



KEIZAI SILICON VALLEY

US - JAPAN BUSINESS FORUM

Newsletter – Issue No. 281 – November 2019

Market Trends of Industrial Robotics

Tuesday Nov 12, 2019 5:30 - 8:45 pm



Joseph
Melnik

Samir
Menon

Toshi
Otani

Nuno
Gonçalves
Pedro

Christiana
Xu

MARKET TRENDS OF INDUSTRIAL ROBOTICS

Across industries worldwide, automation is taking place at scale. Robots are becoming the main enablers of this automation with an accordingly large economic impact. The market for industrial robotics has been growing at a record rate of 19% per annum since 2012/13 and is expected to continue grow at double-digit rates at least through to 2025.

Join us to gain insights to current market trends in industrial robotics with our panelists. The program will explore the current market overview and technology landscape of the industrial robotics space, robotics startups' customer acquisition strategy, collaboration between robotics corporates and startups, IP strategy, industrial robotics market forecasts, etc.

Tuesday, November 12, 2019

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

Program: 6:00 PM – 8:00 PM

Networking: 8:00 PM – 8:45 PM

\$15: Early Bird Discount for first 30 registrations by Thursday, October 24 (11PM)

\$20: Regular Registration by Friday, November 8 (11 PM)

\$35: Late Registration by Sunday, November 10 (Noon)

\$50: Walk-ins (Seats are limited and may not be available)

Food and beverages will be served.

Location: Jones Day

1755 Embarcadero Rd, Palo Alto, CA 94303, USA

Registration at keizai.org



Joseph Melnik, Partner, Jones Day

Joe's practice is focused on technology licensing, technology commercialization, and other technology-related transactions. Joe counsels clients on complex transactions related to a broad range of technologies including software, semiconductors, energy, data and network security, and consumer devices. He negotiates and structures license agreements, joint ventures, joint development agreements, strategic alliances, services, supply, and various other agreements for domestic and global projects. Joe also advises companies of all sizes

on the development and implementation of strategies for maximizing the benefits of technology transactions; advising on intellectual property issues that arise in connection with corporate transactions, such as mergers and acquisitions.



Samir Menon, CEO, Dexterity

Martin is the Austrian Consul in San Francisco and Co-Director at Open Austria. Founded in 2016, Open Austria is the official Austrian government representation in Silicon Valley and helps entrepreneurs, innovators, academics, policy makers, and creative minds to connect. Recently, Open Austria has also engaged in tech diplomacy between Europe and Silicon Valley and has become an advocate for smart tech regulation across the globe. In 2018 Martin served as the local chair of the European Union in San Francisco. Before coming to San Francisco, Martin was Deputy Director of the Business Support Service and Head of the UNESCO unit at the Austrian

Foreign Ministry in Vienna. Martin received his M.A. in International Relations and International Economics from the School of Advanced International Studies (SAIS) at the Johns Hopkins University in Bologna, Italy and Washington D.C.



Toshiya Otani, Managing Director, Translink Capital

Toshi is Co-Founder and Managing Director of TransLink Capital. Toshi invests in cloud, mobile Infrastructure, and IoT companies with an enterprise focus. His active current investments include Nexenta, Noom, Notion, Rescale, Skymind, Top Flight Technologies and Workspot. Noteworthy past investments include CliQr (ACQ: Cisco), CloudOn (ACQ: Dropbox), deCarta (ACQ: Uber), Guavus (ACQ: Thales), and Wildfire (ACQ: Google). Prior to TransLink, Toshi was President of Hikari Tsushin's VC operation. Toshi was Senior Vice President of Everypath served as General Manager for Japan. Toshi started his

career at Mitsubishi Corporation, where he spent 10 years in various operating roles. Toshi holds an MBA from Stanford Business School and a B.S. in Mechanical Engineering from Keio University.



Nuno Gonçalves Pedro, Founder, Managing Partner, Strive Capital

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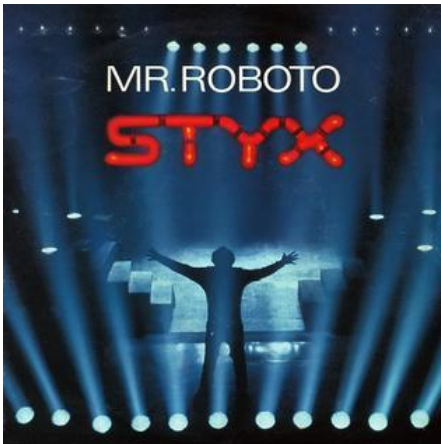
Christiana Xu, Project Director, Kawasaki Heavy Industries

Christiana Xu represents the venture arm of Kawasaki Heavy Industries, Bay Area. She has been KHI's first Project Director of Innovation since 2016, leading projects in the areas of Industrial Internet of Things, industrial applications of AI, mobility, and advanced manufacturing. Christiana started her career at KHI's headquarters in Tokyo, Japan (2014), as an accounting manager for international subsidiaries. Prior to relocating to the US, she provided support to the development of KHI's robotics business in the Middle East. Christiana holds a Master of Commerce degree in Marketing from Waseda University, Japan. She also volunteers as a program manager at Keizai Silicon Valley.

Domo Arigato, Mr. Roboto

By Joe Quinlan

On Tuesday evening, November 12th, Keizai Silicon Valley will host the forum "Market Trends of Industrial Robotics". This promises to be an exciting event, touching upon some of the latest



developments in robotics. Taking a look back at history, how was robotics viewed decades ago? One window into the past is the 1983 Styx Album "Kilroy Was Here", and in particular the album's hit single "Mr. Roboto". Similar to the previous "Paradise Theater" album, "Kilroy Was Here" told a story, this time in the form of a rock opera. Some parts of this rock opera are perhaps prescient to our current situation. In response to an actual 1980's Arkansas law that required warning labels on albums with hidden backward messages in the songs, "Kilroy Was Here" told the story of a dystopian future where rock music was outlawed by a theocratic government and the Majority for Music Morality. Rock star Kilroy is

locked up in a prison run by robots (Mr. Roboto), with "parts made in Japan", signifying Japan's dominance in robotics even then. The song ends with:

The problem's plain to see
Too much technology
Machines to save our lives
Machines dehumanize

Sound similar to the present? The political reaction against globalization and automation was perhaps foreseen by songwriter and lead singer Dennis DeYoung back in the 80's. Domo arigato Mr. DeYoung.

Event Recap: The Privacy Tsunami! (September 24, 2019)

By Joe Quinlan

For its September forum, Keizai Silicon Valley took a turn into the legal sphere. Throughout the world, new laws are being put in place to keep up with concerns about privacy in the age of the internet. The evening's discussion revolved around two key laws: the California Consumer Privacy Act (CCPA), and the EU's General Data Protection Regulation (GDPR). Elaine Harwell of Procopio and Jestlan Hopkins of



KPMG provided the American perspective on the CCPA, and Martin Rauchbauer of the Austrian Foreign Ministry informed the audience about the GDPR. There are naturally many strong similarities in the two laws, but there are also a few differences.

Elaine Harwell reviewed who must comply with the CCPA, generally speaking companies active in California that meet definitions such as having over \$25 million in annual revenue, personal data on more than 50,000 individuals per year, or derive more than 50% of their

revenue in California. Jestlan and Elaine then delved into some interesting aspects of the CCPA. The CCPA dramatically expands the definition of personal information. Most of us had previously thought of personal information as things like name, address, phone number, etc. But the CCPA expands this to include things like browsing history. Initially, it is expected that data breaches will be the largest enforcement actions under the CCPA.

Martin Rauchbauer then brought in the European perspective. The theory of the EU's GDPR is that privacy is a fundamental human right. The GDPR is not really new, but brought together and unified the laws of the individual EU member states. The largest enforcement action under the GDPR so far was a \$50 million fine against Google in France. That being said, there is a lot of discretion granted to EU regulators in enforcing the GDPR. For larger companies like Google who should have the resources and staff to ensure compliance, the regulators tend to move directly to fines upon discovering a violation. But for small and medium enterprises (SME's), the role of the regulator may often be more one of education rather than penalty. The regulators will work with the SME's to help bring them into compliance.

Jestlan Hopkins wrapped up the evening by pointing out that many companies say "We take your privacy seriously", but they don't all walk the talk. Companies need to demonstrate in action, not just in word, that they are taking privacy seriously.

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