



Asia Society Southern California in Partnership with the Consulate General of Japan in Los Angeles Presents

Date: Thursday, November 10, 2011

Location: **California Science Center**
700 Exposition Park Drive
Donald P. Loker Conference Center and Wallis Annenberg Center
Los Angeles
323.724.3623

Time: Registration/Continental Breakfast: 7:30 a.m. to 8:30 a.m.
Panels & Discussions: 8:45 a.m. to 5:30 p.m.
Evening Reception: 5:30 p.m. to 7:30 p.m.

Dress: Business, Business Casual

Agendum

7:30 a.m. **Registration/Continental Breakfast**

8:30 a.m. **Welcoming Remarks**

Co-Emcees:

Ms. Pegi Matsuda, Publisher and President
San Fernando Valley Business Journal, and

Ms. Yuko Kaifu, Senior Vice President, Corporate Communications
Union Bank

Thomas E. McLain, Esq.
Chairman, Asia Society Southern California
Trustee, Asia Society
Partner, Arnold & Porter, LLP

8:45 a.m. **Japanomics: The Future of the World's Third Largest Economic Power**

Plenary Panel Discussion

Moderator: Mr. Thomas Iino, Chairman of the Board, U.S. Japan Council; Chairman of the Board, Pacific Commerce Bank

Panelists:

- Mr. Dave McCaughan, EVP and Executive Officer, McCann Erickson Japan
- Mr. Mark H. Dalzell, SVP, Capital Research Group
The Capital Group
- Dr. Ulrike Schaede, Professor of Japanese Business, University of California San Diego, School of International Relations and Pacific Studies
- Mr. Ferdinando Guerra, Associate Economist and Principle Researcher, "Growing Together Japan Report," Los Angeles Economic Development Corporation

10 a.m. **Networking Break**

CONCURRENT TRACK: One

OPTION A:

10:15 a.m. - **Tech Talk: The Japan Factor in Global Innovation**

Moderator: Ms. Tracey Doi, CFO, Toyota Motor Sales USA, Inc.

Panelists:

- Mr. Robert Gordon, Vice President and General Manager, Hitachi High Technologies America, Inc.
- Mr. Edward Kjaer, Director of Electric Transportation, Southern California Edison
- Mr. Hitoshi Abe, Professor and Chairman, UCLA Department of Architecture and Urban Design
Mr. Bill Reinert, National Manager, Advanced Technology Vehicles, Toyota
- Dr. Takenori Shibata, Inventor, PARO

OPTION B:

10:15 a.m. **Japan's Influence on Food, Fashion, Film and Fusion (4Fs)**

Moderator: Mr. Paul Whitney, Vice President
Japan Publicity

Panelists:

- Mr. Masashi Niwano, Festival & Exhibitions Director
San Francisco International Asian American Film
Festival
Center for Asian American Media
- Ms. Sharon Takeda, Sr. Curator and Department Head,
Costume and Textiles, Los Angeles County Museum of
Art (LACMA)
- Ms. Rachael Hutchings, Author and Creator, La Fuji
Mama.com
- Ms. Cristina Vee, Actor, Singer, Voice Artist, Anime/
Manga Talent (Mio Akiyama in K-ON, et al.)

CONCURRENT TRACK: Two

OPTION A:

11:30 a.m.

POV Japan: Today's Energy Solutions

Moderator: Mr. Erwin Furukawa, SVP, Customer Service
Southern California Edison

Panelists:

- Hon. Genevieve A. Shiroma, Director
Sacramento Municipal Utility District & Board Member,
Agricultural Labor Relations Board
- Mr. Shunji Nakamura, Senior Vice President and
General Manager – Los Angeles Operation, Mitsubishi
Power Systems Americas Inc.
- Ms. Cecilia Aguillon, Director of Market Development
and Government Affairs, Kyocera Solar, Inc.
- Mr. Gene Rodrigues, Director, Energy Efficiency and
Solar, Southern California Edison
- Mr. Mac Harada, Managing Director
TOMO Wind Energy

OPTION B:

11:30 a.m.

The Political Landscape: What's Arising in Japan?

Moderator: Mr. Conan Nolan, Host, News Conference, NBC 4

Panelists:

- Mr. Glen S. Fukushima, Chairman and Director, Airbus
Japan
- Dr. Dennis T. Yasutomo, Professor of Government and
East Asian Studies, Smith College

- Mr. Tato Takahama, Former Political Journalist, Yomiuri Shimbun; Executive Director, Pacific Research Institute
- Dr. Keiko Hirata, Associate Professor of Political Science, California State University, Northridge

12:45 p.m.

LUNCH

Special Remarks

The Honorable Jun Niimi, Consul General
Consulate-General of Japan in Los Angeles

Mr. Masashi Oka, President and Chief Executive Officer
Union Bank

Keynote Speaker:

Mr. Akihiko Kubo
President and Chief Executive Officer
WeberShandwick Japan

Topic: "That was Then, This is Now – The Past and Future of Japan's Communication."

CONCURRENT TRACK: Three

OPTION A:

2:15 p.m.

Forward Japan: Partnership and Collaboration

Moderator(s): Ms. Sandra Chen Lau, Executive Director
Asia Society/Southern California and
Mr. Douglas Erber, President
Japan America Society

Panelists:

- Mr. Nobuo Yoneyama
General Manager, Washington, D.C. Office
Mitsui & Co. (USA), Inc.
- Ms. Misako Ito, Director, Japan Foundation
- Mr. Shingo Ashizawa, Professor, Headquarters for
International Cooperation, Meiji University
- Ms. Hiroko Tatebe, Founder and Executive Director
Global Organization for Leadership and Diversity
(GOLD)

OPTION B:

2:15 p.m.

Japan Rediscovered: Cool Japan

Moderator: Ms. Cathy Berg, Regional Vice President, Western USA Sales, American Airlines

Panelists:

- Mr. Hayato Mitsubishi, Co-Founder and President, Japan Film Society
- Mr. Tony Ishizuka, Vice President, Worldwide Acquisitions, Sony Pictures
- Mr. Daisuke Tonai, Executive Director, Los Angeles, Japan National Tourism Organization
- Mr. Howard Terada, Managing Director, TeradaPartners, LLC
Consultant, UTB Hollywood – 18.2
- Mr. Bryan Cole, Account Manager, KIE/Kintetsu International

3:30 p.m.

Networking Break

4 p.m.

Small Group Work Sessions

1. Diversity, Inclusion and Engagement
Facilitators: Professor Megumi Yuki, Head of Planning and Operations, Gunma University; Ms. Daphne Ng, Executive Director, Asian American Professional Association
2. Technology/Innovation/Transportation
Facilitator: Bill Imada, Chairman and CEO, IW Group
3. Leadership Development
Facilitators: Ms. Linda Akutagawa, President-elect, Leadership Education for Asian Pacifics; Mr. Alan Kumamoto, Principal, Kumamoto Associates
4. What's Cool About Japan: How to Promote It
Facilitators: Mary Sanderson, Director of Corporate Communications, American Airlines; Nancy Matsui, National Account Manager, American Airlines.

5:15 p.m.

Closing Remarks

Ms. Sandra Chen Lau, Executive Director
Asia Society Southern California

5:30 p.m.

Reception

J. Howard Edgerton Court

Special Guest Artist: Mr. Shinobu Ichiyanagi

Special Guest Artists: Taikoproject
Special Guests Artists: Anime Designers
Refreshments: Sokenbicha/Coca-Cola and Shochu
Drawing: American Airlines, Two Roundtrip Business Class Tickets

7:30 p.m. **Conference Closes**

Special Guests:

The Honorable Warren Furutani
Assembly Member, State of California

Exhibitors:

Kyocera Solar (Tentative)
Toyota
Shiseido/Macy's (Tentative)
Hitachi High Technologies America, Inc.
JETRO
Mitsubishi Power Systems Americas
PARO
Pioneer (Tentative)
Japan Publicity
Southern California Edison
Meiji University
Union Bank
Mitsubishi Motors (TBD)
Nissan (TBD)

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