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Postal Services - enabling SME in E-commerce market

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"SORRY, WE CAN'T E-MAIL
YOUR PIZZA AS ATTACHMENT."



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Agenda

1. Domestic SME support
2. International e-commerce
3. UPU projects for cross border e-commerce



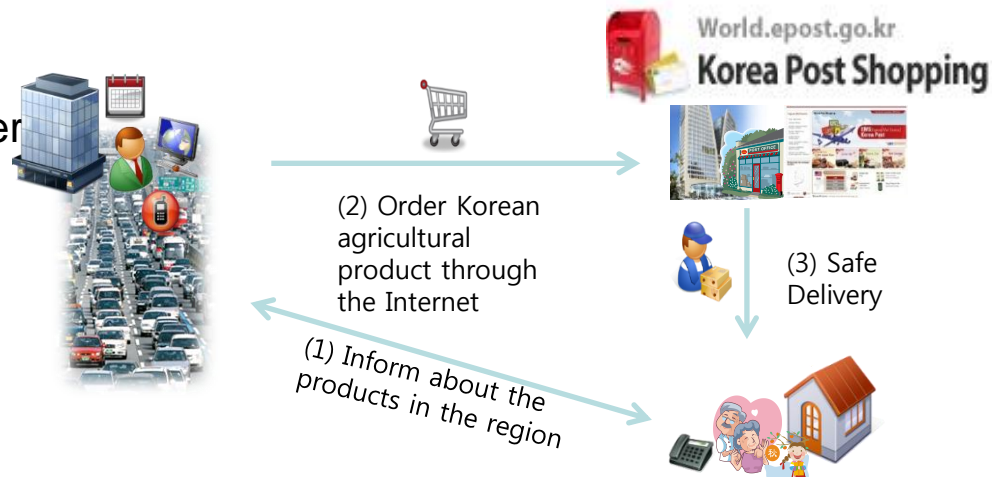
Posts are developing national e-commerce portals

Posts provide e-commerce portals:

Examples include Saudi Arabia, Korea, Malaysia, Tunisia, Brazil, France to empower SMEs affordable access to e-commerce market

Benefits:

- Inclusion: rural areas/underserved communities sell and buy products through the e-mail
- Government policy set the rule for national economy development and product selection
- Post can make sure that suppliers are reliable
- Product quality inspection and offering accurate information
- Customer support and call center
- Competitive prices
- Portal is accessible in post offices, on the internet, on mobile phones etc.
- Access to international markets

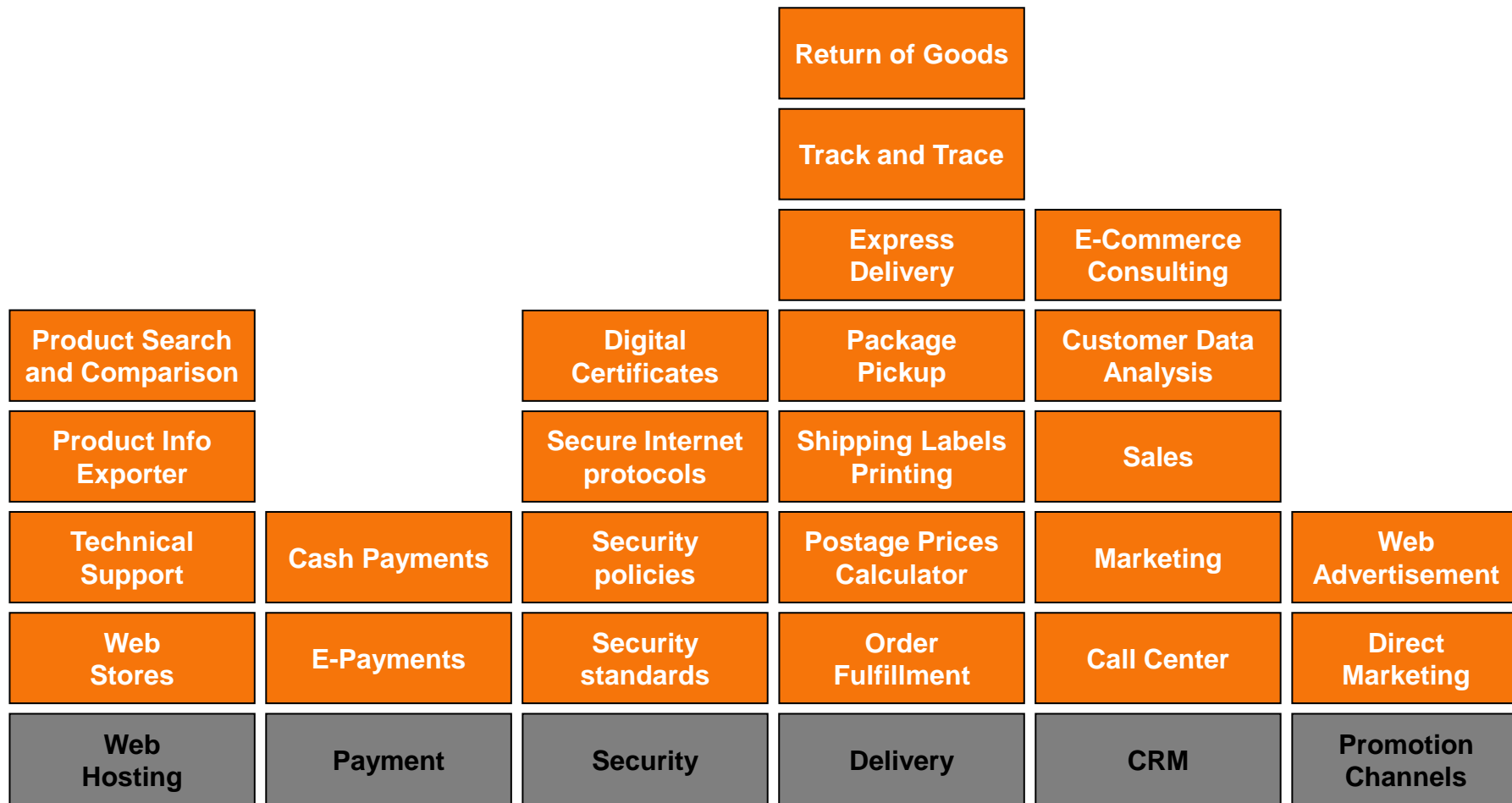


Korea post:

- 7,200 items were displayed in 2009
- Achieving 135 million USD sales in 2009
- Growth in participating companies (100 times more than at the initial stage)



eCommerce platform





Brazil Post



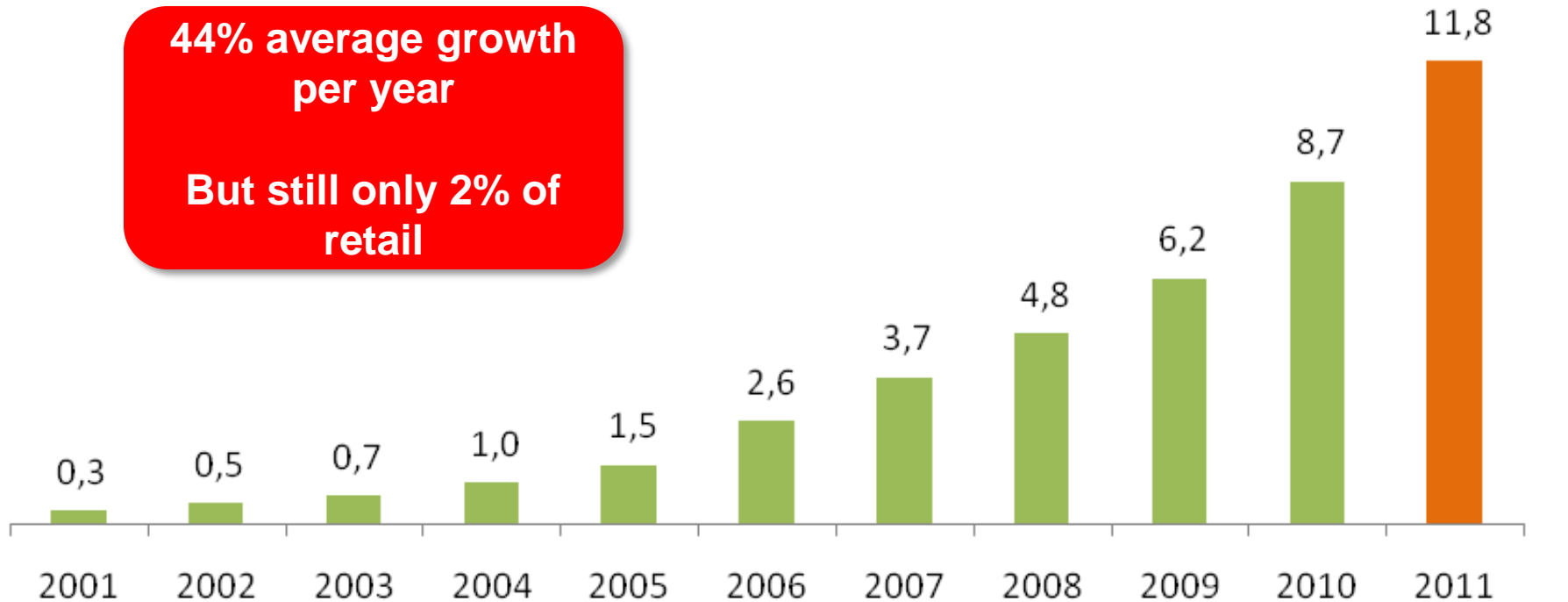
The Opportunity

B2C growth in Brazil

B2C revenues evolution in Brazil

**44% average growth
per year**

**But still only 2% of
retail**



(US\$ billion)

2011 - Estimative

Source: eBit Empresas – 2002/2010



The Opportunity top of sales categories

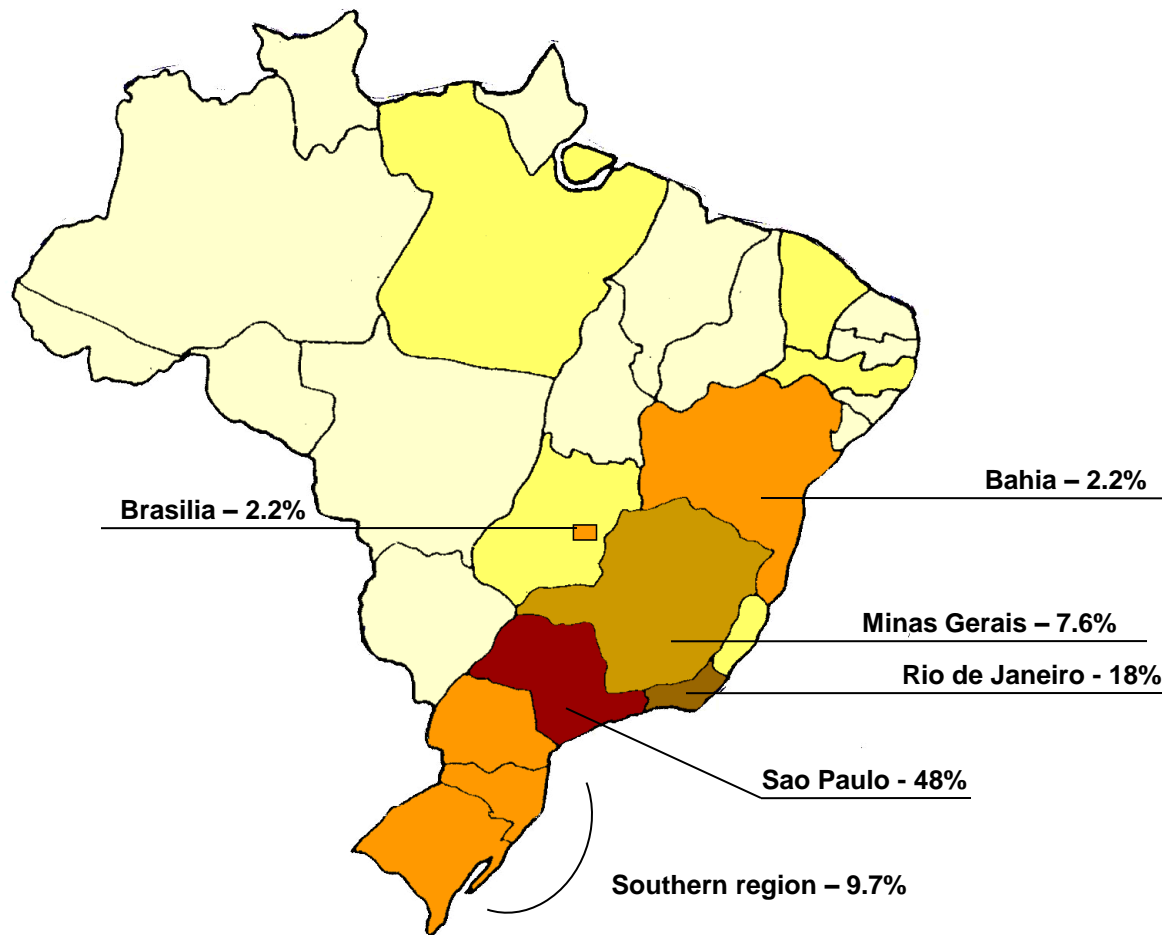
Product Categories	Brazil Online Sales Ranking
Appliances	1st
Books and Magazines	2nd
Health and Cosmetics	3rd
Computers	4th
Electronics	5th

Considering the amount of sold items

Source: e-bit WebShoppers (2011)



The Opportunity e-commerce decentralization



**High
concentration**

**80% in Southeast
and Southern
regions**

**But the
decentralization
advances**



Brazil Post Services and Tools

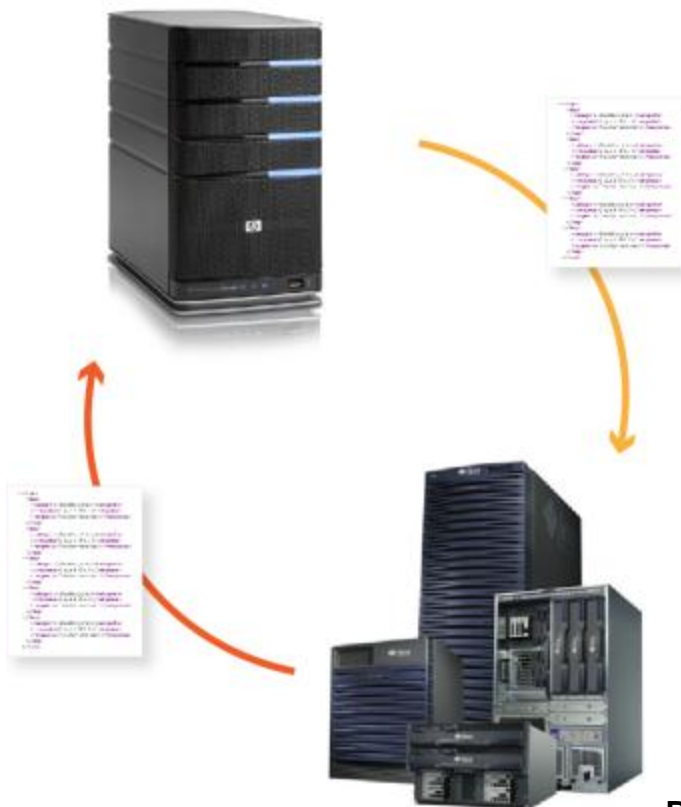
Brazil Post Services and Tools timeline



Brazil Post Services and Tools

information tools for e-commerce

Web Store



Brazil Post

Prices and Delivery Times
Postal Code
Pickup Requisition
Track & Trace
Reverse Logistics
Shipping Label Printing
Shipping Preparation
Complaint Processing

www.correios.com.br/webservices

Brazil Post Services and Tools

return or exchange of goods

Reverse Logistics

Seller



Distribution

Shipping

Pickup

Consumer



- In store / Post office
 - Home pickup
- Simultaneous home pickup
- Simultaneous in store / Post office

Brazil Post Services and Tools

CorreiosNet Shopping – the Brazil Post e-mall

The screenshot shows the CorreiosNet Shopping website. At the top, the logo "CORREIOSNET Shopping" is on the left, and navigation links "COMO COMPRAR", "MEUS PEDIDOS", "MEU CADASTRO", and "AJUDA" are on the right. Below the header, there are two promotional banners: one for a Siemens E3015 phone and another for smart card readers. The main content area is divided into two columns: "Procure" (Search) on the left and "Ofertas" (Offers) on the right. The "Procure" section includes a search bar, a category dropdown, and a list of featured stores like Polishop, Instituto Padre Reus, LojaAbril.com, comprafacil.com, Correios, and TecnoMania. The "Ofertas" section displays various products with their prices and payment options, such as personalized wine bottles, laminated flooring, musical instruments, and a guitar.

CORREIOSNET Shopping

COMO COMPRAR MEUS PEDIDOS
MEU CADASTRO AJUDA

Telefone Siemens E3015 Alta-Voz e Display Artico
R\$ 117,90 a vista
ou em 4x sem juros de **R\$ 120,00** SIEMENS

Leitores de Smart Card

Procure Busca de Produtos Busca por Loja
Buscar

Veja vitrines por categoria

Lojas em Destaque

POLISHOP INSTITUTO PADRE REUS
LojaAbril.com comprafacil.com
CORREIOS Ok like livraria cultura
TECNO MANIA

Ofertas

Flores, Cestas e Presentes **SEMPREPRESENTE**

GARRAFINHA MINI VINHO PERSONALIZADA
R\$ 4,20
Cartão de Crédito - VISA

Casa e Decoração **Rede Cons**

Hg piso laminado li Classic M2
R\$ 29,99
Cartão de crédito - Visa

Instrumentos Musicais **Calmon Instrumentos Musicais**

TAROL 10 CM X 14" INOX MARCATTO M-201
R\$ 127,00
Cartão de Crédito Visa

Instrumentos Musicais **jag**

Baixo 4 cordas TB44 preto - Tagima
6 x sem juros

700 e-stores

**For each \$ 1 in
direct revenue,
\$ 9 new
revenues in
other Postal
Services**



Posts are developing national e-commerce portals

The e-mall service of Saudi Post:

- Serves all cities of Saudi Arabia
- Some cities do not have major shopping centers or products
- Customers can pay for products with Credit cards, government payment gateway (SADAD) or point of sale at SP office.
- Customers can go to Post offices if they don't have internet connection in their homes.
- Sale of consumer products from Major Brands.
- Sale of subscription services (clubs, TV channels, satellite).
- Charitable products (Home made products, Traditional food).



البريد السعودي
Saudi Post



Souq El Qaria is specially made and designed for displaying and selling Handicrafts

- 65 stores and 5000 items displayed
- 1,400,000 USD sales in 2011
- 3000 daily visits (20% growth monthly)
- More than 50,000 registered clients



Hello Guest! | Login | Register | [عربي](#)

(0) items in your cart

Crafts | Charities | Events | Photos | Videos

Choose Category Type Keyword here

Souq El Qaria Departments

Arts & Handicrafts

Traditional Food

Online Services

02
Apr
2012

[Travel and Tour...](#)
Under the auspices
of the Emir of R...

Top Ten Products



Books holder

[Buy Now](#)

[View All](#)

Follow Us

Enjoy the highest quality products From



Maamool

Ma,amool components (flour - semolina - butter -
sugar - dates) Size of the can pack a large

Only **85.00** SR



Featured Products

Change View



Quran stand

★★★★★
Hand painted Quran stand,
paintings from the Saudi
500.00 SAR

[Buy Now](#)



Coffee Cups

★★★★★
The traditional design on
coffee cups comes from Q
30.00 SAR

[Buy Now](#)

E-Mall features

Souq El Qaria:

- Souq El Qaria is specially made and designed for displaying and selling Handicrafts
- Promoting prosperity and in supporting productive families and Charities to sell their products so they produce all year round
- Supporting Crafts Promoting Programs conducted by SCTA





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Financial inclusion



e-DINAR

Votre carte polyvalente pour payer sur internet en toute sécurité



Accueil | Comment utiliser e-DINAR ? | Où payer ? | Sécurité | Nouveautés | A propos | Plan du site | Sites web de la Poste

Actualités : et Tunisiana lancent un nouveau service de paiement mobile « Mobiflouss »..
et Western Union lancent un nouveau service d'encaissement des mandats via internet sur cartes

Cher Client, Bienvenue sur le site du Dinar Electronique, la monnaie virtuelle tunisienne

- La carte à puce **e-DINAR SMART** est la nouvelle génération des cartes. C'est un porte monnaie électronique intelligent hautement sécurisé. [En savoir plus...](#)
- La carte **e-DINAR UNIVERSEL** est une **carte polyvalente** qui peut être utilisée pour payer sur Internet, retirer de l'argent sur les DAB et effectuer les règlements auprès des commerçants équipés de TPE.

Contactez-nous

N'hésitez pas à nous contacter pour toute information complémentaire :

Centre d'appels: 1828 position 2

Fax: 71 718671 - 71 247979

E-Mail: monetique@poste.tn



Paiement via mobile *104#

→ Vous êtes abonné **Tunisie Télécom**, avec **MobiDinar** payer vos factures, **recharger** votre téléphone, **transférer** de l'argent, **gérer** votre compte **e-DINAR SMART**, via votre mobile, en toute sécurité, sans vous déplacer! [S'inscrire](#)



[Lire la suite](#)

Votre choix

Western Union Cash 2 Account

→ Avec **ce service**, vous pouvez encaisser vos mandats **Western Union** dans votre compte **e-DINAR SMART**.



[Lire la suite](#)

Votre choix

Paiement via mobile *112#

→ Vous êtes abonné **Tunisiana**, avec **MobiFlouss** payer vos factures, **recharger** votre téléphone, **transférer** de l'argent, **gérer** votre compte **e-DINAR SMART**, via votre mobile, en toute sécurité, sans vous déplacer!



[Lire la suite](#)

Votre choix

Carte DINARPOST VISA Electron

→ Utiliser votre **carte DINARPOST VISA Electron** pour payer sur internet, en toute sécurité...



Carte e-DINAR Universel

→ Acheter et payer avec la **carte e-DINAR UNIVERSEL**, c'est simple et sécurisé...



Carte e-DINAR SMART

→ Acheter et payer avec la **carte e-DINAR SMART**, c'est nouveau et pratique...





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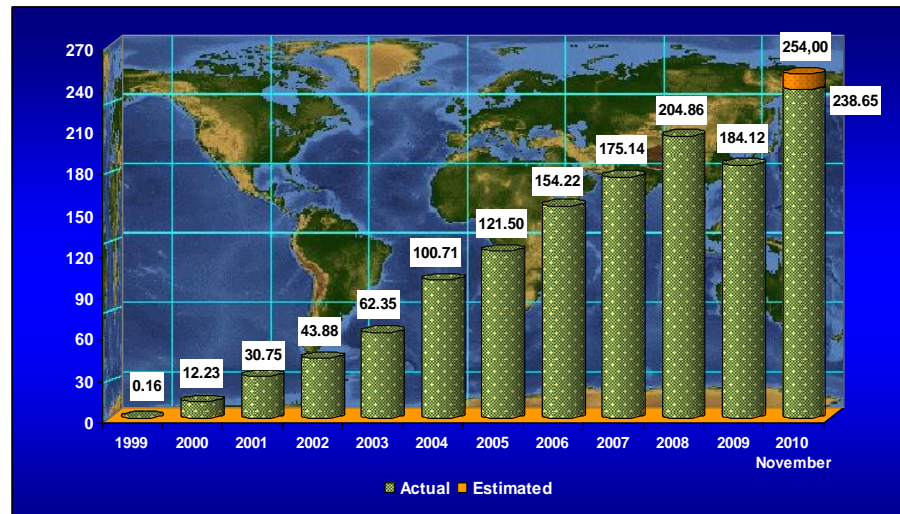
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Facilitating international commerce

“Exporting by Mail”: The South American experience

- « Easy export » (Exporta Facil): trade facilitation through the postal network
- Cooperation with the World Bank and the Inter-American Development Bank
- The governments initiated the program to boost the competitiveness of MSMEs and facilitate for them access to international markets
- The post is a key partner to simplify physical export processes using ICTs (logistics, information, training)
- A UPU study showed that the service is more widely used in poorer areas.



Graph: Export volumes using Exporta Fácil service in Brazil (all operators, in million USD) (UPU report)

- About 10 000 businesses that have never export before were able to access external markets.
- In Peru, within 6 months, 300 firms (SMEs) have used the service, 300,000 USD worth of good, monthly rate of increase of 30%



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Brazil Post Services Exporta Facil



Post Office



Siscomex



Customs



Shipping

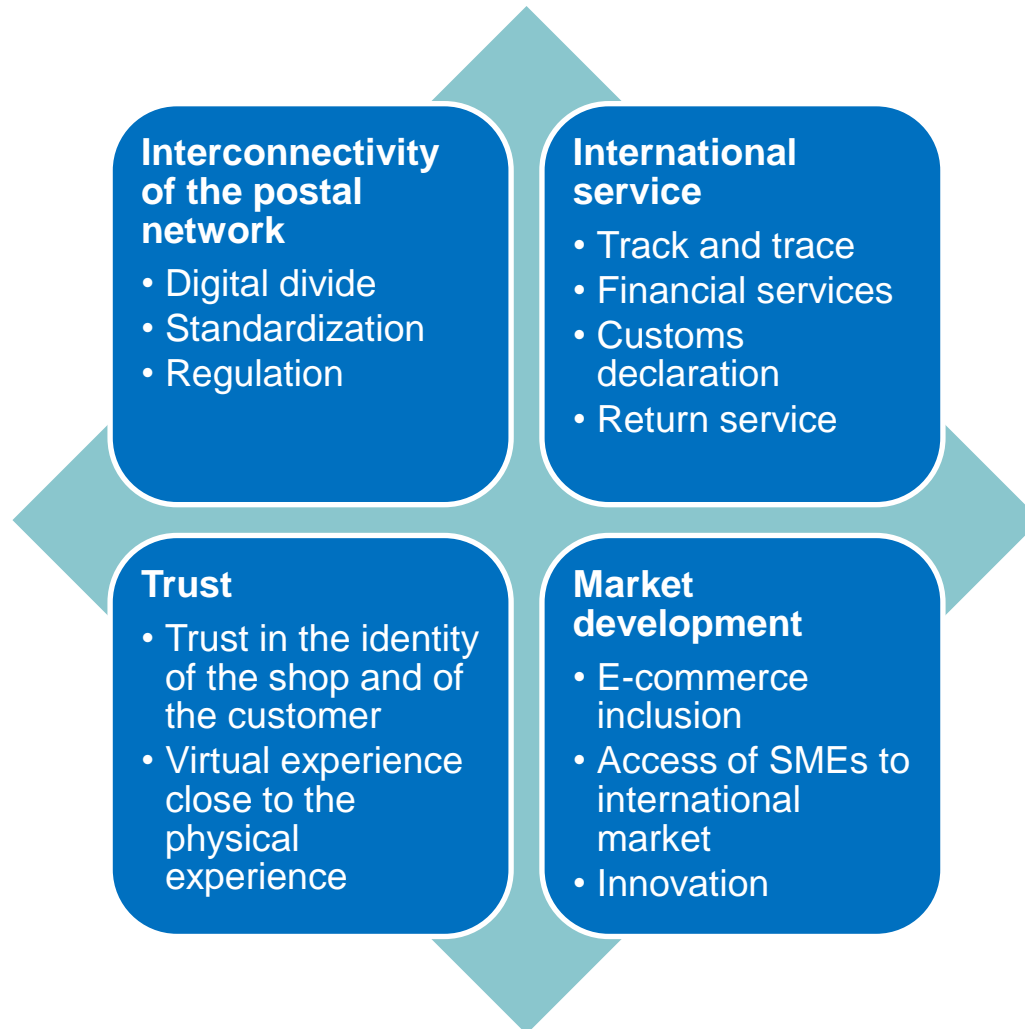


Delivery





International opportunities





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Addressing the world – An address for everyone

The white paper



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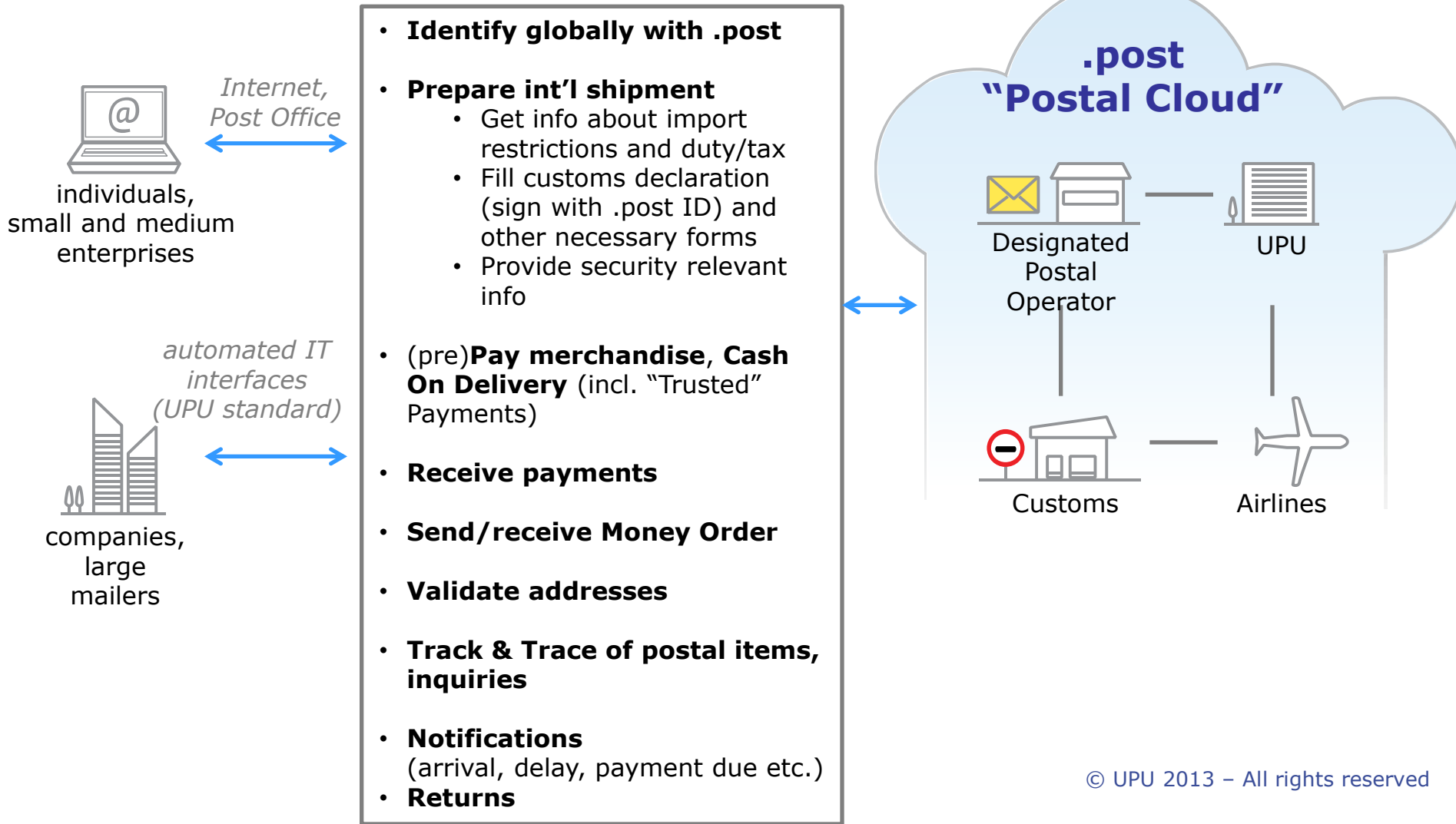
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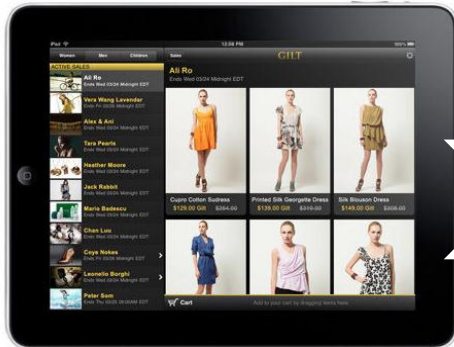
Postal Supply Chain – **Customer Vision beyond 2012...**





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The UPU .post project



Buy



Sell



Trust

- Trust in the authenticated shop
- Information on shipping costs
- Information on customs
- Track and trace

Interconnectivity

- Reduce digital divide
 - Standards
 - Regulations

Trust

- Trust in the authenticated customer
- Intelligent shipment
- Customs declaration
- Prepare payment

Customization

- Online payment or payment on delivery
- Delivery at address of choice
- Delivery at time of choice
- Return on delivery

Market development

- Customized delivery service
- Customized payment service
- International address management
- Return on delivery shipment (notification of customers on return date, costs or stamps)



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Thank you!

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