



# Opportunities for Japanese Companies in Brazil

ブラジルにおける日本企業の機会

# Overview and profile of business relations between Brazil and Japan

Amid an increasingly close diplomatic relationship, Japanese capital in Brazil has grown in recent years and can be divided between those coming from established organizations and players in the process of expanding into the country

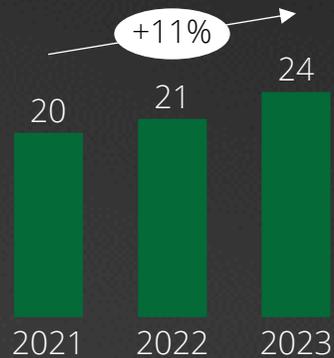
## Investments and active sectors

## 投資と活発なセクター

## Diplomatic relationship

## 外交関係

### Stock of Japanese foreign direct investment in Brazil In billions of dollars



Japan is Brazil's 7<sup>th</sup> largest foreign direct investor

+450 Japanese companies are operating in Brazil

### Largest sectors of activity of Japanese companies<sup>1</sup>

- Manufacturing industry
- Financial activities
- Automobiles
- Logistics



In 2025, Brazil and Japan will celebrate 130 years of diplomatic ties and friendship, with three Japanese imperial visits to the country, contrasting with the current global polarization



The Japan-Brazil Strategic Plan, launched in March 25, aims to intensify cooperation in strategic areas with a focus on trade and joint global action



Brazil and Japan have had scientific and technological cooperation agreements ratified by Brazilian law for over 40 years

## Japanese business profiles interested in the Brazilian market

## ブラジル市場に関心のある日本のビジネスプロフィール

### Incumbent organizations

Japanese players that traditionally operate in the Brazilian market and that continually review their growth and strengthening strategies

### Organizations expanding internationally

Companies with operations outside Brazil that evaluate the characteristics and level of attractiveness of the Brazilian market seeking business expansion

### Public institutions and organizations

Companies and organizations such as development banks, cooperation agencies and embassies that operate in Brazil aiming to promote Japanese capital

Notes: (1) According to 2022 data from the Central Bank of Brazil compiled by APEX.

# Brazilian challenges and potential for Japanese companies

Despite the various challenges in the local economy and business environment, Brazil presents local potentials that can be strategically leveraged by Japanese companies aiming to invest in the country

## Challenges

## 挑戦

## Potentials

## 潜在能力



### Shortage of human resources

Studies show that the turnover rate in Brazil is 56%, among the highest in the world



### Economic instability

Historical volatility of macroeconomic indicators such as exchange rates poses operational and strategic challenges



### Data availability difficulties

Markets are subject to lack or low quality of data, bringing asymmetries and challenging competitiveness



### Regulatory complexity

Local businesses often struggle to adapt to tax and compliance procedures



### Cultural specificities

Products and services often require more significant transformations to adapt to local habits and preferences



### Language barrier

Brazilians have Portuguese as their native language, and 90% of the population does not speak English fluently



### Market size and diversity

Brazil has one of the largest populations in the world, with ~211 million people distributed across different income ranges



### Economic growth

The Brazilian economy has been growing since 2021, showing a 3.4% increase in GDP in 2024



### Sectoral diversity

Brazil's diverse market presents opportunities in several segments, including agriculture, oil and gas, mining, among others



### Neutrality

Brazil adopts a more neutral position in international relations, which allows it to obtain some advantages in the global business scenario



### Commercial insertion

Brazil's participation in agreements such as Mercosur and BRICS benefits trade and foreign investment



### Access to natural resources

Brazil has a clean energy matrix and a diversity of biomes that favor primary industries and sustainability initiatives

# How we support Japanese organizations in Brazil

Deloitte has a dedicated and specialized team to support the different profiles of Japanese companies and their strategic objectives when doing business and investing in Brazil

## Offers



### Strategic Planning

Building action, differentiation and KPI plans for growth (Financial and ESG targets)



### Market Study

Analysis of markets, industries, customers and benchmarking



### Organic Growth

Identifying growth opportunities and roadmap



### Due Diligence

Investigation of risks and prospects for potential targets and M&A



### Go-to-market Strategy

Developing plans to boost business in new markets



### Infrastructure Solutions

Feasibility and impact assessment of projects and ventures

## Differences

### Qualified professionals

*Our executives and consultants are specialized in developing strategic solutions*

- ✓ Japanese Services Group (JSG) support
- ✓ Global network of experts
- ✓ Multidisciplinary teams

### Expertise and methodologies

*We have an extensive and diverse experience across different industries and business segments*

- ✓ Diverse business experience
- ✓ Multi-industry qualifications
- ✓ Methodologies & tools

### Customer-centric approach

*We conduct our projects based on the individual context of our clients, offering diligence and excellence*

- ✓ Customized analysis and scopes
- ✓ Project management, workshops, events
- ✓ Shared Purpose & Values

## 提供

## Executives and experts Brazil

### ブラジルの幹部と専門家



**Yuichi Ikegaya**

Japanese Service Group Leader  
yuikegaya@deloitte.com



**Yuta Morikawa**

Japanese Service Group Sr. Manager  
yumorikawa@deloitte.com



**Tomomi Sasaki**

Japanese Service Group Manager  
tomomisasaki@deloitte.com



**Luiz Caselli**

Strategy Partner  
luizcaselli@deloitte.com



**Luiz Paulo Assis**

Infrastructure Advisory Lead Partner  
lpassis@deloitte.com



**Sandra Tokutake**

Strategy Director  
stokutake@deloitte.com

## 差別化要因



Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more.

This communication and any attachments are for internal distribution among professionals within Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organization”). It may contain confidential information and is intended solely for the use of the intended individual or entity. If you are not the intended recipient, please notify us immediately by replying to this email and delete this communication and all copies of it from your system. Please do not use this communication in any manner.

Neither DTTL, its member firms, related entities, employees or agents shall be liable for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL, each of its member firms, and their related entities are legally separate and independent entities.

© 2025. For more information, contact Deloitte Global.