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The 2017 **POST-EXPO Conference** will bring together more than 400 of the world's leading industry experts from postal operators, courier and express companies, and fulfilment and logistics companies, to debate and discuss emerging disruptive technologies, as well as changing business models and emerging opportunities across the postal and parcel sector. With dedicated sessions on drone delivery and robotic last-mile solutions, autonomous vehicles, expanding financial services and business models, smart cities, e-commerce and cross-border challenges, to name a few, the POST-EXPO Conference is the must-attend event for anyone involved in the postal, parcel and courier industries.

The **World Postal Business Forum**, organised by the **Universal Postal Union**, is a key highlight of the 2017 POST-EXPO event. The UPU provides exclusive access to postal industry leaders from across the globe, who will discuss the most important trends, opportunities and solutions to harness technology and revolutionise the post and parcel industries. **Details online now!**

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17:00 HRS
TAKING PLACE ON
TUESDAY 26 SEPTEMBER 2017!

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WEDNESDAY 27 SEPTEMBER 2017!

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Conference - at a glance

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4-5 World Postal Business Forum Organised by the Universal Postal Union
Innovation from disruption – a new postal industry

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10:30 - 12:30 - Beyond borders: your e-commerce is in the post

14:30 - 16:30 - Unblocking barriers

16:30 - 17:00 - Wrap-up session

Day 2 09:00 - 10:30 - Payment solutions for e-commerce

10:45 - 12:15 - Cloud and mobile technologies: impact on e-commerce

12:15 - 12:45 - Closing session

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09:00 - 12:00 - Big data

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14:00 - 16:00 - Blockchain technology

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14:00 - 17:00 - E-commerce/cross-border: the challenges and opportunities

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Day 2 09:00 - 10:15 - Regulation: Past and future

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Day 3 09:00 - 12:30 - Workshop: Location solutions

19 POST-EXPO Seminar:

Exploring new frontiers of thinking across the postal planet

Monday 25 September

13:00 - 16:30 - Thought leadership in the postal, parcel and logistics industries

WORLD POSTAL BUSINESS FORUM

DAY 1 - TUESDAY 26 SEPTEMBER

09:00 - 10:00 - REGISTRATION

10:00 - 10:30 - OPENING SESSION

10:00 - Opening introduction

Bishar A Hussein, Director General, UPU
International Bureau



10:30 - 12:30 - BEYOND BORDERS: YOUR E-COMMERCE IS IN THE POST

E-commerce has changed the face of global logistics and the supply chain. Between the first step of when an item is ordered and the last step of when it is received lies a multitude of complex intermediary steps. Moreover, mobile technologies and the internet have unleashed opportunities and are redefining what e-commerce means on an almost daily basis. As a key component of this ecosystem, the posts are part of the solution.

10:30 - In this session, panellists will reflect on ways to simplify this complexity through the use of technology in each step of the e-commerce value chain, including reverse logistics.

Kenan Bozgeyik, director general, PTT (Turkish Post), TURKEY



Thomas Baldry, SVP international mail and international relations, Deutsche Post



Olaf Klargaard, innovation director, GeoPost Group (La Poste France)



Harald Weyerich, director, Postal Technology Centre, UPU



14:30 - 16:30 - Unblocking the barriers

Although the growing e-commerce market means that an unprecedented number of parcels and small packages are being exchanged globally, there are still barriers that need to be overcome. To enable the smooth flow of packages through the supply chain, the UPU works closely with the World Customs

Organization. In addition, the UPU provides a number of solutions to improve quality of service across the supply chain. These solutions help ensure track-and-trace capabilities, inquiry and verification services, and overall quality control.

14:30 - Panellists will discuss the challenges faced during the customs leg of the supply chain, particularly in view of changing e-commerce demands. They will examine the role of quality of service and the competitive advantage it offers in the e-commerce arena,

Harald Weyerich, director, Postal Technology Centre, UPU



Grant Miller, COO, Pitney Bowes, USA



16:30 - 17:00 - WRAP-UP SESSION

DAY 2 - WEDNESDAY 27 SEPTEMBER

09:00 - 10:30 - PAYMENT SOLUTIONS FOR E-COMMERCE

The dramatic change in consumer behaviour has created a demand for integrated e-commerce portals acting as a one-stop shop. Payment systems go hand in hand with the growth of e-commerce. At the same time, in many developing countries, cash-on-delivery remains the preferred option for domestic B2C and C2C e-commerce.

Panellists will explore the current situation of payment systems for e-commerce, and will look at what is being done today to address the barriers and challenges and what could be done in the next years.

Sergey Dukelskiy, coordinator, postal financial services, UPU



Lati Matata, coordinator, IT development, Postal Technology Centre, UPU



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10:45 - 12:15 - CLOUD AND MOBILE TECHNOLOGIES: IMPACT ON E-COMMERCE

Smartphones, tablets, wearables, virtual reality, and cloud-based and other new technologies are having an impact on the e-commerce market. In addition, concern about the effect that e-commerce could have on the environment is driving the development of eco-friendly solutions.

Panellists will explore some of the exciting new technologies that could transform the future of the post.

Dr Ruth Eberhart, global solution owner postal (industry cloud public sector), SAP



David Avsec, coordinator, account relations and product management, Postal Technology Centre, UPU



12:15 - 12:45 - CLOSING COMMENTS

Bishar A Hussein, Director General, UPU International Bureau



*This programme may be subject to change

UPU DG'S MESSAGE FOR THE UPU WORLD POSTAL BUSINESS FORUM 2017

Powering global supply chains through e-commerce and postal network

After years of sluggish growth, the world economy is finally back on a strong recovery path. This trend is set to have a compounded impact on global trade and, in particular, e-commerce, which is already recognised as one of the strongest levers of inclusive growth in the 21st century. By enabling millions of micro, small and medium-size enterprises to sell globally for the first time, e-commerce is steadily becoming a major contributor to national economies in many parts of the world. This potential can, however, be better seized if deficiencies in global supply chains are dealt with. The postal network can play a significant role in bringing about solutions.

Discussions on how to achieve this will be the focus of the World Postal Business Forum 2017, organised by the Universal Postal Union (UPU) at POST-EXPO in Geneva. Running under the theme 'Connecting the dots: e-commerce, technology and the postal network', the Forum will be charting the road to a seamless global supply chain from the perspective of e-commerce and the postal sector. Through six sessions in two days, participants will be taken through a complete end-to-end logistics journey, highlighting the pitfalls to overcome and devising solutions that would enable the promised value of e-commerce to materialise.

Through the sessions, panellists will reflect on ways to simplify trade complexities through the use of technology in each step of the e-commerce value chain, including reverse logistics. Solutions to various challenges that are being faced in view of changing e-commerce demands will also be discussed, including in areas such as payment solutions and enabling regulations. Panellists will also explore the role of key platforms such as cloud and mobile services in transforming the e-commerce dynamics of the post.

As a leader in technical solutions for the postal sector and knowledge centre, the UPU is proud to provide a platform for discussion with leading speakers and industry experts on this burgeoning global trade platform.

We welcome all to the Forum.



Bishar A Hussein
Director General
Universal Postal Union



DAY 1 – TUESDAY 26 SEPTEMBER**Room 1****09:00 - 12:00 - Smart cities and IoT**

In smart cities, what are the applications for using autonomous vehicles and drones, and exploiting data-rich environments to improve postal and parcel delivery operations? How does the Internet of Things enable new business opportunities? How can innovative technological solutions help to drive more transparency and shape developments in asset management?

Moderator: Jacob Johnsen, CEO, Ipostes, DENMARK

09:00 - First experiences with autonomous delivery vehicles making real deliveries

Erik Wilhelm, lead data scientist, Kyburz Switzerland AG, SWITZERLAND

Autonomous driven vehicles will play a key role in delivery operations in the future. Kyburz Switzerland AG – a well-established manufacturer of electric delivery vehicles – has launched its own brand of autonomous delivery vehicles. Since 2017 Kyburz has been operating autonomous Kyburz DXPs and Kyburz eTrolleys. These vehicles have undergone tests under real-life delivery conditions and we have learned a great deal, which we will share in this presentation.

09:15 - Combining IoT and the mail carrier to transform postal organisations

Rogier Havelaar, programme manager smart cities, PostNL, NETHERLANDS

In the last two years, PostNL ran several pilot projects to investigate the added value of the postal network in Dutch neighbourhoods. PostNL delivers information services in the domains of smart economy, smart living and smart environment through data collection by 22,000 mail carriers and placing sensors measuring sound, pavement quality or local weather conditions in vehicles and letterboxes on the street. Rogier Havelaar will share the learnings from an IT perspective, business case perspective, operations perspective and organisational perspective. He will sketch the biggest hurdles for postal operators and demonstrate the possibilities of a worldwide postal smart network.

09:30 - Drones for tomorrow's air cargo

Celine Hourcade, head, cargo transformation programme, International Air Transport Association (IATA), SWITZERLAND

Unmanned aerial vehicles (UAVs) or drones can revolutionise tomorrow's air transport: air cargo, air travel, ground operations, handling, etc. For the transportation of goods, small drones offer new opportunities in the areas of first- and last-mile delivery of small packages, specialised

delivery solutions to transport emergency supplies in remote areas, or as a first response to humanitarian crises and natural disasters. Bigger drones (including airships) are under development and could unlock communities where transport infrastructure does not exist. These medium-size and large drones could also be a cost-effective alternative to traditional aircraft for specific routes.

09:45 - The Industrial Internet 2.0 and the fourth Industrial Revolution

Grant Miller, COO, Pitney Bowes, USA

From toasters to dog collars, thermostats to hair brushes, our hyperconnected world is transforming the way we live. Smart cities are no longer a distant utopia but have become a reality, as connected communities and infrastructure come together to create efficient, sustainable, streamlined conurbations. By 2025 there will be more than 82 billion IoT-connected endpoints, according to IDC. The Industrial Internet is the more sensible older brother to the Internet of Things, although it's just as gamechanging, innovative and exciting. Across industry sectors from manufacturing to agriculture, aerospace to transportation, it brings together powerful machines, smart processes, skilled people and advanced analytics, connecting them across a global network. Now, businesses have the potential to shift gears, moving their organisations from enhancing their operations with the Industrial Internet, to diversifying revenue streams. This exciting next stage of the Industrial Internet, coined as the fourth Industrial Revolution or the Industrial Internet 2.0, will be disruptive and transformative. We look at the impact this revolution is having on the postal industry, on shipping and sending.

10:00 - Q&A

10:15 - 10:45 - Break

10:45 - Combine IoT and artificial intelligence to change your business

Marc Schmitt, CEO, Evertracker, GERMANY

IoT provides gapless information and full transparency. However, it only produces data trash. Even if you use a sophisticated platform, you can only focus on the past. Artificial intelligence does the work for you. Increase efficiency of services and create new revenue streams. Artificial intelligence makes software highly scalable and helps companies in the management of processes. The combination of both technologies brings full transparency in supply chains, and artificial intelligence will use this data to automate processes. One person can handle one task at a time, whereas artificial intelligence can handle unlimited tasks in parallel.

11:00 - Regain control of assets: automated 'handshakes' – first and last mile

Martin Starup, senior business development executive, Lyngsoe Systems, DENMARK

A recent study shows that a significant amount of reusable

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transport equipment in the postal flow is lost due to lack of control in the first and last mile. This is often caused by a lack of scanning compliance and thus registration of the handover of responsibility. Automating 'handshakes' and registration is the key, but has historically involved significant fixed infrastructure investments. This is no longer the case using Bluetooth Low Energy in combination with an app on an already available handheld device. Lyngsoe Systems tells you how to regain control of your assets.

11:15 - Smart asset and delivery tracking in the IoT world

Gordon Steele, chairman, TrackerSense Ltd, UK

McKinsey calculates the impact of Internet of Things at \$20tn by 2025. The latest smart IoT technology for mail and couriers revolutionises control, reduces risk, increases customer satisfaction and is proven in situations from small depots to national networks. Gordon Steele will share the latest results from pilots and programmes to reduce cross-border delays, losses and counterfeiting, and new work that improves supply chain efficiencies through asset and equipment tracking.

11:30 - Block chain, robotics, loPT: any impact on postal operations?

Carsten Leuters, senior manager, KPMG AG, SWITZERLAND

The postal industry is challenged by internal and external influences. Margin pressure, new competitors and increasing customer demand have to be controlled while innovative technical developments also disrupt the traditional way of doing business. Which of these trends and innovations will influence the business, and in what way? Is it necessary to bear all challenges at once? Where are the risks and where are the prospects in these vogue terms? This presentation discusses how postal administrations may react to the challenges and how to transform towards a sustainable operation without too many risks.

11:45 - Q&A

12:00 - 14:00 - Lunch

14:00 - 17:15 - Strategic challenges and opportunities across the postal and parcel sector

What strategies are postal and parcel operators adopting to meet current challenges in the turbulent and fast-changing global markets? How to react to digital disruption – defend, attack or embrace? How is the global e-commerce ecosystem evolving? What kind of leadership is needed in the new digital world to transform business models and organisational culture for new partnerships and modes of operation?

Moderator: Gavin Macrae, senior vice president, business development, Mailroom Assistant, UK

14:00 - Trends and challenges in the e-commerce world: the role of posts

Holger Winklbauer, CEO, International Post Corporation, BELGIUM

Holger Winklbauer will give an overview of the main trends and challenges within the postal sector, with a key focus on the evolution of the e-commerce market. He will discuss the growth of low-value traffic from Asia and how posts, through a greater interconnection of networks, can meet this challenge. Based on the findings of the second IPC cross-border e-commerce shopper survey, Winklbauer will look into evolving consumer habits. With consumer delivery expectations increasing based on experiences with global e-retail platforms, how can posts meet consumer and e-retailer demands for low-cost, reliable and visible delivery of parcels?

14:15 - The e-commerce ecosystem: opportunities to work together

Carl W Asmus, senior vice president, e-commerce/ president and CEO FedEx CrossBorder, FedEx Corporation, USA

The e-commerce ecosystem has developed rapidly and continues to move horizontally along the supply chain. E-tailers need innovative solutions to facilitate their growth. Posts, integrators and technology providers will need to think beyond their traditional roles and work together in new and exciting ways.

14:30 - How to lead in a disruptive environment

Shemin Nurmohamed, vice president of document messaging technologies (DMT), Europe, Pitney Bowes Europe

High-performing companies share a desire to win and a strong culture of excellence; the agility to continually refresh strategies; and humility, to admit when things need to change. They use people, data and technology to empower their employees and clients. They focus on getting it right and eliminating risk. Accuracy and precision are everything. During times of disruption, strong leaders are critical in navigating a business to successful outcomes. Shemin Nurmohamed, VP at Pitney Bowes, will share with delegates her experience gathered through expansive change management programmes during her time in leadership roles at Pitney Bowes and IBM, with stories, anecdotes and advice to amuse, inspire and motivate business leaders.

14:45 - 15:00 - Break

15:00 - Digital leadership in the postal and parcel industry

Carsten Siebe, managing partner, Reinecke & Associates, GERMANY

Digital transformation is a mega-trend in our industry, intensively discussed mainly from technological and process standpoints. An under-represented element in the whole discussion is the importance of leadership in that transformation. Carsten

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Siebe will recap how digitalisation impacts the postal and parcel industry and how leadership is challenged by these changes. He will examine the changing expectations of today's staff towards leadership, and will look at traditional and new models and values. Based on these findings, Carsten will hypothesise about what successful leadership looks like in the digitising post and parcel industry.

15:15 - How to benefit from disruption in the postal world

Jacob Johnsen, CEO, Ipostes, DENMARK

Based on the many disruptions taking place in the postal world, Jacob Johnsen explains the roots of disruptions, how to prepare for them and how to take advantage of them in your own area. Disruption leads to the reduction of letter volumes, and another disruption gave us e-commerce. You will learn what to do to be ready to exploit new ideas and opportunities in your area of business, and get a summary of what this means for you.

15:30 - Iran's postal market potentials

Dr Mehrdad Fakhre, CEO, Tipax, IRAN

Iran, with population of 80 million and constant huge growth in the number of daily parcels, has created an eye-catching opportunity to expand its network all around the world and feed its market hunger. Tipax has recently become the first private postal operator in Iran. Tipax was the first private courier service provider back in the 1960s and is now the leader in operational postal services in Iran. The company has grown continuously, creating the widest network all around the country, building up its infrastructure and modernising its facilities. This presentation will explore the excellent geographic position of Iran and how to create value out of opportunity.

15:45 - Digital transformation of communication and document processes – customer insights and business opportunities for the postal industry

Monika Plum, business development & public affairs, Francotyp-Postalia Holding AG, GERMANY

Digital transformation is one of the key buzz words. But what does it really mean for companies – their communication and business processes. In a representative survey the entire document process from input to workflow through to output processes was analysed. The results show the areas in which companies have a particular need to catch up and are willing to invest in digitisation. One example is the inbound and archiving area. However, it also shows that there is a considerable need for advice and information, as companies are not always able to identify the potential for optimisation. Suppliers who want to support companies in the field of digitisation should therefore provide appropriate consultancy competence. All in all, it is clear that the digital transformation opens up new sales potentials, and the providers are well positioned to meet the challenge of digital transformation among their customers and to integrate digital solutions into the portfolio at an early stage.

16:00 - 17:15 - Panel Discussion – Future opportunities and challenges facing the leading postal and parcel operators

This panel will focus on the future challenges facing the leading postal and parcel operators, implementation of new strategies and technologies, and what this means for future leaders.

DAY 1 – TUESDAY 26 SEPTEMBER

Room 2

09:00 - 12:00 - Big data

In the digitally dominated business environment, how can emerging technologies combine with transformation strategies to enable postal and parcel operators use the vast amounts of data available to improve their business operations? How can data be used most effectively for better decision making? What are the risk and security implications of greater reliance on data?

Moderator: John Callan, founder, PostalVision2020, Ursa Major Associates

09:00 - SAP – helping postal organisations transform for the digital era

Dr Ruth Eberhart, global solution owner postal, SAP SE, AUSTRIA

There is demand for faster response, more personalised deliveries and better customer experience. In part it's being driven by emerging technologies like blockchain, 3D printing, robotics and artificial intelligence (AI) that are at the centre of a digital economy. In short, postal organisations need to transform for the digital era to thrive in the new economy. From our experience, every real digital transformation includes: a more personalised customer experience by creating an entirely new, efficient and effective experience based on the customer's needs and habits; going beyond simply optimising existing processes by significantly shifting operational models by taking advantage of B2B2C collaboration networks; co-innovating to radically simplify complicated processes for senders and recipients by becoming anticipatory service orchestrators, information brokers and networkers, rather than only delivering postal items.

09:15 - Big data usage in the postal industry

Ali Elshabrawy, information officer, Egypt Post, EGYPT

Big data is considered one of the most important technologies that should be used in the postal industry to get knowledge from our incremental data to provide the basis for more service, and customer analytics for better decision making.

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09:30 - Retrofit IT: best practices for enterprise cloud architecture in CEP

Dr Michael Linke, chief architect mail/logistics, Deutsche Telekom AG/T-Systems, GERMANY

Postal and CEP organisations have existed for a very long time. So has their IT. Parcel volume has grown, but the core IT applications have remained in place. Nonetheless, the inherent conflict between operations and sales/marketing/customer service remains as strong as ever. Additionally, IT ideas, such as containerisation (e.g. Docker), agile development mechanisms and cloud deployments increase the complexity even more. The presentation will discuss how a global IT organisation in CEP should evolve and how core IT processes (e.g. IT service management) need to be adjusted in the multi-cloud ecosystem.

09:45 - Presentation from Spectos GmbH

Niels Delater, CEO, Spectos GmbH, GERMANY

10:00 - Q&A

10:15 - 10:45 - Break

10:45 - Bringing postal technology to the edge

Fionnuala Higgins, chief commercial officer, Escher Group, IRELAND

Edge computing (or peer-to-peer computing) will push applications, data and computing power away from centralised points to the extremes of a network using peer-to-peer devices and the Internet of Things. The presentation will examine how edge application services will change digital postal operations by significantly decreasing the data volume that must be moved, eliminate data bottlenecks, improve quality of service, provide greater security and encryption, and extend network scalability.

11:00 - Using data to inform shipping choices for the best result

Amine Khechfé, chief strategy officer, Stamps.com/Endicia, USA

Successful businesses are turning to data-driven decision making to help them compete. In this session we share data insights pulled from years of experience and billions of transactions that can help shippers by providing up-to-date information regarding the best postal service mail class to use for any given package, on any given day, based on the end customer's delivery needs or business's operational requirements. We will provide a dynamic view of actual USPS route and delivery data to accurately determine the best shipment options based on real business needs, be they speed of delivery, cost to deliver or end-customer demands.

11:15 - Disruptive security solutions for e-commerce - 3PL logistics

Firoze Hussain, vice president security, Delhivery, INDIA

E-commerce has risen from its previous ashes to prime time because of its potential in the capacity and capability building of the logistics and supply chain perspective. The presentation

will outline the current landscape of e-commerce plans and challenges, and present thought-provoking concepts, technologies and solutions based on loss analytics for third-party logistics players in e-commerce logistics. To achieve zero loss in high-value e-commerce logistics, we need to use innovative solutions including big data analytics, x-ray AI, low-energy Bluetooth, IoT, etc.

11:30 - Influence of document management in today's (digital) mailroom

Robert Appelbaum, VP worldwide business and solutions development, IBML, USA

As mail processing operations/centres are called on to expand their roles within organisations, how can document management practices be incorporated into collection information immediately? Mailrooms need to explore new ways to leverage technology and develop methods to process inbound content as transactions (with the needed metadata for subsequent processing). Developing processes that incorporate technology as soon as possible will embed business logic during the digital transformation of content and assist in driving greater operational efficiencies.

11:45 - Q&A

12:00 - 14:00 - Lunch

14:00 - 16:00 - Blockchain technology

Discover how blockchain technology could change the way the postal industry does business. Potential applications include creating new opportunities for postal payments, identity services, device and supply chain management. It could also provide new ways to ensure secure, integrated and transparent mail operations through better communications.

Moderator: Richard N Williams, freelance journalist and postal/logistics correspondent, UK

14:00 - Potential postal uses of blockchain technology

Mohammad Adra, assistant inspector general for the Risk Analysis Research Center, US Postal Service Office of Inspector General, USA

The presentation will discuss the US Postal Service Office of Inspector General's research on blockchain technology, originally published in its white paper 'Blockchain Technology: Possibilities for the US Postal Service'. The research identifies four key areas for blockchain use: financial services, identity services, device management and supply chain management. Recent advancements in each area will also be discussed

14:15 - Postcoin – the future of postal payments?

Christian Jaag, managing partner, Swiss Economics/ lecturer, Universities of St. Gallen and Zürich

The presentation proposes Postcoin as an application of blockchain for postal payments, and discusses key aspects of a possible implementation. It also highlights key customer benefits and why posts are ideally positioned to establish such a new payment network.

14:30 - Distributed ledgers and digital identity: a new paradigm in efficiency for couriers and logistics companies

Locke Brown, CEO/co-founder, NuID, Inc, USA

14:45 - Transparency of mail operations through blockchain

Jorge Rodriguez, blockchain solution architect, IBM Global Business Services | US Federal Team, USA

Emile Su, senior consultant, digital | cognitive and analytics, IBM Global Business Services | US Federal Team, USA

Cesar Castellon, associate partner, IBM Global Business Services | US Federal Team, USA

In the digital age of moving mail, organisations have been overwhelmed with data, creating barriers for them to seek common ground and take actions effectively. Innovative use of blockchain technology can overcome these barriers to provide consistent, secure and shared communications. This allows operation of mail to be faster and more accurate. This presentation will provide the audience with an understanding of the blockchain technology and how it may be used in communicating operations to reinvent the way mail is handled between countries.



DAY 2 – WEDNESDAY 27 SEPTEMBER

Room 1

09:00 - 12:30 -

Automation and the future of sorting

How are emerging leading-edge technologies transforming parcel and letter operations such as sorting, storage and delivery? How can smart systems, advanced automation and use of robotics and autonomous vehicles increase efficiency and reduce costs? How can the complexity of optimisation, sequencing and time-critical logistics be addressed with digital solutions?

Moderator: Richard Wishart, enterprise architect (technology + business), Delivery Management Ltd, UK

09:00 - SmartLink: optimised unloading dock assignment at cross-docking centres

Dr Eva Savelsberg, senior vice president, Inform GmbH, GERMANY

With digitisation in postal operations widely accepted, concepts like big data, business intelligence and AI promise to change data into insights. However, the optimisation of processes requires more than just data analysis; it requires action. Inform's latest software innovation, SmartLink, features a direct link between a hub's sorters and all inbound loading units, allowing hubs to balance peaks and troughs within their sorting centres, leading to improved overall hub utilisation. Starting with an overview of queueing system theory and building to real-world applications of the SmartLink technology, the presentation will deliver a uniquely relevant educational experience.

09:15 - Augmented sorting reality

Nadine Herrwerth, account director, Prime Vision BV, NETHERLANDS

Mail and parcel sortation has come a long way, from manual sortation to automated processing. In a time-constrained environment, it is these processes that need to be ever faster, reliable and cost-efficient. Customers are increasingly demanding more flexibility. Robotics and autonomous vehicles are the next step to augment the sortation process, as these don't require the same level of capital investment, can be quickly assembled rather than requiring lead times of easily a year, and can provide a perfect sortation centre in temporary accommodation. The future of parcel sortation and logistics is flexible, modular and augmented with the latest technologies.

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09:30 - Retaining tight control of high-value packages and consignments

Gavin Macrae, senior vice president, business development, Mailroom Assistant, UK

André Frei, head of logistics, ISS Novartis, SWITZERLAND

This talk describes how application of leading-edge technology and ergonomic design has enabled one of the world's largest pharmaceutical firms to take control of the sensitive and high-value package transfers that form a daily part of its business.

09:45 - Q&A

10:00 - 10:30 - Break

10:30 - Digitalisation and last-mile delivery

Thomas Bayer, vice president business development logistics IT, Siemens Postal, Parcel & Airport Logistics GmbH, GERMANY

Last-mile operation for parcels is labour intensive and bears a significant share of overall delivery costs. With increasing parcel volumes and high variations in daily load, parcel operators face the challenge to efficiently organise their last-mile operations. In addition, individualisation drives further complexity into the process when customers increasingly define time and place of delivery. Siemens will demonstrate that significant costs can be saved by digitalisation and big data approaches taking individualisation into account.

10:45 - Disruptive parcel sorter – minimise cost, maximise scale and revenue

Sverker Lindbo, head of concept development, Ocado, UK

Parcel distribution is ready for disruption. A new development from fulfilment logistics offers up to 500,000 parcels per hour sorted and sequenced to individual distribution vans in one fully automated process, at a fraction of the cost of current technology. Additionally, millions of parcels can be stored within the sorter, allowing additional savings in transport as well as additional revenue from shippers and recipients. This is here and now. The patented technology has been in commercial operations for almost one year in Ocado's latest grocery fulfilment centre in the UK, and is now ready for parcel distribution.

11:00 - Optimising automation ROI through multi-pass sequencing

Jon Lunglhofer, senior key account manager, USS, an Intelligent Company now part of Honeywell, USA

With letter and flats volume on the decline and parcel volume on the rise, the modern post can increase the ROI from existing automation through intelligent network engineering and retrofit. Recent advances, such as cost-effective, high-density storage and retrieval systems, coupled with advanced simulation and control software, enable multi-pass sequencing operations using existing equipment. Two opportunities for optimisation were examined: 1) Simulation reveals a cost-effective retrofit opportunity, preserving existing letter sorting equipment while increasing throughput at lower operating cost; 2) Sorting automation coupled with high-density storage and retrieval enables zone skipping for optimal shipping costs.

11:15 - Toshiba robotics and image recognition systems for postal and logistics

Yuji Sakurai, head of electronic systems operation, Toshiba Europe GmbH, GERMANY

In today's rapidly changing postal and logistics environment, postal and logistics operators are under considerable pressure to change business models, seek new revenues and adapt to differing product mixes. In response to this situation, Toshiba has introduced picking and infeed robots for postal and logistics operations. Toshiba will present image recognition and object grasping with pattern matching for variously shaped packets and parcels. Toshiba's image recognition capability is a unique advantage for picking technology. Other Toshiba product lines for the postal and logistics industries will also be introduced.

11:30 - 12:30 - Panel Discussion – Automation and the future of sorting/innovative technologies and solutions.

This panel will focus on Innovative technologies, re-evaluating current solutions and the positive potential of robotics. How can they best be implemented and made cost effective? What is the key to finding the right balance?

Maurizio Puppo, head of marketing & communication, Solystic SAS, FRANCE

Pierre Audic, business development manager postal, Alfi Technologies, FRANCE

Rob Qualm, market director parcel, Vanderlande, NETHERLANDS

Massimiliano Fochetti, chief sales officer, Fives Intralogistics SpA, ITALY

12:30 - 14:00 - Lunch

14:00 - 16:00 - Expanding financial services

Postal companies, with their extensive reach, trusted brand and wide network into rural communities, are the ideal platform for providing new and expanded financial and payment services, to drive economic growth, enable greater financial inclusion and provide smarter remittance systems for migrant workers. New financial technology and mobile applications are accelerating the development of this market.

Moderator: Michel Stuijt, CEO, Eurogiro, DENMARK

14:00 - The impact on future societies of improved digital consumer data and big data analytics in the postal industry

Shariq Mirza, CEO and founder, Assurety Consulting & Solutions Inc, USA

With over 2.5 billion people without access to financial products and only 20% of adults in poor communities with access to banks, posts with bricks-and-mortar presence in every community and digital innovation can play a critical role in elevating poverty, ensuring dignity and cultivating healthier societies. Big data, improved consumer insights and digital have

cut the costs of financial service providers to support their communities, and minimised default risks by enabling digital reminders and outreach to customers. The ability of digital platforms to offer custom products through analytics while cutting the costs of financial services is the new paradigm, and posts can bring the masses out of poverty through digital and physical presence throughout their countries.

14:15 - The 21st century post office network

Ian Kerr, CEO, POAAL, AUSTRALIA

Post offices are the public face of the post. The post office network's reach is a strong selling point in the e-commerce age, yet postal operators around the world are rationalising their post office networks. So do we have too many post offices? Or are post offices not in the right locations for 21st century customers? The presentation will discuss key customer trends and critical considerations that influence the size and shape of the modern post office network.

14:30 - Stretching the payments value chain

Michel Stuijt, CEO, Eurogiro, DENMARK

In the current competitive space where fintechs, money transfer operators, mobile wallet operators and many other players are competing for a part of the payments market along with traditional players, it is important that postal institutions expand their portfolio of financial services to enable them to serve their customers better. Of course, expanding financial services will ultimately also help to improve the income of postal institutions. One of the ways to expand financial services is by 'stretching the payments value chain'. The presentation will specifically highlight ways to do this. In addition, there will be an overview of the market developments, threats and opportunities relevant to postal institutions.

14:45 - 15:45 - Panel Discussion/Q&A - The pressure for businesses to increase their revenue and the new ways in which this can be done

This panel session will comprise a discussion based on the three presentations, plus a Q&A. Businesses are under pressure to find new ways to increase revenue. The panel will focus on the need for diversification within the postal sectors to allow development and growth.

Shariq Mirza, CEO and founder, Assurety Consulting & Solutions Inc, USA

Ian Kerr, CEO, POAAL, AUSTRALIA

Michel Stuijt, CEO, Eurogiro, DENMARK

DAY 2 - WEDNESDAY 27 SEPTEMBER

Room 2

09:00 - 12:45 - Last-mile operations

E-commerce volumes are still growing, and last-mile operations have become the main battle ground in parcel delivery. The big challenge is to provide a wide range of delivery options - including PUDO, lockers, on-demand or customised delivery by appointment, home delivery, precision quality, same day, delivery of food and perishable items - at a very low price, in the face of strong competition and with extremely demanding customers, both e-tailers and recipients. What kinds of innovative and cost-effective solutions can postal and parcel companies use to meet this massive challenge?

Moderator: Patrick van Lammeren, managing director, E-Biss International, BELGIUM

09:00 - IER and La Poste - customer self-service experience at its utmost

Jean-Luc Rauline, senior vice president air transportation, IER, FRANCE

Serge Petit, distribution and customer relationship marketing director, La Poste, FRANCE

La Poste and IER have a long-standing relationship of more than 10 years. La Poste has trusted IER through several generations of its kiosks and IER has repeatedly demonstrated its ability to provide quality hardware and software with innovative design and high reliability, as well as a very responsive support structure. Nabanco, the third generation of IER automated multi-purpose self-service kiosks, was introduced in 2015. Over the years, La Poste has automated more than two-thirds of office desk operations, reducing customer wait and front office costs, with a high level of availability (>98%) and customer satisfaction (>85%).

09:15 - Last-mile solutions/crowd logistics

Ari Kestin, CEO, Nimber Ltd., UK

Innovation is occurring throughout the logistics industry. Automation and data are driving better utility and cost reduction. The industry is considering a decentralised approach to the last mile, where delivery to the home/business is undertaken by normal, everyday people. Retailers have caught on and are looking for solutions that are competitive, flexible and sustainable, opting for crowd logistics to support delivery to the home and succeed in the fast-moving e-commerce competitive landscape, where cost and quality/reliability are key to success. Incumbent players will need to consider how to complement and in some cases change their models to incorporate smart last-mile deliveries using the crowd.

Rates

Three-day pass	€1,345 + VAT
Two-day pass	€985 + VAT
One-day pass	€595 + VAT

09:30 - Optimising a fleet in real time using dynamic algorithms

Jonathan Bouaziz, CEO, Citodi, FRANCE

Instead of employing human dispatchers, delivery companies can rely on artificial intelligence. This will change the delivery landscape by creating a double offer: an automatic one that includes optimisation and dynamic pricing and will rely on artificial intelligence, and a manual one that relies on humans, will cost more and have little flexibility. The presentation will explain how artificial intelligence will change the way logistics companies work, and why it is important for large companies not to miss this opportunity.

09:45 - Parcels lockers – an innovation that is taking over Europe

Thomas Garnesson, head of strategy, InPost, FRANCE

In the past 15 years, parcel lockers have been used at different paces in Europe: Germany and Poland have shown the way to optimise last-mile delivery. In more recent years, national postal operators and global players have developed their networks in other markets. Available 24/7, these terminals are progressively becoming a standard for delivery, gaining similar popularity to ATMs. This speech, by the world's largest operator of such terminals, will detail the specificity of such networks and review the growing adoption by e-commerce. Full insight into market expectations will be given, with an overview per continent and supporting market research.

10:00 - Q&A

10:15 - 10:45 - Break

10:45 - Imagine a cognitive/collaborative last mile

Peter Porter, global post leader, IBM, USA

Imagine a world that is more instrumented, connected and intelligent than ever before. Imagine how a cognitively enabled, collaborative last mile connects ecosystems that deliver new levels of insight and enhance the delivery moment while supporting new levels of security, trust, access and continuous improvement. Explore the technologies and tools that help get the mail to the right people quickly while at the same time engaging the sender, the delivery enterprise and the business owner in the moment and in ways limited only by imagination.

11:00 - Learnings from a post operating in the on-demand sector

Michael Stewart, general manager customer experience and innovation, New Zealand Post, NEW ZEALAND

The presentation will describe what the market feedback has been to a post doing a low-price, universal on-demand delivery service. This will include lessons learned from segments that have traditionally not used courier and on-demand delivery services, such as construction, and sectors that have used courier services but do so reluctantly because the quality of the service is not relevant to them or there isn't a service that meets their true needs.

11:15 - Amazon has changed the rules: transform now or get left behind

Ranan Cohen, CEO, Bringg, ISRAEL

The rules of the delivery game have drastically changed due to Amazon's highly efficient, customer-centric logistics operation and superior customer experience. The resulting shift in customer expectations means that any company with goods or services that need to be delivered must keep up with these new standards or get left behind. Post and parcel companies in particular, as essential participants in this market, need to transform their operational structure to ensure that they can maintain a competitive edge.

11:30 - Customer-centric postal logistics network modelling

Grzegorz Urban, director, PwC, POLAND

The presentation will discuss an approach to modelling of postal and parcel logistics networks where the key aim is to enhance the quality of the service. It allows better time in transit, pick-up times and delivery times. The modelling is supported by geolocation big data analysis, multidimensional simulation of the capacity of the logistics network in peak season, process design and resources model. It also includes synergies between different types of products, such as letters, packages, pallets and irregulars.

11:45 - 12:45 - Panel Discussion – Trends and future developments

This panel will focus on future technologies and trends facing last-mile logistics, the pros and cons and enhancing service quality.

Florian Bertram, managing enterprise architect, Capgemini Deutschland GmbH, GERMANY

Kushal Nahata, CEO and co-founder, FarEye, INDIA

Ari Kestin, CEO, Nimber Ltd., UK

12:45 - 14:00 - Lunch

14:00 - 17:00 - E-commerce/ cross-border: the challenges and opportunities

E-commerce continues to grow strongly – how can postal companies exploit the opportunities? The potential for rapid growth in cross-border can be hampered by friction caused by customs requirements, unclear landing costs, difficulties with track and trace, returns and patchy customer service. What are the opportunities for improving international cooperation, regulation and interoperability of track and trace and labelling systems?

Moderator: Derek Osborn, business and career coach, Whatnext4u, UK

14:00 - Presentation from David Spottiswood, director of operations, IPC

David Spottiswood, director of operations, IPC, BELGIUM

In his presentation, David Spottiswood, will look at how posts can offer e-retailers, SMEs and consumers a reliable end-to-end cross-border e-commerce delivery service through reinforced cooperation. When shopping online cross-border, e-commerce customers have the same expectations when shopping domestically, although operationally it is significantly more complex. Interconnect solutions enable e-retailers to offer their customers the same delivery experience for cross-border orders as for domestic e-commerce purchases, including: reliable end-to-end delivery times; track and trace; easy to use return solutions; delivery choice; improved customer service processes.

14:15 - User needs and perspectives for cross-border e-commerce

Maurits Bruggink, secretary general, EMOTA, BELGIUM

E-commerce is rapidly evolving and EU online sellers, the users of postal services, need to adapt. Many consumers prefer lower-priced products, bought internationally, while the market is in some sectors continuing to consolidate, increasing competitive pressure even more. How is our sector reacting? What should policy makers focus on? What should postal operators and regulators focus on? What about SMEs? And what about large retailers?

14:30 - EU parcel delivery between the new regulation and CJEU judgements

Alessandra Fratini, partner, FratiniVergano - European Lawyers, BELGIUM

The presentation will discuss the evolving EU regulatory requirements applicable to providers of parcel delivery services. By the end of September, the proposed regulation on cross-border delivery will be advanced (vote on parliamentary report: 11/07) and two new judgments (Jakelu Oy and Confetra) will have completed the Court of Justice case-law (DHL International; DHL Express) on obligations that can be legitimately imposed on postal operators at national level. These obligations range from respect of quality and performance requirements, to a financial contribution to the operational costs of the NRA and to a compensation fund, to the respect of national labour conditions.

14:45 - Is there a way to succeed in Chinese cross-border e-commerce?

Steven Hope, senior VP of PR and government relations for Europe, 4PX, CHINA

Recent closures on Tmall Global, including Sainsbury's store, highlight the need for a long-term, well-structured strategy for the market.

15:00 - Q&A

15:15 - 15:45 - Break

15:45 - Posti Mobile programme: digitalising delivery organisation with the aim of increasing efficiency and supporting new ways of working and new business opportunities

Miika Murremäki, senior program manager | operations strategy and development, Posti Oy, FINLAND

The presentation will discuss how to decrease costs by digitalising processes. For example: tracking of product deliveries and performance deviations; tracking of new services through different registrations; tracking of outdoor work/route duration; increasing turnover through supporting new business opportunities; improving the customer experience through electronic signature and more accurate information about product delivery and services.

16:00 - Embracing e-commerce

Lemuel Silva, head of parcels, e-commerce and international business, Brazilian Post, BRAZIL

Industrial post can't be just the e-commerce last-mile delivery services. Individually, each postal company has the potential to be the greatest delivery partner of e-commerce platforms. Collectively, the postal industry has the best assets to be the greatest delivery partner of e-commerce cross-border. To do it, the postal industry must open the doors to e-commerce logistics operations.

16:15 - shoopping.at – the marketplace of Austrian Post

Robert Hadzetovic, managing director, shoopping.at, an Austrian Post group company, AUSTRIA

shoopping.at is the digital extension of the postal supply chain of Austrian Post, with the aim of supporting Austrian retailers to meet the challenge of increasing competition from abroad. Austrian Post is providing an attractive Austrian shopping experience and local marketplace platform for Austrian retailers and producers. Next steps include diversification to regional sub-marketplaces and public services. Learn how Austrian Post is exploring additional turnover and EBITs potential with the implementation of the SAP Hybris e-commerce platform. The presentation will offer insights into the strategic objectives, lessons learned and takeaways of the project.

16:30 - The game has changed – we all need to adapt

Darko Atijas, vice president EMEA, Temando, FRANCE

As the traditional models of post and courier are impacted by e-commerce, there is an opportunity to evolve the industry to meet consumer demand. This presentation will look at what 'evolution' means for traditional players and how one new startup is looking to change the game for all logistics players.

16:45 - Q&A

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DAY 3 – THURSDAY 28 SEPTEMBER

Room 1

09:00 - 11:30 - Addressing and sustainability

Addressing capability is a key strategic enabler for any delivery operator. It is particularly challenging for emerging economies where formal 'postcodes' have not been developed. What innovative new ideas can help to meet this challenge?

Sustainability continues to be a vitally important driver not just for reducing negative environmental impact but also for making better use of resources. Many opportunities are available to improve business sustainability, including reducing emissions and electrification of vehicle fleets.

Moderator: Graeme Lee, senior partner, Sunflower Associates

09:00 - Three words to solve the postal crisis

Anne-Clare Blet, partnerships, post, What3Words, UK

Poor addressing limits the potential to grow business, launch new products and drive last-mile delivery efficiencies. what3words is the solution: a location reference system based on a global grid of 57 trillion 3 x 3m squares; each has been pre-assigned a unique three-word address. It means everyone and everywhere now has a simple address. what3words is being used around the world by delivery companies including Aramex and national postal services including the Mongol Post, La Poste Cote d'Ivoire and Postal Services Sint Maarten. (There are more coming.)

09:15 - How insightful digital addressing can play a critical role in improving CRM, cutting costs and increasing revenues while remaining in compliance with PII and GDPR regulations

Tariq Mirza, executive vice president, Assurety Consulting & Solutions Inc, USA

Hybrid digital and big data addressing profiles, social network integration, and creating multiple layers of security on an address can allow posts to create new revenue streams through marketing partners, and cut COA and delivery costs, while remaining in compliance with PII and GDPR regulations.

09:30 - Geo-based postal addressing for urban slums

Alex Pigot, founder, Addressing The Unaddressed, IRELAND

Having a physical unique postal address enables a citizen to partake with relative ease in everyday activities such as opening a bank account or receiving mail and deliveries. However, nearly one billion people worldwide live in urban slums without a unique postal address. We will show how any person who does not have a unique address, and especially those living in slums, may have one, quickly and economically. What we do will help achieve United Nations SDG GOAL 11.1 and 11.3.

09:45 - Q&A

10:00 - 10:30 - Break

10:30 - UNSDGs – embedding carbon management for sustainable postal growth

Thibault d'Ursel, sustainability programme manager, bpost, BELGIUM

In 2011 bpost launched an ambitious carbon management programme that enabled its sustainable growth. The company's vision and overall strategic objective are to embed sustainability in its corporate processes and culture in order to achieve sustainable growth and become recognised by all stakeholders as being a strong, corporately responsible company. The programme focuses on: innovation – new green(er) solutions, stimulating zero-emissions fleet, supplier engagement, stakeholder engagement, carbon reduction plan, waste management, CSR reporting. These efforts have recently been awarded by international organisations, leading to large exposure among bpost's sector and investors. bpost is the Number 1 'greenest' post for the third year.

10:45 - How can emission-free urban delivery be achieved?

Wolfgang Beecken, director, First Mile - Innovative Stadt-Logistik UG, GERMANY

The presentation will offer good-practice examples from European cities including Hamburg and London (micro hubs + cargo bikes/congestion charges/white label deliveries/logistics hotel/lessons learned from the UPS micro hub concept).

11:00 - Electric scooters for post delivery

Carlos Sotelo Rosell, CEO, Silence Urban Ecomobility (by Scutum), SPAIN

The presentation will explain the advantages of electric scooters for last-mile deliveries: be eco, maximise your benefits and avoid traffic restrictions. Between 2016 and 2017 Correos Spain began renewing its motorcycle fleet into electric through 300 units of Silence electric scooters. We will outline the project's success, with some Correos testimonials.

11:15 - Q&A



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17:00 HRS
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DAY 3 – THURSDAY 28 SEPTEMBER

Room 2

09:00 - 12:00 - Global developments and transformation

The postal sector faces similar challenges globally. These cases studies highlight different approaches to reform, business transformation and diversification from around the world, with companies at different stages of development. How can emerging technologies and appropriate partnerships enable them to take advantage of opportunities from new digital and e-commerce business to build commercial revenues?

Moderator: Murray Buchanan, expert on postal regulation, Economics and Markets

09:00 - The position of Turkey in the global postal sector

Kenan Bozgeyik, director general, Turkish Post, TURKEY

The presentation will touch on the new mission and vision of Turkish Post and the strategic objectives of the company. We will discuss the digital transformation on a global scale and how we are planning to meet these changes in light of our goals. In addition to that, we will touch on the term 'innovation' and how we perceive it and plan to apply it to our strategies. We will also refer to logistics and the new product portfolio of our company. Lastly, we will focus on the position of Turkey in the postal sector.

09:15 - TPG – a look at the company's global growth and success through strategic partnerships and constant diversification

Samira Saneei, international department manager/ export department manager, TPG (Tehran Pishnaz Group), IRAN

TPG is one of the leading companies in the field of postal and transportation operations. This is due to its constant diversification within the company and globally. TPG is providing domestic services across Iran through 72 offices and branches. This talk will discuss the international services through TPG's different service partners across the world including the Middle East, Europe and America, TPG e-commerce services, global partnerships and new strategies implemented over the years that have enabled TPG to grow from strength to strength. What does the future look like for TPG? The presentation will touch on future partnerships, new technology and how best to ensure the company's growth through constant innovation.

09:30 - Turnaround with limited resources and timeline – Ukrposhta transformation story

Oleksandr Pertsovskiy, chief operations officer, Ukrposhta, UKRAINE

The presentation tells the compelling and winning transformation story of the Ukraine Post logistics network, which consists of 76,000 employees, 35 sorting centres and 11,000+ post offices in the second biggest country in Eastern Europe. It aims to unlock untold facts about the struggle with post-Soviet legacy and showcase first-hand the roadmap to successful turnaround of a bricks and mortar state enterprise with almost zero resources within a six-month timeline.

09:45 - Q&A

10:15 - 10:45 - Break

10:45 - How to deliver parcels conveniently in an African district

Ousmane Fouty Diop, CEO and founder, e-Kaza, KENYA

Africa faces a big delivery challenge in terms of last-mile delivery. Poor addresses, and lack of urban planning and infrastructure, do not permit efficient delivery services. In a growing African economy with rapid urbanisation coupled with population growth, the number of users of new technologies rises year by year and the demand for easier access to goods is enormous. e-Kaza proposes an innovative solution for last-mile delivery in African districts: a network of containers filled with parcel lockers connected to an online platform. This solution has an ambition to be scalable at a global level.

11:00 - E-commerce in the courier industry

Ramon Nowrouzi, customer service manager, PDE Express Service, IRAN

When it comes to the logistics industry, many obstacles arise for a variety of countries when e-commerce and distribution channels correlate. This presentation will focus on ways to minimise as many risk factors as possible in the logistics industry when it comes to transactions and delivery for the e-commerce industry in a borderless market. Such factors include civil disputes, corruption, natural disasters and acts of terrorism.

11:15 - E-commerce growth in Turkey

Cumali Yuksek, advisor of DG, PTT Corporation, TURKEY

The presentation will be about recent growth in e-commerce areas in Turkey.

11:30 - Q&A

*This programme may be subject to change

Rates

Three-day pass	€1,345 + VAT
Two-day pass	€985 + VAT
One-day pass	€595 + VAT

POSTAL

INNOVATION PLATFORM

DAY 1 – TUESDAY 26 SEPTEMBER

14:00 - 17:30 - PIP

Startup Innovation Jury

POST-EXPO and the Postal Innovation Platform (PIP) will stage a Startup Innovation Jury, in which startups will present ideas, products or solutions with a unique value proposition that will have the potential to change the postal and logistics market or even create a new market. Delegates will have the opportunity to learn about those innovations developed by startups in a unique setting, with startups getting five minutes to present their innovations and a jury discussing it with them for another 10 minutes. This will allow delegates to hear about many startup innovations in one condensed format, with a jury analysing the value and potential of those innovations. At the end of the two sessions, the jury will select the best startup and innovation, which will receive an award during the POST-EXPO award ceremony.

Moderator: Bernhard Bukovc, chairman, Postal Innovation Platform, FRANCE

John Callan, founder, PostalVision2020, Ursa Major Associates

PIP Startup Innovation Jury judges

Elmar Toime, chairman Postea Group, former CEO of New Zealand Post and member of the supervisory board of DHL, Postea Group Inc

Dieter Bambauer, member of the management board of Swiss Post / head of PostLogistics

Nick Pendleton, angel investor, entrepreneur, business mentor and former director strategy & innovation at Royal Mail Group

Mattia Crespi, Institute for the Future, Palo Alto

Hugues Hansen, CEO, Start'inPost, La Poste's start-up accelerator

DAY 2 – WEDNESDAY 27 SEPTEMBER

09:00 - 10:15 - Regulation: past and future

The objective of this session is to look at research areas in postal regulation today and discuss how this research can help in today's new postal ecosystem. What are the challenges today and on which areas of research should postal academics and researchers focus? What research is necessary to help postal and logistics providers cope with the changing market and competitive environments, new technologies and the digitisation of the industry? Academics from EPFL, George Mason University and the Florence School of Regulation will identify the areas where research is becoming crucial.

Prof Matthias Finger, professor, EPFL & FSR

Prof David Williams, professor, George Mason University

Christian Jaag, managing partner, Swiss Economics

Martin Mägli, head public affairs, Swiss Post

10:45 - 12:00 - The postal wars: visions of world post futures

Posts have entered into a new era, where digital is predominant and traditional mail products are under pressure. Posts have developed different strategies to cope with these challenges and have adopted different organisational models. What are the advantages or disadvantages of corporate models compared with a public infrastructure with a strong societal role? Which model or role will provide the best basis for being a successful and innovative service provider responding to the market needs in the new digital globalist era? David Williams, professor at George Mason University; Ramesh Ratan, CEO of Bell & Howell; and Elmar Toime, chairman of Postea Group will present controversial positions, thus preparing the ground for a high-level panel discussion that will try to unveil possible answers and strategies.

Prof David Williams, professor, George Mason University

Ramesh Ratan, CEO, Bell and Howell, USA

Elmar Toime, chairman Postea Group, former CEO of New Zealand Post and member of the supervisory board of DHL, Postea Group Inc

14:00 - 15:30 - New business models for the postal sector

The traditional mail and parcel business faces competition from new players. They come from different business environments, mainly from the digital services and e-commerce sectors. They enter the logistics market with new and different approaches, which they have developed in their traditional business sectors. They often offer part of their services for free, or in exchange for information (e.g. Facebook). Need the posts change their business models? What can they learn from those new market



entrants, and is it worthwhile or necessary to learn from them and adopt part of their market strategy? Will posts be ready and able to monetise the new currency 'information', thus offering part of their services for free in the future? What other business models will shape the future of the postal and logistics sector?

John Acton, managing partner, DPI Europe

John Callan, founder, PostalVision2020, Ursa Major Associates

Ulrich Hurni, head of postmail, deputy CEO, Swiss Post

Laura Behrens Wu, CEO and co-founder, Shippo

16:00 - 17:30 - Location solutions

Everything in the postal and logistics sector is about location, whether it is the first mile, the last mile, the transport stretch in between, the sorting centre, warehouse, the route and location of the vehicles, the parcels and letters, the post offices or the letterboxes, to name only a few examples. Therefore, it is obvious that posts need to master their location tools and solutions. They need to be efficient, have transparent logistics processes, be able to analyse and optimise their networks and provide their customers with necessary information. This session will focus on location solutions for logistics processes, state-of-the-art technology, including latest GIS developments, city logistics and last-mile challenges.

Cindy Elliott, head of global market strategy, manufacturing and logistics, Esri

Liam Church, CEO, Escher Group

Markus Steinmann, routing specialist, Swiss Post

Douglas Hill, director of marketing, Routesmart Technologies, USA

DAY 3 - THURSDAY 28 SEPTEMBER

09:00 - 12:30 - Workshop: Location solutions

Everything in the postal and logistics sector is about location, whether it is the first mile, the last mile, the transport stretch in between, the sorting centre, warehouse, the route and location of the vehicles, the parcels and letters, the post offices or the letterboxes, to name only a few examples. Therefore, it is obvious that posts need to master their location tools and solutions. They need to be efficient, have transparent logistics processes, be able to analyse and optimise their networks and provide their customers with required information. Participants in this workshop on location solutions will:

- Analyse state-of-the-art technology and solutions
- Discuss cases presented by suppliers as well as postal and logistics companies
- Identify how to optimally implement best practice
- Find out what other industries are doing
- Network with peers facing common challenges.

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09:00 - Welcome

09:05 - The future of location

Mattia Crespi, Institute for the Future, Palo Alto

09:30 - Technology and solutions

These will be short presentations of state-of-the-art technology and solutions, latest developments and opportunities, with a look at other industries, followed by a panel discussion.

10:30 - 11:00 - Break

11:00 - Case studies and best practices

These will be short presentations from postal and logistics companies, analysing latest developments and best practices as well as successful strategies to implement location solutions. This will be followed by a panel discussion and wrap-up of the workshop

**This programme may be subject to change*

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MONDAY, 25 SEPTEMBER 2017, 13:00-16:30HRS

Hall 4 Palexpo, POST-EXPO Geneva

This is an invitation for everyone with ideas to share and discuss – ‘postal thinkers’ and those concerned about the direction of the wider industry.

The objective of this open research seminar will be to explore the future of the industry as it is evolving, and so lay the foundations for a new book to be published next year at POST-EXPO 2018. If you have a topic or idea you would like to contribute, please come to the seminar!

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For more information and to register, please contact Derek Osborn at Whatnext4u: derekosborn@whatnext4u.com.



Several topics have already been mentioned or proposed for the seminar:

Digital connectivity and physical delivery: how will IT change the logistics industry? • What drives customer loyalty in the digital age? Role of customer experience and service • What industry leadership is needed in a world of political, economic and social instability? • How should we react to digital disruption and asset-light startups? Will they grow or fail? • What can be delivered on the evolving postal platform? Are there limits to diversification? • What are the strategic opportunities for posts with their strong trust, brand and reach? • Can the traditional posts retain their public service ethos and still be commercially viable in the market? What is the future of the USO? Does it make sense anymore? • Rethinking the traditional postal role of connecting people and business with finance, goods and messages: how will this work in the future? • Is there a future for print, direct mail and all addressed and unaddressed lettermail? • What are the industry imperatives for a sustainable future for profit, people and planet?



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HOTELS

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