Promoting good health care in Brazil is a gar-

gantuan task, but with

companies such as Canon

Medical Systems do Brasil,

the road to a better medi-

cal system is within arm's

With over four decades of

experience, the company

has been providing state-of-

the-art medical systems and

the latest technology to hos-

Over the years, the Japa-

nese-owned company has

focused on its vision to

enhance the quality of the

medical equipment they

In 2018 and 2019, Canon

Medical Systems do Brasil

pitals across the country.



"In 2019, we launched

that provides low environ-

efficiency," added Tomoji

"Japan and Brazil have (en-

joyed) long-standing friend-

ly cooperation and are im-

portant partners who share

fundamental values and

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

imaging equipment.

technology to its medical

"Our AI technology fo-

aging quality possible while

also putting patients' needs

as the center of our efforts,"

said Flávio Martins, presi-

dent and CEO of Canon

Aside from developing the

technology of their medical

equipment, the company is

also forging partnerships

to needy and remote com-

can be rigid and complicated,

which is why Ueno Profit is

munities that do not have

Medical Systems do Brasil.

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Strategic partners Japan and Brazil celebrate milestones

his year marks a milestone year for the re-▲ lationship 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."

population of Japanese living outside Japan, while Japan contains the third-largest community of Brazilians of the project that utilizes nancing to potential compaliving 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 as the Japan International Corporation Agency (JICA), Organization (JETRO) and The Japan Foundation in Brazilian startup companies cultural exchange between São Paulo to sustain posi- through different events Japan and Brazil, we aim



Akira Yamada, Ambassador of Japan to Brazil

"One of our main goals is rector President of JETRO to support the protection of São Paulo. the Brazilian Amazon rainforest and combat illegal national Cooperation (JBIC) deforestation. This year, we is also able to support open intend to begin phase two innovation by providing fisatellite images using arti- nies that contribute to the ficial intelligence to predict where illegal deforestation may happen next," said Hiroshi Sato, chief representative of JICA Brazil.

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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.

0.00

Because everything that Panasonic does is created for you and all Brazilians.

of Japanese companies and investors because they sup-"We are supporting the port the Brazilian economy business environment in the Shinichi Sanui, president country, and also promoting and CEO of Banco Mizuho open innovations between do Brasil. Japanese companies and

"On top of promoting the

such as panel discussions

added Atsushi Okubo, Di-

The Japan Bank for Inter-

promote sustainability.

"Brazil is very welcoming

society," expressed

to promote the exchange of opinions that contribute to Alimentos Ltda. the development of society. One of our current projects R-32, a model from our newcollaborates with farmers est line. We are excited to the different ways to uti- present a whole line of nextlize bamboo," said Masaru generation coolant in 2020 Susaki, director general of the Japan Foundation in São mental impact and higher

Consul General of Rio de Miki of McQuay Ar Condi-Janeiro, Tetsuya Otsuru cionado Brasil Ltda. said, "With the progress of economic recovery in Brazil, the interest of Japanese companies are increasing in Brazil through various investments and re-invest-

principles. At present, the relationship between Brazil "We are opening a new and Japan is excellent, but I plant in Brazil toward the am convinced that the best end of 2020 that will produce ingredients that global time for bilateral relations is soon to come," concluded cosmetic companies can Ambassador Yamada. ♦ use to produce their prod- www.br.emb-japan.go.jp ucts. This will be the largwww.rio.br.emb-japan.go.jp est plant outside Japan," www.jica.go.jp/brazil said Tatsuya Sasaki, presi- www.jetro.go.jp/brazil dent of Ajinomoto do Brawww.fjsp.org.br



Hiroshi Sato, Chief

Panasonic

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Innovation drives Konica Minolta's Brazilian market breakthrough

A 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 world-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 n São Paulo, headquarters 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 com-

Life, A Better World' in Brazil



President and CEO; Ronaldo Arakaki, Director and COO of Konica Minolta Business Solutions do Brasil

percent per vear since 2011. "As a leader of the PP market for eight consecutive vears, we strive to maintain that level by delivering innon Manaus and branches in through our industrial printing technology (IP), hybrid solutions and also preserving the high quality of our

post-sales services," Mitsu-

Looking to the future, the company is betting on the IP market in Brazil and has ex-

Ueno Profit: Providing easier solutions for companies to start businesses in Brazil or foreign companies, starting a business in mitment to customers in the professional production and Brazil can prove to be quite challenging due to labor The new center of excellence laws, tax policies and unstable gives customers a handsmarket conditions. on experience through live International groups, spedemonstrations and a world cifically Japanese companies "Konica Minolta Business Solutions do Brasil believes

that make up 80 percent of their clientele, can trust in in the potential of the Brazil-Ueno Profit to provide their expertise in the fields of busiian economy to grow," Mitsuhashi said. "And so we are ness law, international law, accounting, tax and labor law. prepared and excited to grow and business management on how to apply these laws in the

for new companies in Brazil

here to help these companies smoothly to ensure the success of their business," said The government is currently in full force to simplify bureaucratic procedures of these policies such as the Economic Freedom Law and the newly signed provisory law (medida enhance entrepreneurship in

> Ueno Profit participates with the country in transform-

ing these laws and policies by proposing ways to improve new Ueno Profit as Brazil dethem. "These changes are for velops to be a better business work through these processes the benefit of society and provide opportunities for new outlook for Japanese investcompanies to contribute to ments," Ueno concluded. ♦ Mami Ueno, CEO of Ueno the growth of Brazil's econo- www.uenoprofit.com.br

artificial intelligence (AI) "The Dharma Institute's measure the level of its cus-

philosophy 'Made for Life'

cuses on providing doctors and this is one of the reado Brasil is committed to

(with) the best medical im- sons why we chose to do- giving patients the best pos-

nate portable ultrasound

cause," shared Martins.

"This will help doctors offer

Through an NPS survey,

in the long run.

mains present

tions such as the Dharma cally advanced medical im-

Institute, whose main mis- aging equipment, its aim

sion is to take medical care to satisfy its customers re-

with nonprofit organiza- wide array of technologi- www.br.medical.canon

lation with our corporate tion.

tional efficiency through its tins. ♦

initiatives have a strong re- tomers' loyalty and satisfac-

equipment to support their our customers to trust in

better care for their patients ical equipment and at the

As Canon Medical Systems ety of original innovations

do Brasil improves hospital that can help enrich life for

management and opera- everyone," concluded Mar-

the company was able to CANON MEDICAL

mv." Ueno stated Paulo, Indaiatuba and Porto Alegre, Ueno Profit continues prove. As the company celebrates its 25th anniversary this Provisoria/MP), which aims to 2020, they are implementing the integrated management anticipating future trends.

"We are excited to offer the

"Canon Medical Systems

same time showcase a vari-

Transforming Canon do Brasil through growth and reform

sil in 2019, his vision to trans-

form and sustain the success of

Admired and respected around the world, Canon is reputable for the derelopment 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

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



President and CEO of Canon do

Since Masaharu "Michael"

Canon do Brasil officially opened its doors to the new showroom Casa Canon dent and CEO of Canon do Bra- can have a firsthand look at all

the company has involved two printing services and appreciate The space can also be a busi-"The Brazilian market has ness hub for customers and potential to grow, and we alwith Canon's own e-commerce ways aim to realize sustainable growth by adapting to changes where they are working on om within the business environment such as market trends, tors can test the products and shop in the online store at a business structures, customer and technology and pursuit re-

Currently, the company is Continuously working toward focusing its efforts on digital tributing to the development of commercial printing, as well as producing high-quality digital the Brazilian market, Canon do nterchangeable lens cameras ber of ideas for the country as One recent company development to expand the consumer growth and are looking forward experience in Brazil is the Casa Canon, launched last December to launching them in the near in São Paulo. Casa Canon is a Choki took leadership as presi- unique place where customers

photographic studio, enjoy

has been panded its portfolio to cover contributing to our customstrongly focused on customdigital label printing soluers through our core values er satisfaction, with a strong delivering quality technol-In addition, it is investing ogy, customer service and share in the digital produc-Tetsuya Otsuru, Consul General tion printing (PP) market in the construction of a new enabling the company's net DIS (Digital Imaging Square)

Panasonic: Committed to 'A Better

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 ousehold name and manufacturer in the region offering a wide range of products such as televisions, batteries, washing machines, refrigerators, microwaves and Already having a positive sition for audio and visual

to supply the growing de-



Michikazu Matsushita, President of Panasonic do Brasil

sales are reflective of Brazil's strengthening economy. Last year the company's sales machines grew more than 20

'There is a growing poten- Panasonic do Brasil is also tial for home appliances or looking into expanding its Extrema production line



white goods in Brazil, and it profile by joining the ser- the Olympic and the Paraenvironment in the region," Brasil is increasing efforts president of Panasonic do

mand for white goods in the One of the factories of the ping malls, business parks year for Japan and Panasonic company operates exclu- or hospitals, through two as we expect the upcoming sively for the production of newly acquired engineering nome appliances. With over service companies in Bra-I million accumulated fridge zil (Digital Full Service and units and 400,000 washing nachine units sold since the establishment of the plant ust seven years ago, Pananear future.

This new line of refrigera- Games. tors save up to more than Panasonic is an Official shita concluded. 36 percent of energy compared to similar products n the region. This is part of the company's efforts to mprove its manufacturing and engineering capabilities as it aspires to deliver better products and services to its

"We continue to find ways to provide better solutions for our products, similar to how our factories now opof major appliances such as erate using hydroelectricity, refrigerators and washing which has greatly decreased its carbon dioxide production," Matsushita shared.

is a good opportunity for our vicing industry, providing lympic Movement as the business as they have a good complete digital signage reputation and market po- market size and competitive solutions to retailers and unique, natural gas-based equipment, Panasonic do said Michikazu Matsushita, energy management solutions to large-scale facilities such as factories, shop-Union Rhac).

One of the exciting plans Panasonic do Brasil has is sonic do Brasil sees the need deal with Daniel Dias, the brighter future ahead for the to expand its facilities and is male swimmer with the largcurrently making plans for est number of medals in urther investment in the the Paralympic Games for for the community a better the 2020 Tokyo Paralympic world through equipment Worldwide Partner for both www.panasonic.com.br

company believes in the

importance of investing in

sports and athletes follow-

ing their principle of "Con-

the 2020 Olympics and 2020

Paralympic games to result

in one of our biggest sales,"

"I am eager to witness Bra-

economy and an opportuni-

Matsushita said.

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

Flávio Martins. President

and CEO of Canon Medical

history as the first company

achieved its goal and made that started to incorporate access to medical facilities.

spected Japanese trading company that was "We, as one o established in 1931 with an initial focus on silk trading

Aside from silk, the com- enter the chemical market in pany also explored various recent years," said Dave (Kotextile fields and moved into suke) Yatsuyanagi, director of the handling of industrial GSI Creos Brasil.

environmentally friendly.

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Dave (Kosuke) Yatsuyanagi, Director; Daniela Yamauti, Director

SI Creos is a well-re- core business of the GSI Cre- was established in 1973 as a silk production factory that "We, as one of the affiliate changed to a trading firm in companies of GSI Creos, are 1988. The Japanese company fortunate that the majority of managed to successfully conour current business goes to tinue its operations, catering to the well-being and comfort the medical business, which solely to Brazilian custom-

water and air in Brazil," said Issao

Mizoguchi, CEO of Honda South

Throughout its success, Honda has

and product marketing to accommo-

date the growing expectations and de-

automotive company in Brazil, Honda

business operating to cater to Brazil. the demand of the Japaneseur expertise in the business," Yatsuyanagi shared.



other Japanese companies to is the TR-8000 hemodialysis





machine. "For more than 40 years, With the majority of sales GSI Creos Brasil took many coming from the medical risks in keeping its opera- field, GSI Creos Brasil is eyetions in Brazil and at one ing increasing its revenue point, we had only two em- through investing in clinployees remaining. We knew ics that provide high-quality it was important to keep our hemodialysis treatments in



"We at GSI Creos Brasil saw Brazilian market and share the need and opportunity for treatments in Brazil. We are GSI Creos Brasil's long- looking forward to our reterm partnership with Toray cent investment in clinics Medical Co. strengthens this that offer this and will soon year as the companies started begin offering this around



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-

ed Honda motorcycle production unit

In the same state, Honda maintains

CENIBRA's Eucalyptus plantation with preservation area surrounding

CENIBRA establishes good and everlasting reputation through sustainable solutions

oday, many companies in out causing any harm to the not only with the environment Brazil are only recently environment, CENIBRA made but also with the people in the **L** starting to tailor their an integrated move to acquire region. operations to benefit the envi- its supplies from planted foronment, something that forest- ests only, which means that the with the Brazilian community, based company Celulose Nipo company grows the trees that it we are also able to educate them Brasileira S.A. (CENIBRA) has uses for its operations. successfully achieved since it Each year, CENIBRA plants our operations throughout the

enhanced seedlings that are planted over 254,000 hectares of CENIBRA.

With a huge demand for its Operating in over 54 municipalities across Brazil, it has alto provide jobs to around 5,000 President of CENIBRA ways been CENIBRA's mission direct employees. to establish a good relationship

"We want to expand the business and project in Brazil to help its employees along the plant more trees, which will positively affect more communities," Kamada shared. Thanks to its environmentally riendly way of doing business, CENIBRA has garnered multiple awards over the years for its sustainability and environmental management.

Kamada, director-president of

As the company celebrates its



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

"We have to keep good relations with society, prioritize 35th year of working hand in safety and contribute to the lonand with local farmers in 2020, cal economy here in Brazil," he modernization is CENIBRA's concluded. ♦ top priority to allow for a more www.cenibra.com.br



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 gener-

As Honda ushers in a new line of sustainable products, it aims to better serve its clients and maintain its good

"Honda is a company that acts to corporated into its corporate strategy about 820 hectares of standing forest impact of its products and operations estation, comprised mainly of endan-"Economic development combined Along with its goal to be the leading "A major action of Honda Au- with environmental preservation. Mizoguchi concluded. ◆



Honda Energy Wind Farm in Xangri-Lá (RS)

ated by industrial production," Mizo-

relationship with them.

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, tomóveis do Brasil towards this goal This is the premise adopted by Moto www.honda.com.br



HONDA



In order to address this concern,

Honda formulated solutions and in-

enhanced its development process the aim to lessen the environmental and 245 hectares of trees from refor-

ral resources in its facilities.

and promote the efficient use of natu-