Postal Services - enabling SME in E-commerce market

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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

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(1) Inform about the products in the region
(2) Order Korean agricultural product through the Internet
(3) Safe Delivery

**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)
The Opportunity
B2C growth in Brazil

B2C revenues evolution in Brazil

44% average growth per year
But still only 2% of retail

### The Opportunity

**top of sales categories**

Considering the amount of sold items  
**Source:** e-bit WebShoppers (2011)

<table>
<thead>
<tr>
<th>Product Categories</th>
<th>Brazil Online Sales Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances</td>
<td>1st</td>
</tr>
<tr>
<td>Books and Magazines</td>
<td>2nd</td>
</tr>
<tr>
<td>Health and Cosmetics</td>
<td>3rd</td>
</tr>
<tr>
<td>Computers</td>
<td>4th</td>
</tr>
<tr>
<td>Electronics</td>
<td>5th</td>
</tr>
</tbody>
</table>
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

- **Jun/98**
  - Track & Trace

- **Aug/98**
  - Correios OnLine – Brazil Post Web Store

- **Nov/00**
  - Exporta Facil

- **Oct/00**
  - e-SEDEX – Express Delivery Service for Brazilian e-commerce players

- **Jun/02**
  - PAC – Economic Delivery Service

- **Aug/03**
  - CorreiosNet Shopping – Brazil Post e-Mall

- **Sep/06**
  - Reverse Logistics

- **Sep/10**
  - Web services e-commerce Correios

Brazil Post Services and Tools
information tools for e-commerce

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

- 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

For each $1 in direct revenue, $9 new revenues in other Postal Services
The e-mail 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).

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
Maamool

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

Only 85.00 SR

Featured Products

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

Coffee Cups
The traditional design on coffee cups comes from Q ....
30.00 SAR
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
Financial inclusion

Accueil | Actualités | Cher Client | Contactez-nous | Paiement via mobile *104#

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

**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.
- 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.

- 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 !
- Vous êtes abonné Tunisiana, avec Mobiflous 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 !
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“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%
International opportunities

Interconnectivity of the postal network
- Digital divide
- Standardization
- Regulation

International service
- Track and trace
- Financial services
- Customs declaration
- Return service

Trust
- Trust in the identity of the shop and of the customer
- Virtual experience close to the physical experience

Market development
- E-commerce inclusion
- Access of SMEs to international market
- Innovation
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Addressing the world – An address for everyone

The white paper
Postal Supply Chain – **Customer Vision beyond 2012**...

- **Identify globally with** .post
- **Prepare int’l shipment**
  - Get info about import restrictions and duty/tax
  - Fill customs declaration (sign with .post ID) and other necessary forms
  - Provide security relevant info
- **(pre)Pay merchandise, Cash On Delivery** (incl. “Trusted” Payments)
- **Receive payments**
- **Send/receive Money Order**
- **Validate addresses**
- **Track & Trace of postal items, inquiries**
- **Notifications** (arrival, delay, payment due etc.)
- **Returns**
The UPU .post project

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 of stamps)
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Thank you!