



This milestone year is marked by high-level visits. President Lula's trip to Japan in March and Princess Kako's tour of Brazil in June both signal renewed global cooperation. At the Osaka Expo, Brazil showcases its cultural and diplomatic presence through a partnership strengthened by shared values, trust and innovation — championed by Ambassador Teiji Hayashi and companies such as Daikin, Macnica DHW, SCI Pneus and Ocean Network Express.



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Bridging borders, building futures: Japan and Brazil mark 130 years of strategic partnership

Ocean Network Express connects Latin America and Japan in 130 years of Brazil-Japan partnership

As Brazil and Japan celebrate 130 years of diplomatic relations, Ocean Network Express, in just seven years, has become a vital bridge between the dynamic Latin American and Asian markets. With a global network and Brazil as a key regional focus, ONE reinforces cooperation and commitment to facilitating trade between these important economies.

Sustainability is central to ONE's strategy. The company continuously invests in green technologies, exemplified by the ONE Sparkle and ONE Sphere

vessels that recently arrived on Latin America's west coast. These state-of-the-art ships, prepared to run on alternative fuels such as methanol and ammonia, significantly reduce emissions and ensure efficient transport of sensitive cargo, including fresh fruit exports from Latin America to Asia. This commitment echoes the region's unique potential in renewable resources and strengthens its role in transforming future green ports.

Digitization is also a strategic pillar for ONE. Digital solutions like ONE Quote for instant quotes/

bookings, ONE eBL for digitized shipping documents, and the Container+ system for real-time refrigerated cargo monitoring, ensure efficiency and transparency. Aligned with platforms like the International Maritime Organization's Maritime Single Window, ONE believes successful digitization depends on collaboration among shipping lines, terminal operators and port authorities for efficient information and cargo flow.

ONE's presence in Latin America is robust, with offices in 11 countries and over 4,100 customers, nearly two-thirds in Brazil. Additionally, ONE works with 16 partner agencies throughout the region. Key sectors such as agribusiness and automotive benefit from the company's approximately 21 services, including six dedicated routes to Asia. Recent services like the East Coast South America Express 2 and enhanced River Plate Express and River Plate Service routes further strengthen connectivity with Asia.

ONE strives to be "Your Number ONE Shipping Partner," reaffirming its commitment as a strategic ally, offering



ONE promotes digital collaboration among shipping lines, terminals and port authorities to streamline the flow of information and cargo. ONE



Colin de Souza, President of ONE Latin America ONE

comprehensive coverage, innovative solutions and quality service.

"By combining innovation, sustainability and our strong local presence, ONE strengthens the ties between Latin America and Japan, not just with ships, but with trust, a clear vision for the future and continuous collaboration," said Colin de Souza, president of ONE Latin America. ■

<https://br.one-line.com/en>

ONE
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Daikin: Powering growth with sustainable cooling solutions

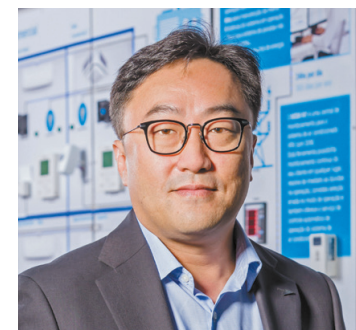
Daikin Brazil, under Daikin Industries, was founded in Sao Paulo in 2011, and was pivotal to the company's Latin American expansion. Initially introducing high-quality, energy-efficient split-type air conditioners to a market dominated by window units, the company has since achieved major milestones — like establishing a manufacturing plant and training centers, as well as becoming a key player in residential and commercial air conditioning.

"Daikin started as a small operation here in Brazil, represented by a local agent. We later entered the market directly, importing products — primarily split-type air conditioners — from Japan. We started production in Manaus, focused on producing high-quality, energy-efficient inverter-technology models," Roberto Yi, president of Daikin Brazil, said.

To overcome initial challenges in product pricing and market penetration, Daikin invested heavily in consumer education,



Daikin Brazil is expanding its reach across all air conditioning segments. DAIKIN



Roberto Yi, President of Daikin Brazil DAIKIN

technical training and advocacy for more stringent energy regulations in the country. Yi said: "We established a major training center in Sao Paulo, the largest of its kind in Latin America. This was instrumental in training technicians to install our products correctly." To date, the company has trained more than 10,000 installers, with training centers in Sao Paulo, Salvador and Rio de Janeiro.

Daikin Brazil's growth has been exponential.

"In 2015, our revenue was around 200 million reais (¥5.3 billion); we had roughly 100 employees. Today, we're approaching 1 billion reais in revenue and our workforce has expanded to nearly 500 employees."

The company now leads the variable

refrigerant volume and applied commercial air conditioning sectors, holding over 30% of the market share in Brazil.

Looking ahead, Daikin Brazil is enlarging its reach across all air conditioning segments.

"We've two primary objectives — expanding our residential market share and further strengthening our leadership in commercial air conditioning; closely collaborating with our team in India to introduce new products for the mid- to lower-range markets in Brazil," Yi said.

Additionally, the company is focusing on the burgeoning data center market, leveraging Brazil's position as a hub for tech infrastructure. Yi said: "Major global players — like Google, Amazon, Microsoft and Meta — are expanding their data centers in Latin America. Our goal is to provide advanced cooling solutions that minimize energy consumption and enhance operational efficiency for these facilities."

On this growth trajectory, the Japan-Brazil connection remains vital, he said.

"We've engaged with the Brazilian government and collaborated with the Japan International Cooperation Agency to demonstrate Japan's regulatory framework," Yi concluded. ■

www.daikin.com.br

DAIKIN

A road paved in partnership: SCI Pneus and Yokohama's three-decade collaboration

For over three decades, SCI Pneus has exemplified the spirit of the Brazil-Japan partnership as Yokohama Rubber Co.'s exclusive distributor in the country. Set against the backdrop of 130 years of bilateral relations, SCI has transcended the role of a traditional distributor — introducing premium tire technology while fostering the industrial partnerships and long-term commercial relationships that continue to drive Japanese-Brazilian trade today.

Founded with international trade at its core, SCI Pneus strategically expanded into the automotive and logistics sectors before identifying tires as a natural avenue for growth.

"The tire division was a natural development," said Pedro Abreu, director at

SCI Pneus. "It aligned perfectly with our existing expertise in foreign trade and representing global brands."

This expertise proved instrumental in the early 1990s when Japan's Yokohama Rubber sought entry into Brazil's newly opened market.

"Through affiliated companies, we were chosen to launch Yokohama's commercial presence in Brazil," Abreu recalled. "Becoming Yokohama's exclusive distributor marked a turning point. It combined our local knowledge with the strength of a brand globally recognized for its quality and technology."

The decades-long partnership that emerged reflects that deeper principles are driving the success of these bilateral business relationships: sustained investment, technical excellence and cultural adaptation. Today, SCI manages Yokohama's comprehensive Brazilian operations, from marketing campaigns and motorsports sponsorships to a nationwide reseller network that spans diverse regional markets.

Central to SCI's business model is balancing global standards with Brazilian market realities.

"Our commitment is to uphold Yokohama's brand excellence in Brazil with the same rigor applied in the world's most demanding markets," Abreu said. "At the same time, we tailor our strategies to the



Following its strategic expansion into the automotive and logistics sectors, SCI Pneus finds tires a natural avenue for growth. SCI PNEUS

local consumer — whether in product mix, lead times or communication."

This localization strategy extends to technical operations, where SCI's Japan-trained specialists provide diagnostics, training and field support to resellers and fleet operators. SCI Online Systems, the company's proprietary business-to-business platform, integrates with robust logistics infrastructure to ensure consistent service delivery across Brazil's challenging geography.

Despite technological sophistication, SCI prioritizes relationship-building as its

competitive advantage. "Beyond systems, we value close and transparent relationships," Abreu explained. "We've built long-term partnerships on trust and consistent results."

Looking ahead, SCI positions itself for industry transformation as automotive sectors embrace digitalization and sustainability.

"The industry is moving toward smarter, more integrated solutions — and Yokohama is investing globally in that direction," Abreu said. "Our goal is to accelerate this momentum in Brazil, while deepening our role across the supply chain."

After three decades, the SCI-Yokohama partnership demonstrates that enduring international business success requires more than market access — it demands mutual respect, shared vision and patient capital investment in long-term relationships. ■

<https://scipneus.com.br>

SCI
pneus

Bridging continents through innovation: Macnica DHW and Brazil's role in the global tech ecosystem

When Fabio Petrassem de Sousa returned to Brazil in 2009 to found DHW Engineering, he brought with him more than a decade of international experience in hardware design and consulting. After years at Altera Corp. in the United Kingdom, he saw an opportunity to localize global expertise.

"Starting the company was moved by several reasons," Sousa said. "But above all, I decided to take the opportunity and risk of creating a business based on my incredible learning experience I had in the U.K."



Macnica DHW's Brazil headquarters MACNICA DHW

That decision positioned DHW at the crossroads of innovation and strategic partnership. Representing leading global companies such as Altera and Maxim elevated the firm's credibility — leading to its acquisition by Japanese technology group Macnica in 2012. "Having worked under the trust of great companies was crucial for DHW to become visible to Macnica," he said.

The acquisition marked a turning point. With Macnica's backing, the Brazilian company became a regional leader not only in semiconductor distribution, but also in end-to-end solutions across artificial intelligence, the Internet of Things and edge technologies.

"We became larger, more relevant and impactful in the electronics industry market," Sousa said. "We're expanding our role from a semiconductor distributor to a broader solutions provider — an enabler for any market that uses technology."

Macnica DHW now serves as Intel's center of excellence for artificial intelligence and high-performance computing in Latin America. Its



Fabio Petrassem de Sousa, President of Macnica DHW MACNICA DHW

initiatives extend from smart-city applications to industrial automation and precision agriculture — supporting both corporate strategy and regional development. "We want to raise awareness of Macnica as a key player in disruptive technologies, impacting areas far beyond semiconductors," he said.

Equally significant has been the

cultural synergy between Brazil and Japan.

"In spite of all the differences, we share the same values," Sousa said. "The whole relationship with headquarters was built on trust — there was a lot of freedom, but accountability, too. It was very rewarding to see how much our local specificities were respected, and how empowered I felt to carry on with my work — with all the support, but not with interference," he added.

Having contributed to Macnica's strategy in Europe and helping align operations across the Atlantic, Sousa values the company's global cohesion.

"It's great to embrace this diversity — territorial, cultural — and understand that each region has its strengths and challenges," he said. "Every year we have our executive global meeting, and I can see how much Macnica has grown. It's inspiring to meet people from all over the world, united by the same vision." ■

www.macnica.com/americas/dhw/pt/

MACNICA
Macnica DHW



SCI manages Yokohama's comprehensive Brazilian operations. SCI PNEUS