



KEIZAI SILICON VALLEY

US - JAPAN BUSINESS FORUM

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DATA SOVEREIGNTY

The free flow of data is over. What can you do?

April 13, 2023 5:30 - 8:45 PM



Khaled Ahmed



Elaine Harwell



Pierre Wolff



Phil Keys
(Moderator)

Procopio

3000 El Camino Real, 5 Palo Alto Square, Suite 400, Palo Alto

Data Sovereignty

The free flow of data is over. What can you do?

Data is the new oil! Blah, blah, blah. It's 2023 and the era of big data has now officially arrived as every business imaginable is declaring itself "data-driven," and the sudden rise of ChatGPT lays bare the need for business to control their data sources to feed the looming maw of AI. Just as any company that does business overseas is now dependent on their data feeds, regulators around the world have decided to throw a proverbial monkey wrench into the flow. With concerns about the potential abuse of their citizens' and companies' data by foreign companies growing, governments are instituting laws that restrict where data can physically reside and how it can be used. "Data Sovereignty" is the term du jour and companies now must learn to navigate more regulatory minefields to operate overseas.

This event will cover topics such as:

- An overview of the international regulatory landscape around data sovereignty, including Japan;
- How upcoming regulations such as the EU Data Act may change things even more;
- What legal and technical measures companies can take to continue their international operations;

If you do business overseas (and who doesn't?), you won't want to miss this.

Thursday, April 13, 2023

- Registration/Networking: 5:30 – 6:00 pm (PT)
- Program: 6:00 – 8:00 pm
- Networking: 8:00 – 8:45 pm

Fees

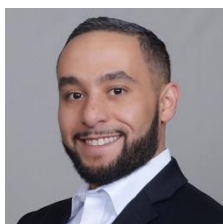
- Early bird (until Thursday, March 30th 11pm PT): \$15 (Hurry, first 30 seats!)
- Regular registration (until Sunday, April 9th 11 pm PT): \$20
- Late registration (until Tuesday, April 11th 12 pm PT): \$35
- Walk-in: \$50 (seats are limited and may not be available)

Food and beverages will be served

Venue

Procopio
3000 El Camino Real
5 Palo Alto Square Suite 400
Palo Alto, CA 94306

Speakers



Khaled Ahmed – Compliance & Privacy Manager, Samsung Semiconductor

Prior to joining Samsung, Khaled Ahmed worked in tech and compliance for internationally recognized companies such as Daimler Trucks of North America and Tremor International. As an interdisciplinary expert in both tech and compliance, he has been utilizing his knowledge to help companies comply with various data regulations and implement industry best practices. He received a Bachelor's degree in Business Administration from the John Molson School of Business in Montreal, Canada and is a member of the International Association of Privacy Professionals (IAPP). Khaled believes in lifelong learning and focuses on improving his repertoire of skills and knowledge through various certifications and trainings.



Elaine Harwell – Partner, Procopio

Elaine F. Harwell is a Partner with Procopio and the Chair of its Privacy and Cybersecurity Practice Group. She is also the firm's Privacy Officer. Elaine is an experienced business litigation attorney and a trained privacy professional. Her practice is focused on representing clients in cybersecurity and data privacy matters, including litigating claims involving privacy issues, and advising on compliance and regulatory issues. Elaine has also been involved in numerous trials as well as arbitration proceedings related to contract and general business disputes. She has earned the ANSI-accredited Certified Information Privacy Professional/United States (CIPP/US) and the Certified Information Privacy Manager (CIPM) credentials through the International Association of Privacy Professionals (IAPP).



Pierre Wolff – Chief Strategy Officer, InCountry

Pierre Wolff is the Chief Strategy Officer for InCountry Inc., a Data Residency-as-a-Service provider currently operating in countries with the most stringent data residency regulations, enabling multinational companies to store regulated data securely and compliantly. Pierre runs the company's strategic partnerships with ISVs, hyperscalers and law firms, as well as manages all company formations of strategic subsidiaries. As a 20+-year veteran business and corporate development executive, Pierre has spent his career defining disruptive positioning and business strategy for companies of various sizes. Mr. Wolff received his MBA from EDHEC (Nice, France) and did his undergraduate studies at Carnegie Mellon University (Pittsburgh, PA).

Moderator



Phil Keys – Director Comms & Research, Intertrust & Nikkei Columnist

Phil Keys works in communications and research 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.

Social Media and Jumping the Shark

By Joe Quinlan

This month's Keizai forum is about Data Sovereignty. Of course one of the biggest holders of personal data are the social media companies. Tik Tok is currently under fire for its relationship to the Chinese government. But on the other hand, Facebook has been laying off thousands of employees, which has me wondering: Could social media have jumped the shark? When you get right down to it, we really



don't need social media to run our lives. Up until the 2000's, we got along fine without it. Many parts of Silicon Valley are necessary to our everyday lives, with chips and software running our cars, bank accounts, retirement accounts, microwave ovens, and many other things. The companies that provide this hardware and software will not go away. But could social media go away? As a kind of entertainment, it is certainly

not necessary for our basic lives. But neither is Hollywood, and yet the film and TV industry (although changing) has never really been near death. But maybe social media is different from Hollywood. Maybe the backlash from all the division created by social media during the Trump years could spell the beginning of Americans' disenchantment with it. In the end, Silicon Valley companies built on everyday needs, like smartphones, financial software, etc, will always be around. But social media companies are in a sense built on quickly shifting sand. Their popularity could drain away over time.

By the way, the term "jump the shark" comes from the September 20, 1977 episode of the TV show "Happy Days". The character Fonzie jumps over a shark while water skiing, and this corny stunt was seen as the beginning of the decline of the show. However, Happy Days remained in the top 20 of TV shows for four more seasons after that, somewhat negating the veracity of the origin of "jump the shark". Will social media be like Happy Days and have some continued success? Or will it truly jump the shark (in the modern sense)? Only time will tell.



Fonzie jumping the shark in 1977

2023 Shinnenkai – Friday, January 27th

For the first time in three years, Keizai Silicon Valley gathered in-person at the Palo Alto Hills Golf & Country Club for our annual Shinnenkai. It has been a long time since we had an in-person Shinnenkai, and the weather did not disappoint, being a beautiful Friday evening in January with stunning views of Silicon Valley and the golf course set amid the foothills of the Santa Cruz mountains.



After some networking and a delicious buffet dinner, the evening's events commenced with welcomes from Chimmy Shioya, President of Keizai Silicon Valley, and Yasushi Noguchi, Consul-General of Japan in San Francisco. This was followed by the main event, a fireside chat with Dr. Richard Dasher of Stanford University and guest of honor, David Kaval, President of the Oakland Athletics. This was a particularly appropriate time to hear from Dave Kaval, since the Oakland A's had just signed Japanese pitcher

Shintaro Fujinami. Dave mentioned that he has long been interested in international baseball, and he sits on the international baseball committee. Dave first described how he got tickets to each of the major league baseball stadiums on his trip around the country that became the book "The Summer that Saved Baseball". Dave said that his first "in" was with the head of concessions at Dodgers Stadium, and after that he was introduced to concession managers at each of the major league stadiums, who provided tickets. Later on, Dave was involved with the film "Season of the Samurai", which documented the exploits of the first all-foreign team to play in an American professional sports league, and happened to be led by long-time Yomiuri Giants player Warren Cromartie. Dave takes a wide-open attitude to his role as President of the A's, with a regular practice of holding open office hours on Tuesday afternoons. Dave described how pro sports has evolved into a media business, with the internet enabling fans to watch games from anywhere in the world. In conjunction, Dave





expects that there will be more international player transfers in the future, for example between Major League Baseball and Japan Professional Baseball. Another development that Dave foresees is the increased popularity of positive coaching, even in pro sports. Dave wrapped up by explaining how his rapid rise in pro sports business had been through his close relationship with the Fisher family (founders of The Gap stores) who own both the San Jose Earthquakes and the Oakland Athletics. Dave's final

comment was that he sees pro sports entering a renaissance in the post-pandemic period. Dave himself certainly seems to be enjoying himself in this renaissance period.

The evening's events wrapped up with the traditional Kagami Wari ceremony and door prize drawing, which was a lot of fun. Some final networking time concluded this in-person Shinnenkai, so refreshing after several years of online events.



More Shinnenkai photos can be viewed at <https://keizai.org/events/33rd-anniversary-shinnenkai/>

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