

## Brazil independence day

## Brazil and Japan: it takes two partners to samba

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Two weeks ago, on Aug. 25, I attended the 31st annual edition of the Asakusa Samba Carnival in Tokyo. If a tourist had happened upon the scene, he or she would certainly have been surprised to witness those festivities inspired by Brazilian culture in one of the most traditional areas of Tokyo. Thousands of persons, of all ages, lined the streets to watch eighteen groups perform to the sound of proficiently composed and played samba songs. Talented dancers entertained the public just as their best peers in Brazilian cities. Skilled musicians — strong and complex percussion lies at the core of samba — sounded exactly like their colleagues from the other side of the world.

Many readers may know that more than 200,000 Brazilians live in Japan. But in Asakusa, on that warm afternoon, there were relatively few of my compatriots. Almost all participants — as well as spectators — were Japanese, although they played and danced like true Brazilians.

In a certain way, the depth and strength of the ties that join Brazil and Japan may seem counterintuitive. After all, few countries stand so far apart from each other geographically — 18,000 km separate Brasilia and Tokyo. As far as social and cultural appearances and stereotypes go, contrasts certainly stand out, while obvious similarities are harder to find.

Nonetheless, Brazil and Japan have been close friends and partners for over a century. Diplomatic relations were established in 1895. The most important historical landmark of our friendship, however, was the be-

ginning of Japanese immigration to Brazil in 1908. Today, there are 1.5 million Japanese descendants and nationals in Brazil — and 210,000 Brazilians, most of them of Japanese origin, living and working in this country. Thanks to this powerful human bond, we know each other well; there is a relation of mutual trust and sympathy. Japanese immigrants and their children have played an important role in the development of Brazil as a nation, and Brazilian citizens for over 20 years now are contributing to the renewed prosperity of Japan.

Japanese companies, starting in the 1950s, have taken part in Brazil's economic progress — in industry, agriculture, mining, and increasingly in new areas such as consumer products, online retail and other services. These companies are very much aware of the dynamism of our economy. They are aware that Brazilian growth has been driven above all by the expansion of the domestic market generated by the inclusion of more than 30 million persons who have risen from poverty and become new consumers, powering the economy.

To continue moving forward, however, Brazil needs to overcome limitations and bottlenecks. This requires large-scale investments that open outstanding opportunities for national companies and foreign partners. These already immense challenges and opportunities are being greatly amplified by the well-known fact that Brazil will host the 2014 FIFA World Cup soccer tournament and Rio de Janeiro will stage the 2016 Summer Olympic Games.

The Brazilian government and society wish that Japanese investments and technology continue to play an important role in our development — and we are glad to acknowledge that Japanese companies, after a period of retraction in the last quar-



President of Brazil Dilma Rousseff

ter of the 20th century, are now engaged in what I have been describing as a rediscovery of Brazil. Last year, for example, rising from the 11th place it had fallen to, Japan was the fourth largest source of foreign direct investment in Brazil.

Japan is the third largest economy in the world. Brazil is the sixth. Our exchanges, based on our history of human friendship and development partnership, could and should be much greater and diverse than they actually are. Brazil-Japan relations are definitely not a case of mission accomplished, but rather a building process where the potential to be explored vastly outweighs what has been achieved until now.

Of course we are both part of a world economy that for at least four years now has lived in a state of crisis and relatively modest growth. Emerging and developing nations, while not immune to the effects of the

slowdown in advanced economies, and despite some reduction of their own momentum, have played a key role in avoiding global stagnation and will certainly help to power the world economic recovery once it gets under way.

Each one in its own manner, according to their different development stages and priority objectives, Brazil and Japan have managed to preserve the integrity and capacity of their economies during the successive phases of the now already long-lasting international crisis. Be it in the context of the current adverse global environment, be it after the world returns to less threatening and more promising economic weather, the mutually reinforcing complementarities between the two countries are increasingly clear.

Brazil needs investment, technology and stronger education — especially in the fields of sciences and engineering. We need



Symbols: The official logo of the 2016 Summer Olympics, which will be hosted in Rio de Janeiro (right). The city's Carioca landscape, such as the Corcovado Mountain featuring the celebrated statue of Christ and the sea with the famed beach at Copacabana Bay, was designated as a UNESCO World Heritage site in July. EMBASSY OF BRAZIL



to improve our roads, railroads, airports and ports. Responding to this challenge — with the necessary sense of urgency — has been a top priority of President Dilma Rousseff's administration. Ambitious policy decisions and investment programs have been launched to that effect.

As Japan is certainly more advanced in this regard, Brazil also needs to keep its industry up-to-date and competitive

in technological terms. We see foreign direct investment as a crucial path to achieve that objective. Japanese companies, increasingly aware of their strategic interest in being present in large emerging economies such as Brazil's, have extraordinary technological capabilities. By transferring and further developing this capacity in our country, they will strengthen their competitive edge, generate technolo-

gies with enhanced international applicability and market acceptability — while at the same time deepening their partnership in and benefits from Brazilian economic progress.

Investment and technology — and preferably investment with technology — are the two strongest cards to be played in building the present and future of Brazil-Japan relations.

Closely related to that is in-

creased cooperation in the area education and training. Another high priority for President Rousseff is the program she launched and named Science without Borders. Its objective is to send 100,000 Brazilian university students abroad by 2014 so that they may develop and broaden their learning in fields such as engineering, biology, computer science, oil and gas

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Solidarity: Soccer legend Pele shares a laugh with children in Natori, Miyagi Prefecture, which was severely damaged by the Great East Japan Earthquake and tsunami, on Oct. 17, 2011, during his visit to Japan as Brazil's special ambassador for the 2014 FIFA World Cup soccer tournament. EMBASSY OF BRAZIL

**Congratulations  
to the People of Brazil  
on the Occasion of  
the 190th Anniversary of  
Their Independence**



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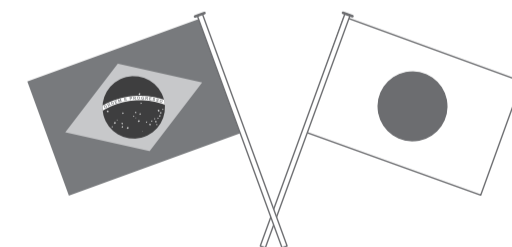
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# Brazil independence day



Festivities: The 31st annual Asakusa Samba Carnival takes place in the streets of the traditional district of Tokyo on Aug. 25. EMBASSY OF BRAZIL

## Enriching Brazil-Japan relations

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exploration, among others, all in the realm of science and technology.

The program is already under way with a number of advanced nations. I am pleased to inform readers that last July 31 an official delegation from Brazil signed with the Japan Student Services Organization (JASSO) an agreement aimed at the implementation of the program with Japan. We now expect 3,000 Brazilian students to further their studies in this country by 2014.

Since my arrival in Tokyo in January 2011, I have followed

with particular interest the public debate on this issue: sending Japanese students overseas and opening universities here to foreign students. I hope that the success of the experience with Brazil may serve as an incentive toward the greater international integration of the highly respected learning and research institutions of Japan.

### Independence Day

Today Brazil celebrates the 190th anniversary of our independence. We are a relatively young and yet a mature country of 194 million citizens. Brazil is a mul-

tiethnic nation, the result of the inflow of people from all continents of the globe, with the experiences, cultures and customs they brought and integrated into the lives of those Brazilians that preceded them. We are one of the world's largest and liveliest democracies, an open and dynamic society.

On this day we celebrate all that we have accomplished — never in isolation, always open and interacting with partners from all regions of the world. It is also the day, however, when we renew our commitment and gather new energies to face the many great development challenges that still lay ahead of us — and that we are determined to overcome, especially in lifting all our citizens from poverty and into the very large middle-class society we have become. Again, we will not attempt to do this on our own, doors shut, but more and more with the constructive participation and contribution of persons, companies and other organizations from as many nations as possible.

On this Sept. 7, as I convey a message of renewed friendship to Their Imperial Majesties Emperor Akihito and Empress Michiko, as well as to the people and government of Japan, may we also celebrate the already long-lasting partnership that unites our two countries.

Brazil and Japan have already established very solid foundations to further develop our relations. We have achieved a great deal, but much, much more remains to be done. For all of us, in both countries, already involved in this effort — and for those yet to join us — there is no time to lose.



Biodiversity: The Amazon rain forest region is home to tens of thousands of plant species, including *Victoria regia*, the largest of the Nymphaeaceae family of water lilies. EMBASSY OF BRAZIL

### Congratulations

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