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### Strategic partners Japan and Brazil celebrate milestones

such as panel discussions,"

added Atsushi Okubo, Di-rector President of JETRO

The Japan Bank for Inter-

promote sustainability.

"Brazil is very welcoming

São Paulo.

do Brasil.

🗖 his 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. "Along with these mile-

stones 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 living 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 The Japan Foundation in São Paulo to sustain posi-



#### Akira Yamada, Ambassador of Japan to Brazil

tive relations between the two countries. "One of our main goals is to support the protection of

the Brazilian Amazon rainforest and combat illegal deforestation. This year, we intend to begin phase two of the project that utilizes satellite images using artificial 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 and society," expressed Shinichi Sanui, president country, and also promoting and CEO of Banco Mizuho open innovations between Japanese companies and Brazilian startup companies through different events

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 Susaki, 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."

"We are opening a new plant in Brazil toward the end of 2020 that will produce ingredients that global cosmetic companies can use to produce their products. This will be the largest plant outside Japan," said Tatsuya Sasaki, president of Ajinomoto do Bra-

national Cooperation (JBIC) is also able to support open innovation by providing financing to potential companies that contribute to the improvement of Brazil and of Japanese companies and investors because they support the Brazilian economy

"On top of promoting the Hiroshi Sato, Chief cultural exchange between Japan and Brazil, we aim Representative of JICA Brazil

Panasonic

sil Industria e Comercio de Alimentos Ltda.

"In 2019, we launched R-32, a model from our newest line. We are excited to present a whole line of nextgeneration coolant in 2020 that provides low environmental impact and higher efficiency," added Tomoji Miki of McQuay Ar Condicionado Brasil Ltda.

"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 and Japan is excellent, but I am convinced that the best time for bilateral relations is soon to come," concluded Ambassador Yamada. 🔶 www.br.emb-japan.go.jp www.rio.br.emb-japan.go.jp www.jica.go.jp/brazil www.jetro.go.jp/brazil



www.fjsp.org.br

Tetsuya Otsuru, Consul General of Japan in Rio de Janeiro

## **Innovation drives Konica Minolta's Brazilian market breakthrough**

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 worldwide.

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 Vitoria. According to Takahito Mitsuhashi, president of Konica Minolta Business Solutions do Brasil, there are plans to expand these branches in the coming years.

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



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 mar-

ket for eight consecutive years, we strive to maintain that level by delivering innovative value to our customers through our industrial print-ing technology (IP), hybrid solutions and also preserving the high quality of our post-sales services," Mitsuhashi said.

Looking to the future, the company is betting on the IP market in Brazil and has expanded its portfolio to cover digital label printing solutions.

In addition, it is investing in the construction of a new DIS (Digital Imaging Square) for 2020 to underline its commitment 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. 'Konica Minolta Business Solutions do Brasil believes in the potential of the Brazilian economy to grow," Mi-tsuhashi said. "And so we are prepared and excited to grow together with the country, contributing to our customers through our core values, delivering quality technology, customer service and

support." ♦ www.konicaminolta.com.br/





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

or over 100 years, Pan-asonic has been recognized as one of the



CREATED FOR YOU

### 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.



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.

Already having a positive reputation and market position for audio and visual equipment, Panasonic do Brasil is increasing efforts to supply the growing de-mand for white goods in the 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 of major appliances such as refrigerators and washing machines grew more than 20 percent. "There is a growing poten-

tial for home appliances or

#### **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.

This new line of refrigerators save up to more than 36 percent of energy compared to similar products in the region. This is part of the company's efforts to improve 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 operate using hydroelectricity, which has greatly decreased its carbon dioxide production," Matsushita shared.

Panasonic do Brasil is also looking into expanding its Extrema production line

profile by joining the servicing industry, providing complete digital signage solutions to retailers and unique, natural gas-based energy management solutions to large-scale facilities such as factories, shopping malls, business parks or hospitals, through two newly acquired engineering service companies in Brazil (Digital Full Service and

One of the exciting plans Panasonic do Brasil has is

its renewed sponsorship

deal with Daniel Dias, the

male swimmer with the larg-

est number of medals in

the Paralympic Games for

the 2020 Tokyo Paralympic

Union Rhac).

Games.

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."

"Next year is a milestone year for Japan and Panasonic as we expect the upcoming 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 brighter future ahead for the economy and an opportunity for Panasonic to provide for the community a better world through equipment and our services," Matsushita concluded.

Panasonic is an Official www.panasonic.com.br Worldwide Partner for both



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

romoting 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 Japa-

nese-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 achieved its goal and made

For foreign companies, starting a business in Brazil can provide

quite challenging due to labor

market conditions.

country.

Brazil can prove to be

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

history as the first company munities that do not have that started to incorporate access to medical facilities.

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 patients' needs as the center of our efforts," said Flávio Martins, presi-dent 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-

tions such as the Dharma Institute, whose main mission is to take medical care to needy and remote com-

initiatives have a strong relation with our corporate tion. philosophy 'Made for Life' and this is one of the reasons why we chose to donate portable ultrasound equipment to support their cause," shared Martins. 'This will help doctors offer better care for their patients in the long run." As Canon Medical Systems

do Brasil improves hospital management and operational efficiency through its wide array of technologically advanced medical imaging equipment, its aim to satisfy its customers remains present.

Through an NPS survey, the company was able to

"The Dharma Institute's measure the level of its customers' loyalty and satisfac-

> '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. 🔶

www.br.medical.canon



**CANON MEDICAL** 

# **Transforming Canon do Brasil** through growth and reform

dmired and respected around the world, Canon T 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.

Its success allowed the company to continue with its quality products, solutions and services in 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 percent of Brazil's market share.



Masaharu "Michael" Choki, President and CEO of Canon do Brasil

Since Masaharu "Michael" Choki took leadership as presi-



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

dent and CEO of Canon do Brasil in 2019, his vision to transform and sustain the success of the company has involved two main directions: growth and reform.

"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.

Currently, the company is focusing its efforts on digital commercial printing, as well as producing high-quality digital interchangeable lens cameras and mirrorless cameras. One recent company develop-

ment to expand the consumer experience in Brazil is the Casa Canon, launched last December in São Paulo. Casa Canon is a unique place where customers

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-

can have a firsthand look at all

Canon products, utilize their

nichannel development. Visitors can test the products and shop in the online store at a digital totem available at Casa Canon.

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

"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 smoothly to ensure the success of their business," said Mami Ueno, CEO of Ueno Profit. The government is currently in full force to simplify bureaucratic procedures of these

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

policies such as the Economic Freedom Law and the newly signed provisory law (medida Provisoria/MP), which aims to enhance entrepreneurship in the region.

Ueno Profit participates with the country in transform-

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.

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 2020, they are implementing the integrated management of interdisciplinary consulting with technological innovation anticipating future trends.

"We are excited to offer the new Ueno Profit as Brazil deenvironment and a positive outlook for Japanese investments," Ueno concluded. ♦ www.uenoprofit.com.br



**CENIBRA** establishes good and everlasting reputation through sustainable solutions out causing any harm to the

oday, many companies in Brazil are only recently starting to tailor their operations to benefit the environment, something that forestbased company Celulose Nipo Brasileira S.A. (CENIBRA) has successfully achieved since it

ests only, which means that the company grows the trees that it uses for its operations. Each year CENIBRA

to establish a good relationship

environment, CENIBRA made

an integrated move to acquire

not only with the environment, but also with the people in the region.

As we strengthen our ties its supplies from planted forwith the Brazilian community, we are also able to educate them about our business and develop our operations throughout the around 20 million genetically entire process," said Kazuhiko enhanced seedlings that are Kamada, director-president of planted over 254,000 hectares of CENIBŔA. With a huge demand for its Operating in over 54 municiproducts, CENIBRA was able to provide jobs to around 5,000 palities across Brazil, it has al-President of CENIBRA ways been CENIBRA's mission direct employees.



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

SI 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. Aside from silk, the company also explored various textile fields and moved into the handling of industrial products, which make up the

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 solely to Brazilian custom

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



velops to be a better business

brings us the opportunity to enter the chemical market in recent years," said Dave (Ko-GSI Creos Brasil.

ers, which was difficult for other Japanese companies to achieve. "For more than 40 years,

suke) Yatsuyanagi, director of GSI Creos Brasil took many The Brazilian operation

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-Brazilian market and share our expertise in the business," Yatsuyanagi shared. GSI Creos Brasil's longterm partnership with Toray Medical Co. strengthens this year as the companies started to expand hemodialysis products across South America. Currently, the company's

treatment clinic

An example of a hemodialysis

is the TR-8000 hemodialysis machine.

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

"We at GSI Creos Brasil saw the need and opportunity for high-quality hemodialysis treatments in Brazil. We are looking forward to our recent investment in clinics that offer this and will soon begin offering this around South America, as well," Yatsuyanagi concluded. ♦ www.gsi.co.jp

was founded in 1973. 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-



land.

CENIBRA's Eucalyptus plantation with preservation area surrounding

"We want to expand the busiefficient process that would ness and project in Brazil to help its employees along the "We have been investing every plant more trees, which will positively affect more commuvear in improving our operanities," Kamada shared.

Thanks to its environmentally friendly 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 hand with local farmers in 2020, modernization is CENIBRA's top priority to allow for a more

Kamada. "We have to keep good relations with society, prioritize safety and contribute to the local economy here in Brazil," he concluded.

tions and we are continuously

growing. This year we expect

to hit the highest record of pro-

duction in our history," stated

www.cenibra.com.br



### **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.

www.epson.com.br



# Honda shares the joy of a sustainable future in Brazil

ome to more than 200 million people, Brazil is recognized as the sixth-largest automobile market in the world.

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.

"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 enhanced its development process and product marketing to accommodate the growing expectations and demands of its Brazilian customers. Along with its goal to be the leading automotive company in Brazil, Honda



Issao Mizoguchi, CEO of Honda South

also took into account the environmental challenges that the industry is facing.

In order to address this concern, Honda formulated solutions and incorporated into its corporate strategy the aim to lessen the environmental impact of its products and operations and promote the efficient use of natural resources in its facilities.

"A major action of Honda Automóveis do Brasil towards this goal 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.

Honda Energy celebrated five years of activities in 2019. During this period, over 600,000 cars were produced with clean and renewable energy. The inauguration 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 about 820 hectares of standing forest and 245 hectares of trees from reforestation, comprised mainly of endangered trees.

'Economic development combined with environmental preservation. This is the premise adopted by Moto



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," Mizoguchi concluded. www.honda.com.br



### **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



#### Dave (Kosuke) Yatsuyanagi, Director; Daniela Yamauti, Director www.gsi.com.br and President of GSI Creos Brasil strongest product in Brazil water system

America