



## CEOs Meet in Malta to discuss Postal Growth



PostEurop successfully held its second CEO Forum last April in Floriana, Malta. 24 Top executives and CEOs from 16 countries got together for two intensive half-days.

Participants were happy to meet their peers again and together reviewed and discussed the essential elements that contribute to revenue growth opportunities within their reach even in times of falling mail volumes.

The agenda was made-up of a specially selected group of speakers including Ahti Kallaste and Toomas Turk (Eesti Post), Pal Schmidt (Magyar Posta), Baudoin Meunier (bpost), Jean-Paul Forceville (La Poste), Thomas Baldry (Deutsche Post DHL) and Dr. Corrado Soda (Post Italiane), who shared their experiences and one of the highlights was a personal in-depth interview with a successful e-commerce customer captured by PostEurop on video. The topics sparked and further enriched critical discussions.

During the entire conference, participants had the opportunity to share their respective opinions and network amongst peers in an open and formal atmosphere, behind closed doors.

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### PHOTO GALLERY

- With compliments from Malta Post, selected photos of the CEO Forum in Malta are available on [www.posteurop.org/ceoforumphotos](http://www.posteurop.org/ceoforumphotos)

### PLENARY ASSEMBLY

- The next PostEurop Plenary Assembly will be held in Istanbul, Turkey on 12-13 October 2011
- Hosted by the Turkish Post
- For more information please contact [administration@posteurop.org](mailto:administration@posteurop.org)

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### UPCOMING MEETINGS



- **1-2 SEP** - OAC Crisis managers WG meeting, Warsaw, Poland
- **8 SEP** - 84<sup>th</sup> PostEurop Board Meeting, Brussels, Belgium
- **13-14 SEP** - PostEurop Quality of Service WG IPS workshop, Bern, Switzerland
- **21 SEP** - OAC Retail Network WG meeting, Bonn, Germany
- **23-24 SEP** - Stamp & Philately WG, Brussels, Belgium
- **27-29 SEP** - PostExpo 2011, Stuttgart, Germany

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## From The Editor



Dear Members and Colleagues,

The second quarter has been a very busy period for our postal community with

many important discussions happening at all levels.

The successful CEO Forum in Malta brought timely ideas and debate on growing postal revenue. Inspired by more ideas PostEurop hopes to continue these discussions at the Plenary Assembly in October.

In this issue you can read about latest developments from working groups who have held their internal meetings with renewed interests and long term perspectives.

We had the opportunity to welcome and interview Alessandra Fratini who is Chairperson of the new Public Procurement working group. Also, another current and emerging topic to address under the EAC is on data protection under the leadership of Axel Lefebvre.

On the future of the association, internal task group discussions on the association's Strategy, Statutes and Member Contributions are well on its way leading up to the Plenary Assembly in Istanbul. This year it is all about "changing for the better".

We hope that you enjoy this issue and looking forward to your feedback and contributions.

**Cynthia Wee**

Communications Manager  
cynthia.wee@posteurop.org

## NEWS IN BRIEF

- PostEurop and the Regional Commonwealth in the Field of Communication (RCC) signed a memorandum of understanding at "Pochtovaya Troika"** on June 23 2011. The memorandum agrees on further extension of cooperation in the framework of common interest and realization of joint initiatives between RCC and PostEurop. The memorandum was signed by the Secretary General of PostEurop, Botond Szebeny and Director General of the RCC Executive Committee, Nurudin N. Mukhitdinov.
  - Swiss Post to modernize letter deliveries.** Swiss Post wants to continue providing high-quality services to its customers with a good price/performance ratio also in the future. It is therefore to introduce automatic sequencing in letter deliveries, a new technology that enables the majority of mail to be pre-sorted automatically right down to individual house letterbox level. Swiss Post is deploying existing as well as new sorting equipment. The changeover will not result in any compulsory redundancies.
  - Royal Mail revealed the successful launch of its new Advertising Mail product,** designed to support direct mail's role in an increasingly competitive marketplace. More than 80 advertisers have used the service and Royal Mail is talking to 100 more. More than 14 million items posted using Advertising Mail in the first three weeks after its launch.
  - Ukrposhta and Correos have established bilateral electronic transfer exchange** within the Eurogiro system. From now on, all postal service establishments in Ukraine and Spain will accept and pay electronic transfers in national currency. There are also specially designated post offices in Ukraine that will accept and pay Eurogiro transfers in euros.
- 
- PostNL launched.** The shareholders of TNT N.V. approved on 25 May 2011 the separation into two independent, listed companies. This also marks the formal go-ahead for the rebranding of TNT Post to PostNL. As announced previously, PostNL would be the new name of the company, which operates in the Netherlands, Belgium, Germany, the UK and Italy, offering mail, parcel and e-commerce solutions and employing some 77,000 people. The Dutch royal designation Koninklijk is being retained and orange will remain the dominant colour in the new corporate identity.
  - Swiss e-business fast-tracked by Post SuisseID.** Since launching Post SuisseID back in May 2010, Swiss Post has provided several ten thousand digital identities to around 8,000 customers. The Post SuisseID is available on various data carriers, now includes a range of technical new features and can also be extended online. Thanks to the "Post SuisseID for eGov" edition, Swiss Post has reinforced its position as an innovative provider of e-government and e-business solutions.
  - An increase in Norway Post's revenues.** Norway Post's operating revenues increased in the first quarter of this year despite the continued strong decline in letter volumes. The first quarter earnings before non-recurring items and write-downs for continued operations came to NOK 233 million in 2011. The growth in volume in the logistics segment contributed to Norway Post's first quarter operating revenues increasing by 3 per cent, to NOK 5,724 million, compared to the same period last year.

## POSTEUROP CONSULTATION ROUNDS ON THE NEW POSTEUROP CORPORATE GOVERNANCE

Since the Plenary Assembly in Vaduz, three task groups were formed to further investigate the areas of Statutes, Internal Regulations and Member Contributions in relation to the running, the activities and the funding of the association.

Endorsed by PostEurop Management Board, a series of consultation rounds in the form of workshops will be organised tentatively by region for member representatives in July and August 2011.



These workshops conducted by PostEurop Chairman, **Jean-Paul Forceville** and Secretary General, **Botond Szebeny** will further introduce the key findings from each group and allow members to participate in open discussions during this developmental stage. The outcome of these consultation rounds will be communicated and further discussed during the

upcoming PostEurop Plenary in Turkey, Istanbul.

*For more information on the revision of the PostEurop strategy, statutes and member contribution system as well as participation on consultation rounds please contact Botond Szebeny (Botond.szebeny@posteurop.org)*

> Continued from frontpage

The CEO Forum concluded in a highly positive atmosphere with participants bringing back concrete ideas and action points to their respective organisations. The impeccable organisation ensured that participants were able to enjoy the Maltese sun prior to their departure.

This successful event was hosted by Malta Post. **Mr. Joe Gafa, CEO of Malta Post** and his team gave the participants a memorable and warm welcome at all times.

Here are some feedbacks from participants:



*"The topic is highly relevant and the moderator made a huge difference"*

*"The content is definitely interesting and relevant to our business today"*

*"This is my third CEO Forum and I am a fan."*

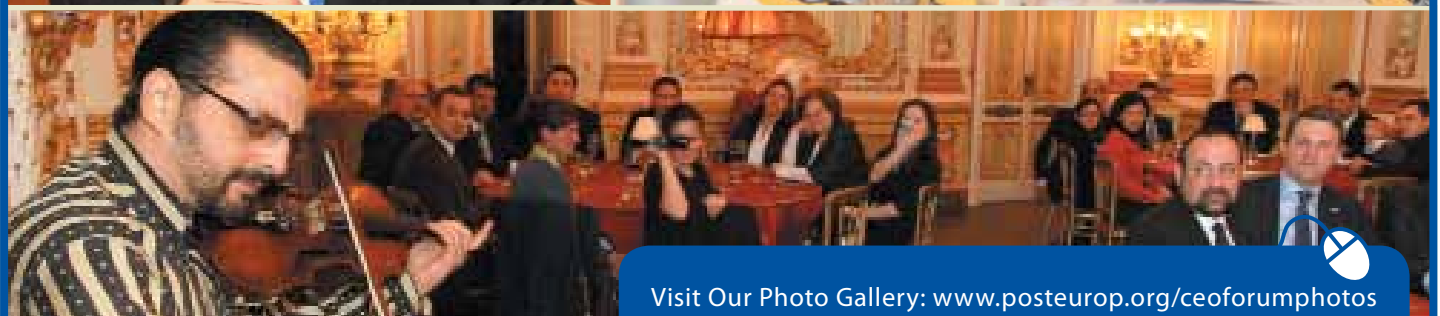
> Turn to page 4 for pictures of the CEO Forum in Malta.



Clockwise: Ievgen Zaiats (Ukrposhta), Bas van Heel as moderator (BCG), Thomas Baldry (Deutsche Post DHL), Ahti Kallaste (Eesti Post)



Top: Pierre Montebello (Malta Post), Andreas Gregoriou (Cyprus Post), Joseph Gafa (Malta Post)  
Right: Marcela Hrdá (Slovenská pošta, a. s.)  
Below from left to right: Jean-Paul Forceville (PostEurop), Dr. Corrado Soda (Poste Italiane, Poste Mobile)



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## European Affairs Committee (EAC)

### EAC MEETING KICKS-OFF IN BRUSSELS

**The European Affairs Committee (EAC) kicked off in Brussels on 26 May 2011 under the leadership of Joost Vantomme (bpost) as Chair supported by the Vice Chair Koppány Mátyási (Magyar Posta). The intense one day meeting brought together 26 postal regulatory experts. Jean-Paul Forceville, Chairman of PostEurop's Management Board and Botond Szebeny, PostEurop Secretary General also joined the meeting.**

Participants welcomed their special guest from the European Parliament, Mr. Brian Simpson. A MEP since 1989, Mr. Simpson is currently the Chairman of the Parliament's Transport and Tourism Committee and is very familiar with the postal reform process and issues. Speaking at the EAC, Mr. Simpson emphasised, beside the economic aspects of the liberalisation process, the importance of the universal service and the social aspects of the postal sector. The debates and open discussions were an eye-opener for all of us. The members of the EAC had the opportunity to voice the regulatory interests and concerns in all domains of EAC. Mr Simpson acknowledged this and welcomed the efforts. Specific focus has been put on aviation security matters since Mr. Simpson is involved in the comitology procedure on behalf of the European Parliament. To conclude the discussion, Mr. Simpson urged postal operators to maintain and even increase efforts towards the Commission in light of current regulatory developments; he also expressed his views on the role of the regulator and the newly created European group of postal regulators (ERGP).

Participants welcomed their second special guest, Mr. Werner Stengg, who is the new head of unit for "Online and Postal Services" within DG MARKT. Mr. Stengg informed EAC members about the background of the re-organisation of the DG and its implications. Experts had the opportunity to discuss important issues with Mr. Stengg at this meeting and to conclude, everyone agreed on the importance of the continuous exchange of information between European Commission and Postal Operators.

Botond Szebeny, PostEurop Secretary General presented an update of latest association activities including latest developments from the Strategic Security task force. EAC working groups continued to discuss recent developments in the areas of postal directive, VAT, service of general economic interest, WTO, aviation security, transport and energy, public procurement, standardisation, financial services and digital services. A common position on PostEurop reply has been submitted to the European Commission's public consultation on the modernisation of the Public Procurement policy, emphasizing our call for being excluded in the so-called utility public procurement directive. Furthermore, a detailed monitoring bulletin on digital services has been issued prior to the meeting and presented. It is clear that the interlink between off-line and on-line is becoming more embedded in our business models and that the regulatory evolutions in the digital area may have strong implications.

Axel Lefebvre (bpost) who has been monitoring the increasingly urgent issue on data protection, took the floor at the EAC meeting and presented the latest developments in data protection regulation with some policy directions that may pose as an immediate threat to the postal business. Based on the reaction and discussion within the EAC, Joost Vantomme concluded that a working group should be formed upon endorsement by the PostEurop Management Board.

Renewing the EAC plan was also discussed taking into account the increasing scope of regulatory issues having impact on our sector, the need for more regulatory actions and members' interests and needs with regard to EAC work.

Towards the end of the day, a third guest took the floor. Mr. Reinhard Ficher, chairperson of the PostEurop Customs working group presented the latest developments in the area of customs regulation including an interest in the use of online tools linked to customs.

*For more information on the EAC please contact Joost Vantomme (joost.vantomme@bpost.be) and Koppány Mátyási (koppany.matyasi@posta.hu)*



## Who is Brian Simpson?

*Brian Simpson joined the European Parliament in June 1989 and is presently the Chairman of the Parliament's Transport and Tourism Committee.*

He comes from Golborne near Wigan and represents his home region the North West of England in the Parliament for 18 years, Brian was the spokesperson for the Socialist Group on Transport before being made Chair in 2009. He is also a Member of the Agriculture and Rural Development Committee, where he acts as Labour Party Spokesman; and the European Parliament's delegation for relations with Australia and New Zealand.



For more about Brian Simpson please visit: [www.briansimpsonmep.co.uk](http://www.briansimpsonmep.co.uk)

## Who is Werner Stengg?

*Mr. Werner Stengg is the Head of Unit in DG Internal Market and Services, in charge of "Online and Postal Services".*

Born in Friesach, Austria, Mr. Stengg obtained his masters and PhD at Vienna University of Economic and Business Administration.

He started his career as assistant professor at the university before entering the European Council of Ministers in 1996, ending up at the European Commission since 1998.



## LEADING THE EAC



**Joost VANTOMME**, Chairperson of the EAC is a lawyer with additional specialization in regulatory law and economics.

As regulatory affairs director at bpost, his key focus is European and national regulation and its impact on business. Joost's past experience as senior competition lawyer and legal director in the telecommunications is a helpful asset to his work in the postal area. He is also active on a more academic field as frequent speaker and author of a number of papers on regulation policy. Finally, he has chaired PostEurop's Working Group on the Postal Directive between 2005 and 2011.



**Koppány MÁTYÁSI** is the Vice Chairperson of the EAC. He joined Magyar Posta in March 2007 as International Postal Regulations Manager.

He has an MA in International Relations and in History. His main area is European postal regulation. He represents Magyar Posta in international postal organizations with respect to postal regulations, earlier also for CSR. Between 2008-2009 he was Secretary to the Chairman of PostEurop European Affairs Committee.

## INTRODUCING THE PUBLIC PROCUREMENT WORKING GROUP

The Public Procurement working group remains relatively new to PostEurop community and already very active within the EAC. For this issue, we had the opportunity to interview Ms. Alessandra Fratini, Chairperson of this Group to find out more.

### Q How did it come about?

The Public Procurement WG was quickly established at 82nd Management Board meeting, further to the call for action that EAC (at the time acting) Chair Joost Vantomme had flagged the publication of the European Commission Green Paper on the modernisation of EU public procurement policy.

The Green Paper was accompanied by a public consultation: as most of PostEurop's member Public Postal Operators are subject to public procurement rules (namely, those provided for by the "Utilities" Directive 2004/17/EC), the Chair was of the opinion that the EAC should not miss that opportunity for discussing the subject and prepare a position to contribute to the debate.

### Q Can you briefly describe the "Green Paper on the modernisation of EU public procurement policy"?

The current EU public procurement framework is the result of a lengthy evolution that started in 1971. In order to deal with the evolving political, social and economic context, the European Commission considered that the current rules should be modernised and launched a broad discussion on 27 January 2011 with its "Consultation on the modernisation of EU public procurement policy".

### Q Can you briefly tell us about the formal reply to the Commission's questionnaire?

PostEurop prepared and submitted its reply to the consultation, following fruitful discussions within the Public Procurement WG, on 18 April.

The reply focussed on the issues of strict interest for postal operators, in primis the scope of the Utilities Directive. Under the

current regime, postal operators are subject to the application of the Utilities Directive to the extent they are public undertakings and/or operate on the basis of special or exclusive rights. Taking into account the full market opening of the postal sector and the removal of all exclusive and special rights (by 2011/2013),

PostEurop invited the Commission to consider the exclusion of the postal sector from the scope of application of the Utilities Directive. In fact, as a result of the liberalisation process in the postal sector, the introduction of fully-fledged sector-specific regulation and the evolution of the market, it is no longer necessary to regulate purchases by entities operating in the postal sector, as it is the case with private entities which base their decisions on purely economic criteria.

PostEurop's reply touched upon the implementation of the "Article 30 procedure", which allows activities which are directly exposed to competition on markets to which access is not restricted to be exempted from the procurement rules; the extent to which previous experience of bidders should be taken into account (that may be of particular relevance in the context of USO assignment under Directive 2008/6/EC); and the application of public procurement rules in those cases where the (postal) operators enjoy exclusive rights.



### Q What are the objectives of this working group?

The immediate objective of the WG was to produce and submit a PostEurop's contribution to the public consultation on the Green Paper. However, as the Green Paper is meant to pave the way to the announced legislative reform of the public procurement rules, the long-term objective of the working group is actually to follow the legislative process and represent/support therein the interests of PostEurop's members.

### Q What is the outcome or reaction to the paper to date?

The contributions to the consultation were made available by the Commission at the end of June (<https://circabc.europa.eu/faces/jsp/extension/wai/navigation/container.jsp>). On 30 June, the Commission conference "Modernising EU public procurement" addressed the new challenges, new tools and key priorities for the future of public procurement policy. The Commission will draw on the received inputs in preparing the future legislative proposal on the reform of the EU public procurement rules, which shall be tabled before the end of 2011.

### About Alessandra Fratini

Counsel to Poste Italiane on EU-related matters, Alessandra Fratini is a founding partner of FratiniVergano – European Lawyers in Brussels, where she is responsible for the EU regulation and competition practice. She is admitted in Italy, a member of the Brussels Bar and an IBA (International Bar Association) member. On "postal" public procurement matters, her experience includes the two Article 30 decisions secured by Poste Italiane, the successful intervention in the "Late Payment" legislative process to prevent discriminatory treatment of public utilities and litigation, both administrative and judicial on public procurement issues.

## European Affairs Committee (EAC)

### THE NEW POSTEUROP DATA PROTECTION WORKING GROUP

The European Commission has initiated the revision of the Data Protection Directive. Commissioner Redding appears to be in favour of strengthening the rules concerning direct marketing processing. Postal operators might suffer considerable impact should any postal direct mail require the prior consent of the receiver. Therefore, the EAC has decided to create the Data Protection Working Group lead by Axel Lefebvre (bpost) in order to convey the postal operator's position to the policy makers (Commission, Council and Parliament) on this issue.



The Working Group was created on 26th of May 2011 and consists of six members (bpost, PostNL, Groupe La Poste, Poste Italiane, P&T Luxembourg, CTT).

The first objective of the group was to draft an official position paper on the postal direct mail issue in the perspective of the recast of the Data Protection Directive. This position paper was unanimously approved by concerned 30 EAC members. The Management Board of PostEurop also endorsed the document on 14 July.

On the basis of the Position Paper, the working group will launch lobbying actions in order to protect postal operators against a potential misinformed revision of the Data Protection Directive.

The chairperson of the working group is Axel Lefebvre, Interim Regulatory Affairs Expert at bpost (Belgian post). Axel is also a lawyer in a Belgian law firm where he practices data protection law, media law, IT&IP law.

*"With the support of our members it is great to see two good EAC opportunities emerge already this year to voice our collective concerns towards the regulatory and political stakeholders."*

Joost Vantomme,  
Chairperson of the EAC

## Social Responsibility

### ENVIRONMENTAL WORKING GROUP

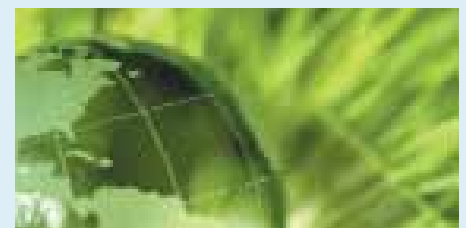
Last May, postal environmental expert gathered in Paris for a spring seminar hosted by Groupe La Poste.

During the seminar, members defined the Environmental working group position on the CEN draft on the "Methodology for calculation and declaration on energy consumption and Greenhouse Gas emission in transport services". They also had the opportunity to discuss issues

directly with Magnus Swahn, director of the Network for Transport and Environment and member of the CEN Expert WG. PostEurop will continue to work in close contact with the CEN Expert WG to make sure that some important postal specific instances will be integrated in the final CEN standard.

The second part of the seminar was dedicated to subcontractor management, where members shared views about how to build up a good relation with subcontractors and listened to innovative solutions to improve suppliers' data quality. All the discussed practices will be collected in the PostEurop Guidance for Road Subcontractor.

Finally, Members decided to dedicate the next October seminar to the presentation of the result of the CO<sub>2</sub> data collection and to theme of Urban logistics, with the view of continuing working on the Green City project preparation.



For more information on the Environmental working group please contact Michele Menghini ([michele.menghini@posteurop.org](mailto:michele.menghini@posteurop.org)).



## Societal Working Group

### MONITORING ON NON FINANCIAL REPORT

European commission intends to create a modern understanding of CSR with for 2012.

In May 2011, Mr Barnier (DG Internal Market & Services) confirms the European Commission intention to outline a legislative proposal on Corporate Social Responsibility (CSR) or non financial reporting under the EU Danish Presidency in 2012.

The European Commission's definition of CSR remains focussed on the voluntary aspect of CSR - "A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis".

However a study published in 2010, "The state of play in Sustainability Reporting in the European Union" by CREM Adelphi insists on the low number of non financial report (4 000 non financial reports have been published for around 82 000 MNEs and many more SMEs ) and



in terms of quality (lack of transparency, accuracy, consistency, ...). Companies use a wide variety of communication instruments, tools and channels to reach the respective audiences of their sustainability reporting. There is a growing use of reporting schemes like the Global Reporting Initiatives (GRI) Guidelines and of web based communication tools. In the debate on the future of reporting, integrated reporting is one of the major topics. Most stakeholders regard reporting schemes as a valuable tool towards improving the quality of reporting and to improve comparability between companies. GRI is regarded by many interviewees as the "best available" and a good starting point. The study shows an overview of Public Policy Instruments in five Countries (France, United Kingdom, Denmark, South Africa and USA).

Public policy instruments on sustainability reporting vary widely, in terms of type, focus and actors involved. The effect and impact of the different public policy instruments is difficult to measure. However in certain cases, like in Denmark and Sweden, government policies have contributed to a stronger uptake in sustainability reporting. In 1995, Denmark introduces mandatory disclosure of environmental information into environmental legislation. In 2001, the disclosure of non financial was included in the Danish Financial Statement Act, making it one of the first countries to include part of the EU's recommendations on reporting into legislation. Companies have to provide information on their

policies for CSR and sustainable and responsible investment (SRI), on how the policies are implemented and on their results, as well as on management expectations for the future. In conclusion, companies and readers agree on several important characteristics of sustainability reporting:

- Reporting is not a goal in itself, but intended to improve a company's sustainability performance.
- Regulation of the development of sustainability reports, the content of the reports and the verification of these reports, the content of the reports and the verification of these reports (assurance) could offer important benefit when it comes to quality, credibility and comparability of reporting.
- Integrated reporting constitutes a promising way of further increasing the status of non financial information
- The relevance of a stronger stakeholder engagement in the reporting process.

For more information on "*The state of play in Sustainability Reporting in the European Union – CREM Adelphi*" please go to <http://ec.europa.eu/social/main.jsp?langId=en&atId=89&newsId=1013>

For more information on the Societal working group please contact Nathalie Ganzel ([nathalie.ganzel@laposte.fr](mailto:nathalie.ganzel@laposte.fr))

## QUALITY OF SERVICE IMPROVEMENT AND OPERATIONS DEVELOPMENT

**The Quality of Service working group and the Operations working group held their third joint working group meeting in Dubrovnik on 12 and 13 April. The meeting had 50 participants from 22 operators, IPC and the Croatian Agency for post and electronic communications.**

The main focus areas for the meeting were quality of service for cross border letters and operations development for parcels.



Upon review, the quality of service for cross border letters between PostEurop member posts has not improved as anticipated and the speed remains below

J+3 85 % at numerous links – many of which with big volumes. Despite the enormous amount of actions and decisions carried out over the last years, the results have not reached a satisfactory level.

During the meeting in Dubrovnik Finn Kristiansen from Norway Post, who is the new chairman of the Quality of Service Working Group, facilitated an intensive two-way dialogue about the reasons behind the unsatisfactory quality of service resulting in each participating operator agreeing on concrete actions to be taken before the next meeting in October.

The other main topic of the meeting was parcel operations. The importance of quality of service and scanning performance in the payment systems (EPG and UPU) was underlined and two operators (Magyar Posta and Posta Slovenije) described what they have done successfully to improve their performance.

To underline the importance of parcels, there were two very interesting and inspiring presentations from Magyar Posta and Eesti Post, in which they gave their view on future development of the parcel business.

Feedback from the participants in the meeting was very positive. The participants felt that the meeting gave them inspiration to improve quality of service and operations in their organisation. As a result, the organising team received many much appreciated proposals for topics and focus areas for future meetings.

The two working groups (Quality of Service and Operations) plan to continue to arrange joint working group meetings and the invitation for the next joint meeting and workshop in Oslo in October has just been sent out to all PostEurop members.

## TERMINAL DUES FORUM

**The Terminal Dues Forum, chaired by Mr Jan-Erik Leistedt from Posten Meddelande (Sweden Post), was invited by Iceland Post to hold a 1 ½-day meeting in Reykjavik in April 2011. 38 delegates representing 19 Designated Operators participated together with Ms Marinela Lita from the International Bureau of UPU and Ms Maire Lodi from PostEurop.**

Mr Ingimundur Sigurpalsson, CEO of Iceland Post welcomed the participants to Iceland and wished the meeting all success. The reason to have a one and a half day meeting, was to give the delegates time to discuss different aspects of the new Terminal Dues system with the responsible people involved in different work groups. There was an overall presentation of the work within Committee 1, followed by more specific TD related questions from the work in TDG (Terminal Dues Group) and its sub-groups. There were also reports from the work in other restricted unions in this matter.

All presentations can be found on PostEurop's Extranet.

A feedback questionnaire was distributed and delegates were asked to give their (anonymous) comments. The results were encouraging since the delegates found the presentations valuable and the outcome positive. It must also be pointed out that the Icelandic organisation of the meeting was rated "Excellent".

Next meeting will be held in Istanbul on **11 October**, prior to the PostEurop Plenary. The following meeting, which will be the last before the Doha Congress, will be held in Riga in January/February 2012. For this meeting invitations will be sent out also to the RCC members, and interpretation between English and Russian will be provided.

## PROJECTS - OPERATIONS

### Strategic Regional UPU-PostEurop Project "Improvement of Postal Service Quality – an Integrated Regional Approach aimed at supporting Designated Operators (DOs)

#### 3<sup>rd</sup> Workshop - 24-27 May 2011 - Durres, Albania

The UPU-PostEurop South Eastern Quality of Service Project third workshop which was held in Durres, Albania was hosted by Posta Shqiptare. Mr. Arqile Gorea, General Director of Posta Shqiptare affirmed that it is a great honour to serve the Postal service especially in a time when faced with big challenges ahead of us such as the liberalization of reserved area and electronic services. However, we are determined to face the challenges and transform the electronic services into paper services again. Leveraging on the cooperation of PostEurop and UPU, now is the time to contribute, face the challenges and solve the problems.

*"The time has come to rethink and to re-develop our activities. There are still possibilities of developing mail services, especially in the area of e-commerce, postal financial services, and more Internet based services could be shaped and formed. Even with the danger and challenges there is still room for further development."*

Botond Szebeny, PostEurop Secretary General

of "Honorary member of "The Association - Friends of Albanian Post". Later on, Mr. Lars Vesterlund, UPU World Master Expert and Mr. Karsten Oebro, Regional Project Manager were also awarded with the certificate of "Honorary member of Association of Friends of Albanian Post" by Mr. Arqile Gorea, General Director of Posta Shqiptare.

On 27<sup>th</sup> May 2011, a press conference was organized by Posta Shqiptare. The delegation from the DOs of Public Enterprise of PTT Communications Srbija, Poste Srpske, Hrvatska Posta Mostar,



Mr. Lars Vesterlund, UPU Master Expert gave the message on behalf of UPU Director General, Mr. Edouard Dayan. Mr. Vesterlund added that the UPU-PostEurop Project is of high importance from which all the participating Postal Operators will benefit. The workshops in Turkey and Bulgaria have been very successful and without a doubt the workshop in Albania will be a great success as well.

Mr. Botond Szebeny, PostEurop Secretary General, thanked Posta Shqiptare for an excellent organization of the workshop. Mr. Szebeny mentioned that the impact of e-services on the Postal services is increasing and in some countries we see the falling sales volume.

At the end of the official opening Ceremony Mr. Botond Szebeny, PostEurop Secretary General and Mr. Antonino Scribellito, PostEurop Senior Project Manager were awarded by Mr. Arqile Gorea, General Director of Posta Shqiptare with the certificate

Turkish PTT, Makedonska Posta, Hrvatska Posta, Posta Shqiptare attended the press conference. Mr. Karsten Oebro stated that "It is clear that the Quality of service in this region have gone up to a higher level the recent years, some Designated Operators are performing very well, and some Designated Operators still have room for improvement".

Mr. Vesterlund underlined that Posta Shqiptare, in the last few years, has improved in letter mail service and according to the measurement system Posta Shqiptare deliver 9 out of 10 letters the next day in Albania. In the International comparison it is very high figure and good performance.

The cooperation between PostEurop and UPU has always been excellent since the beginning. The workshop in Albania has been great success, the joint UPU/PostEurop Regional project is now half way through and the next workshop will take place in Belgrade in November 2011, said Mr. Botond Szebeny.

## European Projects

### LEONARDO DA VINCI PROGRAMME KICK-OFF

The PostEurop Leonardo da Vinci programme kick-off meeting, "Training partnership for a Changing Post Project" was held on 16-18 March 2011 in Paris, France hosted by La Poste.



Project partners and postal experts from PostEurop, La Poste, Deutsche Post DHL, Swiss Post, Turkish PTT, Bulgarian Posts, Hrvatska pošta, Magyar Posta, Correos y Telegrafos, Ecole Polytechnique de Lausanne actively participated in the kick-off meeting. Mr. Dominique Bailly, Chairman of PostEurop Social Responsibility Committee (SRC) also participated in the meeting.

Mrs. Ganzel Chairwoman of PostEurop Training working group gave an overview of the project mentioning that the main objective of the project, namely to create an efficient and innovative Training Expert Network, to anticipate competences for now and for the future in terms of crucial and critical positions and jobs in the postal sector.

The Kick-Off meeting also gave participants the opportunity to discuss the first results of the questionnaire about crucial and critical

job positions in the postal sector over the next five years. Several case studies were presented by project partners in the training aspect and best practices shared. A very interesting visit to La Poste sorting centre as well as call centre was organized which gave insights as to how the centres operate.

**Next steps for the project were also defined. This will consist of a series of multilateral and bilateral visits amongst project partners. This would give them the opportunity to share solutions for future training for crucial and critical positions.**

*For more information please contact Nathalie Ganzel ([nathalie.ganzel@laposte.fr](mailto:nathalie.ganzel@laposte.fr)) or Antonino Scribellito ([antonino.scribellito@posteurop.org](mailto:antonino.scribellito@posteurop.org))*

### POSTEN NORDEN IS WINNER OF THE GROWTH AWARD

Posten Norden emerged the winner of the World Mail Award (WMA) Growth category at last May's award celebration in Brussels.

PostEurop as a sponsor of the Growth award category participated in the review and judging of this prestigious award in support of growing the postal business.

Achieving growth, either in volume or value, is an important business goal. Applicants for this award had to demonstrate that they have implemented strategies or initiatives that have clearly encouraged the greater use of mail and/or parcels, beyond that which would have come organically.

The panel found this very encouraging and hoped to receive more entries to choose from next year.

This year, Posten Norden emerged the winner of this award having demonstrated that they have expanded beyond the conventional boundaries of postal activity, finding a

niche area which they have rapidly developed and with remarkable success, now dominating that particular market segment with this new concept, the e-Boks system for digital payslip.

All the short-listed submissions describe real business growth at a time when so many people in the industry are talking only about decline.

*From Left to Right: Carin Warming (Post Danmark), Mike martinussen (Post Danmark), Botond Szebeny (PostEurop)*



## USEFUL LINKS

### Corporate Social Responsibility

Austria - Österreichische Post

[www.post.at/gb2008/en/corporate\\_social\\_responsibility](http://www.post.at/gb2008/en/corporate_social_responsibility)

Denmark - Post Danmark

[www.postdanmark.dk/cms/en-us/files/sustainability\\_report.pdf](http://www.postdanmark.dk/cms/en-us/files/sustainability_report.pdf)

Finland - Itella

[www.itella.fi/group/english/responsibility/](http://www.itella.fi/group/english/responsibility/)

France - Groupe La Poste

[www.laposte.fr/legroupe/Actualites/Le-Rapport-d-activite-2010-du-Groupe](http://www.laposte.fr/legroupe/Actualites/Le-Rapport-d-activite-2010-du-Groupe)

Germany - Deutsche Post DHL

[www.dp-dhl.com/en/responsibility](http://www.dp-dhl.com/en/responsibility)

Guernsey - Guernsey Post

[http://www.guernseypost.com/about\\_us/our\\_company/helping\\_the\\_community](http://www.guernseypost.com/about_us/our_company/helping_the_community)

Italy - Poste Italiane

[www.poste.it/en/azienda/chi\\_siamo/responsabilita\\_sociale](http://www.poste.it/en/azienda/chi_siamo/responsabilita_sociale)

## ANNOUNCEMENTS

Mr. Jerzy Jan Józowskiak was appointed the new CEO of Poczta Polska S.A. with effect from the 1<sup>st</sup> March, 2011.



Mr. Józowskiak (53 years) is a graduate from the Institute of Foreign Trade at Warsaw School of Economics – specialized in Economics and Foreign Trade Organization and a scholarship holder at the Faculty of Economics and Law, University of Zurich (UZH).

From 1984 to 1990, he was an academic staff member at the Research Institute for Economic Development at Warsaw School of Economics. Between 1993-1998, he worked at Powszechny Bank Gospodarczy S.A. (PBG) where he held the position of CEO of PBG – Investment Fund. He was also the Vice-President of the Management Board at PBG S.A. Pekao S.A. Group. From 1999 to 2001, he was Executive Director of Risk Management Division at Bank Pekao S.A., responsible for market and credit risk management within the equity group. He supervised numerous projects concerning e.g. application of the international accounting standards for purposes of financial risk presentation, or the principles for creation of the Bank's result in line with the regulations of the asset valuation policy. From 2002 to 2008, he worked at BRE Bank S.A. as the Risk and Operations Director in the Retail Banking Division (MultiBank and mBank). At that time, he was also the CEO of Bank Czestochowa S.A. responsible for the merger with BRE Bank. Between 2003-2008, he was Chief Financial Officer (CFO) of BRE Bank, where he was responsible for draw-up and implementation of the management, sales, financial and client information. From January to December 2010, he became CEO of MNI S.A, a public company listed on the Warsaw Stock Exchange which holds shares in telecommunication - (MNI Telecom) and value added services companies (MNI Premium)

**New Director General of the Czech Post is Petr Zatloukal.**



Jan Kubice, Minister of Interior appointed Petr Zatloukal as a new Director General of Czech Post State Enterprise on 25th May 2011.

Main responsibilities of the new Director General will include preparation for transformation from a State Enterprise to Joint-stock company, postal services market liberalization and developing

the company strategy for coming years. Before his appointment as Director General, Petr Zatloukal had worked as Chief Operations Officer within the Czech Post management since 2008. Previously he was a supervisory board member or Section Director of Ministry of Interior for Telefonica O<sub>2</sub> Czech Republic where he was in charge of communication systems.

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Written, edited and produced by  
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Editor-in-Chief: Cynthia Wee

Translator: Noella Thibaut

Contributors: Waqas Ahsen, Alessandra Fratinni, Nathalie Ganzel, Matyasi Koppány, Axel Lefebvre, Jan-Erik Leistedt, Maire Lodi, Joao Melo, Michele Mengini, Karsten Obro, Derek Osborne, Antonino Scribellito, Jørgen Sondrup, Botond Szebeny, Joost Vantomme

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