

## 2021 PostEurop Innovation Forum (IF)

### Future of the postal industry in Covid era: trends, strategies, and innovation

#### ABOUT THE FORUM

The IF 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 innovative solutions, products and services that fully meet their customers' needs.

#### WHEN & WHERE

2 & 3 December 2021, 10:00-13:30 CET

Venue: Cyberspace (courtesy of MS Teams)

#### WHO SHOULD ATTEND?

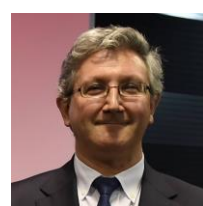
All senior professionals, within Postal Operators, responsible for Strategic Development, Commercial and Marketing areas, as well as those in charge of Innovation, development of new ICT based solutions or Operational level.

#### PARTICIPATION BENEFITS

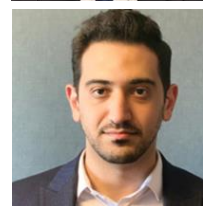
Members participating in the forum will have the opportunity to:

- **LEARN** first-hand about award winning postal Innovation projects, meet start-ups that bring added value to the postal business
- **KEEP** a pulse on emerging innovative trends
- **NETWORK** amongst postal peers
- be **PART** of the European Postal Network

#### FOR INFORMATION ON INNOVATION FORUM, PLEASE CONTACT:



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Vice-Chairman of Innovation Forum  
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## DAY 1: Thursday, 2 December, 10:00-13:30 CET Innovations in the new online world

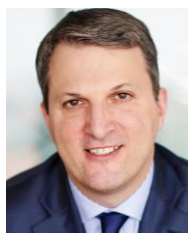
10:00–10:15

**OPENING**

10:00–10:05

**INTRODUCTION OF POSTEUROP INNOVATION FORUM**

*By Botond Szebeny, PostEurop Secretary General*



10:05–10:15

**INTRODUCTION TO THE 2021 INNOVATION FORUM AGENDA**

A brief overview on previous forums & presentation format

*By João Melo, Chair of the Innovation Forum*

10:15–10:45



**Swiss Post's "Video support via smartphone"**

*Pascal Suri (Product Owner at Swiss Post Communication Services, Post CH Communication Ltd)*



Swiss Post's "Video support via smartphone" was the winner of the 2021 PostEurop Innovation Award (5th edition), chosen by the jury among 12 innovative entries.

This solution provides support staff with an uncomplicated visual assessment of a customer issue during an ongoing telephone conversation. Using a caller's smartphone camera, live video (plus several useful helpful features) can be transmitted immediately and independently of the voice channel, allowing support staff to examine or record a situation. This solution can be used by a wide number of businesses.

**SWISS POST** 

10:45–11:15



## **New technologies in postal industry and building ecosystems around postal operators**

*Maxim Talanov, (Head of E-commerce department in IT Division at Russian Post)*

Postal Operators used various instruments to tackle COVID related difficulties. This presentation will highlight how Russian Post addressed this “new normal” vis-à-vis the available resources and the vast territorial extension, among other issues that (un)expectedly popped up.



11:15–11:45



## **Reacting to updated needs of eCom companies by logistics companies**

*Brody Buhler (Escher CEO)*

Covid has changed the ecommerce market, and this triggered the (re)definition of key strategies for logistics companies. These strategies, highlighted in Escher’s annual Future of Post research, focus on capturing market share, expanding capacity, and deriving value from both the retail and delivery networks.

**escher**

11:45–12:00

## **DISCUSSION AND Q & A SESSION**

*Moderated by João Melo, Chair of the Innovation Forum*

12:00–12:15

## **COFFEE BREAK**

## STARTUPS' PITCHES

12:15–12:30



### **User-centric postal delivery with Mater Dynamics: Traceability, Novel business gateways and Natural user interfaces**

*Tiago Cunha Reis, PhD (Mater Dynamics CEO)*

From pharma to electronics, from cooked food to love letters, the only common point among producers, shippers, and consumers, is the packaging of these products. Packages are labelled, scanned, and handled, across complex supply chains that self-impose issues such as deterioration, traceability fragmentation or disturbed payment services.

A novel type of low-cost and smart labels will be presented. Based on Mater Dynamics Stamply® technology, any package or container can now solve by itself the most dominant issues in traceability and quality control, while also paving the way for unique user experiences. Business cases and their traction within the postal delivery industry will be contextualized



12:30–12:45



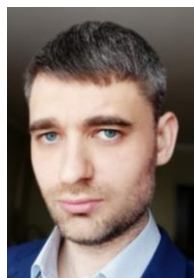
### **PixoAnalytics – a computer vision & AI company to digitize logistics**

*Ali Özyiğit (PixoAnalytics GmbH Founder & CEO)*

How PixoAnalytics differs from competition and its unique solution and why it is the smartest solution today in the market? Its solution revolutionizes the future of business with the unique algorithm of computer vision & AI and has the game-changing position. Ali will brief the founding history of PixoAnalytics into the logistics area and growing across Europe by serving for business problems in many other fields as well.



12:45–13:00



## **A robotic complex for automatic sorting of postal parcels based on artificial intelligence technology**

*Andrei Chegurov, Software Engineer*

Gumich Robotics, is a company that relies on a wide stack of modern technologies and specializes in the end-to-end design of innovative software and hardware systems using deep learning algorithms. The project utilizes the latest solutions for the use of industrial Kuka manipulators in the task of moving unstructured objects along the route in accordance with the requirements of the Customer. Optimization of the functional and cost parameters of the product is achieved due to the company's ability to develop mechanical, electromechanical and electronic components of the system, in the event that analogues on the market do not allow meeting the established goals.



13:00–13:15

## **DISCUSSION AND Q & A SESSION**

*Moderated by Aram Sarkisyan, Vice- chair of the Innovation Forum*

13:15–13:30

## **CLOSING DAY 1**

## DAY 2: Friday, 3 December, 10:00-13:30 CET What response to the changed reality?

10:00–10:05

### OPENING

*By Aram Sarkisyan, Vice– chair of the Innovation Forum*

10:05–10:35



### Key trends in the covid and post–covid eras

*Fedor Virin (Data Insight, Partner)*

Data Insights is one of the leading research and analytics agencies, specialized in eCommerce. Current trends in eCom and logistics in COVID era and forecasts for the post–COVID future will go on impacting postal business in a way that irrevocably demands stronger, innovative and flexible responses from Postal Operators.



10:35–11:05



### Innovations in customer experience in response to the changed reality

*Ian Kerr (POAAL – Post Office Agents Association Ltd, CEO)*

The last mile is where e–commerce retailers touch the customer. The delivery experience is crucial, whether the customer receives their parcel at the doorstep, at the post office, or via a parcel locker. Postal operators must improve their overall customer experience to remain competitive in the new delivery reality.



11:05–11:15

### DISCUSSION AND Q & A SESSION

*Moderated by Aram Sarkisyan, Vice–chair of the Innovation Forum*

## STARTUPS' PITCHES

11:15–11:30



### **How a German technology start-up and the Liechtenstein state postal service are changing the Swiss general cargo market**

*Philip Mordecai (Orbit.co Director)*

Technology start-up Orbit is working hand in hand with Liechtenstein Post to develop the digital transport solution "SpediFux" and conquer the Swiss general cargo market with it: genesis, lessons learned along the way and current challenges. SpediFux is a user-friendly and modern web-based application, which enables both business and private customers to have goods delivered quickly and easily from A to B within Liechtenstein and Switzerland.



11:30–11:45



### **A technological bridge to better serve ecommerce**

*Mark Bastiaanssen CEO*

Ecommerce is major segment for logistics providers, but ecommerce is also demanding high levels of digital connectivity with online sales channels. For most provider, however, this technological function falls out of the core business and capabilities resulting in sales via digital aggregators, long internal development process of complicated situations with external development parties. Shiptimize enables logistics providers to bridge this technological gap to serve ecommerce with white label and middleware solutions with a very short time to market and transparent and predictable costs.



11:45–12:00



## **Pickup/Pharma locker: Why? For what services?**

*Samy Layouni, Minute Pharma Director*

Minute Pharma, a Pickup entity and subsidiary of Geopost, is the leader in the same day delivery of pharmaceutical products from pharmacies to patients at home or in health and social establishments. A true expert in last-mile pharmaceutical logistics, its main purpose is to offer a set of tools to pharmacies for the urban delivery of medicines (to nursing homes, at home, between pharmacies, etc.) Its services are available in over 50 major French cities, with nearly 700 partner pharmacies across France



12:00–12:15

## **DISCUSSION AND Q & A SESSION**

*Moderated by João Melo, Chair of the Innovation Forum*



12:15–13:15

## TOP MANAGERS PANEL: HOW SMALL OPERATORS COPE WITH THE PANDEMIC VIS-À-VIS THE DIGITAL TRANSFORMATION PROCESSES ALREADY IN PROGRESS

*Moderated by Botond Szebeny, PostEurop Secretary General*



**Mart Mägi**  
Omniva CEO



**Roland Seger**  
Liechtensteinischer Post  
CEO



**Hayk Karapetyan**  
HayPost CEO

Paradoxically, the pandemic, regardless of all its negative impacts, has been a powerful leverage for ecommerce because it stressed the importance, the convenience, of buying on-line and having goods delivered by postal/logistic operators.

Moreover, the postal industry has been transversally affected by the digital transformation which was not immune to the pandemic. Digital transformation processes already in progress can have been positively (or not) impacted by the pandemic.

The ways and lessons that postal operators collected, due to the pandemic, digital transformation, and the interaction between both, may evidence some common points; however, for the smaller ones – probably less resourceful than the big ones – they may have underlined, in a stronger way, some of those points.

It's the purpose of this round table to know how postal operators from Estonia, Liechtenstein, and Armenia coped with those challenges.

13:15–13:25

**WRAP-UP OF THE MAIN “TAKEAWAYS” FROM 2021 IF**

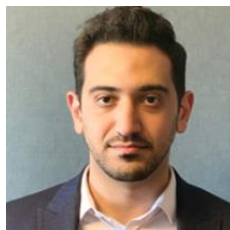
13:25–13:30

**CLOSING DAY 2**

## The Moderators



**João Manuel Melo** João Manuel Melo is responsible for Innovation Management within CTT's Digital & Innovation; he has been conducting I&D activities for more than 2 decades within CTT Portugal Post and led several I&D projects across the organization (ex: Hybrid Mail, Internet Kiosks, Digital Certification, EDI, etc). Nowadays he is responsible for the Innovation Management Program (Trend Analysis, Exploratory Innovation, 1520 CTT StartuProgram, Ideas Management platform and EU funded programs for leveraging I&D). He is also author of postal articles published internationally. He has been chairing PostEurop Innovation Forum since 2007.



**Aram Sarkisyan** began to work at the Russian Post in 2019 as a Manager in Strategy at the International Business department. He is responsible for the development of JSC Russian Post mid-term and long-term strategy as well as M&A and International holding strategy. In addition, Aram develops and designs key projects of Russian Post's international business, including IT platforms, transit infrastructure and other. Aram's experience also includes working as a strategy consultant in companies like Deloitte and PwC, as well as education development consultant in World Bank. He graduated from the University College of London, Department of Economic Sciences. Aram was appointed vice-chair of PostEurop Innovation Forum in November 2021, a position that has also been occupied by other Russian Post collaborators since 2019.



**Botond Szebeny** is the Secretary General of PostEurop. Prior to joining PostEurop in 2009 in Brussels, Botond was the Executive Director of International Business and a member of the Executive Committee at Magyar Posta for 6 years. During that time, he also served on the Management Board of PostEurop with the responsibility of chairing the European Union Affairs Committee (EAC) of the Association. He has also led various initiatives including the UPU's Financial Committee and participated directly in the preparation of the 2008 EU Postal Directive as postal expert of EU's European Economic & Social Committee.

**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. For more information visit [www.posteurop.org](http://www.posteurop.org).