



World Eye Reports Brazil


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Japan and the continuing rise of Brazil

Since the establishment of diplomatic ties in 1895 and the arrival of the first Japanese immigrants in 1908, Japan and Brazil have seen their relationship go through periods of growth and phases of downturn.

But with Brazil hosting the largest ethnic Japanese immigrant population in the world, the connection between the two countries remains very deep.

"The existence of this community has had a great significance in cultural, political and economic terms. There is a rich history of cooperation in a number of areas, including iron ore, aluminum, soybeans, pulp and paper, to name a few. Today, this relationship continues to grow and become even more mutually reinforcing," says Japanese Ambassador to Brazil Ken Shimanouchi.

Shimanouchi believes the reason behind this mutual trust is Japan's ability to provide state-of-the-art technology and financing to help Brazil's objective of becoming a higher value-added economy.

An example of this is Brazil's decision to adopt Japan's Integrated Services Broadcasting Standard (ISDB-Tb) for its digital terrestrial television broadcasting.

"The Japanese-Brazilian system for digital TVs is very strong in terms of interactivity. The Brazilians are going to use this in the area of distance learning, security and medicine, which is something we have not yet done in Japan. This partnership has opened new



Japanese Ambassador to Brazil Ken Shimanouchi

horizons for our technology," explains Shimanouchi.

Other countries that have adopted the Brazilian version of the Japanese television standard include Venezuela, Peru, Chile and Argentina.

Brazil recently opened bidding for the construction of a high-speed railway system between Sao Paulo and Rio de Janeiro, due for completion in 2017.

Mitsui & Co. leads a Japanese consortium that hopes to introduce the world-renowned shinkansen, or bullet train, technology to Brazil.

Although there still is a wide gap between rich and poor, Brazil is experiencing its fastest economic growth in almost two decades, which has allowed the emerging middle class access to more than just the basic necessities. This year, the Brazilian economy is predicted to grow between 6.5 and

7 percent.

Electronics giant Panasonic do Brasil and quality precision instruments producer Mitutoyo Sul Americana see the trend as an ideal occasion to boost their presence in Latin America.

The automotive industry has also benefited from the positive trend.

While car manufacturers around the world have reduced their output, automakers throughout Brazil have accelerated their production.

Car makers and auto parts manufacturers such as Toyota, Bridgestone, Denso do Brasil, NSK Brasil, Mazak Sulamericana and Sumidense do Brasil have announced expansion plans to meet the rising demand in the country and the region.

For this reason, electricity generation and transmission will be an important sector for Brazil and has attracted interest from Japanese companies like Toshiba do Brasil.

Amid this progress, agriculture continues to be one of Brazil's economic pillars, with Grupo Tozan being one of the major players.

"In this last decade, we consolidated our position as the biggest producers of coffee, sugar and orange juice. We are also major players in the soybean products sector, meat products such as beef, pork and poultry, and of course, ethanol," says Minister of Agriculture, Livestock and Supply Wagner Rossi.

"This year, we see a record har-



A rendition of the future Olympic Park in Rio de Janeiro for the 2016 Summer Olympics and Paralympic Games.

vest of grains at 147 million tons, of which 69 million tons are soybeans and 47 million tons are corn. We have also reached records as well in our sugar cane harvest with 660 million tons and we are just in the middle of this harvest!" Rossi continues.

Brazil accounts for 25 percent of the world's total volume of food trade.

According to the ministry, Brazil accounted for 92 percent of imported chicken in Japan, where local producers such as the Zanchetta Group are looking to expand their business. Brasil Foods, the country's largest food exporter, is already responsible for half of the chicken imports in Japan.

One of Latin America's largest

conglomerates, Votorantim Group, recognizes partnerships with the Japanese as vital to the growth of its family business.

Observers see huge potential for further cooperation in natural resource development and technology transfer, with the participation of private enterprises.

"The demand for Japanese agricultural equipment and machinery is expected to increase rapidly in the next few years," says Rossi.

Highlighting its entry into the big leagues, Brazil will host the FIFA World Cup in 2014 and the Summer Olympics in 2016, events that call for world-class infrastructure, and should attract even more tourists and generate foreign

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Votorantim expands globally as it stays true to tradition

A profound respect for tradition and strong sense of family are traits that both Japanese and Brazilians share.

While Japan's largest companies are no longer family enterprises, some of the country's oldest firms trace back ownership to 40 generations. In Brazil, meanwhile, the majority of businesses remain family-owned and reportedly represent 70 percent of the country's biggest businesses.

It is perhaps those shared values that enable collaboration between Japanese and Brazilian companies and bring successful results.

"It is interesting that Japanese culture is very similar in a way to our culture. The same values that are important to them such as family, hierarchy, respect and union among people are just as important to us," says Votorantim Participacoes Chairman Carlos E. de Moraes.

"I think the Japanese companies from the metals industry that have known us for 20 years respect that we are a family, that we control our business and that we are conservative," he adds.

Founded in 1918 as a textile company, Votorantim is among Latin America's largest conglomerates, engaged in banking as well as in the production of zinc, aluminum, steel, nickel, chemicals, energy, cement, paper, cellulose and orange juice.

"We always concentrated in ar-



Votorantim Participacoes Chairman Carlos E. de Moraes

eas where we have an expertise in terms of operations. This is our strength. We feel we mastered the process of transforming minerals to metals and recently wood into pulp and paper, and now we need to develop other expertise," says de Moraes, a third-generation descendant of the company's founder.

Group-owned Fibria is the largest producer of pulp worldwide with an annual capacity of 5.8 million tons, while Citrovita is one of the largest producers of concentrated orange juice with a global market share of nearly 16 percent.

While its metals and cement business are consolidated globally, Votorantim is one of the world's 10 largest producers of cement, concrete and aggregates and the world's fifth-largest zinc producer.

"The group took a big step in the 1980s. We realized we had to go abroad because even if we were big in Brazil, such as in cement for instance where we had a 40 percent market share, we were very small worldwide," says de Moraes.

Since then, the company has expanded to 20 countries around the world and forged partnerships with companies across the globe, including the Japanese.

"We have a very good history with the Japanese companies from the metals, trading and industrial sectors. We continue to develop our relationship with them because we are looking for opportunities with companies from the metals and energy sectors," says de Moraes.

"If we want to keep growing at the pace we want, we need partners and the Japanese are always of prime importance to us," he adds.

As the company approaches its first century, its core values remain its strength.

"The values come from our great-grandfather. We want to keep the same values. The important values don't change. What changes are the challenges of the times. This is what we expect to teach the next generation. We want a competitive company, a company that grows with quality, sustainability and efficiency," says de Moraes. ♦

www.votorantim.com.br

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Panasonic ideas for life

Panasonic pioneers ideas for complete living

Going further than selling cutting-edge electronics, Osaka-based Panasonic promotes a philosophy embodied in its global slogan – Ideas for Life – believing that technology should preserve the environment and business should also care for all the communities that host its subsidiaries.

In Brazil, the Japanese electronics giant has put equal importance in expanding its business and in participating in various Corporate Social Responsibility (CSR) programs.

Limited to just importing and marketing



Panasonic do Brasil has named rising football star Neymar da Silva Santos Júnior of Santos FC (the former team of sports legend Pele) as its brand ambassador in Brazil.

batteries when it opened in 1967, Panasonic do Brasil now has two factories, a research and development laboratory in Sao Paulo and a diverse product line that includes Viera plasma televisions, Lumix digital cameras, car audio products, batteries, camcorders, microwave ovens, cordless phones, personal care products and many others.

But it was in the last two years when Panasonic do Brasil, together with the domestic economy, grew dramatically.

"Our company has changed for the better the last two years. We've expanded our product lineup and a breakthrough for us is that we've been developing specific products to cater to the Brazilian market," explains Panasonic do Brasil President Masanobu Matsuda.

In August, the company began mass production of 3D-capable televisions making it one of the first in the country to do so.

To showcase 3D technology, the company set up a showroom in the exclusive Shopping Morumbi in Sao Paulo to allow customers to experience the televisions made especially for Brazil.

Among its environmental initiatives and in line with its mission to become the leading innovator of green technology in Latin America, Panasonic do Brasil named rising football star Neymar da Silva Santos Júnior of Santos FC (the former team of sports legend Pele) as its ambassador for Eco Ideas.

The Eco Ideas brand was simultaneously launched across Latin America in April amid growing environmental awareness in the region, specifically in Brazil. Within the next two years, Panasonic aims to cut total carbon dioxide emissions from production activities by 10 percent and double sales of its top-



Panasonic do Brasil President Masanobu Matsuda

class eco-products.

Meanwhile, Matsuda insists his company's growth is a testament to Brazil's maturity as a country.

"The country is great on its own. I respect this country from a social, political and business standpoint. I am also appreciative of how much respect is given to the Japanese immigrants living here," he says.

The affinity between the two countries even led to Brazil to adopt the digital broadcast system of Japan for its own digital system. By 2016, in time for the Summer Olympics in Rio de Janeiro, Brazil is expected to expand to more digital, flat screen TVs.

"Interchange between both countries has increased dramatically since 2008 and we are at a new stage in our relationship. More and more Japanese companies are interested in investing in Brazil and we are approached by a number of them looking to us for advice," says Matsuda.

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eBOX

The Sao Paulo Chamber of Commerce (ACSP), founded in 1894, is a nonprofit entity that upholds free enterprise and international partnerships to create new business opportunities in Brazil's commercial center. www.spchamber.com.br

The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) promotes foreign investment in the country and supports the internationalization of Brazilian companies. It also seeks new markets for Brazilian products. www.apexbrasil.com.br

The Japan External Trade Organization in Sao Paulo encourages increased trade and investment between Japan and Brazil. It also helps businesses and interested parties with investment, trade and business opportunities in Japan. www.jetro.go.jp/brazil



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Denso geared up for growth in Brazilian market

NSK forecasts brighter prospects in Brazil

Following a recent slowdown, Brazil's automotive industry has recovered to become one of the country's most dynamic economic sectors.

A leader in the industry with 30 years of experience in the country, Denso do Brasil manufactures, supplies and distributes top qual-

wagen.

Denso do Brasil's uncompromising standards in manufacturing and customer service have resulted in a string of citations, among them the 2005 Toyota Logistic Performance Award, the 2008 Toyota Best Performance Supplier Award and the 2009 VW Supplier Award.

Having met high industry standards, its Curitiba and SP Pinda plants have also gained ISO/TS 16.949:2002 and ISO14001 certification.

"As an automotive integrated systems parts supplier, we want to contribute to the development of local vehicles of emerging countries so that they become a globally recognized automotive car," says Hiroshige Shinbo, president of Denso do Brasil.

The company has experienced unparalleled success, with annual sales reaching \$280 million last year and revenues expected to double by 2015 with the expansion of its production lines and growth in market share.

Its new plant in Santa Barbara d'Oeste, due to start operations in January, will be Denso's seventh facility in the region and the future site of the company headquarters, currently located in Curitiba.

Denso do Brasil will increase its production output to meet an expected rise in demand for air-



Denso do Brasil President Hiroshige Shinbo

ity air-conditioning systems, radiators, E/Fan, intercooler and air cleaners to the biggest automotive brands, such as Fiat, Ford, General Motors, Honda, Toyota and Volks-

conditioning products and will manufacture various electric parts for automotive vehicles for the Mercosur market.

"Developing strong partnerships and good relationships are extremely important to us, which is why we plan to establish technical centers by 2012 to provide our clients with better customer support. Denso is committed to offering the automobile industry products that meet the standards defined by the client," says Shinbo about the company's future plans. ♦

www.denso.com.br



Denso do Brasil's factory in Santa Barbara d'Oeste in Sao Paulo

Forty years after opening its first overseas plant in Brazil, Japanese giant NSK has grown significantly and established itself as one of the leading producers of bearings for the industrial and automotive sectors in the country.

When Issei Murata took over as president of NSK do Brasil early last year, the country's industry was still in a downturn due to the recent global recession.

"But Brazil's economy recovered quite rapidly. It was better than what I had originally expected. Today, our plant is running at full capacity. The market has recovered to the equivalent level before the economic crisis and we expect our highest sales record at the end of this year. This is led by strong domestic demand," Murata says.

"We are traditionally strong in the general industrial market, which represents over 60 percent of our revenue. NSK holds the No.1 position as a supplier of bearings to the industrial after-market businesses, electric motors and motorcycles. Our next target is to be No. 1



NSK do Brasil Director President Issei Murata

electric power assist systems will be well received by the market," he adds.

"Brazil is a much more mature country than China and India, and has unlimited potential to grow. With our high-quality products and strong engineering service through our Brazilian Technology Center, we are confident we will be able to expand and strengthen our operations in Brazil," he also says. ♦

www.nsk.com

Brazilian substance, Japanese roots



Fazenda Tozan in Campinas in Sao Paulo

1908 saw the first wave of Japanese migration to Brazil: mostly rural families looking for a better life in the coffee plantations of the country. They sowed the seeds of what is now the largest Japanese community — more than 1.5 million — outside Japan.

Japan's rise to economic power in the latter part of the 20th century elevated the status of the Japanese-Brazilians, or "nipo-brasileiros," as well. But few could forget their humble beginnings so far from home.

It was in this context that helping Japanese immigrants and preserving Japanese culture became the main focus of Grupo Tozan do Brazil, a Brazil-based group of companies that is riding the surging fortunes of its country while preserving the work ethic and values of its nipo-brasileiro heritage and legacy.

Tozan's Director President Toru Iwasaki comes from Japanese corporate royalty himself, being a direct descendant of Yanosuke Iwasaki. Yanosuke was the younger brother of Yataro Iwasaki, founder of Japan's largest trading company, Mitsubishi Corp. Upon his brother's death, Yanosuke became Mitsubishi's second president.

"Mitsubishi became very successful in the shipping, automobile, banking, trading, manufacturing and other sectors. Because of this success, our family wanted to make a national social contribution, especially in the area of agriculture, cattle farming and forestry: not only to people in Japan but also around the world. This is why Tozan was founded," recalls Toru Iwasaki.

Tozan's roots date back to 1891 with the founding of the Koikai Farm (still active and successful to this day) near Morioka, Iwate Prefecture, in Japan, started by Masaru Inoue, Gishin Ono and Yanosuke Iwasaki, Toru's great-grandfather. The Iwasaki family also owned plantations, now long confiscated by local governments, in Korea, Indonesia, Malaysia and Taiwan before eventually deciding to invest in Brazil.

In 1927, Tozan acquired a century-old farm in the province of Campinas outside Sao Paulo — one of the biggest sugar and coffee plantations in the region. It was renamed Monte d'Este or "Eastern Mountain," a translation of the Japanese word "Tozan," in turn used as a pseudonym for his hobby of poetry-writing by Mitsubishi founder Yataro Iwasaki and the reason for the company name.

Tozan operated as a presence for Mitsubishi in Brazil until World War II. Among the very first Japanese investments in Brazil, Casa Tozan was set up as a coffee export trading house in 1928; Banco Tozan (1933) engaged in banking; and Industria Agricola Tozan (1934) went into food manufacturing. After Mitsubishi established itself in Brazil in 1955, the Tozan group focused solely on agriculture.

Today, Grupo Tozan is made up of Fazenda Tozan do Brazil (farming), Tozan Alimentos Organicos (soybean exports) and Industria Agricola Tozan (producers of sake, soy sauce, miso and rice vinegar). Tozan's sake remains its most popular product. Fazenda Tozan was also used as a key location in the filming of a recent television drama on the experience of the first Japanese migrants to Brazil.

The company has become a leading advocate of Japanese-Brazilian fusion cuisine. Iwasaki likes to highlight what he considers the essentials of the mix: visual presentation, health benefits and appetizing portions.

"There is more pleasure in eating when food is presented beautifully, and small portions mean you consume everything while it's still very fresh and at the right temperature," he stresses.

Tozan recently formed a partnership with the Japanese seed company Sakata and renowned nipo-brasileiro ceramic artist Hideko Honma to produce miniature vegetables such as "Sweet Heart." An exquisitely sweet, baby-sized tomato whose seeds were developed by Sakata and the Brazilian tomato producer and distributor Trebeschi, "Sweet Heart" is meant to be served in ceramic dishes and bowls personally crafted by Honma.

Last August, the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) awarded Toru Iwasaki for his outstanding contribution to the introduction and spread of Japanese cuisine, Japanese food and Japanese agricultural products overseas. ♦

www.azumakirin.com.br

Yasuda Seguros shows premium performance

Yasuda Seguros, a subsidiary of the larger Sampo Japan, has been present in Brazil since 1959, making the insurance company one of the leading and most trusted names in the rapidly growing industry.

"We have 50 years of history and are very well-penetrated into the local market. Because of this, we are able to keep a good portfolio and enjoy good profits," says Tatsujiro Yonekura, director president of Yasuda Seguros.

"Brazil's insurance industry has grown tremendously over the last three years, posting double-digit growth year after year. Total premiums last year reached \$24 billion, making Brazil the ninth-largest insurance market in the world," Yonekura adds.

Yasuda Seguros is expecting to post strong growth in Brazil due especially to the huge automobile market in the country.

"There are 30 million automobiles all over Brazil. About 30 percent of these vehicles are insured, which means that the remaining 70 percent are left uninsured. This is a huge untapped market that we must penetrate," Yonekura says.

To expand its activities in the country, Yasuda Seguros acquired last year 50 percent of Maritima Seguros, the 10th-largest Brazilian insurance company based on premium income.

"With Maritima's excellent retail business, strong brand presence and robust sales network of brokers and banks, we are confident that we can provide our clients with the highest quality of service that exceeds local market standards," says Yonekura.

"We are in the process of enhancing our IT system and administrative process, as well as developing a 24-hour call center for our clients to ensure quick and reliable customer support and accurate billing statements," he adds.

Yonekura remains focused on his growth targets and very confident that he will reach them.

"We want to continue to grow and be a key player in the Brazilian market. My goal is for Yasuda to grow by 10 percent every year and realize a net profit of \$50 million by 2014," he says.

"Brazil has always been impor-

tant to Japan. And in terms of potential, I think Brazil is the No. 1 market in the world. The country has a huge population and the system is well-regulated and very organized. I look forward to the relationship between Japan and Brazil further developing in the coming years," he adds. ♦

www.yasuda.com.br



The headquarters of Yasuda Seguros

Looking after the health of millions

Brazilian hospitals, both state-run and private, face the huge responsibility of providing top quality and effective health care to the country's 200 million citizens.

Set up in Brazil more than 35 years ago, Japan-based conglomerate Toshiba is one of those companies that provides state-of-the-art medical systems and technology to hospitals across the country, where demand for health care has grown sharply in recent years.

"The Toshiba brand is very well-appreciated by the Brazilian market because the largest immigration from Japan was established here in Brazil," says Toshiba Medical do Brasil President and CEO Gerardo Schattenhofer.

But Toshiba was accepted not only because of its Japanese origin. The company had to localize its plan to strengthen its presence in Brazil.

"Brazilians appreciate the importance of the brand name and its quality but they like to be approached their way," says Schattenhofer, who has worked

institutions.

"Brazil is a very good market for the medical industry because the standard of medical organizations is very high. Our collaboration with these organizations builds credibility of our brand and helps us improve our products," adds Schattenhofer.

While the company is arguably the leader in the high-end computed tomography (CT) and ultrasound imagery, Toshiba has focused on customer service, fully aware that its products are vital in caring for people, its ultimate end-users.

"Because we are in health care, we cannot fail in any way in meeting customer service. We get the best of Japanese culture in so far as respect for customers is concerned, while using a very local approach in dealing with our customers," says Schattenhofer.

"Toshiba is the most reliable partner in mid- and long-term agreements and we remain committed to caring for Brazilians' health through our products, partnerships and CSR activities," he adds. ♦

www.toshibamedical.com.br



Toshiba Medical do Brasil President and CEO Gerardo Schattenhofer

with Toshiba Medical since the early 1970s and was the first non-Japanese to head the company in Brazil.

In line with its localization plans, Toshiba Medical do Brasil collaborates closely in R&D with the University of Sao Paulo School of Medicine and the Albert Einstein Hospitals, both world-renowned

Mitutoyo stays bullish on Brazil

When looking for an ideal location for their headquarters in South America, most Japanese companies have chosen Brazil.

Aside from hosting the biggest Japanese population outside Japan and sharing a history that dates back more than 100 years, Brazil also offers a huge market of 200 million people and forms part of the BRIC economies that are expected to fuel global economic growth over the next few decades.

For the world's largest metrology company, Mitutoyo Corp. of Japan, Brazil is more than just familiar territory or a massive consumer market.

"Our founder, Yehan Numata, was a visionary who wanted an alternative market in the opposite end of the world in case anything unfortunate should happen in Japan. Through his travels, he discovered that the atmosphere in Brazil was the best," recalls Mitutoyo Sul Americana President Takashi Mizutani.

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In 1973, the company built its first full-scale overseas production base in Suzano in Sao Paulo.



Mitutoyo Sul Americana President Takashi Mizutani

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In 1973, the company built its first full-scale overseas production base in Suzano in Sao Paulo.

"The first 20 years of our business was a localization phase but over the last 15 years, we started exporting to the Mitutoyo group all over the world," says Mizutani.

Mitutoyo produces the world's largest range of measuring instruments, from high-performance bench-mounted systems to the smallest pocket micrometer and the latest coolant-proof caliper. Its customers include auto, electronics, steel and aviation companies.

"All of our design and production is made in Brazil by Brazilian people. I want to promote this type of activity and performance because we continue to need highly skilled people," Mizutani says.

"We provide solutions to customers not only with standard products but can also supply very special made-to-order machines because we have a factory here and own technologies too," he adds.

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A reliable partner to carmakers

With more than 30 years of experience producing wire harnesses for automobiles and motorbikes, Sumidenso do Brasil has become a very important automotive component supplier in the region as it develops and implements cutting-edge technologies in order to provide the highest quality of products.

Already manufacturing thin and light wire harnesses for engines of cars and motorbikes, Sumidenso plans to expand business beyond its Japanese customers and attract European and North American automakers, as well as other automakers from around the world.

Given the strong performance of the Brazilian economy especially for the region's automotive industry, Sumidenso do Brasil President Hiroshi Shimizu is very confident of the company's growth perspective in the succeeding years.

"With the 2014 World Cup and 2016 Summer Olympic Games, the world is now focused on Brazil. The economy will continue to grow rapidly and so will the automotive industry. Our company must be prepared to follow this economic growth," Shimizu says.

"The relationship we have with our customers is very important. We want to give them the highest



Sumidenso do Brasil President Hiroshi Shimizu

quality of products. In order to do so, we make sure that our factories have the Best in Class standard in all aspects. We also understand how important it is to have a well-trained staff to achieve this objective, which is why our company is investing heavily in training our employees," he adds.

Committed to building strong customer relationships and delivering superior customer service, Sumidenso is on its way to becoming one of the most important companies in the region's automotive sector. ♦

www.votorantim.com

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www.worldeyereports.com

Brasil Foods feeds Japan

Vast Brazil has plenty of what land-scarce Japan lacks.

The world's fifth-largest country in terms of area, Brazil has an abundance of agricultural resources, making it self-sufficient in food and a major exporter of various agricultural products including poultry.

In fact the country's largest exporter of poultry meat is also the world's largest exporter of poultry.

With more than 110,000 employees and 64 factories across the country, Brasil Foods processes 6.5 million chickens a day and exports to 110 countries around the world, including Japan, where it has two offices.

"We started exporting to Japan in 1978 and we've been supplying main players in the market, such as Mitsubishi, Marubeni, Sumikin, Itoham, Nippon and all the other major trading houses and processors," says International Area Vice President Antonio Augusto De Toni.

Brasil Foods accounts for half of all Brazilian poultry being im-



Brasil Foods International Area Vice President Antonio Augusto De Toni

ported to Japan, its fourth-largest export market.

"Our main export product to Japan at the moment is boneless chicken legs. In Japan, the demand is higher than the production, so (the Japanese) process local chicken legs and also buy from abroad (chicken legs for processing)," says De Toni.

Brasil Food's main competi-

tive edge is the superior sanitary conditions of its facilities and the quality of its products.

"The difference between Brasil Foods and other suppliers is that we cut our products by hand while other companies use machines for cutting. The result of the latter is not a perfect cut," he explains.

As for sanitary conditions, Brasil Foods was unaffected by avian flu because of very stringent controls in their chicken farms and the guidelines imposed by the government.

While its exports to Japan the last three decades have been mostly poultry, the company is looking to export other products as part of their long-term strategy.

"The strategy is to develop our pork business in Japan and this is currently being negotiated by both governments after having shown Japanese authorities that we have a low risk for foot-and-mouth disease. We are also improving our portfolio by developing products for the Japanese market," says De Toni. ♦

www.brasilfoods.com

Mizuho bets on fast-growing Brazil

Only a decade ago, debt-ridden Brazil was a no-go zone for several prospective investors.

Today, through an aggressive campaign to eradicate corruption and effective measures to strengthen its economy, this country of 200 million people has become the seventh most attractive economy for Japanese investment, boasting the eighth-largest gross domestic product (GDP) and the ninth-largest by purchasing power parity.

Recognizing this potential for significant growth, Japan-based financial group Mizuho has unveiled two major initiatives to stay competitive in this South American economic powerhouse.

In 2009, Mizuho Corporate Bank signed a Memorandum of Understanding with Itau Unibanco, Brazil's major financial conglomerate and one of the largest financial groups in the world.

"The MoU with Itau Unibanco enables Mizuho to provide even better local services to its customers by utilizing Itau Unibanco's vast office network in Brazil and its wealth of information, thereby further reinforcing the support structure for the development of business in Brazil," says Mizuho Corporate Bank's Chief Representative Masaru Horiuchi.

"And in the field of cross-border mergers and acquisitions between Japan and Brazil, Mizuho Securities, Mizuho Corporate Bank's securities subsidiary, expanded its advisory services in February by finalizing a cooperation agreement with Brazilian investment firm G5 Advisors.

"Mizuho Securities is also pursuing various securities businesses, including Samurai bond issuances.



Mizuho Corporate Bank Chief Representative in Brazil Masaru Horiuchi

Mizuho Corporate Bank cooperates with Mizuho Securities to capture the business opportunities in the rapidly-developing Brazilian Debt and Equity Capital Market," Horiuchi explains.

Having secured solid relationships with highly respected local entities, Mizuho Corporate Bank is well-equipped to provide top-class services to all companies seeking business opportunities in Brazil.

"We offer total financing support to our Japanese customers, from the establishment stage through the cruising stage. And we are receiving a growing number of clients keenly watching Brazil every week," adds Horiuchi. ♦

www.mizuhoceb.com.jp/english

Zanchetta goes world-class

Starting as a small farm selling live birds 15 years ago, Grupo Zanchetta has become a leader in Brazil's poultry business, equipped with modern equipment and technology and superior slaughtering and processing facilities.

"Some clients who have recently visited our facilities would tell us that our plant is one of the best they've seen, not only in Brazil but in the world," boasts President Jose Carlos Zanchetta.

With its primary focus on the environment and sustainability, Zanchetta has constructed a special water treatment system that produces cleaner water than that of Sao Paulo.

"One of the city's water treatment companies would actually come to our plant to see our treatment system," says Augusto Zanchetta, son of the company president.

Although the majority of its products are distributed locally, Zanchetta has stepped up export activities to further expand its business outside Brazil.

"We began exporting our products last year to the Middle East, Russia, China, Africa and Europe. And, we plan on exporting deboned chicken legs to Japan early next year," Augusto Zanchetta says.

"There are opportunities to make money in different parts of the world by exporting different products to the different markets. Right now, we are exporting whole chickens to the Middle East, chicken legs to Russia, parts of the legs to Japan, chicken breast to Europe, and chicken feet and wings to China," he adds.

Anticipating growth in export sales within the next three years, particularly to Japan, Zanchetta will construct a new plant that will double the company's current production capacity.

"We believe that in the future, 40 percent of our profits will be derived from our export sales and 60



Grupo Zanchetta President Jose Carlos Zanchetta (left) with son Augusto

percent from our local sales. Japan is an extremely important market for us. The country imports a large quantity of chicken from Brazil and we want a piece of the action," he says.

"With our high-quality products and state-of-the-art facilities, we are ready for more opportunities and open to do more business," he adds. ♦

www.zanchetta.com.br

Bridgestone moves to the fast track

When the world's largest tire maker moves its Latin American headquarters from the U.S. all the way to Brazil, the prospects for growth must certainly be bright.

"The Brazilian market in itself absorbs most of our production in Latin America today, so it was necessary to move here to be close to our partners and customers," says Bridgestone do Brasil President Humberto Gomez.

"Today, Brazil is the fourth-largest producer of cars after the U.S., China and Japan. And most of the manufacturers here not only produce cars but are also into the research and development part of the business," Gomez continues.

Given the size of the Brazilian market, Bridgestone has set up one of the group's biggest operations, made up of two state-of-the-art tire plants, a testing facility (South America Proving Ground) and a technical center (South America Technical Center).

It also has the Firestone Building Products and FIPIL, a division that manufactures air springs for the automotive, rail and industrial sectors.

"Our research and development center here is one of only four within the group. Our plant in Santo André in Sao Paulo is the largest (in terms of tire weight) in the Bridgestone Group outside Japan and our factory in Camaçari, Bahia, is among the most modern in tire production process," Gomez says.

The factory in Bahia in northern Brazil manufactures "high-performance" and "ultra-high-performance" tires for both new generation cars and recreational vehicles produced in the country.

In total, Bridgestone do Brasil produces 40,000 tires a day for cars, buses and trucks, as well as for industrial, off-road vehicles and agricultural machinery.

While the tire maker exports its products to the rest of the Americas, the domestic market remains the company's main focus.

"The country continues to grow steadily and the demand for our products is extremely strong," says Gomez.

"We are a very strong player here in Brazil. We produce very high-quality products and are leading the way in our industry with environmentally friendly products. Today, we are the only company that can produce a passenger tire that meets the requirements of Volkswagen and Fiat for fuel consumption and we are very proud of that," he adds. ♦

www.bridgestone.com.br



Bridgestone do Brasil President Humberto Gomez

Toshiba spearheads the road to advanced technology

Over the course of 43 years, Japan-based giant Toshiba has become a vital contributor to the technological progress of Brazil.

"Established in 1967 and 1968, our factories here, which produced rotating machines such as motors and generators and static machines such as transformers respectively, were the very first of Toshiba Corporation to be constructed in Brazil," recalls Toshiba Representação Comercial do Brasil Ltda. Director President Akira Matsuzawa.

Since then, the Brazilian subsidiary has become the leading manufacturer and distributor of advanced electronic and electrical products, spanning information and communications equipment and systems, Internet-based solutions and services, electronic components and materials, power systems, industrial and social infrastructure systems, and household appliances.

"In 2006, the Brazilian government adopted the Japanese Digital Terrestrial TV System. DTT is the technological evolution of analog terrestrial television, which broadcasts land-based terrestrial signals. Toshiba played an important role in bringing this technology to the country. Today, even countries surrounding Brazil have also adopted the system," Matsuzawa says.

"With the country hosting the upcoming 2014 World Cup and



Toshiba Representação Comercial do Brasil Director President Akira Matsuzawa

2016 Summer Olympics, there are many opportunities cropping up especially from the social infrastructure and energy sectors in which Toshiba can supply its products," he adds.

"Aside from bringing in advanced TV technology to the country, Toshiba will also aim to supply LED lamps and LED displays to the stadiums and facilities related to the 2014 and 2016 events.

It also wants to build the railway systems in Sao Paulo and Rio de Janeiro and join the consortium that is vying to construct the high-speed rail link between Rio de Janeiro and Campinas.

"We are also looking into nuclear power projects. There are

Mazak well-prepared for further growth in South America

Predicted to soon join the world's economic giants, Brazil already boasts of having the second-largest industrial sector in the Americas, engaged in a diverse range of activities such as steel, aircraft, oil and gas to petrochemicals and automobiles.

According to government statistics, Brazil is the first market economy to have the world's 10 largest car-making countries producing cars in the country.

"As one of the BRIC nations, Brazil is growing significantly especially in the automotive sector. Our main customers are from the automotive industry and there continues to be potential in this sector along with oil and gas, as well as agriculture," says Mazak Sulamericana Director Motoyasu Kakutani.

The Japanese company is a global leader in machine tools, often referred to as "mother machines" because they are used primarily in the production of other machines that produce high-precision components.

In a country with such a robust manufacturing sector, Mazak plays a vital role in the operations of some of the largest companies present here in Brazil.

"We have had a long history in Brazil with regards to our products being sold here. Initially, we started the sales through a partnership with a Japanese trading company. However, as the demand and potential of Brazil increased,



Mazak Sulamericana Director Motoyasu Kakutani

we decided to open our own office here in 1997 and then shortly after started selling directly to our customers," recalls Kakutani.

Apart from supplying machine tools, Mazak also provides total technological solutions for its clients, most of which are the country's largest automotive manufacturers.

"The competitive edge of Japanese machine tools and our company specifically is our quality and dedication to customer service. We have many service engineers that are available to be dispatched to any location where a Mazak machine is installed," says Kakutani.

As the country grows and displays robust industrial output, Ka-

kutani reaffirms his commitment to Brazil.

"We know our business will grow here so we will continue to invest in Brazil. Some of our plans in the near future include the opening of a new technological center and an interactive showroom. Together with this, we would like to increase sales and employees and to create an even better service network," he says.

In addition to its technological center in the southeast, the company recently opened its second office in southern Brazil and has representatives across the country and region, including Argentina, Chile and Peru. ♦

www.mazak.com.br

'We know our business will grow here so we will continue to invest in Brazil. Some of our plans in the near future include the opening of a new technological center and an interactive showroom.'

Japan and the continuing rise of Brazil

CONTINUED FROM PAGE 14

currency revenues.

"Brazil's natural beauty and annual Carnaval have gained recognition the world over as they attract millions of tourists year-round. However, much more than the marvelous scenery, Brazil has a very special attraction that is truly unique – its people," says Jeanine Pires, former president of Embratur, Brazil's tourism board.

The dramatic rise of Brazil is illustrated best by its inclusion in the so-called BRIC economies (Brazil, Russia, India, China), which has generated renewed interest among Japanese businesses.

With the help of advisers like

Mizuho Seguros, Japanese executives have come to Brazil to act on emerging opportunities.

"The Japanese-Brazilian relationship is in great shape but it has yet to realize its full potential. There is growing interest in Brazil for Japan, but we are also in the early stages of a new Brazilian boom in Japan," says Shimomouchi, the ambassador.

"I invite Japanese people from all sectors to come to Brazil and see for themselves the importance of this country, which is destined to become one of the four major powers of the world," he adds. ♦

Panasonic pioneers ideas for complete living

CONTINUED FROM PAGE 14

"We are optimistic that Brazil will continue to prosper and we are looking forward to expanding our product lineup to include 'white goods' such as refrigerators, washing machines and other major household appliances," says Matsuda.

With a strong business strategy and favorable growth outlook, Panasonic do Brasil is committed to its role as a good corporate citizen.

Aside from making financial contributions, Panasonic has partnerships with ONG Amazon Rainforest Foundation Japan (RFJ), which aims to preserve the indigenous Bepkororoti culture. It is also involved in SOS Mata Atlantica, a program to plant 15,000 seedlings of native species in forest land equivalent to the size of 11 football fields. ♦

www.panasonic.com.br

Mitutoyo stays bullish on Brazil

CONTINUED FROM PAGE 15

It also runs one of the most modern calibration laboratories accredited by RBC (Brazilian Calibration Network).

As the company expands its operations, Mizutani firmly believes in the economic prowess of Brazil. "The infrastructure is already in place. The skills education system is good. Brazil puts a lot of importance toward industrial quality and there is an abundance of natu-

ral and human resources. We are indeed happy to be here and are committed to growing with the country," he says.

Mitutoyo Sul Americana has seven regional offices in Brazil, a sales and service branch in Argentina, and representatives in Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela. ♦

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