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LONG-TIME PARTNERS FIND NEW AREAS FOR GROWTH



Tomochika Uyama, former consul general of Japan in San Francisco



Kim Walesh, economic development director of San Jose



Bud Colligan, senior advisor for international affairs and trade to the state governor

This year marks the 160th anniversary since the escort ship Kanrin Maru sailed into San Francisco, carrying onboard a Japanese diplomatic delegation. From 1860 until the turn of the century, a wave of Japanese immigrants regularly set sail for Northern California, seeking a new life and bringing with them traits that made them valuable members of their adopted country — resourcefulness and industriousness.

“After the arrival of the Kanrin Maru, a large number of Japanese followed toward the end of the century. They were the *Issei* or first-generation Japanese-Americans and their hard work paved the way for future generations to thrive here. Today, the Japanese presence here has made significant contributions to Northern California’s robust economy,” **Tomochika Uyama**, former consul general of Japan in San Francisco said.

For his part, **Bud Colligan**, senior advisor for international affairs and trade to Gov. Gavin Newsom, said: “Setting up operations here and finding key partners have been great ways for them to add value to their businesses back in Japan. Strategic partnerships are key to the overall sustained success of Japanese companies, and due to Northern California’s conduciveness for business, this is the perfect testing ground for new ideas and collaborations for them.”

If it were a separate entity, Northern California would be one of the largest economies in the world, building its strength on innovation and disruption in the high-tech industry. South of the Bay Area, Silicon Valley is the indisputable hub of global technology, hosting companies like Apple, Google, Facebook, Intel and PayPal to name a few.

Because of this rich ecosystem, Silicon Valley attracts about one-third of the total venture capitalist investments in the United States, most of it found in San Jose — the largest city in the region. San Jose also draws

a large amount of investment from Japan, the largest investor in the city.

“San Jose is a hotbed of activity for the technology sector. We are home to many leading Japanese tech giants, like Sony, Canon, Sumitomo, Hitachi, Fujitsu, Olympus, Ricoh and Toshiba. Proximity to other tech leaders, the concentration of talent and driving competitors, as well as the excellent growth environment, have made San Jose a good location for these companies to set up their manufacturing bases,” **Economic Development Director of San Jose Kim Walesh** said.

“Several leading semiconductor and chemical manufacturers have headquarters or operations here. Advanced manufacturing has been growing here, especially those businesses that prototype, test and manufacture virtual reality and augmented reality technologies, and develop storage battery and clean energy applications,” added Walesh.

Over the last few years, new integrated industries have emerged as additional drivers of Northern California’s economy, namely bio and medical technology, finance and venture capital, renewable and clean energy, and design engineering. This recent development has sparked renewed interest in Japan, widely known around the world for its expertise in high technology.

With one of the highest concentrations of Japanese companies in the country, Northern California has seen the number of such companies increase to an all-time high

of more than 900 last year, with the figure surging in the wake of a visit to the region in 2015 by Japan’s Prime Minister Shinzo Abe.

Meanwhile, local companies continue to look to Japan as an important market for future growth.

“Japan and Northern California have bridged the trans-Pacific divide through a long history of great collaboration. Both regions complement each other well as business partners,” **Norio Nakazawa**, former chief executive director of Japan External Trade Organization San Francisco said.

Complementing this closer cooperation between businesses, schools and universities on both sides have realized the values of building a closer and wider network, sharing technological expertise and deepening shared cultural values. Waseda University in Tokyo uses its regional office in San Francisco to promote student exchanges and to stay in touch with its 8,500 American alumni.

“Waseda University graduates become leaders in a wide variety of fields in Northern California. Our university stresses the importance of diversity, inclusion and innovation. We believe immersion in these three elements will produce well-rounded, educated global leaders. Also, exchange students to Japan will benefit from our state-of-the-art facilities and programs. Similarly, the quality of education in Northern California is world-class, and renowned internationally,” **Waseda University Vice President of International Affairs professor Masahiko Gemma** said. ■

SAN JOSE: THE URBAN CENTER OF SILICON VALLEY

As the largest city in Northern California, the city of **San Jose** is home to global companies seeking the benefits of operating in its rich ecosystem of manufacturing, research, prototyping, engineering and marketing.

Companies such as Olympus, ANA, Sony, Kawasaki Robotics, Fujitsu and Muji have operations in San Jose, where they are close to customers, vendors and 55,000 skilled manufacturing workers.

In addition to being at the center of the technology world, San Jose offers overseas companies the advantages of operating within its Foreign Trade

Zone 18, for which San Jose is grantee. A Foreign Trade Zone (FTZ) is a territory in the U.S. that exists outside of U.S. Customs, and the site is considered to be in international commerce. Companies currently operating within FTZ 18 include Tesla, Bloom Energy, Space Systems Loral and Lam Research.

“A key benefit of operating a business in an FTZ is that duties and tariffs on imported merchandise can be delayed, reduced or even eliminated. This can have a significant impact on the bottom line, and enhances a company’s global



An informal meeting in one of San Jose’s downtown office buildings. competitiveness,” said **Joe Hedges**, City of San Jose international affairs manager. ■ → www.sjeconomy.com



MINETA SAN JOSE INTERNATIONAL AIRPORT: SOARING TO NEW HEIGHTS

For many travelers, an airport is the gateway to their destination. For those traveling to and from Silicon Valley, **Mineta San Jose International Airport (SJC)** offers easy access, modern facilities and excellent service to more than 1 million residents of San Jose and more than 4 million others in the world’s high-tech capital — an area that is constantly changing and growing.

SJC has experienced an unprecedented 60 percent growth in passengers over the past five years, making it North America’s fastest-growing major airport. As passenger traffic reached 15.7 million in 2019 and forecast to rise to 18 million over the next four years, SJC is planning its next phase of expansion that includes a third state-of-the-art terminal and more nearby parking facilities.

“To accommodate our rapid passenger growth, we added six interim gates last year to better serve our customers and airport partners. This temporary facility

will serve our passengers for the next five to seven years as we build new facilities to meet our growing demand,” **SJC Deputy Director of Aviation Scott Wintner** said.

In 2013, All Nippon Airways (ANA) launched a daily nonstop flight to Narita International Airport from SJC with much anticipation as Japan was a top-requested destination by business travelers. Connecting these two major high-tech hubs was a significant milestone as this successful partnership cleared the airways for more international carriers to provide service at SJC.

From March 29, ANA will shift its daily nonstop service to Haneda Airport, which will cut travel time between central Tokyo and the heart of Silicon Valley. The move to Haneda will also open new convenient connections between Silicon Valley and cities throughout Japan. Additionally, Haneda service begins “just in time” for the 2020 Tokyo Olympics. ■ → www.flysanjose.com



Norman Y. Mineta San Jose International Airport’s Terminal B offers a sleek and modern design with an abundant of amenities and close-in parking to Silicon Valley travelers.



ALLIED TELESIS: SECURED FOR SUCCESS



Over the past 30 years, Silicon Valley has established a reputation and expertise that still attract aspiring entrepreneurs. Many of them come with what they hope is the next big thing, but only a few manage to thrive and grow beyond the region—and even the United States.

Founded by **Takayoshi Oshima** in 1987, **Allied Telesis** is among the few pioneers that survived cut-throat competition because of its vital products and services, as well as its commitment to innovate. It has more than 160 global patents and runs sales and research and development centers around the world.

Allied Telesis, based in both Tokyo and San Jose, provides end-to-end networking solutions to enterprise organizations, government agencies, educational institutions and critical infrastructure customers.

Amid growing digitization and interconnectivity, Oshima stresses that cybersecurity must become a paramount concern. While improving firewalls is the priority for many tech firms, Allied Telesis

has developed a Self-Defending Network, which gives an automatic, immediate and effective response to threats from suspect devices by isolating them from the network until the threat is removed.

Allied Telesis is partnered with Kyoto University and Tokyo University to develop many of its advanced technologies. It has also begun forming partnerships with American colleges and universities to strengthen its cybersecurity-related business.

“There are a lot of things that need to be done, especially in our transportation sector for public safety, and you need a network to make this possible,” Oshima said.

Such partnerships include those with the **Norwich University Applied Research Institute (NUARI)** as well as the **Mineta Transportation Institute (MTI)**, to which Allied Telesis donated \$500,000 to improve its cybersecurity program.

Like many Japanese, Oshima’s vision has always been for the long-term. He believes that Japanese with the same mindset will indeed help them succeed in Silicon Valley.



Allied Telesis Founder Takayoshi Oshima

“It’s not about just being in the market today — to make a quick buck and then exit the market. That’s why I encourage Japanese companies to come here because there is a need for businesses for the longer term,” he said. ■ → www.alliedtelesis.com

AZUMA FOODS: COMBINING EAST AND WEST



Azuma Foods President and CEO Takahiro Tamura

Thirty years since setting up its first overseas operation in California, Japanese food manufacturer **Azuma Foods** now has a customer roster of 300 companies, which include some of America’s largest retailers like Costco and Whole Foods.

“We chose California as our first entry into the U.S. because of its location, convenience and low utility costs. Our target market is more high-end, where quality is very important. And our customer knows that our food has good quality,” said **Azuma Foods International Inc. USA President and CEO Takahiro Tamura**, who has overseen the company since the start.

As Japanese food becomes more popular in the United States, Azuma Foods has played a huge role in educating the American market about Japanese food and culture. To localize its business, it has also introduced fusion products to cater to American tastes.

“While we manufacture Japanese products, what we really do is use Japanese ideas, technology and flavor. We mix the very traditional way of making our products, while developing different flavor profiles suited for the market,” Tamura said.

As sustainability and health have become more important to American consumers, Azuma Foods has also made products that are low-calorie, gluten-free, non-GMO and kosher.

“Because of the way we have been doing our business since the beginning, we are pushing a lot of limits in terms of quality. We have obtained several certifications and our programs have continuously evolved. We have a large quality control staff who work continuously to ensure we stay ahead of compliance,” **Corporate Administrator Director Daniel Mazzei** said.

Looking to its future in the United States, Azuma Foods remains committed to provide quality foods and ingredients to the market, while adapting quickly to an ever-evolving industry. ■

→ www.azumafoods.com
→ www.azumagourmet.com



SHOEI FOODS USA: SHELLING OUT EXCELLENCE IN NORTHERN CALIFORNIA

A trip across the state of California will reveal the diversity of its agricultural products, with its being fruits, grains and nuts. In 1985, Japan-based **ShoEi Foods Corporation** established an American subsidiary in Oregon, **ShoEi Foods USA Inc.**, to source American food ingredients.

Then, in 1990, it purchased a 1,000-acre prune processing facility and ranch near Olivehurst in the Sacramento Valley, which was converted into a walnut processing facility in 2009 when **ShoEi Foods USA** and **Sunsweet Growers** began a partnership to grow and process prunes in Yuba City.

Over the past 10 years, ShoEi Foods USA’s walnut business has grown large enough to meet rising demand from Asia, the Middle East, Europe and the USA. Adopting high Japanese-quality standards, ShoEi’s walnuts have gained recognition as among the best in the world.

As the first company to bring many of California’s agriculture products into Japan, ShoEi Foods is the only true farm-to-table food importer in the Japanese market.

“Our global customers benefit from our efforts to exceed the standards for imported produce to Japan, which famously demand perfection. As a top-tier packer, we have tasked ourselves with producing the best quality. We hold ourselves responsible for the brand image of the entire walnut industry both locally and internationally, especially in Japan,” **ShoEi Foods USA President and CEO Brian Dunning** said.

“We also want to highlight walnuts as a great source for omega-3 fatty acids and encourage the public to look at walnuts as a healthy snack option. We can only do that if we use the best technology and techniques in our commitment to excellence,” Dunning added. ■

→ www.shoefoodsusa.com



ShoEi Foods USA is an authentic farm-to-table food exporter to Japan with its own orchards located in the fertile Sacramento Valley of California.

“Creating something new by combining East and West”
Azuma Foods International Inc. USA (AFI) strives to convey an “Assimilation of Food Culture to the World” by combining traditional Japanese cuisine with the world’s many food traditions.

azuma foods Azuma Foods International Inc., U.S.A.
www.azumafoods.com / www.azumagourmet.com

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KINTONE: THE FUTURE OF THE DIGITAL WORKSPACE

In 2010, amid increasing digitalization and cloud computing, Japan-based **Cybozu** saw a need to create a platform that fostered more collaboration and more transparent communication among teams in the workplace while empowering individual workers.

That platform was **Kintone**. With Kintone, users without coding knowledge can create their own software solutions to solve their business operation challenges. So-called citizen developers and the democratization of information technology have been touted as the most industry-transformative concepts over the next decade.

With Kintone having achieved much success in Japan, **Osamu Yamada**, Kintone's executive vice president, believes the time has come for Kintone to expand globally.

"Cybozu is focused on finding the right formula to make Kintone world-class. We need to constantly learn and adapt. To succeed in software, we must localize the user experience for each market, starting with the world's most developed. And San Francisco is the perfect place for Kintone," Yamada said.

Kintone US CEO Dave Landa is confident the product will gain widespread popularity: "Kintone's mission is to make teams work



The US Kintone team

better around the world. Our platform allows companies to create a happier, more engaged workforce because it empowers everyone to solve their challenges themselves. People are realizing (that) this is the future of work," Landa said. ■
→ www.kintone.com



TEJAVA® TEA BY CRYSTAL GEYSER WATER COMPANY: A NATURAL CHOICE FOR THE AMERICAN MARKET

Northern California is a well-established source of the world's finest products and services, as the region's demographic diversity and progressive culture allow companies to test the viability of their products.

Such is the story of **Tejava**, the first brand of unsweetened tea in the United States marketed by **Crystal Geyser Water Company**, and owned by Japan's Otsuka Pharmaceutical.

"Thirty years ago, the owner of Otsuka Pharmaceutical noticed that Americans consumed poor quality tea, loaded with sugar. He wanted to offer healthier, better-quality options," **President and CEO Yasumasa Iwamoto** said.

Initially launched as Java Tea in Japan, Tejava is a brand made exclusively for the American market. The name reflects its

master brewer's commitment to using only the best tea from Java, Indonesia.

Having achieved steady growth in California, Tejava is expanding across the U.S. It is sold nationally at Whole Foods and Trader Joe's, as well as at regional giants like Albertson-Safeway in Chicago and Texas.

"We're taking a novel approach to expanding Tejava. While we are increasing share in traditional retail channels, we are also growing in online and non-grocery channels, like Ace Hardware and corporate cafeterias like LinkedIn," Iwamoto said.

Recognizing consumer demand for variety, the company now offers Tejava Origins, a line of unsweetened, organic teas picked from the best-growing regions around the world in green, oolong, jasmine, Earl Grey and honeybush varieties.

"For us, there is no end in sight and there



Tejava Origins uses only organic teas from the best-growing regions around the world. is no stopping us. We believe in our products and will keep working to share it with as many consumers as possible," Iwamoto said. ■
→ www.crystalgeyserwatercompany.com

FUJITSU COMPUTER PRODUCTS OF AMERICA: SCANNING THE HORIZONS FOR NEW OPPORTUNITIES

In the modern world, the Fujitsu brand has become synonymous with quality and satisfaction. Across its many different subsidiaries, the Japanese tech giant has earned that reputation, and reflects the country's world-renowned style of business through its commitment to excellence in manufacturing its products and caring for its customers.

Fujitsu Computer Products of America (FCPA) was initially set up in 1989 to meet the growing demand for computer hardware in the United States. Over the past 30 years, it has adapted to the changing business landscape.

Today, based on data gathered by Keypoint Intelligence, FCPA has evolved into the nation's leader in document scanning, commanding more than 50 percent of a market valued at \$600 million.

"Customers here tend to look for reliable, function-rich products. They know that Fujitsu products are the best option. Even from the very start, we have committed ourselves to upholding Fujitsu's reputation of putting our product quality and customer

satisfaction first," **FCPA President and CEO Yasunari Shimizu** explained.

"We ensure that we are continually addressing our customers' need for convenience by constantly making improvements to our software and providing other initiatives, such as subscription services and dedicated technical support," Shimizu added.

FCPA's Silicon Valley location has provided the company with easy access to the best tech companies. Being surrounded by the best-in-class in technology, the company is compelled to continuously improve — an ethos not alien to Japanese culture and one that fulfills its commitment to its clients.

"We need to upgrade our products, hardware and software to meet the upcoming demand in the United States. We're talking to other companies in the region to learn how we can collaborate. We are also looking at new businesses and technology, and at more ways in which we can better support our customers and the local region," said **Kenjiro Tsurumi**, executive vice president of PFU America, FCPA's parent company.



Fujitsu Computer Products of America President and CEO Yasunari Shimizu

With a strong focus on innovation and a customer-centric culture, FCPA is well-positioned to lead and thrive in the years to come. ■
→ www.fcpa.com



THE US-WASEDA FRIENDS NETWORK

With more than 610,000 alumni around the world, including 12 alumni chapters in North America alone, **Waseda University**, the No. 1 private university in Japan, understands the importance and power of networking.

"We know that people network for a variety of reasons: to receive career support, develop business partnerships, get travel tips and gain access to resources, to name a few. These are some of the benefits that a membership in the US-Waseda Friends Network makes possible," **Waseda USA President Masahiko Gemma** said.

"We also know that like a living organism, a network isn't stagnant, but in constant flux, and that with attention and support, membership will increase and network benefits will grow," Gemma added.

In addition to its many graduates, Waseda recognizes the potential to grow its network

through its past exchange students and other study abroad program participants, as well as through their families and friends. The university welcomes all of them to the US-Waseda Friends Network in order to enrich the conditions that promote opportunities.

The US-Waseda Friends Network also sends out a quarterly newsletter and maintains a Facebook page that features Waseda-related news, events, stories from alumni, and more. ■

→ www.waseda.jp/inst/us-office/en/
→ www.facebook.com/wasedausa/



Waseda is keen to grow its network around the world through its alumni, past exchange students and even their families and friends.

PORT OF STOCKTON: JAPAN'S PORT OF CHOICE

Breaking its record for the fifth year in a row, the **Port of Stockton** handled 4.5 million metric tons of cargo in 2019, a direct result of its management's agility to adapt to an ever-changing global market and prudent handling of its financial resources.

The port is located in the middle of California's Central Valley and has easy access to two major freeways. The Port of Stockton is also served by Union Pacific Railroad and BNSF Railway, two of the largest freight-hauling railway services in the United States. Because of its location and connectivity, the port is among the favorites for handling dedicated bulk and break-bulk shipments, such as raw materials, steel, cement, animal feeds and fertilizer.

"We have a lot of local ties to businesses here in Northern California, particularly with

farmers and processors. We're seeing our growth inherent in a strong economy right now," said **Port of Stockton Marketing Manager Pete Grossgart**.

Over the past several years, the port has focused on diversifying the commodities that it handles based on market demand. Japan has received about two-thirds of the port's exports of bagged rice, bulk beet pellets, tire chips and coal. As Japan moves toward environmental sustainability, the port has managed to compensate for the decline in coal shipments with renewable fuels.

"Renewables, such as biomass and wood pellets, are opportunities where we see a big market and we want to be in front of it. We want everyone to know that we are open for business," Grossgart said.

Recognizing the importance of maintaining its relationships with



Amid rising demand, the Port of Stockton is engaged in a continuous expansion of its facilities.

the Japanese market, the Port of Stockton's management organizes working visits to Asia every other year.

"We appreciate the continued support. We really do appreciate every ounce of cargo that comes across our docks. We are very proud to be trusted by our Japanese customers with their cargo and we hope to never

let them down and disappoint them," Grossgart added. ■
→ www.portofstockton.com

