



KEIZAI

SILICON VALLEY

US - JAPAN BUSINESS FORUM

Newsletter – Issue No. 288 – January 2022

32 Anniversary
Shinnenkai

January 28, 2022

5 - 6:30 pm PST

Z
O
O
M



Dr. Chiaki Mukai
Distinguished Achievement Award



Ray Hatoyama

Dialogue Session
What's happening with digital entertainment in Japan?

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



PEGASUS
TECH VENTURES



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



W&GR
proudly supports

KEIZAI SILICON VALLEY

W&GR Wilson Sonsini Goodrich & Rosati
PROFESSIONAL CORPORATION

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.



Where Information Governance
Meets Big Data Analytics

Headquarter

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

Global Offices
U.S.A. • Japan • India • Ireland

Analytics | Compliance | eDiscovery | Records | Storage



JETRO

JAPAN EXTERNAL TRADE ORGANIZATION



PRO-VIDER

CONSULTING LLC

TERAOKA

LEGAL COUNSEL



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	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
Ayumi Mukai	Office Manager	ayumi@keizai.org
Gary Hou	Program Manager	gary@keizai.org
Yayoi Kaneko	Treasurer	yayoi@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
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



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>