

## Chief Executive Officers of leading posts address the need for postal innovation for the future of e-commerce

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Brussels, 31 May 2022 - Over 80 high-level representatives from up to 30 posts worldwide, including more than 20 CEOs met in Vienna for the IPC 2022 Annual Conference on 24-25 May, after a two-year pause due to the Covid-19 pandemic. Hosted by Österreichische Post, the theme of this year's IPC Annual Conference was "Postal Innovation for the future of e-commerce".

Holger Winklbauer, CEO of IPC said:

"E-commerce throughout the pandemic has been described as giving new oxygen to the postal sector. Today we find ourselves in a world which is very different to the world of our last conference. The war in the Ukraine has resulted in increases in energy prices and costs around the world have gone up. Despite all of this, e-commerce continues to offer great potential to all postal operators, even if at a slower pace. Posts have advantages but innovation is key for them to meet the needs of customers."

The boom in e-commerce driven by the Covid-19 pandemic has enabled global e-retailers' sufficient volumes to provide their own delivery solutions and e-commerce platforms to offer delivery chain solutions to SMEs. The IPC Annual Conference looked at how posts should innovate to meet competition from global e-retailers, platforms, integrators and digital native start-ups

The Annual Conference featured four keynote speakers who shared their thoughts on the rapidly changing needs and expectations from customers for e-commerce delivery, including: Andreas Marschner, Vice President Amazon Transportation Services Europe; Benoit Robinot-Bertrand Director of EU Transportation Amazon; Dennis Li, General Manager of Eastern and Northern Europe at

Cainiao Network; and Malte Hans, Associate Partner, McKinsey & Company.

During the IPC Annual Shareholders meeting which took place prior to the Annual Conference, IPC members unanimously approved a new member to IPC. Omniva (Estonia) will become IPC's 26th member as of July 2022. A key player in the Baltics region, Omniva provides domestic and international postal and logistic services, with over 80% of its revenue driven from e-commerce. Omniva has been an active player in many IPC services and has been using INTERCONNECT since its launch.

Mart Mägi, CEO of Omniva said: "For us, IPC represents the values of excellence, innovation and teamwork which for us as a small innovative country are very important. I believe Omniva can contribute a lot to IPC, but we also have a lot to benefit from the cooperation with the other posts through IPC".

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Information for the editors:

**The following posts were represented:**

The IPC Annual Conference gathered about 80 senior delegates, including CEOs, from the following posts from the IPC membership and

beyond: An Post (Ireland); Australia Post (Australia); bpost (Belgium); Correos (Spain); CTT Portugal Post (Portugal); Cyprus Post (Cyprus); Deutsche Post DHL Group (Germany); Emirates Post (Arab Emirates); Hellenic Post ELTA (Greece); Hrvatska Posta (Croatia); Iceland Post (Iceland); Latvijas Pasts (Latvia); Le Groupe La Poste (France); Magyar Posta (Hungary); Omniva (Estonia); Österreichische Post AG (Austria); Posta Romana (Romania); POST Luxembourg (Luxembourg); Poste Italiane (Italy); Posten Norge (Norway); PostNL (The Netherlands); PostNord (Denmark and Sweden); Posta Slovenije (Slovenia); Posta Slovenska (Slovakia); Posti (Finland); Swiss Post (Switzerland); United States Postal Service (US) and representatives from PostEurop and UPU.

#### **About International Post Corporation**

International Post Corporation (IPC) is the leading service provider of the global postal industry that provides leadership by driving service quality, interoperability and business-critical intelligence to support posts in defending existing business and expanding into new growth areas. It is a cooperative association of 25 member postal operators in

Asia Pacific, Europe and North America. IPC's solutions and services are used by over 190 posts worldwide. Since 1989 IPC has set standards for upgrading quality and service performance and developed technological solutions that help members enhance service for international letters, packets and parcels. IPC engages in industry research, creates business-critical intelligence, provides a range of platforms and programmes for member post CEOs and senior management to exchange best practices and discuss strategy. IPC also manages the system for incentive-based payments between postal operators. Throughout the COVID-19 crisis, IPC has positioned itself as a crucial coordination platform between posts worldwide and put in place operational solutions to ensure the continuity of cross-border mail flows.

For further information, please contact:

**Eva Wouters**

Communications manager, PR and media relations

International Post Corporation

+32 2 724 71 91

[\[email protected\]](#)

