

Expert Meeting on

CYBERLAWS AND REGULATIONS FOR ENHANCING E-COMMERCE:
INCLUDING CASE STUDIES AND LESSONS LEARNED

25-27 March 2015

Fulfilling the e-commerce promise
Accelerating actions towards an integrated cross-border network

By

Paul Donohoe
Programme Manager, E-commerce, E-services and .post
Universal Postal Union

The views reflected are those of the author and do not necessarily reflect the views of UNCTAD



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Fulfilling the e-commerce promise

Accelerating actions towards an integrated cross border network

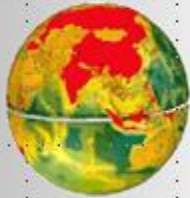
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Major market trends – opportunities for growth

1



Macroeconomic: Continued growth but shift in pattern

- Growth in long-haul trade slowing down
- Continued importance of emerging markets

2



Acceleration of eCommerce and more demand for last-mile solutions

- More “fine distribution” and direct shipping, e.g., parcel
- Multi-channel delivery

3



Accelerating impact of technology and automation

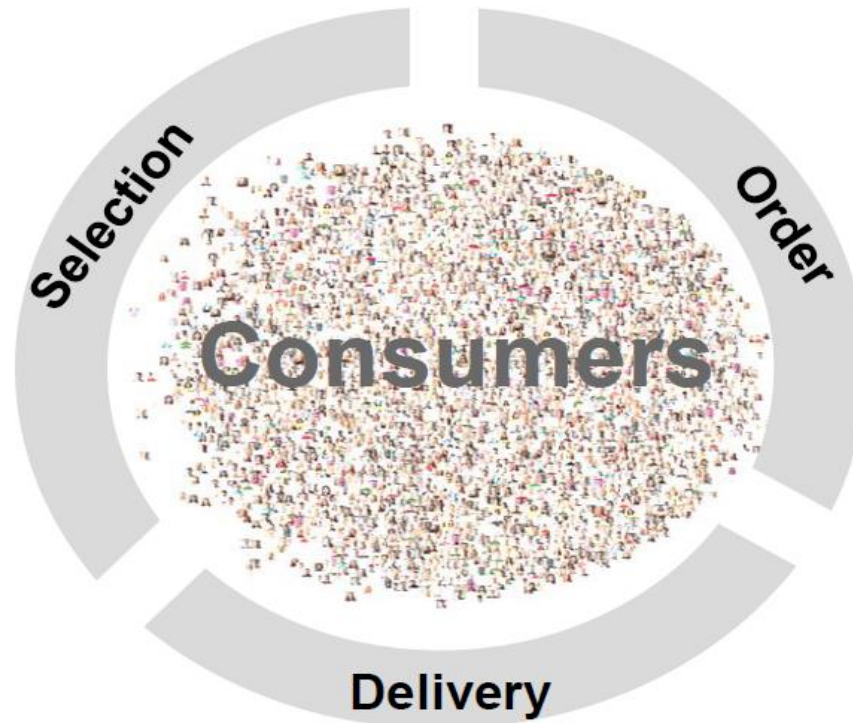
- Automation drives efficiencies
- Importance of data leads to new business models



In the world of eCommerce, decision power is switching from manufacturers to consumers ...



Consumers influence what is produced, configuring the last detail



Consumers are ordering via all channels and taking control of payment methods



Consumers want instant delivery at a location they choose

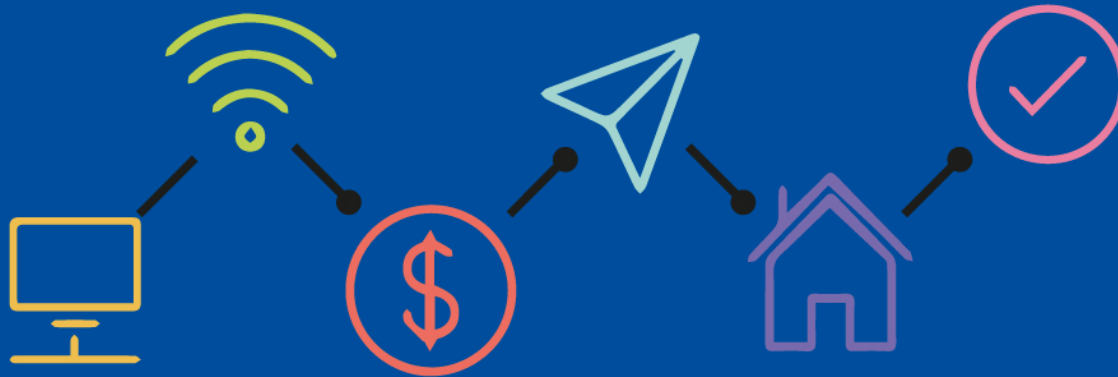
... and therefore from sender to recipient!



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The UPU's role in global e-commerce



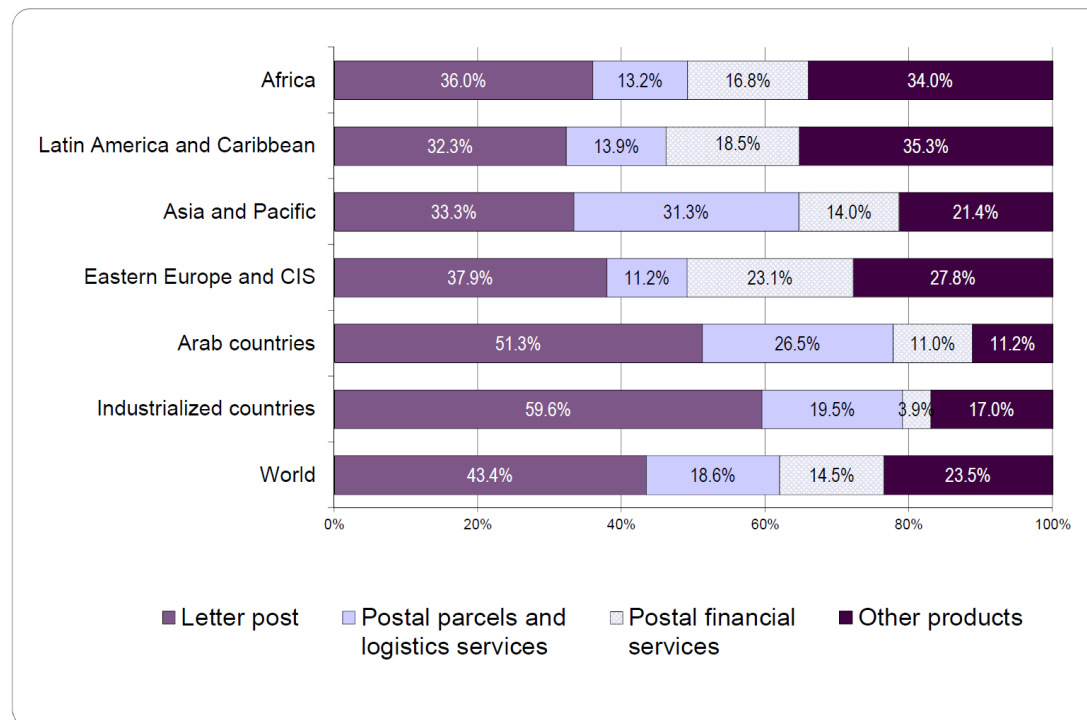


192 member countries, one single postal territory for all postal exchanges



Postal income by business line: 2013

(income share by region, 2013, simple average of designated operators in every region)





UPU Global Value Chain

MARKET DEVELOPMENT

FINANCIAL INCLUSION

TRADE FACILITATION



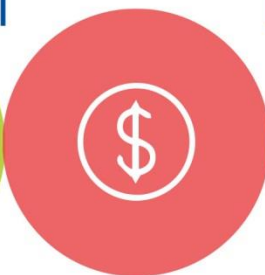
MARKETING

Post PostID interconnect
POST*CODE address check



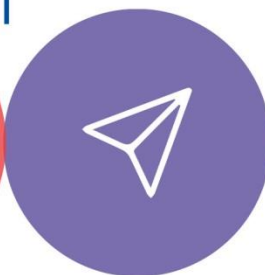
WEB SHOP

.Post Website
GLORYPOSE merchandise repository
Buy from a trusted space



PAYMENT

IFS/COMPAS



FULLFILLMENT TRANSPORT

IPS
Post*net
Mail and EDI mng.
CDS & Postal Export Guide
Quality Control Systems



DELIVERY

UPU Global Track & Trace
UPU e-commerce parcel



CUSTOMER CARE

Global Customer Service System
Inquiry Systems



RETURN AND REPAIRS

Merchandise
Returns Service



UPU E-commerce program (ECOMPRO) 5 areas

MARKET DEVELOPMENT



MARKETING

Post PostID interconnect
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WEB SHOP

.Post Website
GLORYPOSE merchandise repository
Buy from a trusted space

1. Market development

- Trade facilitation
- SME engagement
- Direct marketing,
- Stakeholder engagement and communication,
- UPU E-commerce guide
- Big data

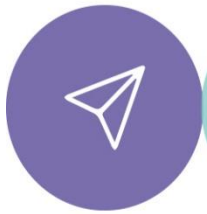
2. Postal electronic services

- Secure identification
- Secure messaging
- Postal web platform
- Digital-physical addresses



UPU E-commerce program (ECOMPRO) 5 Projects

TRADE FACILITATION



FULFILLMENT TRANSPORT

IPS
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CUSTOMER CARE

Global Customer Service System
Inquiry Systems



RETURN AND REPAIRS

Merchandise
Returns Service

3. Logistics (physical services)

- Service specification and harmonisation
- Delivery product features
- Delivery remuneration review
- Accounting and settlement procedures
- Customs

4. Interoperability

- Paperless processes
- Pre-advice data (ITMATT enhancement)
- Data exchange
- Addressing (Address verification)



UPU E-commerce program (ECOMPRO) projects

FINANCIAL INCLUSION



PAYMENT
IFS/COMPAS

4. Payment

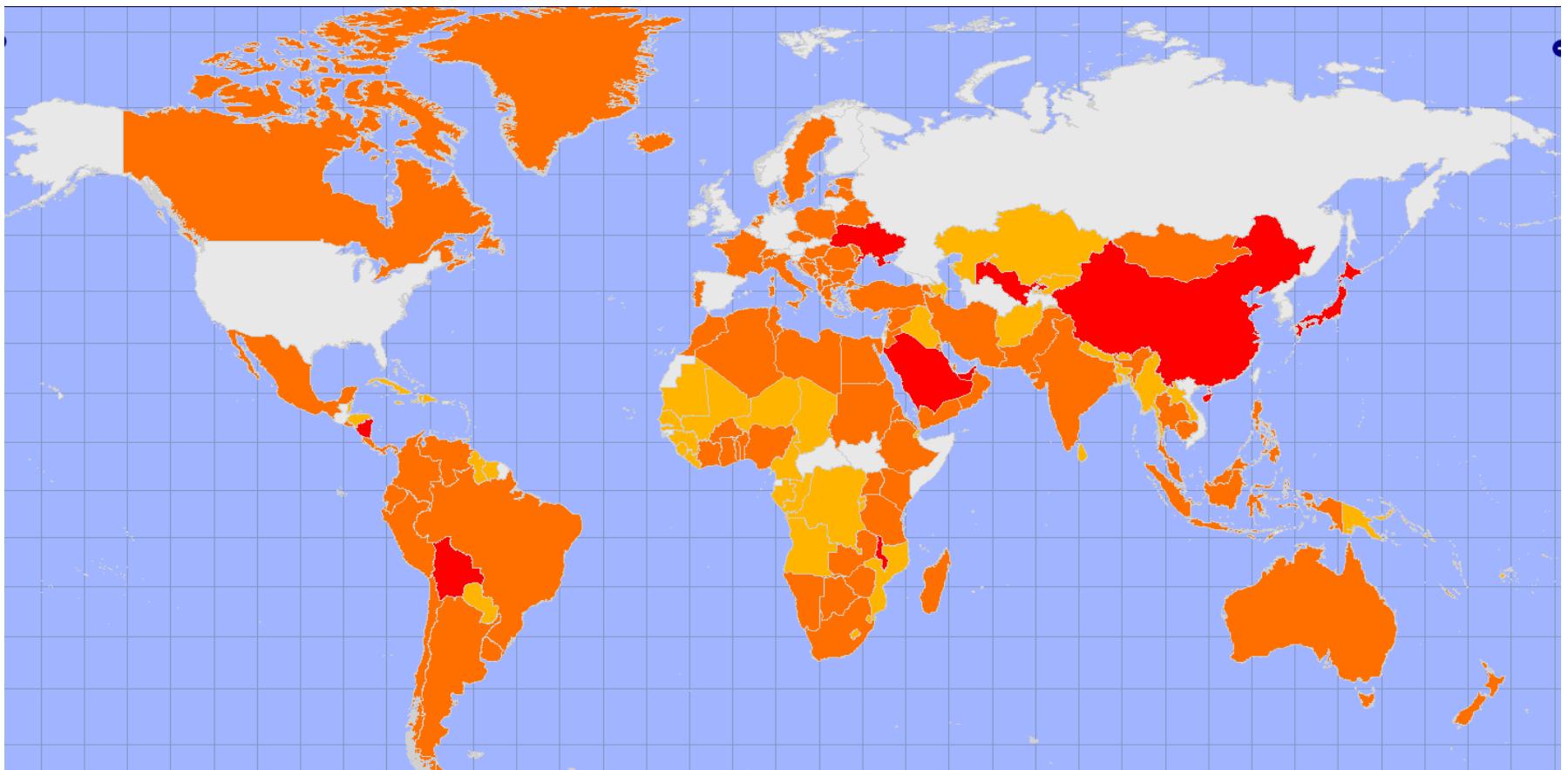
- Payment on delivery (PyOD)
- Escrow services (Escrow services development,
- e-COMmerce PAYment services (COMPAS),
- Payment remuneration review





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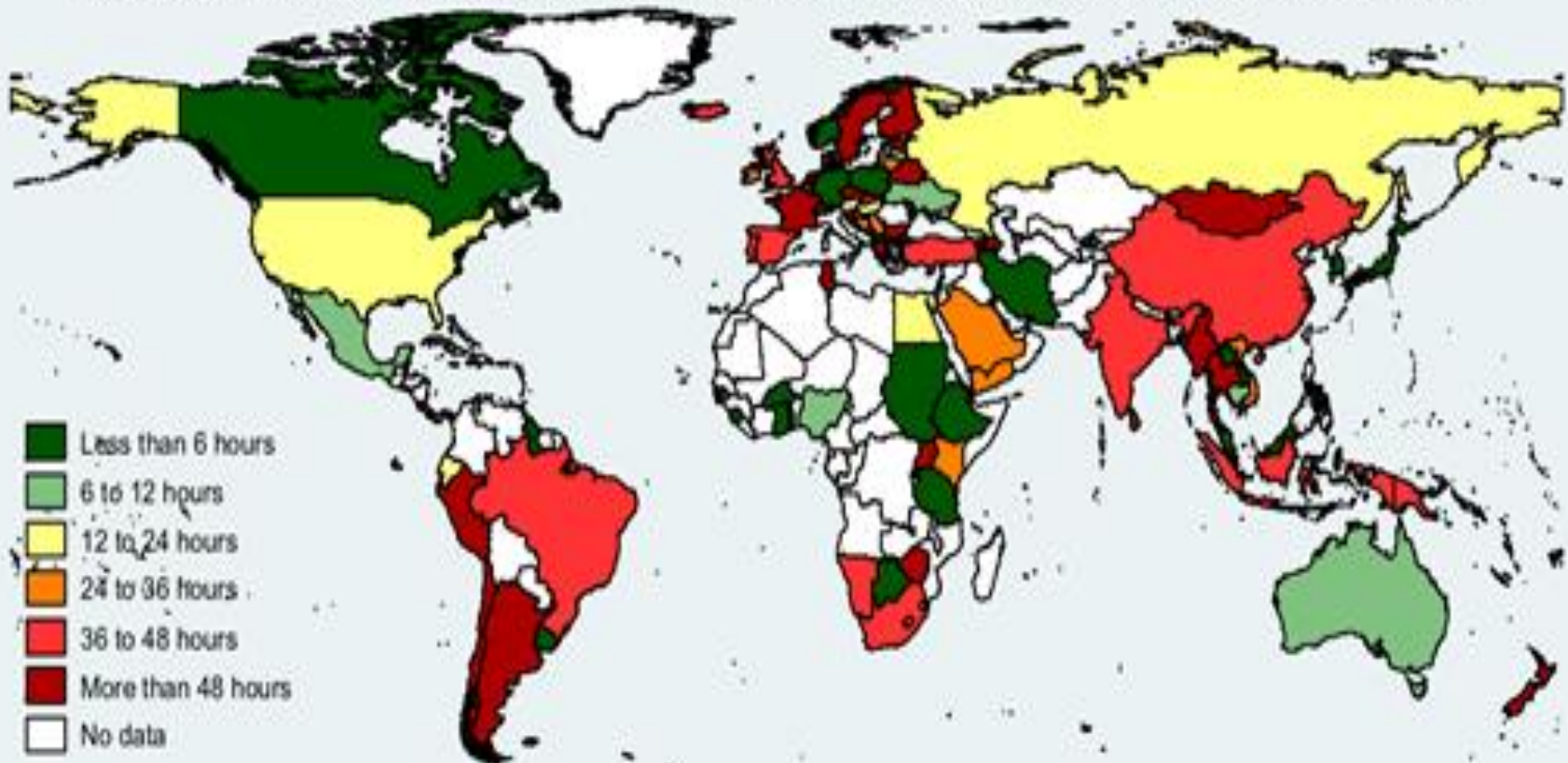
90% of Posts with Track & Trace capabilities use UPU Mail Management solutions





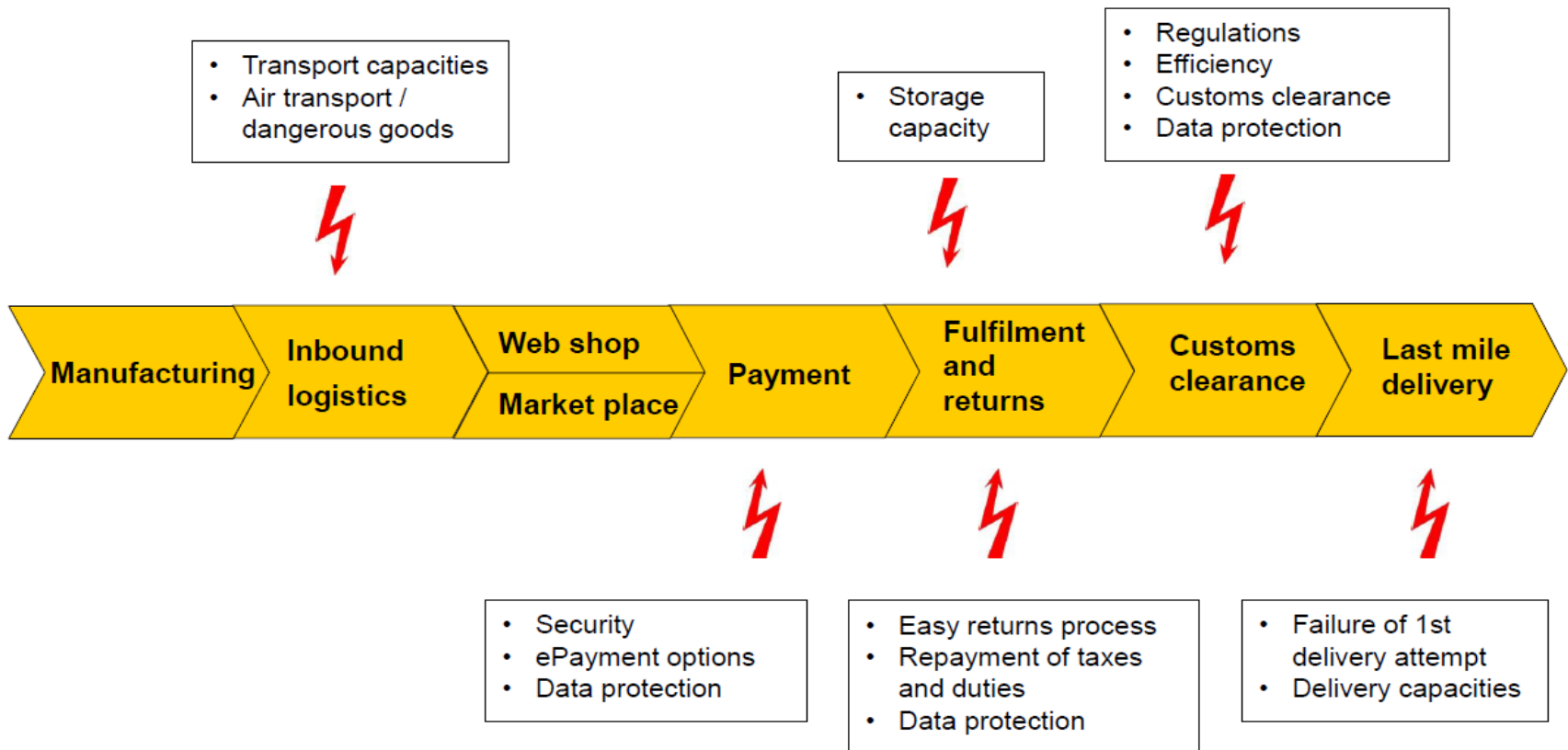
Customs clearance performance Parcels

Median duration between events EME and EMF excluding customs with less than 500 obs.





Processes and capacities have to be adjusted by all parties involved

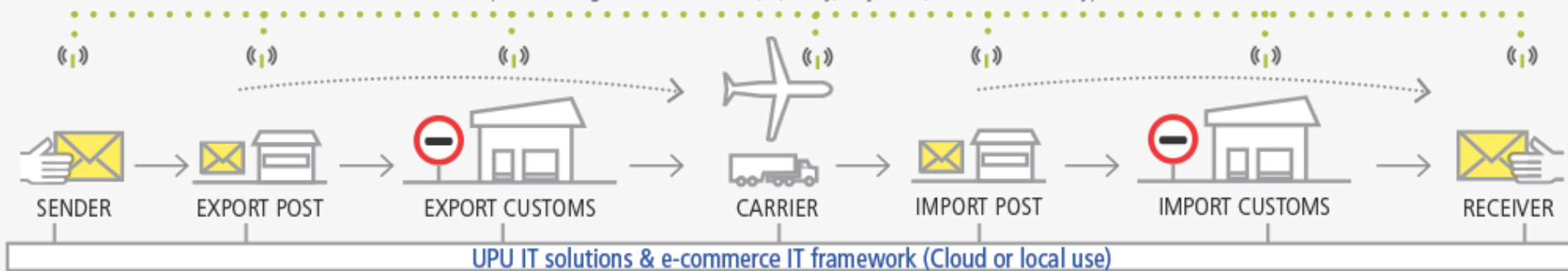




UPU vision 2020: seamless global e-commerce

ELECTRONIC MESSAGING NETWORK

(EDI messages - Track & trace, Quality, Payment, Customs/security)



Opportunities → Action → Remaining challenges

- UPU Cooperation & Coordination with:
 - Customs & Security (WCO, EU)
 - Airlines (IATA, ICAO)
 - Trade facilitation and Financial Inclusion (UNCTAD, WTO, World Bank, WSBI, UPU e-commerce forum)





New delivery specifications for e-commerce in 2015

- UPU recently approved new e-commerce delivery specifications
- Overriding principles:
 - a) Simplicity for both the e-tailer and consumer;
 - b) Value for money, low costs for the e-tailer and designated operator;
 - c) Quick implementation, a key e-tailer requirement;
 - d) Easy to implement using the available networks (letters, parcels and EMS) with limited requirement for additional investment;
 - e) A sustainable solution for all customers and sending and receiving designated operators



UPU targets – helping countries to ...

Deliverables



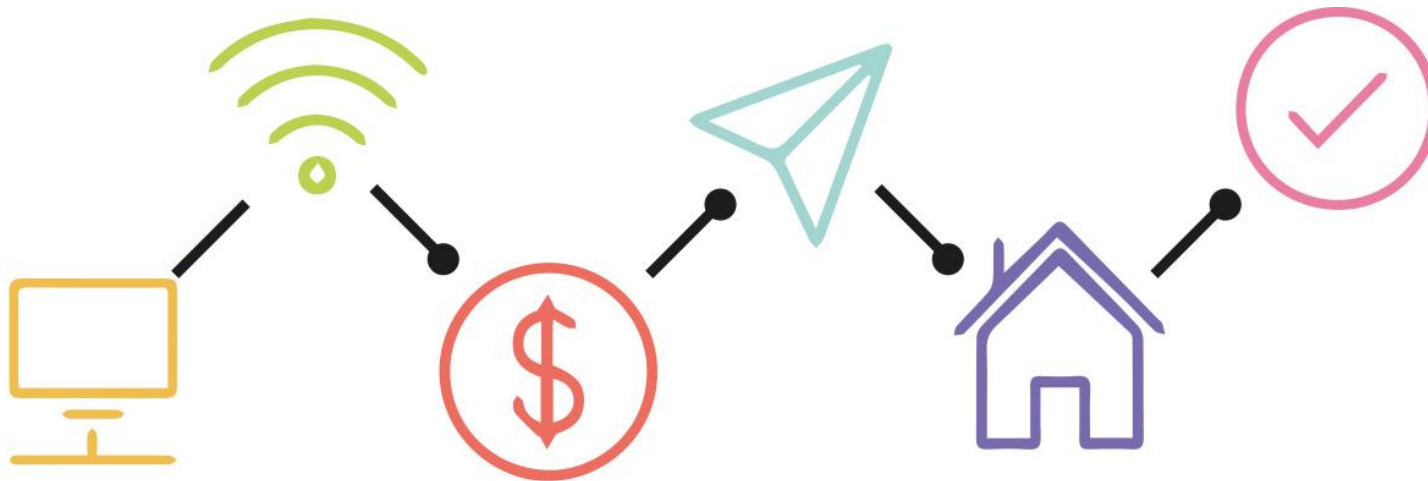
Special eCommerce
products



Quality of service
measurement
improvement



Solutions for
returns and delivery



INTEGRATING POSTS INTO THE WORLD OF E-COMMERCE

Paul Donohoe,
Programme Manager, e-commerce, e-services and .post
paul.donohoe@upu.int
+41 31 350 3450