



*“We already have customers in the United States, Ireland and Australia, and I’m sure that I can keep counting on UPS to help me grow my business.”*

## A taste of Brazil, delivered to the other side of the world

The relationship between Brazil and Japan began in the 20<sup>th</sup> century, with Japanese migrating to Brazil. Currently, Brazil has the largest Japanese population in the world, outside of Japan, at least 1.5 million people.

A century after the arrival of the first group of Japanese immigrants to Brazil, the opposite took place: Brazilian descendants migrated to Japan (they are called dekasseguis). Today, at least 300,000 Brazilians of Japanese descent live in Japan, and they were often accompanied by their spouses. In most cases, they migrated to Japan in order to work in factories. Brazilians are third among the ethnic groups that make up the Japanese population, surpassed only by Koreans and Chinese.

Michelle Onishi lived in Japan for more than ten years, and while she was there she met many Brazilians and created a network of friends. When she returned to Brazil, she kept her Brazilian friends in mind, that were living in Japan, and decided to open her own business. She wanted to provide support to those who miss Brazil and its uniqueness. That is how Box Brasil was created, a business specializing in personal shopping. They focus on importing to Brazilians living in Japan anything they may miss from home. They let Michelle know exactly what they need, and she purchases the items in Brazil, and ships to them through UPS.





*“Japanese culture is very different from our culture. Brazilians living there miss our clothes; Japanese tailoring is very different from ours. My customers asked a lot for Brazilian jeans and shoes, and with the support of UPS, we can deliver them to our customers within a few days. Specific foods, candies and cosmetics that they can only find in Brazil are some of the most asked for items, bringing happiness and comfort to those who miss their country so much,” said Michelle.*

Michelle started working with UPS in 2010, but since last year and due the pandemic, her volume increased by three times. She began working with retailers in Japan who were interested in Brazilian products and who looked for Box Brasil's expertise to help them import the products they needed. As a result of the increase in volume, Michelle has been using a variety of UPS services, such as [UPS Worldwide Express Saver™](#), a service that allows her company to make their deliveries rapidly and guaranteed in Japan within four days, and to other countries within two to six business days with [UPS Worldwide Expedited™](#), a more economic service for less urgent deliveries. Michelle is also using [UPS Worldwide Express Freight™](#), a faster service for palletized cargo, to support retailers that are looking to resell products, such as Brazilian shoes.

In addition to those delivery services, UPS also implemented technology tools, facilitating their day-to-day business process. In order to support their needs, the company is taking advantage of [UPS WorldShip®](#), a shipping software that enables the customer to easily process shipments, remaining compliant, and reducing costly errors. In addition, they use [UPS CampusShip®](#), that allows multiple users to easily generate shipping labels, just by having internet access. UPS has also offered thermal printers so that Michelle can print their shipping labels quickly and more efficiently.

Michelle and her team are also using [UPS Import Control<sup>SM</sup>](#), an international shipping tool that facilitates the generation of shipping labels when importing products, which helps them manage shipping costs more efficiently by deciding which speed or service to use and minimizing custom delays with error-free information they can control.

To expedite customer service resolution for critical issues, UPS invited Box Brasil to participate in their UPS Preferred Customer Program (PCP). Some of the benefits of being in the program include the support of a team exclusively dedicated to solving problems with shipments, select phone lines for urgent issues and a response to urgent requests by e-mail within hours.

*“PCP program provided me with more flexibility and confidence in the whole process. In the PCP program I send an email and a few minutes later I have a team answering my questions, and I don't lose time that I can dedicate to my customers.”*

With the support of UPS and its solutions, Michelle is able to increase her presence, expanding her business outside of Japan.

