



# KEIZAI SILICON VALLEY

## US - JAPAN BUSINESS FORUM



# BATTERIES AND CLEAN TECH: ENERGY STORAGE TRENDS FOR TRANSPORTATION AND GRID STORAGE A JOINT PROGRAM WITH THE JAPAN SOCIETY OF NORTHERN CALIFORNIA

**By Keizai Staff**

First developed in 1800, batteries still play an important part in our digital world. Recently, batteries occupy an increasingly crucial role in reducing the carbon footprint of our transportation and electrical grid sectors. Yet, the limitations of battery technology remain a barrier to the market acceptance of electrified

transportation and renewable energy. In conjunction with the Japan Society of Northern California, this program will explore recent trends in the North American, Japanese and Chinese markets in battery technology, related business models and regulations for these two very important clean tech applications.

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## SEPT. 2018 EVENT DETAILS

### Date and Time

Thursday, September 20th, 2018

Registration/Networking: 5:30 PM – 6:00 PM

Program: 6:00 PM – 8:00 PM

Networking: 8:00 PM – 8:45 PM

### Location

PROCOPIO

1117 S California Avenue, Suite 200, Palo Alto, CA  
94304

### Dress

Business casual

### Food

Sushi and beverage will be served.

### Ticket Fees

Early Bird Discount for first 30 — \$15  
by Tuesday, Sept 4th, 11 PM, PST

Regular Registration — \$20  
by Sunday, Sept 16th, 11 PM, PST

Late Registration — \$35  
by Tuesday, Sept 18th, Noon, PST

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

### Registration Website

<http://www.keizai.org>

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## FEATURED PANELISTS



### JAMES CHEN

Deputy General Manager, Beijing Globe Super Power New Energy Technology Development Corp. James has worked as an entrepreneur and/or startup executive in Silicon Valley since 1995.

Currently, he is working

with the Beijing Globe Super Power New Energy Technology Development Corp., a company that has developed a monomer Li-ion battery in China. He has been dedicated to the clean energy industry for over 15 years. He holds a MBA in Project Management and has worked for Xpeed, NanoStellar, NanoExa, and others in Silicon Valley. James, has over 30 years of experience in bridging business between US companies and Greater China, Japan, Korea and other Asia Pacific Countries in the areas of OEM manufacturing, outsourcing, materials supply, E-commerce, telecommunication, energy and technology commercialization.



### LUISA ELKINS

Sr. Associate, Procopio. Luisa assists clients with regulatory counseling and policy development with a particular focus on public utility and transportation regulation. Her practice includes representing local governments,

utilities, lenders, and developers before California state agencies and advising clients regarding development and acquisition of renewable energy projects. She also counsels transportation companies regarding existing and emerging regulations, regulatory filings,

and operative permits, including those related to Transportation Network Companies (i.e., on-demand transportation services) and autonomous vehicles. Before joining Procopio, she served as legal counsel for the CPUC and worked at an international law firm. Luisa is licensed to practice in both the US and her native Colombia. She earned a J.D. from the University of San Francisco School of Law, an M.B.A. from the University of San Francisco Masagung Graduate School of Management, and a law degree and certificates of specialization in Administrative and Environmental

Law from the University Externado of Colombia.

### PHIL KEYS

(Moderator) Marketing Content Manager, Intertrust Technologies and Columnist, Nikkei Sangyo Newspaper. Phil works in marketing communications at



Intertrust Technologies, a Silicon Valley software company specializing in trusted distributed computing. He is also one of the writers of the Shinpu (New Wind) Silicon Valley column in the Nikkei Sangyo Newspaper. Prior to Intertrust, Phil spent over 13 years as a US correspondent for Nikkei Business Publications covering the technology industry in Silicon Valley as well as in consulting and marketing positions in both the U.S. and Japan. A graduate of the University of California at Berkeley, Phil also attended International Christian University in Tokyo. strategic plan for how to develop an innovation ecosystem outside of Silicon Valley. She is a program manager at Keizai Silicon Valley. ❁

# GAS PUMPS VERSUS CHARGERS

By Joe Quinlan



What are the limitations on greater adoption of electric vehicles? It really isn't that complicated:

- Length of charging time
- Range on a full charge
- Availability of charging stations

I see the length of charging time as the hardest nut to crack. If we compare the Tesla Model S to the standard gasoline-powered Honda Accord, the fastest Tesla charger will fill up the Model S at a rate of about one mile of range per minute. Now let's compare that to the Accord. The pumping speed of all automobile gas station pumps in the US is a government-regulated 10 gallons per minute. The Accord gets 38 miles/gallon on the highway, so that is a fill-up (charging) speed of 380 miles per minute. So the gasoline-powered car refills its range 380 times faster than the fastest-charging Tesla. Let's say you drive at 60 miles per hour. That means one minute of charging a Tesla will get you one minute of driving time. By comparison, one minute of filling up an

Accord with gasoline will get you over six hours of driving time.

This is the gap that must be narrowed if electric vehicles are ever to really replace the internal combustion engine. The basic problem is that recharging a battery is essentially a chemical process that takes time. It can be optimized and sped up, but it is hard to get chemical transformation to compete with the simple chemical transfer of pumping gas.

Keizai's September forum focuses battery technology. Come and hear the latest developments in the effort to push forward the greater adoption of batteries in our society. ❁

## SUMMER NETWORKING 2018

By Joe Quinlan



August 5th dawned as a beautiful Sunday, with a sunny sky and temperature in the 70's. It was a perfect day for Keizai's Summer Networking Event. For the second year in a row, it was held at Sunnyvale's Serra Park. As a large volleyball tournament took place in the neighboring grassy lawn, Keizai members and friends enjoyed beer, wine, ribs, and of course delicious tako-yaki, which has become an annual tradition at Keizai's summer event. Devoted exclusively to networking, Keizai's summer picnic is always a nice change of pace

from the traditional forums. It is more of a family atmosphere, with spouses, children, and others that we don't necessarily see at the regular Keizai events. Suika-wari and face painting were popular with the kids, and more than a few adults also had creative designs on their faces. Keizai staff was out in force this year, fully manning the food and drink tables. How lucky we are to live in Silicon Valley and enjoy this wonderful weather for so much of the year. ❀



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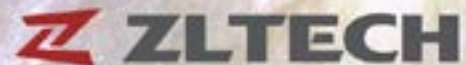
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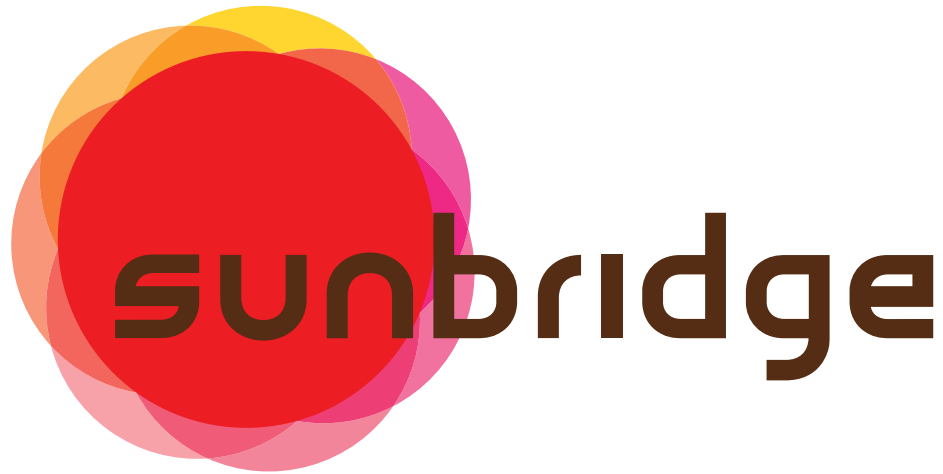
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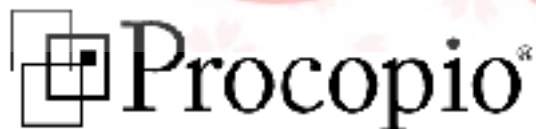
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本年もどうぞよろしくお願ひいたします。

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