



Conselho Empresarial
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JAPAN-BRAZIL
Business Council

Mr. Gilberto Porcello Petry

President of the Federation of Industries of Rio Grande do Sul (FIERGS)

Keidanren
Policy & Action

CNI
Confederação Nacional da Indústria
CNI. A FORÇA DO BRASIL INDÚSTRIA



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RIO GRANDE DO SUL

OVERVIEW OF RIO GRANDE DO SUL



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11,3 million inhabitants

(almost 5% of Brazilian population)

Multicultural Immigration

(German, Italian, Polish, Portuguese and many more)

GDP PPP:

US\$ 212 billion (2015)

GDPpc PPP:

US\$ 18,817 (2015)

SECTORS OF ACTIVITY IN RIO GRANDE DO SUL 2014

SERVICES – 67,3%

INDUSTRY – 23,4%

AGROINDUSTRY – 9,3%

State Capital:

Porto Alegre

(4 million inhabitants including
metropolitan area)

**Brazil's 4th most
populated region**

STRATEGIC POSITION



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IN THE CENTER OF
SOUTH AMERICA'S
MAIN MARKETS

INTEGRATION WITH
MERCOSUR THROUGH
HIGHWAYS, RAILWAYS, WATERWAYS
AND INTERNATIONAL FLIGHTS



Lisboa
10h45

70%

SOUTH AMERICA'S GDP
AND

150 MILLION

INHABITANTS ARE WITHIN A
RADIUS OF 1500 KM

1.500 km

Port of Rio Grande

STRENGTHS OF RIO GRANDE DO SUL



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- **Diversified** industrial park;
- **Installed** supply chains;
- **Skilled** human resources;
- **Strategic** location in South America;
- **One-stop-shop** for investors in Rio Grande do Sul;
- **Competitive** tailored tax structure.



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JAPAN - RIO GRANDE DO SUL

TRADE BALANCE

Japan x Rio Grande do Sul (2017)



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EXPORTS
US\$127 mi

Δ 2017-2016:
1,3%

IMPORTS
US\$80 mi

Δ 2017-2016:
21,2%

**TRADE
FLOW**
US\$207 mi

Δ 2017-2016:
6,3%

MAIN EXPORTS:

- **Wood;**
- **Meat;**
- **Fixed vegetable fats and oils.**

MAIN IMPORTS:

- **Nuclear reactors;**
- **Aluminium foil.**
- **Machinery and equipments.**

JAPAN MULTINATIONALS In Rio Grande do Sul



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DENSO
Crafting the Core

Fujikura



KURASHIKI
KURASHIKI DO BRASIL TÊXTIL LTDA



TOYO SETAL

TDK
EPCOS do Brasil



RIO GRANDE DO SUL'S RELATION WITH JAPAN



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April 2015 – Visit of Japanese Ambassador Kunio Umeda and delegation of entrepreneurs to the State Government



August 2015 - XVIII Joint Meeting of the Japan-Brazil Economic Cooperation Committee in Rio Grande do Sul

- Partnership between Nippon Keidanren and CNI;
- Hosted by **FIERGS**.



November 2015: Mission to Japan to participate on the Economic Seminar on Brazil

RIO GRANDE DO SUL'S RELATION WITH JAPAN



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- **First Japanese families** arrived on Rio Grande do Sul in **1956**;
- **August 2018:** “7th Festival do Japão no Rio Grande do Sul”.
- **3 centers of Japanese immigration:** Itati, Itapuã e Ivoti;



The State of Rio Grande do Sul and Shiga Province have been sister states **since 1980**.

- The objective is to promote technical cooperation in priority areas: environment, biotechnology, industrial technology, health, agriculture, among others.





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Rio Grande do Sul
InvestRS
Gateway to South America

InvestRS PROGRAM



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- **Rio Grande do Sul's** Investment promotion program;
- **Public Private Partnership:** Joint initiative between the state government and the federation of industries;
- **Integrated Strategy** for proactive actions of investment promotion;
- **Mission:** support investors which are looking for business opportunities in Brazil and South America, emphasizing the advantages of investing in Rio Grande do Sul.

LATEST INVESTMENTS IN RIO GRANDE DO SUL



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2016 – Lactalis (France)
US\$28 million



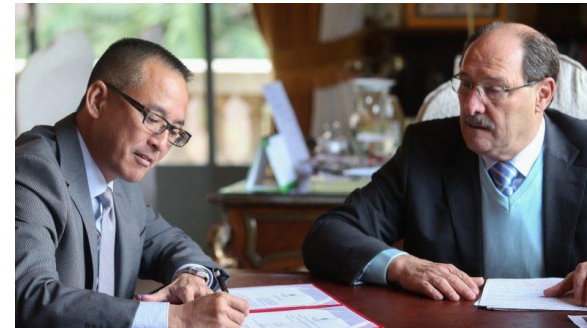
2017 – SAP Labs (Germany)
Expansion of US\$10 million



2017 – Stihl (Germany)
Expansion of US\$81 million



2017 – Fraport (Germany)
US\$162 million



2018 – Toyota (Japan)
Commitment to continue with the
partnership and increase activities
in Guaíba

ACTIVITIES IN 2017



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MISSIONS



Mission to Japan and Shiga Prefecture – May 2017

- Energy, with focus on the carbochemical sector and renewables;
- Agenda: Hitashinska Power Plant, IHI Corporation, TEPCO and Shiga Government.

Mission to Japan – October 2017

- Expand technical knowledge regarding coexistence of agricultural activities in a sustainable way in protected areas, fish repopulation and other sustainability issues.

EVENTS



JICA Mission to Rio Grande do Sul - July 2017 - FIERGS

- Around **100** participants;
- **15** japanese companies;
- **Key sectors:** food, agribusiness, **civil construction**, pharmaceutical, **metal-mechanic**, chemical , sanitation and **ICT**;
- Business match-making between japanese and RS companies.

ACTIVITIES



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CATALOGUE OF OPPORTUNITIES – LAUNCHED IN 2018

Objective: systematize important information for investors seeking specific business opportunities in the most promising economic sectors of Rio Grande do Sul.

16 PROMISING ECONOMIC SECTORS

OVER 70 COMPANIES SEEKING INTERNATIONAL PARTNERS

3. OPORTUNIDADES DE NEGÓCIOS NO RIO GRANDE DO SUL / 3. BUSINESS AND PARTNERSHIP OPPORTUNITIES IN RIO GRANDE DO SUL < SUMÁRIO >

RGGE
www.rggenergy.com
Geração de Energia
Médio porte

A RGGE é uma empresa focada em energias renováveis. Hoje temos em nosso foco projetos solares, de biomassa e eólicos, e estamos sempre em busca de soluções tecnológicas diferenciadas e inovadoras para oferecer ao mercado brasileiro e latino americano. Na área solar, através da compra de tecnologia de uma empresa americana, temos em vista aviar uma fábrica de painéis solares no Estado. Conversamos e congregamos vários players do mercado para viabilizar estas inovações sustentáveis e eficientes.

Parcerias buscadas:

- Capitalização ou parceiros para joint-venture, com o objetivo de instalar no Rio Grande do Sul uma fábrica de painéis solares de terceira geração com capacidade de até 100 MW (painéis solares monocristalinos e flexíveis, de alta eficiência)

184



< SUMÁRIO >

3.4 Carvão Mineral e Carboquímica

3.4 Coal and Carbochemical Industry

OPPORTUNITIES FOR JAPAN



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AGRIBUSSINESS

AGROTECH

- Companies looking to incorporate new technologies in its process;
- Small and medium companies interested in investors promoting new productivity and value-adding technologies;
- Potential partnerships with Startups to develop technologies to increase agricultural productivity.

OPPORTUNITIES FOR JAPAN



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INFRASTRUCTURE AND ENERGY

CARBOCHEMICAL SECTOR

- The construction of the **Carbochemical Hub**;
- Estimated opportunities investment of US\$ 1.7 billion;
- Potential partnerships in production plants of ammonia, urea and methanol;

PUBLIC-PRIVATE PARTNERSHIP – Sanitation Sector

(Companhia Riograndense de Saneamento – CORSAN – State Company)

- Amount of Private Investment: US\$486 million
- Contract Value: US\$ 2,5 billion;
- 1,5 million inhabitants attended by the project;
- Concession for 35 years;
- Return on Investment - ROI: 10%

OPPORTUNITIES FOR JAPAN



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INOVATION AND TECHNOLOGY

HEALTHTECH

- Potential for new solutions in preventive medicine and medical services delivery.
- **Key sectors:** Nanomedicine; Regenerative medicine; Cardiology; Neurosurgery; Orthopedics; Rehabilitation area; Dentistry; and telemedicine.

AUTOMOTIVE

- Favorable environment for the installation of new industries;
- Very well organized supply chain: raw materials, skilled labor and institutional expertise.



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