



# KEIZAI SOCIETY

US-JAPAN  
BUSINESS  
FORUM  
Issue No. 232  
May 2010  
Santa Clara, CA  
[www.keizai.org](http://www.keizai.org)

American-Japanese Interaction at the Working Level

## High Speed Rail and the Future of Transportation in America

### Participating Panelists

#### Katsuhiko Ichikawa

General Manager,  
Central Japan Railway Company

#### Yoriko Kishimoto

Former mayor of Palo Alto  
and Co-founder of the  
Peninsula Cities Consortium

#### Masayuki Tanemura

Consul for High Speed Rail  
Project, Consulate General of  
Japan in San Francisco

#### Lou Thompson

Principal, Thompson, Galenson and  
Associates; Member, Board of Directors of the  
Railroad Research Foundation; and Member,  
Peer Review Panel, California HSR Authority

**P**resident Obama's 2009 economic stimulus package included \$8 billion to help realize a very long-time goal of many in the US: high speed rail. Notably in Japan, but elsewhere in the world as well, high speed rail has proven to be an effective, energy-efficient mode of long-distance transportation. High speed rail has also been shown to reduce transit times, highway and airport congestion, and pollution—all while stimulating the economy through the addition of tens of thousands of jobs. Nonetheless, as with any massive project, the devil is in the details. Many questions are still to be answered, including the role that Japanese

*“High speed rail is  
a smart transportation  
system equal to the needs  
of the 21st Century.”*

President Obama, April 2009

technology will play in making this dream a reality in the US. Join us for a lively discussion of the promise and pitfalls we face as we embark on this exciting era.

**Yoriko Kishimoto** will speak about her vision for a green transportation future for California. High speed rail is great in concept—but it must be done right. Can we afford to build it? Can we afford not to build it? Yoriko will talk about how high speed rail must be integrated into our state planning for economic develop-

ment, regional transportation networks, air quality, open space and our walkable communities. **Masayuki Tanemura** will speak the overview of Japanese High Speed Rail System including history, construction scheme, features and economic

*continued on page 3*

### ONLINE LIVE CAST

Online live cast provided via  
UStream FREE for those who RSVP  
before 5/16/2010 at 5:00p.m. (PDT)  
Log-in instructions for the live cast  
will be sent on 5/17/2010 to those  
who registered.

\*Speakers are subject to change.

Please RSVP by May 14th, 2010 to reserve your place! @ <http://www.keizai.org>

#### EVENT DATE

Tuesday  
May 18, 2010

#### NEW LOCATION

Fenwick & West LLP  
801 California St.  
Mountain View, CA

#### TIME

Registration and Networking:  
5:30–6:00 p.m.  
Event: 6:00 – 8:00 p.m.  
Japanese food, including sushi,  
and soft drinks will be served

#### FEES

\$20: Registration by May 14 (midnight)  
\$35: Late Registration by March 17 (5:00pm)  
\$50: Walk-ins (Walk-ins welcome, but  
seats may be limited)



**T**he Keizai Society held its March Forum, “*Three Scenarios for Japan’s Global Future*,” at the offices of Fenwick & West in Mountain View. A panel of experts, Michi Kaifu, Rochelle Kopp, and Kimberly Wiefeling, presented their opinions on the future of Japanese business on the global stage.

Over 100 people attended the forum in person, while an additional 80 people attended via live webcast streamed on UStream. We had a very lively interactive panel discussion and audience participation was very enthusiastic. We received a lot of feedback from participants, both people who had attended in person and people who attended online, and many commented that they enjoyed this panel very much.

We expect that the number of online attendees of the Keizai Society forums will increase exponentially now that we are streaming forum events live on the internet via UStream. We invite anybody who is not able to attend in person to join us online no matter where in the world you may be.

Additionally, we would also like to thank Fenwick & West for their generous support in providing us a place to meet. We look forward to having many more events at their offices.

As the sakura season comes to a close and summer is getting ready to start, we invite you to our next forum, “*The Future of Transportation: High Speed Rail*” on May 18. The panelists for this event include **Yoriko Kishimoto, Katsuhiko Ichikawa, Lou Thompson,** and **Masayuki Tanemura.**

There is still debate in California over if high speed rail is right way to go for the state. Given the Obama administration’s policy and funding, as well as environmental concerns, high speed rail is likely to benefit the state by creating more jobs, fueling economic growth and providing an environmentally friendly way to travel across the state.

Come to our May Forum and learn about tips for success from Japan’s high-speed rail system, the famous shinkansen bullet train. *We look forward to you joining us.*

Best regards,

Chimmy Shioya and Mark Kato

Co-Presidents, Keizai Society

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effects. **Katsuhiko Ichikawa** will speak about the ways in which Japanese rail technology leaders in general, and Central Japan Railway Co. in particular, will partner with the US as we implement a uniquely American high speed rail system in California and across the country. Based on Japanese high speed rail experience, Mr. Ichikawa will offer invaluable insights into the advantages of the Japanese High Speed Rail System.

**Louis Thompson** will speak on the topic of “*Worldwide Issues with high speed rail: What Questions, What Answers?*” He will look at worldwide experience with high speed rail and show how the US fits into the picture.

### About the Panelists



**Katsuhiko Ichikawa** is General Manager of Central Japan Railway Co. (JR Central) in Washington DC Office. After a stint at Nihon Gakki Seizo KK (the predecessor to Yamaha Corporation), Mr. Ichikawa joined Central Japan Railway Company in 1989.

Since then, he has held several general manager positions in locations as diverse as Sydney, Los Angeles, Washington DC, and Tokyo. Mr. Ichikawa holds a BA in Politics and Economics from Waseda University.



**Yoriko Kishimoto** was Mayor of Palo Alto in 2007, with a call to action to “build a green economy through innovation.” She has a Stanford MBA, is the author of the *Third Century: America’s Resurgence in the Asia Era* (1988), and an

expert on transportation. She is passionate about walkable, bikeable communities and was a co-founder of the Peninsula Cities Consortium, which brought five cities together to work on high-speed-rail related issues. Yoriko served on the Valley Transportation Authority Board of Directors, where she advocated for a real-time data system for transit system, carshare and bikeshare pilot programs, community shuttles, and electrification of Caltrain and integration with the other regional rail systems.



**Masayuki Tanemura** is Consul for High Speed Rail Project, Consulate-General of Japan in San Francisco. Previously, he held senior positions in several transportation-focused bureaus of the Ministry of Land, Infrastructure, Transport and Tourism

(MLIT). He has also been Deputy Director of the Secretariat for the Council for Science and Technology Policy, a cabinet office. Mr. Tanemura was also a member of the Faculty of Engineering, Tokyo University.



**Lou Thompson** is Principal of Thompson, Galenson and Associates, as well as a Member of the Board of Directors of the Railroad Research Foundation and a Member of the Peer Review Panel, California High Speed Rail Authority. Previously,

he held senior positions at The World Bank and the US Department of Transportation and has served as the project engineer and consultant to the transportation industry. Mr. Thompson holds an ScB in Chemical Engineering from MIT and an MBA from Harvard University.

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# Three Scenarios for Japan's Global Future

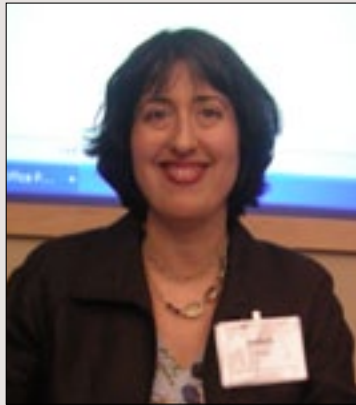
*Where do we go from here?*

## Participating Panelists



**Michi Kaifu**

CEO of ENOTECH  
Consulting



**Rochelle Kopp**

Managing Principal of  
Japan Intercultural Consulting



**Kimberly Wiefeling**

Founder and President of  
Wiefeling Consulting

**O**n March 18th, the Keizai Society held its March Forum at the offices of Fenwick & West in Mountain View. The theme of the Forum was *"Three Scenarios for Japan's Global Future"* presented by a panel of experts, Michi Kaifu, Rochelle Kopp, and Kimberly Wiefeling. All three are writers and consultants who work with Japanese companies and employees.

Michi Kaifu's presentation can be neatly summed up with the phrase that she coined, *"paradise sakoku."* The idea of paradise sakoku is that the Japanese people are comfortable living in Japan and that leaving would cause too many problems. This suggests that Japanese people do not want to change their set ways. Kaifu suggests that Japan could change this by looking to the east to learn from the US, using micro-leadership to wear down obstacles, and allowing industry diversification.

Rochelle Kopp took the middle road between Kaifu and Wiefeling's positions. She agrees for the most part with Kaifu, except she does not agree

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that there is no interest from Japanese business people to go abroad. Rather, she argues that they don't know how and that paralyzes them. Kopp sees Japan as still being globally significant when it comes to culture and tourism, but it is slipping from being a major player in global politics and business. According to her Japan could change this by reducing working hours, changing the workplace environment to reduce stress, creating more flexible HR practices, becoming more multicultural by allowing more immigration, creating a new vision of what Japan could become, and changing the education system to support that vision.

In her presentation Kimberly Wiefeling gave us a promising look into the changes taking place in Japan. She argues that high-level management knows that they have to change, but they are not going the change. Rather, they send junior managers out to learn how to change. She acknowledges that the pace of improvement is slow, but she is starting to see real signs of improvement in the companies she works with. Furthermore, she argues that Japan has



*The Keazai meetings will be held at a new venue for this year; Fenwick & West in Mountain View.*

not lost its place as a trusted business partner.

While there was some disagreement about where exactly Japan is right now, overall the panelists agreed that Japan will have to make many changes



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*Tomoko Mase of CalBee America, Derek Wiseman and Joe Quinlan of the Keizai Society.*



*Yuki Hashimoto of Yuki Photography and Miwako Nishio.*



*Jessie Gillespie of Davis Polk and Wardwell LLP, Hirofumi Takinami and Kentaro Suzuki meet a new contact.*



*Nanaka King of Exlingo poses for a photo with a new contact.*



*Mark Admore, Laura Smoliar of Peppertree Engineering and Stephen Merrit, In Transition.*



*Chiyoko Ono of Japan Intercultural Consulting and Sunil Mirapuri of CloudySoft.*



*Jo Ishida of SiliconValley Bank and Hirotaka Sakamoto of ITX International.*



*Yukiko Sakurai of SONY and Craig Justice of Alliance International from San Diego.*



*Kenji Sugiyama of KS Consults and Kenichi Fukunaga of Fukunaga Design.*



*Laura Smoliar and Mark Arbore, both of Peppertree Engineering.*



*Yoko Sannomiya of Microsoft and Ian Prickett from Oracle.*



*Akiko Foo and Mark Kato of Keizai Society Staff.*





*Hiro Hiraiwa of Navigant Consulting, Inc. and Nobu Mizuhara of Eagle Vines Golf Club.*



*Yutaka Ichimura and Won Choe.*



*Attendees enjoy good Sushi and other Japanese food.*



*Another Keizai Society forum with more than 100 attendees.*



*Hideyuki Teshima, Stanford University Business School, Toshi Nakahama, Jiji Press, and Katsuya Higuchi, Consulate General of Japan.*



*Minoru Akagawa, IMAC Intertech, LLC and Ken Sakai of Pacific Dream from Portland OR.*



*Naoki Shibata of Stanford University and Scott Ellman of USAsia Ventures Partners.*



*The panelists take questions after the presentation.*



*Leanna Cooper of Intrax Cultural Exchange (Keizai Society Corporate sponser) and Shahram Jamshidi from Intel.*



*Scott Ellman of USAsia Ventures, Masato Matsuo of Kyushu University and Akemi Koda of USAsia Ventures Partners and KeizaiSociety.*



*Shigekazu Hayashi of Sony Ericsson Mob Com Inc. and Yukiko Sakurai of Sony Eomputer Entertainments America.*



*Yohei Fukuda of New York Life and Laura Smoliar of Peppertree Engineering forge new relationships.*





*Lilian Nakagawa of GCA Law Partners and Kentaro Ito of TMI Associates make a new contact.*



*Hiroataka Sakamoto of ITX International and Chelsea Kuo of Mass Mutual Financial Group.*



*Nanaka Ling of ExLingo and Jo Ishida of Silicon Valley Bank.*



*Yasuyuki Iino, Nikkei Business Publications America, Takashi Nishikawa of Panasonic R&D Company of America and Kaori Ito of SRA OSS, Inc.*



*Sayori Watanabe of Keizai Society, Craig Justice and Isamu Shigemori, computer programmer and working towards degree at University.*



*Ken Sakai of Deram Works and Tetsuro Otsubo of JTB USA Inc.*



## Keizai Society LinkedIn Group Discussion and Job Posting

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!

The Keizai Society is looking for highly motivated individuals to join our volunteer committee team. 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 the volunteers receive free entry to all our events.

Available positions:

- Project Management
- Business Development
- IT Management

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

Please contact [chimmy@keizai.org](mailto:chimmy@keizai.org) or [mark@keizai.org](mailto:mark@keizai.org) to discuss these opportunities. *We hope you'll join the Keizai Team!*



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Full page	\$300.00	(7.5x9.0)