

20th Joint Meeting of the Japan-Brazil Economic Cooperation Committee

Foresee the great future
between Brazil and Japan



JAPAN AIRLINES

2017/08/28

1. Introduction - History and Relationship between Brazil and JAL

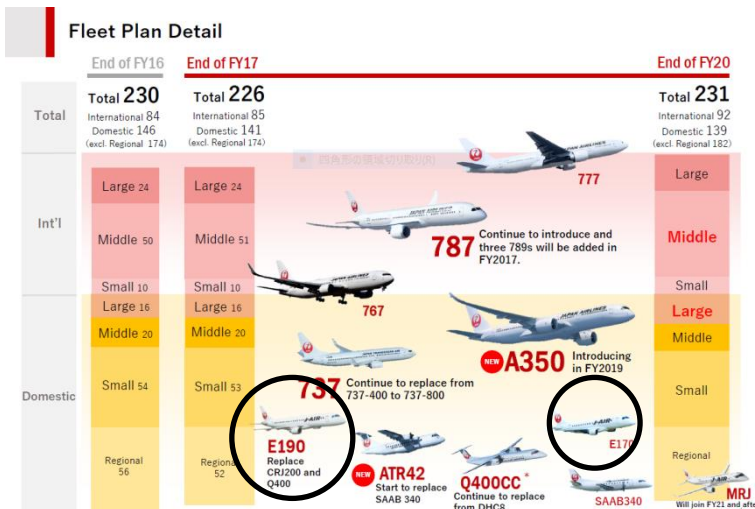
【Past】

- JAL operated 1st non-scheduled flight from Haneda to Sao Paulo in 1954
- Direct operation between Narita=Sao Paulo started in 1978 to 2010



【Current】

- JAL has Sao Paulo branch for the benefit of South America's customer
- Code-share-flight with oneworld network, like LATAM, AA, JAL's network still connects Brazil and Japan
- JAL introduced 26 aircrafts of Embraer for the 1st airline in Japan



2. Embraer 190 with "Class J"



EMBRAER 190
Specially Painted Aircraft "JAL MINION JET"



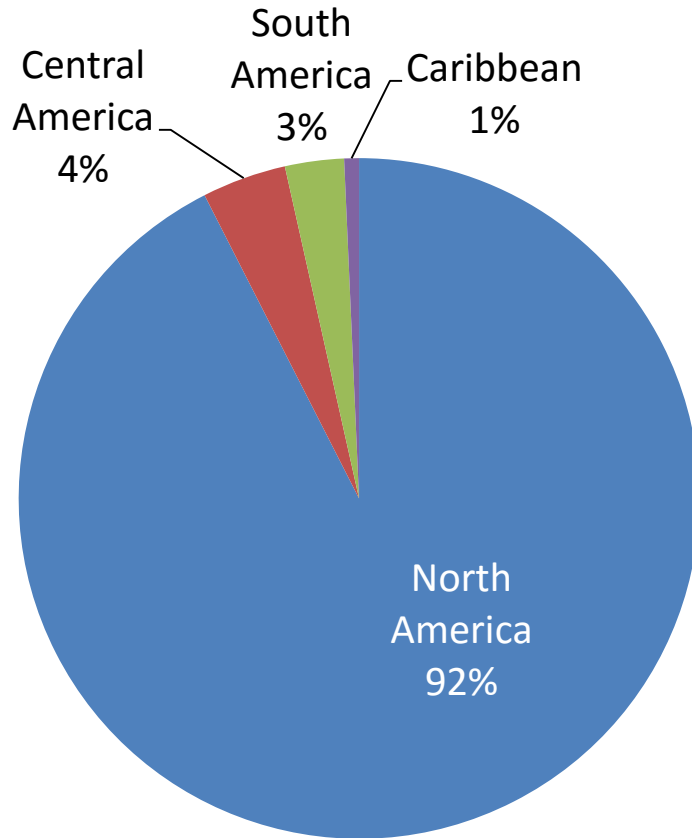
Economy Class
(80 seats)



Class J (15 seats)
The 1st regional jet equipped "Class-J" seats

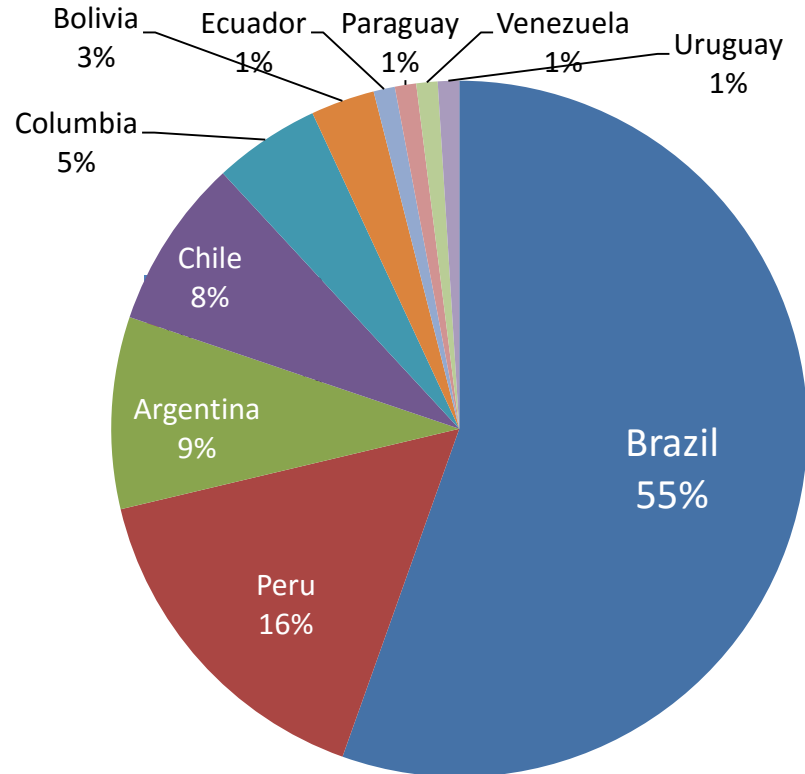
3. Market Share Japan=Americas, South America

Share by Region in the Americas



➤ On the Americas, the combined demand of Central America and the Caribbean is higher than in South America

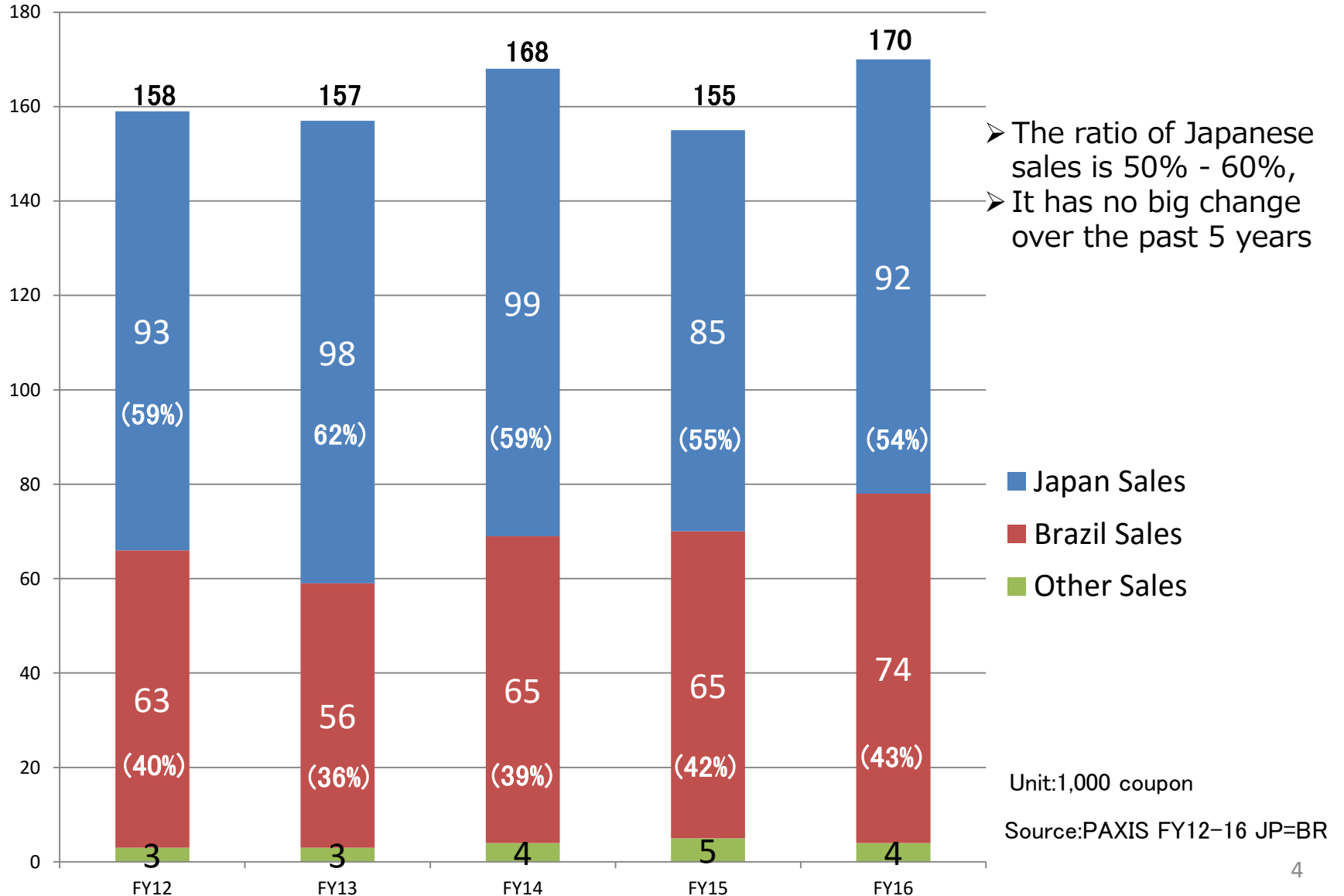
Share by country in South America



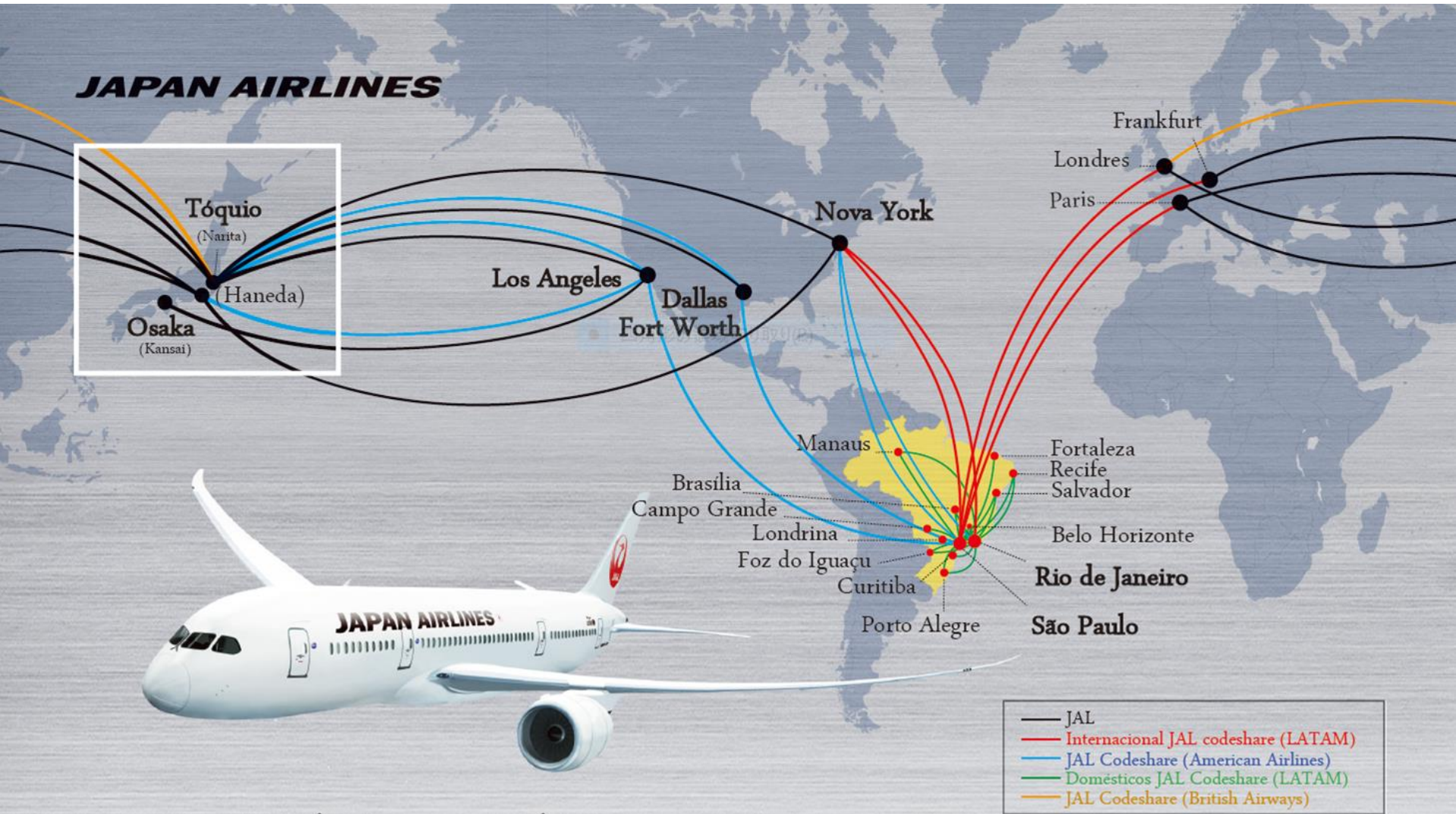
➤ In demand between Japan and South America, Brazil shares the most important country

4. Passenger Demand Trend between Japan=Brazil

➤ Air pax demand between JP and BR increased slightly



5. JAL-oneworld Network Latin America



6. Recommendations

(1) Expansion of tourists and business exchanges

- Promotion of trade and investment
- Activate business exchanges
- MICE
- Proper information dissemination and mutual understanding

(2) Expansion of young people's exchange

- Making young people interested in both countries
- Enhancement of Portuguese, Spanish, English, Japanese language education

(3) From Rio 2016 to Tokyo 2020, Cooperation for the Olympic and Paralympic

- Preparation of transportation plan, securing volunteer staff
- Japanese hospitality=Omotenashi for visitors
- Multilingual communication and simultaneous interpretation by technical innovation of AI, IoT

(4) Achieve above goals with CNI and Keidanren's leadership!



Japan House Opening Ceremony
(Ministry of Foreign Affairs of Japan,
Foto: Marcos Corrêa/PR)

Esperamos vê-los no próximo ano no Japão! See you in Japan!

