

# 第32回 新年会のご案内



**KEIZAI**  
**SILICON VALLEY**  
US - JAPAN BUSINESS FORUM

(日米両国同時ライブ配信)

**2022年1月28日（金）（カリフォルニア時間午後5時-6時半）**

**2022年1月29日（土）（日本時間午前10時-11時半）**

新年会ご登録はこちらから→ [Keizai.org](https://www.keizai.org)

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**新年あけましておめでとうございます。毎年恒例の新年会（本年度はオンライン）を下記のプログラム通り開催致します。奮ってご参加ください。**

本年度新年会はまずは在サンフランシスコ総領事館川村博司総領事より新年の乾杯のご挨拶を頂きます。そして、特賓としてアジア人女性としては初の宇宙飛行士である向井千秋氏（現東京理科大学特任副学長）をお迎えし、経済シリコンバレーから特別功労賞授与とともに向井氏のご功労を表彰させていただきます。向井氏は、医学博士及び生理学者として1994年スペースシャトル・コロンビア号又1998年ディスカバリー号に搭乗しミッションを遂行、生命科学・宇宙医療の分野の発展に大きな貢献をされました。スタンフォード大学教授リチャード・ダッシャー氏が向井氏に受賞インタビューをし、オンライン上で参加者の皆様より質疑応答をお受け致しますのでどうぞお楽しみに。

向井氏受賞インタビューの後は、鳩山総研CEOである鳩山玲人氏をゲストに迎え「日本のデジタル・エンターテインメント業界で何が起きているか？」というトピックでダッシャー教授との会話形式セッションを行います。自身のリサーチ&コンサルティング会社を設立する前、鳩山氏はサンリオ社のマネージングディレクターを勤められ、ハローキティブランドの全世界での認知度を爆発的に高めた逸材と評価されています。鳩山氏在任の5年間でサンリオの企業価値は5億ドルから65億ドルへと大きく飛躍しました。このセッションでも参加者の皆様からのご質問をお受け致します。

## Featured Honoree



### Dr. Chiaki Mukai

Dr. Chiaki Mukai graduated from Keio University's School of Medicine (MD) in 1977 and received her medical doctor's license in the same year. As a medical staff member of the Department of Surgery, Keio University School of Medicine, she engaged in medical examinations at the hospital. In 1988, Dr. Mukai received her Doctorate in Physiology from Keio University.

In 1985, Dr. Mukai was selected to be an astronaut by the National Space Development Agency of Japan (currently Japan Aerospace Exploration Agency, JAXA) as a Payload Specialist. She flew in space in 1994 and 1998 as the first female astronaut from Asia, conducting experiments in life sciences and space medicine under microgravity.

From 2005 to 2007, Dr. Mukai focused on education as a professor at the International Space University, contributing to space medicine research and health management on the International Space Station. From 2007 to 2015, she dedicated to promoting space medicine research as Director of the JAXA Space Biomedical Research Office and Director of the JAXA Center for Applied Space Medicine and Human Research. Dr. Mukai became Vice President of the Tokyo University of Science in April 2015. Since April 2016, she has been the Specially Appointed Vice President of the same university.

Dr. Mukai was chosen for "Distinguished Achievement Award" by the Keizai Silicon Valley.

## Dialogue Guest



### Mr. Ray Hatoyama

Mr. Ray Hatoyama is a highly experienced IT and entertainment executive specialized in corporate strategy for globalization, corporate governance, and innovation. He was the Managing Director of Sanrio Co., Ltd (known for the Hello Kitty brand) and had executed Sanrio's global expansion strategy. Not only did he made Hello Kitty a global iconic brand but Mr. Hatoyama also succeeded in bringing the franchises to Hollywood. The market cap rose from \$500 million to \$6.5 billion in five years after he joined the company in 2008.

Mr. Hatoyama serves as the independent directors for various TSE-listed companies such as Z Corp. (Search/EC/SNS conglomerate in Japan), Pigeon Corp. (baby products), and Transcosmos Inc. (call center and BPO). Previously, he served on board of directors of DeNA Co., Ltd (mobile gaming). Mr. Hatoyama is the CEO of Hatoyama-Soken, his own research and consulting arm, and a Venture Partner of Sozo Ventures, a Silicon Valley VC known for its investment in Palantir, Coinbase, Zoom, Fastly, MongoDB, Twitter, Square, etc. He also provides his expertise as a Senior Executive Advisor to various companies from global entertainment companies and funds to start-ups in Silicon Valley and Japan.

Before Sanrio, Mr. Hatoyama was part of Mitsubishi Corporation's content division, managing media contents business operations for Avex Group, Lawson, Inc., and other companies.

Mr. Hatoyama earned his MBA from Harvard Business School and has been chosen as the 31st most successful Harvard Business Graduate of all time in Business Insider (October 2015).



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.