

Messages from JOI Special Members of Latin American Countries

JOI特別会員であるラテンアメリカ諸国の在日大使館、投資関係機関から日本企業会員に向けたメッセージをお届けします。
(国名のアルファベット順に掲載しております。)

Argentina invites Japanese companies to participate in the Large Investment Incentive Regime (RIGI)

Rubén Eduardo Miguel TEMPONE
Ambassador of the Argentine Republic to Japan



The current Argentine administration has just adopted the Large Investment Incentive Regime (RIGI), which is aimed at generating the conditions of predictability, stability and competitiveness necessary to attract large investments to Argentina in order to contribute to a rapid, sustainable and lasting economic recovery.

This new regulatory framework establishes important fiscal, customs and exchange incentives for 30 years to attract projects in various economic sectors - Forestry, Tourism, Infrastructure, Mining, Technology, Steel, Energy, Oil and Gas - whose investment exceeds a minimum amount of US\$200 million for most industries, and US\$300 and US\$600 million for specific items in the Oil and Gas sector.

There is also a special category called Long-Term Strategic Export Projects, which require a minimum investment of US\$2,000 million and are designed to position Argentina as a new long-term supplier in

markets in which it has not yet a relevant participation. Additional benefits and longer deadlines are established for these projects.

This promotional framework for investments is part of a general policy of the Argentine Government aimed at establishing favorable conditions for the development of the free market and the generation of new business. This line also includes measures such as Decree 70/2023, sanctioned at dawn of the current administration, that seeks to ensure the effective validity of an economic system based on free decisions, adopted in an environment of free competition. To this end, it seeks to deregulate and nullify all restrictions on the supply of goods and services, and all regulatory requirements that distort market prices. Likewise, it promotes the adoption of international standards on trade in goods and services, not only those of Mercosur, but also those of the WTO and the OECD.

Japanese investment: It's time to think about Chile

Karla Flores Mardones
Director of InvestChile



Chile has long been a favorite spot for Japanese companies to invest in South America, and it's no surprise. Our countries share a deep history of cooperation and friendship, which has translated into over \$4 billion of investment. Why? It's simple: Chile offers a great business environment, top-notch competitiveness, and the kind of economic

freedom that Japanese companies are looking for. And here's the exciting part—there are even more opportunities opening up today.

Chile is in a prime position to tackle global challenges like climate change and the digital revolution. We're not just ranked as one of the best emerging economies for

clean energy investments; we also have crucial resources like lithium and copper, which the world needs for the energy transition. And that's not all—we're on track to become the cheapest green hydrogen producer by 2030. Plus, Chile is turning into a regional tech infrastructure hub, with 183 projects worth \$5.4 billion set for 2024. Combine that with our focus on digital transformation and knowledge-based services, and it's clear: Chile is evolving, fast.

At InvestChile, we're here to help push these opportunities forward. In the first half of this year alone, our project portfolio jumped by nearly 24%, now exceeding \$35.5 billion. Of that total, \$484 million comes from Japanese companies, primarily in the mining and energy sectors. But we're not stopping there—we're confident there's plenty of room for those numbers to keep growing. So, if you're looking to expand your company, now is the time to think about Chile. We're here to make it happen!

Investing in Colombia: A way to Build a Sustainable Future

Juan Camilo Gómez

Commercial Counsellor, Embassy of Colombia in Japan
Director of ProColombia Japan



The Colombian government is driving change with its plan “Colombia, World Power of Life”, targeting for 51% cleaner energy by 2030 and carbon neutrality by 2050. This ambitious initiative is projected to prevent 244 million tons of greenhouse emissions and attract \$27 billion in investments. A recent MoU signed between Colombia's Ministry of Trade and Industry and Japan's Ministry of Economy, Trade and Industry (METI) has established a bilateral committee will facilitate discussions and advocacy in critical areas further on accelerating the implementation on Joint Credit Mechanisms, that will help to access more funding that contribute to materialize projects.

Furthermore, the Constitutional Court approved the Escazu Agreement. This agreement promotes transparency, enable higher value natural products from Colombia to

enter international markets more effectively. It also provides Japanese investors higher surveillance of their investments in sustainable sectors and promoting further investment in Colombia's green projects.

The country hosted COP16 from 21st of October to 1st of November of 2024. This forum was crucial for accountability on the biodiversity agenda, setting a tone for global efforts to address biodiversity loss and promote preventive actions. Colombia has undertaken decisive steps through collaboration to promote nature-based solutions that continue to business growth and attract investment.

The ProColombia Office in Japan will be the key partner in helping to build the relationship between Colombia and Japan.

コスタリカ: 発見すべき投資パートナー

Indiana Trejos Gallo

Deputy Minister of Foreign Trade
President of the National Trade Facilitation Council of Costa Rica



コスタリカは、南北アメリカ大陸の中心という便利な場所にあり、ビジネスを行うのに非常に魅力的で安全な選択肢です。また、コスタリカはラテンアメリカで最も古い民主主義国であり、2021年の世界銀行の世界ガバナンス指標では、政治的安定性においてこの地域

で第1位になりました。さらに、コスタリカは開放的な経済と、強い労働倫理と高度なスキルをもつ人材を誇っています。コスタリカは持続可能な成長と法の支配に尽力しており、日本と基本原則を共有しています。

コスタリカは、その価値提案により、FDI誘致のリー

ダーとしての地位を確立し、2023年には fDi Intelligence のグリーンフィールドFDIパフォーマンス指数でトップの座を獲得するなど、優れた実績があります。現在、コスタリカには約500社の多様な多国籍企業が拠点を置いており、テルモ、リコー、富士通、ブリヂストンなど日本の名門企業も事業を展開しています。また、パナソニックはコスタリカでの事業を拡張しています。

コスタリカは、企業に利益と法的確実性を提供し、同国からの輸出を促進するために、一連のインセンティブを提供しています。コスタリカの目標は、持続

可能で質の高いFDIの戦略的目的地としての強固な地位を確立することです。そのため、輸出・投資促進機関であるPROCOMERを通じて、新たな投資誘致戦略を開始しました。この戦略は、半導体、ライフサイエンス、先進製造業、バイオテクノロジー、サービス、食品産業、農業技術（アグリテック）などの分野で、より多くの国からの投資を誘致することを目指しています。詳細については、<https://investincr.com/en/>をご覧ください。

ドミニカ共和国の物流センター： 貿易および物流の最適なメカニズム



駐日ドミニカ共和国大使館 特命全権大使
高田 ロバート

多くの企業が、自社製品の米国展開を重要な戦略と位置付けています。巨大な米国市場の需要や、広大で気候も異なるエリアでの輸送に対応するため、今後も物流コストは増加の傾向にあります。

わが国はまさにこのような状況に最適な物流拠点として設計され、企業が自社でメンテナンスできる物流業務専用サービスが整っています。米国および近隣諸国での需要を満たすため、企業は単に製品を供給するだけでなく適切なタイミングで即時に市場の需要に応えることが可能です。ドミニカ共和国は、米国から船で約3日、飛行機で約2時間の距離にあるため物流コストを抑えられ、その結果ビジネスの収益性も高められます。

ドミニカ共和国内での免税制度も活用いただけます。対象外となる税金等の支払い期限は12カ月まで猶予があり、18カ月まで延長できます。

梱包やラベル貼り、製品の分別等にも対応します。また、ドミニカ共和国内のフリーゾーン物流センター

では、異なる国、企業の製品をひとつの物流業者が保管し、セットとして配送するサービスも可能です。顧客のニーズに対応し、さらなるビジネスチャンスをもたらします。

これらの利点を活用し、すでに30社以上の外国企業がわが国を米国および近隣諸国に製品を供給するための物流ハブとしている実績があり、政府は彼らの進出を歓迎しています。米国や近隣諸国への利便性、豊富な労働力により、多くの多国籍企業がドミニカ共和国で物流、製造業を飛躍させました。最良のビジネス環境、そして最適なエコシステムの存在があってこそ実現できたといえるでしょう。

世界的にも重要なマニュファクチャラーでありサプライヤーでもある日本に、私たちは多くの期待を寄せています。日本企業にはぜひともドミニカ共和国の物流センター制度を利用して在庫管理、保管拠点をわが国に置いていただき、まずは物流そして最終的には製造拠点として計画していただければと願っております。

Ecuador's Investment Climate Overview

César Montaña Huerta

Ambassador of the Republic of Ecuador to Japan



Ecuador has vast potential beyond its world-famous destinations, including the Amazon Basin, its colonial cities, and the Galapagos Islands. The country offers long-term investment opportunities, a young and skilled workforce, and a dynamic yet business-friendly environment enhanced by recent legislative reforms.

Ecuador is well-positioned to take advantage of its rich natural resources in agriculture and aquaculture to meet Japanese demand for high-quality food products. Other promising investment sectors include energy, oil, gas, and mining.

Ecuador has pursued open trade and investment policies encouraging private investment initiatives across most productive sectors of the economy. Three recently enacted laws promote economic efficiency, job creation, energy competitiveness, and boost

tourism activities.

Ecuador features a renewed Free Trade Zone regime, a Public-Private Partnership (PPP) legal framework, and an Investor-State Protection Contract. Investors may benefit from a 5% reduction in the corporate income tax rate, tariff waivers, exemptions from a currency exit tax on imported capital goods and raw materials, and access to national and international arbitration clauses.

Japanese investor delegations are cordially invited to explore the numerous investment opportunities available in Ecuador. For further information, please contact the Embassy of Ecuador in Japan.

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Why not Guatemala?

Manuel Estuardo ROLDAN Barillas

Ambassador of the Republic of Guatemala to Japan



Guatemala is located in the geodesical center of the Americas, has a population of approximately 18.4 million out of which roughly 45% are under 15 years of age; the country's natural wonders include breathtaking mountains, lakes, volcanos, flora and fauna. Guatemala is proud to have a renowned Mayan heritage, evident to local population and who those who grace us with their visit. Noteworthy among other archaeological sites is Tikal, a paramount Maya city with its towering temples, pyramids and palaces. Ongoing archaeological work is being developed at El Mirador, which will most definitely prove to be one of the most important Maya sites.

If investing abroad is what interests you, modern Guatemala offers some key facts you definitely need

to know about—

- Strategic geographic location with access to both oceans;
- Access to more than 1.5 billion consumers through 14 FTAs;
- Proven macro-economic stability;
- Lowest public debt in the region and currency exchange rate stability;
- Largest skilled labor force in Central American region;
- Competitive energy costs, logistics—shorter export times and costs, financing—lower credit risk, and telecoms—lower broadband costs;
- Logistical connectivity with proximity to the

US market; largest market in Central America; investment incentive program—through free trade zones and special economic zones with fiscal incentives in place;

- Presence of 22 commercial airlines; 11 cargo airlines; second largest maritime cargo

operation in Central America and more than 10 shipping lines; road access to Central America and the most modern customs in the region.

Come to Guatemala—get to know us better. Make your investments more profitable!

Mexico and Japan adapt the intensity of their bilateral relationship to the new issues of the international agenda

Melba PRÍA

Ambassador of the United Mexican States to Japan



Mexico and Japan have shared diplomatic and commercial ties for more than 400 years, dating back to the Edo Period. The Japan-Mexico Economic Partnership Agreement (EPA) of 2005 has strengthened these ties, resulting in a 240% increase in trade flow between 1999 and 2024 and the attraction of US\$35.8 billion in Japanese foreign direct investment (FDI) to Mexico. Today, Japan is the largest Asian investor in Mexico and the fourth-largest globally, holding a 10% share of FDI.

According to Mexico's Secretariat of Economy (SE), between 2006 and 2023, 88.1% of Japanese FDI went into the manufacturing sector, with the automotive industry representing 67.5% of that investment. There are currently more than 1,500 Japanese companies established in Mexico, which makes our country the main investment destination in Latin America. In the 2023 Annual Survey by the Japan Bank for International Cooperation (JBIC), Mexico ranked 7th globally for Japanese manufacturers and 3rd as the most promising country in the automotive sector.

Mexico offers a stable legal framework for foreign investments. The OECD identifies Mexico as a strategic option for the following reasons:

- Mexico's strategic geographical position allows access to key markets in North America, Asia, Latin America, and Europe.
- The country benefits from economic and legal stability through the EPA and 13 Free Trade Agreements (FTAs) with 50 countries, including the USMCA, CPTPP, and the EU.

- Japanese companies operating in Mexico under USMCA regulations can export their products to North America without tariffs.
- USMCA provisions in the automotive sector allow for the tariff-free production of vehicles with at least 75% of components sourced from the region.
- Mexico boasts a highly skilled workforce, having produced the largest number of engineers per capita in 2023.

Mexico and Japan continue to explore new channels of cooperation and investment, with a shared commitment to technological innovation and sustainable development. Key areas of collaboration include clean energy and decarbonization, water recycling and management, information technology, semiconductors, advanced manufacturing, robotics, aerospace, logistics, artificial intelligence, and cybersecurity.

Mexico's political system is resilient and stable, evolving peacefully in line with the sovereign will of its people. For the past 40 years, fair and transparent elections have been conducted through a direct voting system, with participation rates consistently around 60%. This was demonstrated in the national elections held last July, reinforcing confidence among Japanese investors, whose investments are safeguarded by Mexico's political stability. Both nations continue to strengthen bonds forged by shared democratic values, paving the way for a prosperous future for both societies.

Peru: A Prime Destination for Japanese Investment and Collaboration

Roberto SEMINARIO

Ambassador of the Republic of Peru to Japan



Peru presents a compelling and stable environment for foreign investments, bolstered by a robust legal framework that ensures legal stability, offers attractive tax incentives, and guarantees equal treatment for all investors. This conducive setting makes Peru an ideal destination for Japanese companies seeking secure, long-term investment opportunities.

Peru is a global leader in the production of copper, gold, and silver, boasting extensive mineral reserves and ongoing exploration projects. The mining sector, a cornerstone of Peru's economy, offers unparalleled opportunities for Japanese companies. Moreover, Peru's commitment to environmentally friendly mining practices aligns perfectly with Japan's stringent standards for sustainability and corporate social responsibility. This synergy makes Peru an exemplary partner for responsible and sustainable resource extraction, ensuring that investments are not only profitable but also environmentally conscious.

Peru's rich natural resources, particularly suitable for solar, wind, and hydropower projects, make it an attractive partner for Japan's energy security strategies. As Peru expands its green energy capabilities, Japanese companies specializing in sustainable technologies can lead pivotal projects that align with both nations' sustainability goals. This collaboration not only enhances energy security but also contributes to global efforts in reducing carbon footprints and promoting renewable energy.

Peru has embarked on large-scale infrastructure projects, including a significant \$2.4 billion allocation for sanitation initiatives between 2024 and 2026. This presents substantial business opportunities for Japanese firms with expertise in water treatment,

transportation systems, and urban development. The combination of Peru's strategic infrastructure improvements and Japan's cutting-edge technology promises a mutually beneficial partnership, enhancing public services and contributing to the modernization of Peru's infrastructure.

Peru's diverse geography supports the cultivation of high-demand export products such as avocados, grapes, blueberries, and coffee. For Japan, which places a strong emphasis on food security and sustainable agricultural practices, Peru offers a strategic partnership for agro-investments. This collaboration can enhance food security for both nations while promoting sustainable farming practices.

As both Japan and Peru aim to secure their economic future in an increasingly interconnected world, the timing is optimal for Japan to strengthen its presence in Peru. By investing in key sectors of the Peruvian economy, Japanese companies can position themselves as leaders in Latin America while fostering long-term, mutually beneficial relationships. Peru welcomes innovation, collaboration, and growth, making it an ideal time for Japanese investors to seize opportunities in various sectors.

We can conclude that Peru stands as a prime destination for Japanese investment, offering a stable and welcoming environment, rich natural resources, and significant opportunities in mining, renewable energy, infrastructure, and agribusiness. This strategic partnership has the potential to drive economic growth, enhance sustainability, and foster a lasting relationship between Japan and Peru. Welcome to Peru!

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