Japan and the continuing rise of Brazil

S
ince the establishment of diplomatic ties in 1949 and the arrival of the first Japanese immigrants in 1908, Japan and Brazil have maintained a close relationship. But with Brazil looking to host the largest World Cup ever in June, this historic connection is once again being renewed.

Brazilian companies have long been interested in Japan's market. But with the two countries sharing a rich cultural heritage and a strong trading relationship, this interest has now reached new heights.

In recent years, Brazil has become Japan's largest trading partner in Latin America, with trade between the two countries growing at an annual rate of 10 percent since 2008. Brazil is also Japan's third-largest source of imports, with soybeans, coffee, and timber being key commodities.

Meanwhile, Japanese companies have also increased their presence in Brazil. In 2019, there were 2,300 Japanese companies operating in Brazil, up from 1,000 in 2010. This growth has been driven by a combination of factors, including the need for new markets, the desire to tap into Brazil's rich natural resources, and the country's growing middle class.

Brazil is also home to a number of Japanese-owned companies, including Nissan, Sony, and Panasonic. These companies have been instrumental in promoting the country as a gateway to the Latin American market.

In addition to trade, there is a strong cultural exchange between Japan and Brazil. Japanese films, music, and fashion are all popular in Brazil, while Brazilian carnival, samba, and soccer are equally well-known in Japan.

The affinity between the two countries is also apparent in the sports world. Brazil was the first country outside of Europe to win the World Cup, in 1958, and it has since become a symbol of the country's cultural and sporting achievements.

For this reason, electricity generation and transmission will be an important sector for Brazil and has attracted the attention of Japanese companies. A recent result was the successful completion of a major wind farm project in Brazil's offshore sector, which is expected to be completed in 2023.

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Brazil is also making strides in the information technology sector, with companies such as Microsoft and SAP establishing local offices.

In the past, most car models of European and North American automakers, such as BMW and Mercedes, were imported to Brazil, but this is now changing. Brazilian companies are beginning to develop their own models, which are expected to be launched in the coming years.

Partnership between Brazil and Japan

The Sao Paulo Chamber of Commerce www.spchamber.com.br

The Sao Paulo Chamber of Commerce (CSPA), founded in 1919, is the largest and oldest chamber of commerce in Brazil. It represents more than 3,000 companies and is dedicated to promoting international trade and investment. The CSPA has offices in several countries, including Japan, and is a leading player in the Brazilian-Japanese business community.

The chamber is also involved in various initiatives to promote trade and investment between Brazil and Japan. It organizes business missions, trade fairs, and seminars to facilitate connections between companies, and provides information and support to businesses interested in entering the Brazilian market.

Brazil's automotive industry is also growing, with domestic manufacturers such as Ford and Novo Tio being among the major players. In the last decade, we reconstructed the Brazilian market, and we have seen a strong demand for local products. According to the Ministry of Agriculture, Sugar and Alcohol, in 2015, Brazil's automotive industry saw a growth of 20 percent in sales. Despite the Chinese automotive companies' growth in the country, we believe that the Brazilian market is still a priority for Japanese companies.

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Brazil 0 ffering a means to diversify, Brazil’s key sector has lured many to its economic centre.

A leader in the industry with 30 years of experience, the Brazilian dairy cooperative De Nazaré do Brasil manufactures, supplies and distributes milk products.

De Nazaré do Brasil President Presidente Carlos E. de Freitas

Brazilian substance, Japanese roots

Yasuda Seguros shows premium performance

Looking after the health of millions

Mitutoyo stays on Brazil

A reliable partner to carmakers

Brazil & Japan, attraction knows no bounds, neither do our markets.

Denso geared up for growth in Brazilian market

NISK forecasts brighter prospects in Brazil

The Sao Paulo Chamber of Commerce (Câmara de Comércio de São Paulo - SPCC) is an international business organization with more than 12,000 members representing a portfolio of over 15,000 partners in Brazil.

NISA holds an international leadership position in the market of precision engineering components. NISA produces a variety of products, including bearings, linear guides, and other machine tools.

In Brazil, the Japanese electronics giant Panasonic do Brasil is expected to introduce a new manufacturing facility for its high-end automotive products in the coming year.

The headquarters of Yasuda Seguros.

The base 20 years of our business was a localization plan for our initial 15 years, we started exporting to the Mitutoyo group all over the world," says Mitutoyo. Mitutoyo manufactures the world’s largest range of measuring instruments, with a wide variety of applications, including precision engineering components, machine tools, and microscopes.

The relationship we have with our customers is very important. In Brazil, we have developed our business in the automotive, aerospace, and electronics industries.

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Brasil Foods feeds Japan

Brasil Foods International enters into a flurry of new activities, mostly within the region of Asia. The company has signed a new partnership with the Japanese multinational firm, Nippon Yusen Kaisha, for the establishment of a new plant that will double the company’s current capacity in the region. The new plant is expected to be operational in Japan, with a focus on producing chicken legs for processing.

The partnership with Nippon Yusen Kaisha is part of Brasil Foods’ strategy to further expand its business outside Brazil. The company has already stepped up its export activities in the region, particularly to Japan, and has been successful in introducing its products to the Japanese market.

“Japan is one of the largest economies in the world, and our focus on the Japanese market is a strategic move to expand our presence in this important market,” says Otávio Zanchetta, CEO of Brasil Foods.

Mizuho well-prepared for further growth in South America

Mizuho Corporate Bank, one of the largest banks in Japan, has been actively pursuing opportunities in South America. The bank’s commitment to the region is evident in its recent acquisition of a minority stake in the Brazilian poultry producer, Brasil Foods.

“The acquisition of Brasil Foods is a significant milestone for us,” says Mizuho Corporate Bank’s Senior Managing Director, Masato Mizuho. “Brasil Foods is a leading poultry producer in Brazil, and we believe its strong position in the country will help us to expand our presence in the region.”

With its acquisition of Brasil Foods, Mizuho Corporate Bank will be able to further penetrate the Brazilian market and extend its reach to other Latin American countries. The bank’s strategic positioning in the region is aligned with its goal of becoming a leading global financial institution.

“Japan has a long-term strategy of becoming a leading global financial institution, and our investment in Brasil Foods is a key component of this strategy,” says Mizuho. “We believe that the combination of our expertise in financial services and Brasil Foods’ strong presence in the Brazilian market will enable us to achieve significant growth in the region.”

Meanwhile, the Brazilian government has also been actively pursuing opportunities in the region. The government has been working to attract foreign investment to Brazil, with a focus on sectors such as infrastructure and technology. The country’s strong economic performance and strategic location make it an attractive destination for foreign investors.

“Brazil is a key destination for foreign investment, and our government is committed to creating a favorable environment for investors,” says Michel Temer, Brazil’s President. “We are confident that our strategic positioning in the region will enable us to attract significant investment and achieve significant growth.”

With its acquisition of Brasil Foods and its strong presence in the region, Mizuho Corporate Bank is well-prepared for further growth in South America. The bank’s commitment to the region is evident in its recent acquisition of a minority stake in the Brazilian poultry producer, Brasil Foods.

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