

JETRO

Japan External Trade Organization

Oiweek Brasil – Japão 2020 Project

Tatiana Chinen Nagamine

Economic Information Analyst

Research Department

JETRO São Paulo

November, 2020

Guideline

1. JETRO São Paulo (Support during Covid-19)
2. Business Conditions of Nikkei Companies in Latam
3. Japanese Economy & Impacts of Covid-19
4. Oiweek Brasil – Japão 2020
5. Discussion

Sobre a JETRO

JETRO Japan External Trade Organization

Órgão do governo japonês,
vinculado do Ministério da
Economia, Comércio e Indústria
presente em **54 países**

Promoção de
Investimento
Estrangeiro ao
Japão

Promoção da
exportação de
produtos agrícolas
e alimentícios

**4 Pilares
JETRO**

Apoio à expansão
internacional de
PMEs japonesas

Suporte aos
negócios através
de informação

JETRO's Global Network



Japanese Companies

Doing Business in Latin America

JETRO's Annual Survey

Pesquisa: Retrato das Empresas Japonesas
Atuantes na América Latina – Edição 2019
RESULTADOS DA ENQUETE

JETRO – Japan External Trade Organization
Departamento de Pesquisas no Exterior – Seção Américas
Fevereiro de 2020



- ❑ **Objective:** To provide understanding of the **business conditions of Japanese companies operating in Latin America and the changes in the local business environment**
- ❑ **Period:** 10/01 to 11/15/2019
- ❑ **n = 546** answers

https://www.jetro.go.jp/ext_images/en/reports/survey/pdf/rp_firms_la2019pt.pdf

Brasil: Main Results (2019)

Challenges

- Competitors (price)
- Costs (labor, logistics, input acquisition)
- Exchange rate
- Complex Trading
- High import tariffs
- Complex Law system

Opportunities

- Local market size
- Local partners
- Structural Reforms (President Bolsonaro)
- 2020???

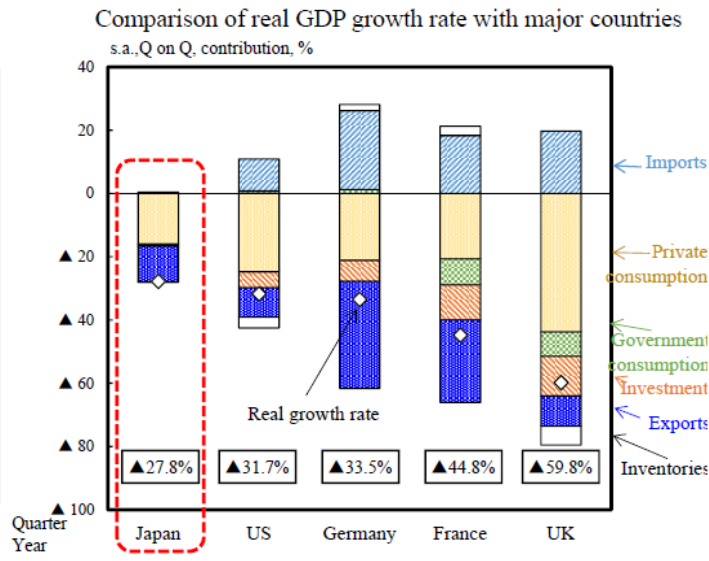
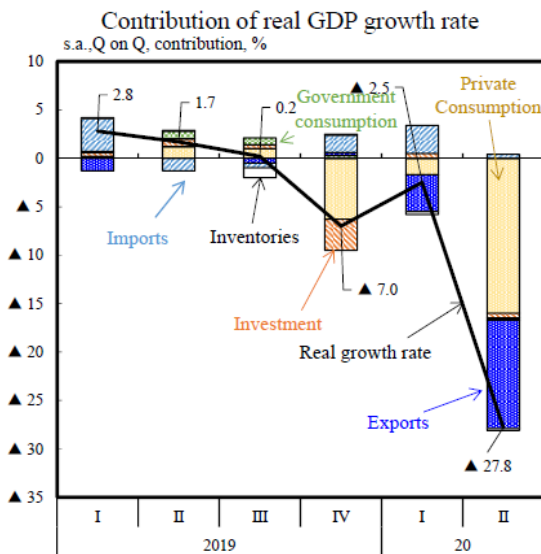
Japanese Economy and Impacts of Covid-19

Uncertainties, Opportunities

Japanese Economy

Impacts of Covid-19

27.8% drop of GDP
1st Q 2020/2019



Negative Impacts:

- ❑ **State of Emergency Decree (April):**
Deterioration of domestic consumption and production
- ❑ **Decrease of exports**
to major trading partners

Source: "Recent Economic Developments – Monthly Economic Report, August 27 2020" Cabinet Office, Government of Japan, September 3, 2020.

Japanese Economy

Impacts of Covid-19 and the “New Normal”

- ❑ Investments on hold (exc. software)
- ❑ Hybrid Workstyle
- ❑ Digitalization opportunity
- ❑ Enhancing investments for Innovation
- ❑ Deregulation of services and industries (telemed, delivery, road occupation, etc.)
- ❑ Hygiene protocols
- ❑ Regional revitalization (ex.: touristic areas)

Source: “Recent Economic Developments – Monthly Economic Report, August 27 2020” Cabinet Office, Government of Japan, September 3, 2020.

Oiweek BR-JP

Open Innovation Week

Questions

1. Why innovate in Brazil? How?
2. Why innovate with Japanese companies? How?
3. Digitalization: “*Good to have*”? “*Need to have*”?

Oiweek Brasil – Japão



**LEARN, CONNECT,
BUILD, INSPIRE**

**BRAZIL + JAPAN INNOVATION HUBS
MEET UP**



Let's Co-Create: Oiweek BR-JP

- ❑ **Online event**, free of charge
- ❑ **December 7th – 11th, 2020 (Mon. - Fri.)**
- ❑ **Time: 9 am – 11 am** (Brasilia Time, BRT)
- ❑ 2 hour / day: headquarter friendly 😊
- ❑ **Each day, one topic** (Healthtech, Mobility&Logistics, Fintech/Insuretech, etc.)
- ❑ **Contents:** Innovation in Japan and Brazil (cases, activities, overview, trends, etc.)
- ❑ Presentations: 20 – 30 min, **English**
- ❑ **Volunteers = Brand awareness + Speed Dating**

Day 1 OPENING	Day 2 HEALTHTECH	Day 3 MOBILITY/ LOGISTICS	Day 4 FINTECH/ INSURETECH	Day 5 CLOSING
JETRO-SP (Opening)	Healthtech in Japan (Overview) TBC	Mobility in Japan (Overview) TBC	Fintech / Insuretech in Japan (Overview) TBC	SPEED DATING TBC
Overview of BR Innov. and JETRO Global Acceleration Hub Mr.Mitsuru Nakayama (Brazil Venture Capital)	Everis NTT Data TBC	Volume-VLI Brasil Mr.Brunno Barranco, Innovation	Sompo Seguros Brasil Mr.Fábio Sardelli, Innovation Manager	
	Hospital Santa Cruz Brasil	Ambev TBC	EBANX Payment View in Latin America TBC	AGRITECH / RETAILTECH / OTHER TOPIC? (Discussion)
Overview of JP Inn. and JETRO Invest Japan Japanese Entrepreneur Experience Mr.Tatsuru Shimada (Co-Founder, Connehito, Angel Investor)	VOLUNTEER COMPANY 20 – 30 min	VOLUNTEER COMPANY 20 – 30 min	VOLUNTEER COMPANY 20 – 30 min	
Innovation Research Group, Camara Mr.Yuki Furuki ©2017 (Director, JETRO-SP)	Mindify (startup) Mr.André Ramos (CEO)	Startup	Startup	Closing remarks 14

Let's Co-Create: Oiweek BR-JP

Please, answer our survey:

<https://www.jetro.go.jp/form5/pub/sao/oiweek>

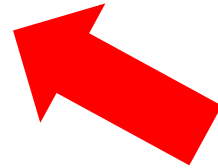


Obrigada!

E-mail:

Yuki_Furuki@jetro.go.jp (JP)

Tatiana_Nagamine@jetro.go.jp (PT / EN)



Tel.: + 55 (11) 3141-0788

JETRO São Paulo

Al. Santos, 771 - 1º Andar

Cerqueira Cesar- São Paulo

This document is owned by JETRO. All of the content in this document, including, but not limited to, still images, text, pictorial works, designs and logos, is owned or licensed by JETRO.

This document shall not be reproduced or reprinted on any medium or registered on any search system in whole or part by any means, without prior permission of JETRO. Although JETRO makes its best efforts to ensure the accuracy of the information contained in this document, JETRO does not take any responsibility regarding losses derived from the information contained in this document.