

2017 US-Japan and Asia Medical Device Innovation Forum in OKINAWA

2017日米亜医療機器 イノベーション フォーラム沖縄

日米・アジアタイアップによる
医療機器ビジネスの醸成

2017 **11月8日** 水 **8:30~17:30**
[7:30~受付開始]

同時
通訳有

会場：OIST (沖縄科学技術大学院大学) カンファレンスセンター
ドレスコード：ビジネスカジュアルでお越しください。



11/8 8:30~17:30
フォーラム参加費
2000円

(事前申込制&定員500名)

11/8 18:00~20:00
懇親会参加費
3000円 ※予定

(事前申込制&定員200名)

※参加費はいずれも当日受付にて領収証と
引き換えに徴収します。

コーディネーター・座長

Jack Moorman (US-Japan Medtech Frontiers)
Casey McGlynn (Wilson Sonsini Goodrich & Rosati)
Elton Satusky (Wilson Sonsini Goodrich & Rosati)
石井正純 (AZCA Venture Partners)
池野文昭 (スタンフォード大学)



Jack Moorman



Casey McGlynn



Elton Satusky



石井 正純



池野 文昭



フォーラム・懇親会
参加申込

下記HPからお申込みください

沖縄 イノベーションフォーラム 医療機器

検索

<https://www.us-jp-asia-innovation-forum-2017.okinawa/>

※いずれも定員に達し次第申込み締切とさせていただきますので、お早めにお申込み下さい。※随時ホームページで最新情報を更新しております。



お問い合わせ

日米亜医療機器イノベーションフォーラム沖縄実行委員会 事務局
〒901-0242 沖縄県豊見城市高安 413-1-201
アラカキ
E-mail: okinawaforum@if-j.org 担当：新垣

主催：US-Japan Medtech Frontiers、日米亜医療機器イノベーションフォーラム沖縄実行委員会(内閣府沖縄総合事務局、沖縄県、国立大学法人琉球大学、万国医療津梁協議会)
後援：(予定)経済産業省、厚生労働省、文部科学省、国立研究開発法人産業技術総合研究所、一般社団法人ジャパンバイオデザイン協会、一般社団法人日本医療機器産業連合会
臺灣日本關係協會 科技交流委員會、工業技術研究院 (ITRI)、國家實驗研究院科技政策研究與資訊中心 (NARLabs, STPI)

2017 US-Japan and Asia Medical Device

2017 日米亜医療機器
イノベーションフォーラム沖縄

Innovation Forum in OKINAWA | 2017年11月8日(水)

フォーラム開催の目的

2014年仙台にて第1回目が開催された日米医療機器イノベーションフォーラム。第2回(2015年・大阪)、第3回(2016年・広島)を経て、2017年は沖縄で開催。沖縄という地理的利点を活かし、従来の日米医療機器ビジネス連携に加え、台湾などアジアとの広域連携による医療機器ビジネスの動向・特徴について議論を行う。フォーラムに一貫するのは国際的なエコシステムのコラボレーションであり、参加者にとってダイナミックかつ国際的な医療機器ビジネスマッチングの場になるだけでなく、今後のエコシステムの発展に向けての豊富な識見を得るプラットフォームの役割を果たす。

針灸・アジア医療器材産業の成長、透過 presentation (演示) 及問答方式討論、参會演講貴賓將提出現存的問題與困難、並透過討論提出解決方案。並邀請位在美國 Silicon Valley, 以及 Minnesota, Boston 等美國境內為全世界最有名的醫療機器創新集中地。本創新論壇將從各個層面探討美國政府組織架構、市場原理、業界習慣、以及文化背景、Incubator, Accelerator, 大學, 企業, 以及透過支援體制, Finance, Mentor/Consultant/Advisor, 多様性人材の集合, 以促進 Innovation (革新) の發展之相關討論。並期待透過論壇促進國際性創新 ecosystem 合作的到來。

フォーラム内容(※同時通訳あり)

- 7:30 受付
 - 8:30 開催のご挨拶
 - 9:00 医療機器のデジタル化…ヘルスケアの将来
 - 9:20 セッション I : 米国・アジアの高齢化人口医療管理に向けた新たな医療機器ニーズとは
 - 10:10 セッション II : ヘルスケアシステム 日本と米国
-法規制、保険償還制度、健康保険制度-
 - 11:15 セッション III : 最大のニーズと破壊的イノベーション
 - 12:05 昼食(弁当配布)ランチョンセミナー
 - 13:00 セッション IV : 医療機器のイノベーションを加速させるエコシステム
 - 13:15 セッション V : アジアの医療機器企業の成長モデル
 - 14:05 セッション VI : ファンディングイノベーション
 - 15:10 セッション VII : インキュベーター、アクセラレーター、研究開発センター
 - 16:15 セッション VIII : 買収や協業による成長
 - 17:05 閉会の言葉
- =====
- 18:00 懇親会(※別途お申込み・参加費が必要です)
※ホームページよりお申込み下さい。※参加費は当日領収証と引き換えに徴収します。
 - 20:00 閉宴

フォーラム・懇親会
参加申込締切日

2017年10月27日[FRI] ホームページからお申込みください▶

<https://www.us-jp-asia-innovation-forum-2017.okinawa/>

※定員に達し次第申込み締切とさせていただきますので、お早めにお申込み下さい。



会場アクセス

OIST(沖縄科学技術大学院大学)カンファレンスセンター
〒904-0495 沖縄県国頭郡恩納村字谷茶 1919-1

バス

- 120番名護西空港線・20番名護西線
- メインキャンパスへは「大学院大学前(OIST)」下車、徒歩約15分
- シーサイドハウスへは「シーサイドハウス前」下車、徒歩0分

車

- 1. 沖縄自動車道「石川IC」出口を右折 → 2. 県道73号線 → 3. 「辺戸岬・名護」向けに進む → 4. 国道58号線「仲泊」の信号を右折、恩納南バイパスに入る → 5. メインキャンパスへはつきあたりを右折 → 6. シーサイドハウスへは信号を右折 → 約800m先(左手)の白い建物

11月9日(木)
参加費無料※

Medtech Asia Business Matching Meeting

第1回 PITCH (Medtech Asia)

日本、米国、台湾等のアジアの医療機器関連企業やものづくり企業、投資家等のビジネスマッチング(講演・展示・商談会)



日時: 2017年11月9日(木) 8:30~15:10 場所: カフーリゾートフチャク会議室&カフェ

今回初めての取り組みとなる、US-Japan and Asia の Business Matching Meeting を開催することとなりました。MEDTECH 関連の展示会とは異なり、アジアを始め国際市場を意識した取り組み、またそのために必要な技術ニーズ、イノベーション、アイデアなどを披露する場とし、また参加者の方々からのアイデアや情報の交換、人脈作りにご活用いただければと思います。

PITCH発表者 30~35名(8分)

展示場所あり 事務局にお問い合わせ下さい。(okinawaforum@if-j.org)

Topic: 商品、アイデア、アジア市場、技術、投資、人材、コンサルティングなど

上記以外の内容でも PITCH にご参加いただければ、今回ご参加の様々な方からのご意見やアドバイスもいただける絶好の機会ですのでお見逃しなく!!

※11/8のフォーラム参加者が対象となります。※参加ご希望の方は、ホームページよりお申込みが必要です。URL もしくは QR コードよりアクセスください。
※定員: 100名(応募数に達した時点で締め切りとさせていただきます) ※昼食は施設内のカフェでネットワーキングランチを各自でお楽しみください。

2017日米亜医療機器イノベーションフォーラム沖縄

2017 US-Japan and Asia innovation Forum in OKINAWA

座長紹介



Photo:TEDxHamamatsu

Fumiaki Ikeno
池野 文昭

医療機器のデジタル化・・・ヘルスケアの将来 セッションⅢ 最大のニーズと破壊的イノベーション

Dr. Ikeno is a Research Associate, Cardiovascular Medicine, Stanford University. In this role, he is responsible for pre clinical studies including GLP for medical devices and also regenerative medicines for cardiovascular diseases. Currently, he is devoting himself to the international regulatory project between Japan and the United States, also known as "Harmonization by Doing", whose focus is to collaborate with regulatory agencies such as FDA, PMDA/MHLW, academia and industries for improving the regulatory process in the 2 largest medtech markets. He serves as the Global PDP Liaison for Stanford Biodesign to Japan.

After 9 years clinical practice as an interventional cardiologist and Family Doctor in rural areas of Japan, Dr. Ikeno came to Stanford as a Researcher and completed his Biodesign Certificate Program. Being part of the ecosystem in Silicon Valley, Dr. Ikeno participated in more than 200 medtech projects and 50 GLP studies as well as in the analysis of clinical trials for cardiovascular medicine (BARI2D, FAME, ReOPEN etc). His other academic consortium projects include

Peripheral Academic Research Consortium, Global Consensus Working Group of Optical Coherence Tomography, and Japan-US consensus document for the treatment of critical limb ischemia.

Over the last decade, Dr. Ikeno has served as an advisor for medical device industries and currently serves as a chief medical officer of an incubation fund specific for medtech (Medventure Partners, Inc, Tokyo) as a spin-off from Innovation Network Corporation of Japan (INCI) that is the largest government and private partnership fund in Japan. He is also serving as a chair of cardiovascular working group of APAN (Asian Pacific Advanced Network) that contributes the remote education, research activities, and tele-health using a specialized internet network. Dr. Ikeno has authored over 70 peer reviewed publications and textbooks and has been invited to lecture at international medical conferences.

Research Associate, Cardiovascular
Medicine, Stanford University



Jack Moorman
ジャック・モーマン

セッションⅠ 米国・アジアの高齢化人口医療管理に向けた新たな医療機器ニーズとは

Jack Moorman is a Partner in Nichibe MedTech Advisors and the Principal at LeVaunt, LLC. Both are consulting firms providing advisory services to companies and organizations, particularly early stage ventures in the fields of healthcare and wellness consumer products. He was also recently honored to be named Visiting Faculty Member, Graduate School of Medicine, Osaka University. Jack is also Chairman of US-Japan Medtech Frontiers, a nonprofit organization. US-Japan Medtech Frontiers organizes conferences and symposia in Japan to promote collaboration between the US and Japan to create and commercialize novel medical devices. Now in its Fourth year, USJMF has organized conferences in Sendai, Osaka, Hiroshima, and in 2017 the conference will be in Okinawa. In addition, each year USJMF has organized a symposium for Japanese senior executives held in Tokyo with the support of the US Embassy. USJMF is also a strong supporter of the Japan Biodesign Program, now in its second year.

With an undergraduate degree in Engineering from the University of Illinois, Jack initially worked in the semiconductor industry leading groups in packaging, testing, assembly, and military products. Jack was the first employee sponsored by Intel to attend the prestigious Stanford Business School Sloan Program where he received an MS in Management. On returning to Intel after the program, he transferred into the semiconductor equipment side of the business and after assignments in manufacturing, field service and marketing moved to Fairchild Test Systems

where he became Director of Engineering. After Fairchild he spent five years as founder and director at GenRad Semiconductor Test, Inc. Subsequently Jack was hired by Nanometrics, Inc., public company, where he was promoted to President. Following Nanometrics, Jack did company turn-arounds in semiconductor equipment, medical devices, and in LCD manufacturing equipment. In 1992 Jack founded Cardiac Mariners where he was co-inventor of the technology for a novel x-ray system. In 1999, he founded MCT Medical which was merged with Vivant Medical and where he was CEO and co-inventor of their microwave ablation technology. Vivant was later sold to Tyco.

Jack has been involved in a wide array of companies, technology, and products. In addition to a turn-around in a semiconductor equipment company and Board membership at one of the largest U.S. providers of skilled nursing and assisted living, he has consulted with a Russian investment group on fiber lasers, a Chinese company supplying polyurethane materials, a ski equipment company, a company supplying consumer products to big box stores, Japanese companies looking for medical device acquisitions, consulted with two orthopedics robotic companies, developed a novel device for sentinel lymph node biopsy, and has been assisting Japanese companies in developing innovative medical devices. To date, he has fourteen issued U.S. patents.

Chairman, US-Japan Medtech Frontiers



David Smith
デビッド・スミス

セッション II

ヘルスケアシステム 日本と米国 – 法規制、保険償還制度、健康保険制度

David has been based in Japan for 25 years and brings over two decades of distinguished experience in the medical device business. He has held multiple management positions in entities ranging from Japanese distributors to global Fortune 500 companies, providing him with intimate market and cultural knowledge.

During the course of his career, David has overseen numerous new device launches covering a variety of specialties and in multiple Asian markets. His background is rich in leadership roles covering strategy, business development, new product development, marketing, sales, regulatory, quality as well as in regional distributor management.

David completed his undergraduate degree at Illinois State University and Nanzan University (Nagoya, Japan) as a Rotary Scholar in International Business and Asian Studies.

- Partner, Nichibeï MedTech Advisors, LLC
- Co-Founder/Managing Director, Asia MedMarket Access



Kirk Zeller
カーク・ゼラー

セッション V

アジアの医療機器企業の成長モデル

Kirk Zeller is passionate about bringing to market innovative medical devices and has more than twenty-four years of experience doing so in markets around the world. Kirk started his career as a heart valves sales rep in Japan and spent 12 years of his career working for Japanese medical device companies. Kirk's functional expertise includes sales, marketing, channel management, market development, business development, and commercial development for companies including BTG, J&J, Micrus Endovascular, SI-BONE, PneumRx, Japan Lifeline, and Goodman (NIPRO). Over the last two decades Kirk has facilitated the launch of a wide range of medical devices in Japan and other international markets.

Kirk has a doctorate in business from the International School of Management (Paris) and MBA from Imperial College London with a specialization in BioPharma and Health Technology Entrepreneurship.

His doctoral dissertation was entitled "European Market Entry Strategies for Venture Capital Financed Medical Device Companies: Where, When, How, and Why" and his MBA thesis was entitled "Financing and Beyond: The Role of Venture Capital in Silicon Valley Based Medical Device Companies." Kirk's undergraduate studies were completed at Nanzan University (Nagoya), Senshu University (Tokyo), and the University of Nebraska-Lincoln.

- Partner, Nichibeï MedTech Advisors, LLC
- Co-Founder and Managing Director, Asia MedMarket Access



Masazumi Ishii
石井 正純

セッション VI

ファンディングイノベーション

Mr. Masazumi ("Masa") ISHII is a Managing Director of AZCA Venture Partners, based in Menlo Park and San Diego. AZCA Venture Partners Healthcare Fund is designed to help corporations aiming to strengthen their business in the Healthcare domain by means of strategic venture capital framework. Prior to AZCA Venture Partners, he served as a Managing Director and Venture Partner of Noventi, based in Menlo Park, CA until 2015. Mr. ISHII has been directly and indirectly involved in the venture capital industry since 1987.

Mr. ISHII is also a Managing Director of AZCA, Inc., a professional firm based in Menlo Park, California, which provides consulting and investment banking services to technology based companies to achieve their corporate development objectives in the Asia-Pacific markets. Based on his thirty years of experience as a professional in international business and high technology, Mr. ISHII has supported numerous companies in North America, as well as Japan and other parts of Asia, in formulating and implementing their strategies on international businesses and new venture development.

Prior to establishing AZCA in 1985, Mr. ISHII was a senior management consultant at McKinsey & Company, Inc., where he planned and managed projects for numerous corporations in Japan, Europe and the United States, focusing on international diversification strategies. He was an active member of the firm's Technology Practice and Electronics Practice. He was also instrumental in developing the firm's Pacific Rim Practice in providing East-West links for companies entering new markets and establishing businesses on both sides of the Pacific.

Before joining McKinsey, Mr. ISHII was an influential contributor in the computer industry for more than a decade, including eight years with IBM in Japan. While at IBM, Mr. ISHII was involved in a

broad range of technical and management activities, and co-authored two books on IBM's database and data communications architecture.

Mr. ISHII serves on the board and the advisory board of several multinational companies. He was a Senior Executive Advisor to PARC (Palo Alto Research Center), a Xerox company, until 2012. He also serves or has served on the board of various associations, including the Japan Society of Northern California and the Japanese Chamber of Commerce in Northern California (President in 2007). He was also a member of the US-Japan Innovation and Entrepreneurship Council that was concluded in late 2012. Also, Mr. ISHII was invited to the Business Briefing meetings at the White House several times between 2012 and 2015 discuss various issues facing US economy.

He is a frequent speaker and writer on issues involving innovation and entrepreneurship as well as international corporate development, and is a well-recognized member of the Pacific Rim business infrastructure. He is a visiting professor at Waseda University Business School and at Graduate School of Engineering, Shizuoka University.

Mr. ISHII holds a Bachelor of Engineering in mathematical engineering and instrumentation physics from the University of Tokyo and a Master of Science in computer science from Stanford University.

- Managing Director, AZCA Venture Partners



Jeff Christian
クリス

セッション VII インキュベーター、アクセレレータ、研究開発センター

Jeffrey J Christian is founder and CEO of Phoenix DeVentures Inc. Founded in January 2001, Phoenix DeVentures is dedicated to working with creative medical professionals, entrepreneurs, and established medical device businesses to invent and develop solutions for the evolving medical device market. Collaborating with clients, Phoenix is experienced in the process of creating new concepts, tackling regulatory hurdles, developing products for emerging device markets and manufacturing for small to medium size markets. With over 60 employees, Phoenix is a vertically integrated company with considerable capabilities in-house.

Prior to founding Phoenix DeVentures Inc., Mr. Christian had been with several startup companies, growing them from the garage through IPO and acquisition. Included in this spectrum of companies was a business failure which provided significant experience on the down side of the startup industry. Joining Advanced Cardiovascular Systems in 1984,

Mr. Christian grew through various management roles, including VP R&D and engineering at 2 companies before starting Phoenix DeVentures. With over 50 patents (inventor and co-inventor) to his credit, Mr. Christian is experienced in the process of generating and developing new products for improving healthcare.

Additionally, before embarking on medical device career, as a young man Mr. Christian spent 2 years in Japan. He received a BS in engineering from Brigham Young University and completed the Stanford Graduate School of Business Executive Program.

founder and CEO of
Phoenix DeVentures Inc.



Elton Satusky
エルトン・サタスキ

セッション VIII 買収や協業による成長

Elton Satusky is a partner at Wilson Sonsini Goodrich & Rosati, where he has worked in their Silicon Valley office since 2000. He is a trusted advisor and outside general counsel to founders, management teams and boards of directors on company formations, financing and strategic transactions, and ongoing corporate governance throughout the client's lifecycle. He has extensive experience working with clients in the medical device and life science sectors, including in connection with venture financings, mergers and acquisitions, strategic corporate relationships,

and public offerings for both companies and investors. Elton earned an LL.B. in 1996 from Osgoode Hall Law School in Toronto, Canada and during 1997 was a visiting Monbusho scholar at Kobe University in Japan. He was recently named Vice Chairman of the WSGR Life Sciences Group in recognition of his work with Asian Companies, particularly those from Japan.

Wilson Sonsini Goodrich & Rosati