



KEIZAI

SILICON VALLEY

US - JAPAN BUSINESS FORUM

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ELECTRIFICATION OF AIR TRANSPORTATION

May 12, 2021 5-6:30 pm



Fred Borda



Shigeru Takano



Yasutada Tanabe



Phil Keys
(Moderator)

LIVE WEBINAR

Electrification of Air Transportation

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.

Registration at [keizai.org](https://www.keizai.org)

Fred Borda, Co-Founder & COO, Aerial Innovation



Fred Borda is Co-founder and COO 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, 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 multiple-rotor drones. Prior to joining JAXA, he worked for Kawada Industries in research and development of unmanned helicopters, small UAVs and robotics. He graduated from Kyushu University in Japan in Aerodynamics.

Phil Keys, Sr. Manager, Marketing Communications, Intertrust Technologies
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.

Recent Event Recaps

31st Anniversary Shinnenkai

January 29, 2021

By Joe Quinlan

On January 29, 2021, Keizai Silicon Valley conducted its first online Shinnenkai. The previous year's Shinnenkai was conducted just prior to the onset of the COVID-19 pandemic, and since then Keizai has been conducting its forums online. The successful 2021 Shinnenkai, and all the online forums leading up to it, are a testament to Keizai Silicon Valley's resilience in the face of the pandemic.

This year Keizai welcomed the renowned Japanese race car driver Takuma Sato as its Distinguished Achievement Award honoree. Sato-san was interviewed by Stanford professor and Keizai board member Dr. Richard Dasher. Sato-san made a number of interesting points during his interview. Sato-san came to auto racing a bit later in life than his American and European counterparts, who often



Takuma Sato receiving Distinguished Achievement Award

start out racing go-carts in elementary school. However, Sato-san was able to reach the pinnacle of racing through the help of scholarships from Honda and Suzuka Racing School, and also his own determination and attitude of "no attack, no chance", which actually derived from his bicycle racing days. Sato-san said that in cycling, if you do not leave the peloton and attack, you will never win. However, the timing of when to leave the peloton is also critical. Sato-san applied this to auto racing, and eventually it enabled him to win the Indy 500 twice. The first time he tried it in the Indy 500, he spun out

and failed, but this failure enabled him to use it successfully five years later and win the Indy 500. Sato-san said that if he had not had the initial failure, he would not have known how to successfully execute it later on. Thus venture and failure lead to eventual success. Sato-san originally started out in Formula One racing, but later switched to the Indy Car because he was fascinated by the tremendous speed with which Indy Cars circle the track and go into corners. Sato-san also likes IndyCar because, unlike Formula One, a racer does not need a large and well-funded team with multiple other drivers. Due to the tight IndyCar control on the manufacturing of motors, tires, and chassis, a team with just one driver can be successful and win the Indy 500. This levels the playing field and allows all drivers to be competitive. In a nod to Silicon Valley, Sato-san said that the racing simulator has also become an increasingly important part of race car driver training.



Dr. Daniel Okimoto

The evening continued with a discussion by Stanford Professor Emeritus Daniel Okimoto and former US Ambassador to Japan John Roos on the topic of the current state of politics, economics, and business between Japan and the US. Both Dr. Okimoto and Ambassador Roos welcomed the policy of the incoming Biden administration to place greater value on US relations with its close allies like Japan. Dr. Roos said that during the Trump administration, Japan stepped up its international participation and covered for the US particularly in areas like

the World Health Organization and the Paris Climate Accords. Thus as we now re-engage with Japan, it will be a different Japan from that of four years ago, one which is more experienced and capable in international participation. Going forward, as the threat of the current and future pandemics continues, both participants see a great opportunity for cooperation between Japan and the US in the area of vaccines and biotech in general. In the end, Dr. Okimoto noted that historically China itself has never had long-lasting international alliances, and the US-Japan alliance is a key strength for both countries in countering the rise of China.



Ambassador John Roos

TOHOKU EARTHQUAKE AND TSUNAMI 10-YEAR ANNIVERSARY COMMEMORATION

March 11, 2021

By Joe Quinlan

On March 11, 2021, Keizai Silicon Valley held a commemoration of the 2011 Tohoku Earthquake and



Tsunami. Keizai Silicon Valley President Chimmy Shioya led off the event with a recollection of the events of March 11, 2011 and her personal experience in Tokyo on that date. Chimmy also covered Keizai Silicon Valley's response to the disaster, including a forum discussion and fundraising activities. This was followed by a minute of silence in remembrance of the victims of the disaster. Two speakers then shared their experiences of 3/11/11.

John Kakinuki was working for AXA Life Insurance in Tokyo at the time. The response of life insurance companies to the disaster became key to the well-being of the disaster survivors. Several city halls in Tohoku had all their paper and computer records destroyed by the earthquake and thus were unable to issue death certificates. John's company went out on a limb and made payments to survivors without proper death certificates, which caused John to be praised by his CEO. These insurance payments actually went out faster than the assistance from the Japanese government itself. John also worked hard to get donated relief supplies through customs and out to the disaster locations. John actually visited the disaster area and helped with some of the cleanup.



Scott Bump is a bi-lingual risk management executive who was living in Tokyo at the time. Scott also has experience in the US Navy operating nuclear power plants. John explained that the loss of all



power, both standard and emergency, caused the Fukushima nuclear disaster by shutting down all cooling of the reactors. John worked with volunteer drone pilots to survey the disaster area during the immediate response. At times the drone pilots were operating within 100 meters of the nuclear plant, and so they had to be shielded by a special lead box. In the end, three of the six reactors at Fukushima suffered melt down, with a fourth suffering a hydrogen explosion. Currently massive

amounts of water are being used to cool the reactors, leading to huge storage areas for post-cooling contaminated water. The biggest problem with this contaminated water is that it contains two isotopes of cesium that are water soluble. Filtering out this cesium is technically possible, but it is a very slow process and thus the ever increasing quantity of contaminated water storage is an issue that Japan will be dealing with for decades to come.

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**Where Information Governance
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Headquarter

📍 860 N. McCarthy Blvd., Milpitas, CA 95035 U.S.A.
☎ 408.240.8989 ✉ ZL_info@zlti.com

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**Keizai Silicon Valley
US-Japan
Business Forum**

Keizai Silicon Valley
3964 Rivermark Plaza,
Suite 216
Santa Clara, CA 95054

contact@keizai.org

<http://www.keizai.org>

KEIZAI SILICON VALLEY ALL-VOLUNTEER TEAM

Chimmy Shioya	President	chimmy@keizai.org
May Kao	Vice President	may@keizai.org
Sachiko Bussey	Office/Event Assistant	sachiko@keizai.org
Jiyoung Choi	Program Manager	jiyoung@keizai.org
Chris Daft	Project Manager	chris@keizai.org
Ayumi Mukai	Office Manager	ayumi@keizai.org
Marlinda Galapon	Content Strategist	marlinda@keizai.org
Gary Hou	Program Manager	gary@keizai.org
Phil Keys	Lead Program Manager	phill@keizai.org
Akemi Koda	Program Manager	akemi@keizai.org
Timothy Koide	Program Manager	tim@keizai.org
Shawn Koyama	Program Manager	shawn@keizai.org
Carol Leung	Event Manager	carol@keizai.org
Ben Li	IT / AV Assistant Manager	ben@keizai.org
Yoko Manabe	Public Relations Manager	yoko@keizai.org
Marcelo Martins	WebMaster	marcelo@keizai.org
Yuka Nagashima	Program Manager	yuka@keizai.org
Danny Ooi	Program Manager	danny@keizai.org
Joe Quinlan	Content Manager	joe@keizai.org
Gordon Sasamori	Director of IT	gordon@keizai.org
Sachi Sawamura	Marketing/Program Manager	sachi@keizai.org
Hitomi Smith	Program Manager	hitomi@keizai.org
Chieko Stuck	Accountant	chieko@keizai.org
Mari Takahashi	Corporate Relations Manager	mari@keizai.org
Nobuki Takeuchi	Program Manager	nobuki@keizai.org
Christiana Xu	Program Manager	christiana@keizai.org
Dean Yonenaga	Alliance Manager	dean@keizai.org



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