

**Speech by Mr. Nobutaka Shionomiya,  
Ambassador of Japan to Portugal  
At the opening ceremony of the lecture  
on the relations of Japan with Portugal and Brazil,  
held in the Portugese Catholic University,  
on February 15th, 2013, Lisbon**

Prof. Isabel Capeloa Gil, Vice-Rector of UCP,  
Prof. Joan Carlos Espada, Director IEP(Institute of Plitical Study)-UCP,  
Prof. Henrique Sausa Antunes, Director FD(Faculty of Law)-UCP, Lisbon,  
Prof. Masato Ninomiya of the University of San Paulo and the University of Tokyo,  
Mr. Rogey Viney, Director General of the HOVIONE,  
Ladies and Gentlemen,

I am very pleased to be here today with you at the opening ceremony of the lectures on the Japanese relation with Portugal and Brazil, made by the two most suited persons on this subject.

As you know, Brazil has a big Japanese community in which the population is over 1.5 million and the history of immigration lasting more than one hundred years. On the other hand, in Japan there are over 210 thousand Brazilian residents registered to the Immigration office as of the end of 2011, which is the third biggest foreign community after Korean and Chinese. Economic relations between the two countries are also important and even increasing in both trade and investment. Therefore, today, Brazil and Japan are not only close partners from a human migration point of view but also in economy and diplomacy.

Dr. Ninomiya teaches at the University of San Paulo and at the University of Tokyo. He is well known as one of the most informed professors on Brazil - Japan affairs. I am very interested in hearing his view on the Japanese's role to the development of Brazil and what would our future relationship be like.

On the other hand, as I'm sure you know, regarding the relationship between Portugal and Japan, it goes way back in the 16<sup>th</sup> century. In Japan, this historical fact is taught over and over in Japanese history classes at school, as it is a part of the compulsory education curriculum. So everyone in Japan knows about

Portuguese role in our history and perhaps this is why we feel so familiar to Portugal. I do believe however that today's relationship between Japan and Portugal is not fulfilled, especially in the field of economy. The amount of trades and investments is much smaller compared to our economic power. In addition, the Japanese population in Portugal, and vice versa, is roughly only about 500.

Facing such a reality, I believe it is one of my most important duties to strengthen our economic exchanges. Hence, looking at the case studies of business with Japan that achieved successes will be crucial, because it will give us a hint on what we should do. One example of such a business case is Hovione, a pharmaceutical company that has been increasing its exports to Japan. I am looking forward to hearing Mr. Roger Viney, director general for sales, sharing with us his experiences and his secrets to success. I am sure we can make good use to further develop our economic relationship. I am also interested in knowing how a Portuguese businessman in the forefront looks at the Japanese market.

This year marks the 470<sup>th</sup> anniversary since Portuguese first came to Japan in 1543. I think in such a special year, looking at our relation not only bilaterally but globally is excellent. Through today's lectures, hearing each bilateral relationship between Japan, Portugal, and Brazil will help us consider on how we can cooperate with each other in a global scale in the future.

Finally, I would like to express my sincere gratitude to the Portuguese Catholic University and Lisbon office of JETRO (Japan External Trade Organization) for their cooperation and support to co-organize this interesting lecture.

Thank you very much.