



KEIZAI
SILICON VALLEY

US - JAPAN BUSINESS FORUM

AVOIDING ENVIRONMENTAL PITFALLS WHEN DOING BUSINESS IN CALIFORNIA

**ON THURSDAY, APRIL 19, 2018 @
PROCOPIO®**

By Keizai Staff

California has various environmental laws regulating companies and the proper management of hazardous products, including universal and hazardous waste, e.g. batteries, electronic devices, mercury-containing equipment, lamps, and paint. Improperly managing these products can lead to various fines and sanctions. These regulations can be confusing, especially to companies that are just starting to do

business in California. Just in time for Earth Day, this networking event will give those who are interested in the topic a chance to enjoy a short presentation along with discussion over drinks and hors d'oeuvres.

continued on page 2

continued from page 1



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.



Procopio®

Procopio is a full-service business law

firm committed to thoughtful problem solving and improving your bottom line. With more than 150 attorneys based in San Diego, Silicon Valley, Phoenix and Austin — we're passionate about knowing your business and helping you grow and protect it for the long term. Procopio has the cost efficient and flexible infrastructure to support both small to mid-sized companies and large multinationals at every stage of the business life cycle. Our global reach across Asia and Latin America further expands

our international partnerships and cross border capabilities. At Procopio, we are focused on what is important to you—providing smart, innovative and practical solutions in a cost-effective manner to help your business. ✿

CORPORATE SPONSOR MEMBERS

Gold Corp Member:

Procopio, Cory, Hargreaves & Savitch LLP
SunBridge Corp.
Wilson Sonsini Goodrich & Rosati

Silver Corp Member:

Tazan International
Teraoka & Partners LLP
ZL Technologies

Bronze Corp Member:

EOS Accountants LLP
Fukuoka Center For Overseas Commerce in America (FCOCA)
Ito En
NEDO
TMI Associates
USAsia Venture Partners

THE LEGACY OF ENVIRONMENTALISM

By Joe Quinlan

As we turn to the topic of environmental law for our April networking event, it might be interesting to reflect on a little history of environmentalism in the United States. With the United States declining to ratify the Kyoto Protocol and pulling out of the Paris Agreement in recent years, the spirit of environmentalism in America may seem down at the moment. But perhaps a brief look at the story of environmentalism can revive our spirits.

Historically, in western societies environmentalism (to the extent it existed) was under the umbrella of general public nuisance. In other words, generally speaking no one should do something that caused an environmental nuisance to the community. However, this vague concept did not allow for specific protections, and the eventual effect of the industrial revolution on the environment was strongly felt. The very first piece of environmental legislation in America was the Rivers and Harbors Act of 1899, which prohibited dumping refuse into the waterways of the United States without a permit.

Jump forward six decades, and American marine

biologist Rachel Carson published her landmark book “Silent Spring” in 1962, chronicling the adverse effects on the environment of indiscriminate pesticide use. This is often seen as the beginning of the environmental movement in the United States. Seven years later came the 1969 Santa Barbara oil spill, which killed 3,500 sea birds as well as many dolphins, seals, and sea lions. This shocking event was the impetus for the creation of the first Earth Day on April 22, 1970. Highly popular from the start, Earth Day involved not only demonstrations and celebrations, but also many local cleanup activities of rivers, lakes, and highways. As a child growing up in the Chicago suburbs of the early 70’s, I remember seeing college kids pulling a rusty bike out of my town’s river on Earth Day. The worldwide popularity of Earth Day has continued into the present.

Environmentalism has a proud history in our country and in the world, as well it should. Let’s get together and chat about it on Thursday, April 19th. See you there! 🌸

APRIL 2018 EVENT DETAILS

Date and Time

Thursday, April 19, 2018

Networking and Presentation:
5:30 p.m. – 9:00 p.m.

Location

PROCOPIO, 1117 S California Ave, Suite 200,
Palo Alto, California 94304

Food

Sushi, hors d’oeuvres, and beverage
will be served.

Dress

Business casual

Ticket Fees

Early Bird Discount for first 30 — \$15
by Thursday, April 4th, 11pm, PST

Regular Registration — \$20
by Sunday, April 15th, 11pm, PST

Late Registration — \$35
by Tuesday, April 17th, Noon, PST

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

Registration Website

www.keizai.org

KEIZAI SILICON VALLEY – 28TH ANNIVERSARY SHINNENKAI 2018



By Joe Quinlan

On a clear Friday evening in January with stars in the sky, high above Silicon Valley at the posh Palo Alto Hills Golf & Country Club, Keizai Silicon Valley held its 28th annual Shinnenkai. The evening began and ended with networking, as friends and business colleagues renewed and strengthened old bonds and forged new ones. Once the events started, the evening was ably moderated by Keizai's own Tim Koide. Keizai president Chimmy Shioya led off the speakers with a brief recap of Keizai's 2017 events. This year, Keizai was sad to mourn the passing of board member Scott Ellman. He will be fondly remembered by all that knew him.

The main speaker of the evening was lifetime achievement honoree Yuzaburo Mogi of Kikkoman.

Mogi-san gave a memorable recollection of how Kikkoman ploughed its way to success internationally. Kikkoman opened its first overseas office in San Francisco in 1957. In the 60's, Kikkoman quickly set up a test kitchen at the San Francisco office and hired home economists to create recipes that incorporated soy sauce into American dishes. These recipes were then sent to newspapers and published by Kikkoman in cook books. Mogi-san also recalled working many taste tables at American supermarkets, to get Americans interested in soy sauce. Kikkoman took a big risk when it built its first overseas factory in Wisconsin in 1973. Soon after came the first oil shock, and it took until 1975 for the Wisconsin factory to turn a profit, and until 1978 for Kikkoman to recover its overall investment. In the 80's and 90's factories



followed in the Netherlands, Singapore, and other locations. Particularly in America, the marketing of soy sauce as “all purpose seasoning” was a big success. Finally, in 2005 Kikkoman’s overseas revenue first exceeded its domestic Japanese revenue, a major milestone for the company.

Mogi-san said that one special aspect of soy sauce is that it goes well with meat, which was integral to its success in the US, since Americans generally love meat. In fact, Mogi-san told an amusing historical anecdote. One of the world’s first encyclopedias was published in France in 1765, and it turns out that encyclopedia had an article on soy sauce. Within in that article, it was stated that soy sauce “goes well with meat.”

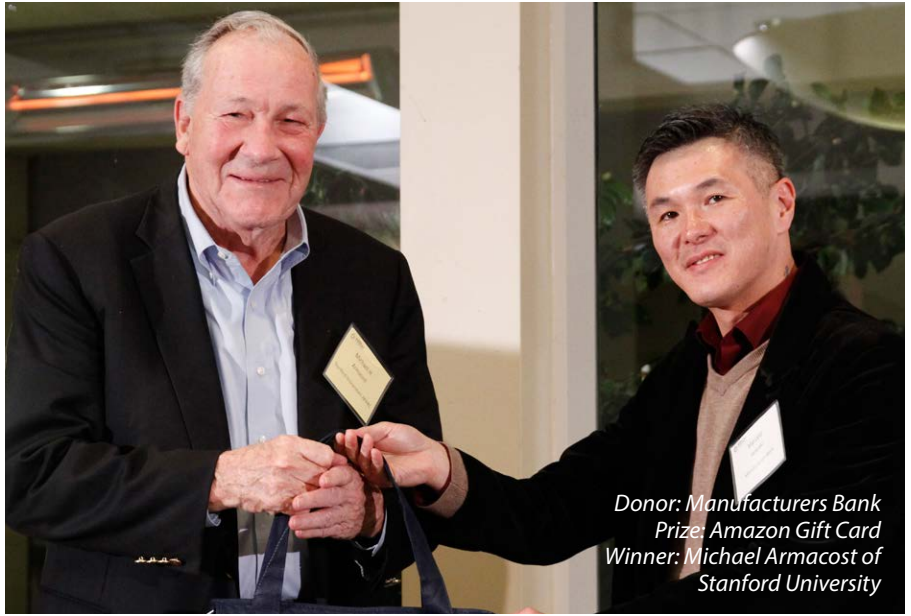
A main theme that Mogi-san emphasized during the evening was the powerful impact that the exchange of food culture can have internationally. Kikkoman bringing soy sauce to America was that kind of

food culture exchange, and in return Kikkoman has marketed wine and tomato sauce in Japan. Mogi-san said that as the world’s people get to know each other’s food cultures, they start to feel warmer toward those people of other cultures. In this way, the global exchange of food culture can be a contributor to world peace. Mogi-san hopes that the young people of the world continue to learn about cultures other than their own, including food culture.

It was another wonderful Shinnenkai for Keizai Silicon Valley, with over 200 attendees. We look forward to seeing everyone at our events that we are planning throughout the year. ❀

Additional event photos can be found at:

<https://keizai.org/events/28th-anniversary-shinnenkai/>
<https://flickr.com/photos/65162846@N02/sets/72157689824909822>





Donor: Bank of the West
Prize: Nordstrom gift certificate
Winner: Miku Mehta of Procopio

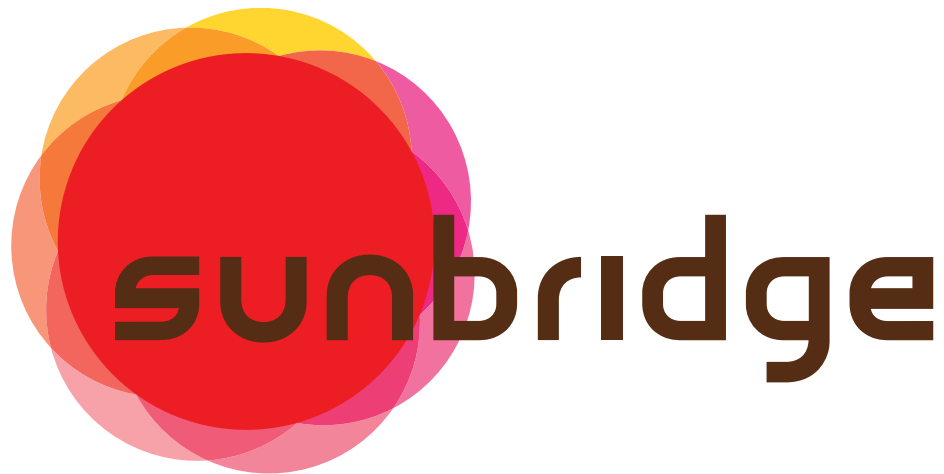


Donor: Sunbridge Partners
Prize: Smart watch
Winner: Mari Takahashi of Pasona



Donor: ZL Technologies
Prize: Bose headset
Winner: Tomomi Komura of Pasona





Creating Japan's Startup Ecosystem since 1999

Tokyo Osaka Silicon Valley

336 Portage Avenue, Palo Alto CA 94306

www.sunbridge.com

www.sunbridge-gv.jp

新年明けましておめでとうございます。
本年もどうぞよろしくお願いいたします。

Procopio law firm proudly supports Keizai Silicon Valley
Connecting the business communities in Silicon Valley and Japan



San Diego | Del Mar Heights | Silicon Valley | Austin | Phoenix



**Where Information Governance
Meets Big Data Analytics**

Headquarter

📍 860 N. McCarthy Blvd., Milpitas, CA 95035 U.S.A.
📞 408.240.8989 ✉️ ZL_info@zlti.com

Global Offices
U.S.A. • Japan • India • Ireland

Analytics | Compliance | eDiscovery | Records | Storage



EOS
ACCOUNTANTS LLP

TERAOKA

LEGAL COUNSEL

- General Corporate and Business Law
- Business Immigration and Civil Litigation
- Japanese Language Services
- Celebrating 35 Years of Service

TERAOKA & PARTNERS LLP

www.teraokalaw.com
steve@teraokalaw.com

<u>San Francisco</u>	<u>Silicon Valley</u>	<u>Los Angeles</u>
415-981-3100	800-600-5700	310-552-2600



proudly supports

KEIZAI SILICON VALLEY



Wilson Sonsini Goodrich & Rosati
PROFESSIONAL CORPORATION

www.wsgr.com

AUSTIN • BEIJING • BOSTON • BRUSSELS • HONG KONG • LOS ANGELES • NEW YORK • PALO ALTO
SAN DIEGO • SAN FRANCISCO • SEATTLE • SHANGHAI • WASHINGTON, DC • WILMINGTON, DE



ITO EN

The Way of Tea

Top 10 Most Dynamic City -Newsweek
Top 25 Most Livable City -Monocle
2012 Top Destination -Frommer's
www.myfukuoka.com



**Fukuoka Center for Overseas
Commerce in America**
FCOCA



USASIA VENTURE PARTNERS
Helping Companies Thrive!!

US Market Entry
Business Consulting
Business Plan Development
Business Evaluation
Marketing Strategy
Branding/Positioning
Alliance Strategy
Partnership Development
M&A Evaluation and Assistance

www.USAsiaVenturePartners.com



TMI Associates



**KEIZAI SILICON VALLEY
U.S.-JAPAN
BUSINESS FORUM**

Keizai Silicon Valley
3964 Rivermark Plaza,
Suite 216
Santa Clara, CA 95054

contact@keizai.org

<http://www.keizai.org>

KEIZAI SILICON VALLEY ALL-VOLUNTEER TEAM

Chimmy Shioya	President	chimmy@keizai.org
May Kao	Vice President	may@keizai.org
Erny Arifin	Newsletter/Media Manager	erny@keizai.org
Greg Bennett	Social Media Manager	gregb@keizai.org
Chris Daft	Project Manager	chris@keizai.org
Ayumi Fitisoff	Office Manager	ayumi@keizai.org
Masae Hamase	Translator/Interpreter	masae@keizai.org
Kana Goulding-Hotta	Program Manager	kana@keizai.org
Saori Kaji	Program Manager	Saori@keizai.org
Yayoi Kaneko	Treasurer	yayoi@keizai.org
Phil Keys	Lead Program Manager	phil@keizai.org
Akemi Koda	Program Manager	akemi@keizai.org
Timothy Koide	Program Manager	tim@keizai.org
Shawn Koyama	Program Manager	shawn@keizai.org
Carol Leung	Event Manager	carol@keizai.org
Ben Li	IT / AV Assistant Mzanager	ben@keizai.org
Yoko Manabe	Public Relations Manager	yoko@keizai.org
Yoshi Manabe	Corporate Sponsorship Manager	yoshi@keizai.org
Hiromi Motojima	Photographer	hiromi@keizai.org
Yuka Nagashima	Program Manager	yuka@keizai.org
Danny Ooi	Program Manager	danny@keizai.org
Joe Quinlan	Content Manager	joe@keizai.org
Gordon Sasamori	Director of IT	gordon@keizai.org
Sachi Sawamura	Marketing/Program Manager	sachi@keizai.org
Mari Takahashi	Office Manager	mari@keizai.org
Nobuki Takeuchi	Program Manager	nobuki@keizai.org
Greg Tsutaoka	Program Manager	greg@keizai.org
Dean Yonenaga	Alliance Manager	dean@keizai.org



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.

<https://www.linkedin.com/groups/1768007>