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POST EUROPE

PostEurop Plenary Assembly

Bucharest (Romania), 27-29/09/2017

PostEurop is the Organisation representing Postal Operators in Europe



On behalf of postal workers, Eurofedop was represented at the PostEurop event by Bert Van Caelenberg, Secretary General.

The event was hosted by Posta Romana. Apart from the usual statutory items, the programme included a session on PostEurop's role as member of the UPU, the preparation of the association's strategy review and a Business Forum of two half-days focussing on Big Data's relevance for European Postal Operators.

Big Data has continued to shape the use of technologies. The prolific use of mobile devices has intensified the customer relationship. It has also brought us one step closer to a customised life and quick solutions. Today, one of the biggest asset postal operators have is their data – both physical and digital. The Internet of Things (IoT) and an increasing number of connected devices have brought people closer together.

The aim of the Business Forum was to explore where the postal industry is today at turning Big Data into real business opportunities. However, are postal operators closer to address the big data return on investments? How are postal operators safe-guarding the data as they continue to maintain the “trust-factor” in their brands? How have they embraced and used new technologies to explore more new opportunities?



The event was attended by 80 delegates from 45 countries.

It started with a meeting on PostEurop's role as a restricted union of UPU (Universal Postal Union, organisation promoting the cooperation between postal services worldwide). Within the framework of the meeting, PostEurop stated in a Declaration that the future of eCommerce rests on small packets. The prevalence of electronic communication and the global growth of eCommerce lead to a fundamental shift in the basis of the international postal network. While traditional correspondence (typical letter mail) is in constant decline and thus endangering the sustainability of postal networks, shipping goods is the new and rapidly growing basis for designated operators (DOs).

eCommerce, and especially cross-border eCommerce is to a very significant portion driven by trading inexpensive, light-weight merchandise. Volume increase rates in small packets weighing up to 2 kgs are double digit – and the trend continues.

It is vital that the UPU, in the context of the IPP (Integrated Product Plan), promotes the modernisation of the postal network in order to cater for the increasing importance of the cross-border exchange of goods.

It is important to ensure the integrity and inclusiveness of the entire UPU network by providing opportunities for all UPU members to benefit from the growth of cross-border eCommerce.

It is, in this context, essential that the UPU and its member countries safeguard the competitiveness and sustainability of lightweight small packets, on the inbound and outbound side, by agreeing on a specific pricing scheme for such packets, that is distinct from parcel rates.

CEO networking lunch on 28th September

Bert Van Caelenberg had received a special invitation to participate in this lunch and had interesting conversations with the CEOs of Postal Services from the Republic of Serbia and Georgia.



PostEurop Business Forum – Big Data, love or hate? It is here!

The event was concluded by a business forum on 28th and 29th September. It was specially intended for giving members the opportunity to exchange ideas with colleagues about current trends in the postal sector.

Brody Buhler, managing director of Accenture's post and parcel industry, spoke about Big Data in a fast-paced digital world, while Dr. Ziv Baida of Dun & Bradstreet dealt with the theme of 'Turning big data into business: the future of postal services in the digital age'. The first day was concluded with a panel discussion, moderated by Dr. Alea Fairchild of the Brussels-based Constantia Institute, on how to minimise risks with the cross border transfer of data and what is required of postal operators to ensure compliance with Customs regulations.

Bringing postal operators closer to their customers and meeting customer needs were the two themes dealt with at the second day of the business forum. Big data allows testing, in real time, of the impact of service improvement as well as new postal product and services features. It gives clues on new customer needs and services. Managing customer satisfaction was a subject dealt with by Mr Frank Ferro, Director of IT Logistics of PostNL, while Mr Dragos Dinca, Director of IT & Communication of Posta Romana spoke about Digital Postal Services Transformation: Data, Technology or Staff?

The business forum gave Eurofedop the opportunity to gain knowledge about future initiatives planned by postal operators in Europe.

This information is of crucial importance to Eurofedop's members from the postal sector.

Those developments will have an impact on employment. Therefore, we will follow for you the evolution with the greatest attention.