

Brazil independence day

Brazil and Japan:
Truly global partners

Andre Correa do Lago
AMBASSADOR OF BRAZIL

On Nov. 5, 1895, in Paris, diplomats Gabriel Piza and Arasuke Sone signed the Treaty of



Friendship, Commerce, and Navigation between Brazil and Japan. This year, as we celebrate the 120th anniversary of that day,

we know that the two countries — and the world around them — have greatly changed. Yet the friendship between the two has surpassed all expectations.

Perhaps the most important change that the two countries have experienced is their roles in the international system. In 1895, both Brazil and Japan lay far from its center. It is symptomatic of this that the treaty was negotiated and signed in Paris.

Today, however, we live in a much more connected world, where our two countries have greater reach, influence, and responsibilities than ever before. We are not only major players in our own regions; we are also participants on a global level and our relationship is evolving to reflect this new reality. Alongside our traditional bilateral agenda, which includes issues such as trade, investment, technology, education and human links between both countries, we have an increasingly deep and important dialogue on key global issues.

One dimension of this dialogue refers to strengthening the role of the U.N. As we celebrate the organization's 70th anniversary, there is growing urgency to ensure the organization is as effective as possible in promoting peace and security, human rights and sustainable development. Brazil and Japan are working together with other partners such as India and Germany to promote a reform of the Security Council that will strengthen the U.N. We also seek to maintain a dialogue — in Tokyo, Brasilia, New York, Geneva, Vienna, and elsewhere — on other shared priorities, such as promoting nuclear disarmament and combating climate change.

Yet the global dimension of Brazil and Japan's relations is not limited to multilateral forums. Having a global outlook means finding ways to partner with third countries in order to achieve common benefits. A clear example of this was Brazil and Japan's joint development of the ISDB-T international standard for digital television, today used by nearly 20 countries around the world. Another example are efforts of trilateral cooperation, where we can pool our resources and expertise in order to support third countries in our own or other regions, as we have done, for instance, with Mozambique.



In the coming year, the Brazilian government will continue to make all efforts to strengthen and advance the global dimension of our relations with Japan. President Dilma Rousseff's visit to Japan toward the end of the year will be an important opportunity to assess progress on the strategic and global partnership established in 2014, when Prime Minister Shinzo Abe visited Brazil. Even more importantly, it will allow both leaders to give clear guidance on how to move forward our bilateral priorities in 2016 and beyond.

But we know that a relationship as multifaceted as the one we have with Japan cannot be restricted to government buildings and boardrooms. It is essential that civil society be engaged in this process as well, through efforts to strengthen human and cultural links between our two countries. We can always do more, but it is im-

portant to recognize the progress that has already been made. In this context, I was surprised to find that ever since 1973, when the Japan Foundation Awards were established to recognize individuals and organizations that have contributed to the friendship between Japan and other countries, the prize has never honored an individual or an institution in Brazil, a country fascinated by Japan and that has the largest number of inhabitants of Japanese origin in the world. Yet I am certain that, in the years ahead, we will have ample opportunity to correct omissions such as this and to continue to foster the human and cultural links that bring us together.

In this spirit, to mark the 120th anniversary of our bilateral relations, the Brazilian government and the Brazil-based global mining company Vale are presenting the "Festival of Brazilian Culture in



Clockwise from above left: Brazilian Foreign Minister Mauro Vieira (left) meets with Foreign Minister Fumio Kishida in Tokyo on July 29; President of Brazil Dilma Rousseff holds the Rio 2016 Olympic Torch; Rio de Janeiro will host in 2016 the first Olympic and Paralympic Games in South America.

MINISTRY OF FOREIGN AFFAIRS OF JAPAN, AGENCIA BRASIL/EBC, CITY OF RIO DE JANEIRO



Japan," with generous support from a number of sponsors. The festival, officially launched by Brazilian Foreign Minister Mauro Vieira during his trip to Tokyo in late July, consists of a series of events designed to highlight aspects of Brazilian culture and lifestyle that many in Japan are unfamiliar with.

For instance, the Museum of Contemporary Art Tokyo is currently hosting "Oscar Niemeyer — The Man Who Built

Brasilia," the first major retrospective in Asia of the greatest Brazilian architect, winner of the 1988 Pritzker Prize and the 2004 Praemium Imperiale for Architecture. Curated by Yuko Hasegawa and designed by Pritzker Prize winners Ryue Nishizawa and Kazuyo Sejima, the exhibition shows the stunning results that can come about when Japanese and Brazilian talents are brought together.

Another notable event of the festival's architectural dimension will be an exhibition starting in December in the Watari-Um Museum of Contemporary Art focused on the work of Lina Bo Bardi, Brazil's greatest woman architect. This exhibit, curated by Etsuko Wa-

tari and designed by Kazuyo Sejima, will be an important opportunity to highlight the key role of women in our societies.

Another means to engage the peoples of our countries in our bilateral relations will be the Olympic and Paralympic Games — to be hosted by Rio de Janeiro in 2016, followed by Tokyo four years later. We are going to make the most of this opportunity to bring two vibrant global cities closer together. I hope many of you will attend the Olympics and Paralympic Games in Rio and have a chance to experience Brazil's own *omotenashi* (hospitality) and that you will accompany us, in the years ahead, on the journey "From Rio to Tokyo!"



Brazilian Foreign Minister Mauro Vieira visits the exhibition "Oscar Niemeyer — The Man Who Built Brasilia" at the Museum of Contemporary Art Tokyo in July. EMBASSY OF BRAZIL

Congratulations
to the People of Brazil
on the Occasion of the 193rd Anniversary of
Their Independence



日本アルコール販売株式会社
JAPAN ALCOHOL TRADING COMPANY LIMITED



日伯エタノール株式会社
BRAZIL-JAPAN ETHANOL CO., LTD.

Congratulations
to the People of Brazil
on the Occasion of
the 193rd Anniversary of
Their Independence



TODA CORPORATION
CONSTRUTORA TODA DO BRASIL S.A.

Congratulations
to the People of Brazil
on the Occasion of
the 193rd Anniversary of
Their Independence

Marubeni

<http://www.marubeni.com>

Congratulations
to the People of Brazil
on the Occasion of
the 193rd Anniversary of
Their Independence

Mitsubishi Corporation

Congratulations
to the People of Brazil
on the Occasion of
the 193rd Anniversary of
Their Independence



MITSUI & CO.