



### Strategic partners Japan and Brazil celebrate milestones

This year marks a milestone year for the relationship between Japan and Brazil with 125 years of diplomatic relations and 30 years of the Brazilian community in Japan.



Akira Yamada, Ambassador of Japan to Brazil

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 free-trade oriented and increasing the competitiveness of the local industry.

such as panel discussions," added Atsushi Okubo, Director President of JETRO São Paulo. The Japan Bank for International Cooperation (JBIC) is also able to support open innovation by providing financing to potential companies that contribute to the improvement of Brazil and promote sustainability.



Hiroshi Sato, Chief Representative of JICA Brazil

to promote the exchange of opinions that contribute to the development of society. One of our current projects collaborates with farmers the different ways to utilize bamboo," said Masaru Sasaki, director general of the Japan Foundation in São Paulo.

Consul General of Rio de Janeiro, Tetsuya Otsuru said, "With the progress of economic recovery in Brazil, the interest of Japanese companies are increasing in Brazil through various investments and re-investments."



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."

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 in São Paulo, headquarters in Manaus and branches in Porto Alegre, Florianópolis, Recife and Vitória.



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 year since 2011. "As a leader of the PP market for eight consecutive years, we strive to maintain that level by delivering innovative value to our customers through our industrial printing technology (IP), hybrid solutions and also preserving the high quality of our post-sales services," Mitsuhashi said.

### 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.



Flávio Martins, President and CEO of Canon Medical Systems do Brasil

With over four decades of experience, the company has been providing state-of-the-art medical systems and the latest technology to hospitals across the country.

### 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.



Mami Ueno, CEO of Ueno Profit

International groups, specifically Japanese companies that make up 80 percent of their clientele, can benefit from 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.

artificial intelligence (AI) technology to its medical imaging equipment. "Our AI technology focuses on providing doctors (with) the best medical imaging quality possible while also putting patient needs at the center of our efforts," said Flávio Martins, president and CEO of Canon Medical Systems do Brasil.

ing these laws and policies by proposing ways to improve them. "These changes are for the benefit of society and provide opportunities for new companies to contribute to the growth of Brazil's economy," Ueno stated.

measure the level of its customers' loyalty and satisfaction. "Canon Medical Systems do Brasil is committed to giving patients the best possible treatment. We want our customers to trust in our capability to provide them with world-class medical equipment and at the same time showcase a variety of original innovations that can help enrich life for everyone," concluded Martins.



"We are excited to offer the new Ueno Profit as Brazil develops to be a better business environment and a positive outlook for Japanese investments," Ueno concluded.



### Transforming Canon do Brasil through growth and reform

Admired and respected around the world, Canon is reputable for the development 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 lenses.



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

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 percent of Brazil's market share.

The Brazilian market has potential to grow, and we always 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.

## Panasonic

### CRIADO PARA VOCÊ

**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.

- Manaus factory
- Itapeva distribution center
- Extrema factory
- São José dos Campos factory
- São Paulo office

www.panasonic.com.br

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

For over 100 years, Panasonic has been recognized as one of the leading electronics giants, 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 household name and manufacturer in the region offering a wide range of products such as televisions, batteries, washing machines, refrigerators, microwaves and industrial products.



Extrema factory

white goods in Brazil, and it is a good opportunity for our business as they have a good market size and competitive environment in the region," said Michikazu Matsushita, president of Panasonic do Brasil.

One of the factories of the company operates exclusively for the production of home appliances. With over 1 million accumulated fridge units and 400,000 washing machine units sold since the establishment of the plant just seven years ago, Panasonic do Brasil sees the need to expand its facilities and is currently making plans for further investment in the near future.

Panasonic is an Official Worldwide Partner for both the Olympic and the Paralympic Movement as the company believes in the importance of investing in sports and athletes following their principle of "Contribution to Society."

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

GSI Creos is a well-respected Japanese trading company that was established in 1931 with an initial focus on silk trading — a sector closely connected to the well-being and comfort of people.



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

core business of the GSI Creos group today. "We, as one of the affiliate companies of GSI Creos, are fortunate that the majority of our current business goes to the medical business, which brings us the opportunity to enter the chemical market in recent years," said Dave (Kosuke) Yatsuyanagi, director of GSI Creos Brasil.

was established in 1973 as a silk production factory that changed to a trading firm in 1988. The Japanese company managed to successfully continue its operations, catering to the well-being and comfort of other Japanese companies to achieve.

"For more than 40 years, GSI Creos Brasil took many risks in keeping its operations in Brazil and at one point, we had only two employees remaining. We knew it was important to keep our business operating to cater to the demand of the Japanese market and share our expertise in the business," Yatsuyanagi shared.



An example of a hemodialysis treatment clinic

is the TR-8000 hemodialysis machine. With the majority of sales coming from the medical field, GSI Creos Brasil is increasing its revenue through investing in clinics that provide high-quality hemodialysis treatments in Brazil.

### CENIBRA establishes good and everlasting reputation through sustainable solutions

Today, many companies in Brazil are only recently starting to tailor their operations to benefit the environment, something that forest-based company Celulose Nipo Brasileira S.A. (CENIBRA) has successfully achieved since it was founded in 1973.



CENIBRA's Eucalyptus plantation with preservation area surrounding water system

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 without causing any harm to the environment, CENIBRA made an integrated move to acquire its supplies from planted forests only, which means that the company grows the trees that it uses for its operations.

Each year, CENIBRA plants around 20 million genetically enhanced seedlings that are planted over 254,000 hectares of land. Operating in over 54 municipalities across Brazil, it has always been CENIBRA's mission to establish a good relationship

not only with the environment, but also with the people in the region. "As we strengthen our ties with the Brazilian community, we are also able to educate them about our business and develop our operations throughout the entire process," said Kazuhiko Kamada, director-president of CENIBRA.



Kazuhiko Kamada, Director-President of CENIBRA

With a huge demand for its products, CENIBRA was able to provide jobs to around 5,000 direct employees. "We want to expand the business and project in Brazil to plant more trees, which will positively affect more communities," Kamada shared.

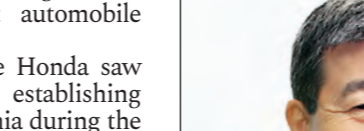
### synergy spotlight

### Producing energy saving solutions at Epson Paulista

A world leader in printing, projection and digital imaging, 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.

### 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.

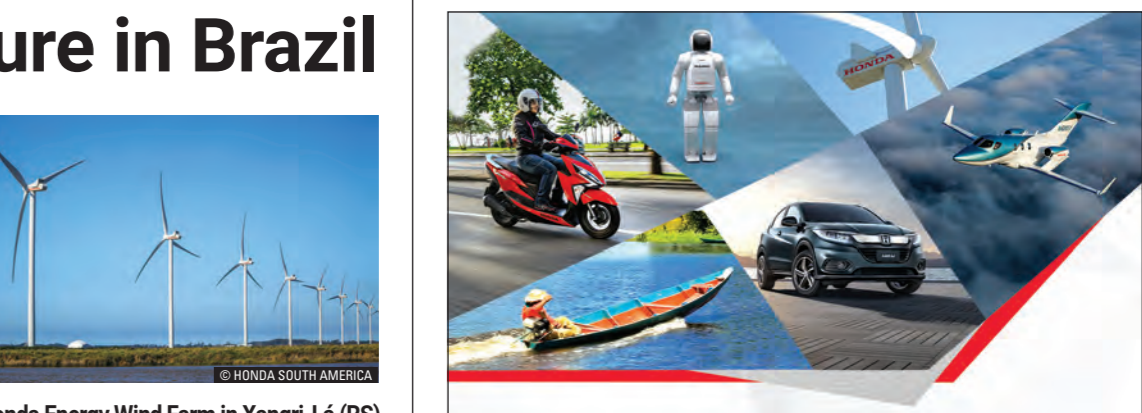


Issao Mizoguchi, CEO of Honda South America

Japanese conglomerate Honda saw this opportunity, thus establishing Moto Honda da Amazônia during the '70s as it followed its philosophy of "producing where there is a consumer market."

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.

is the creation of the Honda Energy Wind Farm, located in the city of Xanxerê (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 demand of the automobile factory in the city of Sumaré and part of Honda's offices in the state of São Paulo," shared Mizoguchi.



Honda Energy Wind Farm in Xanxerê-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.

In the same state, Honda maintains about 820 hectares of standing forest and 245 hectares of trees from reforestation, comprised mainly of endangered trees.

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