

## APG eCommerce Solutions focuses on key markets and SME exporters

11-02-2022

APG eCommerce Solutions, an Australia Post-owned provider of cross-border e-commerce delivery solutions worldwide, has announced plans to focus on several key markets and to work closely with SMEs to support cross border growth globally.

APG announced the plans during the 'Overcoming barriers to cross border expansion' session at The Delivery Conference 2022 this week.

CEO Nabil Zaghoul highlighted how the more established cross border markets, such as the US and Australia, still present "huge opportunity" for cross border growth in the coming year, while emerging or less notable markets, such as Canada and the Middle East, offer new growth potential.

"Canada is a huge and often overlooked market," said Zaghoul. "The Middle East, meanwhile, is very promising. We have seen massive volumes going there, especially to

Saudi Arabia. Israel represents another significant opportunity for cross border growth. As a carrier we plan to continue supporting the large markets and we'll look at emerging markets for future expansion."

Zaghoul also highlighted how APG will continue to focus on providing easy-to-use cross border returns solutions, which work in the same way as "domestic returns". "Cross border returns are very important," he said. "Giving consumers the means to easily return their item if needed helps improve the post transaction experience, which will hopefully lead to retention revenue."

Source: [CEP-Research](#)