



The world of postal and express shipping operators meets its ideal partners to pursue new avenues of growth

At Postal Innovation Abu Dhabi, held in the UAE on February 11 and 12, postal operators from around the world, government and private sector representatives met with ICT leaders to define a new vision for future delivery models in the real and digital world

Abu Dhabi and Milan, February 15, 2013 – Postal Innovation went live once again on February 11 and 12 with a world-class event for the EMEA region on the occasion of Wise Media's sixth EMEA Summit. As the first appointment in the Postal Innovation calendar for 2013, the conference was held at the Emirates Center for Strategic Studies and Research (ECSSR), hosted under the patronage of the Deputy Prime Minister and Minister of Interior, H.H. Sheik Saif bin Zayed Al Nahyan. It was furthermore endorsed by the European Commission and the Emirates Identity Authority.

Promoting cross-fertilization and sharing of experiences amongst leading lights in the field of digitalization, automation and the pioneers of new business models for the postal sector, high profile sessions and key presentations this year highlighted how new avenues of growth lay in defining a common vision for smart delivery models in the public and private sectors alike. This vision called for a cooperative effort from those involved in the different vertical sectors (from distribution and retail to government and corporate).

Key contributions to the debate and networking on site came from: Moezden Ben Hariz, Director Commercial Affairs at Tunisian Post, Majed bin Anzzan, Director General of Postal Operations at Saudi Post, Younouss Djibrine, Secretary General at the Pan African Postal Union, Tanzania, Mario Chartouny, CTO and Khalil Daoud Chairman & Managing Director at Liban Post, Dr. Ahmed Kada, Director of Internationals Affairs at Morocco Post, Jasminka Krivokuca, General Manager and Milica Arbutina, Head Office at Poste Srpske, Bosnia and Herzegovina, Veronika Bagdanovich, Head of International Department at Russian Post, Rauno Stüff, Head of Business Division at Estonian Post.

The Postal Innovation appointment in Abu Dhabi saw high caliber operators and technology experts interact over the 2-day event and was held on the occasion of ID WORLD Abu Dhabi 2013, as part of Wise Media's annual EMEA summit on security, mobility and traceability. The event welcomed 525 delegates from 43 countries, including government ministers, senior international dignitaries and CEOs from the ICT industry.

Other top-level participants in Abu Dhabi included high caliber government and international organization representatives from the European Commission, America, Ghana, India, Kenya, Mexico, Nigeria, Oman, Qatar, Saudi Arabia, Serbia, South Africa, Tunisia and the United Arab Emirates, to mention only some.



Postal Innovation focused on topics ranging from Posts rethinking strategies and taking advantage of new ICT platforms and innovative solutions to meet emerging customer expectations. Once again, the event proved effective in addressing the pivotal need for streamlining progress in a sector increasingly moving business from the physical to the digital domain.

Postal Innovation is an established international think-tank and observatory on innovative technologies and methods in the postal market. As a forward thinking high-end technology initiative, it offers 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.

The next Postal Innovation conference will be held in Rio de Janeiro, Brazil on September 26 and 27 while an additional key appointment is scheduled in Frankfurt, Germany on November 5-7 on the occasion of the 12th ID WORLD International Congress.

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. In 2013, the fourth Postal Innovation conference held in Abu Dhabi opened its doors at Wise Media's sixth EMEA Summit in the UAE under the patronage of the Deputy Prime Minister and Minister of the Interior H.H. Sheik Saif Bin Zayed Al Nahyan at on February 11-12, 2013. The next appointment in the 2013 calendar of events is the Postal Innovation conference in Rio de Janeiro on September 26-27 while a key conference session of the Postal Innovation working Group will go live in Frankfurt on November 5-7 on the occasion of the 12th ID WORLD International Congress. For further information visit: www.postalinnovation.com

For further information, please contact:

Media Contact:

Pier Costa

Pierpaolo.costa@wisemedia.com



Among high profile postal operators who address the audience in Abu Dhabi: from left, Dr. Ahmed Kada, Morocco Post, Mario Chartouny, Liban Post; Younouss Djibrine, Pan African Postal Union, Tanzania