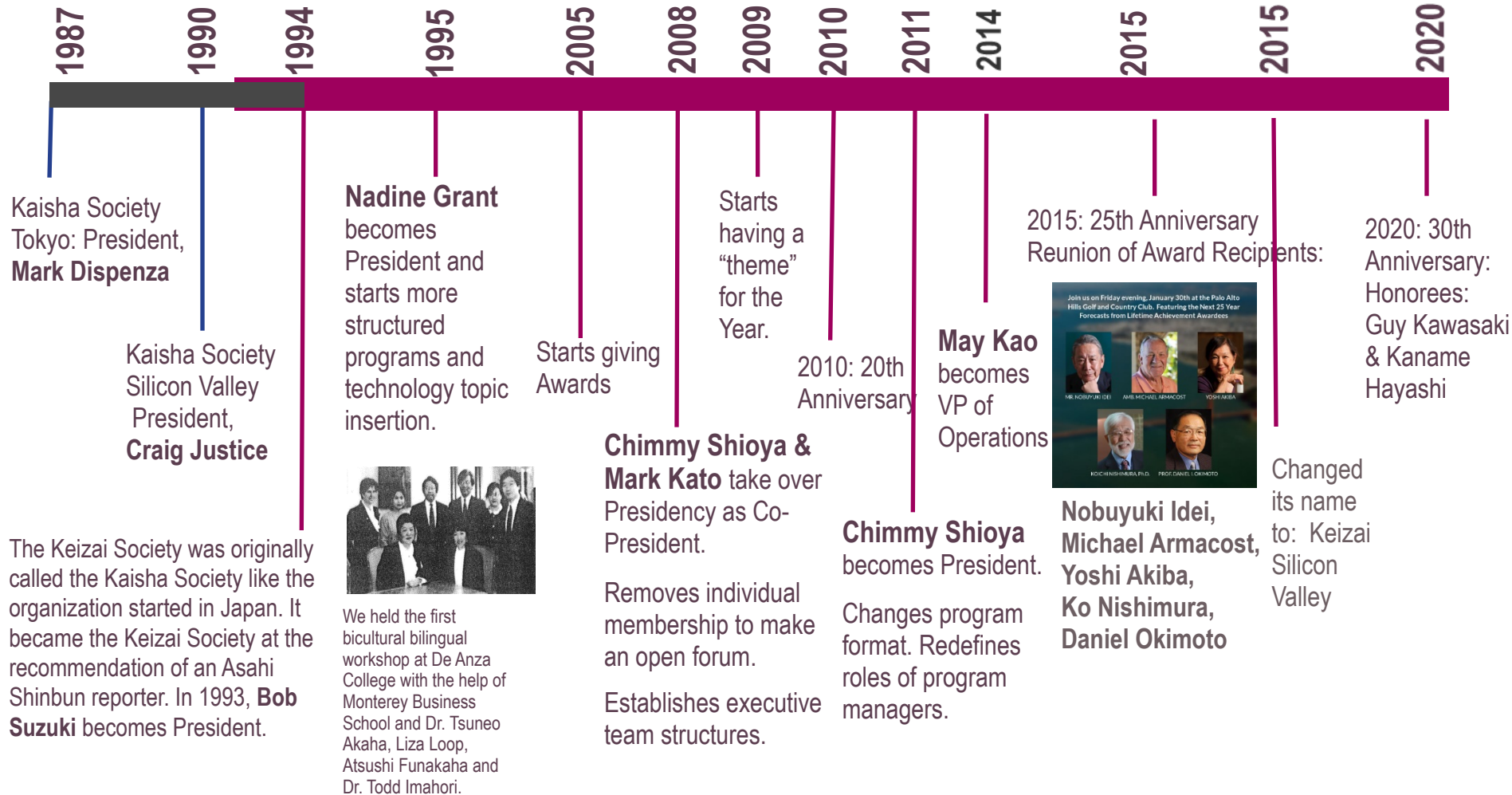




Kaisha, Keizai Society to Keizai SV Timeline





The Birth of Kaisha Society

1987: Tokyo

- Venue

College League Club

- Original Members

Mark Dispenza, Peter Thompson
Craig Justice

1990: Silicon Valley

- Venue

Tech Center & Adobe Systems

- Original Members

Craig Justice, Rebecca Bender,
Sheridan Tatsuno, Phil Keys

- Kaisha logo designed by Steve Naegele

1990: Birth of Kaisha Society in Silicon Valley

KAISHA SOCIETY of Silicon Valley

NewsLetter

December, 1990 Vol. 1 No. 3 Palo Alto, California

Dec 13 Meeting to Feature Distinguished Panelists on "Japanese Investment in High Tech Firms"

A continuing parade of local companies go off to Japan seeking investment—sometimes getting it there before they can find funding in the U.S.

The Dec. meeting will look at the implications of investment by Japanese firms in Silicon Valley's high tech enterprises. In particular, the panelists will discuss the benefits and consequences of Japanese investment, and try to answer the question of how best to work with a Japanese investment partner.

As we go to press, the two confirmed panelists are **John Hall**, President of Linear Integrated Systems, and **Steve Weiner**, Director, Center for International Trade and Development for the City of San Jose.

Mr. Hall owns more than fifty patents related to semiconductor products. If you have an electronic watch, portable calculator or portable paging device

you are benefitting from his pioneering work in low voltage CMOS technology. His new company, located in Milpitas, specializes in developing LSIs for military, industrial and medical applications.

In 1971, Mr. Hall founded Micro Power Systems, and the company eventually entered into a strategic alliance with the Japanese firm Seiko, which helped put Seiko timepieces on the map. His experiences interacting with Seiko (recounted by a Wall Street Journal article this year) provide valuable insight into working with a Japanese investment partner.

In 1984, Steve Weiner was recruited by the American Electronics Association (AEA) to set up its office in Tokyo, and he established a variety of programs to improve the competitiveness of U.S. firms in Japan. In 1989 he joined the City of San Jose and is responsible for assisting local

companies increase their business overseas, including facilitating strategic linkages between San Jose-based firms and potential overseas partners.

The meeting begins at 6:30 p.m. at Adobe Systems in Mountain View, with the program beginning at 7 p.m. Please refer any questions to Craig Justice at (415) 496-5435.

Our Next Meeting

THURSDAY, DEC 13

Adobe Systems, Inc.

Building A Lunchroom
1585 Charleston Road
Mountain View

6:30 - 8:30 p.m.

(program begins at 7p.m. sharp!)

Light refreshments will be served.

A \$5 Contribution Is Appreciated

The Birth of Keizai



1994: Changed Name to Keizai Society

- Ashai Shimbun reporter so as not to be confused with Japan's Kaisha Society
- Met once a month in Silicon Valley vs twice a month in San Francisco

Venue

- Original meeting at TechCenter, then regular meetings at Adobe, moving to Morrison and Foerster and finally to Wilson Sonsini, Goodrich and Rosati

From Kaisha to Keizai

Twenty-Five Years of US-Japan Business Interaction



Select Keizai Supporters during the early years



Keizai Award Recipients



Rising Star Award 2005
Barry Eisler



Lifetime Achievement Award 2006
Toshiko Akiyoshi



Rising Star Award 2007
Debra Bowen



Best of Both Worlds 2006
Keichi Yabu



Lifetime Achievement Award 2008
Regis McKenna



Lifetime Achievement Award 2009
Daniel Okimoto



Shinnenkai (New Year's Reception)

Summer Networking





Keizai 2005

- **The Changing Japanese University-Industry Partnership**

Dr. Richard Dasher; Stanford University

- **Leveraging US-Japan Partnerships to Grow Your Business**

Dennis Scanlon; COO Formtek, Inc.

- **US-Japan Shared Passion for Baseball**

Summer event at Lefty O'Douls and Pac Bell Park

- **Employment Panel**

Paul Levine; ACCESS Technology

Alan Tafapolsky; Tafapolsky Smith Evans McCowan LLP

Tom Tateno; IMCA America, Inc.

- **The Biotech Boom in Japan; A Case Study-GNI**

Christopher Savoie, CEO Gene Networks, Inc

- **Managing Global Teams in Japan and US**

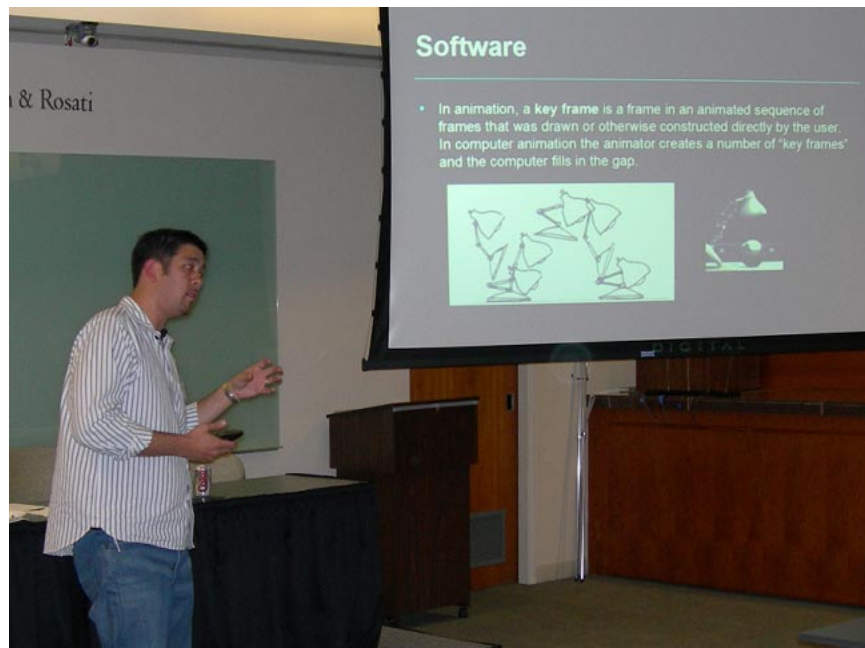
Paul Chermak; CEO, Growth & Leadership Center





Keizai 2006

- **Lifetime Achievement Award**
Jazz Legend Toshiko Akiyoshi
- **Best of Both Worlds Award**
Keichi Yabu, Oakland A's Baseball Pitcher
- **Leveraging Innovations Across the Pacific**
Silicon Valley's Japanese Universities
Yuji Ide; Kagoshima University
Dr. Toshikatsu Murooka; Osaka University
Dr. Toshihiko Nishimura; Tohoku University
- **How to Ask for Money**
Keji Osawa; Global Catalyst Partners
Tsuyoshi Taira; Tazan International
Jack Umezu; JAIC International
- **Gaining a Competitive Edge**
Victoria Gelloti; PARC
Tadashi Saiito; Dai Nippon Printing Co. Ltd
- **A New Start Up Model for the 21st Century**
Yuji Ide; Founder/CEP Pixera



Software

- In animation, a **key frame** is a frame in an animated sequence of frames that was drawn or otherwise constructed directly by the user. In computer animation the animator creates a number of "key frames" and the computer fills in the gap.



Keizai 2007

- **Rising Star Award**
Debra Bowen
- **Opportunities for Hi-Tech within the Green Energy Movement**
Eric Corey Freed; organic ARCHITECT
Patrick Maeda; PARC, Principal Engineer
Kaoru Fukushai; Kansai Electric Company
- **Future of Digital Media**
Darin Kyoichi Grant; Dreamworks
Yuji Ichimura; NEC Solutions Business Group
Sheridan Tatsuno; Dreamscape Principal
- **Future of Home Entertainment**
Micah Stroud; AMD
Ken Welch; COMCAST



TUBERO

- Tohoku University
Biomedical Engineering
Research Organization
- Interdisciplinary
research project by
combining expertise
from life science field
and engineering field

Keizai Executive Team Bonenkai



**Continued Support
by Consul General**

Keizai 2008: Year of Change

New Leadership and Open Forum



Mark Kato and Chimmy Shioya
Co-Presidents



Keizai 2009: The Year of Revitalization

- **Lifetime Achievement Award**
Professor Daniel I. Okimoto

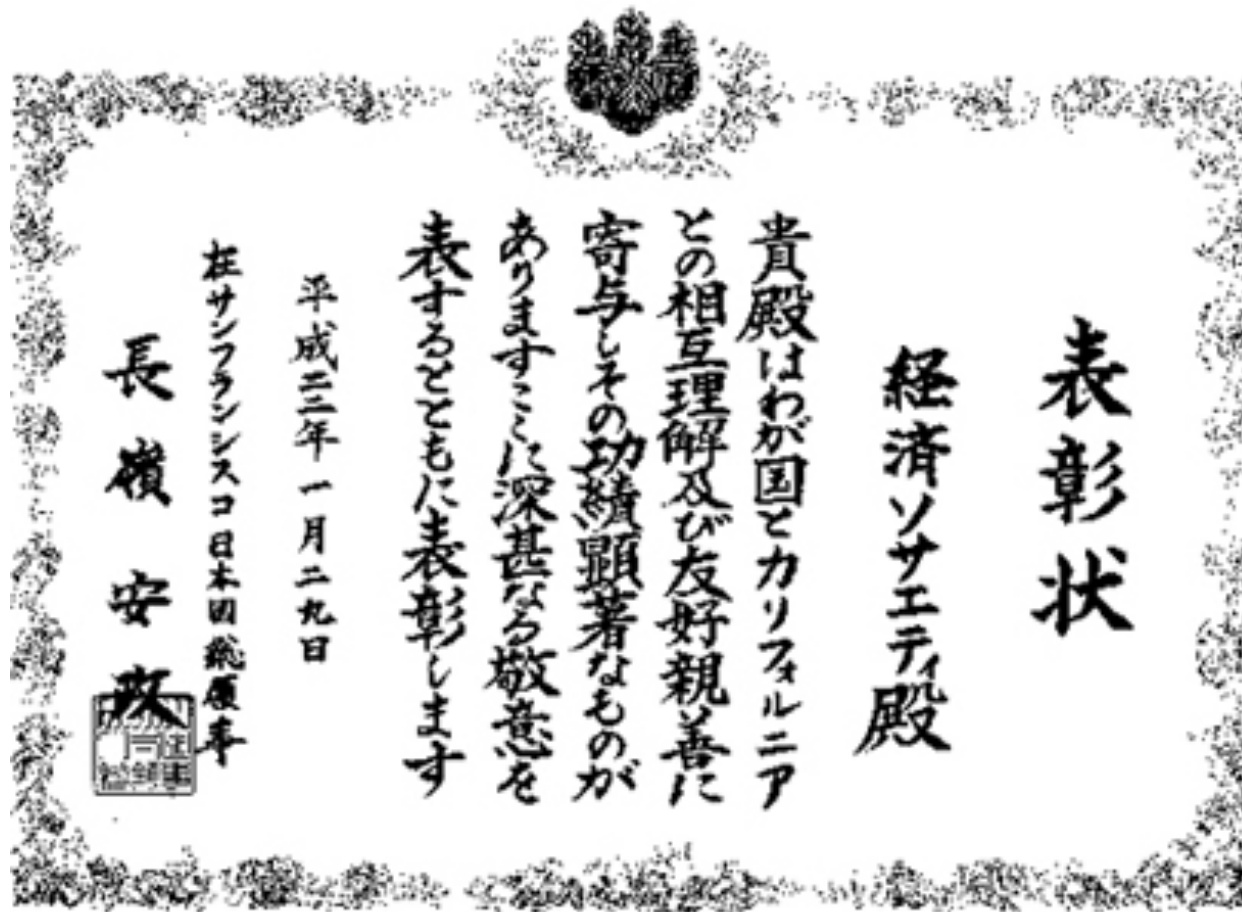
Other Select Forums on the topics of:

- **Revitalization Through Social Networking**
Konstantin Guericke
- **Who's Ready for the Electric Car?**
Kurt Kelty; Tesla Motors
Priscilla M. Lu; Zap Electric Vehicles
Naoki "Nick" Sugimoto; Honda Strategic Venturing
Jason Wolf; Better Place
- **Summer Networking Event**
Sponsored by Keizai Society and SVJEN
- **Green Technology and Collaborative Business Opportunities**
Tony Seba; Author & Hi-Tech Strategy Consultant
Yoriko Kishimoto; Former Mayor of Palo Alto
Binay Panda, Ph.D.; Cross-Border Entrepreneur



Received Contribution Award

from Consul General of Japan in San Francisco





Keizai 2010: Catch the Next Wave – New Opportunities for 2010

- Lifetime Achievement Award
Dr. Koichi (Ko) Nishimura

Other Select Forums on the topics of:

- Three Scenarios for Japan's Global Future
- High Speed Rail and the Future of Transportation in America
- How to use Twitter as a Marketing Weapon - Guy Kawasaki
- Summer Networking Event
- Recovering from Recession
- Prospects for the Global Biotech Industry





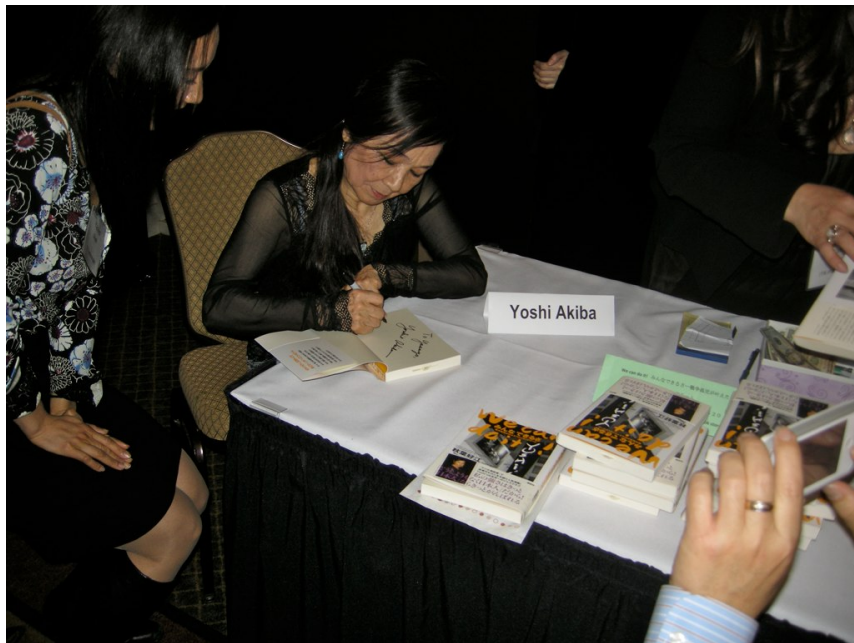
Keizai 2011: The Next Generation

- Lifetime Achievement Award
Ambassador Michael Armacost

Other Select Forums on the topics of:

- Japan Earthquake/Tsunami Relief Fundraising Kick-off Event
- The Nuclear Energy and Economic Impacts of Japan's Recent Crisis
- Turning Crisis into Opportunity – What SV Can Do to Help Rebuild Japan
- Summer Networking Event
- Re-examining the State of Japanese Entrepreneurship
- Leveraging Japan's Cleantech Innovation into Partnership & Business





Keizai 2012: Japan in Transformation

- Lifetime Achievement Award
Yoshi Akiba

Other Select Forums on the topics of:

- Tohoku Transformation: The US Role
- Strategies for Japanese Start-up Funding and Expansion
- The Explosion of Japanese Internet Companies in Silicon Valley
- Summer Networking Event
- The Patent Game: Changing Values in Changing Times
- The Future of Robotics: Emerging Waves in the US and Japan





Keizai 2013: Redesigning US-Japan Business for the Next Generation

- Lifetime Achievement Award
Secretary Norman Y. Mineta
- Japan's Changing Energy Market: New Opportunities for US Companies
- Intrax & Keizai Joint Networking Event
"What does it mean to be global?"
- Hidden Superstars: Japan's New Leaders in Global Business
- Joint Summer Networking Event:
Keizai & SunBridge TANABATA
- Future Trends in Business Process & Infrastructure
- Payments, Commerce, and Mobile in 2014
Converging Trends and Opportunities





Keizai 2014: A Turning Point for US-Japanese Business?

- Lifetime Achievement Award
Nobuyuki Idei

Other Select Forums on the topics of:



- Latest Trends for the Connected Car
- Demystifying Big Data
- Joint Summer Networking Event: Keizai & SunBridge TANABATA
- The Future of Food in a Resource Constrained World
- Oktoberfest Happy Hour Networking with JETAANC
- CrowdFinancing: Moving Beyond Kickstarter



Keizai 2015: 25th Anniversary

Award Recipients Reunion

- Lifetime Achievement Award Recipients

Nobuyuki Idei

Michael Armacost

Yoshi Akiba

Ko Nishimura

Daniel Okimoto



Other Select Forums on the topics of:

- Networking Night in SF
- Wine Tasting & Networking
- Joint Summer Networking Event: Keizai & SunBridge TANABATA
- Cleantech: CA & Japanese Companies
- Internet of Things – Use Cases
- Oktoberfest Happy Hour Networking with JETAANC
- Manufacturing 2.0



Keizai 2016:

Father-Daughter Double Awards

Lifetime Achievement Award

Andy Matsui

Economic Innovation Award

Kathy Matsui



Other Select Forums on the topics of:

- AgTech – Trends and Real Needs
- BioTech: Value Creation/Innovation
- Joint Summer Networking Event: Keizai & SunBridge TANABATA
- New Space Industry
- Oktoberfest Happy Hour Networking with JETAANC
- Roles of SV in Japanese Innovation





Keizai 2017: Outstanding Visionary Award

Phil Libin

Other Select Forums on the topics of:

- Vese Corporate Strategies in Silicon Valley: What do the Locals Think?
- Future of Medical Devices
- Summer Networking Event
- How to Launch and Scale High Growth in Tech Business in Japan
- Clean Tech – Roles of State and Federal Regulations





Keizai 2018: Lifetime Achievement Award

Yuzaburo Mogi, Chairman, Kikkoman

Other Select Forums on the topics of:

- **Environmental Pitfalls in California**
- **Joint Summer Networking Event:
Keizai & SunBridge TANABATA**
- **HoThe Future of Food in a Resource
Constrained World**
- **Oktoberfest Happy Hour Networking
with JETAANC**
- **CrowdFinancing: Moving Beyond
Kickstarter**





Keizai 2019:

Lifetime Achievement Award

- Lifetime Achievement Award
Amb. John Roos



Other Select Forums on the topics of:

- Drones: Current Uses & Future Trend
- Automated Food
- Summer Networking in the Park
- The Privacy Tsunami!
- Market Trends of Industrial Robotics



Keizai: Informative Program

Thirty Years of US-Japan Business Interaction



Keizai: Place to Network

Thirty Years of US-Japan Business Interaction





Keizai: Organization to Volunteer!

Thirty Years of US-Japan Business Interaction!





Keizai: Place to Make Friends

Thirty Years of US-Japan Business Interaction

