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USC Dornsife

East Asian Studies Center

March 4, 2024



Upcoming Event

Toyota, Sony, and Sushi: Nisei and the Japan Boom in the U.S.

Thursday, March 21 | 2:00PM-4:45PM | TCC Rosen Family Room | **RSVP**

The current fascination with Japanese consumer goods and pop culture in the United States can be traced back to the "Japan Boom," a postwar era of increased Japanese exports due to Japan's international and domestic policies. This panel aims to shed light on the often-overlooked involvement of second-generation Japanese Americans (Nisei) in facilitating this rise of Japanese exports. The panelists will delve into Japan's strategies for exporting goods after the war and examine how the Nisei acted as ethnic brokers and helped companies like Toyota and Sony enter the U.S. market, as well as introduce new foods like sushi. Please see below for the list of panelists and their bios.

Panelists

Jon Kaji: President, Kaji and Associates, Former Director of the State of California Office of Trade and Investment in Tokyo, Japan and South Korea; currently Torrance

city council member. His father Bruce Kaji was instrumental in bringing Toyota’s US headquarters to Torrance in the 1950s.

Shawn Layden: Former CEO of Sony Interactive Entertainment America and former chairman of PlayStation Worldwide Studios. Before that, he worked for Sony founder Akio Morita as a speechwriter and special assistant. Layden currently advises several firms including Tencent Games and Streamline Media Group.

Atsuko Kanai: Executive Vice President of Mutual Trading Company, an American firm specializing in the import-distribution of Japanese foods. Kanai’s father Noritoshi Kanai was recently featured in a *Los Angeles Times* article about the Little Tokyo origins of America’s love of sushi.

Saori Katada: USC Professor of International Relations, Director of the Center for International Studies and expert on Japan’s economic and foreign policy.

Lon Kurashige: USC Professor of History and expert on Japanese American history.

Please join us for light refreshments at 1:30PM. The panel will start promptly at 2:00PM.

This event is presented by the **Shinso Ito Center for Japanese Religions and Culture**, and co-sponsored by the **Center for International Studies**, **Department of History**, and **East Asian Studies Center**.

Event Reminders



Happening This Wednesday!
Spring 2024 EASC Grad Mixer
Wednesday, March 6 | CAS 100 | 4:30PM–6:00PM

Enjoy food, drink and conversation with fellow students across USC. Graduate students from any field are welcome to join, so it is a great opportunity to meet fellow students with East Asia-related research topics and interests!

RSVP



Event Wrap

Spring 2024 EASC Undergraduate Mixer

Thank you to all who attended our EASC Undergraduate Mixer last Friday! It was so

fun to be able to connect with our undergraduate community, eat delicious spam musubi & rice balls, and have everyone participate in our dragon raffle. We wish you all the best on your midterms and look forward to seeing you all again soon!

Opportunities

Call for Papers: Japanese Repatriation (*Hikiage*) Memories and Literature

Deadline: Friday, March 7



The executive committee of the "Japanese Since 1900" Forum from the [Modern Language Institute](#) invites abstracts for their upcoming panel at the [2025 Modern Language Institute Convention](#) in New Orleans. The purpose of this panel is to explore the Japanese repatriation (*hikiage*) literature, prompted by the fall of the Japanese empire in 1945. The panel welcomes proposals that explore themes that overcome naïve nostalgia but critically engage with lived experiences, memories, affects and identities in the former colonies and/or settlements, bearing in mind life back in Japan and vice versa. Contributions from scholars and researchers from various disciplines and fields, including comparative literature, history, art, media studies, gender and sexuality studies, colonial and postcolonial studies, and cultural studies are welcome.

To apply, please send **a 250-word abstract and a short bio** to [Nobuko Yamasaki](#).

Events Around USC, CA & Beyond

[The Ocean of Learning Has No Shore: The Chang Family Legacy of Korean Art](#)
Mon, Mar 4 | 7:00PM-8:00PM | LACMA | [RSVP](#)

[Nothing Sacred: Ichihara Satoko's Feminist Satires](#)
Tues, Mar 5 | 4:00PM | UCLA Terasaki Center for Japanese Studies

[Korean Animation Film *The Shaman Sorceress* \(2021\) Screening and Discussions with Director Jae-Hunn Ahn](#)
Wed, Mar 6 | 7:00PM-9:30PM | Korean Cultural Center Los Angeles | [RSVP](#)

[Courtesans in Military Garrisons in Chosŏn Korea](#)
Thurs, Mar 7 | 12:00PM-1:30PM | UCLA Center for Korean Studies | [RSVP](#)

[AAPI Policy Summit: Moving from Collective Knowledge to Action](#)
Fri, Mar 8 | 8:00AM-6:30PM | UCLA Asian American Studies Center | [RSVP](#)

[Bollywood: Big Screens + Streaming](#)
Fri, Mar 8 | 12:00PM-5:30PM | Visions and Voices | [RSVP](#)

[Yeisaa nu Chimu-Don-Don: Exploring Cultural Identity through Okinawan Drumming](#)
Sat, Mar 9 | 3:00PM | Japanese American National Museum | [RSVP](#)

[Free 2nd Sunday@PAM - Hinamatsuri](#)

Sun, Mar 10 | 11:00AM-5:00PM | Pacific Asia Museum

At the Frontier of God's Empire: A Missionary Odyssey in Modern China
Mon, Mar 11 | 2:00PM-3:15PM | UCLA Center for Chinese Studies

Support EASC



Comments? Questions? Promotion requests?
easc@dornsife.usc.edu

For more news and information about the USC East Asian Studies Center visit usc.edu/easc

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