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## **Big in Japan: Rhenus extends service to Japan**

Rhenus Logistics UK, one of Britain's leading freight forwarders, has confirmed the launch of its extended service to Japan, one of Asia's most dynamic economies.

Rhenus has increased the frequency of its air and ocean freight routes as part of its strategic plan to improve its UK and EU gateways to global markets. This move comes after the recent opening of its London Heathrow facility. Offering a competitive rate on both full container load (FCL) and less-than container load (LCL) activity, Rhenus provides a complete logistics solution, shipping all types of products including fashion products, FMCG, precision engineered and even dangerous goods.

The company now operates weekly ocean route departures and five air freight consolidations per week. With a high percentage of departure days already booked and going to schedule, the majority of the service focuses on exporting consumer goods to its key destinations in Tokyo and Osaka. Utilised across all its offices in the UK, the service is managed by Rhenus' four main hubs, located in Manchester, Bradford, Cannock and Basildon.

Rhenus has carefully considered the Japanese business culture by developing frequent routes from the UK to all of the major ports and airports in Japan. Business culture in Japan is unique, with traditional rules still the norm across organisations in the country\*.

Reliability and loyalty are of particular importance in Japanese business conduct, which mean the majority of partnerships are built on long-term and stable foundations. Because of this, it can prove difficult for foreign companies to penetrate the Japanese market, however Rhenus has worked hard to build a trusted relationship with its partners in Japan through its ongoing, reliable service.

Spencer Davern, general manager at Rhenus Heathrow, said: "We're really pleased with the development of our service to Japan. Our continued relations in the country are testament to the efficient service we deliver here at Rhenus and we are looking forward to further expanding our network in Japan and across Asia."

Specialising in meeting its clients' needs with a proactive approach, Rhenus continues to build upon its reputation as a leading logistics provider in the UK and support customers internationally. With more than 75 years' experience in freight forwarding, the company currently operates across 12 different locations in the UK and Ireland and is set to grow after the recent opening of its Heathrow facility.