

## Brazil independence day

## Brazil and Japan continue to seize opportunities

Marcos Bezerra Abbott Galvão  
AMBASSADOR OF BRAZIL

On Sept. 7, 1822, Brazil's independence from Portugal was proclaimed. In the almost 200 years since then, the Brazilian people have made an extraordinary journey. Through perseverance and hard work, we have built a country of which we can be and are very proud. We look to the future with optimism: although we are



aware of the many challenges that remain before us, Brazilians today know that ours is a country of opportunities.

These opportunities have made themselves increasingly apparent. Today, Brazil is the world's seventh largest economy. This represents years of impressive economic growth, which has been matched by strides toward social inclusion. Millions of Brazilians who, a few years ago, might have despaired of their chances of achieving basic goals such as going to school or getting a job, are now able to do so. At the same time, those who wish

to start a business or expand one are discovering more and more opportunities for secure and profitable investment.

The future has arrived for Brazil, but we are not resting on our laurels: we continue to build our future every day — and Japan is a valued partner in this effort.

#### A solid partnership

Japan has been an important partner on the journey of our building as a nation. Our partnership has first and foremost been a human one. For over a century, Japanese immigrants have shared their culture, their

talents and their determination with us. Hundreds of thousands of Brazilians have also come to Japan over the years, eager to contribute to and learn from Japanese society. People are, therefore, at the heart of our partnership. Although it is a very long journey from Brazil to Japan, when we arrive, we always feel at home. Today, there are around 190,000 Brazilians living in Japan. Brazil, in its turn, is home to 1.5 million people of Japanese descent. These exchanges have made an inestimable contribution to our culture, identity and national life.

Japan has also been a key partner in Brazil's quest for development. Historically, Japanese businesses have successfully identified and built upon opportunities in Brazil. For over six decades, they have been making a key contribution to our process of economic development.

This contribution has borne fruit for both sides. In 2010, Japan was Brazil's seventh-largest partner in terms of investment stock. This year, it has been the sixth-largest source of foreign direct investment in Brazil. Clearly, Japanese companies do not need to be persuaded of the value of continuing to foster our partnership.

Wherever you look, there are clear and objective signs of the strength of our cooperation and of how much we have to offer each other. Japan is a world leader in innovation and is developing cutting-edge research in numerous areas of technology. Brazil is a dynamic emerging country, with a growing domestic market, promising opportunities for investment, and a generation of young people anxious to acquire the skills to accelerate our economic and social development.

#### Opportunities for growth

We know that when we speak of "opportunities for growth" today, we do so in the context of the challenges posed by a daunting international economic climate. Yet both of our countries are facing this situation in a similar frame of mind. We understand that promoting growth in a responsible and sustainable fashion not only benefits our own citizens, but contributes to the stability of the international system as a whole.

As it has done in the past, our partnership continues to present attractive investment opportunities that can contribute to the economic growth of both of our countries. Take the area of infrastructure, for instance. It is



President of Brazil Dilma Rousseff

\$7.9 billion. It was also the seventh biggest provider of goods to Brazil, to the tune of \$7.7 billion. These numbers bear witness to the hard work of business, government officials and civil society in bringing our two countries together and helping us to recognize mutually beneficial opportunities. Yet we can and we must do better.

In the next few years, we look forward not just to increased bilateral trade, but to a fundamental transformation in its nature. We must endeavor to move from the old patterns, based on trade between Brazilian commodities and Japanese manufactured goods, to a new, 21st century partnership that branches into new areas and harnesses our potential for joint technological development.

#### For innovation

As befits two countries whose eyes are turned toward the future, Brazil and Japan are also partners in innovation. We know that focus on this area is crucial if we wish to remain competitive in the 21st century. From deep-sea research to cooperation in space technologies, we are bringing together our students, researchers and universities to maximize our achievements.

One of Brazil's largest efforts in this regard is our Science Without Borders program. This governmental initiative enables young Brazilians to study abroad and acquire indispensable knowledge and expertise. We firmly believe that those students who have come to Japan under this program — and the many others who we hope will follow them — will make a lasting contribution to Brazilian-Japanese

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High technology: Based in São José dos Campos, São Paulo, Embraer is a Brazilian aerospace conglomerate that produces commercial, military and executive aircraft and provides aeronautical services. KATSUYOSHITANAKA / BRAZIL-EMPRESA DAS ARTES, 2011

estimated that, by the year 2015, around \$922 billion will have to be invested in this sector in Brazil. In the area of energy, too, there is abundant opportunity for investment. While there are many foreign groups interested in exploring these new frontiers, Japanese companies are uniquely poised to take advantage of them, in light of the distinctive experience and know-how they possess.

Both government and businesses in Brazil are following Japan's current economic policies with interest, in light of the impact that Japanese recovery and growth would have for the global economy. We are confident that in taking advantage of the in-

vestment opportunities in Brazil, Japan will further strengthen its momentum toward recovery. We also hope to share with Japan our experience of combining economic growth with social inclusion.

#### For trade

In 2012, trade between Japan and Brazil reached \$15.7 billion. Japan was the fifth largest buyer of Brazilian products, having purchased goods amounting to

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to the People of Brazil  
on the Occasion of  
the 191st Anniversary of  
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Baroque architecture: Built during the gold rush in the 18th century, Ouro Preto is a former colonial mining town and designated a UNESCO World Heritage site. MARKITO / MREBRASIL

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# Brazil independence day



**Natural wonder:** Located in northern Brazil, the Lençóis Maranhenses National Park is an area of white, sweeping dunes, encompassing roughly 1,500 sq. km. During the rainy season, the sand dunes are spotted with blue and green lagoons. WERNER ZOTZ / MREBRASIL

## Doing more together to advance peace

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cooperation in the field of science and technology. We hope that they will establish lasting connections with their Japanese peers that will benefit both our countries for decades to come.

### For peace

Our countries are both deeply committed to peace. Yet we also understand that in an increasingly interconnected world, it is not enough to talk of peace; we must take concrete steps to advance it.

Brazil and Japan have sought to do so together. As the two countries that have served the greatest number of terms on the United Nations Security Council as non-permanent members, we have engaged with many of the most challenging issues on the international agenda and tried to contribute to their resolution. We have also undertaken joint efforts to make the Security Council more representative of 21st century realities and more effective in addressing new and dangerous threats to international peace and security.

Yet our cooperation in favor of world peace has not been restricted to conference rooms in New York and Geneva. In Haiti, for instance, our military engineers worked together to save lives and to help to promote the country's reconstruction after the 2010 earthquake. We are also



**Ready to kick off: 2014 World Cup mascot** EMBASSY OF BRAZIL

promoting inclusive development through innovative technical cooperation projects in third countries.

### For exchanges

As I said before, Brazilians and Japanese feel very much at home in each other's country. There is much to be gained by continuing and expanding our cultural, educational and human exchanges.

We also hope to welcome many of our Japanese friends to Brazil in 2014 for the World Cup and to Rio de Janeiro in 2016 for the Olympics. We are working hard to ensure these experiences will be enjoyable, convenient, safe and, above all,

unforgettable.

### For tomorrow

On Oct. 5, 1895, Sone Arastuke and Gabriel de Toledo Piza e Almeida, respectively Japan's and Brazil's envoys to France, signed the bilateral Treaty of Amity, Commerce and Navigation. That moment launched a partnership that the two signatories could not possibly have imagined, encompassing trade and investment links, economic cooperation, scientific collaboration and international policy dialogue.

For almost 120 years, Japan and Brazil have surpassed expectations about what we can achieve together. Let us commit ourselves to doing even more.



**Design:** Built in 1943, the Church of Saint Francis of Assisi, also known as Pampulha Church, was designed by Brazilian architect Oscar Niemeyer in the organic modern style. XARA / MREBRASIL

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