



## João Gomes de Moraes

Business Administrator, Accountant,  
Customs Agent and Headmaster-president of  
J. Moraes International Logistics Solutions



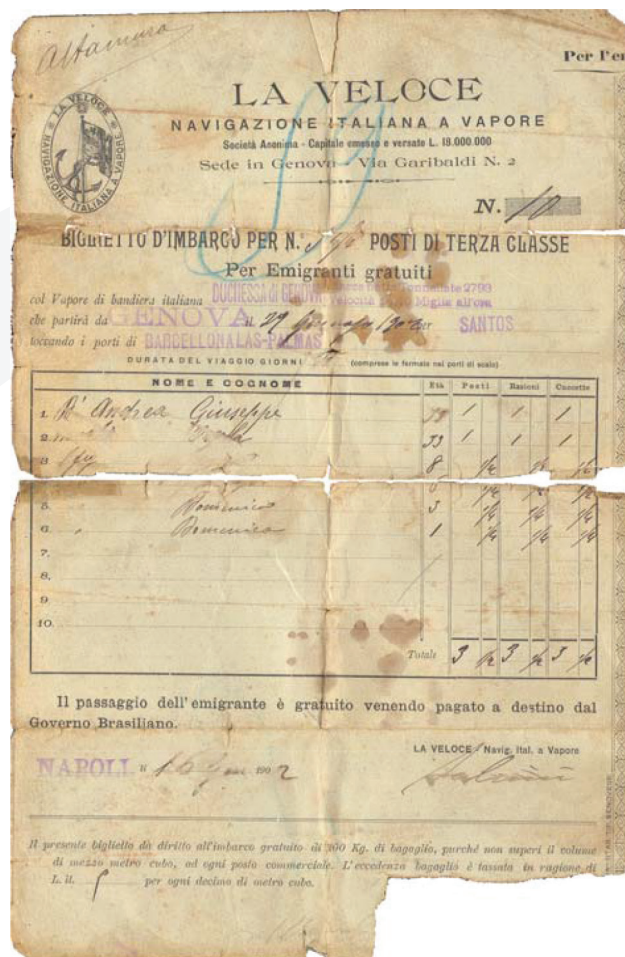
### Origins and heritage of struggle

Born in Sorocaba, country side of Sao Paulo State, on April 20th 1965, seventh and last son of Maria Gebin de Moraes and Angelino Gomes de Moraes, João Gomes de Moraes inherited the determination and will of his Portuguese/Italian ancestors.

His paternal grandmother, the Italian Francesca D'Andrea, born in Bari, came to Brazil at the beginning of the Twentieth Century (it is registered in her departure documents, up to this day preserved by her grandson, that she left Genova in January 29th, 1902 at the age of 8, on the ship Duchessa di Genova, towards Port of Santos, here in Brazil). As most of the immigrants, she belonged to an extremely poor family without schooling, coming from inland villages from Portugal and Italy, encouraged by the grant of Brazilian farmers who financed their tickets in exchange for the exploitation of the labor force employed in coffee plantations. As a child she and her family settled at the city of Bragança Paulista, Sao Paulo State inland, where she would later on marry José Gomes de Moraes, Brazilian, Portuguese descent.

His maternal grandfather, Domingos Gebin, although Italian descent, was born and lived in Bragança Paulista where he would also marry Helena Muzetti, immigrant born in Rome, Italy.

It is worth to remember that, in that period, although the Italian immigration in Brazil was almost exclusively rural, over the course of time, many immigrants started to leave the rural areas. On March 26th 1902, the Italian government took action to minimize the exploitation of the Italian immigrants, especially on the coffee farms. It issued the Prinetti Decree which forbade the coming of immigrants with granted tickets to Brazil. Many immigrants came back to Italy, while many others have settled in Brazilian urban centers. Many of the factory workers in Sao Paulo, for instance, were from Italian origin, being recognized as protagonists of the development of the greatest urban centers in Brazil. The Prinetti Decree was also responsible for the retaking of the Portuguese immigration, especially between 1910 and 1914.



Francesca D'Andrea, João Moraes' paternal grandmother departure registration and identity card for foreigners

Luckily, among laws and historical movements, our characters remained in Brazil for, later on, meet each other and form a single family. We can affirm that they are winners, especially because they believed in their strength and courage.



*D'Andrea family, all Italian immigrants. Francesca, João Moraes' paternal grandmother is the first on the right*



*José Gomes de Moraes and Francesca D'Andrea, João Moraes paternal grandparents, with their sons (João's uncle and aunt)*



*Domingos Gebin and Helena Muzetti, João Moraes' maternal grandparents*



*Maria Gebin de Moraes and Angelino Gomes de Moraes, João Moraes' parents*

Her grandson, João Gomes de Moraes, from an early age, would start demonstrating those merits, aligned to his leading skills either on the social relations or on his own decisions, always too solid and transformative.

### **The construction of a career**

In 1979, at the age of 14, João Moraes got his first job, thereby opening doors to a path of liberty and conquering. Working as office boy at a Customs Clearance Commissioner, while studying Accounting, he could not imagine that that atmosphere would be the bassinet for his outstanding career.

Curiosity: Cornalbas and Company Ltd, the first company where João Moraes worked, was founded on the same date of his birth.



But some people say that coincidences as well as ventures do not exist and, the same way, for João Moraes that beginning of his career did have a motive, a major meaning. After a short break when, during the year 1984, he served to Brazilian Armed Forces in the former 2nd Battalion Guards of the Second Army, in Dom Pedro II Park in São Paulo - whose civic values seized in the infantry he sought to transfer to his sons – he recovered his job and improved over the years, remaining at the company up to 1987. João Moraes still keeps his credentials used for access to the Infraero (Brazilian Company for Airport Infrastructure) air cargo terminal, as a historical and important remembrance in his life.



*João Moraes' credential to access Infraero on his first job*

That year, he was hired by Darex Chemicals and Plastic Ltd, a company of Grace Group, an important company also at imports and exports area. The next year, he graduated as Business Administrator by Faculdades Integradas Guarulhos.

In 1989, he accepted Fiat Group proposal for a job at the imports and exports area at Sorin Biomedical Industrial Ltd, acting also at its diagnostics division where, pursuing executive positions, he brought countless innovations to the company and to the sector. He turned feasible the company first importation of diagnostic wares to Brazil, initiating and professionalizing the procedure in the country.

## Undertaking the success

The daily contact with laboratory diagnostics and its particularities on the trade commerce of those materials turned João Moraes a specialist on the sector and a recognized international negotiator for his fluency in English. Such circumstances and skills naturally culminated in the foundation of his own company in 1992, the J. Moraes International Logistics Solutions, Customs Clearance Commissioner, enabled by the IRS and focused on the medical and hospital segment and other wares with consent of ANVISA (National Health Surveillance Agency). Only in this sector, J. Moraes serves more than 45 companies nowadays.

As headmaster-president, João Moraes insists in keeping in his company the same principles which guided him throughout his career: transparency, objectivity, social responsibility and efficacy. Currently, J. Moraes International Logistics Solutions offers personalized customs services involving complete one-off solutions in international logistics which guarantees total tracking of any nature cargo or country. For that purpose, the company constantly invests in technology and training for his team, always updated with the sector complex statute book, speeding up customs procedures of valuable, fragile and perishable merchandise. Thereby, J. Moraes devoted himself as a reference in pharmaceuticals, medical and hospital wares and laboratory diagnostics import and export consulting, serving hospitals to multinational companies, besides acting in innovative markets such as biotechnology and products and inputs genetic research.

The company is still growing and expanding its business in people management, hiring and training. Owning NBR ISO 9001:2008, has its quality level audited by Vanzolini Foundation, being recognized among the best customs clearance commissioners in the country.

The group also has an IT central with servers and systems which guarantee the integrity and safety of all corporate data of its clients as well as a precise and real time control of all importation processes.

J. Moraes also acts in partnership with the best international logistics services providers, covering all commercial areas in the world, with solutions of cargo safety with great cost-benefit. The company is present in Guarulhos (SP), Guarulhos Airport (SP), Santos (SP), Itajaí (SC) and Viracopos (SP), establishing new operational bases in order to guarantee the speeding of maritime and dry ports customs services.

### Recognition and awards

The excellence and high quality of its services, summed to the entrepreneurial mindset, led the company to the following awards:

- Top of Business, granted to the most important companies in the country in recognition to their actions;
- Top of Quality, granted by the Order of the Parliamentarians of Brazil;
- Quality Latin American Award, by Brazilian Academy of Art, Culture and History;
- Quality Brazilian Award, also by Brazilian Academy of Art, Culture and History.



*João Gomes de Moraes and his wife Joelma at the Top of Business Award Ceremony*



*Moraes' family at the Top of Quality award ceremony*



*João and Joelma Moraes at the Prêmio Latino Americano da Qualidade (Latin American Quality Award ceremony)*



## Men and citizen

João Gomes de Moraes' performance as a successful businessman also reflects in his family and citizen life.

Exemplary husband and father, he is married to plastic artist Joelma Segurado Alves Pereira Moraes and has two children: João Gebin Gomes de Moraes and Juliana Segurado Pereira Moraes.

He is customs agent enabled by IRS and affiliated with the SINDASP/CG – Customs Agents Union of São Paulo, Campinas and Guarulhos, with the SINDAESC – Customs Agents Union of Santa Catarina, with CRC – Regional Accounting Council and with CRA – Regional Business Administration Council.

## Titles and badges of honor

For his relevant services provided to the society and for his ethical and moral values, João Gomes de Moraes is also highlighted by the nobel title of Commander of Laurea Cruz of the Cultural Institute of Universal Brotherhood, SP, and the chivalrous degree of Commander of the Medal of the Business Merit of the Brazilian Academy of Art, Culture and History, SP.

Sao Paulo, December 2014.



*João Gomes de Moraes*