

Newsletter – Issue No. 288 – January 2022



32nd Anniversary Shinnenkai

This year, we will kick off Shinnenkai with a traditional New Year's toasting and greetings led by Hiroshi Kawamura, the Consul General of Japan in San Francisco.



Let's welcome the first Asian female astronaut, Dr. Chiaki Mukai, as our honored guest to receive the Keizai Silicon Valley Distinguished Achievement Award. Known for her space missions in 1994 and 1998 as a medical doctor and physiologist, Dr. Mukai made a remarkable contribution to life sciences and space medicine. She currently serves as the Specially Appointed Vice President at Tokyo University of Science. Professor Richard Dasher, from Stanford University, will host the award interview for Dr. Mukai. There will be a Q&A where event participants can ask her questions.

Following the award interview, the Dialogue session features the topic "What's Happening with Digital Entertainment in Japan?" with Mr. Ray Hatoyama, CEO of Hatoyama-Soken and one of the Business Insider's most successful Harvard MBA graduates of all time. Enjoy this intimate conversation led by Professor Dasher. Before establishing his research and consulting firm, Mr. Hatoyama served as the Managing Director at Sanrio Co., Ltd, driving the astounding Hello Kitty brand phenomenon behind the scenes. Sanrio's market cap grew from \$500 million to \$6.5 billion in five years with his contribution. We'll encourage you to bring questions.



We wish you Happy New Year and hope to see you all at Shinnenkai!

Recent Event Recap: Being Innovative in "With Covid" Era June 30, 2021

By Joe Quinlan

On June 30, 2021, Keizai Silicon Valley held an online forum on innovation in the Covid era. The event



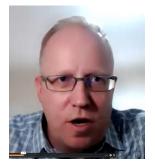
Olga Savage

was moderated by Procopio attorney Olga Savage, and featured three insightful panel participants: Andy Ogawa of Quest Venture Partners, Christina Hawatmeh of Scopio, and Kendall Waters of Siemens Healthineers Ultrasound, After an introduction to current Covid vaccination rules and legal considerations by Olga, the panel dove into the topic at hand. Christina led off by saying that, rather than stifle

innovation, in some ways Covid has caused the most innovative period in history, particularly in how we work. Andy added that working



Christina Hawatmeh



Kendall Waters

remote means we schedule things more, and this can be both good and bad. In some ways it organizes our work more, but in other ways we lose some of the serendipity of joint work in the office. For example, ideas tend to crop up when people run into each other in the hallway. In particular, lack of in-person contact can mean a lack of mental stimulation, which hurts innovation. Some of the

most interesting comments of the evening came on the topic of how we deal with the increased divisiveness in society during the age of Covid. Kendall posited that perhaps we do not need to get

past this divisiveness, but rather we learn to deal with it. Andy echoed this comment by referencing the Japanese expression "sho ga nai" (it can't be helped). Christina contributed that if we are to make progress on resolving divisiveness, we may need a data-based response. If we understand the data, then we can work to solve the problem.



Andy Ogawa

Our Brave Astronauts

By Joe Quinlan



On January 28th, Keizai Silicon Valley will welcome Dr. Chiaki Mukai, Japan's (and Asia's) first female astronaut. In July of 1994, Dr. Mukai flew as a payload specialist on the Space Shuttle Columbia for STS-65, where she performed space life and microgravity experiments. Then in November of 1998 she flew for a second time on the shuttle Discovery for STS-95, which investigated space flight and the aging process. ("STS" stands for "Space Transport System", which was the formal name of the Space Shuttle program.) Both of these missions were prior to the shuttle Columbia disaster of 2003, which dramatically highlighted the inherent risk of space flight. It is important to keep in mind the bravery of astronauts like Dr. Mukai in venturing into space in innovative ways like the shuttle, which was a departure from the traditional system of expendable launchers like the Apollo

program. All space missions are still essentially experimental or developmental feats of engineering, and we have a long way to go before travel to space approaches the operational safety of today's commercial aircraft. All astronauts traveling into space know that there is an inherent risk in their mission. The SpaceX Dragon program has attempted to minimize this risk by returning to the traditional capsule-on-rocket design, which has the advantages of survivable abort capability and protection of the re-entry shield during ascent. Nonetheless, risk still exists. In hindsight, we now know that the space shuttle was in fact more riskier than what NASA believed before and during the shuttle program. Initially, the risk of catastrophic disaster during a shuttle flight was thought to be as low as

0.1%, but we now know that this risk was in fact as great as 1 in 9 on early shuttle flights, rising to 1 in 90 as safety improvements were made throughout the program. Two percent of all astronauts who flew on the shuttle perished during their mission; this was the 14 astronauts who died in the Challenger and Columbia accidents. As with early aviation pioneers, space pioneers like Dr. Mukai have accepted this risk in the name of advancing human exploration into space. After his recent space flight, William Shatner (Captain Kirk of Star Trek) talked about how dangerous and barren is outer space. Dr. Mukai's scientific achievements during her career are remarkable, but at the same time we should salute her bravery in venturing into the frontier of human exploration in the name of advancing our reach beyond this earth.



2021 Summer Networking in the Park

On a hot and smoky Saturday in August 2021, Keizai held its first in-person event since the onset of the Covid pandemic. For safety, it was a Bring Your Own Bento event, with bottled beverages supplied by Keizai. It was so nice to finally see people in person, rather than through a computer screen. To liven up the picnic, a bento contest and bingo game were held, with much excitement and prizes for the winners. As has become our custom, the event was held at Sunnyvale's spacious Serra Park. This is the one Keizai event where kids are also welcome, so it always has a joyous feel. High temperature and smoke from the California wildfires did not deter a healthy turnout for this event, with many Keizai members resolved to get back to some level of normalcy through in-person contact. Enjoy these

photos of the event:

Welcome to the Picnic!





Deputy Consul General Higuchi and his Most Creative Bento – The Golden Gate Bridge





Most Delicious Bento Winners – Mr. and Mrs. Akiyama













A Bingo Winner!



Lots of time for networking



Enjoying the shade



Your Keizai All-Volunteer Staff

CORPORATE SPONSOR MEMBERS

Platinum Corp Member:

Pegasus Tech Ventures SunBridge Corp.

Gold Corp Member:

Procopio, Cory, Hargreaves & Savitch LLP Wilson Sonsini Goodrich & Rosati

Silver Corp Member:

Tazan International ZL Technologies

Bronze Corp Member:

Ito En

Jetro

NEDO

Pro-vider Consulting LLC

Teraoka & Partners LLP

TMI Associates



Creating Japan's Startup Ecosystem since 1999

Tokyo Osaka Silicon Valley

336 Portage Avenue, Palo Alto CA 94306 www.sunbridge.com www.sunbridge-gv.jp



新年明けましておめでとうございます。 本年もどうぞよろしくお願いいたします。

Procopio law firm proudly supports Keizai Silicon Valley
Connecting the business communities in Silicon Valley and Japan



San Diego | Del Mar Heights | Silicon Valley | Austin | Phoenix



proudly supports

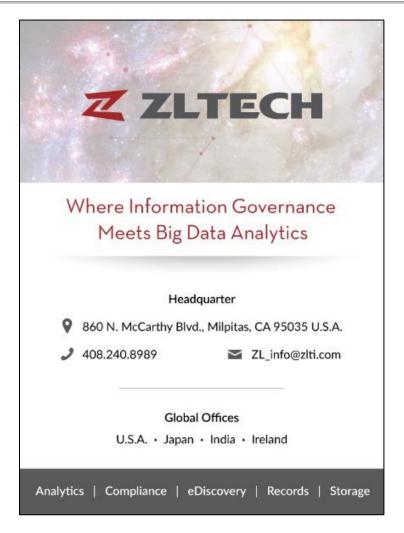
KEIZAI SILICON VALLEY

WGR Wilson Sonsini Goodrich & Rosati

www.wsgr.com

AUSTIN • BEIJING • BOSTON • BRUSSELS • HONG KONG • LOS ANGELES • NEW YORK • PALO ALTO SAN DIEGO • SAN FRANCISCO • SEATTLE • SHANGHAI • WASHINGTON, DC • WILMINGTON, DE

TAZAN INTERNATIONAL, INC.















Your Sponsorship Here!

Contact Mari Takahashi (mari@keizai.org)



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 May Kao Sachiko Bussey Jiyoung Choi Ayumi Mukai Gary Hou Yayoi Kaneko Phil Keys Akemi Koda Timothy Koide Shawn Koyama Carol Leung Ben Li Marcelo Martins Yuka Nagashima Danny Ooi Joe Quinlan Gordon Sasamori Sachi Sawamura Hitomi Smith Chieko Stuck Mari Takahashi Nobuki Takeuchi

President Vice President Office/Event Assistant Program Manager Office Manager Program Manager Treasurer Lead Program Manager Program Manager Program Manager Program Manager **Event Manager** IT / AV Assistant Manager WebMaster Program Manager Program Manager Content Manager Director of IT Marketing/Program Manager Program Manager Accountant Corporate Relations Manager Program Manager Program Manager

chimmy@keizai.org may@keizai.org sachiko@keizai.org jiyoung@keizai.org ayumi@keizai.org gary@keizai.org yayoi@keizai.org phill@keizai.org akemi@keizai.org tim@keizai.org shawn@keizai.org carol@keizai.org ben@keizai.org marcelo@keizai.org yuka@keizai.org danny@keizai.org joe@keizai.org gordon@keizai.org sachi@keizai.org hitomi@keizai.org chieko@keizai.org mari@keizai.org nobuki@keizai.org christiana@keizai.org



Christiana Xu

KEIZAI SILICON VALLEY LINKEDIN GROUP DISCUSSION AND JOB POSTING

Please join the LinkedIn Keizai Silicon Valley Group and participate in group discussions. You can also share and discuss jobs with the members by clicking the Jobs tab after creating a Keizai Silicon Valley Group account. If you have any questions, please contact jobs@keizai.org.

https://www.linkedin.com/groups/1768007