


Opinions

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Creation of a Korea-Brazil Economic Cooperation Model in Celebration of Fifty Years of Korean Immigration to Brazil



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This year marks the 50th anniversary of Korea's immigration to Brazil. Since the first Korean immigration to Brazil in 1963, the two countries have developed a quantitatively fulfilling relationship.

The value of Korea-Brazil trade increased by approximately 30,000 times from USD 550,000 in 1965 to USD 16.3 billion in 2012. Korea's direct investment in Brazil also took a great leap in the 2000s. As of 2012, Brazil became one of Korea's top eight investment target countries. Another positive aspect of the Korea-Brazil relationship recognized of late is the increased rate at which human resource exchanges are taking place between the two nations. Korean companies' advancement into Brazil is boo-

sting the number of business immigrants to the country. In 2012 alone, the number of Korean business immigrants to Brazil reached 1,858. The Science Without Borders program in Brazil has also brought over 100 Brazilian students to Korea for studies at a number of universities. By 2014, the number of Brazilian students in Korea is expected to reach up to 1,200.

In the wake of the 50th anniversary of Korean immigration to Brazil, the Korea-Brazil economic relationship now deserves to become qualitatively-fulfilling. For a qualitative improvement of the two countries' economic relationship, the following four strategies of economic cooperation can be implemented.

First, a relationship of strategic partners of the 21st century must be formed. Brazil is an economic giant and Korea must take a strategic approach to avoid merely forming a partnership with just another Latin American nation. The two countries must look farther than just pursuing their own economic interests and aspire to form a responsible and mature partnership that can solve issues in Latin America as well as in other parts of the world.

Second, a convergent economic cooperation model must be formed. The KOBRA (Korea-Brazil) Economic Cooperation Model (tentative title) must be formed by integrating the dynamics and successful experiences of the Korean economy and the diversity and creativity of the Brazilian economy. Such a convergence economic cooperation model must be based on the two countries' complementarity in the field of advanced technology. Moreover, technology and education must be combined and applied to a traditional economic cooperation model based on trade and investment. The KOBRA Economic Cooperation Model must be the fruit of an organic convergence of the Korean and Brazilian governments' core industrial policy—a creative economy and innovative economy policy. The KOBRA Economic Cooperation Model can be perfected by forming a Korea-Brazil Convergence Industrial Cooperation Fund and running a Korea-Brazil Convergence Innovative Technology Center.

Third, a flagship project needs to be executed to bring the Korea-Brazil partnership into the limelight. The synergy of the two countries must be demonstrated through a mega-scale project to take the level of their partnership to the next level in just a short period. An example of such a project would be preoccupying standard in the field of technology and institutions such as Korea's participation in a high-speed rail construction project or sharing the Korean experiences of Export Processing Zone (EPZ).

Fourth, the diversification of cooperative entities is required. Because Brazil has a federal system, cooperation should not be limited to central government, but should also be diversified to include local governments as well. As such, systematic cooperation strategies must be formed for each of the five regions (North, Northeast, Central-west, Southeast, and South) of Brazil. An absolute necessity for a qualitative advancement of the Korea-Brazil economic partnership shifts the focus from cooperation between large enterprises to cooperation between small and medium businesses, which form the backbone of the countries' economy.

Finally, a network of cooperation between R&D organizations must be formed. Brazil has a keen interest in a technological partnership with Korea and achieving strategic cooperation in this area would open new doors in the economic relationship of the two countries. To achieve such end, the Korea-Brazil R&D Summit (tentative title) can be held and attended by CEOs from the corporate and industrial sectors of Korea and Brazil to identify potentials in industrial-technological cooperation and the initiation partnership projects. 