



## Exploring Japan and California Cooperation on Cleantech

Monday | June 29, 2015 | 5:30 PM – 9:00 PM

### Event Overview

In September, 2014 the Governments of California and Japan entered into an agreement to support cooperation in technology associated with ameliorating climate change as well as boosting water conservation. Targeted areas include electric vehicle charging, renewable energy and high-speed rail. Both California and Japan harbor businesses communities with strong interests and technologies related to these fields. What are the possibilities should these groups pursue stronger ties as envisioned in the agreement?

In cooperation with Japan's New Energy and Industrial Technology Development Organization (NEDO) and World Innovation Lab (WiL), the forum will explore this and other items, including fostering a new spirit of entrepreneurship amongst Japanese companies to take advantage of this opportunity. It will also feature presentations from innovative companies based in both California and Japan.

**Panel:**           **Aki Koto** – Partner, World Innovation Lab LLC  
                          **Brian Peck** – Deputy Director, State of California Governor's Office  
                          **Go Takizawa** – Chief Representative, NEDO Silicon Valley Office  
                          **Masa Yamada** – Chief Senior Staff, Osaka Prefectural Government  
                          **Phil Keys** (*Moderator*) – Analyst, Blue Field Strategies & Nikkei Columnist

**Companies:**   **eMotorWerks** – EV charging solution  
                          **Kawada Industries** – Water conservation technology  
                          **Nissan** – Electric Vehicle to grid system  
                          **Panasonic** – TBA  
                          **Space-Time Insight** – IoT analytics software

**Date:**           **Monday, June 29, 2015**  
Registration/Networking:           5:30 PM – 6:00 PM  
Program:                               6:00 PM – 8:15 PM  
Networking:                           8:15 PM – 9:00 PM

**Venue:**         **Oshman Family JCC**  
F-401, 4<sup>th</sup> Floor, Freidenrich Conference Center  
3921 Fabian Way, Palo Alto, CA 94303

**Fees:**           \$15: Early Bird Discount for first 30 registrations by Wed, June 10 (11PM)  
                      \$20: Regular Registration by Wednesday, June 24 (11 PM)  
                      \$35: Late Registration by Saturday, June 27 (Noon)  
                      \$50: Walk-ins (Seats are limited and may not be available)  
                      Food, including sushi and beverages, will be served.

**Registration:** <http://www.keizai.org>

## Featured Panelists



**Aki Koto** is a Partner at WiL, a \$360M hybrid venture fund based in Palo Alto tasked with bridging the gap between startups and major Japanese corporations. Amongst the variety of fields WiL is exploring, he is particularly interested in marketplace, virtual reality, mobile, smart home, and IoT. Prior to joining WiL, Mr. Koto was in charge of early stage investment for Digital Garage and worked with Twitter, Path, Udemy, Kamcord and other startups to accelerate their businesses in Japan. He has a background both in software programming and construction site management.



**Brian Peck** serves as a deputy director for the California Governor's Office of Business and Economic Development (GO-Biz), the lead state entity for economic strategy on issues such as business development and international trade. Appointed in August 2013 by Governor Edmund G. Brown, Jr., Brian is responsible for promoting California as a destination for international investment as well as exports of goods and services. Prior to joining GO-Biz, Brian also served as Senior Director for Intellectual Property at the Office of the U.S. Trade Representative from 2003-2005 where he led an interagency team responsible for developing and implementing policies to strengthen the protection of intellectual property rights in Japan, Korea, Southeast Asia and Latin America. He is an adjunct professor for international trade policy at USC Gould School of Law.



**Go Takizawa** is the Chief Representative of the NEDO Silicon Valley Office. NEDO is a Japanese government related organization charged with funding R&D projects in the areas of new energy, energy efficiency, smart grid and other industrial technologies. Mr. Takizawa represents NEDO in the western part of the US and is closely involved with ongoing smart grid demonstration projects in Hawaii and New Mexico. Prior to joining NEDO, he was a Director in the Ministry of Economy, Trade and Industry (METI) where he worked on a number of energy related projects. Mr. Takizawa holds a B.A. from the University of Tokyo as well as an MBA from Duke University.



**Masa Yamada** serves as the Chief Senior Staff for the Osaka Prefectural Government overseeing civil engineering operations for prefectural planned modeling and real estate revitalization projects. During Mr. Yamada's two-year interim post with the Japan External Trade Organization (JETRO), he was responsible for fostering the Osaka-San Francisco Sister City relationship while supporting numerous US-related trade missions. He is now in charge of promotional efforts for the export of Japanese products and technologies into the United States. Mr. Yamada holds a Bachelor of Law degree from the University of Osaka.



**Phil Keys** (moderator) is an Analyst for Blue Field Strategies, a strategic consulting company. He is also a published columnist for the Nikkei Business Daily (Nikkei Sangyo Shimbun) as well as Nikkei Technology Online. Mr. Keys was a Silicon Valley correspondent for Nikkei Business Publications for 14 years and has worked in the technology industry both in the US and Japan. He graduated with a B.A. from the University of California Berkeley.

## Presenting Companies



**eMotorWerks** - eMotorWerks is responsible for the JuiceBox Smart[Grid] EV charging solutions. JuiceBox maximizes charging efficiency & speed while providing EV owners the intuitive control and visibility that traditional EV chargers lack. JuiceBox is also designed to be fully Smart[Grid] ready. By shifting when and how much electricity JuiceBox network draws from the grid, eMotorWerks helps utilities and grid operators reduce electricity costs, ease grid congestion, absorb excess solar and wind power, and provide rapid response to unforeseen grid events.



**Kawada Industries** - Founded in 1922, Kawada Industries is a construction and technology development company specializing in steel and hybrid structures as well as a humanoid robots and environmental technologies. The robotics division is responsible for the humanoid HRP robot series and NEXTAGE industrial robots. Kawada is committed to continue to challenge the limits in cutting-edge technology to provide the urban infrastructure that people need to lead healthy and comfortable lives.



**Nissan Motor Corp.** - Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 244,500 employees globally, Nissan sold almost 5.2 million vehicles and generated revenue of 10.5 trillion yen (USD 105 billion) in fiscal 2013. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. In 2010, Nissan introduced the Nissan LEAF, and continues to lead in zero-emission mobility.

## Panasonic

**Panasonic** - Panasonic, founded in 1918 in Osaka, Japan, has been located for more than 50 years in the USA. Panasonic has delighted customers with innovations for the home and business. Panasonic's consumer electronics and solutions products range from award-winning VIERA TVs and LUMIX Digital Cameras to ruggedized Toughpad Tablet computers, communications solutions, networkable office solutions, security systems, home appliances, personal care products, components, and entire in-flight entertainment and communications systems.



**Space-Time Insight** - Space-Time Insight's real-time visual analytics applications correlate, analyze, and visualize large volumes of business, operational and external data, spatially, over time and across network nodes. Space-Time Insight's award-winning software powers mission-critical systems for some of the largest companies around the world, including eight of the twenty largest US utilities, helping them reliably, efficiently and economically deliver services and rapidly plan for and respond to a full range of operating events. Space-Time Insight partners with leaders in the industry including Accenture, Esri, IBM, NEC, OSISOFT, SAP, Siemens and Unicorn Systems.



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.

Keizai 2015 theme - The Power of Innovation to Shape the Future: New Vitality in US-Japan Business - also complements the transformation of Keizai Society into Keizai Silicon Valley. US and Japanese business will encounter unprecedented opportunities and obstacles in 2015. With deep roots in the global capital of innovation, Keizai Silicon Valley will help lead the way to a brighter, less volatile future for all.