

PostEurop 2011 AES Forum
E-Commerce: The Final Frontier

Tallinn, Estonia, 23rd and 24th of November

Hosted by Eesti Post



Objective

Today, more and more postal customers are looking for new digital solutions to provide them with a faster, economical and secure service and as a result postal operators see revenues falling. Moreover, the economic and financial crisis also stresses the urgency of migrating from the physical to the digital world.

This constitutes the greatest threat and also challenge ever posed to all Posts: it's no longer a matter of market leadership; now we are talking about **survival. How do we stay in business?**

E*commerce is the **final frontier**: no matter how much corporations and other organizations are becoming digital, whenever businesses involve transaction of physical items this means there is an opportunity for the Postal operators to pick, transport and deliver them.

Here, Postal operators have an enormous opportunity to offer integrated but also modular solutions covering all the main modules of the e-commerce value chain. And, of course, digitally supported...

PostEurop AES Forum 2011 will be an excellent opportunity for all expert participants to learn from the experiences / points of view of various e*commerce players: SW providers, postal operators, delivery & logistic operators, and specialised consultants.

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

23rd November 2011

9:00	Registration at Meriton Grand Hotel, Conference room Jakobson II
9:30 – 9:40	Welcome Address by <ul style="list-style-type: none">• OAC Chairman, Mr. Jürgen Lohmeyer• Estonian Post, Member of the Board, Mr Aavo Kärmas• AESForum Chairman, Mr. João Manuel Melo
9:40 – 10:10	Reinventing Postal Business (Accenture Portugal)
10:10 – 10:40	Sell global – Act local (ePages)
10:40 – 11:10	MeinPaket.de – e-shopping powered by DHL
11:10 – 11:30	Coffee Break
11:30 – 12:00	E-Commerce: from parcels to Digital Services (Poste Italiane)
12:00 – 12.30	E-Commerce: How to fix delivery (Shutl)
12:30 – 12:45	Q&A
12:45 – 14:00	Lunch
14:00 – 14:30	E-Commerce: To E* or not to E* (InPost case study, Integer.pl)
14:30 – 15:00	Future of Retail (Fits.me)
15:00 – 15:30	E-Commerce: unlocking the potential of B2x market – Baltic Postal market case study (Eesti Post)
15:30 – 15:50	Coffee Break
15:50 – 16:30	What`s next in postal sector (inspiring and motivating) (Whatnext4U)
16:30 – 16:45	Q & A
16:45 – 17:00	Summary & Conclusions
17:00 – 17:20	OAC Chairman (Closing speech)
19.00 – 22.00	Dinner - hosted by Eesti Post

9:40 – 10:10 Reinventing Postal Business

The forces of liberalization and electronic substitution have been impacting postal operators' markets for many years. In response to this changing environment, the posts have sought to reduce costs, modernize their core product offering and improve operational efficiency. In addition, many posts sought to diversify, exploiting opportunities in financial services, logistics and e-communications.



However, to date in the majority of cases these opportunities have been exploited in a very limited way, rather than them being a wholehearted attempt at creating a new business.

Many posts are now looking to identify the markets that will transform their business and secure their long term financial security. They are not looking at individual products or services – they are looking for complete new markets. They are looking for the opportunities to redefine their business and set the path for the future.

Pedro M. Couto, Postal Industry Delivery Director for Portugal, Accenture Portugal

10:10 – 10:40 Sell global – Act local

The EU government is planning to encourage online businesses to offer goods and services across the EU and not just in their home market. But the requirements for a successful international online-business go far beyond the adoption of languages and currencies. This presentation will highlight some of the major issues of cross-border trading.



Wilfried Beeck, CEO ePages GmbH

10:40 – 11:10 MeinPaket.de – e-shopping powered by DHL

In October 2010 Deutsche Post DHL launched with MeinPaket.de a new online shopping-mall. Since DHL Paket is an established partner in ecommerce for years, this concept provides a new service for our customers. For online shops the marketplace MeinPaket.de will increase earnings by providing a new sale channel. Shoppers are able to buy goods online across many shops with one single account and can rely on highest security and data protection standards.



Christian Metzner, Vice President Shopping Portal, DHL Paket Germany

11:30 – 12:00 From parcels to Digital Services

The presentation will focus on how Postal Operators can catch the opportunities offered by the constant growth of e-Commerce. Based on the experience of Poste Italiane, it will explain how to leverage the unique assets of a Postal Operator to succeed in a fast growing and agile market.



Andrea Rigoni, Director of e*Commerce and e*Identity, Poste Italiane

12:00 – 12.30 How to fix delivery

Today's online shopper can find and buy pretty much anything from pretty much anywhere in seconds. When that happens, you start to wonder why you didn't go buy from the high-street in the first place. Delivery has been crying out for different solutions. Shutl case study shows how to find one.



Tom Allason, Founder and CEO, Shutl

14:00 – 14:30 To E* or not to E*

The presentation will focus on the case study of InPost – the largest independent postal operator from Poland, a part of the Integer.pl Group – who once again has won the international World Mail Awards contest. The company became an undisputed leader in two categories: E-commerce and Innovations.



Łukasz Nowiński, Managing Director of Integer Group

14:30 – 15:00 Future of Retail

How technology transforms the retail, and shifts it abruptly to e-commerce. It increases dramatically the volume of packages, and services required from the postal services. At the same time, technology reduces the reverse logistics, by reducing the returns by customers. These shifts in retail are strategically important for the postal industry and the retail industry alike. By 2018, 1-in-4 clothing shops are believed to be closed, as sales shift to internet – a trend that can be observed today with the sales of books, or travel agencies.



Heikki Haldre, CEO of Fits.me Virtual Fitting Room

15:00 – 15:30 Un-locking the potential of B2x market Baltic Postal market case study

The presentation will focus on how Postal Operators can catch the opportunities offered by the constant growth of e-Commerce. Based on the experience of Estonian Post and Baltic postal market, it will explain how to leverage the unique assets of a Postal Operator to succeed in a fast developing market.



Ansi Arumeel, Head of Logistics Division, Eesti Post

15:50 – 16:30 What´s next in postal sector (inspiring and motivating)

Derek is an enthusiastic, innovative and inspiring coach, trainer, facilitator and postal business, human resource and strategy consultant. He is passionate about collaboration in the postal industry to share knowledge, best practice and to promote the industry, develop capability, encourage training and foster innovation.



Derek Osborne, Independent Postal Expert, Whatnext4U

Site visit: More than 10 years of successful e-governance.

24th November 2011

Visit to Estonian Parliament, Government and Government Office of Republic of Estonia in Stenbock House

Eesti Post invites all PostEurop AES Forum's participants for a special visit to the Estonian Parliament and Government Offices.

DATE	24 November 2011
<i>Parliament Building</i> (Toompea Castle)	11:00.-11:45
Employers Association Building (incl. refreshments and snack)	12:00-13:30
Government Building (Stenbock House)	14:00-15:00
Meeting place	10:30 Meriton Grand Hotel Tallinn
Walking distance	

Participants will gather at 10:30 in front of Meriton Grand Hotel. State buildings are walking distance from the hotel.

Important Note! ID document is required at pre-registration during site visits.

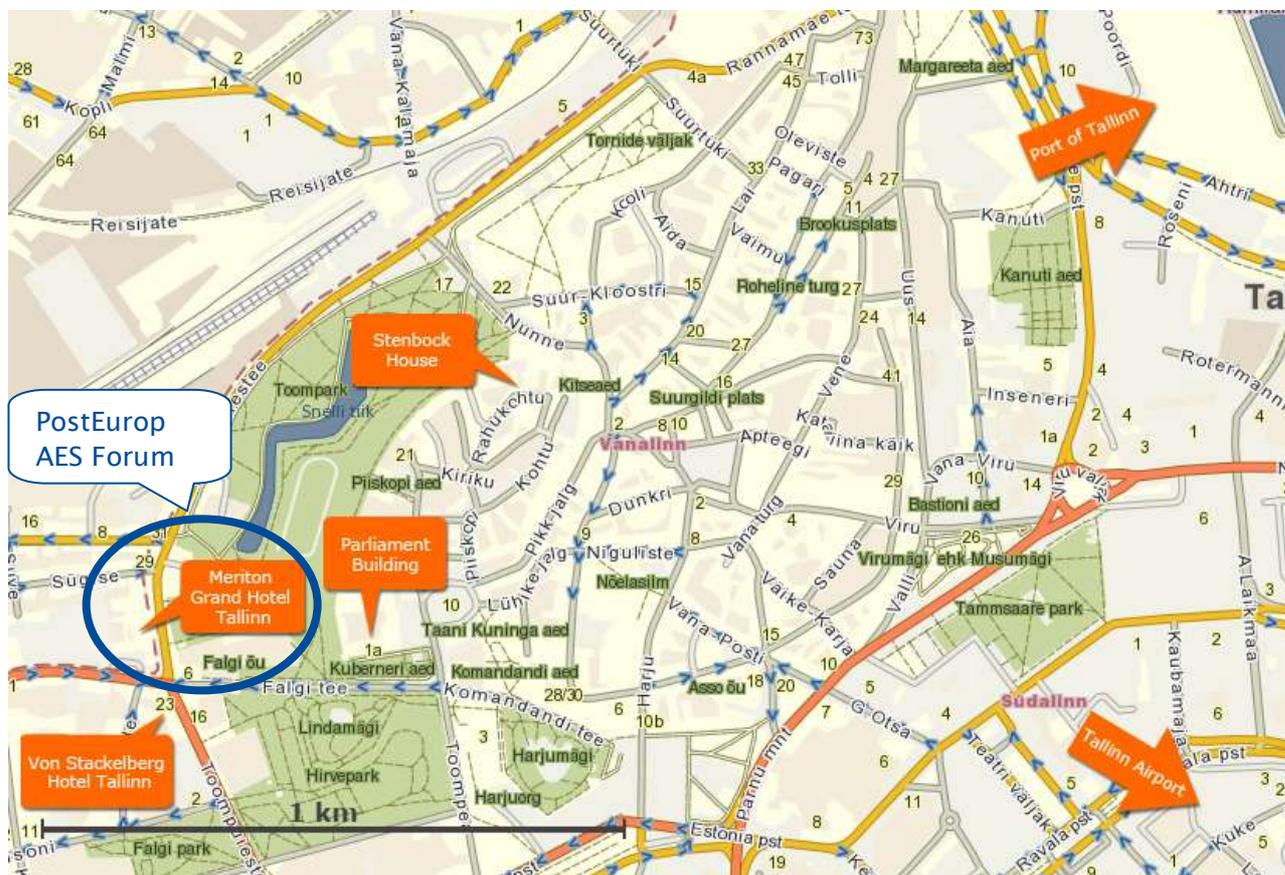
The guided tour visit to the state buildings will last approximately 4 hours. It includes introduction of the background of E-governance development in Estonia in the form of presentation and case study.

About e-Estonia - The Digital Society

"e-Estonia" is a term commonly used to describe Estonia's emergence as one of the advanced e-societies in the world – a success story that grew out of a partnership between a forward-thinking government, a pro-active ICT sector and a population.

See more: <http://e-estonia.com/>

Forum Sites - Map



Accommodation

Hotel information

For the AES Forum, you will have the choice of two hotels within close proximity of each other, as follows:

Meriton Grand Hotel Tallinn

Toompuiestee 27, 10149 Tallinn, Estonia

www.meritonhotels.com/grand-hotel-tallinn/

Room rates

Standard single 70€

Double 77€

Breakfast and tax included

For reservations please contact the hotel directly

Using code "AES Forum" by fax or e-mail

Fax: (+372) 66 77 001

E-mail: reservations@meritonhotels.com

von Stackelberg Hotel Tallinn

Toompuiestee 23, Tallinn 10137, Estonia

<http://www.vonstackelberghotel.com>

Room rates

Standard single 56€

Double 61€

Breakfast and tax included

For reservations please contact the hotel directly

Using code "AES Forum" by fax or e-mail

Fax (372) 660 1888

E-mail vsh@uniquestay.com

Transfer from airport

Tallinn Airport is located some 4 km from the city centre.

By Bus

Bus number 2 MÕIGU – REISISADAM/ Harbour

The airport bus stop is located in front of the arrivals terminal.

Bus number 2 Mõigu - Passenger Port (Reisisadam)

Bus No. 2 travels on the route Mõigu - Passenger Port. In the city centre the bus stops next to Viru Keskus at A. Laikmaa Street.

Tickets are sold by the bus driver upon entering the bus (price 1,6€). Tickets are available also in the R-Kiosk in the Passenger Terminal.

Timetable is available at:

http://soiduplaan.tallinn.ee/?a=p.routes&transport_id=bus&t=xhtml&l=en

From the airport to the city, find schedule named "Moigu-Reisisadam" where the bus stop "Lennujaam" means the Airport.



Hansabuss bus line Nr.90K Tallinn Airport-City Centre



Bus line No. 90K takes tourists and city residents from the Tallinn Airport to the city centre. The bus leaves from the airport every hour and half hour between 8am and 6pm. The line is operated by Hansabuss in cooperation with Tallinn Airport and Estonian Air. There is free WiFi and also room for luggage.

The route of the bus line is Airport – Central Bus Station – Hotel Olümpia –Freedom/Vabaduse Square – Mere pst – Balti jaam – **Meriton Grand Hotel Tallinn** –Freedom/Vabaduse Square – Estonian Academy of Arts – Central Bus Station – Airport.”

Tickets



Price for a ticket is 2€

Route map

[Download map](#)

Timetable

Airport - City Centre bus departs every 30mins and hour from 8:00 to 18:00.

By Taxi



TULIKA TAKSO

Phone: +372 612 0000, short dial: 1200

www.tulika.ee

Taxis wait in front of the arrivals' terminal



TALLINK TAKSO

Phone: +372 640 8921, short dial: 1921

www.tallinktakso.ee

Taxis wait in front of the arrivals' terminal.

It's good to know!

Tallinn Airport is located some 4 km from the city centre and an estimated cost of a taxi ride to the city centre is about 10 EUR - depending on Taxi Company.

For more information about Estonia can be found at www.visitestonia.com

Visa

EU citizens, Americans, Australians, Canadians, and New Zealanders do not need visas to visit Estonia. For more information please visit, the [MFA \(Ministry of Foreign Affairs\) website](http://www.mfa.gov.ee).

Should you require a visa please contact **Ms. Külliki Uusman** (T: +372 625 7299 E: Kulliki.Uusman@post.ee)

Contact

For more information on AES Forum , please contact:

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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.