



**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  
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 5:15 p.m.  
Evening Reception: 5:15 p.m. to 7:30 p.m.

**Cost:** \$75 Early Bird (For Everyone: Prior to October 20)  
\$75 (Asia Society Membership and Partner Organizations)  
\$95 General  
\$25 Students

**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

The Honorable Jun Niimi  
Consul General of Japan in Los Angeles

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

**CONCURRENT TRACK: One**

**OPTION A:**

10 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.  
(TBD)

- 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 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.)

11:15 a.m.

**Networking Break**

**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**

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

**Keynote Speaker:**

Mr. Akihiko Kubo

President and Chief Executive Officer

WeberShandwick Japan

*Ranked one of the top 10 'Agencies of the Decade' by Advertising Age*

*PRWeek International Consultancy of the Year 2009*

*PRWeek Global Agency Report Card 2009 – Gold Medal Winner*

*The Holmes Report Global Agency of the Year 2008*

**CONCURRENT TRACK: Three**

**OPTION A:**

2:00 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:**

2:00 p.m.

**Japan Rediscovered: Cool Japan**

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

Panelists:

- Mr. Hayato Mitsuishi, 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 (TBD)
- Mr. Howard Terada, Managing Director,  
TeradaPartners, LLC  
Consultant, UTB Hollywood – 18.2
- Mr. Bryan Cole, Account Manager, KIE/Kintetsu  
International

3:15 p.m.

**Networking Break**

3:45 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 (In Progress)
3. Leadership Development  
Facilitators: Ms. Linda Akutagawa, President-elect, Leadership  
Education for Asian Pacifics; Mr. Alan Kumamoto, Principal,  
Kumamoto Associates (Invited)
4. What's Cool About Japan: How to Promote It (In Progress)

5:00 p.m.                    **Closing Remarks**

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

5:15 p.m.                    **Reception**

J. Howard Edgerton Court

Special Guest: The Honorable Doris Matsui, U.S. Representative (TBD)

Special Guest Artist: Mr. Shinobu Ichiyanagi

Special Guest Artists: Taikoproject

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  
TWE Tomo Wind Energy  
Mitsubishi Power Systems Americas  
PARO  
Pioneer (Tentative)  
Japan Publicity  
Southern California Edison  
Meiji University (Tentative)  
Union Bank (Holding)

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