



**Thursday, February 19, 2015**



**INTERCONTINENTAL.**  
LOS ANGELES CENTURY CITY  
AT BEVERLY HILLS



The Japan America Society of Southern California was founded in 1909 to build economic, cultural, governmental and personal relationships between the people of Japan and America.

The Society is a non-profit, charitable and educational organization consisting of individuals and corporations with an interest in Japan and in United States–Japan relations.

Our membership is open to the general public and currently includes 140 corporate, and nearly 2,000 individual members.

The Society offers unique opportunities to become involved in the business and cultural relationship between the two countries. Our active calendar of events includes breakfast and luncheon programs, business networking mixers, weekend family events, and programs highlighting art, music, fashion, film, performing arts and other special activities.

To see membership benefits and future events, visit [www.jas-socal.org](http://www.jas-socal.org)

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## *Symposium Agenda*

### ***Mistress of Ceremonies***

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**SUSAN HIRASUNA**

Anchor / Reporter, KTTV FOX 11

### ***Welcome***

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**JOSEPH C. PORTILLO, CFA**

Co-Chairman & Chairman Elect

Japan America Society of Southern California

### ***Welcome***

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**YUKO KAIFU**

Executive Vice President

Japan Business Association of Southern California

### ***Greeting***

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**KAY IKAWA**

Managing Director, Asia Pacific Sales, United Airlines

### ***Panel I***

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#### ***Consul Generals' Discussion***

*Chair* – **GENE PARK**

Assistant Professor, Political Science

Bellarmino College of Liberal Arts, Loyola Marymount University

*Discussants* –

**THE HONORABLE HARRY H. HORINOUCHI**

Consul General,

Consulate General of Japan in Los Angeles

**THE HONORABLE PATRICK J. LINEHAN**

Immediate Past Consul General, U.S. Consulate General in Osaka-Kobe

Public Diplomat in Residence, USC Center on Public Diplomacy

***Panel II***

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***U.S. and Japanese Perspectives on Japan's Economy***

**Chair – BRIAN PECK**

Director, International Affairs & Business Development  
California Governor's Office of Business & Economic Development  
Past Director of Japanese Affairs, Office of the U.S.T.R.

**Panelists –**

**TOMOKO IWAKAWA**

SVP and Senior Foreign Exchange Advisor, City National Bank

**S. MACKINTOSH PULSIFER**

Vice Chairman and Senior Advisor  
Fiduciary Trust Company International

**NICHOLAS SMITH**

Japan Strategist, CLSA Securities Japan Co., Ltd.

***Keynote Speech***

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***UNIQLO's PATH TO GLOBALIZATION***

***Spreading Japanese Fashion to the World***

**LARRY MEYER**

Chief Executive Officer, UNIQLO USA  
Senior Vice President, Fast Retailing Group

***Networking Reception***

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## *Mistress of Ceremonies*



### **Susan Hirasuna**

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***Anchor / Reporter  
KTTV FOX 11***

Award winning broadcast journalist Susan Hirasuna is a hometown girl. She was born in Encino, reared in Simi Valley and graduated from the University of Southern California. She came to KTTV FOX 11 from Boston's WLVI-TV to become the weekend anchor in 1995. Since 2011, she has also co-hosted the weekend edition of Studio 11 LA.

In 2012, Hirasuna traveled to Japan as a fellow with Foreign Press Center. The fellowship allowed her to travel into the disaster area still affected by 2011's earthquake and tsunami. She brought back the people's stories of resilience and fortitude.

Hirasuna has also carved out a reputation as a true foodie. In her series, *See Susan's Secret*, she spotlighted the talents of well-known bartenders and celebrity chefs.

In the course of her career at Fox 11, she has anchored live coverage of earthquakes, wild fires and police pursuits. She says her most memorable moments on the anchor desk include the death of Princess Diana, the Northridge wild fires and the crash of Metrolink in Chatsworth.

Her work has garnered Golden Mikes from the Radio TV News Association and an Emmy and Emmy nominations for her half hour specials for Asian Pacific Heritage Month. She also received Emmy nominations for feature reporting, team coverage of the Metrolink crash, Outstanding Evening Newscast and a nomination in Boston for Best Anchoring.

She is asked often which is her favorite story or interview. In 2012, she interviewed the Archbishop Desmond Tutu and declared that her favorite interview of all time. "Just being in the room with him, I felt privileged and then there is that infectious laugh," said Hirasuna.

Hirasuna is a long time member of the Asian American Journalists Association and is a current board member.

*Speaker – Panel I*



*Consul Generals' Discussion*

**The Hon. Harry H. Horinouchi**

*Consul General*

*Consulate General of Japan in Los Angeles*

Consul General Harry H. Horinouchi graduated from Tokyo University's Faculty of Law in 1980 and entered Ministry of Foreign Affairs (MOFA). From 1981 to 1983 he studied at Nanjing University's Faculty of Chinese Language & Literature. From 1983 to 1984, he studied at Harvard University's Graduate School of Arts & Science, Harvard University.

In 1992 Horinouchi was appointed First Secretary, Embassy of Japan in Beijing. Four years later he became Counselor at the Embassy of Japan in Washington, D.C. From 1999 to 2002 he served in Tokyo as Director for the International Agreements Division and the Legal Affairs Division, Treaties Bureau, MOFA. He was then appointed Director of the China and Mongolia Division, Asian and Oceanian Affairs Bureau, MOFA.

From 2004 to 2007 Horinouchi served as Minister at the Embassy of Japan in Beijing. He then returned to Tokyo where he served as Deputy Director-General for MOFA's Intelligence and Analysis Service and for the International Legal Affairs Bureau. In 2010 he was appointed Minister of the Embassy of Japan in Beijing, and a year later was promoted to Envoy Extraordinary and Minister Plenipotentiary in Beijing.

In August 2014 Horinouchi was appointed to his current position in Los Angeles.

## *Speaker – Panel I*



### *Consul Generals' Discussion*

#### **The Hon. Patrick J. Linehan**

*Immediate Past Consul General*

*U.S. Consulate General in Osaka-Kobe, Japan*

*Public Diplomat in Residence*

*USC Center on Public Diplomacy*

Patrick J. Linehan earned a B.A. in Political Science and Russian at Arizona State University (1974), and an M.A. in Political Science and Finnish from the University of Wisconsin-Madison (1977). He then spent a year as a Fulbright Scholar at the University of Helsinki.

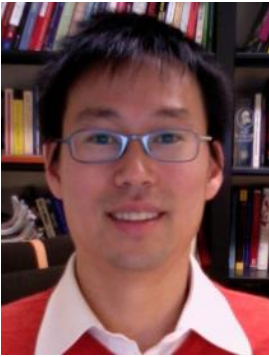
From 1981 to 1984, Linehan was a Lecturer in the Department of Political Science and a Counselor Dean for the College of Letters and Science at the University of Wisconsin-Madison. In 1984, he joined the U.S. Foreign Service, specializing in Public Diplomacy. In addition to postings in Washington DC, he has been posted overseas in Finland, New Zealand, Japan, South Korea, Brazil, and Canada. He speaks Japanese, Korean, and Portuguese.

Linehan is a member of the Career Senior Foreign Service with the rank of Minister-Counselor. His principle assignments abroad have been as Press Counselor and Embassy Spokesman in Tokyo and Seoul, and as Minister Counselor for Public Affairs in Brasilia, Ottawa, and Seoul.

From 2011 until August 2014, Linehan served as Consul General at the U.S. Consulate General in Osaka-Kobe, Japan. The same month, he joined the USC Center on Public Diplomacy as a Senior Visiting Fellow and Public Diplomat in Residence.



*Speaker – Panel I (Chair)*



*Consul Generals' Discussion*

**Gene Park**

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*Assistant Professor, Political Science  
Bellarmine College of Liberal Arts  
Loyola Marymount University*

Gene Park specializes in comparative politics, international relations, and political economy. He has written extensively on the politics of public finance in Japan including a book entitled *Spending without Taxation: FILP and the Politics of Public Finance in Japan* (Stanford University Press, 2011). He is currently working on a comparative study of taxation.

Prior to arriving at LMU, he taught at Baruch College, City University of New York. Park has been a Japan Fellow at the Center for Strategic and International Studies and a Shorenstein Fellow at Stanford University's Asia Pacific Research Center (APARC). He also spent two years as a visiting scholar at the Japanese Ministry of Finance's Policy Research Institute.

Park received his PhD in Political Science from the University of California, Berkeley. He is the recipient of a Fulbright Institute of International Education fellowship. He holds a BA in Philosophy from Swarthmore College and a Masters of City and Regional Planning from Berkeley.

## *Speaker – Panel II*



### *U.S. and Japanese Perspectives on Japan's Economy*

**Tomoko Iwakawa**

*Senior Vice President and  
Senior Foreign Exchange Advisor  
International Division, City National Bank*

With more than 25 years of experience in the financial services industry, Tomoko Iwakawa's primary expertise is in foreign exchange (FX) and derivatives products. She provides FX sales and custom solutions to the bank's entertainment and private service clients, together with some Japanese clients, both on the east and west coasts. She has been commenting on the FX market for more than a decade.

Prior to joining City National Bank, she was SVP & Manager of Union Bank's Global Derivatives division, offering interest rate and commodity derivatives to corporate clients. She also served as FX Advisor to US corporations.

Prior to that, she worked for Morgan Stanley in London, where she was first exposed to the FX market. Her responsibilities included advising asset managers and hedge funds on their FX strategies.

Born and raised in Japan, Iwakawa started her career with JP Morgan Tokyo in asset and liability management, where women were treated well because there were so few of them on the trading floor!

Iwakawa earned her B.A in Economics from Keio University in Tokyo and her M. Sc. in Economics from the London School of Economics. She is an avid art and music lover, singer, and a student at the Colburn School of Music (adult studies). She has also served on the Board of the Asia America Symphony Association.

*Speaker – Panel II*



*U.S. and Japanese Perspectives  
on Japan's Economy*

**S. Mackintosh Pulsifer**

*Vice Chairman and Senior Advisor  
Fiduciary Trust Company International*

S. Mackintosh Pulsifer served as Fiduciary Trust's Chief Investment Officer for seven years from January 2007 until June 2014. He currently serves as a senior advisor to the investment department and is a member of the firm's Asset Allocation Committee.

Pulsifer is a member of Fiduciary Trust's Board of Directors. He joined Fiduciary Trust in 1988 after 15 years managing portfolios at a private, independent investment counsel firm based in New York City.

He served in U. S. Army Intelligence in Vietnam. He is a trustee of St. Mark's School in Southborough, Massachusetts, where he chairs the investment committee, and is past-president of the Board of the Rippowam-Cisqua School in Bedford, New York.

Pulsifer is a director or officer of various non-profit organizations focusing on protection of the environment, open space conservation, historical preservation and equestrian sports, notably the Hudson River Foundation for Scientific & Environmental Research and Riverkeeper.

He earned an A.B. from Bowdoin College and an M.B.A. from New York University Graduate School of Business Administration.

## *Speaker – Panel II*



### *U.S. and Japanese Perspectives on Japan's Economy*

**Nicholas Smith**

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*Japan Strategist*

*CLSA Securities Japan Co., Ltd.*

Nicholas Smith joined CLSA as Japan strategist in August 2011. He has been in Japan since 1987, when he visited as British Universities' judo champion.

In the tumult of 1990, Smith joined the Tokyo branch of Jardine Fleming Securities, a Hong Kong based investment bank. During his 10 years there, he became the Number 1 ranked analyst covering the chemicals and oil sectors. He also headed the global oil and chemicals team.

Smith then worked for four years in hedge funds, analyzing and making investments across all sectors.

Returning to the sell side, Nicholas wrote and marketed a weekly strategy report called "Benthos", which means the creatures that live at the bottom of the deep sea, reflecting the value and activist slant of the market at that time, as well as his passion for insanely deep diving.

Nicholas has a BSc in physics from London University.

*Speaker – Panel II (Chair)*



*U.S. and Japanese Perspectives  
on Japan's Economy*

**Brian Peck**

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*Director of International Affairs and  
Business Development  
California Governor's Office of Business  
and Economic Development*

Appointed in 2013 by California Governor Jerry Brown, Brian Peck serves as director in charge of international affairs and business development for the Governor's Office of Business and Economic Development (GO-Biz). GO-Biz is the lead state agency for California's economic strategy on issues relating to international trade and investment. He is an adjunct professor of international trade policy and also international IP at USC Gould School of Law.

From 2003 to 2005, Peck was senior director for Intellectual Property at the Office of the U.S. Trade Representative. From 2001 to 2003 he was the director of Japanese Affairs at USTR where he co-chaired the U.S.-Japan Information Technologies Working Group, and worked on regulatory reform initiatives in Japan's legal regime for IP rights, as well as in the IT, e-commerce, and telecommunications sectors. He also led bilateral talks with several Asian countries under the WTO negotiations to liberalize international markets for services.

Before earning his law degree, Peck lived and worked in Tokyo, Japan, for over nine years and held management positions with both U.S. and Japanese companies.

Peck graduated Order of the Coif and received his law degree, cum laude, from the University of San Diego's School of Law, where he served as a member of the San Diego Law Review. He received his B.A. from the University of California at Berkeley.

## ***Keynote Speaker***



### ***UNIQLO's PATH TO GLOBALIZATION Spreading Japanese Fashion to the World***

**Lawrence (Larry) H. Meyer**

***Chief Executive Officer***

***UNIQLO USA***

***Senior Vice President***

***Fast Retailing Group***

Larry Meyer was named Chief Executive Officer of UNIQLO USA in December 2013. He joined UNIQLO, the global clothing retailer, in January 2013 as Chief Operating Officer. Meyer is responsible for the day-to-day operations of UNIQLO USA, charged with developing and building the company's retail footprint in the important US market and supporting the global growth of UNIQLO. His steadfast leadership has successfully guided the company's current expansion, opening 10 new locations last fall in the New York, New Jersey, Connecticut and San Francisco areas. The brand has 17 stores in the US and plans to open in new markets this fall including Boston, Philadelphia and Southern California markets.

Prior to joining UNIQLO, Meyer was Executive Vice President of Forever 21. He was an integral member of Forever 21's leadership team for eleven years and was instrumental in the unprecedented US growth for the Los Angeles based retailer. He was responsible for varied strategic initiatives such as real estate and store development, strategic partnerships and finance. Prior to Forever 21, Meyer was the CFO of Gymboree, CFO of Toys "R" Us International, and held various roles at PepsiCo during his fourteen year career there.

Meyer holds an MBA from Columbia University and a BS from Northeastern University.



