

**SUPERMICRO**  
www.supermicro.com

WORLD EYE REPORTS

NORTHERN CALIFORNIA



Stronger partnerships in the Valley

Following the dot-com crash of 2000, Silicon Valley has begun recovering the innovative edge it was once famous for. Talk of resurgence is rife in the Bay Area and economic activity has picked up in San Jose.

Meanwhile, Japan has emerged from a 10-year economic standstill. With the rebound of two economies once linked so closely together, the time to rebuild past partnerships and to forge new ones has come.

"With closer communication and a more frequent exchange of ideas, we will be able to enhance the relationship between California and Japan," explains Makoto Yamanaka, Japan's consul general in San Francisco.

Increased interest from Japan is clearly seen in the rising number of Japanese-affiliated companies located in the Greater Bay Area.

"I am very optimistic about the attractiveness of the Bay Area. Japanese companies see the size of the market and the potential for companies to grow. The concentration of the IT sector serves as an invitation to forge new business alliances with local companies of the same industry," says Yuji Muranaga, chief executive director of JETRO San Francisco.

Industries in and around the valley might not have changed, but the mentality surely has; the hype may be gone but the drive remains. New ideas have started to emerge from a fresh crop of young entrepreneurs determined to restore the region's reputation.

"Japan sees the opportunities in California as a pioneering source of biotechnology and green technology. California is very keen on developing environmentally friendly technology for



Makoto Yamanaka, Japan's consul general in San Francisco

the future," Yamanaka says. Just as the green movement gains more momentum in Japan, Silicon Valley is doing its part in energy-effective performance.

"Energy efficiency doesn't only cut costs but more importantly protects the environment," says Charles Liang, CEO of San Jose-based computer company Supermicro.

The Japanese community has also set itself apart as the second-largest tourist group in Cali-

fornia. So, Japan-based corporations like Hotel Nikko in San Francisco have also played an important role with its investment in the tourist and hospitality industries.

California also relies on its long and rich history of cultural diversity.

"Northern California has great intellectual infrastructure that molds great minds in the valley, but our primary advantage is in the mind-set. We attract people from all around the world that are open to innovation and new ideas," says San Jose Mayor Chuck Reed.

SanDisk, a Northern California based high-tech company, will open what is touted to be the "largest memory production facility in the world" thanks to a collaboration with Japanese capital.

"With the partnership between SanDisk and Toshiba, we will be considered the largest corporate investor in Japan," says SanDisk founder and CEO Eli Harari.

The business climate within the Bay Area and Silicon Valley has definitely changed during the last seven years. While major players such as Google and Apple stay ahead of the pack, new startups continue to pave the way for a revival. The climb to the top will be a steady and continuous one. ◆

Banking on high quality and green solutions

When Charles Liang first thought of setting up a computer hardware company in San Jose, California, in the early 1990s, most of his peers were not as optimistic as he was. Fourteen years have passed, and Liang is very pleased with his company's growth and its well-earned reputation for designing and producing innovative, high-quality products.

"When I founded Supermicro in 1993, I saw a shift in the market, and a growing demand for servers with better systems architecture and higher-quality components. Selling high volumes of mass-produced products at small margins was not the future of our company. Since Day One, we focused on providing the industry's best quality, performance and specifications for all our products," says the company founder and CEO.

As an OEM supplier, Supermicro could not put its logo on the components made for several of its original customers. That has since changed. Clients now see the company logo as a symbol of exceptional quality that adds superior value to its products.

A company focused on environmentally friendly server solutions, Supermicro produces goods that are up to 93 percent energy efficient, the highest level available in the world today. "With our SuperBlade™ servers, for example," states Liang, "you can help preserve not only our green planet, but keep red ink off your books with green cash savings. A SuperBlade server can

save up to 100 watts over a traditional discrete 1U rack-mount server. These savings add up quickly when your SuperBlade chassis is fully populated with 10 servers. By eliminating the overhead in 1U discrete servers and using the high-efficiency (up to 93 percent) power supplies, SuperBlade can save you \$500 to \$1,000 a year in power for your servers and even more when you add the reduced cooling costs. At the same time, you will reduce your carbon dioxide emissions by over 5.5 metric tons, the equivalent of planting 0.7 hectares of trees."

"Supermicro Computer has its roots in California but is truly an international company today. We went public on March 29, 2007, and this was an important milestone for us. The IPO allowed us to raise the capital we needed to expand our business and better serve the global market," explains Liang.

With offices in the Netherlands and Taiwan, the company has aggressive plans to expand in China and Japan through sales, marketing and engineering teams. Plans are under way to manufacture components in Asia to lower its production costs while increasing its capacity.

"We see a lot of potential for our business in Asia, especially in the Japanese market. Japanese companies are very quality oriented and are environmentally conscientious. Supermicro's products are a perfect fit for Japan and our 'Server Building Block Solutions' allow us to offer a one-stop shopping advantage to our customers," he says.

"We have established some great partnerships in Japan with Hitachi, Toshiba Medical, Elpida and many universities. My goal is to have better quality and energy-efficient products with more choices for our customers. We have a small branch office in Tokyo to service our customers, but we will expand this office to approximately 20 to 30 people over the next few years," he adds.

Leveraging its "Server Building Block Solutions" approach, which empowers customers with exceptional configuration flexibility, Supermicro is well positioned for growth as a worldwide leader in application-optimized, high-performance server solutions. Continually first-to-market in designing new product innovations, the company recently launched its high-performance, energy-saving SuperBlade product line with industry-leading power efficiency, superior computing density and hot-swappable configuration flexibility. ◆

www.supermicro.com

A progressive approach to hospitality

In April 2006, Nikko Hotels International broke with tradition and appointed the company's first female general manager to oversee its property in San Francisco.

The milestone, according to Anna Marie Presutti, has provided valuable learning opportunities for herself and colleagues in the hotel, and in the head office in Japan.

"Every time I'm in Japan for meetings and sit among my peers, I appreciate what a large step this is for Nikko. My experience has been wonderful and everyone has been unbelievably supportive," she says.

Since taking over the helm, Presutti has steered the hotel toward full recovery, an impressive feat that continues to impress the Tokyo headquarters, given that the hospitality sector in the Bay Area was until recently still feeling the protracted repercussions of the dot-com crash and 9/11.

"It's a combination of outstanding service, intelligent budgeting and excellent marketing. We have found all the right ingredients and just found our niche," Presutti explains. She is also quick to emphasize that a vital ingredient to this success is the hotel's location in the heart of the city's tourist and business districts.

"Hotel Nikko should absolutely be the first choice for any traveler. We are fortunate to have the cable car line right outside our front door. Union Square, the Moscone Conven-

tion Center, Bloomingdale's, Macy's and Barneys are all just steps away. We're situated in the perfect location, right in the middle of all of it," she says.

Although serving guests from all over the world, it places a particular emphasis on its Japanese clientele and its long tradition as a strong Japanese brand.

"Kamaburo" meditation rooms, shiatsu massages "subarashie yume" pillow-top beds and Japanese-speaking staff members are just a few of the amenities travelers will enjoy when staying at the Hotel Nikko San Francisco.

Guests can also enjoy the large pool and fitness center on the roof, as well as excellent Euro-Japanese fare at the Restaurant Anzu. The hotel's executive chef recently won the bronze medal at the 2007 World Culinary Contest held in conjunction with the Taipei Culinary Exhibition.

"Whether you are here on leisure or business, are a frequent guest or have never been to San Francisco, we can help you explore this incredible city," Presutti assures.

◆ www.hotelnikkosf.com



Hotel Nikko San Francisco Vice President and General Manager Anna Marie Presutti

Keeping up with the growing popularity of Asian cuisine

Asian food has ceased to become so exotic in many countries with a long history of foreign immigration. Not only has it entered the mainstream but the cuisine from East Asia even sparked many trends and influenced established names in the business.

JFC International Inc., based in south San Francisco, has experienced robust growth the past few years thanks to the continued demand for Asian foodstuffs across the U.S. From Sacramento, the company also exports California rice to several markets around the world.

"Our business is linked to the Asian population. The influx of an Asian community into the U.S. after World War II, the Korean War and Vietnam War prompted the demand for original Asian products in the country," says President Hiroyuki Enomoto.

"A third of our products are sold to Japanese restaurants around North America. But close behind, the local American supermarket is JFC International's second-largest customer. Walmart, Safeway and other American supermarkets contribute to roughly one-seventh of the company's customer base," Enomoto adds.

Amid the rising premium of Japanese and other Asian cuisines, JFC International has stepped up efforts to expand around the world to meet demand.

Originally operating 19 branches across the U.S., Mexico, Hawaii and Canada, the JFC Group has expanded its global network and exports to Germany, France, the U.K., Hong Kong, Australia and New Zealand.

Today, JFC International has developed an extensive product range, and implemented a system to improve the quality and traceability of its goods.

In line with that objective, it has created a warehouse management system dubbed JETS (JFC Enterprise Tactical Solution), which formulates the most effective handling of orders and shipping. ◆

www.jfc.com



JFC International President Hiroyuki Enomoto

From Silicon Valley to the world

In line with its goal to stay ahead of competitors, Japan-based IT giant Fujitsu has developed new products and technology. With that move, the company's U.S. subsidiary hopes to cater to a wider profile of customers and strengthen its global brand.

"We decided to veer away from our customary products



Yoshihiko Masuda, president and CEO of Fujitsu Computer Products of America

and establish Fujitsu's New Technology Group. Utilizing

our current client base, we will be able to offer fresh products and create new relationships," points out Yoshihiko Masuda, president and CEO of Fujitsu Computer Products of America.

Since then, the New Technology Group has developed PalmSecure™, a breakthrough technology that uses palm vein patterns for secure ID recognition. This innovation could set the trend for future security and registration services.

"The innovation of the PalmSecure creates not only a more sophisticated security system but also functions as a means for corporate service on many different levels," explains Masuda.

The 3-year-old group has also developed the XG Series in Ethernet technology. Fujitsu's 10-gigabyte Ethernet switching equipment is recognized as a leading-edge innovation that allows users to build personalized networks.

Further development of existing products creates new potential for Fujitsu. For instance, the Mag EraSURE™ degauser deletes data using a permanent magnetic field that renders media irrecoverable. Portable and simple for handling in the field, financial and legal institutions value its

impact with regards to the need for confidentiality of information in both industries.

"The rise of such products appears to be linked to the innovative potential of Silicon Valley companies. Closely working with specialized partners in the field allows for a perfect testing ground for these product advances," says Masuda.

"Most high-technology products are developed here



Fujitsu's PalmSecure™, an award-winning biometric authentication system

in California and then delivered to the rest of the world. This means we should now look toward the requirements of the U.S., California and specifically Silicon Valley in developing new products. This gives us more potential to become a global company with global products," he adds. ◆

www.fcpa.fujitsu.com

**JFC INTERNATIONAL INC**  
a member of KIKKOMAN Group

The One-Stop Source of Quality, Authentic Asian Foods

Quality Merchandise & Good Service

- Representing over 10,000 high-quality Asian food products and steadily introducing new items in the U.S. market.
- Developing original brand products for the world market.
- Providing total support for your business in import, wholesale and distribution of Asian foods.

www.jfc.com

**HD IPTV Network Solutions**

IP-5000

- Real-time HD Encoding over IP
- H.264 High Profile at Layer 4 Coding
- Compatibility with Industry Standard Decoders
- Powerful Forward Error Correction

XG-5600

- Industry Leading 300ns Latency
- 25 Port 10Gb Ethernet Switch
- Layer 2+ Features
- IPTV and Video Streaming Applications

www.fujitsu.com

Just steps from Union Square in the heart of San Francisco, Japanese-owned Hotel Nikko provides soothing comfort amid the bustle of this vibrant city. Whether for business or leisure, Hotel Nikko's staff anticipates and caters to every guest's needs.

www.hotelnikkosf.com

The Japan External Trade Organization, which has six offices across the U.S. (including one in San Francisco), has been assisting American companies enter the Japanese market for over 50 years. www.jetro.org

www.jetro.org