



**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:

- Representative, 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, 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 Mitsubishi, Co-Founder and President,
Japan Film Society
- Mr. Tony Ishizuka, Vice President, Worldwide
Acquisitions, Sony Pictures
- Mr. Howard Terada, Managing Director,
TeradaPartners, LLC
Consultant, UTB Hollywood – 18.2
- Mr. Bryan Cole, Account Manager, KIE/Kintetsu
International
- Japan National Tourism Organization (JNTO)
Representative (TBA)

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 (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 (Invited)

Special Guest Artist: Mr. Shinobu Ichiyanagi

Special Guest Artists: Taikoproject

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

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