

IPC presents initial results of the 2017 IPC cross-border e-commerce shopper survey at APPU Forum

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Herbert Goetz - IPC's Director, Markets attended the Asian-Pacific Postal Union (APPU) Forum in Bangkok, Thailand where he presented initial results of the 2017 IPC cross-border e-commerce shopper survey.

 Herbert Goetz at APPU Forum

The IPC cross-border e-commerce shopper survey is an annual study – now in its third edition – which looks into the preferences and experiences of cross-border e-commerce shoppers. This year research was carried out in October 2017 with around 29,000 consumers in 31 markets in Asia Pacific, Europe and North America in 19 different languages. The research highlighted the need for postal operators to embrace low-cost, cross-border tracked packet solutions, such as the Prime Tracked Packet solution as presented at the APPU Forum by Cinzia Neri, Head of Prime.

The results of the survey will be made available to IPC members in December 2017 and a publicly available report will be released in January 2018.

Herbert Goetz – IPC's Director, Markets attended the Asian-Pacific Postal Union (APPU) Forum in Bangkok, Thailand where he presented key findings relevant to the Asia-Pacific market of the 2017 IPC cross-border e-commerce shopper survey.

The APPU is a regional union of the Universal Postal Union. The APPU Forum was attended by the CEOs of Indonesia Post, Maldives Post and the Philippines Postal Service, as well as senior executives from other APPU member countries.