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Towards better measurement of e-commerce flows and readiness

UNCTAD E-commerce Week

27 April 2017



Global benchmarks have become the norm

And the UPU's Integrated Index for Postal Development (2IPD) is one of them



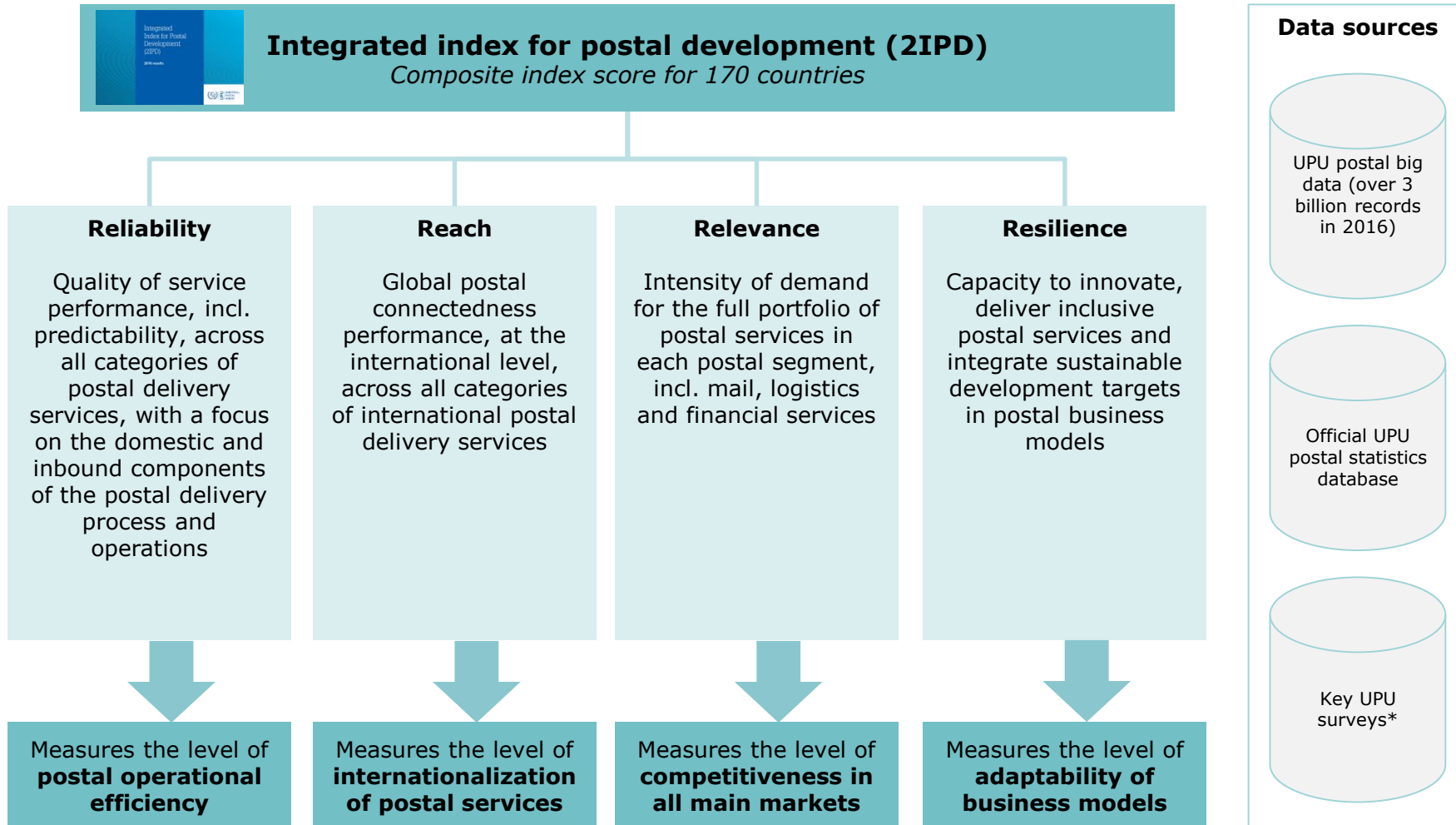
Measuring well-governed migration
The 2016 Migration Governance Index

A study by The Economist Intelligence Unit



The 2IPD draws on a wide range of data

To provide an accurate picture of postal development in every nation



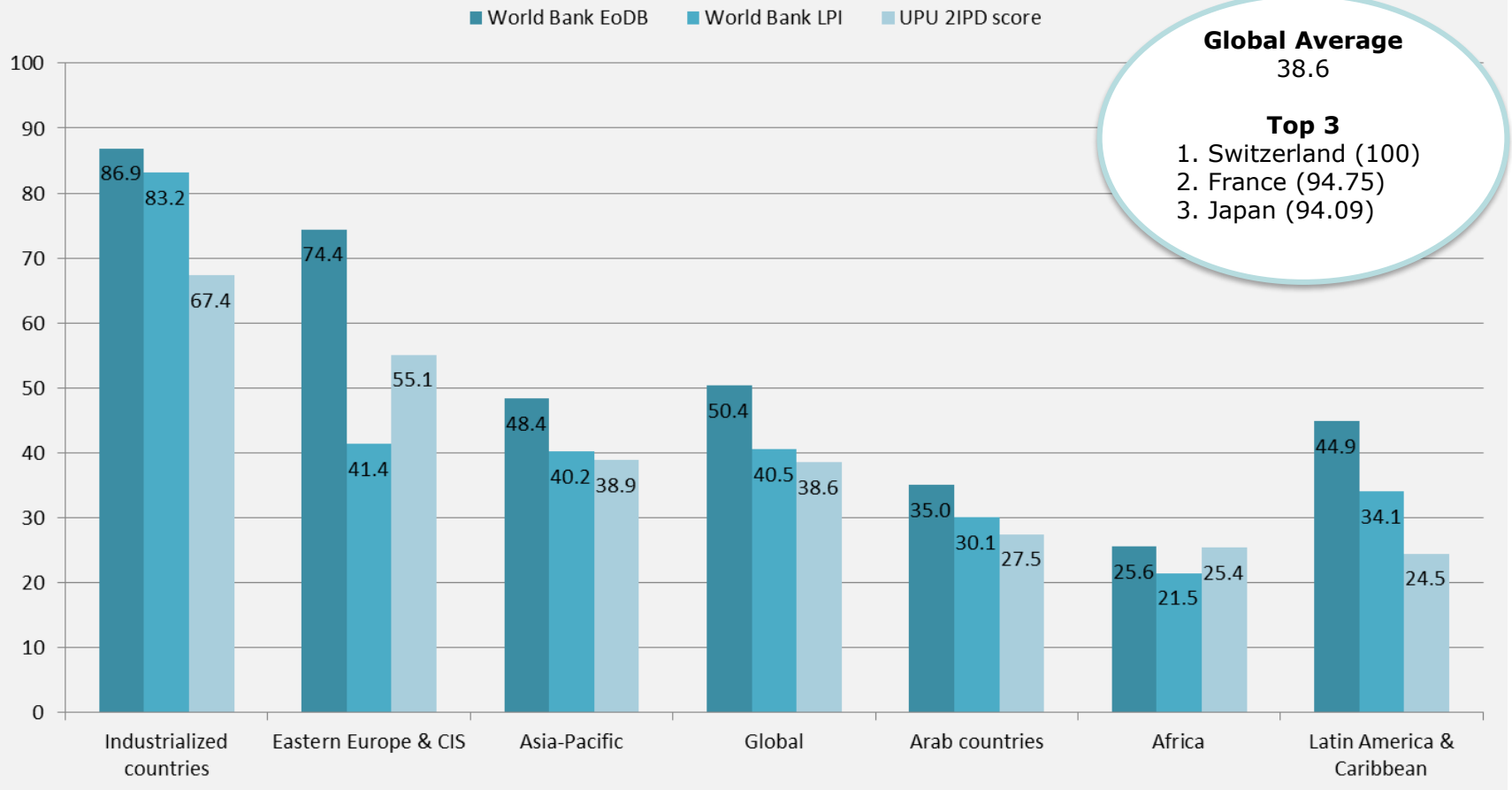
*e.g. panorama on postal financial inclusion



The 2016 results of the 2IPD

Indicate significant disparities between regions



2IPD index results for 2016 vs other benchmarks (by region)





Regional champions in this ranking

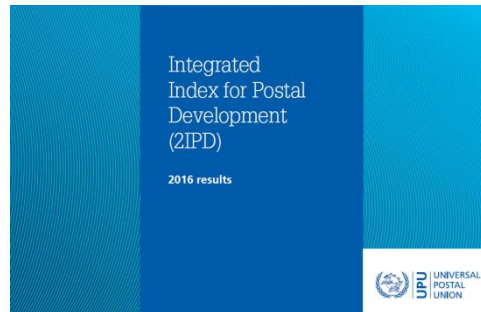
Are those who have embraced diversified strategies

	Best performers	Reasons for superior performance
Industrialized countries	Switzerland (1 st – score of 100)  France (2 nd – score of 94.75)  Japan (3 rd – score of 94.09) 	<ul style="list-style-type: none">• Diversified and globalized activities.• Extremely reliable quality of service• Focus on developing sustainable business models.
Europe & CIS	Poland (7 th worldwide - score of 84.94) 	<ul style="list-style-type: none">• Globally connected postal services and strong demand for the portfolio of products and services in the area of e-commerce and logistics
Asia Pacific	Singapore (8 th worldwide – score of 83.77) 	<ul style="list-style-type: none">• Superior quality of service and a wide range of postal delivery services
Arab region	UAE (51 st worldwide – score of 50.58) 	<ul style="list-style-type: none">• Better quality of service
Africa	Mauritius (33 th worldwide – score of 60.10) 	<ul style="list-style-type: none">• Better quality of service
Latin America	Brazil (46 th worldwide – score of 55.0) 	<ul style="list-style-type: none">• Better global postal connectedness and much stronger demand for its diversified portfolio of services compared with other Posts in the region



The 2IPD is useful to all key postal-sector stakeholders

Including governments, regulators and postal operators



Governments

Can draw on the results to develop strategies to enhance the contribution of postal services to the economic and social infrastructure of their countries



Regulators

Can better identify the development challenges that postal services are facing and benefit from meaningful international comparisons



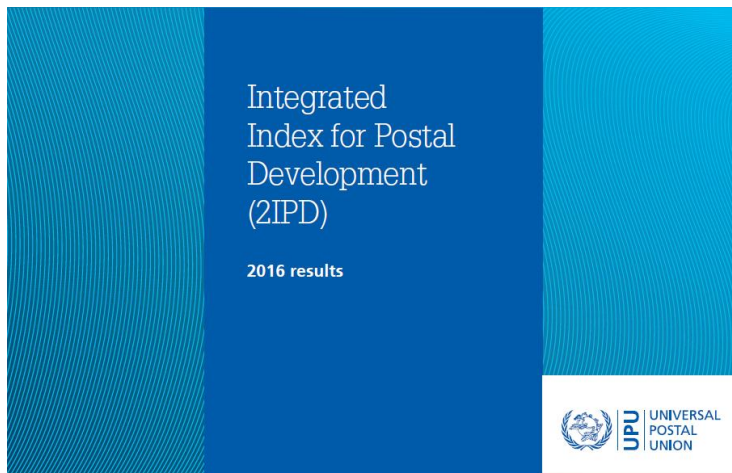
Postal operators

Can benchmark their relative operational and business model strengths and weaknesses across different levels of economic development and geographies, so as to improve their performance



The 2016 results will be available online

Don't hesitate to share it with your ministries, regulators and operators



Is now available on the UPU website

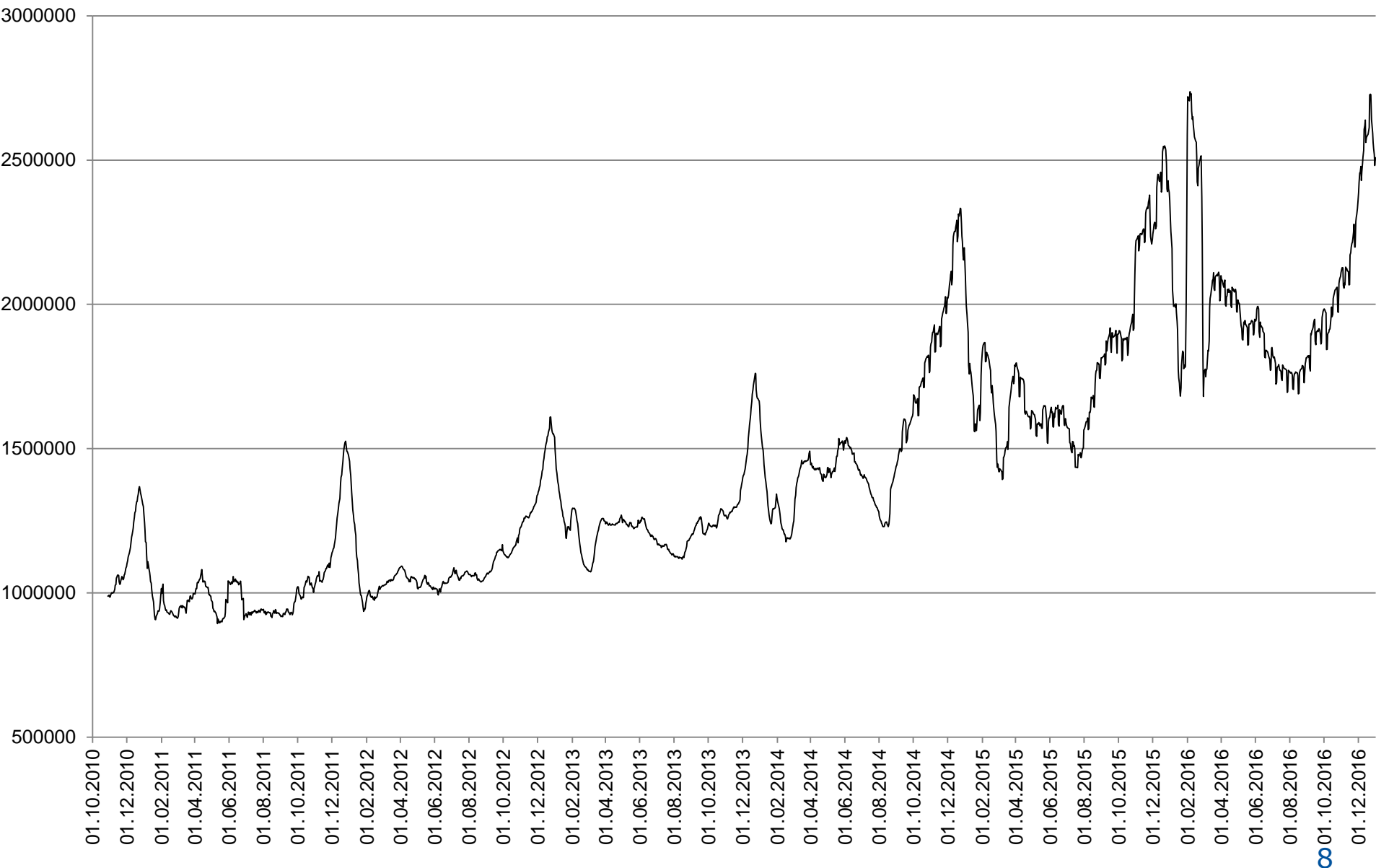
Will serve as guidance for a wide range of activities

Will be a key a tool to support the vision of the Istanbul World Postal Strategy, i.e.

"The postal sector is seen as an enabler of inclusive development and an essential component of the global economy"



Evolution of international postal tonnage





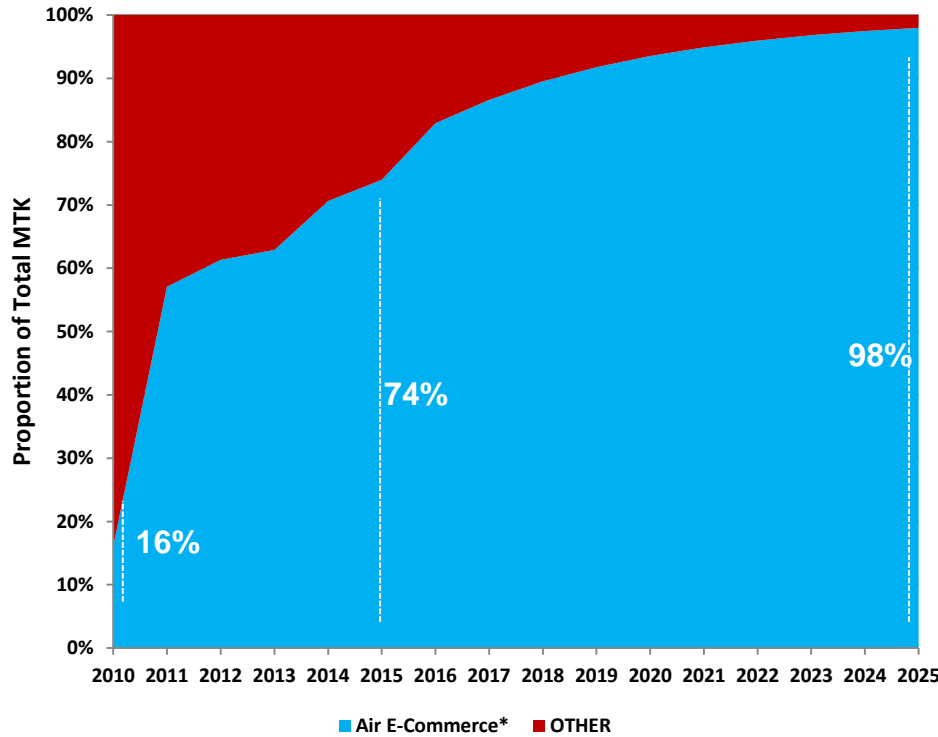
**International deliveries (tonnage) of small packets, parcels and packages, 2011 and 2016,
distribution of regional flows as a share of global flows, percent**

Source: Universal Postal Union.

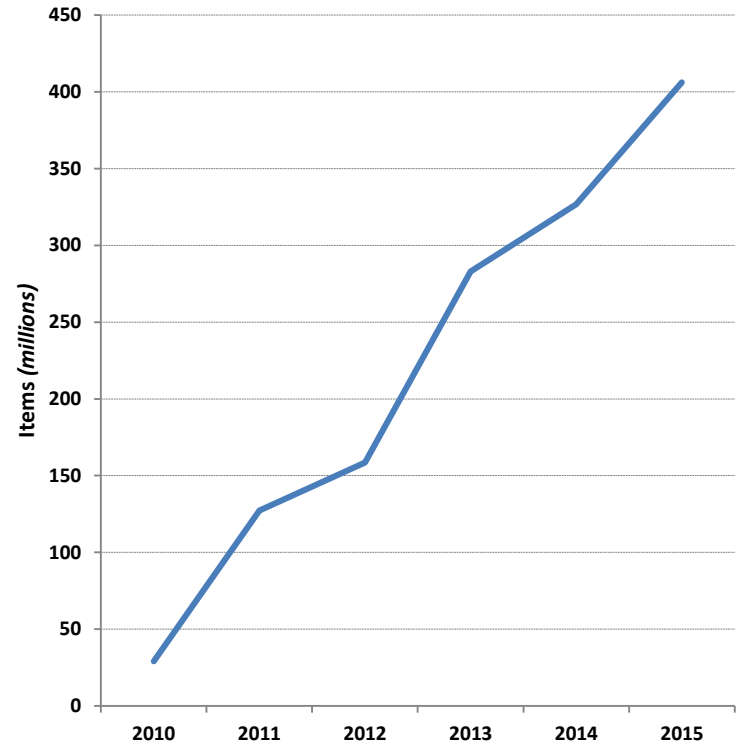
2011 (from/to)	Developed countries	Africa	Asia and Oceania	Latin America and Caribbean	Transition economies	World
Developed countries	46.3	2.4	12.1	7	2.8	70.6
Africa	0.7	0.2	0.1	0	0	1
Asia and Oceania	21.6	0.3	2.7	0.5	0.4	25.5
Latin America and Caribbean	1.7	0	0.1	0.3	0	2.1
Transition economies	0.5	0	0	0	0.3	0.8
World	70.8	2.9	15	7.8	3.5	100
2016 (from/to)	Developed countries	Africa	Asia and Oceania	Latin America and Caribbean	Transition economies	World
Developed countries	26.3	0.9	20.8	2.7	2.4	53.1
Africa	0.7	0.2	0.2	0	0	1.1
Asia and Oceania	33.2	0.4	4.2	1.4	4.0	43.2
Latin America and Caribbean	1.0	0	0.1	0.2	0	1.3
Transition economies	0.7	0	0.1	0	0.5	1.3
World	61.9	1.5	25.4	4.3	6.9	100



Mail Tonnes Kilometres (MTK) breakdown



Air E-Commerce Items Count

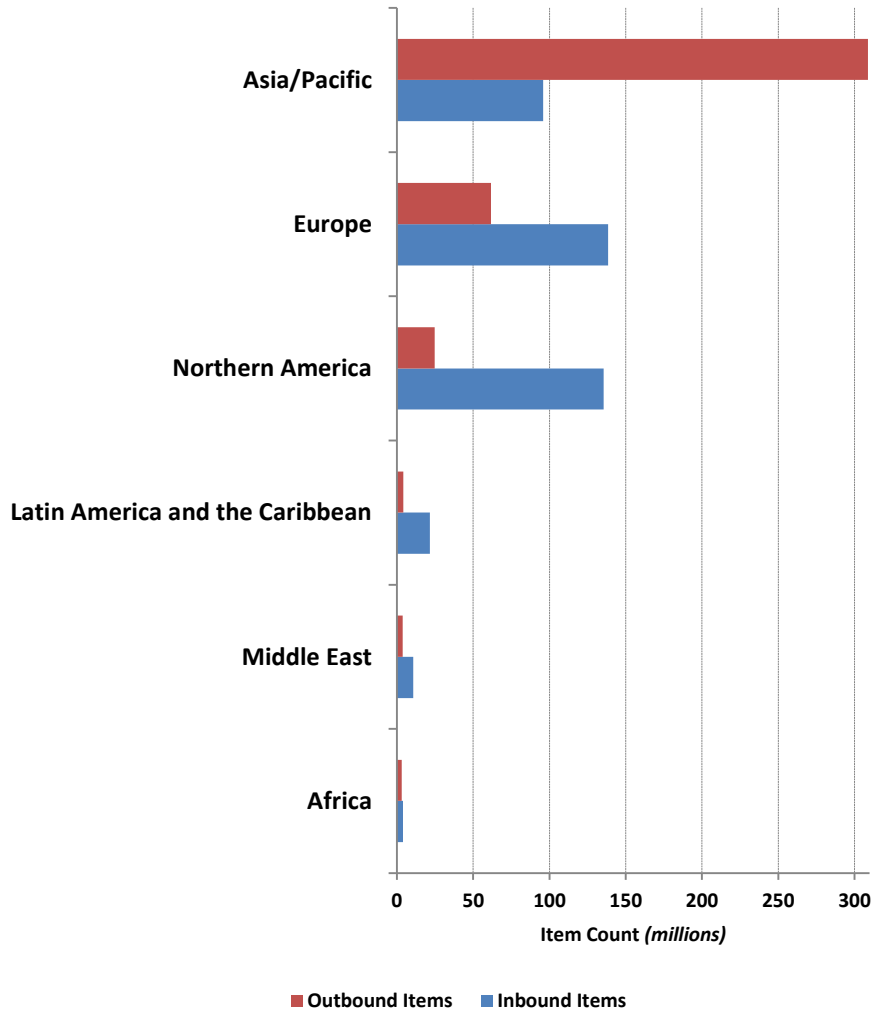


- Air E-commerce share of MTKs grew from 16% to 74% between 2010 and 2015 and is estimated to grow to 98% by 2025
- Air 10 years CAGR from 2015 to 2025 is estimated to be 9.8%

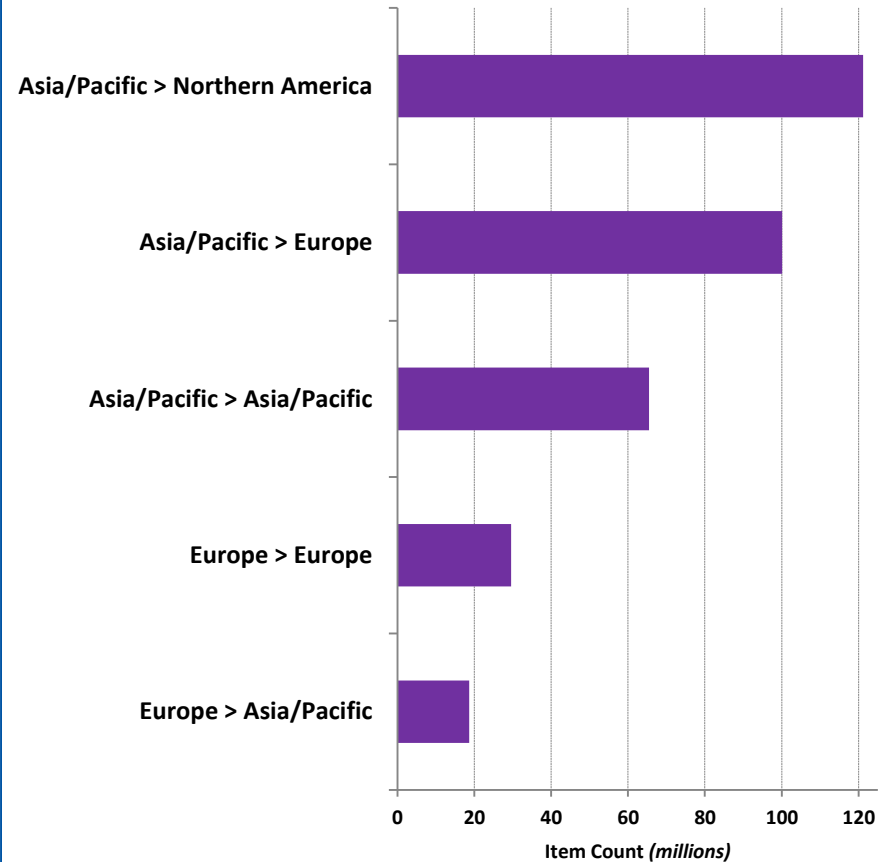
- Air E-commerce Items count is estimated to reach over 950 millions by 2025



Regional B2C Air E-Commerce Activity* 2015



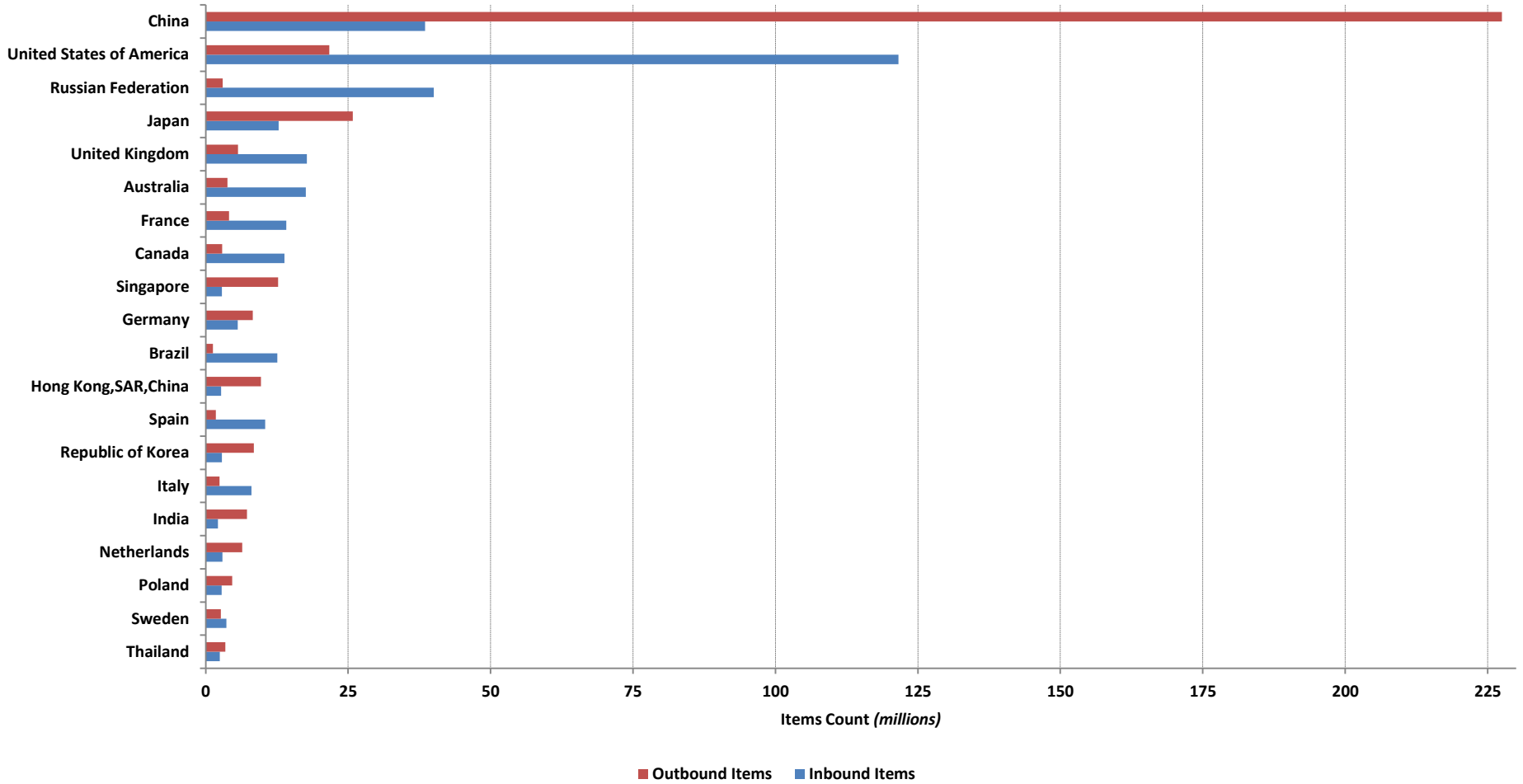
Top 5 Region Pairs by Activity 2015



- Top 5 regions pairs account for 82% of total air E-Commerce items carried in 2015



Top 20 Countries by B2C Air E-Commerce Activity 2015

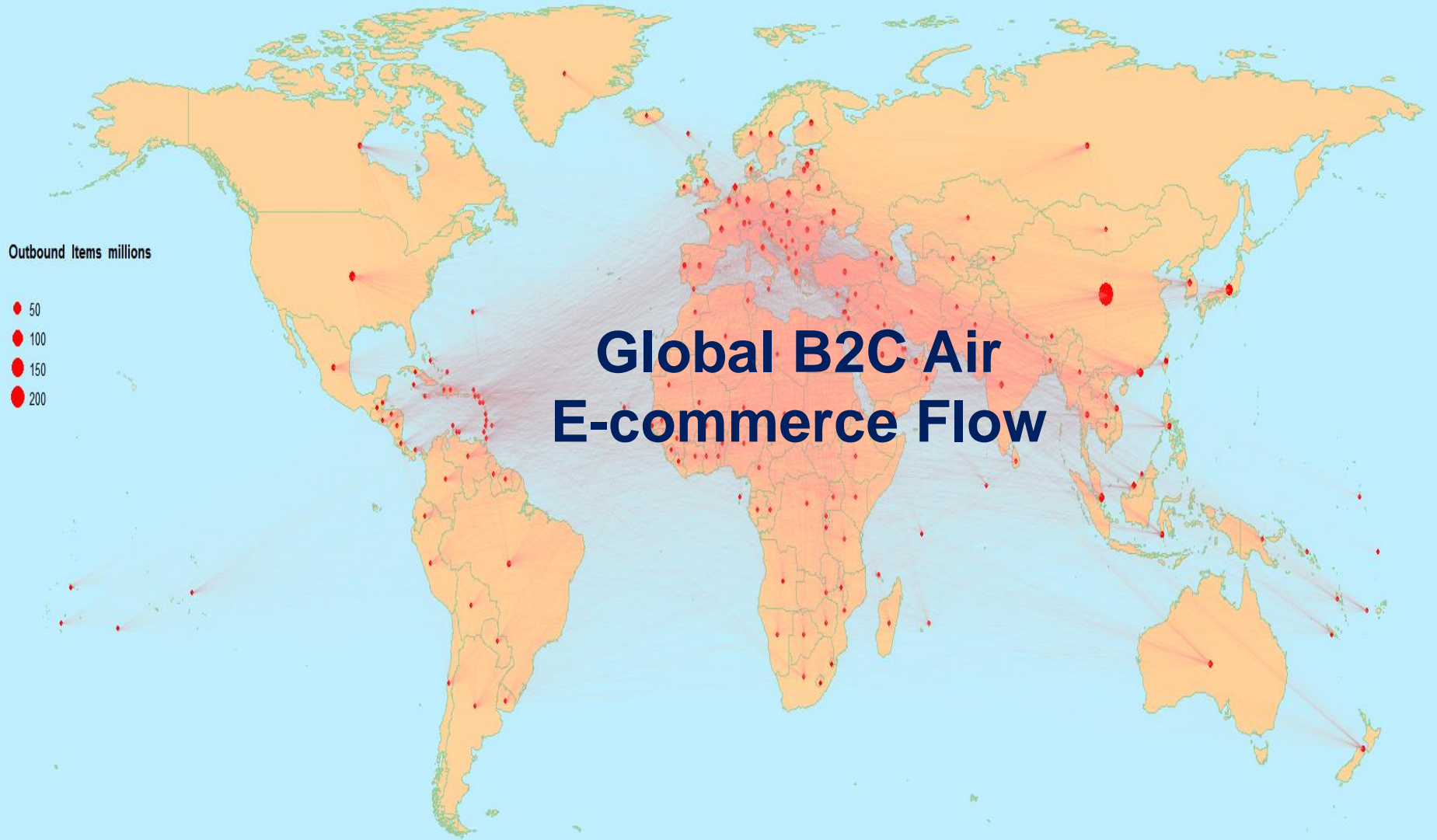


- Top 20 countries account for 86% of total air E-Commerce items carried in 2015



ICAO

UNITING AVIATION





**Postal big data
collaborative
measurement roadmap:
From tonnage to items to
HS to value**



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Thank you