

## Japan's Clean Technologies and Collaboration Opportunities – February 23, 2012

---

### Meet the Panel

#### **AltaTerra Research, Zen Kishimoto, Principal Analyst**

At AltaTerra Research, Dr. Zen Kishimoto examines and helps to develop ICT solutions that reduce energy use in large organizations. His specific areas of focus and expertise include ICT applications to energy, smart grid, and energy policies for both the US and Japanese markets.

After being trained as an electrical engineer, for over 25 years, Dr. Kishimoto was involved in various ICT technology areas. His broad technology background and diverse functional roles at individual-contributor and executive levels in Fortune 100 corporations and startups is a strong basis for conducting research in the smart grid, which encompasses power engineering and ICT. He also received his PhD in computer science, MS in electrical and computer engineering, and BE in electrical engineering from Northwestern University, the University of Massachusetts, and Kyoto University, respectively.

**About AltaTerra Research:** AltaTerra Research is a market research and services firm focused on sustainable business and clean technology solutions in the enterprise marketplace. We specialize in solutions for facilities energy efficiency, clean energy, and enterprise sustainability.

Through market research and education, AltaTerra helps forward-looking organizations improve resource-efficiency in their operations, and capitalize on new 'green' market opportunities in the marketplace. With headquarters in Silicon Valley, we have been serving a global base of corporate, institutional, and government clients since 2007.

#### **California Public Utilities Commission, Marzia Zafar, Program and Project Supervisor**

Marzia Zafar's core responsibility is to promote the California Public Utilities Commission's (CPUC) programs and policies. Additionally, she oversees staff that is responsible for promoting a Smart Customer within the framework of Smart Grid policies. Their role is to ensure that the customer is enabled and educated in order to make the right energy choices.

Ms. Zafar has been with the Commission since 2007 as a policy advisor and is now the head of the Commission's Business & Community Outreach group. She has been working on the Commission's Smart Grid and Smart Meter policies while focusing on how to best engage consumers into transitioning from passive ratepayers to active participants in the grid. Prior to her position with the Commission, Ms. Zafar worked for over 10 years with Sempra Energy utilities.

**About California Public Utilities Commission:** The California Public Utilities Commission (CPUC) regulates privately owned electric, natural gas, telecommunications, water, railroad, rail transit, and passenger transportation companies. The CPUC serves the public interest by protecting consumers and ensuring the provision of safe, reliable utility service and infrastructure at reasonable rates, with a commitment to environmental enhancement and a healthy California economy. They regulate utility services, stimulate innovation, and promote competitive markets, where possible.

## Japan's Clean Technologies and Collaboration Opportunities – February 23, 2012

---

### **DFJ JAIC Venture Partners, Quaeed "Q" Motiwala, Managing Director**

Q Motiwala brings 14 years of product and business development experience, working extensively across US, Japan, South Korea and India. At DFJ JAIC, he specializes in the Cleantech sector. Mr. Motiwala serves as a Board of Director at Innopath Software, and Advanced Materials firm Vitriflex. He also led his firm's investment in Industrial Biotech startup – Glycos Biotech.

Prior to DFJ JAIC, Mr. Motiwala spent 11 years at Qualcomm in various product development and business leadership roles that included deploying 3G in Korea, Japan and U.S. He was also part of two startups. He holds 5 patents in wireless telecom, has an MBA from Anderson School of Management, UCLA, an M.S.E.E. from Virginia Tech and a B.E. (Electronics) from University of Bombay.

**About DFJ JAIC Venture Partners:** DFJ JAIC is a DFJ Network fund based in Silicon Valley. They are an early stage US-Japan cross border venture capital firm with teams in Tokyo and Silicon Valley. Their areas of focus are Consumer Internet and Enterprise services, and the Cleantech sectors in both US and Japan. They leverage the vast DFJ and JAIC global networks, and our industry relationships in Japan to create a customer development advantage for our portfolio companies.

### **Maido Media, Phil Keys, Principal**

Phil Keys worked for nearly 14 years as a US correspondent for Nikkei Business Publications, one of Japan's largest business information publishers. His primary work was for Nikkei Electronics, a technology magazine particularly well-known amongst the technology community working for Japanese electronics firms. He has also lived in Japan for a total of nearly 10 years, both as a student and working in the technology industry.

**About Maido Media:** Maido Media is a freelance writing and research company.

### **Mitsubishi International Corp, Eita Kitani, Department Manager, Strategic Planning and Coordination Department**

Eita Kitani is responsible for new business research, planning and development.

Mr. Kitani has been engaged in new business creation and development in Mitsubishi Corporation for 10 years. His past experiences include involvement in the Corporate IT System Development Division, manager of Nanotech Partners, Ltd, a \$50M private equity fund focused on nanotechnology, and manager of Corporate Strategy and Research Dept. Where he worked on smart community projects. He also temporarily transferred to Hitachi, Ltd. for an employee exchange program where he worked on Middle East marketing.

**About Mitsubishi International Corporation:** Mitsubishi International Corporation (MIC) is a wholly-owned U.S. subsidiary of Mitsubishi Corporation, with 15 offices and more than 50 subsidiaries throughout North America. Mitsubishi Corporation (MC) is a global business enterprise that develops and operates businesses across virtually every industry including industrial finance, energy, metals, machinery, chemicals, foods, and environmental business.

## Japan's Clean Technologies and Collaboration Opportunities – February 23, 2012

---

MC's current activities are expanding far beyond its traditional trading operations as its diverse business ranges from natural resources development to investment in retail business, infrastructure, financial products and manufacturing of industrial goods. With over 200 bases of operations in approximately 80 countries worldwide and a network of over 500 group companies, MC employs a multinational workforce of nearly 60,000 people.

### **Michael Kanellos (Moderator)**

Michael Kanellos is currently a Vice President at Eastwick Communications, he is the former Editor in Chief at Greentech Media, where he covered emerging technologies and companies in the green world. Prior to joining the company in 2008, he worked for CNET Network's News.com for eleven years. Among other jobs at CNET, he launched the company's push into clean technology. He has appeared on NPR, CBS, CNBC, Fox News and other media outlets and has spoken at CES, the Japan Business Strategy Summit, Ceatec, the Irish Software Association, Stanford, UC Berkeley, the Flash Memory Summit and Clean Energy Venture Summit. A graduate of Cornell University and the University of California (Hastings), he has worked as an attorney, a travel writer and a busboy at a pancake house.

**About Eastwick Communications:** Focused on helping worldwide audiences understand and connect with the innovations that shape Silicon Valley, Eastwick has partnered with technology companies of all sizes since 1991. With a talented, cross-trained team focused on strategic communications, full-spectrum content, and data-driven reporting, Eastwick delivers a one-stop solution that helps clients maximize results. They specialize in driving awareness, growth, and leadership for companies in enterprise/IT, cleantech, and consumer tech. Eastwick also features in-house expertise in written content, social media, video, visual design, and blog strategy.

### ***Selection of Confirmed Attendees:***

**3M France**, Directeur le Laboratoire

**Accenture**

**ACCOR**, Responsable Développement Durable & Projets  
Spéciaux

**Acumen Capital Japan**, Principal

**ADP**, responsable optimisation énergétique

**BOP Group**, Partner

**Cando Advisors**, Principal

**Center for Resource Solutions**, Manager, Green-e Energy

**Cornell University**, Researcher

**D&B Engineers and Architects**, Vice President

**Deloitte & Touche**, Senior Consultant

**ElectraTherm**, CEO

**Energistics LLC**, Managing Director

**Forbes.com**, Freelancer

**Goldman, Sachs & Co.**, Vice President

**Imaculo**, Software Engineer

**JETLUN**, Sales

**JNC Corporation**, GM

**NEDO Silicon Valley Office**, Researcher

**PARC**, Director of Business Development

**Polyceed Inc.**, CEO

**Renewable Analytics**, Analyst

**SClenergy Inc**, Business Development

**Solar Universe**, Business Development

**Stratelytics**, CFO

**Sunedison**, Vice President, Strategic Ventures

**Sustainable Silicon Valley**, Energy Lead

**TEAM Cote d'Azur**, Cleantech projects manager

**VantagePoint**, Associate