



FOR IMMEDIATE RELEASE

Nobel Laureate Dr. Ei-ichi Negishi to Speak in Indianapolis

INDIANAPOLIS (February 3, 2011) – Dr. Ei-ichi Negishi, Winner of the 2010 Nobel Prize in Chemistry, will speak on Tuesday, February 22, at a dinner presented by the Japan-America Society of Indiana (JASI) and the Indiana Japan Chamber at the Hyatt Regency Indianapolis. Dr. Negishi, Herbert C. Brown Distinguished Professor of Chemistry at Purdue University, was presented with the Nobel Prize for the development of metal-based reactions called palladium-catalyzed cross-coupling. It is estimated that more than 25 percent of all chemical production in the pharmaceutical industry relies on these reactions, and there are important applications in the electronics industry as well.

(Source: <http://www.purdue.edu/newsroom/faculty/2010/101210NegishiNobel.html>).

The JASI program on February 22nd will begin with a reception from 5:30 - 6:30 p.m. followed by dinner and a speaker program at 7:00 p.m.

Dinner sponsors include: Eli Lilly and Company, Subaru of Indiana Automotive, Duke Energy Indiana, EnerDel, Enkei America, Honda Manufacturing of Indiana, Mitsubishi Heavy Industries, NTN Driveshaft, PNC Bank, Samex Capital Advisors, TOA (USA), Toyota Industrial Equipment Manufacturing, and Toyota Motor Manufacturing, Indiana.

Detailed information and online registration for the Dr. Negishi Dinner are available on the JASI website at www.japanindiana.org.

Dr. Negishi and other laureates received the Nobel medals at the awards ceremony in Stockholm, Sweden, on December 10, 2010. He shared the prize with Richard Heck, an emeritus professor of the University of Delaware in Newark, and Akira Suzuki, an emeritus professor of Hokkaido University in Sapporo, Japan.

Purdue University President France Cordova said in an earlier release: "Dr. Negishi further distinguished himself before a global audience as an articulate and optimistic spokesperson for science; he has voiced the hope that scientific discoveries can address some of the world's greatest challenges, like food production, safety, and security, as well as cheaper energy production."

"Receiving a Nobel Prize is the ultimate recognition for a lifetime spent questioning, exploring, experimenting; passing through the valleys of anguish to climb the mountains of success," Dr. Negishi said. "The final reward for any researcher is to see his or her lifetime of work extend beyond academia and laboratories, into the mainstream of our global society where it can breathe hope into the world."

The Honorable George Hisaeda, Consul General of Japan at Chicago, will speak and recognize Dr. Negishi at the dinner. Dr. Negishi was also awarded the 2010 Order of Culture, Japan's highest distinction, from His Majesty the Emperor. "The award is one of Japan's most prestigious honors. Japanese people around the world are delighted and extremely proud of Dr. Negishi and his achievement," said Consul General Hisaeda.

Sony Corporation has appointed Professor Negishi as Executive Research Advisor for research and development in the field of materials and devices, specifically in the area of organic electronics. Purdue recently announced the creation of the Negishi-Brown Institute at the university, which will focus on catalytic organometallic chemistry. Dr. Negishi will serve as the Institute's inaugural Director.

Prof. Negishi recently released a book in Japan, "Keep Dreaming" (Yume Wo Mochi Tsuzukeyo), encouraging younger generations of Japanese to pursue their goals, published by Kyodo News Service.

"Since receiving the Nobel Prize, Dr. Negishi has become a media star, known for his warmth, excellent English-speaking ability, and inspirational message," says Theresa Kulczak, Executive Director, Japan-America Society of Indiana. "He was featured singing karaoke on a nationally prominent Japanese television program and was covered in Japan's Weekly Golf Digest. His family has shared with us that he's a black-diamond skier."

"My father-in-law is so well-rounded and really enjoys life; he's a great guy. Not at all the image of a typical chemistry professor," said Greg East of Carmel, who is married to Dr. Negishi's daughter, Charlotte East.

"Dr. Negishi has an extensive travel schedule that takes him all over the world in the coming months. With his extremely limited availability, we are honored to be able to feature him at our dinner so soon after receiving the Nobel," said Kulczak. "Our corporate sponsors have made possible this wonderful opportunity and we're hopeful that the public will take advantage of this great occasion to hear Dr. Negishi speak."

Dr. Negishi is a Japanese national and first moved to the United States in 1960. His wife, Sumire Negishi, has been a Japanese family consultant for Subaru of Indiana Automotive, Inc., since the company opened in 1987.

High resolution photos of Dr. Negishi available at

<http://www.chem.purdue.edu/negishi/default.asp>

About the Japan-America Society of Indiana

The Japan-America Society of Indiana (JASI) is a not-for-profit cultural and educational organization whose mission is to serve as a bridge of friendship and cooperation between the people of Indiana and Japan. The Society is supported by a diverse membership of businesses, economic development agencies, educational institutions, families and individuals. Founded in 1988, membership in the Society includes over 1500 individual and corporate representatives located throughout the state. The organization cooperates with the Consulate General of Japan, the State of Indiana, communities, businesses, and cultural and educational institutions to promote interaction, cultural understanding, and economic partnerships.

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