

# 2012 ANNUAL CONFERENCE REPORT

OCTOBER 5-6, 2012



U.S.-JAPAN  
COUNCIL



The 2012 U.S.-Japan Council Annual Conference: *Power of One, Impact of Many* convened more than 360 leaders from the U.S. and Japan to discover the power of people in U.S.-Japan relations. The conference reinforced the importance of engaging one's networks and building people-to-people connections and highlighted the unique and catalytic role that Japanese Americans play in strengthening U.S.-Japan relations.

The conference was held in Seattle, WA, recognizing the Pacific Northwest's long-standing economic, social and cultural ties to Japan. Seattle is also home to a vibrant Japanese American community committed to strengthening and diversifying U.S.-Japan relations. Seattle was also selected because it is home to many entrepreneurs, innovators and business leaders whose ideas and inventions have made a sizable imprint on today's world, which aligns with the Council's goal of promoting innovative collaboration.

The U.S.-Japan Council would like to thank all attendees for their active engagement at the conference. Together, we took a step toward the implementation of our mission & vision as we strive to continually reinvigorate U.S.-Japan relations of today and tomorrow.

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# OPENING PLENARY & KEYNOTE SPEECHES

The Opening Plenary featured keynote speakers that greeted conference participants with optimistic remarks about business and economic relations between the U.S. and Japan. Mr. Raymond L. Conner, President & CEO of Boeing Commercial Airplanes, described the Boeing-Japan alliance that has grown and thrived over six decades, while Dr. Rebecca M. Blank, U.S. Acting Secretary of Commerce, provided a positive report about Foreign Direct Investment (FDI), trade and tourism.



In his remarks, Conner described the Boeing-Japan relationship as one of the world's most powerful industry collaborations. In 2013, Boeing will celebrate its 60th anniversary of opening its operations in Tokyo. In the past decade, 80% of all commercial airplanes ordered by Japanese airlines have been Boeing aircraft. Additionally, 68 Japanese companies are suppliers of Boeing products, translating into 43% of total Japanese aerospace employment.

*"Through our business relationships with Japan, we have learned to mirror the very values that are deeply ingrained in the fabric of the Japanese culture,"* said Conner. He continued *"In dealing with Japanese customers, it became clear that they demand from us only what they demand from themselves: efficiency, reliability, impeccable customer service and most of all, quality. We are a better company today and we create better products today because of the expectations that Japanese customers put on us."*

Conner provided an example about a manufacturing company in Sendai, IHI Corporation, that helps build engines for the 787 and 777. The company was severely damaged by the Great East Japan Earthquake, with more than 200 employees losing their homes and 40 losing family members. The closing of IHI Corporation would have brought Boeing production to a halt. However, management decided to come together and get the factory up and running. By April, a mere month after the earthquake, the machines were working and by May, they were at full production. *"The dedication, commitment and sense of honor amongst the Japanese is like no other place in the world. The Boeing-Japan story is about people; it's about trust and respect,"* said Conner.

Conner cited the 787 as the best example of Japan-Boeing collaboration and fondly referred to the aircraft as "made with Japan." Over 30% of the plane is made in Japan today; Mitsubishi makes the wings and both All Nippon Airways and Japan Airlines have had significant input into the design and characteristics of the plane.

Over the next 20 years, Boeing forecasts a demand of 34,000 new airplanes (\$4.5 trillion) and a doubling of their global fleet. Conner believes this is an enormous opportunity for Boeing's partners in Japan and he sees a bright future of collaborating and innovating together.

The Boeing-Japan alliance is a case study of a successful cross-border economic relationship, the kind that Acting Secretary Blank described as growing between the U.S. and Japan. In her keynote remarks, Blank stated that the two-way trade of goods between the U.S. and Japan is quickly returning to the levels prior to the 2008 recession, adding that if the second half of 2012 is as strong as the first, a record will be broken.

## OPENING PLENARY SPEAKERS:

**DR. REBECCA M. BLANK**, Acting Secretary, U.S. Department of Commerce

**MR. RAYMOND L. CONNER**, Executive Vice President, The Boeing Company; President & CEO, Boeing Commercial Airplanes

**SENATOR DANIEL K. INOUE**, U.S. Senate President Pro Tempore and United States Senator (Hawaii)



# OPENING PLENARY & KEYNOTE SPEECHES

There is also uplifting news when it comes to tourism. The number of visits from Japanese tourists has increased 13% from last year. Blank emphasized the importance of building on this momentum not only because tourism leads to more balanced trade, but also because it promotes greater understanding.

Another area that Blank listed as key to speeding up economic recovery in both countries is bilateral investment. U.S. investment in Japan and Japanese investment in the U.S. have both grown 20% from 2009 to 2011. Currently, Japan is the 2nd largest source of FDI into the U.S. *"We welcome Japanese investment because every day, 650,000 Americans wake up and get to go to work thanks to Japanese companies that have built facilities in the U.S.,"* said Blank. She continued to say that she expects many foreign manufacturers to turn to the U.S. for their next investments because of America's long-term energy outlook and strong consumer base.



Increased bilateral investment and amplified trade mean more jobs and greater prosperity for both countries, Blank summarized. *"As we trade more with each other and invest more, it's natural we will continue to deepen our person-to-person ties which are crucial when either the U.S. or Japan suffers an unexpected disaster as we all saw on March 11th, 2011."*

Blank concluded her remarks by describing the Department of Commerce's involvement in the relief and recovery efforts after the Great East Japan Earthquake. In recent months, the National Oceanic and Atmospheric Administration (NOAA) has been monitoring and tracking marine debris created by the tsunami. She thanked Council Members and representatives from the Ministry of Foreign Affairs of Japan for helping to secure the \$5 million gift of goodwill from the Japanese government to help coastal states manage the debris situation.

Finally, she congratulated Operation Tomodachi and the TOMODACHI Initiative for finding new ways to deepen our friendship.



The Opening Plenary Session also featured remarks from Senator Daniel K. Inouye, who serves on the U.S.-Japan Council Board of Councilors. He introduced both Acting Secretary Rebecca M. Blank and Mr. Raymond L. Conner.

U.S.-Japan Council Chairman Thomas Iino also spoke. He welcomed attendees to the 2012 Annual Conference and provided an overview of the organization and its goals. U.S.-Japan Council President Irene Hirano Inouye followed the keynote speakers and provided a conference overview.

Finally, the Opening Plenary featured a video welcome message from Washington State Governor Christine Gregoire. She thanked U.S.-Japan Council leadership for bringing the event to Seattle.

Bottom photo: Mr. Raymond L. Conner, Ms. Irene Hirano Inouye, Acting Secretary Rebecca M. Blank, Senator Daniel K. Inouye and Mr. Thomas Iino.



The Luncheon Plenary focused on business and entrepreneurship and featured a keynote address by Mr. Takeshi Niinami, the announcement of the winner of the TOMODACHI Tohoku Challenge and a special preview of “With Heart and Hope,” a documentary about the recovery in the Tohoku region.

### ⇒ Takeshi Niinami’s Keynote Remarks

Niinami, President & CEO of Lawson, Inc., is one of Japan’s top executives and is known for bringing new ideas to the Japanese corporate world. Stating that *“diversity is the one of the most important elements for innovation,”* he credits his success at Lawson to cultivating a multicultural workforce, placing more women in leadership positions and blending the relative strengths of Japanese and American business cultures. He noted that Japanese businesses succeed at implementing ideas with precision and excel at quality, efficiency and customer service.



Niinami also attributes his success to receiving a U.S. education. This aided him in blending the American convenience store concept with Japanese ideals. He believes this kind of collaboration and cultural synthesis is applicable to a variety of sectors ranging from healthcare to energy, and believes that the global community can greatly benefit from this method of leveraging strengths from different cultures.

Niinami introduced the concept of “why-storming,” which he defined as challenging conventional thinking and business models. The why-storming process starts at the individual level within a franchise. *“By empowering people, I could raise their motivation and increase their productivity,”* Niinami stated. By interacting with his employees, gaining their trust, and obtaining insight on how to fix specific problems, Niinami and the company developed a flexible approach that turned a small company into a global leader. With continued success in his native country and expansion into Asia, Niinami has set his sights on brining his stores to America. Lawson opened two franchises in Hawaii this summer.

Niinami noted that a crucial aspect of why-storming is tolerance for risk and failure. Believing that youth are more likely to take risks, he argued that emerging business leaders in Japan should have more frequent contact with American executives to share ideas. Niinami concluded with the hope that the U.S.-Japan Council can “trigger” connections among the next generation of entrepreneurs from the U.S. and Japan.

### ⇒ TOMODACHI Tohoku Challenge Awards Presentation

At the conclusion of Niinami’s remarks, luncheon moderator Mr. Frederick H. Katayama, Thomson Reuters, alerted the audience that the next Niinami-san might be at the conference. With that, he invited emerging entrepreneurs representing NanoMist Technologies, Yoake Riceburger and GroundZero Incubation to the stage for the TOMODACHI Tohoku Challenge (TTC) awards presentation.

TTC was an innovative business plan competition developed by a team of U.S.-Japan Council Members to spur new ideas contributing to the recovery and revitalization of the Tohoku region. More information about the competition and the winner, NanoMist Technologies, is available on page 10.

### ⇒ Stories from Tohoku Preview

The luncheon session concluded with a preview of “With Heart and Hope,” a documentary produced by Council Members Dianne Fukami and Debra Nakatomi. The film, showcasing recovery efforts in Tohoku, was made possible in part by the U.S.-Japan Council Earthquake Relief Fund. The clip presented at the conference zeroed in on new business and entrepreneurship including a segment about Council Member Britt Yamamoto’s Social Innovation Forum: JAPAN program that allowed a group of Japanese entrepreneurs to participate in the conference.







The closing plenary reflected the Council's goals of promoting people-to-people connections as crucial to a strong U.S.-Japan relationship. During the session, speakers rounded out the Annual Conference by highlighting the true power of people through various programs that strengthen the bonds of friendship between the U.S. and Japan.

TOMODACHI Executive Director Laura Winthrop Abbot opened the session. *"TOMODACHI's vision is to invest in young people, provide them with opportunities for mutual understanding between the United States and Japan and thereby help to create the next generation of leaders and friends between these two countries,"* she explained.

TOMODACHI programs in 2012 included summer exchange programs that brought nearly 500 children from the Tohoku region to the United States to gain experience, language skills and friendship. Winthrop Abbot acknowledged the generous support from corporate and non-profit partners including Coca-Cola Japan, SOFTBANK CORP. and the National Association of Japan America Societies (NAJAS), thanking them for making dreams of come true.

Winthrop Abbot introduced a short video showcasing the activities of BEYOND Tomorrow, one of TOMODACHI's implementing organizations. Ms. Minami Tsubouchi, BEYOND Tomorrow, and three participants of the TOMODACHI/BEYOND Tomorrow Summer 2012 program came on stage to share their experiences from the past year. Ms. Ayaka Ogawa, Mr. Shinpei Fujita and Mr. Tsubasa Sugeno spoke about how their lives were impacted by the Great East Japan Earthquake and tsunami and how the TOMODACHI Initiative has forever changed their views of the past, present and future. Fujita said that he learned the importance of *kizuna*, people-to-people-connections, while Sugeno announced that the knowledge and inspiration gained from TOMODACHI has inspired him to become an international businessman. *"In twenty years' time, you will see me on the front page of the Wall Street Journal,"* he declared in front of an audience giving the students a standing ovation.

Tsubouchi left the attendees with the following thought:

*"Students facing adversity have enormous potential to fly higher when opportunities are provided. We need to support such opportunities, not just because the students will benefit, but because society needs these budding leaders for generations to come. It is imperative for us to understand the importance of investing in the TOMODACHI Generation."*

Secretary of State Hillary Clinton had originally coined the term "TOMODACHI Generation" during her keynote remarks at the 2011 U.S.-Japan Council Annual Conference in Washington, DC. She has remained a supporter of the TOMODACHI Initiative.

Following the presentation by BEYOND Tomorrow, Mr. Junichi Ihara, Ministry of Foreign Affairs, and Parliamentarian Taro Kono spoke about the importance of programs that build upon people-to-people connections. They both emphasized the value of the Japanese American Leadership Delegation (JALD) program.

JALD, sponsored by the Ministry of Foreign Affairs and administered by the U.S.-Japan Council, allows a select group of Japanese American leaders to travel to Japan to engage with Japanese leaders in the business, government, academic, non-profit and cultural sectors. The trip also allows Japanese leaders to gain a greater understanding of multi-cultural America through the experiences of a diverse group of Japanese Americans. Ihara noted that the Ministry conducts many programs to strengthen relationships with foreign countries, but proudly announced that *“JALD is by far the most successful program the Ministry of Foreign Affairs has ever had.”*

Kono spoke about the outpouring of support after the Great East Japan Earthquake:

*“A lot of you here showed the biggest concern after March 11th. It was like family. We really, really appreciated it. My impression of Japanese Americans when I was at Georgetown was that they look just like us, but do not speak Japanese, travel to Japan or show interest in Japanese affairs. After receiving all of the Japanese American Leadership Delegations, my impression has changed. I think this organization [USJC] will create a better understanding between our two countries. We need a very strong friend now. I hope the Japanese American community will work with us to help bring change.”*

USJC Board of Directors Member Phyllis Campbell, JP Morgan Chase & Co., provided closing remarks highlighting the role of people and partnerships in the U.S.-Japan relationship. *“Let us tap our collective capabilities to enhance this U.S.-Japan relationship and make it thrive. Not only will it help our countries become stronger, I believe it will serve as a beacon for friendship, civility, hope and positive outcomes for our entire world,”* she closed.

## PRESENTERS:

**MS. MINAMI TSUBOUCHI**, Executive Director, BEYOND Tomorrow

**MR. TARO KONO**, House of Representatives, Japanese Diet

**MR. JUNICHI IHARA**, Director-General of North American Affairs Bureau, Ministry of Foreign Affairs of Japan (MoFA)

**MS. PHYLLIS CAMPBELL**, Chairman, Pacific Northwest Region, JPMorgan Chase & Co.





Education has been a featured topic at the U.S.-Japan Council Annual Conference since the program's inception in 2010. This year, panelists highlighted success stories that suggest progress is being made and also discussed challenges that remain unmet.

Dr. Denise Eby Konan, University of Hawai'i at Manoa, believes universities play a major role in providing continuity and stability for the U.S. relationship with Asia. University-to-university partnerships are uniquely positioned for success because their long-standing traditions allow them to withstand major changes. Her university has several partnerships with Japan and operates a Center for Japanese Studies that is the largest of its kind in the United States.

Through the Asia Pacific Disaster Risk Reduction & Resiliency initiative, the University of Hawai'i solidified a partnership with Tohoku University. The International Research Institute of Disaster Science (IRIDS) was established and now students from both universities are collaborating on tsunami science, marine debris management, food security, disaster medicine and other topics.

Exchange programs allow individuals to participate in dialogue across borders, which is not only important for the U.S. and Japan, but for all countries. Ms. Minami Tsubouchi, BEYOND Tomorrow, shared this notion along with her experience working on the ground, helping to educate emerging leaders from the Tohoku region. Tsubouchi said she does not see enough incentives for young people in Japan to take risks. *"If we want to encourage students to go outside of Japan, then the country needs to show that it will be rewarded, and that means the private sector, foundations and non-profits need to spread this message. BEYOND Tomorrow is a 100% privately-funded organization, but the majority of the money supporting our work comes from outside of Japan, a clear indication that other countries place greater value on global education,"* she explained.

The panelists further discussed the value of studying broad. As Dean of the College of Social Sciences, Konan provides students with the opportunity to study abroad to replace a full semester of classes, demonstrating that an international education is a priority. Dr. Richard J. Ellings, National Bureau of Asian Research, takes the approach of bringing Japanese students to the U.S. as interns or researchers so they do not have the perceived stigma of receiving a foreign education. Ellings agreed with Tsubouchi that there needs to be greater financial support from the public and private sectors. Given the narrow funding base for study abroad programs, Ellings suggested that companies that have an emotional or personal stake in Japan help fill the funding gap. He alluded to Boeing's Raymond L. Conner's keynote speech earlier in the day.

During the Q & A session, several participants shared good news. There is a heightened desire to hire workers with foreign study or work experience. A trend is evolving for Japanese companies to adopt English as their official language. Finally, select Japanese universities are switching to September enrollment to better align with other countries' academic calendars. All agreed that in order to move the needle in the right direction, educational exchange programs need better follow-up after the conclusion of a program. Programs that succeed in this area should be nurtured and will lead to greater investment.

*"I was an exchange student 50 years ago and I still stay in touch with my host family; a one-year experience opened my eyes to the world,"* said Japan Foundation Center for Global Partnership Director Akio Nomura, who participated in the session. His study abroad experience inspired his life-long dedication to international exchange.

#### PANELISTS:

MR. MARK MITSUI, President, North Seattle Community College  
(moderator)

DR. RICHARD J. ELLINGS, President, The National Bureau of Asian Research

DR. DENISE EBY KONAN, Dean, College of Social Sciences, University of Hawai'i at Manoa

MS. MINAMI TSUBOUCHI, Executive Director, BEYOND Tomorrow





# MENTAL HEALTH

In the immediate aftermath of the events of March 11th, 2011, the world watched as the Japanese exhibited patience, respect and resiliency. In this regard, the disaster was devastating but also inspiring. While the global community has given great attention to the physical destruction from the earthquake, the psychological and social damage has remained in the shadows. During this session, panelists described the complexity of mental health in Japan, offered successful case studies and recommended methods of treatment. All panelists shared the goal of universalizing and de-stigmatizing mental health and transitioning from inpatient to outpatient care.



Dr. Eric Noji brought more than 20 years of disaster medicine experience to the panel. He described the Great East Japan Earthquake as the most complicated natural disaster he had ever seen and a challenge for researchers to untangle mental health concerns. He said that in some ways, March 11th has been illuminating because it has shed societal light on mental health issues that plagued Japan even before the earthquake, including the condition of extreme isolation amongst youth in Japan. Generally, mental health is addressed much differently in Japan. It is still handled through inpatient care and mental disease remains highly stigmatized. For example, Noji described how mental health kits prepared by the World Health Organization containing anti-anxiety and anti-depressant medications were not approved for distribution by the Japanese in the aftermath of the disaster.

Dr. Shunichi Homma hopes that March 11th acts as a catalyst to improving mental health treatment in Japan. He is president of the Japanese Medical Society that raised \$200,000 after the earthquake to devote to supporting mental health care in the affected region. They partnered with the Fukushima University Psychiatry Department and have since received a grant from Japan Society to continue the program. They hope that after three years, the program will be self-sustaining.



Another successful initiative, the NichiBei Care Network, an association of Japanese and Japanese American psychotherapists, was founded in part by Dr. Satsuki Ina to provide support to victims and first responders after March 11th. They found that describing trauma as a physiological



response to a life-threatening situation was consistent with Japanese culture and well received. Their method has been to teach first responders and community leaders about their bodies and simple exercises to help. She feels community-based approaches of educating people so they can teach others is effective and sustainable. Ina believes progress is being made. She is encouraged because the Japanese have reached out to the U.S. for help developing a model to treat children in disaster situations.

The U.S. certainly faces its own challenges when it comes to mental health. It took 30-40 years, starting in the 1970s, to make headway in transitioning mental health from inpatient to outpatient care. The U.S. faced similar issues of reimbursement challenges and infrastructure obstacles. Noji believes the U.S. still falls short on providing resources for mental health management and therefore, this is opportunity for both the U.S. and Japan to learn and adapt, making it a true partnership. Mental health ramifications from a disaster do not heal overnight. Recovery is a continuous process that can last for ten years and even affect the next generation. Homma urged participants to commit long-term to addressing this problem and to help build a sustainable way to care for communities.

*"The opportunity embedded in this horrible disaster, besides the de-stigmatization of mental health, is to really begin to universalize the understanding that any human would be terribly challenged by what the Japanese experienced after March 11th. We must recognize Japan's strengths and honor aspects of the Japanese culture in addressing these challenges, but at the same time create new traditions, new aspects of culture that can support the human spirit."* – Dr. Jeanette Takamura

## PANELISTS:

**DR. JEANETTE TAKAMURA**, Dean, School of Social Work, Columbia University (moderator)

**DR. SHUNICHI HOMMA**, President, Japan Medical Society of America

**DR. SATSUKI INA**, Psychotherapist, NichiBei Care Network

**DR. ERIC K. NOJI**, Chairman & CEO, Noji Global Health and Security

## PANELISTS:

**MR. PAUL YONAMINE**, General Manager, IBM Japan, Ltd.  
(moderator)

**DR. KENJI KUSHIDA**, Takahashi Research Associate in Japanese Studies, Shorenstein APARC, Stanford University

**MR. WILLIAM H. SAITO**, Founder & CEO, InTecur, K.K.; Co-Founder & Scholarship Director, IMPACT Japan

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*"If you look historically at all of the innovative companies in the world, a lot of them were created after some sort of turmoil like a natural disaster or financial crisis. Disasters serve as catalysts; I feel the next Sony is going to come out of the Tohoku region"* — Mr. William Saito

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## Social Media in the Aftermath:

- Survivors couldn't make calls or write e-mails, but they could tweet. Twitter and SMS helped rescue personnel identify underserved communities.
- Twitter also evolved as emergency medicine communication.
- Social media platform, Line, was created which uses your phone number as a user ID and allows you to communicate with groups of people.



The New Technology panelists examined how technology was used in the aftermath of the Great East Japan Earthquake and discussed how technology can revitalize the Tohoku region moving forward.

The moderator, Mr. Paul Yonamine, described his company's dedication to the recovery of the Tohoku region, including expanding IBM Japan's office in the Sendai region. His hope is for Tohoku to become a tech center for new energy management systems, disaster preparedness, safe city planning and state-of-the-art agricultural and fishing industries. He emphasized that the technology needed to jump-start the region is not necessarily high-tech, or even "new." Rather, the focus is on properly using and leveraging existing technology. In order to change the habits of end-users of technology, there needs to be complete and seamless integration, standardization as well as vision and leadership. He continued, *"One premise that we often forget is that Japan is already a very successful country, the best manufacturers, bar none. However, there needs to be a lot more vision; we're relying on emerging leaders from the Tohoku region to bring more vision and leadership to Japan moving forward."*

How do we directly support the hardest-hit areas and ignite the engine of economic growth? In discussing these challenges, Dr. Kenji Kushida explained the need for the transformation of services with IT tools. Services are intrinsic to the value of a product, and this often makes it difficult for companies to expand abroad. For example, the Japanese can produce leading-edge medical devices but if they do not integrate technically and culturally with the existing hospital system and personnel, the value of the product plummets. On the other hand, Cloud Computing is making great strides in Japan and is allowing companies to more easily plug in to the global marketplace, opening doors and fueling entrepreneurial spirit. Taking the opportunities enabled by Cloud Computing to overcome the challenges of the IT Services Transformation can provide a powerful engine of growth.

Mr. William H. Saito returned to Japan eight years ago to do his part to reverse what he described as "Japan Passing moving toward Japan Missing." At first, he did not see a young generation eager to start new ventures. However, in the aftermath of the Great East Japan Earthquake, Japan has demonstrated that it can change. Saito participated in the three-day protest that led to the passing of a law that allowed foreign medical doctors to practice in Japan. As a result, 400 foreign doctors poured into the Tohoku region to help. Saito described three vital needs to restart Japan: Empowering women; creating a "Venture Capital Environment," in which failure is accepted; and the need to revitalize the Tohoku region by ensuring the products, services and most importantly talent remain in the region rather than being usurped by Tokyo. On failure, Saito says *"I only invest in people who have failed at least once before; I want someone who has gone around the block and understands failure, adjusts to the times and makes necessary changes."*

During the Q & A portion, Mr. Frederick H. Katayama, Thomson Reuters, asked panelists to identify specific products coming out of Japan, especially from Tohoku. Responses included communications platforms, innovative battery technology and energy conservation tools. Finally, Saito added that many Japanese innovations have not made it to other countries yet, but soon will. Japan has also created technology to address the aging issue. Since the U.S. and many other countries are tackling issues associated with an aging population, the country that develops solutions will be very successful.



# TOMODACHI TOHOKU CHALLENGE



The winner of the TOMODACHI Tohoku Challenge, a business plan competition focused on identifying a venture business that will bring innovation and employment to the post-quake Tohoku region of Japan and accelerate the rebuilding of the area, was revealed at the 2012 Annual Conference.

The top three finalists pitched their business plans during Topic Engagement Session One in front of a panel of expert judges made up of the U.S.-Japan

Council Entrepreneur Leadership Advisory Board (UE-LAB). The UE-LAB is an exclusive group of leading Japanese and American entrepreneurs, investors and analysts with extensive experience in innovation, business start-ups and knowledge of Japan. All are involved in promoting entrepreneurship in Japan.

Then, during a luncheon session on U.S.-Japan business and innovation, NanoMist Technologies was awarded the top prize. The NanoMist Technologies team was led by Dr. Kazuo Matsuura, who put forth a plan for the commercialization of a game-changing desalination technology.

NanoMist Technologies' patented process involves separating solutions through Atomization Separation (AS). Compared to conventional methods of distillation and reverse osmosis, AS is more energy efficient and offers other competitive advantages. Kessennuma will be the first test market.



The NanoMist Technologies team received a mentorship package from Global Venture Habitat, supported by the SunBridge Foundation. With facilities in Silicon Valley, Tokyo and Osaka, this program supports start-up companies and international market entry teams with a range of

professional services from office space to globalization support. NanoMist Technologies will benefit from access to professional services, a network of professionals, potential venture capital and a variety of assistance and consultation in maximizing their global market potential.

YOAKE Rice Burger was awarded second prize at the conference for their plan to franchise a "smile-of-yum" that builds awareness about Tohoku in the U.S. through rice burger restaurants. They received a mentorship package from Venture Generation, a venture community in Tokyo that supports entrepreneurs in Japan by offering a platform for companies to achieve their growth goals much faster than they would independently.



## JUDGES:

- **MR. C. JEFFREY CHAR**, President, J-Seed Ventures Inc.; Chief Mentor, Venture Generation
- **MR. ROBERT EBERHART**, Project Leader & Researcher, Stanford Project on Japanese Entrepreneurship (STAJE)
- **MR. ERNEST M. HIGA**, Chairman & CEO, HIGA Industries Co., Ltd. & Wendy's Japan LLC
- **DR. KATHRYN IBATA-ARENS**, Associate Professor & Chair, Asian Business and Political Economy Program Development, Depaul University
- **MR. TAISUKE SASANUMA**, Representative Partner, Advantage Partners, LLP
- **DR. NORMAN WINARSKY**, Vice President, SRI Ventures, SRI International



*Mr. Ernest M. Higa congratulates Dr. Kazuo Matsuura, NanoMist Technologies.*



The biomedical/healthcare session at the conference was presented in the form of a conversation between U.S.-Japan Council Board of Councilors Chairman Daniel Okimoto and Dr. Tadataka (Tachi) Yamada, Takeda Pharmaceuticals International, Inc.

There was a consensus that health care represents one of the most vexing and critically important issues in the U.S. and Japan; much can be learned by sharing information and insights gained in both American and Japanese health care systems; and research collaboration in such areas as stems cells would accelerate the speed of advancement

while at the same time expanding the scope of historic breakthroughs in the biomedical sciences. In short, health care and the biomedical sciences represent both a pressing challenge and a prime opportunity for the U.S. and Japan to work together and the U.S.-Japan Council is well positioned to contribute to the collaboration. Yamada and Okimoto discussed health care systems, biomedical breakthroughs and leading indicators of national health.

Japan offers its citizen universal health care insurance coverage. In spite of the universal umbrella, however, about 12.7 million Japanese—10% of the population, have chosen not to enroll in one of the insurance plans. Until the Affordable Health Care Act (also called Obamacare) in 2010, more than 45 million—or roughly 15% of the US population lived without medical insurance.

The most significant difference between the two countries is the national cost of health care. In the U.S., health care accounts for 17.6% of Gross Domestic Product (GDP) while in Japan, health care spending amounts to 8.5% of GDP. Health care expenditures are nearly twice as high in the U.S. as they are in Japan. In both countries, the costs are spiraling upwards; but in Japan, the fee-for-service system has been utilized to prevent costs from getting out of control. Japanese doctors have been asked to accept less and less compensation for various services rendered.

What makes Japan's low health care costs even more remarkable is that the Japanese make use of medical services and facilities far more extensively. Individuals visit their doctors or hospitals three times more often than Americans, stay three times longer in hospitals and receive three times as many MRIs and CT scans. The Japanese also receive twice as many drug prescriptions per capita as Americans. Yet, they pay 40% less for health care services.

Japan's population is already the oldest in the world, and is growing older by the year, making rising health care costs exceedingly hard to contain. It may not be long before aggregate health care expenses exceed the 10% threshold of Japan's GDP. As America's population expands, and the number of senior citizens multiplies, both the U.S. and Japan will face escalating pressure to contain costs while continuing to provide high quality services. In facing these and other common challenges, the U.S. and Japan can learn a great deal from the national experiences of one another. Such mutual learning through a process of regular communication is a task that USJC is in position to facilitate.

At a time when health care systems around the world face daunting demographic and financial challenges, biomedical science is poised to achieve historic breakthroughs in such areas of research as stem cells, gene-based diagnosis and disease prevention, surgical treatments and drug therapy. Biomedical research in the U.S. and Japan is being done at the frontiers of knowledge and understanding. Here again, there are substantial research synergies to be gained through bilateral communications, cooperation and collaboration.

#### Indicators of overall health:

- ⇒ Life expectancy in Japan is the highest in world at 82.7 years compared to 78.2 years in the U.S. (placing it 38th).
- ⇒ Obesity is a problem for only 3.5% for Japanese versus a staggering 35.9% (and rising) of Americans.
- ⇒ Twice as many Americans suffer from diabetes and Americans experience three times as many heart attacks.

#### PANELISTS:

**DR. DANIEL OKIMOTO**, Professor Emeritus, Stanford University

**DR. TADATAKA YAMADA**, Chief Medical and Sciences Officer & Executive Vice President, Takeda Pharmaceuticals, Inc.



## PANELISTS:

**MR. GLEN S. FUKUSHIMA**, Senior Fellow, Center for American Progress (Moderator)

**MR. DAN SULLIVAN**, Commissioner, Alaska Department of Natural Resources

**MR. HIDEO HATO**, President, New Energy and Industrial Technology Development Organization (NEDO), Japan

**MR. YASUO TANABE**, Vice President & Executive Officer, Government and External Relations, Hitachi, Ltd.

**MR. RICHARD LIM**, Director, Hawaii State Department of Business, Economic Development & Tourism (DBEDT)

**MR. TAY YOSHITANI**, CEO, Port of Seattle

In today's globalized world, the issues that corporations face are global, and the opportunities for cross-border collaboration are plentiful. The panel's moderator, Mr. Glen S. Fukushima, Center for American Progress, set the stage when he explained that successful economic collaboration often requires cooperation by multiple entities, from both the public and private sectors. No one organization or sector of society alone can provide all the resources needed for successful economic collaboration. The panelists provided examples of the complexity and scale of such collaboration.

Three panelists described their roles in a collaborative U.S.-Japan smart grid project valued at \$37 million on the Hawaiian island of Maui. The project involves collaboration by NEDO (New Energy and Industrial Technology Development Organization in Japan), the State of Hawaii, County of Maui, U.S. Department of Energy, University of Hawaii, Hawaii Electric Company, Hitachi, Ltd., and others.

Mr. Hideo Hato of NEDO described his organization's strategy of combining the efforts of industry, government, and academia in the areas of energy and global environmental. NEDO develops technology and also puts on international collaborative demonstration projects, two of which are being carried out in the U.S. The first, in New Mexico, is a demonstration of the smart grid system in collaboration with the U.S. Department of Energy. The second is the aforementioned smart grid project on Maui that is bringing people together, establishing infrastructure, and contributing to the prosperity of both countries involved.

Hawaii is a model state for economic collaboration between the U.S. and Japan, as Hawaii receives 70% of total foreign investment from Japan to the U.S., and Japanese companies employ more than 13,000 of the state's residents. Mr. Richard Lim, DBEDT, emphasized that the most important initiative in Hawaii is clean energy. *"We hope to attract enough Japanese investment and collaboration to transform Hawaii's energy landscape in a single generation,"* said Lim. Hawaii's electric generation costs are the highest in the nation, three times the national average.

Alaska also has a unique relationship with Japan founded on economic collaboration, especially in energy. Dan Sullivan, Alaska Department of Natural Resources, explained that his state has been Japan's most enduring and reliable supplier of Liquefied Natural Gas (LNG) and that the two countries have served as pioneers in LNG trade. *"After what happened in Fukushima, the need for more gas will become very apparent in the next couple of decades,"* said Sullivan. He continued, *"We should strengthen the energy alliance with other countries because the broader U.S.-Japan relationship greatly benefits from energy collaboration."*

There is no shortage of collaborative clean energy and technology projects between the U.S. and Japan. Yasuo Tanabe, Hitachi, Ltd., provided examples of collaborative projects currently being carried out by his company, including the Hitachi-General Electric Nuclear Alliance established in 2007; Hitachi Data Systems that provide mid-range and high-end data storage systems, servers, software and services; Solar Assisted Gas Turbine; and the smart grid project in Maui.

Tay Yoshitani, the CEO of the Port of Seattle, the 5th largest sea port in the country, affirmed that collaboration is alive and well. "The issue is not about fixing something that's broken; it's building on something that is already very strong and taking it to the next level," explained Yoshitani. He described the U.S. and Japan as more similar to two corporations looking to expand their partnership. In looking at areas of agreement, corporate culture, competitive strengths, image, reputation and technical ability, it becomes clear there are many areas in which the U.S. and Japan agree and share a common vision of corporate success.

## PANELISTS:

**DR. BARBARA HIBINO**, CEO and Founder, OpenWebU, Inc. (Moderator)

**MR. DANIEL FUJII**, Representative Director, Blackstone Group Japan, K.K.

**MR. TOMIO MORIGUCHI**, Chairman of the Board, Uwajimaya, Inc.

**MR. HENRY SEIICHI TAKATA**, Managing Partner, Smart Technology Partners

**MR. YOKUM TAKU**, Partner, Wilson Sonsini Goodrich & Rosati



The panelists in this session identified obstacles to entrepreneurship in Japan, provided comparisons between the entrepreneurship environments in the U.S. and Japan and offered a dose of optimism for the future. Disasters are often the impetus for radical change. Following the events of March 11th, people have adopted a can-do spirit, which is at the core of entrepreneurship. Japan has a rich history and culture of entrepreneurship, but it has to be nurtured.

Mr. Yokum Taku works at the premier law firm for start-ups in Silicon Valley and is the go-to person for Japanese entrepreneurs eager to break into Silicon Valley. He described some of the obstacles Japanese entrepreneurs face:

- At the macro level, there are not enough angel investors, venture funds or exit opportunities for start-ups in Japan and thus, companies do not want to incorporate in Japan because of the lack of support. For example, in the U.S., there are approximately 225,000 angel investors as compared to the three known angel investors in Japan (in the technology/IT market).
- Japanese entrepreneurs interested in coming to Silicon Valley face their own set of structural obstacles. Immigration reform is needed so entrepreneurs who are not U.S. citizens can more easily start a business. Additionally, entrepreneurs who cannot speak English will have a difficult road because networking is critical in the start-up community in Silicon Valley.

Mr. Henry Seiichi Takata added that Japanese investors are accustomed to and expect high success rates and thus invest in companies that are further along than a typical startup. He feels this is an obstacle because unless the tolerance for failure changes, it will be difficult for younger entrepreneurs to succeed. Taku countered that it is no longer about risk or fear of failure and solely blaming these social factors is an easy way out of addressing major structural issues.

Takata and panelists Mr. Daniel Fujii and Mr. Tomio Moriguchi offered insightful perspectives based on their experiences. Takata's Fukushima-based start-up provides low-cost cloud computing services. They are fortunate because the Japanese government provided financing post-March 11th for companies operating in Fukushima. However, after the tsunami, it has been difficult to recruit the right people and human capital is crucial.

Fujii described a specific initiative, Blackstone LaunchPad, which helps entrepreneurs incubate companies that do not have the outright resources to compete in Silicon Valley. He believes entrepreneurship can be taught to people when they're young. Through LaunchPad, Blackstone is trying to establish a methodology in the U.S. that guides young people in choosing entrepreneurship as a career path. He explained that there is room for LaunchPad in Japan and they are currently looking for the right partner.

Moriguchi described the entrepreneurial aspects his 84-year-old family business, Uwajimaya Inc., which is now ready to be managed by a third-generation family member.

Tokyo-based Japanese American entrepreneur Ernest M. Higa, Higa Industries Co., Ltd., participated in the session. He voiced his optimism about the future, based on the past. *"Entrepreneurship didn't take off in the U.S. until good people were forced out of guaranteed jobs and into situations where they HAD to be entrepreneurial to feed their families. The one good thing about the Japanese downturn over the past 20 years is that the "human capital" of Japanese entrepreneurs has increased. As long as there is good human capital, the future of Japanese entrepreneurship is bright,"* said Higa.



**MR. ALAN NISHIO**, President of the Board of Directors, Little Tokyo Service Center (Moderator)

**MR. SATOSHI KITAHAMA**, Representative Director, Kizuna Foundation (Formerly All Hands Asia)

**MS. KEIKO KIYAMA**, Secretary General, JEN; Co-chair, Japan Platform

**MR. RANDOLPH MARTIN**, Director for Partnership Development – East Asia, Mercy Corps – Japan

This panel on supporting Japanese Non-Profit Organizations (NPOs) and Non-Governmental Organizations (NGOs) looked at how civil society has changed after the March 11th disasters; how to transition to long-term capacity building of Japanese NPOs/NGOs; and the various opportunities for continued collaboration between the U.S. and Japan in this area.

Following the Great East Japan Earthquake, there has been tremendous growth in the establishment of NPOs in Japan. It is estimated that the number of existing organizations more than doubled after the disasters. This growth has largely been fueled by a younger generation of Japanese who were spurred to respond after March 11th and continue to demonstrate enthusiasm and passion. The NPO/NGO sector has provided an avenue through which young people can become actively engaged in Japanese society.

The panelists described how the level of social entrepreneurship emerging from Tohoku has been inspiring. Many small businesses have returned and new business ventures have surfaced. These efforts have been assisted by NPOs and NGOs whose approaches have included partnering with local groups and individuals to engender a spirit of independence and self-sufficiency.

Japan's NPOs/NGOs have a long history of supporting developing countries. However, in the aftermath of the Great East Japan Earthquake, they shifted their role to support domestic efforts, many for the first time. Therefore, the response of Japanese NPOs/NGOs in the aftermath of March 11th presents an opportunity to further establish the role of the non-profit sector in Japan. It is critical that these organizations transition from providing immediate relief to a period of capacity building and infrastructure development. Areas such as leadership development, fund-raising and accountability, enhanced use of technology and other areas of organizational development are vital.

Japan is taking steps to support this growing sector of society including adapting tax laws to treat donations made to charitable organizations more favorably. However, more work is needed in emphasizing the importance of individual and corporate philanthropy and fostering a culture of voluntarism in Japan. NPOs/NGOs must demonstrate the long-term viability of this sector to corporate and governmental leaders as well as society as a whole.

In the U.S., non-profit organizations are widely-recognized as an important sector of society, complimenting and working in tandem with the government and business sectors. Creating a viable non-profit sector in Japanese society is a daunting task, but can be accomplished in small increments as NPOs/NGOs demonstrate their value to society.

The U.S.-Japan Council has helped establish a basis for greater collaboration between civil society sectors in the U.S. and Japan. Through sector-building activities and networking opportunities, Japanese NPO/NGO leaders can learn how to build recognition within Japanese society. There are many examples of successful NPO/NGO partnership including the TOMODACHI Initiative and iLEAP's Social Innovation JAPAN Forum.



In recent months, marine debris created by the March 11th tsunami has been washing ashore in the Pacific Northwest, California, Hawaii, Alaska and Canada. During this session, panelists described how Japan's tsunami debris fits into the bigger picture of marine debris in the Pacific as well as the multi-tiered collaboration required to address this important issue. One of the greatest challenges is managing the unknown. It is difficult to predict the quantity of tsunami debris that will come ashore, nor is it possible to accurately predict where and when it will arrive. On the other hand, the issue provides opportunities for the engagement of citizens, organizations and governments on both sides of the Pacific to contribute to clean-up efforts and to help manage public opinion.

Mr. Junichi Ihara, representing MoFA, described Japan's approach to addressing tsunami marine debris. First, they are encouraging Japanese residents in U.S. coastal regions to get involved by publishing information about clean-up events on Japanese Consulate websites. Second, they are supporting Japanese and U.S. NGOs. Finally, the Japanese government made a financial contribution of \$5 million as a token of goodwill in September. Ihara remarked that the donation represented \$1 million per coastal state affected by debris.

In the U.S., NOAA is leading the federal response, working in partnership with state and local agencies. Representing NOAA, Mr. David Kennedy described the debris as a unique, complex situation involving many stakeholders. He also put the issue in perspective: Of the estimated five million tons of debris entering the ocean in the aftermath of the tsunami, an estimated 70% sank immediately, leaving only 1.5 million tons at the surface. Since March 11th, NOAA has received over 1,000 reports of debris from the general public and partners at sea and on shore. While many objects fit the profile of tsunami debris, only a few can be traced back to the disaster with absolute certainty. Kennedy also pointed out that no debris has been deemed radioactive.

Public agencies like NOAA and local governments face budget challenges, yet are finding innovative ways to provide resources to address on-going issues. The Coast Guard, the Environmental Protection Agency, Department of the Interior, Department of State and other agencies have contributed to the response. *"There's no one solution to this problem, and it is critical that agencies at every level continue to leverage resources and work together,"* said Kennedy.

Mr. David Pittenger, Trash Free Seas, shed light on the big picture of the marine debris issue, emphasizing that tsunami marine debris is only one piece of the puzzle. His organization leads a major clean-up each year. Most recently, close to 600,000 volunteers collected nine million pounds of ocean trash over a radius of almost 21,000 miles.

Other national and local NGOs have pursued active citizen engagement to raise awareness and keep beaches clean and safe. The panel's moderator, Mr. Charlie Allcock, has been a catalyst for successful collaboration on marine debris management. Over the past year, he has encouraged the Seattle and Portland Japanese Consulates to convey details about tsunami marine debris to the Japanese government. He has also participated in beach clean-ups including one led by the organization SOLVE.

The need for communication amongst various agencies and sectors of society can serve as a model for addressing future issues affecting U.S.-Japan relations.

## PANELISTS:

**MR. CHARLES ALLCOCK**,  
Director, Business Development,  
Portland General Electric

**MR. JUNICHI IHARA**, Director-  
General, North American Affairs  
Bureau, Ministry of Foreign  
Affairs of Japan (MoFA)

**MR. DAVID M. KENNEDY**,  
Assistant Administrator,  
National Ocean Services,  
National Oceanic and  
Atmospheric Organization  
(NOAA)

**MR. DAVID PITTENGER**,  
Director, Trash Free Seas, Ocean  
Conservancy

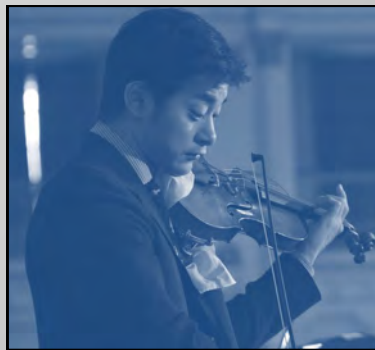




The U.S.-Japan Council Emerging Leaders Program is an interactive, educational program designed to encourage the next generation of leaders to act as first movers, innovators and entrepreneurs in their professional fields. Each year, young Japanese American professionals are chosen from across the country to attend the U.S.-Japan Council Annual Conference and Annual Members Meeting. Over time, the goal of the program is to develop a diverse pool of successful alumni who think globally, assume greater leadership roles in society and are enthusiastic about sustaining a strong partnership between the U.S. and Japan. The 2012 Emerging Leaders were joined by 10 program alumni. The program is generously sponsored by ITO EN (North America) Inc. and the Island Insurance Foundation.

## 2012 Emerging Leaders:

- **KAY FUKUNAGA** – Investment Associate, Omidyar Group (Honolulu, Hawaii)
- **GEORGETTE FURUKAWA-MARTINEZ** – External Relations Specialist, Sony Corporation of America (DC)
- **MIWA GARDNER-PAGE** – Graduate Student, Wharton School of Business (Philadelphia, PA)
- **RYU GOTO** – Professional Musician (New York, NY)
- **KEI HIGAKI** – Japanese Language Teacher, Kentlake High School (Seattle, WA)
- **KENYON MAYEDA** – Assistant Vice President, Cathay Bank (Seattle, WA)
- **GABRIELLE NOMURA** – Media & Program Coordinator, Pacific Northwest Economic Region (Seattle, WA)
- **MARGOT SAKAZAKI** – Vice President, Honolulu Japanese Chamber of Commerce (Honolulu, Hawaii)
- **FUMITSUGU TOSU** – Co-President, Table for Two USA (New York, NY)
- **GINGER VAUGHN** – Television Journalist, CCTV, Beijing, China (Houston, TX)
- **MARI YAMAGUCHI** – Communications Specialist, City of Indianapolis (Indianapolis, IN)
- **AMY YEUNG** – Assistant General Counsel, ZeniMax Media (DC)
- **STEVEN YODA** – Associate, Kelley Drye & Warren LLP (Los Angeles, CA)



*All of us have different backgrounds and experiences, and that's not only good — it's important. Our diversity is a strength, a collective force that can be used to capture the support and interest of the growing number of hapas (Japanese Americans of mixed-race). This group represents the future for our community in the U.S., and as such, will be critical to fostering exchange between the two countries. After all, being Japanese is not about DNA, fractions of ancestry, eye shape, hair color or language. It's about point of view, values: putting others before yourself, working hard, being resilient and facing challenges with grace. It's about honoring your family and the pioneers who paved the way before you, whether they persevered through internment or took a leap of faith in coming to an entirely new country for work. If we can pass these things on, our Japanese-ness in America, our connection to our ancestral home, will remain strong forever. — 2012 Emerging Leader Gabrielle Nomura (seen right with mentor Lori Matsukawa)*

*Everyone in the Council was gracious — they exhibited an incredible generosity with their time and talents. At one of the receptions, I found myself standing face-to-face with world-renowned Master Chef Roy Yamaguchi enthusiastically talking about Hawaiian fusion cuisine. At another, violin virtuoso Ryu Goto dazzled the audience with a spur of the moment concert in honor of U.S.-Japan Council President Irene Hirano Inouye's birthday. At moments like these, the Council really does feel like one large family! — 2012 Emerging Leader Kay Fukunaga*

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## Boeing exec praises relationship with Japan

Ray Conner, CEO of Boeing Commercial Airplanes, also offers some reassurance for Seattle, too.

By [Dominic Gates](#)  
Seattle Times aerospace reporter

Ray Conner, chief executive of Boeing Commercial Airplanes, speaking to an audience of mostly Japanese Americans in Seattle on Friday, delivered a heartfelt account of the deep relationship the company has with Japan and his personal attachment to Japan's people and culture.

In his first major public speech in Seattle since he took over leadership of the commercial-airplane unit in June, Conner also took a moment to reassure his local audience of Boeing's commitment to the Puget Sound region.

However, his prepared remarks focused on Japan.

Japanese industrial partners supply parts for every Boeing airplane, including the composite plastic wings of the 787 Dreamliner.

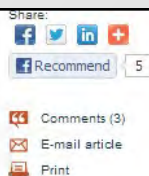
Conner pointed out, not coincidentally, that in the past decade 80 percent of all commercial jets ordered by Japanese airlines have been Boeing airplanes.

"There is not a relationship in the world like the one we have with Japan," Conner told the audience of about 350 people attending the third annual conference of the U.S.-Japan Council.

He said that a visit to Japan 25 years ago for Boeing was his first foreign trip, one that at the time he had found daunting. But in the course of hundreds of visits since then, he said, he "fell in love with the Japanese people and Japanese culture."



Ray Conner spoke at the annual conference of the U.S.-Japan Council.



The 2012 Annual Conference was covered by U.S., Japanese and Japanese American media outlets including the Seattle Times, Bloomberg, KING TV, KIRO TV, KOMO AM/FM, Fuji TV, NHK, Kyodo News, the North American Post, Junglecify.com and freelancers.

In an effort to magnify the reach of the conference, live web streaming was offered for the first time in Council history so that those who could not attend could tune in.

Videos from the 2012 Annual Conference are available online on the Council's YouTube channel.



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Categorized | Briefs, Vol 31 No 43 | 10/20-10/26

### U.S.-Japan relations reinforced at U.S.-Japan Council conference held in Seattle

Posted on 19 October 2012. Tags: [2012](#), [Vol 31 No 43](#) | [October 20 - October 26](#)



The 2012 keynote speakers and special guests (from left to right): Takeshi Niinami, Raymond L. Conner, Irene Hirano Inouye, Acting Commerce Secretary Rebecca M. Blank, Senator Daniel K. Inouye, Director General Junichi Ihara, and Thomas Linon

The U.S.-Japan Council hosted their annual conference at the Fairmont Olympic Hotel in Seattle on Oct. 5, bringing together economic leaders from the United States and Japan. Speakers at the event included Acting Secretary of Commerce Rebecca M. Blank, President and CEO of Boeing Raymond Conner, CEO of Lawson Inc. Takeshi Niinami, and Chairman of the Pacific Northwest Division of JP Morgan Chase & Co. Phyllis Campbell. Also in attendance were Senator Daniel Inouye, Japanese Director General of North American Affairs Junichi Ihara, and Port of Seattle CEO Tay Yoshitani.

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Ernest M. Higa of Higa Industries Co. Ltd. presents Dr. Kazuo Matsuura of NanoMist Technologies with the first-place prize at the 2012 U.S.-Japan Council Annual Conference on Oct. 5.



# MEDIA: FEATURED PHOTOS



**Left:** Members of the Seattle Host Committee who worked together to bring the 2012 Annual Conference to Seattle and the Pacific Northwest. Left to right: Mark Mitsui, Tomoko Dodo, Lori Matsukawa, Lynn Hashimoto, Phyllis Campbell, Jill Nishi, Mari Watanabe, Tom Ikeda, John Okamoto and Harold Taniguchi. The Host Committee helped give the conference a Northwest flair through local musicians, community organization displays and special tours. The Council is grateful for their tireless efforts. The photo was taken in front of a life-size chalk installment of the Annual Conference program created by renowned chalk letterer Dana Tanamachi.

**Right:** Council Member Britt Yamamoto leads a leadership development session for the 2012 Emerging Leaders, Emerging Leaders Program alumni and participants of the iLEAP: Japanese Forum for Social Innovation. The “fish-bowl” set up invited lively and candid discussion of topics including race & ethnicity. As a part of the session, the group also heard from USJC Board of Councilors Member Norman Mineta and program sponsors Colbert Matsumoto, Island Insurance Foundation and Yosuke Honjo, ITO EN (North America ) Inc.



**Left:** Senator Daniel K. Inouye performs a *kanpai* (toast) for Ambassador Ichiro Fujisaki at the closing reception of the conference. Both Ambassador Fujisaki and Senator Inouye have participated in all three U.S.-Japan Council annual conferences and have watched the organization grow. The Council is deeply appreciative of the support from the Ministry of Foreign Affairs represented in the U.S. by the Embassy of Japan and the Consulates General across the country.

**Right:** Guests of the Saturday night reception at the Wing Luke Museum, including U.S.-Japan Council President Irene Hirano Inouye, close out the night of networking and karaoke with a spirited performance of Y.M.C.A. by the Village People. Council Member Edson Mori’s children and Council Member Jill Nishi’s children stole the show.



Conference attendees actively tweeted throughout the day using the hashtag #usjac. A large screen was displayed in the Spanish Ballroom so that attendees and the outside world could see what others were thinking and feeling.



[gingerv Vaughn100](#) Ginger Vaughn

Impressed with US Boeing-Japan partnership..."Dedication, honor of Japan is like no other place in the world" says Boeing's Conner [#USJCAC](#)



[whsaito](#) William H. Saito

Sen. Inouye: "this mission of people-to-people relationships is working" for Japan and the United States [#USJCAC](#) [@USJC](#) <http://t.co/XgFiSGUp>



[kumimamura](#) 今村久美

USJCの支援で大学に入学した学生3人が登壇し、震災後出会った機会、今の夢を伝え、会場はStanding ovation。支援者は受益者と出会う機会がないので子どもたちの声は何よりものフィードバックになる。それだけ東北の子どもを応援したいと思ってる事がわかる [#USJCAC](#)



[pniwa](#) Paul Niwa

MP Kono [@usjc](#) - Japan is in crisis over the next 50 years due to depopulation. Japan needs friends, competition, immigration. [#usjcac](#)



[lorimatsukawa](#) Lori Matsukawa

[#USJCAC](#) Dir-Gen of NA Affairs Junichi Ihara pledges to support JALD as one of the best investments they've made <http://t.co/jj1s6JhJ>



[georgetteafm](#) Georgette Furukawa

[@USJC](#) Thank you for this once in a lifetime opportunity to meet so many leaders from Japan and the US! [#USJCAC](#)



[gabriellekazuko](#) Gabrielle K. Nomura

Japanese identity isn't about blood, it's about values, your identity, how you see yourself in the world [#USJCAC](#)



[jameshiga](#) James Higa

Why-storming to break down traditions and norms. Takeshi Niinami, CEO of Lawson is killing it. [#USJCAC](#)<http://t.co/4O8Wup36>





Each year, the U.S.-Japan Council holds its Annual Members Meeting in conjunction with the Annual Conference. This second day of events provides an opportunity for U.S.-Japan Council Members, Friends of the Council, Associate Members and invited guests to amplify their engagement in Council activities as well as receive updates from the past year.

The Council maintains Strategic Working Groups in areas with high potential of collaboration between the U.S. and Japan. One of the priorities of the Annual Members Meeting is to allow the groups to convene and determine next steps. The working groups had two opportunities to meet throughout the day and then a representative from each group briefed the full membership during the closing session.

Currently, the Council maintains the following Strategic Working Groups: Education, Clean Energy, Women's Leadership, Healthcare/Biomedical, Legislative Networking and Supporting the NPO/NGO Sector. The Clean Energy Strategic Working Group, for example, determined at the Annual Members Meeting that they would hold a technology showcase event in early 2013 in Northern California. Other groups began planning their work on detailed directories, meetings with Japanese counterparts or regional symposia.

Participants were welcomed to the luncheon session by the beats of the Seattle Matsuri Taiko group. The drummers were one example of the Council's efforts to highlight musicians from the local Seattle community. During lunch, attendees learned how they could become more involved in TOMODACHI Initiative programming. Over dim sum and dessert, each regional membership chair provided an update about activity in his or her region. Representatives from Hawaii, Southern California, Northern California, Portland, OR, Seattle, Colorado, Chicago, Texas, New York, Washington, DC and Tokyo described what Council Members had accomplished since the last Annual Members Meeting.

In addition to featuring report-outs from Strategic Working Group leaders, the closing session allowed representatives from the 2012 Emerging Leaders Program to share what they had learned throughout the weekend.

The Annual Members Meeting concluded with an informal networking reception at the Wing Luke Museum of the Asian Pacific American Experience. The museum was open to attendees throughout the reception, but it was difficult to peel guests away from the karaoke machine.





# STAY SUNDAY, SEE SEATTLE



**Wing Luke Museum of the Asian  
Pacific American Experience**



**The Panama Hotel**



**Nisei Veterans Hall**



**Seattle Keiro**



**Japanese Cultural and Community Center of Washington**



On Sunday, October 7th, Annual Conference attendees and their families were invited to participate in a tour of the historic Nihonmachi or "Japantown," in downtown Seattle. The tour was a part of "Stay Sunday, See Seattle." The Seattle Host Committee collaborated with the Wing Luke Museum of the Asian Pacific American Experience to offer special tourism opportunities for U.S.-Japan Annual Conference attendees throughout the weekend.



## Seattle Host Committee

Special thanks to the Seattle Host Committee, a dedicated team that was committed to welcoming the U.S.-Japan Council to the Pacific Northwest. Their guidance, expertise and efforts made the conference possible.

### Host Committee Members:

Jill Nishi\*, Chair

Diane Adachi

Charlie Allcock\*

Phyllis Campbell\*

Consul General of Japan in Seattle  
(Consul General Kiyokasu Ota,

Tomoko Dodo, Norio Tsurumi and  
Hiro Tojo)

Lynn Y. Hashimoto\*

Tom Ikeda\*

Elaine Ko\*

Lori Matsukawa\*

Mark Mitsui\*

John Okamoto\*

Tim Otani

Harold Taniguchi\*

Kip Tokuda

Sharon Tomiko Santos

Mari Watanabe\*

Kendee Yamaguchi\*

Britt Yamamoto\*

Irene Yamamoto

Miyuki Yoshida

\* = Council Member

## Volunteer Coordinators & Vendors

### Volunteer Coordinators:

Kunihiro Shimoji

Georgette Furukawa-Martinez

### Local Seattle Vendors

Alan Alabastro, Photography

John Pai, Videography

Jeffrey Schulte, Graphic Design



*Host Committee Members Kendee Yamaguchi and  
Jill Nishi*

## About the Cover



The Annual Conference program cover, seen in part on the cover of this conference report, was designed by Japanese American artist Dana Tanamachi. Dana works full time as a custom chalk letterer and has been commissioned by clients such as West Elm, Rugby Ralph Lauren, Google, The Ace Hotel, Adidas, EveryDay with Rachael Ray, Lululemon Athletica and Garden & Gun Magazine. She recently returned from Tokyo where she created installations for the Harajuku Tommy Hilfiger store. She has been interviewed and featured by The Wall Street Journal and in 2011, Dana was named a "Young Gun" (YG9) by the Art Directors Club and a "Young Creative to Watch" by HOW Magazine. Most recently, Dana had the honor of creating O Magazine's first entirely hand-lettered cover for their February 2012 issue. Dana is the niece of 2007 Japanese American Leadership Delegation alumna Sandra Tanamachi.

Dana attended the conference where she set up an enlarged installation of the program cover that conference attendees enjoyed posing in front of for photos.