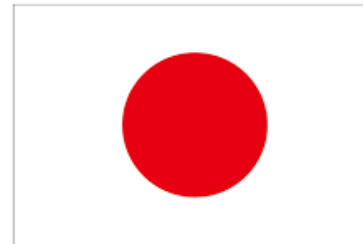


# Toward Japan-Mercosur EPA



Japanese Chamber of Commerce and  
Industry in Brazil  
President, Toshifumi Murata

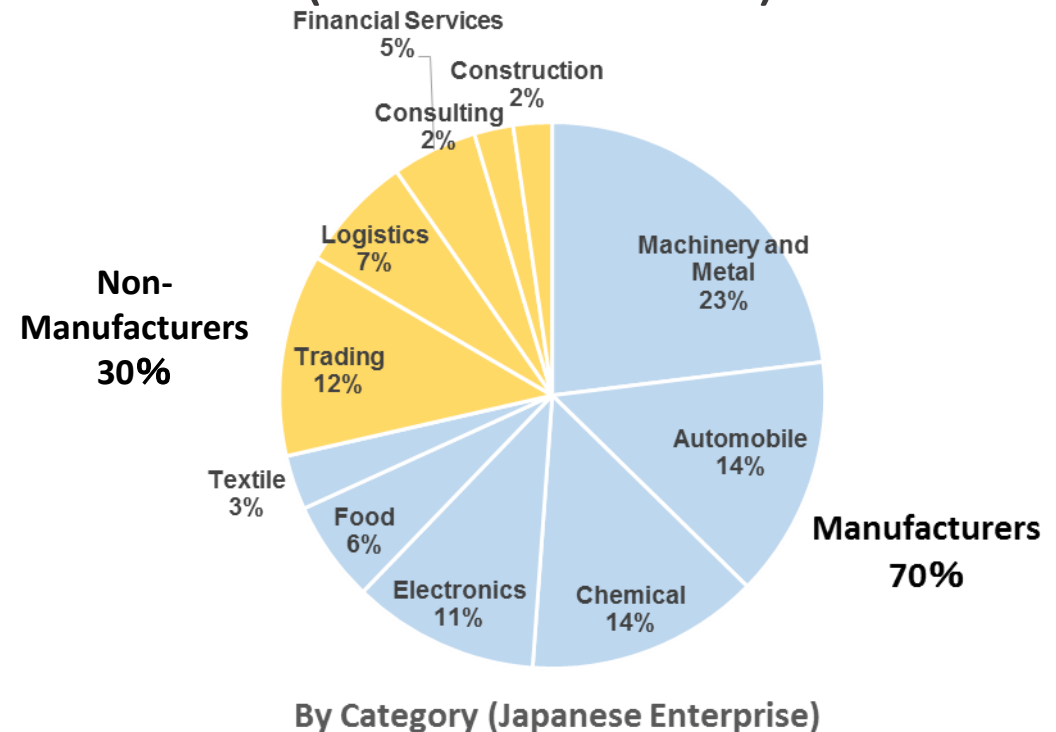
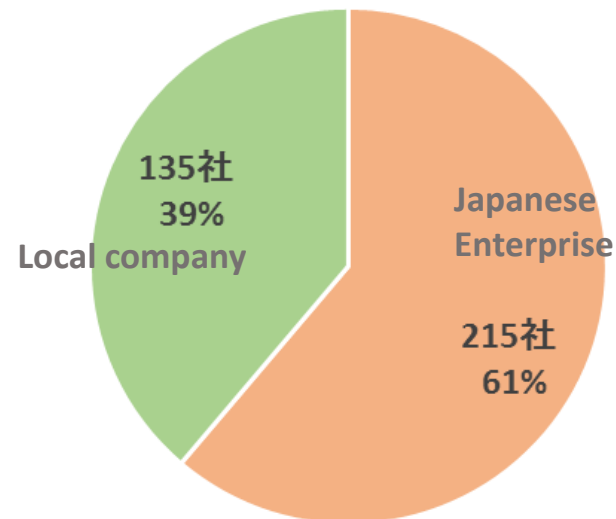


# Index

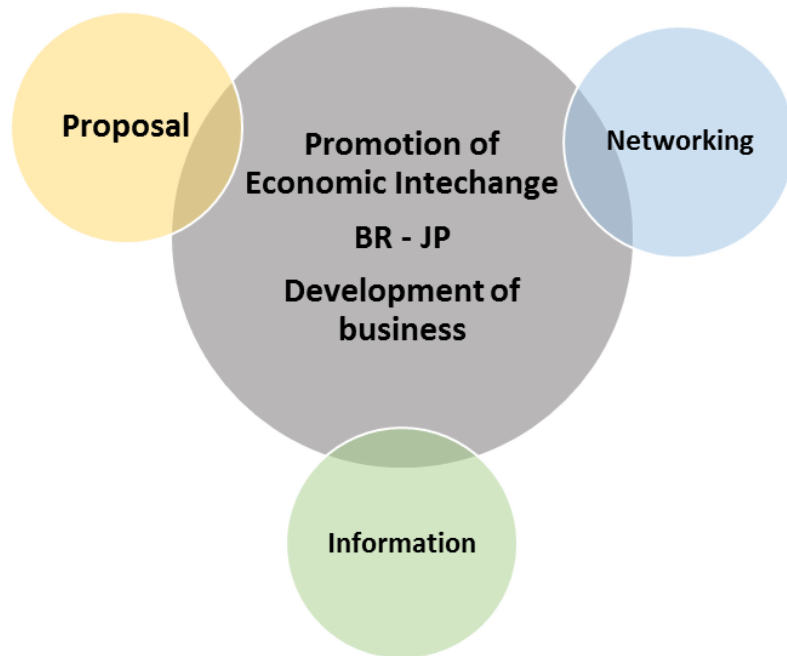
1. About us
2. How EPA works positively for Mercosur
3. Benefit from EU
4. Forward looking timeline

1. Establishment : Established in 1926  
 Legal Registration as Civil Society in 1940  
 Reactivated in 1951  
 (Adopted the current name in 1954)

2. Member at Glance : 350 members (end-Mar 2019)



### 3. Activity:



### 4. EPA Task Force profile:

- Task Force works for EPA matters, consisting of 3 committees
  - Promotion of Japan-Brazil Economic Cooperation
  - Planning and Strategy
  - Institutional Relations
  
- Approx 30 members are actively involved

## Workshop x 8 times in 2018

- Basic knowledge (`18 1Q)
- Advanced info (`18 2Q)
- Case Study (`18 3Q)

## Survey accross the Mercosur

- Conducted (`18 2Q)

## Guest speakers

**Keidanren**  
Policy & Action

**JETRO**  
Japan External Trade Organization

**FIESP**



## Working Groups

- Automotive
- Metal and Machinery
- Electronics
- Transport
- Consulting
- Chemical Products
- Finance
- Foods
- External Commerce
- Construction/Textile

Track record in 2018 - 2019

# Index

1. About us
2. How EPA works positively for Mercosur
3. Benefit from EU
4. Forward looking timeline

## FTA : Free Trade Agreement

Elimination, Reduction of Trade Tariffs

## EPA : Economic Partnership Agreement (> FTA)

Trade Facilitation

Technical Barriers to trade

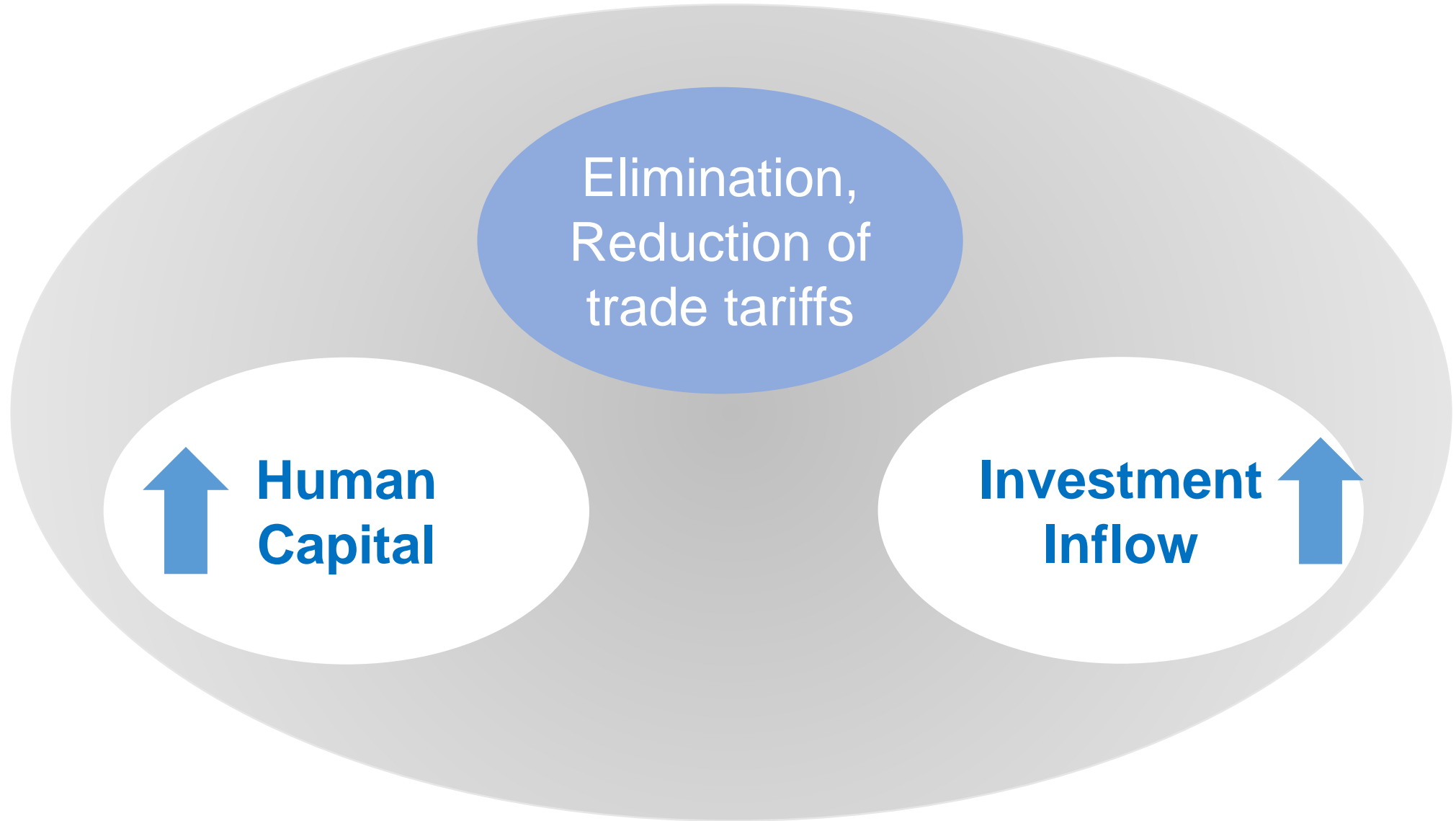
Public procurement

Cooperation and Facilitation Investment Agreement

Intellectual Property

Small and Medium Enterprises

Business Environment



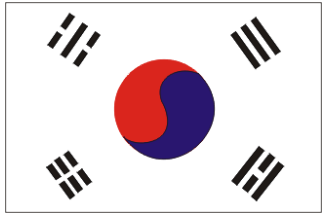


# Index

1. About us
2. How EPA works positively for Mercosur
- 3. Benefit from EU**
4. Forward looking timeline

# Mercosur- EU conclusion of trade agreement





Inferior conditions

Weaker Japan brand



劣後加速

日本ブランドの喪失

日本メーカー車 vs 競合メーカー

ハイエンド市場韓国席卷

欧韓からの劣後本格化

主要コンポーネントの日米への依存

政府調達不利

産業の空洞化

日本からの輸出に依存

部品メーカー海外流出

Auto maker competition

Korean high-end products

Disadvantage to

EU/Korea

Japanese/US key components import

Government procurement

De-industrialization

Dependence on Japanese imports

Parts production migration

# Index

1. About us
2. How EPA works positively for Mercosur
3. Benefit from EU
4. Forward looking timeline



Joint-Report  
(Roadmap)  
in 2015 J/B  
Committee  
@Porto Alegre



#20 J/B Committee  
Aug 2017  
Agree to draft  
Joint-Report 2.0  
@ Curitiba

Apr 18  
#8 Wise Group  
Meeting



July 18  
#21 J/B Committee  
Joint-Report 2.0

Apr 19  
#9 Wise Group  
Meeting



July 19  
#22 J/B Plenary  
Joint Statement



## Diplomatic schedule



Dec 18



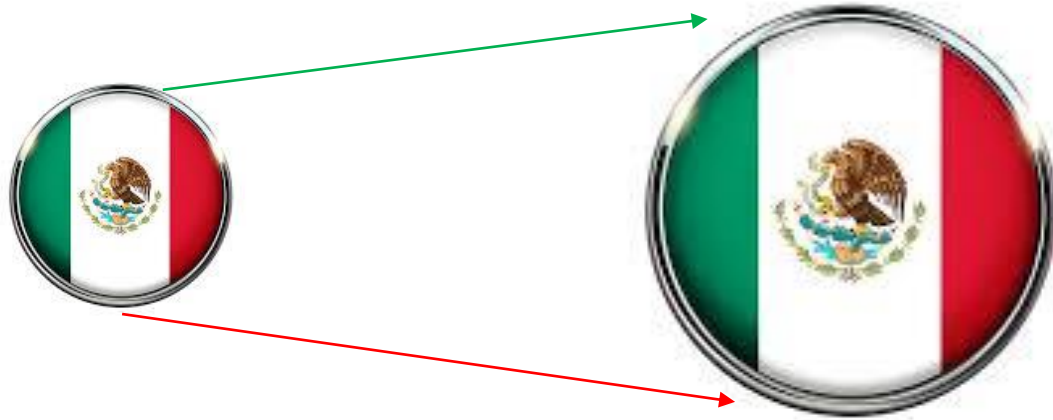
Jun 19



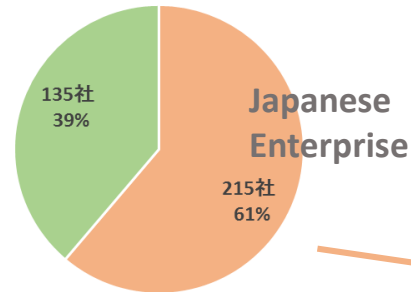
Nov 19

2005:  
326 Japanese  
companies

2017:  
1,182 Japanese  
Companies



Local company



2019:  
350 members

500-1,000 members  
Manufacturing/  
Services

2030-2035

FIN

