



**KEIZAI**  
**SILICON VALLEY**  
US - JAPAN BUSINESS FORUM

## シリコンバレー日系企業の戦略—ローカルはどう見る？

2017年4月27日(木) | 5:30 PM – 9:00 PM

### イベントの概要

シリコンバレーに居を構える日本企業の多くが、イノベーションの原動力となりきれずに頭を悩ませて来ました。本社に於ける煩雑な手続き、各々に孤立したビジネスユニット、予算や投資への決定権の欠落、継続性に欠ける人事制度、地理的そして心理的な隔たりなど要因は様々。そんな中、日本の大手企業らは、シリコンバレーのイノベーション推進力を、日本、その他地域における事業開発力に繋げようと新たな戦略を打ち出しています。その戦略とは何なのか。CVC\*の継続？地域事務所への決定権委譲？技術取り入れによる既存ビジネスの増強、それとも従来の常識を超えた領域への挑戦？今回のオープンパネルディスカッションでは、今まさに生まれている大手日本企業のシリコンバレー戦略、そして当地イノベーション・エコシステムを代表する地元プレイヤーらの反応が見どころです。

\*CVC (Corporate Venture Capital) : 事業会社自らによるベンチャー投資のこと

**パネリスト:** **Alex Blanter** – Partner, PricewaterhouseCoopers LLP  
**Eita Kitani** – Deputy General Manager, Mitsubishi Corporation (Americas)  
**Don Stark** – Principal Hardware Engineer, Google  
**Naoki “Nick” Sugimoto** – CEO, Honda R&D Innovations, Inc.  
**Tepei Tsutsui** – Managing Director, GREE VR Capital, LLC  
**Peter Hamady (Moderator)** – Director of Project Management, USAsia Venture Partners

**日時:** 2017年4月27日(木)  
受付・ネットワーキング: 5:30 PM – 6:00 PM  
プログラム: 6:00 PM – 8:00 PM  
ネットワーキング: 8:00 PM – 9:00 PM

**会場:** **Wilson Sonsini Goodrich & Rosati**  
650 Page Mill Road, Palo Alto, CA 94304

**チケット情報:** \$15: Early Bird Discount 4/12(水)11pm PSTまでにお申し込みの先着30名様  
\$20: Regular Registration 4/23(日)11pm PSTまでにお申し込みの方  
\$35: Late Registration 4/25(火)正午までにお申し込みの方  
\$50: 当日券 (お席に限りがございますのであらかじめご了承ください)

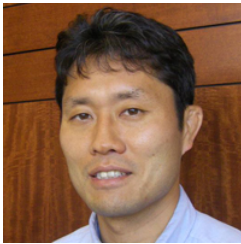
\*会場にてお寿司、お飲み物をご用意いたしております

\*チケットは <http://www.keizai.org> のEVENTS ページからお申し込みいただけます。

## Featured Panelists and Moderator



Alex Blanter is a Partner with PwC and an experienced innovation consultant. He spent the last 25 years in the Silicon Valley, first in various product development and engineering management roles and for the last 15 years consulting to US and international enterprises on the topics of innovation, technological and business disruptions, digital transformation, and the Silicon Valley ecosystem. Most recently he has been engaged with a number of Japanese companies trying to set up innovation centers in the Valley, developing and piloting Internet of Things solutions and platforms, and creating components and products for automotive, industrial, and high tech applications. Alex is a frequent speaker and a panelist at industry events both in US and abroad.



Eita Kitani has been engaged in new business development in Mitsubishi Corporation for over 15 years. He was in charge of managing Nanotech Partners, a nanotechnology venture fund, followed by smart community projects in Corporate Strategy and Research Dept. In 2011, he was transferred to Silicon Valley to investigate technologies and business models with potential applications to the wide range of businesses that the company covered. After a 2-year transfer to the North America HQ in New York, where he was engaged in development of the regional strategy, he has returned to Silicon Valley last year, to promote the "M-Lab" concept.



Don Stark received his BSEE from MIT and MS and Ph.D. EE degrees from Stanford University, all in Electrical Engineering. After graduation, he joined the Semiconductor Research and Development Department, Toshiba Corporation, Kawasaki, Japan, where he designed DRAMs and high speed chip interfaces. After returning to the United States, he worked on a variety of technologies, including memory interfaces at Rambus, 10G Ethernet at Aeluros (now part of Broadcom), and mobile television at Telegent (now part of Spreadtrum). After a stint as a consulting professor at Stanford, he joined Google Inc. in 2011, where he is currently a Principal Hardware Engineer working on technologies for smartphones and data centers.



Nick Sugimoto is the CEO of Honda R&D Innovations, Inc. ([www.hondasvl.com](http://www.hondasvl.com)), the global open innovation hub of Honda based in Mountain View, California. Nick oversees Honda's advanced information technology projects in Silicon Valley, as well as, strategic partnership programs. Previously, Nick led the corporate venture capital program at Honda where he invested in a number of innovative startup companies and built strategic partnerships. Prior to joining Honda, Nick was a successful entrepreneur leading a series of technology venture companies in both the US and Japan. Nick received his engineering degree from the University of Tokyo and MBA from Haas School of Business at UC Berkeley.



Teppei Tsutsui is Managing Director of GREE VR Capital, LLC, and runs the GVR Fund, a \$15M VR/AR-focused fund GREE launched in April 2016 with other strategic investors as LPs. Beside this, Teppei also leads seed investments in the non-gaming verticals for GREE. Prior to these roles, Teppei has led multiple strategic investments on behalf of GREE both in San Francisco and Tokyo. Before joining GREE, he had +10 years of investment and operational experiences at Morgan Stanley and Mitsubishi Corporation.



Peter Hamady is the Director of Project Management at USAsia Venture Partners. He is an Innovation and Strategic Design Consultant applying principles of design thinking from Stanford University to traditional business consulting. After a brief time at AIG, Mr. Hamady began his consulting career serving startups in New York. As the founder of technology incubator Innova Products, he later received NASA funding and numerous U.S. utility patents for pioneering research in gyroscopic, zero-g exercise. Mr. Hamady is a graduate of Stanford University Master's Joint Program in Design and Columbia Business School, is a public speaker on design thinking innovation and has a passion for providing clients unique market insights.



1990年に設立された経済シリコンバレーは、サンフランシスコ・ベイエリアでビジネスネットワークイベントを主催するNPOです。日米でビジネスを行う起業家や企業の成功の鍵となる重要なテーマについて、専門家を招いてディスカッション・交流する場を定期的に提供することを主な目的として、ボランティアによって運営されています。