



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

Promoting good health care in Brazil is a gargantuan task, but with companies such as Canon Medical Systems do Brasil, the road to a better medical system is within arm's reach.

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

Over the years, the Japanese-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



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

history as the first company that started to incorporate

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, president 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 organizations such as the Dharma Institute, whose main mission is to take medical care to needy and remote communities that do not have access to medical facilities.

"The Dharma Institute's initiatives have a strong relation with our corporate 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

measure the level of its customers' loyalty and satisfaction.

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

www.br.medical.canon



Transforming Canon do Brasil through growth and reform

Admired and respected around the world, Canon is reputable for the development of document and image management technologies, as well as producing a variety of innovative products ranging from cameras, copiers and printers, to optical equipment and professional broadcasting lenses.

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.



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 development 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

can have a firsthand look at all Canon products, utilize their 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 omnichannel 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

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

For foreign companies, starting a business in Brazil can prove to be quite challenging due to labor laws, tax policies and unstable market conditions.

International groups, specifically Japanese companies that make up 80 percent of their clientele, can trust in Ueno Profit to provide their expertise in the fields of business law, international law, accounting, tax and labor law, and business management on how to apply these laws in the country.

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

Ueno Profit participates with the country in transforming 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 develops to be a better business environment and a positive outlook for Japanese investments," Ueno concluded. ♦

www.uenoprofit.com.br



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

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

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 brings us the opportunity to enter the chemical market in recent years," said Dave (Kosuke) Yatsuyanagi, director of GSI Creos Brasil.

The Brazilian operation

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 solely to Brazilian customers, which was difficult for other Japanese companies to achieve.

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

GSI Creos Brasil's long-term partnership with Toray Medical Co. strengthens this year as the companies started to expand hemodialysis products across South America. Currently, the company's strongest product in Brazil



An example of a hemodialysis treatment clinic

is the TR-8000 hemodialysis machine.

With the majority of sales coming from the medical field, GSI Creos Brasil is 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
www.gsi.com.br



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

CENIBRA establishes good and everlasting reputation through sustainable solutions

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

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-

out causing any harm to the environment, CENIBRA made an integrated move to acquire its supplies from planted forests only, which means that the company grows the trees that it uses for its operations.

Each year, CENIBRA plants around 20 million genetically enhanced seedlings that are planted over 254,000 hectares of land.

Operating in over 54 municipalities across Brazil, it has always been CENIBRA's mission to establish a good relationship

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

"As we strengthen our ties with the Brazilian community, we are also able to educate them about our business and develop our operations throughout the entire process," said Kazuhiko Kamada, director-president of CENIBRA.

With a huge demand for its products, CENIBRA was able to provide jobs to around 5,000 direct employees.

"We want to expand the business and project in Brazil to plant more trees, which will positively affect more communities," Kamada shared.

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



CENIBRA's Eucalyptus plantation with preservation area surrounding water system



Kazuhiko Kamada, Director-President of CENIBRA

efficient process that would help its employees along the way.

"We have been investing every year in improving our operations and we are continuously growing. This year we expect to hit the highest record of production in our history," stated Kamada.

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

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

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Honda shares the joy of a sustainable future in Brazil

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

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 America

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

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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.

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