



## **Impressive industry line-up of postal operators from across the region at Postal Innovation Rio de Janeiro 2013**

**Leading postal players from Brazil, Argentina, Colombia, El Salvador, Costa Rica and other operators share strategies and vision with ICT leaders in high-level debate at 10th global Postal Innovation event**

*Rio de Janeiro and Milan, September 27, 2013* – At its 10th conference and for the third time in Latin America, Postal Innovation opened its doors in Rio de Janeiro, Brazil on September 26 & 27, 2013. The event was held under the patronage of the Cabinet of Ministers of Argentina and endorsed by the European Commission.

The outstanding participation from industry leaders in the Postal Innovation event saw it being further consolidated as an established international think-tank and observatory on innovative technologies and methods in the postal market. Luminaries in the postal and express shipping industry from within the Latin American region, who participated in the conference in Rio de Janeiro, included Jaime Ernesto Magaña Chavez, Manager of Technology Development Unit of the Directorate General - Correos El Salvador; Adriana Barragán, President - 4-72, La Red Postal de Colombia; Antonio Braquehais, Head of Mail Products Department - Brazil Post; Alex do Nascimento, Head of Commercial Department of Parcels - Brazil Post; Juan Claudio Tristán, President - Correo Oficial de la República Argentina; Franklin Barrantes Montero, Operations Manager - Correos de Costa Rica.

Senior postal industry representatives from further afield included Younouss Djibrine, Secretary General - Pan African Postal Union, Tanzania; Dr. Ahmed Kada, Director of International and Cooperation - Morocco Post; Abd Alsttar Ali Alshabrawy, Research & Development Team Member - The Egyptian National Post Organization (ENPO), Egypt; and Sbusio Xaba, Manager Process Planning & Development - South African Post Office (SAPO).

The Postal Innovation appointment in Rio de Janeiro saw high caliber operators and technology experts interact over the 2-day event, which once again drew high praise from all protagonists, was held on the occasion of ID WORLD Rio de Janeiro 2013, the third annual Americas summit on security, mobility and traceability. The event welcomed an outstanding line-up of active contributors to the debate, including more than 26 senior government dignitaries and end-users from across the region and beyond, with top-level knowledge-sharing by panelists from five continents, including government delegations, senior international dignitaries and CEOs from the ICT industry.



Postal Innovation focused on topics ranging from growth in physical, digital and financial services with special attention to regain customer focus to pathways for innovation based on incorporating IT to develop new services and channels, as well as increased business integration. Online banking and e-commerce were also high on the agenda for regional posts, while improved service delivery was seen as a key development in order for posts to compete with private couriers, through the implementation of systems for tracking and tracing shipments at a global, regional and local level.

Postal Innovation is a global initiative and the first international think-tank and observatory on innovative technologies and methods for the postal market. As a forward thinking high-end technology congress offering a showcase of the most advanced smart technologies and applications aimed to improve postal and express shipping services, Postal Innovation illustrates how these can best be implemented on a global scale, improving business and creating new sources of revenue in the physical, digital and financial domains of the postal and express shipping business.

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#### **About Postal Innovation**

**Postal Innovation is the world's first forward thinking high-end technology initiative offering a showcase of the most advanced technologies and applications aimed to improve postal and express shipping services, as well as illustrating how they can best be implemented on a global scale, improving business and creating new sources of revenue. The 2013 calendar of Postal Innovation events included Postal Innovation EMEA held in Abu Dhabi in February, Postal Innovation Americas in Rio de Janeiro and culminates in Postal Innovation's global event, going live later in the year. For further information visit: [www.postalinnovation.com](http://www.postalinnovation.com)**

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