



## 34th Anniversary Shinnenkai Reception

Join us in celebrating Keizai Silicon Valley's 2024 Shinnenkai (New Year's Reception) on Friday, January 26 at the Palo Alto Hills Golf and Country Club

**Friday, January 26, 2024**

5:30 - 6:45 p.m. Reception

6:45 - 9:30 p.m. Program

10:00 p.m. Venue Close

Early Bird (until Wednesday, January 10<sup>th</sup> 11pm PST): \$75

Regular Registration (until Friday, January 19<sup>th</sup> 11pm PST): \$120

Late Registration (until Wednesday, January 24<sup>th</sup> noon PST): \$175

Walk-in: \$200

Location: Palo Alto Hills Golf and Country Club  
3000 Alexis Drive | Palo Alto, CA 94304

A buffet dinner will be served

Dress: Business Casual

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

This year we are honored to award Ms. Yoky Matsuoka, CEO of PanasonicWELL and Yohana, with the Keizai Silicon Valley Distinguished Achievement Award.

Ms. Matsuoka is a highly accomplished executive and technologist with over two decades of leadership experience. She has made significant contributions to many enterprises including Google, Nest, Apple, and Quanttus, where she focused on creating consumer technology designed to create healthier and happier lives. Her diverse background includes academia, where she founded the Center for Sensorimotor Neural Engineering and the Neurobotics Laboratory and received the MacArthur Genius Award for her contributions to robotics and neuroscience.

Ms. Matsuoka will give an acceptance speech and participate in a fireside chat. Phil Keys, Director, Comms and Research at Intertrust and a columnist for the Nikkei Sangyo Shimbun will be the moderator.

We will also be performing our traditional Kagamibiraki (sake barrel opening) ceremony. The Deputy Consul General of Japan, Mr. Kishimori is expected to lead this tradition.

## Featured Honoree



Yoky Matsuoka is the Managing Executive Officer of Panasonic Holdings, CEO of PanasonicWELL and CEO of Yohana. PanasonicWELL is focused on building consumer technology products and services to help people live healthier and happier lives. An accomplished executive and technologist, Matsuoka brings more than two decades of leadership experience to her roles. Prior to Panasonic Holdings/Yohana, Matsuoka brought her distinct approach to human centric design to leading tech giants, most recently as a Vice President at Google's Healthcare organization, and before that as Chief Technology Officer at Nest. Prior to Nest, she was Head of Innovation and co-founder of Google X, the company's research and development lab. She has also served in a senior executive role at Apple and was Chief Executive Officer of Quanttus, a wearable health technology startup. Before her work in Silicon Valley, Matsuoka's career began in academia as an endowed professor at Carnegie Mellon University and the University of Washington. During her tenure, she founded and directed the Center for Sensorimotor Neural Engineering and the Neurobotics Laboratory to create devices to restore the human body's capabilities for sensation and movement. Matsuoka received the MacArthur Genius Award for her work in robotics and neuroscience. With this grant she founded YokyWorks Foundation, a non-profit organization dedicated to helping children with physical and learning challenges, focused on removing reading barriers to unlock the potential of every child.



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.