioya**

President, Keizai Society

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## Event Schedule

### Opening Statement:

**Hiroshi Inomata**, Japanese Consul General in San Francisco.

### Keynote Speaker 1:

**Robert Scoble** of Technology Evangelist and Managing Director of Rackspace will speak on the topic of **"Starting From Scratch: How a Rebuilt City Could Lead the World in Technology Integration"**. Robert will address this question from the perspective of someone who has traveled the world in search of the latest, greatest, and most impactful technologies. He will share some of his vision of what a "greenfield" city or town should look like by introducing us to a few of the most exciting technologies he sees coming over the horizon, discussing their likely impact on society, and exploring how they should (or should not) fit into the model 21st century community.

Robert will be introduced by **Scott Ellman**, CEO of USAsia Venture Partners.

### Panel Discussion:

**Turning Crisis into Opportunity - What Silicon Valley Can Do To Help Rebuild Japan.**

- **Lukas Biewald**, Founder and CEO of CrowdFlower
- **Marianna Grossman**, Executive Director, Sustainable Silicon Valley
- **James Miller**, Senior Attorney Advisor at FCC / Adjunct Professor of Law at American University Washington College of Law
- Moderator: **Richard B. Dasher**, PhD, Director, US-Asia Technology Management Center, Stanford University

### Keynote Speaker 2:

**Kamran Elahian**, Global Entrepreneur, Philanthropist, Venture Capitalist will speak on the topic of **"The Use of Technology in Crisis Situations"**. Besides having co-founded numerous successful technology companies, Kamran Elahian has founded three non-profit organizations that use IT to connect people across borders and improve the quality of life for people around the globe, especially in developing nations where billions face chronic challenges in everyday life. In his keynote, Kamran will discuss how the same technologies his organizations use to address chronic challenges can also be applied in the aftermath of acute crises like those in Japan, and can even be deployed in advance of disasters to mitigate the consequences.



**We are dedicated to finding great combinations of talented individuals and dynamic companies, where both can grow and benefit together.**

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## About the Organizations



### 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.



### Silicon Valley-China Wireless:

Founded in 2000, Silicon Valley-China Wireless Technology Association (SVCWireless) is the leading US-Asia wireless industry non-profit association in Silicon Valley, now with more than 4,000 members. As a premier Silicon Valley technology organization, SVCWireless promotes entrepreneurship, innovation, and networking with a focus on building a bridge between the wireless industries in Asia and the United States. Please visit [www.svcwireless.org](http://www.svcwireless.org) for more information.



### TiE:

The Indus Entrepreneurs (TiE) was founded in 1992 in Silicon Valley by a group of successful entrepreneurs, corporate executives, and senior professionals with roots in the Indus region. There are currently 13,000 members, including over 2,500 charter members in 56 chapters across 13 countries. TiE's mission is to foster entrepreneurship globally through mentoring, networking, and education. Dedicated to the virtuous cycle of wealth creation and giving back to the community, TiE's focus is on generating and nurturing our next generation of entrepreneurs. Please visit [www.tie.org](http://www.tie.org) for more information.

- **U.S.-Japan cross-border planning issues for individuals** (such as Japanese pension & inheritance tax planning)
- **Employment-based retirement plans for corporations** (such as 401K plans)



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## About the Participants



**Lukas Biewald** is Founder and CEO of CrowdFlower, a crowdsourcing Internet company that breaks large digital projects into small tasks and distributes them to workers around the world. In a little over two years, Biewald has grown the company from two employees to nearly 60, guiding it through two successful funding rounds.

CrowdFlower engages a workforce of nearly 1 million people to complete more than 1 million microtasks every day on behalf of a range of Fortune 50 companies. It has garnered coverage in the New York Times, The Wall Street Journal, Fast Company, The Atlantic, Fox Business, and has placed as a TechCrunch50 finalist. In 2010, he won the Netexplorateur Prize for creating the GiveWork iPhone app, which allows users to perform small tasks that assist refugees and people in developing countries. Inc. Magazine has listed him among the Top 30 Entrepreneurs Under 30. He is a frequent presenter at events such as Web 2.0, Where 2.0, and TEDx. Biewald has published an array of papers on applications of crowdsourcing, including those for ACM DEV'10, ACM's XRDS, and SIGIR 2010. Additionally, he co-authored a chapter on crowdsourcing gender and age stereotypes in O'Reilly Media's Beautiful Data. He is co-creator of several patent-pending technologies. While pursuing a Master's degree in Computer Science at Stanford University, Biewald won the California Institute of Technology Turing Tournament.



**Dr. Richard Dasher** has directed the US-Asia Technology Management Center at the Stanford University School of Engineering since 1994 and served concurrently as Executive Director of the Center for Integrated Systems since 1998. He holds Consulting Professor appointments at Stanford in the Departments of Electrical

Engineering (technology management), Asian Languages (Japanese business), and with the Stanford Program on Regions of Innovation and Entrepreneurship. In 2004, Dr. Dasher became the first non-Japanese person ever asked to join the governance of a Japanese national university, serving on the Board of Directors and then the Management Council of Tohoku University until 2010. He regularly participates on selection and review committees of government programs for innovation in Canada, Germany, Japan, and Hong Kong. Dr. Dasher also serves as a board member of privately held companies and non-profit organizations (including the Keizai Society) and as an advisor to start-up companies in the U.S., Japan, and China. He received M.A. and Ph.D. degrees in Linguistics from Stanford University and is co-author of the book 'Regularity in Semantic Change' (Cambridge University Press, 2002). From 1986 – 90, he was the Director of the U.S. State Department's advanced training centers in Japan and Korea that provide full-time language and area studies curricula to U.S. and select Commonwealth Country diplomats headed for assignments in those countries.



**Kamran Elahian** is an entrepreneur who has co-founded ten companies. While three of them failed (e.g. Momena), six have produced a total market cap of over \$8 billion, and one is slated for IPO next year. As a VC, he co-founded Global Catalyst Partners with investments in the U.S., Japan, China, India and Israel. Underlying

Kamran's global vision is the conviction that modern IT can be instrumental in dissolving barriers between nations. This vision is reflected in Schools-Online, a nonprofit he founded in 1996 to connect the world, one school at a time (6400 schools in 36 countries); Global Catalyst Foundation, co-founded in 2000 to improve lives through the effective application of IT, and UN-GAID, a United Nations global forum that promotes ICT in developing countries where Kamran serves as Co-Chairman. Global Catalyst Partners website is at <http://www.gc-partners.com/> and Kamran's personal website is at <http://www.kamranelahian.com/>



**Marianna Grossman** is Executive Director of Sustainable Silicon Valley, a consortium of 130 businesses, governments and civic organizations dedicated to addressing underlying causes of key environmental pressures, building a strong economy and a socially equitable community. Previous roles include Partner for Sustainability

and Innovation for Minerva Consulting; investor in high tech startups; and corporate roles in the automotive, computer and semiconductor industries. She founded the Palo Alto Unified School District Sustainable Schools Committee and was convener of the Peninsula/South Bay Working Group of California Interfaith Power and Light. She earned an MBA from Yale University and a BA, cum laude, with distinction in Policy Studies from Dartmouth College.



**Consul General Hiroshi Inomata** graduated from Waseda University and joined the Ministry of Foreign Affairs in 1978. Mr. Inomata has worked in the Asian Affairs Bureau, Economic Cooperation Bureau, North American Affairs Bureau, Minister's Secretariat, International Legal Affairs Bureau and Southeast and Southwest Asian

Affairs Department as well as the Office of the Assistant Chief Cabinet Secretary. His overseas assignments have included Embassies of Japan in Bangkok, Washington D.C., London and Seoul. He began his tenure as the Consul General of Japan in San Francisco in September 2010.



**James Miller** is a Senior Attorney Advisor in the Office of Engineering and Technology at the Federal Communications Commission, Adjunct Professor of Law at the American University, Washington College of Law, an Affiliated Research Fellow of the Columbia Institute for Tele-Information at the Columbia Business School, and a 2004-

2006 Mansfield Fellow. At the FCC, Mr. Miller focuses on regulatory and policy matters related to spectrum and Internet technology. As Adjunct Professor of Law at the American University, Washington College of Law, he teaches U.S.-Japan Comparative Law and develops programs focused on East-Asia and technology. As a Mansfield Fellow, Mr. Miller explored Japanese regulatory policies for broadband technology and the information society, particularly focusing on legal and regulatory reforms and spectrum policy, in the Japanese Ministry of Internal Affairs and Communications Radio Policy Bureau (MIC), Ministry of Economy, Trade and Industry (METI), Office of Senior-Vice Minister Yoshitaka SAKURADA, and the Tokyo District and High Court's Administrative Litigation and Intellectual Property Sections. He is a cum laude graduate of the Washington College of Law, American University, and holds a bachelors degree in Economics and East-Asian studies (honors) from the University of Kansas. He is fluent in Japanese and frequently speaks and publishes in Japanese for business, legal, and technical audiences in Japan.



**Robert Scoble** is an American blogger, technical evangelist, and author. Mr. Scoble is best known for his blog, Scobleizer, which came to prominence during his tenure as a technology evangelist at Microsoft. In addition to pioneering blogging within Microsoft, he was instrumental in Microsoft's Channel 9, a site devoted to the company's developer community. Currently, he is Managing Director of

Rackspace, where he works with the Rackspace sponsored community site Building 43. He previously worked for Fast Company, where he founded FastCompany.TV and served as its Executive Officer and video blogger. Mr. Scoble is co-author of *Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers* with Shel Israel.



**Scott Ellman** is CEO of USAsia Venture Partners, a management consulting firm that provides strategic marketing, alliance, and business development services to US and Asian companies. Previously, Scott held senior positions at several high technology pioneers where, among other things, he managed some of the companies' most important alliances such as those with Hitachi, Toshiba, Oracle, NEC, Dell, IBM, and HP. He was also the co-founder and VP of Marketing at the for-profit division of SeniorNet.org, a world leader in teaching older citizens how to use computers and the Internet. Scott was instrumental in every step of the company's evolution, from co-writing the business plan and raising venture capital to forging strategic partnerships with eBay and IBM. Scott is a strategic advisor to several technology companies (and Keizai Society) and a member of the Japan-US Innovation in Business and Technology Advisory Council. He holds MBA from the Stanford Graduate School of Business and a bachelor's of science in applied mathematics and economics from Brown University, where he graduated Phi Beta Kappa and magna cum laude, the university's highest academic honor.



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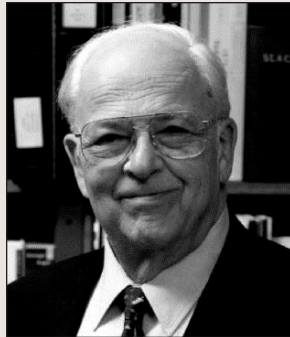
# The Nuclear Energy and Economic Impacts of Japan's Recent Crisis

## • Participating Panelists •



**Dr. Masahiko Aoki**

Henri & Tomoye Takahashi  
Professor of Economics  
Department & Senior Fellow of  
Stanford Institute of Economic  
Policy Research, Stanford  
University, Director of VCASI, the  
Tokyo Foundation



**Dr. Burton Richter**

Paul Pigott Professor of Physical  
Science & Senior Fellow of  
Freeman Spogli Institute for  
International Studies, Stanford  
University, US Department of  
Energy's Nuclear Energy and  
Energy Research Advisory  
Committee, Nobel Prize Laureate



**Dr. Tatsujiro Suzuki**

Vice Chairman, Japan Atomic  
Energy Commission



**Mr. Michio Harada**

Deputy General Consul of Japan,  
San Francisco

**T**he Keizai Society recently held its May forum, **"The Nuclear Energy and Economic Impacts of Japan's Recent Crisis"** held at Wilson Sonsini Goodrich & Rosati in Palo Alto. The panelists were **Mr. Michio Harada, Dr. Tatsujiro Suzuki, Dr. Masahiko Aoki, and Dr. Burton Richter.**

**Mr. Harada** opened the evening by sharing the story of when he heard about the disaster in Japan. During this presentation he made very clear that Japan was not a dangerous place to visit and Japanese products were not harmful to eat. The three biggest challenges to reconstruction, he believes, are giving people the means to get back to "business as usual", making the sacrifices to free enough money to clean up the crisis and the fact that political leaders must step forward to lead effectively.

**Dr. Suzuki** joined us live via Skype from Japan. This let us get a current view from the ground. In his talk he covered the realities of the nuclear situation in Japan. Some of the important conclusions that he shared were that the Fukushima plant was not prepared for a disaster of this level, that radiation near the plant was falling but that cumulative radiation was a concern and that Japan's nuclear policy would have to be rethought in the wake of the disaster.

**Dr. Aoki** covered the economic, societal and organizational aspects of the disaster. He stated that the disaster was not only a natural disaster, but "an

accident in a complex technological system and human failures." Tepco, the company that runs the crippled Fukushima plant, is tightly entrenched into the political

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From left to right: Dr. Tatsujiro Suzuki, Dr. Burton Richter, Dr. Masahiko Aoki.

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scene. There is a lack of practical knowledge of nuclear matters in upper management. According to Dr. Aoki, the important lesson to take away is that the Japanese system has to be reformed, but this reform will depend on the strength of the political will.

**Dr. Richter** finished up the night. According to him the root causes of the nuclear disaster was in the structure of how Japan regulates its nuclear industry. With nuclear energy an accident in one place is an accident in every place. Regulators should be made independent of the industry and that there should be increased international cooperation in the nuclear industry and international standards for nuclear safety. "There was an expectation that the Japanese nuclear industry would do the right thing, and they didn't do that."

Overall, the event was a great success, and involved diverse viewpoints about the disaster including government, economic and nuclear professionals. The event was also livecast over the internet to over 120 members across the world.



Mr. Michio Harada



**Global Venture Habitat Silicon Valley**

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Our company is a leading global exchange organization that connects international youths from around the world with U.S. companies through work-based cultural exchange programs. All our services free of charge to host companies since we are not a recruiter but a J1 visa sponsor company that is designated by the U.S. Department of State. Hosting an Intrax intern is a unique opportunity for companies to gain high quality talent as well as support work-based cultural exchange. Through this program, you'll benefit from: Highly motivated and dependable interns, with business and IT skills who are pre-screened and prepared to contribute to your organization - Diversity and global dialogue in the workplace - Access to bilingual language skills and cultural knowledge - Strengthening your company's connection to foreign countries & building a pipeline for future talent

Please contact **Cara Conceller** ([cconceller@intraxinc.com](mailto:cconceller@intraxinc.com) **phone: 415-434-5653**) for more information. We are ready to start introducing the candidates to you right away. We look forward to hearing from you!

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Please join **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/>

## We are Hiring! (Multiple positions)

Keizai Society is looking for highly motivated individuals to join our team in charge of program management, project management, and other functions.

Working with our team and board directors, this is a great opportunity to create exciting forums for the US/Japan business community in Silicon Valley. All volunteers receive free entry to all our events.

Japanese language skills are not required. Please contact us for more details.

Please contact [chimmy@keizai.org](mailto:chimmy@keizai.org) or [joe@keizai.org](mailto:joe@keizai.org) to discuss these opportunities.



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