

**2020 Annual Meeting: US-Asia Technology Management Center  
Stanford University**



**Welcome  
2019 – 20 Overview  
Strategic Direction**

**Richard B. Dasher, Ph.D.  
Director, US-Asia Technology Management Center  
Adjunct Professor, Stanford University**

# US-Asia Technology Management Center 2020 Annual Meeting - Agenda

3:00	Welcome and Strategic Overview	<b>Dr. Richard Dasher</b>
3:15	Keynote “Open innovation as a strategy to manage digital transformation”	<b>Dr. Chenyang Xu</b>
4:00	Visiting Scholar reports: <b>Prof. Hoda</b> (Kobe Univ.), <b>Ms. Takahashi</b> (Brilliant Hope), <b>Mr. Yamaguchi</b> (Mitsubishi Research Institute)	
4:30	Break	
4:40	Visiting Scholar reports: <b>Mr. Joseph</b> (Bridgestone), <b>Mr. Okazaki</b> (Nippon Life), <b>Ms. Xu</b> (Kawasaki Heavy Industries), <b>Mr. Nishinaka</b> (Ishin Co., Ltd.)	
5:20	Silicon Valley – Japan: report and fireside chat	<b>Dr. Kenji Kushida, Kushida &amp; Dasher</b>
5:45	Visiting Scholar reports: <b>Mr. Niwa</b> (Niwa Capital), <b>Mr. Ando</b> (KKE Inc.), <b>Mr. Terada</b> (Hamamatsu Iwata Shinkin Bank), <b>Dr. Kapoor</b> (India Inst. of Competitiveness)	
6:25	Closing	<b>Dr. Dasher</b>

# Introduction: Stanford University US-Asia Technology Management Center



## ◆ Research, education, outreach

- ◆ Established in 1992 (US government grants, with industry matching funds through 1999)
- ◆ Approved as a membership-based "Industry Affiliates Program" from 2017
  - ◆ Operating funds (incl. salaries) from annual member fees, special program income
  - ◆ Moved from EE Dept. to Center for East Asian Studies (Stanford Global Studies Program)

## ◆ Areas of focus

- ◆ Systems approach: innovation, entrepreneurship, tech trends in Japan and Asia
- ◆ Forecasting the impact of a new technology on the structure and dynamics of an industry – often: trends analysis of startup companies
  - ◆ Recent: AI, robotics, cybersecurity, mobility, industrial IOT systems, etc.
- ◆ Innovation management, esp. open innovation, in different business cultures

## 2019 – 2020 at-a-glance

- ◆ **Rapid scale-up in size: membership increase**
  - ◆ 6 member companies during 2018 – 19
  - ◆ 8 at beginning of current FY (Sept. 2019)
  - ◆ Now 21 member companies
- ◆ **University courses and seminars**
  - ◆ (Temporary) shift to online-only from March 2020
- ◆ **Visiting scholars, most from member companies**
  - ◆ Presentations today by all but our newest visiting scholar
- ◆ **High profile public programs – many joint programs**
  - ◆ Seminars for specific groups have almost disappeared since March 2020
  - ◆ Still conducting online public programs



## Current US-ATMC member companies (5/2020)

<b>Company</b>	<b>Notes</b>	<b>Since</b>	<b>Company</b>	<b>Notes</b>	<b>Since</b>
<b>Bridgestone Corp.</b>	v.s.	2017	<b>Mitsubishi Corporation</b>		2020
<b>Brilliant Hope, Inc.</b>	v.s.	2017	<b>Mitsubishi Heavy Industries</b>		2020
<b>Canon USA Inc.</b>		2020	<b>Mitsubishi Research Institute</b>	v.s.	2014
<b>Daikin U.S. Corp.</b>		2020	<b>NEC Corporation</b>	resrch	2011
<b>Denso International</b>		2020	<b>Nippon Life Insurance</b>	v.s.	2019
<b>Future Corp.</b>		2019	<b>Niwa Capital</b>	v.s.	2019
<b>Hamamatsu Iwata Shinkin Bank</b>	v.s.	2019	<b>NTT Comware</b>	v.s.	2020
<b>Ishin Co., Ltd.</b>	v.s.	2019	<b>Panasonic Ventures</b>		2020
<b>Japan Post Co., Ltd.</b>		2019	<b>Tokio Marine Insurance</b>		2020
<b>Kawasaki Heavy Industries</b>	v.s.	2017	<b>Kobe Univ.</b>	v.s.	2019
<b>KKE Inc.</b>	v.s. + resrch	2015	<i>v.s. = visiting scholar, "resrch" = extra research support</i>		

# Knowledge sharing 2019 – 2020

## 1. Stanford courses, seminars, presentations

- ◆ **402A seminars**, Fall 2019 – eight weekly sessions on “**Edge computing: Different directions for Asia and the U.S.?**”
  - ◆ Overview presentation (Dasher)
  - ◆ Worldwide trends in selected enabling technologies & their adoption (e.g. Prof. A. Paulraj on 5G, industry panel on “tinyML,” Dr Yoky Matsuoka)
  - ◆ Selected use cases (industry panels / speakers on autonomous vehicles, AR/VR, medical data analytics)
  - ◆ Videos and slides viewable at <http://asia.stanford.edu>
- ◆ **JAPAN 151 / 251**, Winter “**Japanese Business Culture & Systems**”
- ◆ **Seminars & Presentations for other Stanford programs**
  - ◆ SCPKU Enlightenment Program (visiting Stanford), EE-380, APARC Fellows

# Knowledge sharing 2019 – 2020

## 2. Conferences (hosted or co-hosted)

- ◆ **Japan – U.S. Innovation Awards Program** (with Japan Society of N. Cal.)
  - ◆ Yearly program: main Symposium (July 2019) attended by over 250 people
    - “Emerging Leader – U.S. Award” to Zoom, accepted by CEO Eric Yuan
- ◆ **Silicon Valley New Japan Summit** (with Ishin Co.), Nov. 18 – 19, 2019
  - ◆ Over 500 participants
- ◆ **Japan and the Bay Area: Developing Entrepreneurial Business Partnerships in the New Japan**, February 20, 2020
  - ◆ With Bay Area Council Economic Institute, support of Consulate General of Japan
- ◆ **US-Asia CEO Forum – Corporate Innovation and Digital Transformation**
  - ◆ With Silicon Valley Future Academy, February 7, 2020
- ◆ **“Different Models? Entrepreneurship in Asia and Silicon Valley”**
  - ◆ Panel discussion by webinar – speakers in Bangkok and S.V.), April 7, 2020

# Knowledge sharing 2019 – 2020

## 3. Selected lectures and presentations

### ◆ To member companies

- ◆ Arrange onsite during business trips as much as possible
- ◆ Themes: digital transformation, socially driven innovation, open innovation management, Silicon Valley innovation system, etc.

### ◆ To other groups

- ◆ IBM Almaden Research Center (distinguished lecture)
- ◆ Koujunsha Club (Tokyo)
- ◆ U.S. Commercial Service, Innovation Immersion Program
- ◆ Fujitsu Digital Business College
- ◆ Hubei Province Higher Education Delegation
- ◆ National University of Singapore EMBA delegation
- ◆ Customer delegations of Equinix, TOTVS Labs, others



# Focus areas for 2020 – 2021

## ◆ Fall 402A seminars

- ◆ “Digital transformation among new and traditional industries in Asia”
  - ◆ Changes in core business relationships and functions in data-driven era
  - ◆ Thursdays 4:30 – 5:50 pm: don’t know if will be online-only

## ◆ Other research and program themes

- ◆ Practical aspects of AI and other advanced technologies
  - ◆ Reducing costs of development & deployment – context of different systems
  - ◆ Also of interest: DeepTech in Asia, blockchain, quantum computing
- ◆ Technology management during time of US – China technology friction
- ◆ Continuation of our ongoing work
  - ◆ Silicon Valley innovation, open innovation, new tech trends in Asia & Japan,



**Questions on US-ATMC strategic overview?**

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