



KEIZAI
SILICON VALLEY
US - JAPAN BUSINESS FORUM

Electrification of Air Transportation

Wednesday | May 12, 2021 | 5:00 PM – 6:30 PM

Event Overview

With the recent market and government interest in electric vehicles, it's clear we are on our way to the electrification of much of our ground vehicle transportation system. There is another form of transportation that is starting on its path to electrification – aircraft. Air travel is recognized as one of the more carbon intensive transportation modes and electrification is one path to reducing its carbon footprint. This webinar will explore the technology and business opportunities of electric air transportation.

Panel: **Fred Borda** — Co-founder & COO, Aerial Innovation
Shigeru Takano— Executive Advisor, ANA Strategic Research Institute
Yasutada Tanabe — Sr. Researcher and Leader of High-Speed Rotocraft Research, JAXA
Phil Keys (Moderator)— Sr. Manager, Marketing Communications, Intertrust Technologies
Columnist, Nikkei Sangyo Newspaper

Date: **Wednesday, May 12, 2021**
Program: 5:00 PM – 6:30 PM

Venue: Zoom Webinar
Presented in cooperation with US-Asia Technology Management Center, Stanford University
(<https://asia.stanford.edu>)

Fees: Free

Registration: <https://www.keizai.org>

Featured Panelists and Moderator



Fred Borda, *Co-founder & COO, Aerial Innovation*

Fred Borda is Co-founder and C.O.O. of Aerial innovation, a Silicon Valley strategy consulting firm based on the advancement of commercial drones and new air mobility in Japan and the U.S. Fred has been working with Japan's technology sector for over 20 years, advising large telecommunications and IT R&D organizations on technology and strategy. He has led and grown businesses in operating roles, including starting the Japan practice for a Silicon Valley technology trend research and consulting firm and leading it for over 15 years. Fred began his career at a prominent Japanese marketing research and strategy consulting firm in Tokyo.



Shigeru Takano, *Executive Advisor, ANA Strategic Research Institute*

Shigeru Takano joined the ANA Strategic Research Institute in 2019. Prior to joining ANA, Takano worked for the Ministry of Land, Infrastructure, Transport and Tourism and engaged in various activities, mainly in aviation safety and international air transport, including as a Member of the Air Navigation Commission of International Civil Aviation Organization and Okinawa Development Agency. He received the Flight Safety Foundation-Boeing Aviation Safety Lifetime Achievement Award in 2019. Takano graduated from Engineering Faculty of Tokyo University in March 1983 with a Bachelor's Degree in Mechanical Engineering.



Yasutada Tanabe, *Sr. Researcher and Leader of High-Speed Rotorcraft Research, Japan Aerospace Exploration Agency (JAXA)*

Dr. Yasutada Tanabe joined the Aeronautical Technology Directorate at JAXA in 2006. His major research fields are helicopter aerodynamic design, noise reduction using active devices, and multi-disciplinary comprehensive fluid/structure coupling analysis. He is the leader of the high-speed rotorcraft research section in JAXA. He is also interested in the complex aerodynamics around the multiple-rotor drones. Prior to joining JAXA, he worked for Kawada Industries in research and developments of unmanned helicopters, small UAVs and robotics. He graduated from Kyushu University in Japan in aerodynamics.



Phil Keys (Moderator), *Sr. Manager, Marketing Communications, 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.



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.