

JAPAN

REPORT



MAY 2024



Uruguay XXI
INVESTMENT, EXPORT AND COUNTRY
BRAND PROMOTION AGENCY

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JAPAN¹

GENERAL ASPECTS

Head of State	His Imperial Majesty Emperor Naruhito
Head of Government	Prime Minister Kishida Fumio
Type of government	Constitutional monarchy with parliamentary government
Capital	Tokyo
Administrative division	47 prefectures
Geographical location	East Asia, on the western side of the Pacific Ocean.
Official language	Japanese
Climate	It varies from tropical in the south to cool temperate in the north



POPULATION

Population	124.3 million inhabitants (2023)
Urban population	92% (2023)
Ethnic distribution	Japanese 97.5%, Chinese 0.6%, Vietnamese 0.4%, Korean 0.3%, Other ethnicities 1.2%. (2022)
Life expectancy	85,2 years (2024)
HDI	0,920 (2022)
Gini Index	0,334 (2022)
Religion	Shinto 48.6%, Buddhism 46.4%, Christianity 1.1%, Other 4% (2021)

ECONOMY

Official currency	Yen
GDP	USD 4.231 billion (2023)
Growth rate (%)	1.9% (2023)
GDP Composition	Services 74%, Industry 25%, Agriculture 1% (2022)
Labor division by sectors	Services 73.1%, Industry 23.7%, Agriculture 3.2% (2022)
Unemployment rate	2.6% (2024)

Source: Written by Uruguay XXI based on CIA - The World Factbook, World Bank, United Nations y International Monetary Fund. [E-Stat- Portal Site of Official Statistics of Japan](#) Santander Trade.

The Japanese archipelago (consisting of 6,852 islands) is located at the convergence of two oceanic tectonic plates (the Pacific Plate and the Philippine Sea Plate) and two continental tectonic plates (Eurasian Plate and North American Plate). Japan does not have land borders and it is located between the Pacific Ocean and the Sea of Japan, east of China, Russia and

¹ [Country information Japan](#) - Ministry of Foreign Affairs, European Union and Cooperation. [Secretary's Office reports: Economic and Trade report](#) - ICEX Spain Trade and Investment.

the Korean peninsula. Its population is concentrated in less than a quarter of its territory, especially in the Kanto plain (Tokyo) and Kansai (Osaka, Nagoya, Kobe, Kyoto).

Politically, Japan is a constitutional monarchy with a parliamentary government, and its Constitution was promulgated in 1947. The current Emperor Naruhito ascended to the throne after his father, Emperor Akihito, abdicated on April 30th, 2019. The emperor's role is largely ceremonial, and he does not participate in active government. On October 31st, 2021, general elections were held, in which the Liberal Democratic Party (LDP) was the winner, and Fumio Kishida was appointed Prime Minister of Japan.

From an economic standpoint, the policies implemented by Shinzo Abe (prime minister from 2012 to 2020), known as “Abenomics,” led to an expansion of the stock market and corporate profits, and pulled Japan's economy out of deflation. However, they did not compensate negative long-term growth expectations. As a result, Prime Minister Kishida emphasized the need for changes in income distribution and real wages growth. Furthermore, he pointed out sustainability as a key value in the long term.

The structure of the gross domestic product consists of:

Primary sector (1%): More than half of the cultivated lands are rice fields. Even though rice accounts for 55% of national production, it represents a little more than one quarter of its total value. Other important crops are wheat, soy, potatoes, beets, and tea. Despite the national importance of these crops, Japan is one of the world's main importers of wheat, corn, beef and soy, together with China and the United States. Over the last decades, Japan has eliminated some entry barriers to its agricultural markets. Still, commodities considered sensitive are highly protected.

Secondary sector (25%): It is composed primarily by the industrial sector and to a lesser extent, the construction and mining sectors. The automotive industry stands out in the industrial sector. Even though the export of vehicles to the United States, Europe, Oceania, and Asia decreased in 2022, it has compensated this decrease by exporting more to the Middle East, Latin America and Africa². Japan is also the third largest producer in the world, although from 2020 to 2022 its production lessened due to restrictions related to Covid-19, stagnation in global supply chains, the effects of the conflict between Russia and Ukraine, quarantines in China and semiconductors shortages.

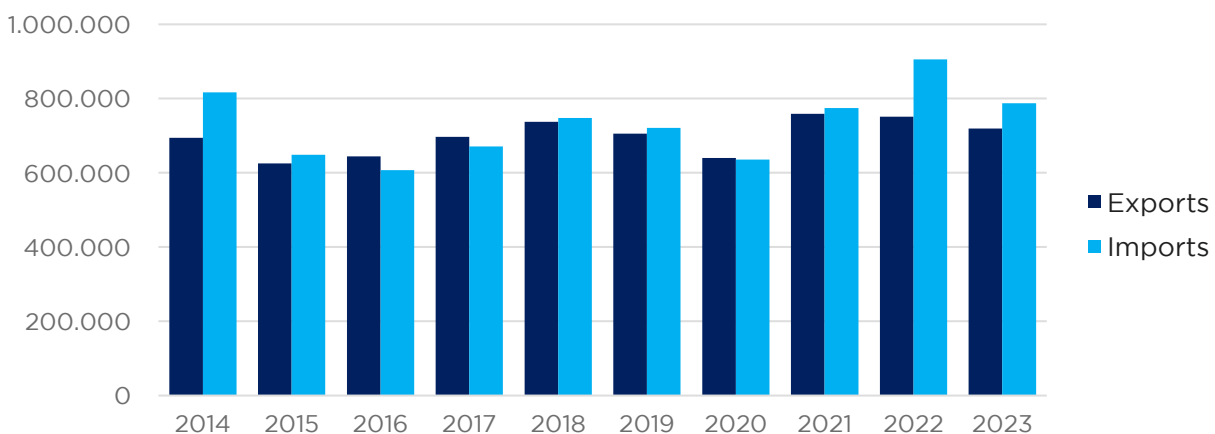
² [“The Motor Industry of Japan 2023”](#) - Japan Automobile Manufacturers Association, Inc.

Services sector (74%): Financial and trading companies stand out in this sector. Although they are large companies and conglomerates, they are not characterized by having significant international activity. In the telecommunications industry, Japan has one of the most saturated mobile services markets in Asia, and it also provides 5G services since 2020. In the semiconductors market, Japan competes against other countries such as China and the Republic of Korea. The recent shortage crisis of this type of products has paralyzed Japan's automotive industry with global repercussions. On the other hand, the financial sector has gone through a concentration process in recent years. The main Japanese players are Mitsubishi UFJ Financial Group (MUFG), Sumitomo Mitsui Banking Corporation (SMBC) and Mizuho Bank.

1. TRADE OF GOODS

Japan occupies a paramount position in international trade, since it ranks fifth in the global ranking of exporters, with a total of USD 719 billion in 2023, according to data provided by the Japan External Trade Organization (JETRO)³. Exports experienced a minor decrease between 2021 and 2023. Imports increased significantly after the Covid-19 pandemic, and in 2022 they reached their highest value in the last 10 years. However, by the end of 2023, both exports and imports decreased by 4.3% and 13%, respectively.

Chart No. 1
Trade in goods Japan- the World
 (Millions of USD)



Source: Written by Uruguay XXI based on JETRO.

³ [Japan External Trade Organization](#).

1.1 EXPORTS

In 2023, Japan's exports reached a total USD 719 billion. Analyzing the main destinations, the United States was the world's main consumer of Japanese products, reaching USD 144.166 billion (20% share). Simultaneously, 52% of Japanese exports were directed to the Asian continent. China is the second largest export destination, with a total of USD 126.473 billion, with an 18% share.

In Latin America, the main destination markets for Japanese goods were Mexico, with USD 13.124 billion, followed by Brazil, Panama, and Chile. Meanwhile, the acquisitions by MERCOSUR totaled USD 5.345 billion, which accounts for a 0.7% of the total exports of Japanese origin.

Table No. 1
Main export destinations of Japan
 Year 2023 (Millions of USD)

POSITION	DESTINATION	AMOUNT	SHARE	VARIATION % 22-23
	TOTAL	719,091	100%	-4.3%
1	United States	144,166	20%	3%
2	China	126,473	18%	-13%
3	Republic of Korea	47,030	7%	-14%
4	Chinese Taipei	43,010	6%	-18%
5	Hong Kong, China	32,603	5%	-3%

Source: Written by Uruguay XXI based on JETRO

If an analysis by product is made, it is observed that Japan exports transportation equipment (23.4%), mainly vehicles and auto parts (USD 122.624 billion and USD 27.617 billion, respectively) and a 17.1% and 3.8% share, respectively. It is followed by the category of machinery in general, (18.3%), in which machinery to make semiconductors (3.5%), power generators (2.9%) and construction machinery (1.9%) stand out. In third place are electrical machinery goods (16.6%), a category that comprises, among others, semiconductors and related items (5.4%), and electrical appliances (2.1%).

Table No. 2
Main export products of Japan
 Year 2023 (Millions of USD)

POSITION	PRODUCT	AMOUNT	SHARE	VARIATION % 22-23
1	Vehicles	110,357	15.3%	27.5%
2	Semiconductors and related items	39,128	5.4%	-9.9%
3	Iron and Steel products	32,194	4.5%	-11.5%
4	Auto parts	27,617	3.8%	-6.5%
5	Machinery for semiconductors	25,246	3.5%	-19%

Source: Written by Uruguay XXI based on JETRO

1.2 IMPORTS

The import of goods totaled USD 787.495 billion in 2023, which marked a decrease of 13%. China was the main supplier of goods in 2023, with USD 174.227 billion (that is, 22%), which recorded an 8.3% decrease compared to 2022. The second country was the United States (10.5% of imported goods, with a total USD 82.478 billion in 2023). They are followed by Australia (USD 65.323 billion), the United Arab Emirates with USD 37.038 billion and Chinese Taipei with USD 35.698 billion.

It is worth mentioning that, even though the top fifteen countries supplying goods to Japan experienced a decrease in their sales in 2023, the most noticeable case was Australia, which had a 26% decline. On the other hand, the decline in imports from China and United States were both 8.3%.

The share of MERCOSUR in total Japanese imports reached USD 12.005 billion, which is 1.5% of the total. The share of the bloc is attributed to Brazil, since our neighboring country supplied goods for a total amount of USD 11.601 billion.

Table No. 3
Main origins of imports of Japan
 Year 2023 (Millions of USD)

POSITION	ORIGIN	AMOUNT	SHARE	VARIATION % 22-23
0	The world	787,495	100%	-13%
1	China	174,227	22.1%	-8.3%
2	United States	82,478	10.5%	-8.3%
3	Australia	65,323	8.3%	-25.9%
4	United Arab Emirates	37,038	4.7%	-19.5%
5	Chinese Taipei	35,698	4.5%	-8.4%

Source: Written by Uruguay XXI based on JETRO.

Mineral fuels rank in the first place, as almost 29.4% of Japan's acquisitions correspond to these products (Oil 10.3%, liquefied natural gas 5.9%, coal 5.4%). Ranked in second place are electric machinery goods with a 16.1% share of the total imported (semiconductors and related items with 4.2%, phones and telegraphy with 3.6%), even though Japan is one the main suppliers of these goods. Other products of significance are chemical products with 10.6%, general machinery (generators, computers, computer parts) with 8.7%, and foods with 8.5%.

Table No. 4
Main import products of Japan
 Year 2023 (Millions of USD)

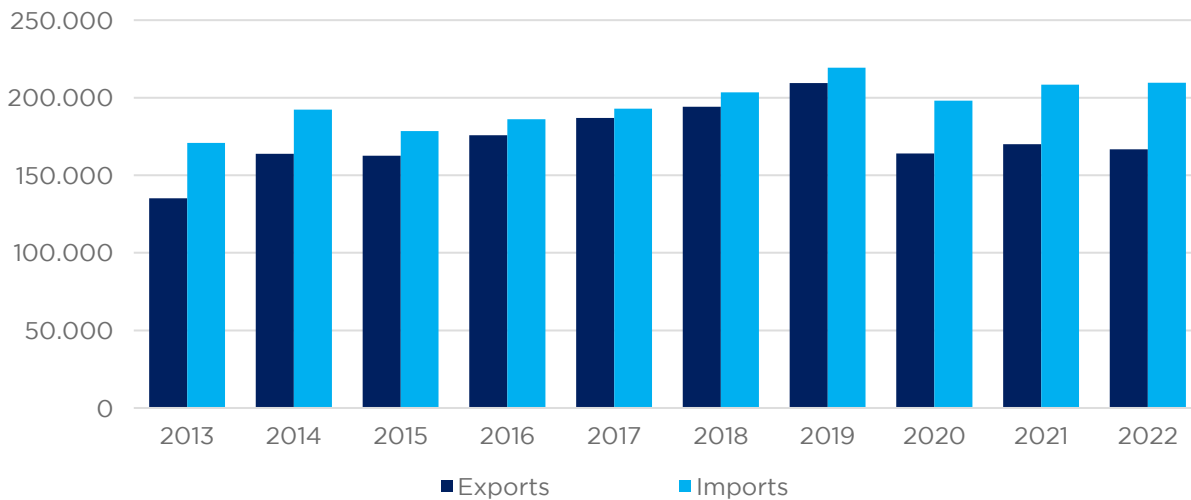
POSITION	PRODUCT	AMOUNT	SHARE	VARIATION 22-23
1	Oil	81,082	10.3%	-2.4%
2	Liquefied natural gas	46,848	5.9%	-1.9%
3	Coal	42,277	5.4%	-1.8%
4	Semiconductors and related products	33,449	4.2%	-0.4%
5	Medical supplies	33,254	4.2%	-1.2%

Source: Written by Uruguay XXI based on data from JETRO

2. TRADE OF SERVICES

With the impact of Covid-19, services exports experienced a 22% decline in 2020, while imports fell 10%.

Chart No. 2
Trade in services of Japan- the World
 (Millions of USD)



Source: written by Uruguay XXI based on data from UNCTAD.

In 2022, Japan exported mainly global services for USD 115.019 billion led by the export of royalties and license rights, followed by business services. Transportation exports are also relatively important (USD 29.058 billion).

Table No. 5
Export of services of Japan
 (Year 2022, millions of USD)

SERVICE TYPE	MILLIONS OF USD
Travel	7,213
Transport	29,058
Trade services	2,811
Global services	115,019
Royalties and license rights	46,479
Business: technical, trade and others	28,921
Financial services	11,900
IT and Communication	10,300
Business: professional	9,666
Business: R+D	5,851
Personal, cultural, and recreational	1,902
Other non-traditional services	12,593
Construction	7,037
Government	3,435
Insurance and pensions	2,121
Total services	166,695

Source: written by Uruguay XXI based on data from UNCTAD.

Chart No. 3
Inbound tourism - Japan



Source: written by Uruguay XXI based on data from UNCTAD and the Japan Tourism Agency.

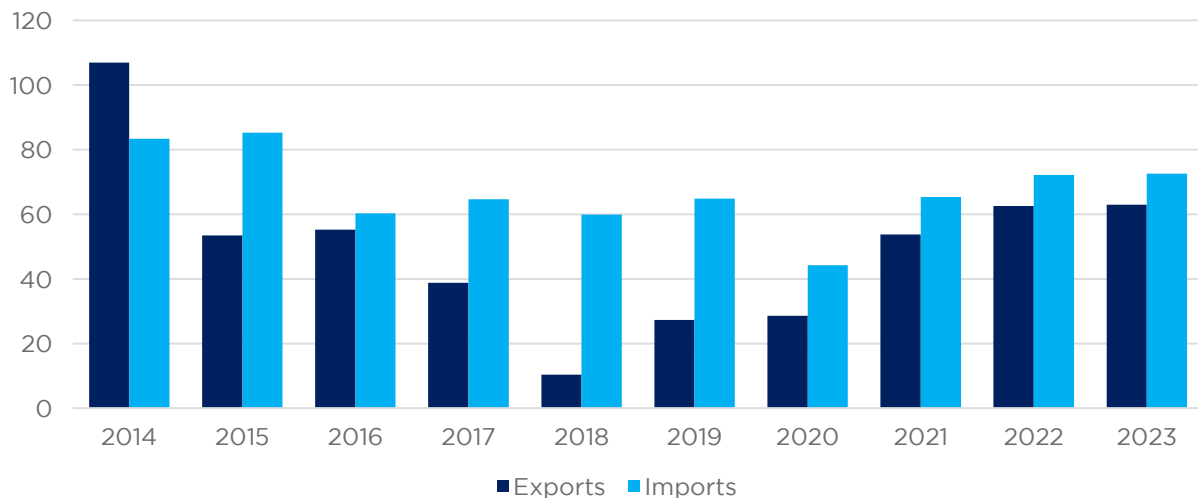
It is worth mentioning that the number of visitors to Japan was significantly affected by the pandemic. However, in 2023, tourist arrivals increased sixfold over the figure recorded in 2022,

which shows a recovery. Most tourists came from Republic of Korea (28%), Chinese Taipei (17%), China (10%), Hong Kong (8%), and the United States (8%).⁴

3. BILATERAL TRADE WITH URUGUAY

Trading between Uruguay and Japan has been maintained over time and it has had fluctuations. A decade ago, the trading in goods was of higher values than today. Uruguayan goods placement in Japan reached their lowest point ever in 2018, and then a gradual recovery began which continues to this day. Japan currently ranks 32nd in Uruguay's destination ranking. In 2023, Uruguayan exports to Japan totaled USD 62.9 million (which represented 0.6% of total exports).

Chart No. 4
Trade Uruguay - Japan
 (Millions of USD)



Source: Written by Uruguay XXI based on data from the National Customs Office (Dirección Nacional de Aduanas).

Bovine meat is the main export product, with a 56% share and an export value of USD 35 million. After nine years of diplomatic negotiations, in December 2018, Japan's government authorized the production of boneless and aged bovine meat for sale in the country. In February 2019, the first shipment of Uruguayan meat was shipped to Japan after

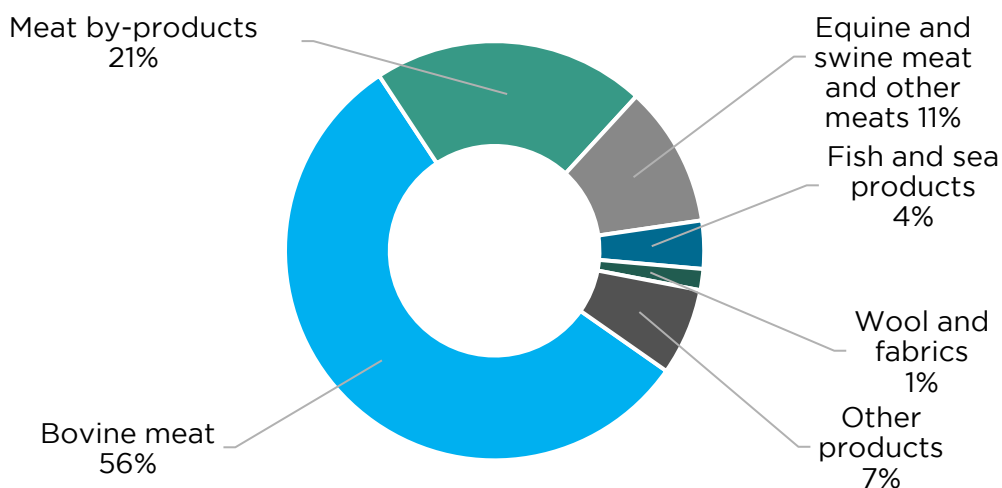
⁴ [Japan Tourism Agency](#) - Ministry of Land, Infrastructure, Transport and Tourism.

19 years (in the year 2000 meat exports had to stop due to the foot-and-mouth disease outbreak).

Meat by-products were the second most exported product, and their acquisitions reached USD 13 million, or a 21% share. After negotiations, by the end of 2022⁵ a commercial test shipment of bovine tongue left for Japan. The opening of the Japanese market for Uruguayan bovine tongue meant that, in 2023, almost USD 11 million were exported, equivalent to 1,293 tons. In the first quarter of 2024, external sales of bovine tongue to Japan tripled the value reached in the same period in 2023, with a total of almost USD 6 million. It is important to note that the Japanese market is highly demanding and values this cut. In this sense, Japan is the largest importer of the world of bovine tongue. In third place, are equine and swine meat, whose exports totaled approximately USD 7 million, with an 11% share.

Regarding companies that export to Japan these companies stand out: Frigorífico Carrasco S.A., Frigorífico Tacuarembó S.A., Clay S.A., Onticolor S.A., Establecimientos Colonia S.A., Cledinor S.A., and Inaler S.A.; whose exports combined accounted for three quarters of the total of exports to the Asian country. Followed by Frigorífico Las Piedras S.A., Breeders & Packers Uruguay S.A., and Sarel S.A., whose shares accounted for 11% of the total.

Chart No. 5
Main products exported to Japan
 (Share % 2023)



Source: Written by Uruguay XXI based on data from the National Customs Office (Dirección Nacional de Aduanas).

⁵["The first shipment of bovine tongue left for Japan this Saturday"](#) - Presidency.

The main product imported by Uruguay from Japan were cars, with 30% of the total and USD 21.7 million in acquisitions. Pharmaceutical products (prophylactics or for diagnosis) were in second place in the list of products acquired from the Japanese market, with an 8% share for a total of USD 5.5 million. In third place were plastics and their manufactures, followed by synthetic rubber and tires, whose share was around 6, 5 and 4%, respectively. It is worth mentioning the variety of imported products, which comprised 593 different tariff items (MERCOSUR Common Nomenclature 4) in 2023.

4. IMPORT TARIFFS ⁶

Japan is a member of the Harmonized System Convention, and for that reason tariffs authorized by the Customs and Tariff Bureau of the Ministry of Finance comply with the trading classification system, based on 9 digits.

Tariffs – which can be ad valorem (90% of items), specific (2%) or mixed (5.3%)– are grouped into four categories:

- General tariff - Applicable to imports from countries that are not members of the GATT (General Agreement on Tariffs and Trade) and that do not have trade agreements with Japan.
- WTO tariff - It is almost always lower than the general one, and it applies to WTO member countries or to those who have trade agreements with Japan.
- The EPA tariff -Singapore and other countries like Mexico- are the tariffs established in the EPA (Economic Partnership Agreement) between Japan and other countries with which it has a trade agreement.
- Preferential Tariff (Generalized System of Preferences or GSP) - It is applied to developing countries under the Generalized System of Preferences framework agreed upon at UNCTAD. It is generally limited to a certain import quota per product. Argentina is one of the beneficiary countries of the GSP.
- Temporary tariff - It replaces other tariffs for a certain period when they are under review.

⁶ Higher Institute of Customs and Tax Procedures. For further information click [here](#).

Uruguay enters Japan's market with the Most Favored Nation (MFN) treatment since it was excluded as of April 2017 from the Generalized System of Preferences (GSP)⁷. The average tariff allows for a general overview of the tariff structure of the country. In this regard, it is observed that there is greater protection in foods than in industrial products.

Chart No. 6
Tariff average (Japan)

CATEGORY	AVERAGE TARIFF
ALL PRODUCTS (Most favored nation)	2.4%
FOODS (Most favored nation)	17.2%
INDUSTRIAL PRODUCTS (Most favored nation)	1.3%

Source: Written by Uruguay XXI based on Mac Map.

To examine an import tariff on a product with the specific tariff code, the percentage imposed can be checked on [Japan's Customs web site \(English version\)](#).

Regarding the non-tariff measures, most of these are focused on sanitary and phytosanitary requirements, and on those related to technical obstacles in trade. To a lesser extent, there are regulations related to import licenses and quotas.

⁷ [List of GSP Beneficiaries \(Countries and Territories\)](#) - Ministry of Economy and Finance.

5. PAID TARIFFS

In 2022, Uruguay paid USD 538 million in tariffs related to export of goods. In Japan, USD 19 million were paid, almost all of which is related to bovine meat exports.

Chart No. 7
Tariffs paid for Uruguayan exports to Japan - 2022

PRODUCT	MILLIONS OF USD
Bovine meat	18.78
Meat by-products	0.26
Cigars and tobacco	0.06
Other foods	0.05
Wine	0.03
Wool greases	0.03
Fish and sea products	0.02
Others	0.02
Total	19.25

Source: Written by Uruguay XXI and MEF (Ministry of Economy and Finance) based on DNA, Mac Map and WTO.

6. JAPANESE INVESTMENTS IN URUGUAY

Japan is one of the world's main foreign investors, with a total stock of FDI (Foreign Direct Investment) outflow of USD 1.94 trillion (the second largest in the world after the United States).⁸ In 2022, Japan's FDI position in Uruguay was of USD 41.7 million, which represents 0.1% of the FDI that Uruguay received.

In April 2017, the Bilateral Investment Treaty (BIT) entered into effect between Uruguay and Japan⁹ with the purpose of promoting investments and strengthening the economic relations between both countries. Its contents are about creating stable, equal, favorable, and transparent conditions for greater investment by investors of both countries, based on the principles of equality and mutual benefits.

⁸ [World Investment Report 2023](#) - UNCTAD.

⁹ For further information on BIT click [here](#).

Japanese companies established in Uruguay come from different branches and sectors of industry, while the most prominent ones are related to food production and distribution centers.

Furthermore, it is worth noting the recent investment made by the multinational company Oji Holdings with the purchase of 41,000 hectares of fields intended for afforestation.¹⁰

Table No. 8
Japanese companies established in Uruguay

COMPANIES	INTERNATIONAL GROUP	INDUSTRY
AGRIDIAMOND S.A.	TSUNEISHI SHIPBUILDING CO., LTD.	Foods
AICHI URUGUAY S.A.	-	Foods
BODEGA CERRO DEL TORO S.A.	-	Foods
BONSET LATIN AMERICA S.A.	BONSET AMERICA CORPORATION	Plastics
CASIO LATIN AMERICA S.A.	CASIO COMPUTER CO., LTD.	Distribution Center
DAIKIN AIR CONDITIONING ARGENTINA S.A.	DAIKIN INDUSTRIES LTD.	Electric appliances trade
EURUS ENERGY URUGUAY S.R.L.	TOYOTA TSUSHO CORPORATION/ TEPCO	Power
HEXACTA	HITACHI	Digital solutions
J P KLAUSEN SOUTH AMERICA S.A.	NIPPON SUISAN KAISHA LTD	Foods
JMS S.A.S.	JMS CO., LTD.	Medical equipment trade
NIPRO MEDICAL CORPORATION URUGUAY BRANCH	NIPRO MEDICAL CORPORATION	Medical equipment trade
NOVAAGRI URUGUAY S.A.	TOYOTA TSUSHO CORPORATION	Foods
RABIT S.A.	NIPPON YUSEN KAISHA	Maritime transport
RICOH SOUTH AMERICA DISTRIBUTION CENTER S.A.	RICOH COMPANY, LTD.	Distribution Center
SHIMADZU LATIN AMERICA S.A.	SHIMADZU CORPORATION	Distribution Center
SHIMANO URUGUAY S.A.	SHIMANO GROUP	Distribution Center
SONY URUGUAY	SONY CORPORATION	Distribution Center
TALINSUN S.A.	TAMAKI RICE CORPORATION	Foods
YAKULT URUGUAY S.A.	-	Foods
YAMAHA MOTOR URUGUAY S.A.	YAMAHA MOTOR	Automotive Industry
YAZAKI URUGUAY S.A.	YAZAKI CORPORATION	Automotive Industry
ZENSHO ALIMENTOS S.A.	ZENSHO HOLDINGS COMPANY LTD	Foods

Source: Written by Uruguay XXI

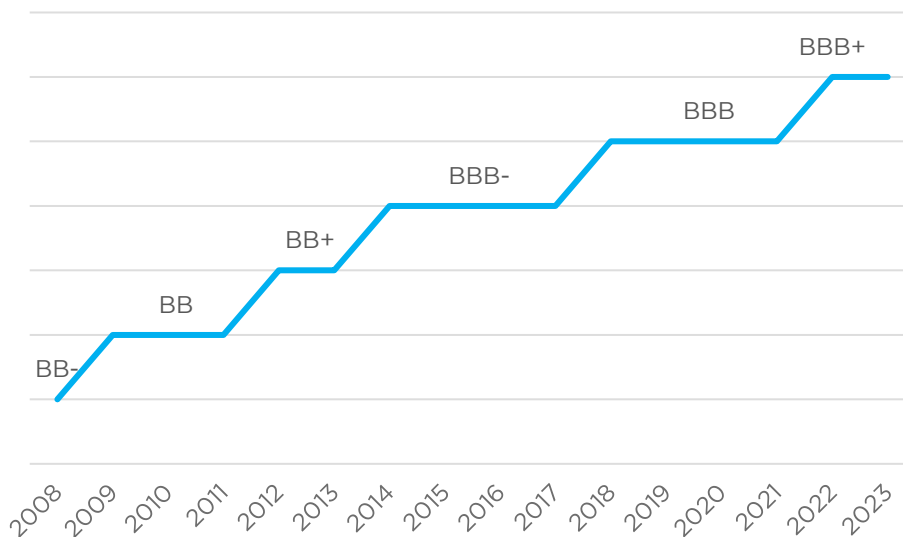
Being an investment-grade country is a key asset in ensuring a smooth access to local and foreign capital markets for the country's financing, allowing for lower borrowing costs, longer terms, and a diversified investment base, among others.

¹⁰ For further information click [here](#).

In this sense, Uruguay has an investment-grade credit rating from the five international credit rating agencies that assess its sovereign credit risk.¹¹ In particular, the Japanese rating agency Rating and Investment Information (R&I) gave Uruguay the investment-grade in August 2014.¹²

In their last report (December 2023), the rating agency R&I emphasized that Uruguay is a high-income country that stands out among South American countries thanks to its institutional and political stability. Even though the country's economy is slowing down, it is likely that it will recover with a solid growth as of 2024. Based on this, R&I has confirmed the rating currency issuer BBB+.

Chart No. 6
Credit rating of Uruguay - R&I Agency



Source: written by Uruguay XXI based on the Public Debt Management Unit from MEF (Ministry of Economy and Finance).

¹¹ [“Accountability report - Preamble”](#) - Ministry of Economy and Finance.

¹² [“Rating agency R&I raises Uruguay’s rating to “Investment-grade”](#)” - Uruguay XXI.

7. INTERNATIONAL AGREEMENTS RELEVANT FOR THE ECONOMIC AND TRADE SECTOR ¹³

Two agreements have been signed and are in force between Uruguay and Japan, namely:

- Agreement for the Elimination of Double Taxation with respect to Taxes on Income and the Prevention of Tax Evasion and Avoidance, approved on December 29th, 2020, by Law 19,938, signed by the parties in Montevideo, on September 13th, 2019.
- Agreement between Japan and Uruguay for the Liberalization, Promotion and Protection of Investment, approved on December 23rd, 2016, by Law 19,470, signed by the parties in Montevideo, on January 26th, 2015.
- On October 10th, 2021, the [Agreement regarding Mutual Administrative Assistance and Cooperation in Customs Matters](#) between Uruguay and Japan entered into force. In said agreement, the mutual assistance and cooperation between Customs Authorities is promoted. This will facilitate and expedite the trade, and will be a step further in the progress of the bilateral relationship.

8. MAIN MILESTONES BETWEEN URUGUAY AND JAPAN¹⁴

- 1908 - The first Japanese immigrants arrive in Uruguay and settle in the country, mainly in Montevideo.
- 1921 - Both countries establish diplomatic relations in 1921.
- 1989 - Julio M. Sanguinetti, President of Uruguay, makes an official visit to Japan, accompanied by a business delegation.
- 2001 - Jorge Batlle, President of Uruguay, makes an official visit to Japan, accompanied by a business delegation.

¹³ [Public database of information on International Agreements signed by Uruguay](#) - Ministry of Foreign Affairs.

¹⁴ [Uruguayan-Japanese Chamber of Commerce and Industry](#).

- 2001 - Inauguration of the Japanese Garden of Montevideo.
- 2003 - Her Imperial Highness Sayako, Princess Nori visits Uruguay.
- 2008 - Her Imperial Highness, Princess Takamado visits Uruguay to celebrate the 100th Anniversary of the Japanese Immigration to Uruguay.
- 2009 and 2015 - Tabaré Vázquez, President of Uruguay, makes an official visit to Japan, accompanied by a business delegation.
- 2015 - Signature of the Agreement between Japan and Uruguay for the Liberalization, Promotion and Protection of Investment.
- 2018 - The prime minister of Japan, Shinzo Abe, makes an official visit to Uruguay. During his visit, an agreement between Prime Minister Abe and President Tabaré Vázquez was signed, by which Uruguayan boneless meat was allowed to enter the Japanese market.
- 2019 - Signature of the Agreement for the Elimination of Double Taxation with respect to Taxes on Income and the Prevention of Tax Evasion and Avoidance.
- 2021 - The 100th Anniversary of the establishment of diplomatic relations between Uruguay and Japan was celebrated, even though the friendship between both countries dates to the arrival of the first Japanese immigrants, over 110 years ago. In that same year, Japan's government updated the "Assistance Program to the Oriental Republic of Uruguay" document, in which the cooperation strategies and priorities with our country are defined. The prioritized areas were the reduction of inequalities, climate change and preservation of the environment, and the development of the private sector, by combining quality growth with inclusion, sustainable development and resilience.
- 2021 - Signature of the Agreement regarding Mutual Administrative Assistance and Cooperation in Customs Matters, by the Minister of Foreign Affairs of Japan, Toshimitsu Motegi and the Ministry of Foreign Affairs of Uruguay, Francisco Bustillo, on the occasion of the visit of the Japanese Minister.
- 2022 - President Lacalle Pou visited Japan and met with His Majesty the Emperor and had a bilateral meeting with Prime Minister Kishida Fumio. He also participated in the business forum co-organized by the JETRO and the Embassy of Uruguay in

Japan. The two heads of government also issued a joint statement between Japan and Uruguay.

- 2023 - The state minister for Foreign Affairs, Mr. Shunsuke Takei, visits Uruguay.¹⁵
- 2023 - The first session of the Japan-Uruguay Joint Committee for the Promotion of Economic and Trade Relations was held. Said committee was established at the Japan-Uruguay Summit during the official presidential visit in 2022.
- 2023 - The business delegation of the Japan Business Federation Keidanren, alongside Mio Kawada, Executive Vice President of JETRO, visited MERCOSUR. During the visit to our country, the group had meetings at the Ministry of Industry, Energy and Mining (MIEM), the Ministry of Economy and Finance (MEF) and the Ministry of Foreign Affairs (MRREE). The main objectives of the visit were to foster trading and investment, and to reduce trading barriers.

Regarding the region, Japan's Prime Minister, Kishida Fumio, recently visited South America, specifically Brazil and Paraguay, with the purpose of strengthening ties between Japan and the global south. In his meeting with the Brazilian President, they agreed to a Green Partnership Association to fight against the effects of global warming. During Kishida's visit to Paraguay, he highlighted the possibility of broadening even further the cooperation and exchanges between the two countries. In the same sense, he promised to strengthen ties with the entire Central and South American region in a diversified international community¹⁶.

¹⁵ ["Minister of State, Ministry of Foreign Affairs, Mr. Shunsuke Takei, visits Uruguay"](#) - Embassy of Japan in Uruguay.

¹⁶ ["Prime Minister Kishida Returns to Japan; Visits to France, Brazil, Paraguay Included Summits with Leaders"](#) - The Japan News.

9. EXPO OSAKA 2025¹⁷



From April 13th to October 13th, 2025, the Osaka International Expo 2025 will take place. This is a World Expo organized by the Bureau International des Expositions (BIE), and for this occasion, the selected theme is: “Designing Future Society for Our Lives.” It is expected that a total of 150 countries and 25 international organizations will participate. The aim of this expo is to bring together people and innovations from all over the world with the following purposes:

1. To contribute to achieving the Sustainable Development Goals (SDGs)
2. To achieve Japan’s national strategy, Society 5.0¹⁸

To reach these goals, the Expo will allow:

- To gather knowledge and experiences, including cutting-edge technologies, to create and communicate new ideas.
- To expand national and foreign investment.
- To innovate through the activation of human interaction.
- To activate regional economies and small and medium-sized companies.

¹⁷ EXPO 2025.

¹⁸ Society 5.0: National strategy to develop a human-centered society that advances economically and solves social problems through a system that combines, in a sophisticated manner, both physical and cybernetic spaces. It means a new form of society that follows chronologically the hunter-gatherer, agrarian, industrial and information societies.

- An opportunity to convey the richness of Japanese culture.

OSAKA (KANSAI REGION – JAPAN)¹⁹

The Kansai region is located in the central part of Japan, and it includes seven prefectures: Mie, Osaka, Kyoto, Hyogo, Shiga, Nara and Wakayama. Osaka prefecture, including Osaka city, has 43 municipalities and is home to around 8.8 million people (the third largest population among Japan's prefectures). With a total area of 1,905 square kilometers, it is Japan's second smallest prefecture, and it forms a densely populated city, second only to Tokyo. With airports and ports that connect to cities around the world, Osaka's prefecture has a wide infrastructure, and it is transforming into an international center of activity with a significant number of foreign residents and visitors from all around the globe. The GDP of Osaka city is approximately USD 194.800 billion, which represents almost 3.8% of Japan's GDP.

Uruguay's participation will contribute to drive the economic and trade initiatives related to Japan and the Asian-Pacific region as a whole. Uruguay stands out as one of the few countries of the multilateral system that has regularly submitted the Voluntary Reviews of implementation of the Sustainable Development Goals (SDGs) in every High-Level meeting of the United Nations. This consistency shows the commitment of the country to the SDGs and allows organizers to confirm its solid narrative on progress and the commitment of institutions and society in achieving these goals.



¹⁹ [Invest Osaka](#).

10. WEB SITES OF INTEREST

Organizations

- [Cabinet Office.](#)
- [Ministry of Finance Japan.](#)
- [Bank of Japan.](#)
- [Chamber of Commerce of Japan.](#)
- [Ministry of Foreign Affairs of Japan.](#)
- [Ministry of Economy, Trade, and Industry.](#)
- [Statistics Bureau of Japan.](#)
- [Japan External Trade Organization.](#)

Others

- [IBPC Osaka Investment Promotion Center.](#)
- [Japan Small and Medium Enterprise Management Consultants Association \(J-SMECA\).](#)
- [Japan Tariff Association \(JTASS\).](#)
- [Small and Medium Enterprise Information of Japan.](#)
- [Tokyo Trade Center \(Tokyo Metropolitan Small and Medium Enterprise Support Center\).](#)
- [Organization for Small & Medium Enterprises and Regional Innovation, Japan.](#)
- [National Federation of Small Business Associations.](#)
- [Japan Business Federation.](#)
- [Touristic information.](#)

Fairs

Calendar of expos with 227 fairs in May 2024 in Japan in chronological order. Most fairs in Japan are held in Tokyo, with a total of 133 fairs. The three most common types of fairs in Japan are Industry fairs, Finishing Techniques fairs, and Electrical Engineering fairs.

For further information click [here](#).

Official representation in foreign countries

- [Embassies and consulates.](#)
- [Consular map of Uruguay.](#)

Foreign representation in Uruguay

- [Foreign Representation in Uruguay | MRREE \(www.gub.uy\)](#)

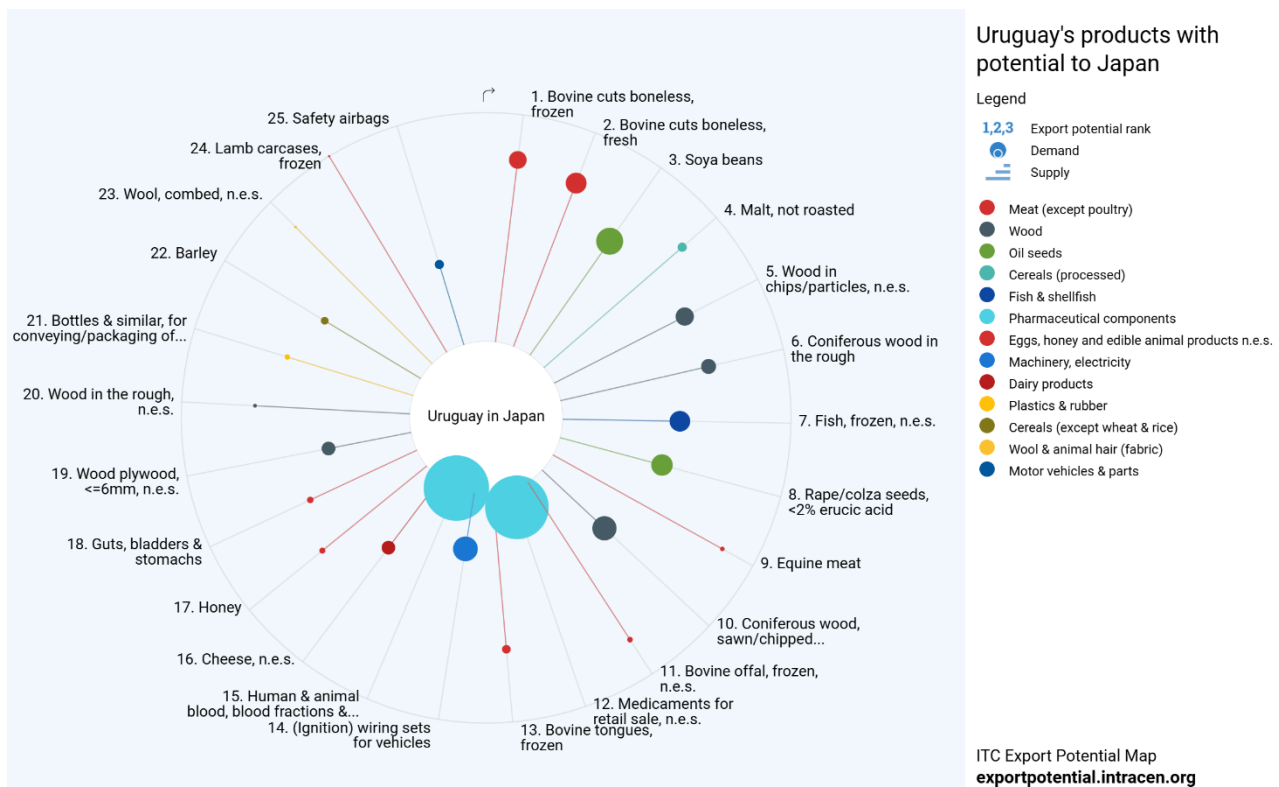
11. ANNEXES

ANNEX 1 - EXPORT OPPORTUNITIES FROM URUGUAY TO JAPAN

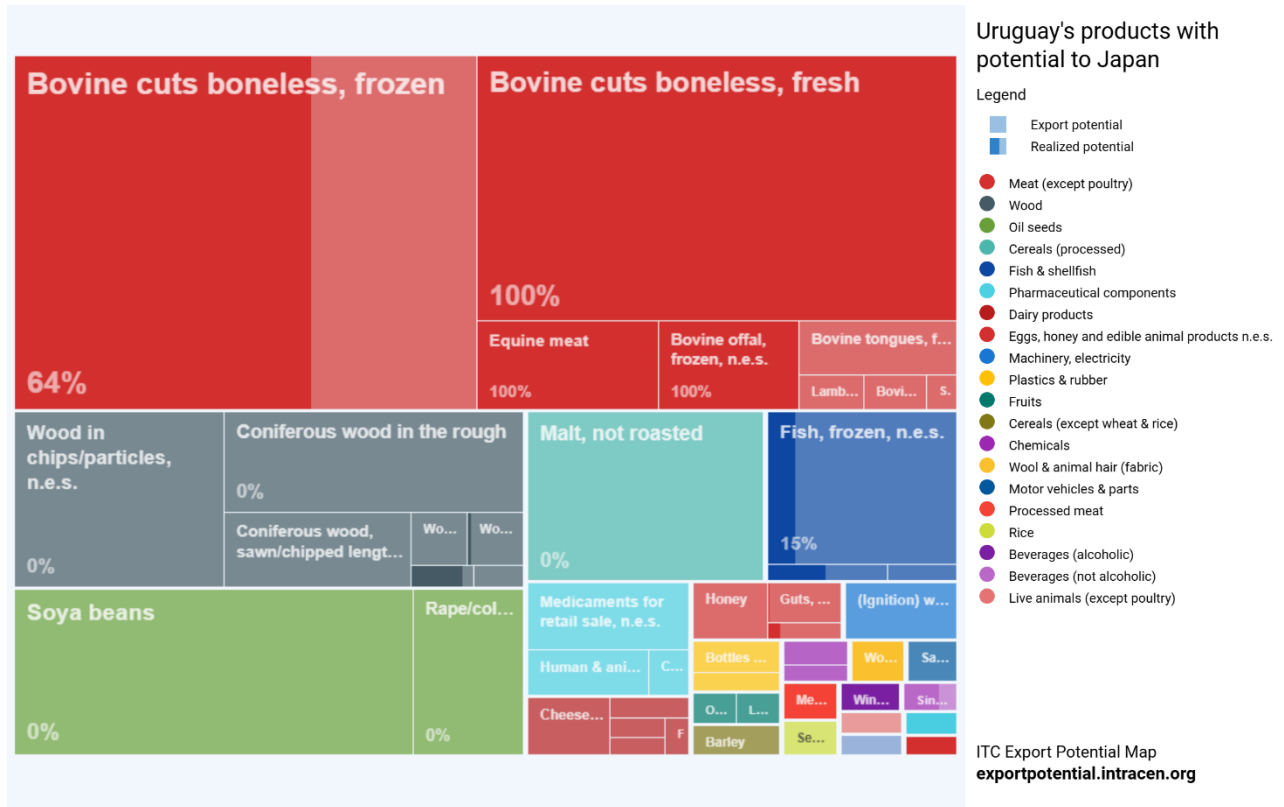
The food industry offers important trade opportunities in this market. Foods import to Japan accounted for 8.5% of the total of its imports in 2023. Fish and meat products and their respective preparations represented 3.4% of total exports, with a total of USD 26.1 million.

The product with greater export potential is frozen and fresh boneless bovine meat. Boneless frozen meat has an untapped export potential of approximately USD 4.2 million. However, this product faces a strong tax imposition, averaging around 38.5%. Next, with great export potential, are soybeans and malt with no total, with an additional export potential of USD 4.8 million and USD 2.9 million, and both products would enter at zero tariff.

PRODUCTS WITH EXPORT POTENTIAL FROM URUGUAY



PRODUCTS WITH EXPORT POTENTIAL FROM URUGUAY



To find out about trade opportunities of a certain Uruguayan product in the market of Japan, visit the Application of Trade Opportunities²⁰.

ANNEX 2 - FOREIGN POLICY OF JAPAN²¹

Japan is a member of the main international organizations. It is a member of the United Nations as of December 18th, 1956, and of most of its specialized agencies (ILO, FAO, WHO, UNESCO), as well as its funds and programs (UNICEF, UNCTAD, UNDP, UNHCR, UNEP, etc.). Currently, Japan serves as a non-permanent member in the Security Council for 2023-2024, after serving in 2016-2017.

Japan is a member of the main international organizations in the economic and financial areas: OECD, Club de Paris, G-7, G-20. In Asia, it is a member of APEC, it has an institutional dialog with ASEAN (ASEAN + Japan, and ASEAN + 3 - Japan, China, and Republic of Korea), and it

²⁰ “[Trade Opportunities](#)” – Uruguay XXI.

²¹ [Country information Japan](#) – Ministry of Foreign Affairs, European Union and Cooperation.

has an observer status in SAARC (South Asian Association for Regional Cooperation). It does not participate in the AIIB (Asian Infrastructure Investment Bank), created in 2015 with China's initiative. Furthermore, it has a partnership with the OSCE.

Japan's foreign affairs are characterized by the pairing of economy and security. The Japanese economic diplomacy has focused over the last few years on expanding the network of free trading agreements. It promoted the CPTPP11, which entered into force on December 30th, 2018. In July 2018, it finalized an Economic Partnership Agreement with the EU, which entered into force in February, 2019. In May 2021, it ratified the Regional Comprehensive Economic Partnership (RCEP) with the 10 countries of ASEAN, plus China, Republic of Korea, Australia, and New Zealand, which entered into force on January 1st, 2022. Furthermore, it finalized a Free Trade Agreement with the UK, which entered into force in January 2021, and it is in negotiations for a trilateral free trade agreement with China and Republic of Korea.



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