



KEIZAI SILICON VALLEY

US - JAPAN BUSINESS FORUM



DEMYSTIFYING THE INDUSTRIAL INTERNET OF THINGS

USE CASES AND REQUIREMENTS

September 24, 2015
@ Wilson Sonsini
Goodrich & Rosati

By Keizai Staff

The market of the Internet of Things (IoT) is about to explode. Analysts forecast the total economic value-add from IoT will be multi-trillion with 30 billion Internet connected devices by 2020, unlocking innovation and new business models. While tremendous opportunities are ahead of us, little is understood as to how to leverage this much-talked-about innovating trend to strategic advantage and value creation.

This session will focus on industrial IoT (IIoT). Experienced panelists from leading companies in the IIoT field will discuss use cases to uncover potential challenges and opportunities. Please join us to learn what it takes to incorporate the IoT into your business strategy. The discussion will include information from a Japanese perspective.

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FROM OUR PRESIDENT EMERITUS

Keizai Silicon Valley started as Keizai Society with a small group of dedicated people interested in business between Japan and the U.S. We manually put together announcement flyers and typed the newsletters and mailing labels. Speakers were chosen with the intent of featuring those who helped bridge the business cultural gap. Events were hosted in both San Francisco and Silicon Valley. We had a summer event which was American in nature, a picnic, and a New Year's event which was more formal and Japanese, the Shinnenkai.

At the end of the 1990's, we then determined that we'd focus on entrepreneurs and the differences between starting a business in Japan and the U.S. We started featuring CEO's who graciously spoke about the challenges they had dealing with business cultural differences. We found that trying to have the presentations in San Francisco proved logistically difficult for the speakers, so we had to find a Silicon Valley venue, which Fred Gregarus provided us at then Fenwick & West. Technology matured so we were able to have our newsletters distributed online and no longer had to type the newsletters

and address labels! Our audience sizes grew, so we needed a larger site which Yokum Taku graciously provided at Wilson Sonsini Goodrich & Rosati.

Thanks to the leadership of Chimmy Shioya and the continued growing, all-volunteer support operational staff and the strength of its Board of Directors, Keizai Silicon Valley will continue to grow and serve the needs of its members.

**Best wishes,
Nadine Grant
President Emeritus & Board Member**

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Lothar Schubert



Ritesh Tyagi



Richard McCormack



Jon Metzler

FEATURED PANELISTS

Lothar Schubert leads GE's worldwide IIoT software platform (Predix) product marketing efforts. Before joining GE Software, Lothar drove GTM strategies for Cloud-based development and infrastructure management platforms at several Silicon Valley start-up companies. Prior to that, at SAP America he led the marketing efforts for the in-memory database BW Accelerator (Hana) and spearheaded industrial operational analytics programs. Lothar also spent 5 years in Japan, launching data warehousing and analytics products with SAP Japan. Lothar holds MBA from UCLA and MA in Physics from Eberhard-Karls-Universität Tübingen.

Ritesh Tyagi recently joined Ineda management team from Renesas, a global supplier of Micro-controller and SOC chips, where he was the VP of the Micro-controller and SOC business units in Americas, responsible for product development and roadmap for the key market segments. Under his leadership, Renesas became the #1 Micro-controller supplier in the market. For the past two years, Ritesh was leading the way to developing an IoT platform for variety of embedded applications. In his more than 20 years of experience of building and managing geographically distributed Product Marketing and Application teams, Ritesh held management positions at Hitachi Semiconductor America as well as various other semiconductor companies. Ritesh holds M.S. in Semiconductor Electronics and MBA in Marketing and Leadership both from University of Allahabad, India

Richard McCormack brings the vision and tactical experience to develop and

drive Marketing for Fujitsu in North America. Together with his team, Richard is responsible for marketing of Fujitsu's product, retail, business and application services, and infrastructure services businesses. Richard is a frequent speaker at industry events, where he represents thought leadership and perspective regarding Fujitsu's business direction including IoT and how ICT will contribute to transforming business and society. Prior to Fujitsu, Richard was VP of Storage for Amdahl Corporation, where he developed and managed both open systems and S/390 storage solutions. Richard's extensive background as an open systems consultant in the UK brought him to the US in 1994 working with Pyramid Technology and Siemens on their High Availability, Server and Storage offerings.

Jon Metzler (moderator) is Founder and President of Blue Field Strategies, a San Francisco consulting firm supporting US and Asian telecom, industrial, media and technology clients, with a focus on service launch and innovation acceleration. Prior to founding Blue Field, Jon was Business Development Director at Rosum Corporation, a pioneering location technology company, driving business development in telecom and defense markets. Prior to joining Rosum, Jon was Vice President at Performance Analysis, Inc. (PAI), a consulting firm specializing in business development in Asia for US technology companies. With five years of experience in living in Japan, Jon held positions at leading media firms such as Asahi Shimbun Publications, Tokyo Broadcasting System, and CBS News. Jon is also a Lecturer at the Haas School of Business, and a member of the board of the Japan Society of Northern California. ❀

HOW DO NEW TECHNOLOGY TERMS GET THEIR JAPANESE NAMES?

By Joe Quinlan

The Internet of Things (IoT) is a relatively new term, and not that many Japanese are familiar with the term. As such, the Japanese way of saying IoT is a recent development. When I first talked about this concept with Japanese people, my guess was that the Japanese expression might be all katakana, something like "intanetto obu shinguzu", or maybe an abbreviated "intashinguzu". However, upon further study, it seems that the Japanese tech world is coalescing around "mono no intanetto".

How do these Japanese tech words get decided and who decides them? When Linux first came out, there was a lot of discussion in the English world about how it should be pronounced. In addition to the current pronunciation, other pronunciations like "lai - nax" were kicked around. The English world eventually coalesced around the current

pronunciation of Linux, but before that happened various katakana equivalents appeared. For a while, "rainakkusu" seemed to be the most popular pronunciation in Japan, and I even thought that pronunciation might become permanent in the Japanese language. However, I was pleased to see that the Japanese eventually coalesced around the pronunciation "rinakkusu" which is much closer to the most popular English pronunciation.

English tech words also often get abbreviated in funny ways in Japanese. The smart phone in full katakana would be sumaato foon, but that is quite unwieldy, so the Japanese have shortened it to "sumaho". This reminds me of the common object in every home for changing the TV channels: the remote control. Americans tend to shorten this to "the remote", but the Japanese have invented "rimokon" as a shortening of "rimooto kontorooru". I suspect that "mono no intanetto" may eventually be shortened to something like "mono-inta" or "mono-netto".

I wonder what the linguistic pathway is for the

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creation of these new technology words in Japanese. I humorously imagine a secret room somewhere in Tokyo where some Japanese language geeks are creating new tech words. But realistically I suppose the process is much more organic, a coalescing of conversations around a single word or phrase. Regardless, as the technology world progresses forward ever faster, the creation of these new Japanese tech words will only accelerate.

So come to Keizai's September forum and learn the latest about "Mono no Intanetto". See you there! ❀



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KEIZAI IS HIRING!

The Keizai Silicon Valley is looking for highly motivated and talented individuals to join our volunteer executive team. Working with our team and board of 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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EXPLORING JAPAN AND CALIFORNIA COOPERATION ON CLEANTECH

By Joe Quinlan

On the gentle summer evening of June 29th, Keizai Silicon Valley's June forum explored the topic of Cleantech as it relates to the US and Japan, including the new agreement between Japan and California to support clean environmental technology. Go Takizawa from Japan's NEDO organization talked about how this governmental organization is sponsoring projects such as DC fast charging and energy storage. The initial project for fast charging is along the corridor between Silicon Valley and Sacramento. Masa Yamada, from the Osaka Prefectural government, spoke of cooperative clean tech relationships between Osaka and California. On the corporate side, Kawada Industries presented their unique "Midori-chan" technology, which enables the efficient use of water resources for vegetation growth. Panasonic highlighted their battery storage technology, which is used in homes, businesses, and automobiles. TerrAvion explained their technology's ability to provide real-time aerial imagery to farmers, so they can quickly and efficiently manage their fields. Nissan gave an overview of their electric and high-efficiency vehicles. Aki Koto of the World Innovation Lab spoke of business innovation in the area of clean high-tech. Finally, eMotorWerks showed the audience their JuiceBox

product which uses Smart technology to pull electricity from the grid when it is most available. These are just some of the topics that were covered over the course of the evening. It was a forum which gave a broad overview of what is happening with clean technology in Japan and the US. ❀

Additional event photos can be found at — <http://keizai.org/photos-videos/>



KEIZAI
SILICON VALLEY
US - JAPAN BUSINESS FORUM

Founded
in 1990,
Keizai Silicon

Valley US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. Its primary purpose is to provide opportunities for executives and professionals to develop the knowledge and human networks for successful US-Japan Business.

Keizai 2015 theme – The Power of Innovation to Shape the Future: New Vitality in US-Japan Business – also complements the transformation of Keizai Society into Keizai Silicon Valley. US and Japanese business will encounter unprecedented opportunities and obstacles in 2015. With deep roots in the global capital of innovation, Keizai Silicon Valley will help lead the way to a brighter, less volatile future for all.

2015 SUMMER NETWORKING

By Joe Quinlan

On the beautiful Sunday of August 2nd, Keizai Silicon Valley held its annual Summer Networking event at Sunnyvale's Washington Park. The crowd of over 140 people enjoyed a mixture of Japanese and western food. On the Japanese side, the ever-popular takoyaki pleased many in the crowd. And the western food side was highlighted by catered BBQ featuring pulled pork, beans and rolls. Over at the drinks table, a selection of ten brands of beer, red and white wine, and sodas were available. Some in the crowd even chose to make their own wine coolers by combining the wine with Sprite. (Bartles & Jaymes would have been proud.) There were plenty of games for the kids, with shateki (pop gun shooting) being one of the most popular. A particular highlight of this year's summer networking was the outstanding face painting, which was as popular with the adults as with the children. A number of adults came out

of the face painting tent appearing as their favorite superhero. Of course as always, much networking was accomplished, as old friends renewed their connections and caught up on how they are doing in their various careers. The summer networking event is always so nice because it is an all-networking event. At other Keizai events, the networking time can be limited, as the event itself takes up time. But the summer networking, being an all-networking event, gives plenty of time for chatting and catching up. Looking forward to next year! ☘

Additional event photos can be found at — <http://keizai.org/photos-videos/>

SEPTEMBER 2015 EVENT DETAILS

Date and Time

Thursday, September 24, 2015

Registration/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

Wilson Sonsini Goodrich & Rosati

650 Page Mill Road, Palo Alto, CA 94304

Ticket Fees

Early Bird Discount for first 30 — \$15 by Sunday, September 6th, 2015 (11:00 p.m.)

Regular Registration — \$20 by Sunday, September 20, 2015 (11:00 p.m.)

Late Registration — \$35 by Tuesday, September 22nd, 2015 (12:00 p.m.)

Walk-ins — \$50 (Subject to room capacity / cash or check only)

Food

Sushi and beverages will be served

Registration Website

www.keizai.org

2015 SUMMER NETWORKING





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KEIZAI SILICON VALLEY LINKEDIN GROUP DISCUSSION AND JOB POSTING

Please join the LinkedIn Keizai Silicon Valley 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 Silicon Valley Group account. If you have any questions, please contact jobs@keizai.org.

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