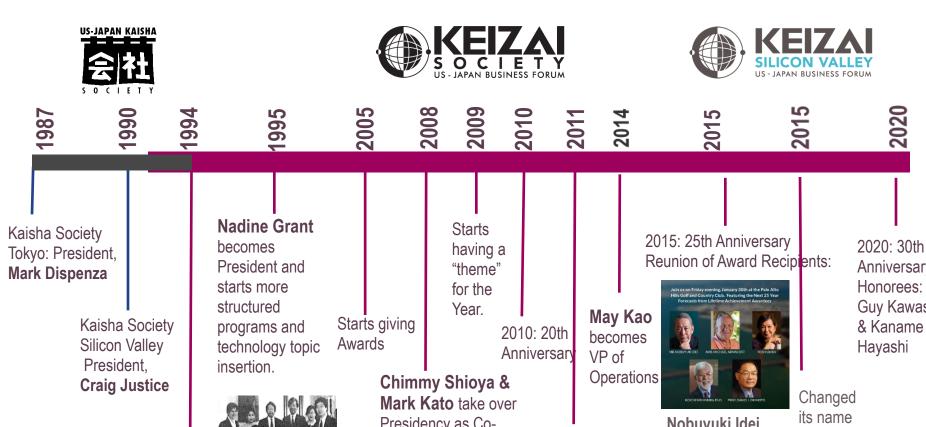


Kaisha, Keizai Society to Keizai SV Timeline



The Keizai Society was originally called the Kaisha Society like the organization started in Japan. It became the Keizai Society at the recommendation of an Asahi Shinbun reporter. In 1993, Bob Suzuki becomes President.

We held the first bicultural bilingual workshop at De Anza College with the help of Monterey Business School and Dr. Tsuneo Akaha, Liza Loop, Atsushi Funakaha and Dr. Todd Imahori.

Presidency as Co-President.

Removes individual membership to make an open forum.

Establishes executive team structures.

Chimmy Shioya becomes President.

Changes program format. Redefines roles of program managers.

Nobuyuki Idei. Michael Armacost, Yoshi Akiba, Ko Nishimura, **Daniel Okimoto**

2020: 30th Anniversary: Guy Kawasaki

to: Keizai Silicon Valley

US-JAPAN KAISHA











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, SheridanTatsuno, 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. I 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 twoconfirmed 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









present company immediately, gave us a rare insight and this year at the beautiful Hakone Garden in Saratoga business lesson in relating the often complicated Merger (see: http://www.hakone.com). The Japanese garden there was one of 12 noteworthy sites selected by the and Acquisition course he began in 1997 as President and CEO of Triscend Corporation, a fabless configurable system-on-chip IC company, tracing for us the convoluted exit strategy he pursued (five rounds of private equity financing raising a total of \$68M) up to the company's final

National Trust for Historic Preservation in 2004. The pastoral setting and comfortable weather combined well for networking, allowing free movement between the event's indoor reception and the formal presentations purchase by Xlinx, Inc. in March of 2004. The complex deal landscane he described included a



Who's Ready for the Electric Car?

Industry Speakers Panelists

Priscilla M. Lu

\$35.00 late registration 10/03-10/06/09, 5:00 pm (PDT) Please bring business cards for



Press Release

Future of Digital Media

Thursday, May 31, 2007 6:00 p.m. Reception 6:45 p.m. Program





The Keizai Annual Summer Event, Sunday, July 3, 2005 at the McAfee Coliseum

Join us for the Keizal Annual Summer Event, Sunday, July 3, 2005, at the McAfee Coliseum. Beginning at 11:00 a.m., the event includes BBQ lunch, the Keizal "Best of Both Worlds" presentation to Keiichi Yabu, a group picture, a prize drawing, and the A's/White Sox game.

Members only prizes include two field tickets and live batting practice on the field with the A's and more. The private BBQ Plaza Area, by the McAfee Colliseum Stadium Club, has been specially reserved for this Keizai event.

Event Fees:\$40 for members \$50 for non-member guasts of Keizai members Children under 2 free NO WALK-INS for this event.

Pre-registration is required. You can register online on the Kelzai WWW site at http://www.kelzai.org by June 21st to have your tickets mailed to you. Tickets ordered on-line by June 26th will be at Will Call.

Don't miss this special Keizai summer event.

For questions call : (650) 969-8393 (English) (510) 610-8118 (Japa



A New Start-up Business Model for the 21st Century

Yuji Ide Founder/CEO PIXERA

FEES: With RSVP by April 27, 2005: \$20.00 for Members \$30.00 for Non-Members

Without RSVP (at the door) \$30.00 for Members \$40.00 for Non-Members

Please RSVP @ by logging onto http://www.keizai.org/events Walk ins are welcome, but seating is limited and will be restricted.





having an innovative, great technology was not sufficient to succeed in busi-ness, in spite of being in Silicon Valley. He captured the knowledge he gained learning to play the venture funding "game" in order to survive and prosper. sourning to joury are version coloring games in mome to survive and prosper. Starting with a reddorf presented to 5 bins at the 2002 Kick-off Symposium of ASI (Advanced Industrial Science and Technology) Innovation Center for Start ups, he has developed management to lost uset as the "Tion-Dev Martering Method", and the "Method to Predict the Next 10" Next" and the "30 Second Financial Data Avalysis Dod," among other tools to help budded p2 fact Century entreprensus tales advantage of his years of start-up experience and lessoons learned.

time abovintage of its years of start-up expension and seasons serveral. Very like for graduate with a B.S. of specie in Electronics from Kappshima University, and worked all Tabelba prior to researching and determining that, that time, Sillion Allay was the bear place for him to start his business. He was innovative in his approach to archanding his camera technology by stillion ing software included of incurring the higher cost of hardware ugrades. This a must for entrepreneurs considering starting a business soon.





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 BiotechBoom 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 Unversities
 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
- Victoria Gelloti; PARC
 Tadashi Saiito; Dai Nippon Printing Co. Ltd
- A New Start Up Model for the 21st Century Yuji Ide; Founder/CEP Pixera





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

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

- 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

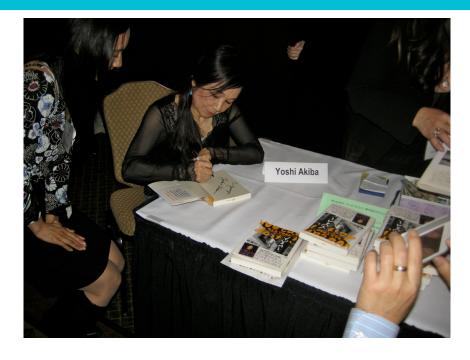




Keizai 2011: The Next Generation

 Lifetime Achievement Award Ambassador Michael Armacost

- 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

- 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

- 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



- 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

Andy Matsui

Economic Innovation Award Kathy Matsui

- 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

- •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

- 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



- 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

