**Uruguay and Japan strengthen links**

Japanese investors are becoming increasingly won over by this solid investment location in the heart of Latin America.

With a steady macroeconomic environment, a sound fiscal policy, low inflation, political stability and a growing reputation as a financial, manufacturing and logistics center, Uruguay is the perfect gateway to the world for business and consumers.

Nestled between Argentina and Brazil, Uruguay, Montevideo as its capital, the small country — it has a land area of approximately 18,000 square kilometers — is internationally recognized as a haven of democracy, peace and social equality.

President Tabaré Vázquez, who first took office between 2005 and 2010 and was re-elected again in March 2015, has been a liberal, progressive administration that has some of the best infrastructures, investments, finance, innovation and CFI growth in Latin America. It is also one of the preferred countries in the world, with most of its electricity coming from wind parks.

Uruguay is enjoying the best credit rating it has ever had (Standard & Poor’s has rated it to the top of its investment grade), and with excellent incentives in place, it is a reliable and attractive place to do business.

The increased foreign direct investment (FDI) is improving productivity and innovation, traditional exports such as soybean, beef, malt and wooden furniture are now being accompanied by high-end gastronomy and knowledge-based skills.

Skilled human resources at competitive costs, first-class technological infrastructure, a strong business climate, strategic geographic location, an efficient public sector and a strong record of owing among the advantages that Uruguay offers to provide investment opportunities to the foreign investor.

Several international companies have already taken steps to open new and expand their operations in the region.

"To enter the new trade era, especially within the context of global value chains," Rodolfo Nin Nova, Minister of Foreign Affairs, said, "the opportunity is now and the minister of foreign affairs, explains Uruguay’s competitive advantage.

"Uruguay has established itself as a hub of entry into the region. We have five free zones offering unparalleled logistical advantages to companies working to within our continent; a single regime for the whole region, which has been used for many years by European companies and neighboring countries, and act as a gateway to the region’s.

"We are objectively considering the reformulation of Mercosur in order to make it a free trade zone. There is awareness in all countries that the greater the depth of the economic relationship, the greater the need for opening. And to prepare for the new trade era, especially in the context of global value chains, we must have flexible opportunities.

"The new administration is focused in commerce, as well as sound political and diplomatic relations and is keen to join the world’s free trade agreements, be it in a matter of the quality of services, and private sector, large commercial and financial sector, internet service providers, large commercial and financial sector, etc.

"We are able to provide services and food products to a country with over 25 million inhabitants like Japan, "he says. "There are many investment opportunities in our country which are safeguarded by a solid reputation. For example, we have introduced a new investment law and other incentives to the foreign investors; the freedom to repatriate capital and profits without any limitations; all these elements make Uruguay a very safe place to invest.

"Ministry of Industry, Energy and Mining Carolina Coce notes the government’s plans to upgrade Uruguay’s status as an energy exporter and its increasing entrepreneurship.

"Since 2005, Uruguay has been systematically preparing to reach an energy capacity much higher than 19 percent of renewable energy in megawatts, human and solid," she says. "We have a surplus of energy that we can offer and sell to other countries. We are an excellent condition to become energy exporter and its increasing entrepreneurship.

With investment in roads, railways, ports and railways, a government priority, there is a huge opening for companies looking to appropriate the new legal framework put in place for public-private-participation contracts that was recently added to the traditional bidding schemes.

"We are working to introduce facilities that will make Uruguay the first Latin American country in the region to guarantee investors access to the best telecommunications platforms and systems.

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Andrés Tolosa, who has worked for regular AT&T (solutions), National de Telecommunications for 22 years before taking the reins as president, in 2015, informed Global Insight of some of the objectives. Tolosa has been appointed in fifth place worldwide as an example of successful companies that has the best reputation in the world, and it is the place where we will continue to compete for the future.

In this sense, ANTEL has to prepare for this challenge.

"In Uruguay today, 10 percent of households have internet access," he says. "This indicator places us at the top of the Latin American countries. We are aiming to keep ANTEL as a leader in the telecommunications market in terms of quality, market share and also maintain the technology and quality level that we achieved in the region. We hope that with the submarine fiber optic cable and the large data center being built, we will continue to meet the future.
Punta del Este and the wider area of Maldonado, on the southern tip of Uruguay, have strong potential for all kinds of tourism.

Agriculture is Uruguay’s biggest driver of growth and lauded internationally for its superb-quality beef and other products.

With the wealth of its population of beef cattle per capita – there are roughly 45 cows to every person – Uruguay is one of the world’s prime meat exporters, and has been so since the start of the 20th century. Uruguayans call these the Portones, the “cattle.” The meat includes soil conservation, international events on topics Tabaré Aguerre has been a minister in the ministry, which produces products from the agricultural and agro-processing area.

We also want to develop the national meat industry. The ministry is responsible for the processing plant level and the traceability of an animal which мяса, the only country in the world with 99 percent of the soy- and maximum safety.

We have to enter the markets with a high-quality beef product and also have an awe-inspiring symbol that is recognizable.

“We need to encourage investment. With this in mind, the ministry has launched tourism-related development projects that allow consumers to

The lay of the land is quality produce

Promoting one of the best secret locations under the sun

Punta del Este is a city on the eastern coast of Uruguay. It is a four-hour flight from Buenos Aires, 70 miles north of the capital of Montevideo, and a one-hour flight from the international airport at Salto del Malle. It is a seaside town with beautiful beaches and a rich cultural life. The city is known for its beaches and resorts, and it is a popular destination for tourists from around the world.

With a host of international hotels now on hand – the Hyatt has between them some millions of dollars and in doing so, provided a stamp of approval that encouraged the government to invest even more in the sector, as well as improve tourism infrastructure.

As the guardian of the country's natural resources, the government. It is building a new pulp mill and induced income. Maldonado is a small department that hosts the city of Punta del Este.

“The lay of the land is quality produce. Agriculture is Uruguay’s biggest driver of growth and lauded internationally for its superb-quality beef and other products.”

With a clear vision of health, culture, business, leisure, there are several reasons to visit Punta del Este.

Wine industry raises a toast to hard work of INAVI

As the greatness of the country’s flouring wine industry, Instituto Nacional de Vitivinicultura (INAVI) is the south of total employment in the country.

With quality in mind, Uruguayan producers have developed a rich, red wine that is the world’s sixth-largest exporter of rice, and exports 97 percent of its rice exports.

“We need to encourage investment. With this in mind, the ministry has launched tourism-related development projects that allow consumers to trace the secrets of the wine industry’s development.”

Punta del Este is an inseparable part of the country’s tourism offer and it is a unique destination for tourists from around the world.

“We need to encourage rural enterprises to continue to attract innovation and investment in tourism.”

“We need to encourage rural enterprises to continue to attract innovation and investment in tourism.”

“We have a very unique environment and most of the beautiful beaches in Uruguay. With this in mind, we are ideal for those who are interested in relaxing.”

A barging excursion... Uruguay offers a large number of activities for foreign investors who are interested in buying land or entering the market.

Without a doubt, the modern Uruguay... has a very unique environment and most of the beautiful beaches in Uruguay. With this in mind, we are ideal for those who are interested in relaxing.

This has also led to the fact that the government has been able to encourage even more investment in the wine industry, making it one of the strongest sectors in the country.

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**Special Economic Reports**

The highly successful international businessman Alejandro Bulgheroni, along with his wife Bettina, has put his heart into developing an iconic farm involving vines, olive oil and beef in a sustainable environment in the exclusive region of Maldonado. His prized Colinas de Garzón extra virgin olive oil is ranked among the best in the world. The entrepreneur took some time out of his busy schedule to talk about the good life with Global Insight.

**Global Insight (GI): After a sig- nificant expansionary period, Latin America is now seeing gradual downturns. While the IHS JPMorgan index for the region remains positive, with growth of 2.3 percent expected for 2015, how will the Uruguayan economy continue running this changing regional context?**

Alejandro Bulgheroni (AB): First of all, I would say that the challenge of growth and development is a global one. The stagnation in consumption is we are seeing internationally is hindering economic growth.

This phenomenon, which has also been impacted by low oil prices, has failed to stimulate consumption and even price drop. Thirty years ago, the relationship between oil prices and growth was direct. One barrel of oil was equivalent to one point of GDP. Today the ratio is 0.35 to 1. This makes the world quite skeptical.

The main and technological factor is in Latin America, techno- logies have been diversifying, leading to more efficient production of goods and serv- ices. This will not have a direct effect on pricing Latin America, but has been impacted by the consump- tion of raw materials. The value chain of commodities has dropped significantly.

When things are going well, what food comes from and how it is made. In Uruguay, we have started to talk about the local food system and this has been used efficiently and con- tribution to global development. We are interested in protecting the environment, and the bio- diversity that can be seen on the farm is very interesting. We have native fumis, for example, which control poppy due to their genetics. What’s more, these farms are highly carbon footprint.

Near the town of Garzón, 150 km from Montevideo, is the "International Olive Oil Organization ranked Agroland 15th out of the 25 Best Processors last year."

**The Japan Times**

**Thursday, June 16, 2016**

**URUGUAY GLOBAL INSIGHT**

**Agroland: High-tech processes in harmony with the natural world**

**Headline: Towards self-sufficiency in terms of energy use, and producing some of the best- quality foodstuffs in the world. Agroland is magical agricultural-industrial complex to be admired.**

**The successful owner of the leading wine experts and advisers in the world. Agroland has gained worldwide recognition.**

**Agroland so far have included: the Japan Times market?**

**Alejandro Bulgheroni, President, Agroland**

"We are going to rear wagyu cattle, the Japanese breed, to produce what is known as Kobe beef."