

Strategic partners Japan and Brazil celebrate milestones

his year marks a milestone year for the re-L lationship between Japan and Brazil with 125 years of diplomatic relations and 30 years of the Brazilian community in Japan.

"Along with these milestones celebrations we have the Tokyo 2020 Olympics, which will be promoted through an exchange of ideas and lessons learned from the last Olympic Games held in Rio with the theme 'From Rio to Tokyo," explained Ambassador of Japan to Brazil, Akira Yamada.

"On the other hand, in Brazil, with the Bolsonaro administration and the new parliament, it can be said that Brazil has entered a period of positive change and transformation with economic policies that are freetrade oriented and increasing the competitiveness of the local industry."

Brazil boasts the largest population of Japanese living outside Japan, while Japan contains the third-largest community of Brazilians of the project that utilizes nancing to potential compaliving outside Brazil. "Even if we live on the other side of the planet, our human ties are very strong," added Ambassador Yamada.

The Embassy of Japan in Brazil collaborates with various organizations such as the Japan International Corporation Agency (JICA), the Japan External Trade Organization (JETRO) and São Paulo to sustain posi- through different events Japan and Brazil, we aim



Akira Yamada, Ambassador of Japan to Brazil

tive relations between the two countries "One of our main goals is rector President of JETRO

to support the protection of São Paulo. the Brazilian Amazon rainforest and combat illegal national Cooperation (JBIC) deforestation. This year, we is also able to support open intend to begin phase two innovation by providing fisatellite images using arti- nies that contribute to the ficial intelligence to predict where illegal deforestation may happen next," said Hiroshi Sato, chief representative of JICA Brazil.

"We are supporting the mission of improving the business environment in the country, and also promoting and CEO of Banco Mizuho open innovations between do Brasil. Japanese companies and The Japan Foundation in Brazilian startup companies cultural exchange between



such as panel discussions. added Atsushi Okubo, Di-

The Japan Bank for Interimprovement of Brazil and promote sustainability.

"Brazil is very welcoming of Japanese companies and investors because they support the Brazilian economy and society," expressed Shinichi Sanui, president "On top of promoting the

the development of society. lize bamboo," said Masaru generation coolant in 2020 Susaki, director general of the Japan Foundation in São mental impact and higher

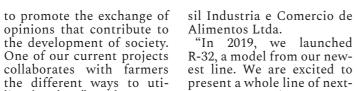
Consul General of Rio de Miki of McQuay Ar Condi-Janeiro, Tetsuya Otsuru cionado Brasil Ltda. said, "With the progress of economic recovery in Brazil, the interest of Japanese companies are increasing in Brazil through various investments and re-invest-

plant in Brazil toward the am convinced that the best end of 2020 that will pro-duce ingredients that global cosmetic companies can Ambassador Yamada. ♦ use to produce their prod- www.br.emb-japan.go.jp ucts. This will be the largest plant outside Japan," said Tatsuya Sasaki, presi- www.jetro.go.jp/brazil dent of Ajinomoto do Brawww.fjsp.org.br



Hiroshi Sato, Chief Representative of JICA Brazil

Panasonic



that provides low environefficiency," added Tomoji

"Japan and Brazil have (enjoyed) long-standing friendly cooperation and are important partners who share fundamental values and principles. At present, the relationship between Brazil "We are opening a new and Japan is excellent, but I time for bilateral relations is soon to come," concluded www.rio.br.emb-japan.go.jp www.jica.go.jp/brazil



Tetsuya Otsuru, Consul General of Japan in Rio de Janeiro

Innovation drives Konica Minolta's Brazilian market breakthrough

A world reference in the hardware and technology industry, Konica Minolta Inc. is committed to advancing society through its management philosophy, "The Creation of New Value."

Since 1873, Konica Minolta Inc. has been in continuous transformation of its diverse technologies and innovations through the expansion of its business in various markets such as office equipment, industrial optical systems and diagnostic imaging and has grown to serve more than 2 million corporate customers world-

In 1988, it expanded its borders to South America, opening its first factory in Brazil and, starting in 2003, consolidating its position as Konica Minolta Business Solutions do Brasil, a company with an administrative office n São Paulo, headquarters n Manaus and branches in through our industrial print-Porto Alegre, Florianópolis, Recife and Vitoria. According to Takahito Mitsuhashi. president of Konica Minolta Business Solutions do Brasil, there are plans to expand these branches in the comng vears.

Mitsuhashi strongly focused on customer satisfaction, with a strong share in the digital production printing (PP) market enabling the company's net DIS (Digital Imaging Square)

hashi said tions.

has been

Panasonic: Committed to 'A Better Life, A Better World' in Brazil

F or over 100 years, Pan-asonic has been rec-ognized as one of the known for producing corporate and industrial equipment for different companies and consumers all over the world.

Imbued with confidence in Latin America's potential, Panasonic began importing and marketing products to Brazil in the 1960s. Since then, Panasonic do Brasil has grown to become a trusted ousehold name and manufacturer in the region offering a wide range of products such as televisions, batteries, washing machines, rerigerators, microwaves and

ndustrial products. Already having a positive reputation and market po- market size and competitive solutions to retailers and sition for audio and visual equipment, Panasonic do said Michikazu Matsushita, energy management solu-Brasil is increasing efforts president of Panasonic do to supply the growing demand for white goods in the One of the factories of the ping malls, business parks year for Japan and Panasonic country

Panasonic's increasing



Michikazu Matsushita, President of Panasonic do Brasil

sales are reflective of Brazil's strengthening economy. Last year the company's sales f major appliances such as erate using hydroelectricity, refrigerators and washing which has greatly decreased machines grew more than 20



Extrema factory

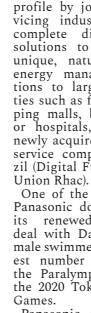
is a good opportunity for our vicing industry, providing lympic Movement as the business as they have a good complete digital signage environment in the region," Brasil

company operates exclu- or hospitals, through two as we expect the upcoming sively for the production of newly acquired engineering nome appliances. With over service companies in Bra-I million accumulated fridge zil (Digital Full Service and units and 400,000 washing nachine units sold since the establishment of the plant ust seven years ago, Panasonic do Brasil sees the need deal with Daniel Dias, the brighter future ahead for the to expand its facilities and is male swimmer with the largcurrently making plans for est number of medals in near future.

This new line of refrigera- Games. 36 percent of energy compared to similar products n the region. This is part of the company's efforts to mprove its manufacturing and engineering capabilities as it aspires to deliver better products and services to its customers

"We continue to find ways to provide better solutions for our products, similar to how our factories now opits carbon dioxide production," Matsushita shared.

'There is a growing poten- Panasonic do Brasil is also tial for home appliances or looking into expanding its Extrema production line



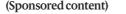




Panasonic in Brazil since 1967. Working every day to grow even more.

Panasonic is very proud to be a part of the life of Brazilians. There are already three factories in the cities of Manaus, São José dos Campos and Extrema - as well as an office in São Paulo and a distribution center in Itapeva. That's thousands of jobs and opportunities generated every year. Because everything that Panasonic does is created for you and all Brazilians.





(Sponsored content



Akira Mukuta, Director and CSO; Takahito (Taka) Mitsuhashi, President and CEO; Ronaldo Arakaki, Director and COO of Konica Minolta Business Solutions do Brasil

sales to grow to about 15 percent per vear since 2011. "As a leader of the PP market for eight consecutive vears, we strive to maintain that level by delivering innovative value to our customers ing technology (IP), hybrid solutions and also preserving the high quality of our post-sales services," Mitsu-

Looking to the future, the company is betting on the IP market in Brazil and has exdigital label printing solu-

In addition, it is investing in the construction of a new

mitment to customers in the professional production and industrial printing markets. The new center of excellence gives customers a handson experience through live demonstrations and a world of printing ideas.

for 2020 to underline its com

"Konica Minolta Business Solutions do Brasil believes in the potential of the Brazilian economy to grow," Mitsuhashi said. "And so we are prepared and excited to grow together with the country, panded its portfolio to cover contributing to our customers through our core values delivering quality technology, customer service and support." 🔶 www.konicaminolta.com.bi

unique, natural gas-based tions to large-scale facilities such as factories, shop-

One of the exciting plans Panasonic do Brasil has is its renewed sponsorship



white goods in Brazil, and it profile by joining the ser- the Olympic and the Paracompany believes in the importance of investing in sports and athletes following their principle of "Con-

> tribution to Society. "Next year is a milestone sponsorship we have with the 2020 Olympics and 2020 Paralympic games to result in one of our biggest sales," Matsushita said.

"I am eager to witness Brazil bounce back as I see a

Canon Medical Systems do Brasil commits to providing health care equipment made for life

Promoting good health care in Brazil is a gargantuan task, but with companies such as Canon Medical Systems do Brasil, the road to a better medical system is within arm's reach.

With over four decades of experience, the company has been providing state-ofthe-art medical systems and the latest technology to hospitals across the country. Over the years, the Japanese-owned company has focused on its vision to enhance the quality of the medical equipment they produce. In 2018 and 2019, Canon Medical Systems do Brasil



history as the first company

Systems do Brasil

technology to its medical

imaging equipment. "Our AI technology focuses on providing doctors and this is one of the rea- do Brasil is committed to (with) the best medical im- sons why we chose to do- giving patients the best posaging quality possible while also putting patients' needs as the center of our efforts," said Flávio Martins, president and CEO of Canon Medical Systems do Brasil. Aside from developing the technology of their medical equipment, the company is also forging partnerships with nonprofit organiza- wide array of technologi- www.br.medical.canon tions such as the Dharma cally advanced medical im-Institute, whose main mis- aging equipment, its aim sion is to take medical care to satisfy its customers reto needy and remote communities that do not have achieved its goal and made that started to incorporate access to medical facilities.

artificial intelligence (AI) "The Dharma Institute's measure the level of its cusinitiatives have a strong re- tomers' loyalty and satisfaclation with our corporate tion. philosophy 'Made for Life' nate portable ultrasound equipment to support their our customers to trust in cause," shared Martins. "This will help doctors offer better care for their patients ical equipment and at the in the long run. As Canon Medical Systems ety of original innovations

do Brasil improves hospital that can help enrich life for management and opera- everyone," concluded Martional efficiency through its tins. ♦ mains present Through an NPS survey, the company was able to CANON MEDICAL

Ueno Profit: Providing easier solutions for companies to start businesses in Brazil

For foreign companies, starting a business in Brazil can prove to be quite challenging due to labor laws, tax policies and unstable market conditions. International groups, specifically Japanese companies

that make up 80 percent of their clientele, can trust in Ueno Profit to provide their expertise in the fields of business law, international law, accounting, tax and labor law. and business management on how to apply these laws in the country. "The laws and processes

for new companies in Brazil



Mami Ueno, CEO of Ueno Profit

can be rigid and complicated, which is why Ueno Profit is here to help these companies work through these processes the benefit of society and pro- environment and a positive smoothly to ensure the success of their business," said Mami Ueno, CEO of Ueno the growth of Brazil's econo- www.uenoprofit.com.br Profit

The government is currently in full force to simplify bureaucratic procedures of these policies such as the Economic Freedom Law and the newly signed provisory law (medida enhance entrepreneurship in the region. Ueno Profit participates

with the country in transform-

ing these laws and policies by proposing ways to improve new Ueno Profit as Brazil dethem. "These changes are for velops to be a better business vide opportunities for new outlook for Japanese investcompanies to contribute to ments," Ueno concluded.

mv." Ueno stated Currently operating in São Paulo, Indaiatuba and Porto Alegre, Ueno Profit continues to look for more ways to improve. As the company celebrates its 25th anniversary this Provisoria/MP), which aims to 2020, they are implementing the integrated management of interdisciplinary consulting with technological innovatior anticipating future trends.

GSI Creos Brasil generates growth from long-term commitment to Brazil

SI Creos is a well-re- core business of the GSI Cre- was established in 1973 as a spected Japanese trad-ing company that was "We, as one o established in 1931 with an initial focus on silk trading — a sector closely connected

pany also explored various recent years," said Dave (Kotextile fields and moved into suke) Yatsuyanagi, director of the handling of industrial GSI Creos Brasil. products, which make up the The Brazilian operation

"We, as one of the affiliate companies of GSI Creos, are 1988. The Japanese company fortunate that the majority of managed to successfully con-

Aside from silk, the com- enter the chemical market in



Dave (Kosuke) Yatsuyanagi, Director; Daniela Yamauti, Director and President of GSI Creos Brasil

synergy potlight

Producing energy saving solutions at Epson Paulista

A world leader in printing projection and digital maging, Epson Paulista is dedicated to connecting people with its efficient and high precision technologies. Operating since 1982 in Brazil, the company is continuously responding to environmental changes as part of their contribution to Brazil, such as the EcoTank technology that is 90 percent energy saving and environmentally friendly.

www.epson.com.br



our current business goes to tinue its operations, catering to the well-being and comfort the medical business, which solely to Brazilian customtunity to achieve.



GSI Creos Brasil took many coming from the medical risks in keeping its opera- field, GSI Creos Brasil is evetions in Brazil and at one ing increasing its revenue point, we had only two em- through investing in clinployees remaining. We knew ics that provide high-quality it was important to keep our hemodialysis treatments in business operating to cater to Brazil. the demand of the Japanese-Brazilian market and share the need and opportunity for ur expertise in the business," Yatsuyanagi shared.

GSI Creos Brasil's long- looking forward to our reterm partnership with Toray cent investment in clinics Medical Co. strengthens this that offer this and will soon year as the companies started begin offering this around to expand hemodialysis prod- South America, as well," ucts across South America. Yatsuyanagi concluded. ♦ Currently, the company's www.gsi.co.jp strongest product in Brazil www.gsi.com.br



An example of a hemodialysis

machine "For more than 40 years, With the majority of sales

"We at GSI Creos Brasil saw hemodialysis high-quality treatments in Brazil. We are

Honda shares the joy of a sustainable future in Brazil

Home to more than 200 million people, Brazil is recognized as the sixth-largest automobile market in the world. Japanese conglomerate Honda saw

his opportunity, thus establishing Moto Honda da Amazônia during the '70s as it followed its philosophy of "producing where there is a consumer narket Fueled by its mission to serve its

customers, the company has spent over 48 years producing and importing around 26 million products such as motorcycles, automobiles, power products, as well as marketing the HondaJet, the first aircraft developed by the Honda Aircraft Company.

"We have a wide range of products for different consumer profiles and that makes Honda the only company to provide the mobility for land, water and air in Brazil," said Issao Mizoguchi, CEO of Honda South

America. Throughout its success, Honda has and product marketing to accommodate the growing expectations and de-

mands of its Brazilian customers. Along with its goal to be the leading "A major action of Honda Au- with environmental preservation. Mizoguchi concluded. automotive company in Brazil, Honda



Issao Mizoguchi, CEO of Honda South America

also took into account the environmental challenges that the industry is

tacing. In order to address this concern, Honda formulated solutions and incorporated into its corporate strategy about 820 hectares of standing forest enhanced its development process the aim to lessen the environmental and 245 hectares of trees from reforimpact of its products and operations estation, comprised mainly of endanand promote the efficient use of natu- gered trees. ral resources in its facilities.

tomóveis do Brasil towards this goal This is the premise adopted by Moto www.honda.com.br

is the creation of the Honda Energy Wind Farm, located in the city of Xangri-Lá (RS). It is the first of its kind in the domestic automotive sector and in the Honda Group worldwide, which is capable of meeting all the electricity demands of the automobile factory in the city of Sumaré and part of Honda's offices in the state of São Paulo," shared Mizoguchi.

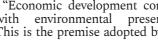
water system

Honda Energy celebrated five years of activities in 2019. During this period, over 600,000 cars were produced with clean and renewable energy. The nauguration of the wind farm is part of Honda's global goal of halving its carbon dioxide emissions by up to

2050 Meanwhile, Moto Honda da Amazônia, its motorcycle plant located in the state of Amazonas, remains to be one of the world's most vertically integrated Honda motorcycle production unit

in the world. In the same state, Honda maintains

"Economic development combined



"Canon Medical Systems

sible treatment. We want our capability to provide them with world-class medsame time showcase a vari-

Canon

"We are excited to offer the

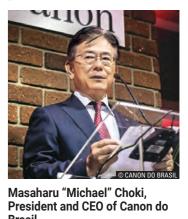


velopment of document and image management technologies, as well as producing a variety of innovative products ranging from cameras, copiers and printers, to optical equipment and professional broadcasting

A dmired and respected around the world, Canon is reputable for the de-

lenses. Its success allowed the company to continue with its quality products, solutions and services n Brazil for over 45 years, since it started operations in 1974. Seeing potential in the country, the company invested in a

production plant in Manaus in 2012, concentrating on producing digital single-lens reflex cameras, which account for 90 form. percent of Brazil's market share.



Since Masaharu "Michael"



Canon do Brasil officially opened its doors to the new showroom Casa Canon

sil in 2019, his vision to transform and sustain the success of the company has involved two main directions: growth and re-

Transforming Canon do Brasil

through growth and reform

"The Brazilian market has potential to grow, and we alwavs aim to realize sustainable growth by adapting to changes within the business environment such as market trends, business structures, customer and technology and pursuit reform," said Choki.

Currently, the company is focusing its efforts on digital commercial printing, as well as producing high-quality digital nterchangeable lens cameras and mirrorless cameras

One recent company development to expand the consumer experience in Brazil is the Casa Canon, launched last December in São Paulo. Casa Canon is a Choki took leadership as presi- unique place where customers

dent and CEO of Canon do Bra- can have a firsthand look at all Canon products, utilize their photographic studio, enjoy printing services and appreciate art exhibitions.

The space can also be a business hub for customers and resellers and it is integrated with Canon's own e-commerce where they are working on om nichannel development. Visitors can test the products and shop in the online store at a digital totem available at Casa

Continuously working toward sustainable growth and contributing to the development of the Brazilian market, Canon do Brasil is planning to create new ousinesses. "We have a number of ideas for the country as part of our transformation fo growth and are looking forward to launching them in the near future," Choki said. \blacklozenge www.canon.com.bi

CENIBRA establishes good and everlasting reputation through sustainable solutions

As a company that produces approximately 1,200,000 tons of bleached short fiber eucalyptus pulp annually, CENIBRA has turned sustainability into the core of its business.

In order to do business with-

oday, many companies in out causing any harm to the not only with the environment Brazil are only recently environment, CENIBRA made but also with the people in the L starting to tailor their an integrated move to acquire region. operations to benefit the envi- its supplies from planted foronment, something that forest- ests only, which means that the with the Brazilian community, based company Celulose Nipo company grows the trees that it we are also able to educate them Brasileira S.A. (CENIBRA) has uses for its operations.

successfully achieved since it Each year, CENIBRA plants our operations throughout the enhanced seedlings that are planted over 254,000 hectares of CENIBRA.

> Operating in over 54 municipalities across Brazil, it has al- to provide jobs to around 5,000 **President of CENIBRA** ways been CENIBRA's mission to establish a good relationship

"We want to expand the business and project in Brazil to help its employees along the plant more trees, which will positively affect more communities," Kamada shared.

direct employees.

"As we strengthen our ties

about our business and develop

Kamada, director-president of

With a huge demand for its

Thanks to its environmentally riendly way of doing business, CENIBRA has garnered multiple awards over the years for its sustainability and environmental management.

As the company celebrates its 35th year of working hand in safety and contribute to the lohand with local farmers in 2020, cal economy here in Brazil," he modernization is CENIBRA's concluded. top priority to allow for a more www.cenibra.com.br



products, CENIBRA was able Kazuhiko Kamada, Director-

efficient process that would

"We have been investing every year in improving our operations and we are continuously growing. This year we expect to hit the highest record of production in our history," stated Kamada.

"We have to keep good relations with society, prioritize



CENIBRA's Eucalyptus plantation with preservation area surrounding



Honda Energy Wind Farm in Xangri-Lá (RS)

Honda for conducting its business in the country. The company considers sustainability in all its decisions and daily activities, aiming at the minimum environmental impact generated by industrial production," Mizoguchi said

As Honda ushers in a new line of sustainable products, it aims to better serve its clients and maintain its good relationship with them.

"Honda is a company that acts to create new values for mobility and people's lives. We serve people in Brazil with the joy of expanding the potential of their day-to-day living and it's our goal to do it sustainably,



THE POWER OF DREAMS

Driven by the challenging spirit, we aim to create new value in people's lives by maximizing the experience of mobility through land, water and air.

www.honda.com.br

HONDA