

PostEurop 2015 AESForum

Workshop on Innovation

Bonn, Germany, 26th November 2015

Hosted by

**Deutsche Post DHL
Group**



About PostEurop

POSTEUROP is the association which represents European public postal operators. It is committed to supporting and developing a sustainable European postal communication market accessible to all customers and ensuring a modern and affordable universal service. Our Members represent 2 million employees across Europe and deliver to 800 million customers daily.

The Operational Activities Circle

The Operational Activities Circle (OAC) is PostEurop's platform for discussing and sharing expertise on postal operations, quality of service, retail outlets, terminal dues (the payments settled between postal partners when distributing post from abroad) and advanced electronic solutions. Over the past few years, the OAC has even extended its wide coverage to topics and issues relevant to secure and enhance postal operations. It aims at providing the Working Groups with the necessary tools and information to continue to drive quality and operational excellence in the light of the future challenges of the sector, with the aim of using the best available expertise/knowledge.

The Advanced Electronic Solutions Working Group

The Advanced Electronic Solutions (AES) Working Group aims to provide a Forum for discussing the latest trends and developments in information and communication technology, in order to develop and improve efficiency and to inspire PostEurop Members on ways to improve Quality of Service, new value-added services and IT-integrated customized solutions.

The AES Forum is an event organized each year to create more awareness about "what's going on out there" and inspire Postal operators to design and build solutions, products and services that fully meet their customers' needs.

For more information visit www.posteurop.org.

For more information on AESForum, please contact:

João M. Melo (CTT-Correios de Portugal, SA – Sociedade Aberta); Chairman of AESForum

T: +351 967 789 493

Email: joao.m.melo@ctt.pt

Giovanni Brardinoni (Poste Italiane S.p.A.); Vice-Chairman of AESForum

T: +39 06 5958 3671

Email: brardinonig@posteitaliane.it

OBJECTIVE OF THE 2015 AES FORUM

Innovation has been crystal clearly perceived by Postal Operators as the way to pursue when the plethora of threats to be faced (or should one say opportunities?) urges them to find new solutions that, on one hand, must fulfil their customers' needs and, on the other, will contribute to help them to stay in business.

The need to innovate is today greater than ever – and this is not just a fashionable desire – because this is the only solution to be ahead and /or differentiate from the competition.

- But how to innovate? How to unleash the innovation skills of people?
- Is there a unique and successful recipe that will produce outstanding (and highly profitable) results? Or are there multiple ways to get there, to be adopted in accordance with the specific, and various, cultural, social, technical and business “ecosystems” Posts are operating in?
- Can innovation be “guided” so as to pinpoint solutions that are concrete responses to business's needs?
- And how to commit and involve all the organization – from top to bottom – in the innovative process?

Besides the insights on the conceptual aspects related to innovation, this event will be also an opportunity to zoom into three specific situations that test Posts ability to innovate:

- How crowd sourcing can positively leverage Posts activity?
- Does Big Data represent an opportunity for Posts to design new successful solutions?
- What Posts can do to keep on owning the last mile?

To address all the above referred topics 2015's AESForum organizes – at DHL Innovation Center (Germany, Bonn) – a workshop to debate the points of view of several leading operators.

Who should attend: all senior professionals, within Postal Operators, responsible for Strategic Development, Commercial and Marketing areas, as well as for those in charge of Innovation, development of new ICT based solutions or Operational level.

AGENDA – 26 November 2015

- 08:30 – 9:00 Registration
- 09:00 – 9:15 Welcome Address
OAC Chairman, Jürgen Lohmeyer
Deutsche Post DHL Group representative
AESForum Chairman, João Melo
- 09:15 – 09:45 (30m) **DHL Trend Radar – what are the new trends in logistics?**
Dr. Markus Kückelhaus – Vice President Innovation & Trend Research, DHL Customer Solutions & Innovation
- 09:45 – 10:15 (30m) **Swiss Post – managing and pushing innovation**
Thierry Golliard – Head of Open Innovation at Swiss Post
- 10:15 – 10:45 (30m) + **Inovação: a new model for boosting innovation at CTT**
Francisco Simão – Director, Strategy and Development at CTT – Correios de Portugal, S.A, Sociedade Aberta
- 10:45 – 11:05 (20m) Q & A
- 11:05 – 11:30 (25m) Coffee Break
- 11:30 – 13:00 (1h30) **Guided Tour to DHL Innovation Show Room**
- 13:00 – 14:00 (1h) Lunch
- 14:00 – 14:30 (30m) **Intrapreneurship and Open Innovation, Renewal for Innovation Management**
Delphine Desgurse – Head of Digital Innovation, Digital Branch, Groupe La Poste
- 14:30 – 15:00 (30m) **Crowd Sourcing: a game changer?**
Bernhard Bukovc – Chairman, Postal Innovation Platform
- 15:00 – 15:30 (30m) **New Big Data Business Models for Postal Operators**
Eelco Simon – Operational Director at Prime Competence (Prime Group/Vision)
- 15:30 – 16:00 (30m) **Last Mile – where will it go?**
Dahlia Preziosa – Sr. Vice President Online Innovation, Austria Post
- 16:00 – 16:30 (30m) Q&A
- 16:30 – 16:50 (25m) Coffee Break
- 16:50 – 17:00 Summary & Conclusions
- 17:00 OAC Chairman (Closing remarks)
- 19.00 Dinner – Hosted by PostEurop and Deutsche Post DHL Group

SPEAKERS – 26 November 2015

1. DHL Trend Radar – What are the new trends in Logistics?

DHL recognizes the value in monitoring and leveraging trends that will impact the logistics industry in the future. This exploration is carried out through DHL Trend Radar. So, what are the new trends that will shape tomorrow's logistics? And how IoT (Internet of Things) will connect the un-connected and bring light to dark assets? Is Augmented Reality, by means of using smart glasses in logistics, going to have a significant operational impact? Are UAVs (Unmanned Aerial Vehicles) moving from hype to real applications?

Dr. Markus Kückelhaus – Vice President Innovation & Trend Research, DHL Customer Solutions & Innovation



2. Swiss Post – Managing and Pushing Innovation

The new Development & Innovation unit meaningfully contributes its knowledge and know-how to Swiss Post and attracts partners to the company. It is a key driver of the Swiss Post innovation culture. There is “no innovation without collaboration”. This unit acts as an innovation platform providing a wide range of services to the business units, and as the development engine it actively promotes projects and market-oriented programmes. To achieve results, one must also be proactive, think laterally and not be afraid to experiment. The unit motto – “New ideas take-off” – is both a self-commitment and a promise to Swiss Post and its external partners.

Thierry Colliard – Head of Open Innovation at Swiss Post



3. + Inovação: a new model for boosting innovation at CTT

CTT's inception dates back to 1520. Only organizations capable of reinventing themselves can last so long and successfully. At Correios de Portugal this characteristic is anchored by a continuous ability to innovate. So, what are the key pillars of the actual CTT innovation model and how do they support CTT's mission, vision and strategy?

Francisco Simão – Director, Strategy and Development at CTT – Correios de Portugal, S.A, Sociedade Aberta



4. Intrapreneurship and Open Innovation, Renewal Innovation Management

Le Groupe La Poste has initiated a profound transformation in order to tackle the challenge the digital era raises. The way of how Groupe La Poste is innovating is changing. Open innovation is one of the key success factor in order to innovate at the digital pace and several programs are organized within the group from start up acceleration to open innovation projects. The internal mindset also needs a reset: 20 projects for 2020 is a strategic kick for intrapreneurship which requires new energy, new business ideas, new culture.



Delphine Desgurse – Head of Digital Innovation, Digital Branch, Groupe La Poste

5. Crowd Sourcing: A game changer?

Crowdsourcing has changed the way many things are done, such as how we order taxis or our holiday apartment or how knowledge and ideas are generated in established industries. Things that were not possible before or simply too complex can now be achieved. Crowdsourcing is turning many industries upside down. It creates opportunities and challenges, is risky and controversial and it is just entering the postal market. And it will also turn this market upside down...



Bernhard Bukovc – Chairman, Postal Innovation Platform (an initiative of EPFL and the UPU)

6. New Big Data Business Models for Postal Operators

As many postal operators already generate an increasing amount of data, every player is looking for big data applications that create an impact in a postal operator competitive business. In general and across industries one has three key business value drivers for applying Big Data; namely: increasing operational excellence, increasing customer experience and development of new business models. Prime Data will share its vision on how to exploit Big Data in the Postal Industry, by discussing a selected list of Big Data opportunities.



Elco Simon – Operational Director at Prime Competence (PrimeGroup/Vision)

7. Last Mile – Where will it go?

Postal companies need to set more focus on their end customers in order to still own the last mile and not lose it to the competition or big retail companies. What are the next trends in the last mile – from physical address delivery to personal interaction? Will this pay off in the long run? What could happen if we don't follow the trend?



Dahlia Preziosa – Sr. Vice President Online Innovation, Austria Post

Accommodation



A block reservation has been made from 25 to 27 November 2015 at:

Seminaris Hotel Bad Honnef

Alexander-von-Humboldt-Str. 20,
53604 Bad Honnef

www.seminaris.de
+49 2224 189 475
E-Mail: Reservierung-
badhonnef1@seminaris.de

Note: The Hotel is located 15 minutes South of Bonn. Transfer to/from the airport can be done by taxi or public transport (direct Regionalexpress train link to Bad Honnef/Rhein every hour – runs 38min). Transfer from the Hotel to DHL Innovation Center and back will be organized.

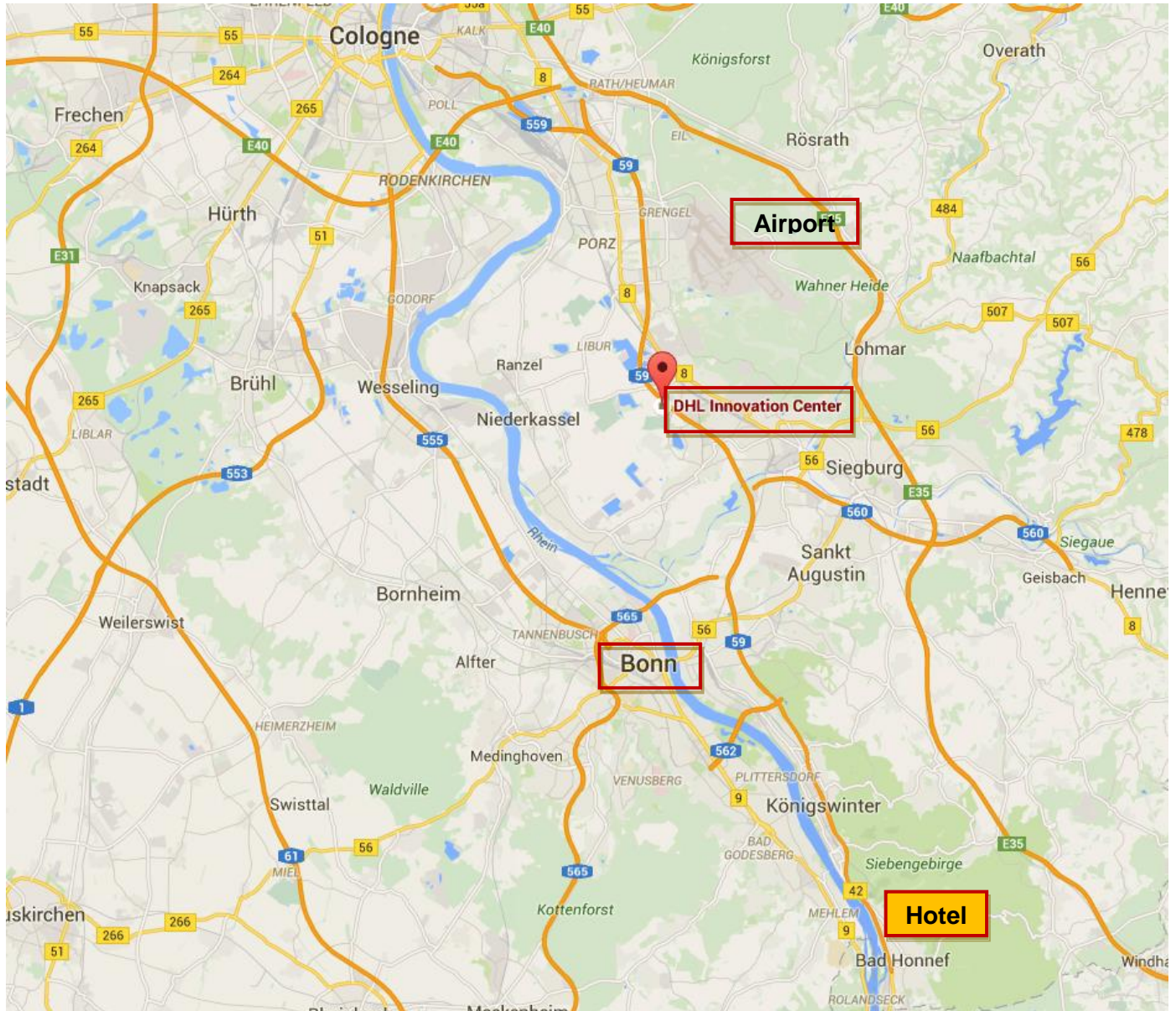
Important:

- Rooms can be booked under “AESF PostEurop” which is blocked, for a limited number of rooms, until 28.10.2015.
- Rate per single room per night including breakfast is: 56,50 €
- Bookings should be done with:

Patricia Henseler
Seminaris Kongresspark Bad Honnef
Hauptstr. 22
53604 Bad Honnef

Telef: +49 (0) 2224 - 189-797
Fax: +49 (0) 2224 - 189-737
E-Mail: phenseler@avendi.de

Additional Information about the Venue



DHL Innovation Center
Junkersring 55, 53844 Troisdorf

Seminaris Hotel Bad Honnef
Alexander-von-Humboldt-Str. 20,
53604 Bad Honnef

Distances:

- Airport – Innovation Center: 11 km – approx. 10 min
- Airport – Hotel: 33 km – approx. 25 min
- Hotel – Innovation Center: 15 km – approx. 15 min



INSPIRE. CONNECT. ENGAGE.

“The DHL Innovation Center in Bonn, Germany has been redesigned with a new concept and extended services. The new facilities offer customers as well as business and industry partners opportunities to meet, connect and exchange ideas with Deutsche Post DHL Group teams and trend experts. Additionally, with the launch of the DHL Asia Pacific Innovation Center (APIC) coming up in December 2015 in Singapore, DHL provides a second customer-centric innovation platform to serve the needs of the Asian market.

In both facilities, visitors can enjoy guided visits to take a deep dive into specific logistics solutions or trend topics – all tailor-made to their needs. Customers can customize their visit with a selection from our service offerings: Guided Innovation Center visits, Innovation and business workshops, Trend and innovation events and Event hosting services.

Visions – Trends – Solutions

The completely renewed exhibition area’s heart features a state-of-the-art center piece: a Formula E car showcasing DHL’s sustainable logistics solutions, smart mobility and automotive innovations. It also functions as a link to the other exhibits, which integrate the logistics of today, tomorrow – and the day after tomorrow.

Today’s solutions are showcased in the solution box, where visitors can experience the full range of Deutsche Post DHL Group capabilities, while trend cubes highlight the trends of tomorrow and their applications for the logistics industry.

The day after tomorrow is represented by the vision suite, where visitors can discover inspirational scenarios on what the world of logistics might look like in the year 2050.

In addition, the DHL Innovation Center comprises a dedicated design thinking studio to provide customers with the perfect platform for highly customized workshops, as well as a state-of-the-art area for conferences and events”. *

* In http://www.dhl.com/en/about_us/innovation/dhl_innovation_center.html#_Vd35mvIVhQU

**“For good ideas and true
innovation you need human
interaction, conflict, argument,
debate.” – Margaret Heffernan**

Association of European Public Postal Operators AISBL

Association des Opérateurs Postaux Publics Européens AISBL

POSTEUROP is the association which represents European public postal operators. It is committed to supporting and developing a sustainable and competitive European postal communication market accessible to all customers and ensuring a modern and affordable universal service. Our Members represent 2.1 million employees across Europe and deliver to 800 million customers daily through over 175,000 counters.