

2016



ANNUAL CONFERENCE



International **Post**  
Corporation



# POSTAL INNOVATION FOR SMES

**IPC Annual Conference 2016**



19 & 20 May 2016  
Hotel de la Poste,  
Brussels, Belgium

# IPC ANNUAL CONFERENCE 2016

## IPC

The International Post Corporation is a cooperative association of 24 member postal operators in Asia Pacific, Europe and North America. Over the past two decades IPC has provided industry leadership by driving service quality and interoperability, supporting its members to ensure the high performance of international mail services and developing the IT infrastructure required to achieve this. IPC engages in industry research, creates business-critical intelligence, provides a range of platforms for member post CEOs and senior management to exchange best practices and discuss strategy, and gives its members an authoritative, independent and collective voice. IPC also manages the system for incentive-based payments between postal operators. With members delivering some 80% of global postal mail, IPC represents the majority of the world's mail volume.

IPC's mission is to help posts to reduce costs, increase revenues and enhance visibility.

For more information please visit our website [www.ipc.be](http://www.ipc.be)

## POSTAL INNOVATION FOR SMEs: PARTNERSHIP FOR GROWTH

The IPC Annual Conference 2016 will look at how postal innovation can help Small and Medium Enterprises (SMEs) through successful partnerships.

The IPC Annual Conference is a key event for the postal sector, bringing together the leading postal chief executives from America, Asia Pacific and Europe to discuss strategic developments. Attendance at this high-level conference is by invitation only, and is open to postal CEOs accompanied by one or two senior executives.

Based on previous year's attendance, around 70 – 80 leaders of the global postal sector attend this conference including the CEO's of the IPC membership: An Post, Australia Post, Austria Post, bpost, Canada Post, Cyprus Post, Correos Spain, CTT Portugal, Deutsche Post DHL, Hellenic Post, Iceland Post, Le Groupe La Poste, Magyar Posta, New Zealand Post, Posten Norge, Posti, Poste Italiane, Post Luxembourg, Post NL, Post Nord, Royal Mail Group, Swiss Post and the United States Postal Service.

In addition to the IPC membership, CEO's from Asian Postal Operators are invited to attend.

## PROGRAMME

### 19 May

19:15 Welcome dinner hosted by bpost

### 20 May

08:00 Welcome coffee

08:30 Welcome by Herbert-Michael Zapf, President and CEO, IPC  
Introduction by Nadine Dereza, Conference Moderator

08:40 Amine Khechfé, General Manager and Co-Founder, Endicia

09:10 Carl Hartmann, CEO and Co-Founder, Temando



09:35	Mark Lenhard, SVP Strategy & Growth, Magento Commerce
10:00	Andrus Ansip, European Commission Vice-President for the Digital Single Market
10:30	Group picture and coffee break
11:00	Panel discussion moderated by Nadine Dereza with keynote speakers and: Megan J. Brennan, Postmaster General and CEO, USPS Francesco Caio, CEO, Poste Italiane Philippe Wahl, Chairman and CEO, Le Groupe La Poste Koen Van Gerven, CEO, bpost
12:00	Debate opens to all delegates CEOs  Wrap-up and implications for IPC by Dag Mejdell, CEO, Posten Norge and Chairman of the IPC Board
12:55	Closing remarks by Herbert-Michael Zapf, President and CEO, IPC
13:00	Post-conference networking lunch

## CONFIRMED SPEAKERS IPC ANNUAL CONFERENCE 2016

### AMINE KHECHFE, GENERAL MANAGER AND CO-FOUNDER, ENDICIA



Amine Khechfé is the general manager and co-founder of Endicia and is responsible for directing all aspects of the Endicia business. Under his leadership, Endicia has grown dramatically and broadened its offerings while maintaining its strong culture of innovation. Amine earned a Bachelor of Science degree in Engineering from Worcester Polytechnic Institute and a Master of Science in Engineering from Stanford University. Throughout his career Amine has held a variety of management roles in engineering, management consulting, software development, marketing, business development and sales engineering.

Endicia, a fully-owned subsidiary of Stamps.com, is the leading provider of solutions for ecommerce shipping and provides intuitive, easy-to-use electronic postage technologies and services to businesses of all sizes. Endicia is a long-time and trusted partner of the U.S. Postal Service and also partners with French La Poste and Canada Post.

#### Key speaking points:

- The culture of innovation within Endicia and insights to postal CEOs on how to effectively manage innovation
- How Endicia helps SMEs to build their business
- Examples on how SMEs can be effectively and sustainably managed
- Relationship with USPS executive team
- Commercial innovation through partnership with USPS



- Customer base – SMEs / Online professional sellers / Professional warehouse shippers
- Integration with over 250 e-Commerce partners
- Case study of a select number of SME's up to large customer such as Etsy
- Possibility to combine presentation with senior USPS executive
- Provide advice on how posts can successfully leverage partnerships, and online tools and software to grow SME e-Commerce business
- Deliver a message that is hard hitting, informative, strategically challenging, inspirational and entertaining



### **CARL HARTMANN, CEO & CO-FOUNDER, TEMANDO**

Carl Hartmann is a prominent Australian entrepreneur and Co-Founder CEO of Temando.

Carl Co-Founded Temando in response to the disconnect between the delivery experience consumers were receiving and the fulfilment capability of today's merchants. Carl realised the need for a layer of technical intelligence over the entire fulfilment process - from wherever goods are, to wherever they need to be, no matter how they need to get there.

Carl's background in retail consumer electronics gives him an inherent understanding of the challenges faced by global merchants and as a result he has won a range of awards, including IBM Global Entrepreneur of the Year Australia, Asia Pacific and Global runner up.

Today, Temando is a hyper-growth company, rapidly expanding into new global markets and working with some of the world's largest brands.

#### **Key speaking points:**

- The culture of innovation within Temando and insights to postal CEOs on how to effectively manage innovation
- How Temando helps SMEs to build their business
- Examples on how SMEs can be effectively and sustainably managed
- Enhanced parcel tracking
- Route visualisation – heat map
- Harmonised shipping engine
- Access through APIs – opportunity to link with IPC and postal operators
- Trading data enrichment
- E-Commerce is a fragmented industry
- Posts being attacked by all players
- Temando front end to postal back end
- Experience with Australia Post



- Provide advice on how posts can successfully leverage partnerships, and online tools and software to grow SME e-Commerce business
- Deliver a message that is hard hitting, informative, strategically challenging, inspirational and entertaining



### **MARK LENHARD, SVP STRATEGY & GROWTH, MAGENTO**

Most recently Mark was a Managing Director at JPMorgan Chase leading digital and payments strategy. Previously, Mark led PayPal's strategy team, developing and driving PayPal's overall strategic direction and vision. His team was responsible for key product and business unit plans underpinning PayPal's core business growth as well as expansion in mobile, omnichannel and product extensions (e.g., credit). Prior to PayPal, he co-founded sneakpeek (currently Symphony Commerce), an early social commerce innovator. He also co-founded Black Mountain Equity, a private equity firm focused on sourcing and making investments in mid-sized technology and services companies.

#### **Key speaking points:**

- The culture of innovation within Magento and insights to postal CEOs on how to effectively manage innovation
- How Magento helps SMEs to build their business
- Examples on how SMEs can be effectively and sustainably managed
- Provide advice on how posts can successfully leverage partnerships, and online tools and software to grow SME e-Commerce business
- Deliver a message that is hard hitting, informative, strategically challenging, inspirational and entertaining

#### **REQUIREMENTS FROM GUEST SPEAKERS**

Presentations should last around 20-25 minutes + 5 minutes' questions from Nadine

We would appreciate it if the speakers would return to the stage after the coffee break to join a CEO panel along with four IPC member CEOs who will give a 5 minute reflection on what they have heard from the morning session and the key initiatives within their organisations to develop data-driven marketing and e-Commerce opportunities for posts. This will be followed by a panel discussion between the seven speakers moderated by Nadine.

## CEO PANEL DISCUSSION

During the break from 10:30 to 11:00, we request CEOs on the panel discussion to visit our technical desk in the conference room to be fitted with their microphone and to be seated on the conference stage before the conference resumes at 11:00. There will be eight chairs on the stage arranged in a semi-circle.

At 11:00 Nadine will introduce the CEO's on the panel – the three external speakers will be joined by:

Megan J. Brennan – Post Master General USPS – discuss partnership with Endicia and other channels for SMEs to access the Postal Service

Francesco Caio, CEO, Poste Italiane

Koen Van Gerven – CEO, bpost – discuss Home Shopping initiative in Belgium connecting SMEs to consumers

Philippe Wahl – CEO, Le Groupe La Poste

Nadine will then invite each of the four postal CEOs to talk for **5 minutes** on the following:

- Give key reflections on what they have heard from the morning session and
- Describe the key initiatives within their organisations to develop data-driven marketing and e-Commerce opportunities for posts.

This will be followed by a panel discussion in which Nadine will moderate a group discussion between the seven speakers on the stage.

At 12:00, the panel will remain on the stage and Nadine will invite questions from the audience to the CEO Panel.

At 12:50 Dag Mejdell as Chairman of IPC will go to the stage to make a wrap up and consider implications for IPC and this will be followed at 12:55 by the closing remarks from Herbert-Michael Zapf, CEO of IPC.

At 13:00 the conference ends and the networking lunch begins.

## SET UP FOR THE CONFERENCE

The conference will take place in a conference centre in Brussels. IPC works with a professional events agency which builds the conference set and provides full technical support, lighting and sound systems. The set will feature two large screens – one for slides and the other for a live video feed of the speaker.

The auditorium will be set in a cabaret style with round tables seating around six delegates per table. Seating is pre-assigned and the postal CEOs will be sitting at the front of the audience.



**MEGAN J. BRENNAN, POSTMASTER GENERAL AND CHIEF EXECUTIVE OFFICER, USPS**

Megan J. Brennan is the 74th Postmaster General of the United States and the Chief Executive Officer of the world’s largest postal organization.

Appointed by the Governors of the Postal Service, Brennan began her tenure as Postmaster General in February 2015. In the prior four years, Brennan served as Chief Operating Officer and Executive Vice President of the Postal Service, and held prior roles as Vice President of both the Eastern Area and Northeast Area Operations. Brennan began her 29-year Postal Service career as a Letter Carrier in Lancaster, Pennsylvania.

Brennan’s core focus is to advance transformative strategies to invest in the future of the Postal Service, and shape growth opportunities for the organization and the industries it serves. These strategies encompass better use of data and technology, speed the pace of product and service innovations, continue process improvements throughout the organization, and fully engage and leverage the talents of the organization’s 600,000 employee workforce.

As Postmaster General, Brennan strives to significantly improve the quality and range of the delivery services the Postal Service provides to its customers. Under her leadership, the Postal Service aims to become far more technology- and customer-centric, and to continually change and improve to better meet the needs of the American public.

Brennan earned a master of business administration degree as a Sloan Fellow at the Massachusetts Institute of Technology. She is also an alumna of Immaculata College in Pennsylvania.



**FRANCESCO CAIO, CEO, POSTE ITALIANE**

30 years of experience in executive and advisory roles in different multinational companies.

In 2015 Francesco Caio led the Italian Post IPO on the Milan Stock Exchange

Francesco Caio has more than 30 years of experience in executive and advisory roles in multinational groups operating in high technology and industrial sectors, telecommunications, aerospace, electronics and media. Since May 2014 he is Chief Executive Officer of the Poste Italiane Group. Besides providing core postal services, Poste Italiane Group offers postal savings, communication, logistics and financial services in Italy.

Last October, 27 Francesco Caio launched the biggest privatization in more than a decade in Italy. Before joining Poste Italiane, he served as Chief Executive Officer of Avio (today Avio Aero), Italian company operating in the aerospace sector (2011-2013). He has covered several positions as Chief Executive Officer e.g. in Omnitel Pronto Italia, Olivetti, Merloni Elettrodomestici, Netscalibur and Cable & Wireless. He was Chairman of the Lehman Brothers European Advisory Board in Europe and Deputy Chairman of Investment Banking Europe of Nomura in London.



In the past Francesco Caio was member of Boards of multinational groups including Equant (1997-2000) and Motorola in the United States (2000-2003). He was consultant for the English and Italian Government (for the development of broadband network infrastructures). In June 2013, he was appointed Commissioner for the Italian Government's Digital Agenda.

Currently he is a member of the Advisory Board of the Politecnico University of Milan and of the Board of Directors of IPC (International Post Corporation) (May 2015).

He is married with two children. He studied Electronic Engineering at the Politecnico University of Milan and has an MBA achieved at the French INSEAD.



### **KOEN VAN GERVEN, CEO, BPOST**

Mr. Van Gerven, joined bpost in 2006 as Director of Retail and Financial Services. From 2009 to 2012, he also acted as CIO for the Company and chairman of the board of bpost bank. On February 2014 he was appointed CEO by Royal Decree.

Prior to joining bpost, Mr. Van Gerven was CEO of Acerta Group from 2001 to 2006 and held a number of executive positions at Generale Bank (now BNP Paribas Fortis) from 1982 to 2001.

Mr. Van Gerven holds a degree in commercial engineering from Katholieke Universiteit Leuven (KU Leuven) and a MBA from Cornell University.



### **PHILIPPE WAHL, PRESIDENT AND CEO, LE GROUPE LA POSTE**

Philippe Wahl is a French business executive. Having previously been a government advisor and bank executive, in September 2013 he was appointed president and chief executive officer of La Poste, the group which includes the French postal service.

## **CONFERENCE MODERATOR**



### **NADINE DEREZA**

Nadine Dereza is an experienced business presenter and has presented for CNN, BBC, Sky TV, SABC, Simply Money, Summit TV, and she filmed 'The Simply Business Show' for Associated Press. She chairs, moderates and facilitates conferences and live events for a diverse range of clients across many sectors globally.

Dereza has a wealth of international experience and has worked in Europe, The Middle East, Asia Pacific, Africa and North America. She interviews chief executives and senior management teams on their company's





performance and results, and presents reports on all the major business and financial stories.

As London Markets Correspondent for the Financial Times and Summit TV, she was awarded 'Financial Journalist of the Year'.

She is highly experienced in business, economics, finance, politics, eCommerce, eBusiness, IT, banking, technology, construction, sustainability, environment, education, pharmaceuticals, retail, oil & gas, media and telecommunications. She has a degree in Business Studies and is currently studying a part time BSc degree in Environmental Studies with the Open University.



## PAST IPC ANNUAL CONFERENCE SPEAKERS

### 2015 SEVILLE – DATA-DRIVEN MARKETING AND E-COMMERCE

Brian Fetherstonhaugh, Chairman and CEO, OgilvyOne Worldwide

Jodie Sangster, CEO, Association for Data-Driven Marketing and Advertising (ADMA)

Matt Bailey, Founder and President, SiteLogic Marketing

Javier Cuesta Nuin, CEO and President, Correos

Håkan Ericsson, President and Group CEO, PostNord

Georg Pölzl, Chairman of the Board and CEO, Österreichische Post AG

### 2014 LUCERNE - E-COMMERCE: THE NEW NORMAL

John W Spelich, Vice President, International e-Commerce Business Development, Alibaba Group

Nick Wheeler, Founder and Chairman, Charles Tyrwhitt

Bas van Heel, Director Postal / CEP Practice Manager, The Boston Consulting Group

Daniela Cavinatto, Merchandising and Operations Director Direct to Consumer Europe, LEGO Company Ltd.

Aku Hoppo, VP e-Commerce, Itella

Suzanne Ruoff, CEO Swiss Post

Ahmed Fahour, CEO Australia Post

Heikki Malinen, CEO Itella

### 2013 OSLO - BUILDING A NEW COMPELLING POSITION FOR POSTS

Brian Roche, Chief Executive of New Zealand Post

Jon Frederik Baksaas, President and CEO of Telenor Group

Rolv Erik Ryssdal, CEO of Schibsted

Patrick R Donahoe, Postmaster General and CEO of the US Postal Service

Ingeborg Sætre, Elected Officer of the Norwegian Postal and Communications Workers' Union (Postkom) and President of UNI Europe Post and Logistics

Herna Verhagen, CEO of PostNL

### 2012 SHANGHAI – THE CONSUMER IN 2020

Daniel Zhang, President, Taobao Mall

Matthew Godfrey, President, Young & Rubicam Asia



## **2011 ROME – DIGITAL BUSINESS; OPPORTUNITIES TO CREATE VALUE**

Jim Hagemann Snabe, Co-CEO, SAP AG

Stephen McGibbon, Chief Technology Officer, EMEA, Microsoft Corporation

Marshall Van Alstyne, Professor, MIT Center for Digital Business

## **2010 SAN FRANCISCO – SHOP@HOME**

John Donahoe, President & CEO, eBay

Hiroshi Mikitani, Chairman & CEO, Rakuten

Steve Rosenblum, CEO, Pixmania

## **CONFERENCE ATTENDEES**

The following is a list of postal operator CEOs and delegates who attended the most recent IPC Annual Conference, for reference:

Alexis ANTOSZKIEWICZ – Head of International Mail, Le Groupe La Poste (France)

Frank APPEL – CEO, Deutsche Post DHL (Germany)

Thomas BALDRY – SVP Global Mail Germany Int. Relations, Deutsche Post DHL (Germany)

Dieter BAMBAUER – Head of PostLogistics, Swiss Post (Switzerland)

Kristin BERGUM – Vice President Governmental and International Affairs, Posten Norge (Norway)

Isabelle BOSCH-HADDAD – Marketing Director, Le Groupe La Poste (France)

Pascal CLIVAZ – Deputy Director-General, Universal Postal Union

Donal CONNELL – Chief Executive, An Post (Ireland)

Michael COPE – Head of Global Development, Australia Post (Australia)

Javier CUESTA NUIN – President & CEO, Correos y Telégrafos (Spain)

Francisco DE LACERDA – Chairman & CEO, CTT Correios de Portugal S.A. (Portugal)

Maria Josefina DELA CRUZ – Postmaster General & CEO, Philippine Postal Corporation (Philippines)

Patrick DONAHOE – Postmaster General, USPS (United States)

Tomáš DRUCKER – Chief Executive Officer, Slovenska Posta (Slovakia)

Håkan ERICSSON – President & Group CEO, PostNord (Denmark and Sweden)

Ahmed FAHOUR – Managing Director & Chief Executive Officer, Australia Post (Australia)

Elena FERNANDEZ-RODRIGUEZ – Head of International Affairs, Correos y Telégrafos (Spain)

Jean-Paul FORCEVILLE – Chairman of PostEurop Management Board, PostEurop

Róbert GÁLIK – Operations Director, Slovenska Posta (Slovakia)

Andreas GREGORIOU – Director, Cyprus Post (Cyprus)

Aku HAPPO – Vice President, eCommerce, Itella Corporation (Finland)

Gunnar Bruteig HENRIKSEN – Executive Vice President, E-Commerce, Posten Norge (Norway)



Masatsugu HISADA – Senior Manager, Japan Post Co.Ltd (Japan)  
 Lucie HRIBAL – Head of Issue Management, Swiss Post (Switzerland)  
 Ulrich HURNI – Head of PostMail, Deputy CEO, Swiss Post (Switzerland)  
 Marco IMBODEN – Head of Communication, Swiss Post (Switzerland)  
 Yves-Andre JEANDUPEUX – Head of Human Resources, Swiss Post (Switzerland)  
 Peter KAPUSTA – Sales and Marketing Director, Slovenska Posta (Slovakia)  
 Ronny KAUFMANN – Director Public Affairs and Corporate Responsibility, Swiss Post (Switzerland)  
 Thomas KIPP – CEO DHL Global Mail, Deutsche Post DHL (Germany)  
 Kristín Björg KRISTJÁNSDÓTTIR – Director, International & Regulatory Affairs, Iceland Post (Iceland)  
 Smita KUMAR – General Manager Parcel &Logistics, India Post (India)  
 Yujie LI – General Manager, ShanXi Provincial Post Company, China Post Group (China)  
 Zhimin MA – General Manager, ShanDong Provincial Post Company, China Post Group (China)  
 Iskandar Mizal MAHMOOD – Group Chief Executive Officer, Pos Malaysia (Malaysia)  
 Heikki MALINEN – President & CEO, Itella Corporation (Finland)  
 Dag MEJDELL – President & CEO, Posten Norge (Norway)  
 Kostis MELACHROINOS – Chairman & CEO, Hellenic Post ELTA (Greece)  
 Christoph MEYER – International and Regulatory Affairs Expert, Swiss Post (Switzerland)  
 Silvestre MICHOU – Head of Product Management PostMail, Swiss Post (Switzerland)  
 Shuji OBU – Senior Executive Officer, Japan Post Co.Ltd (Japan)  
 Knud B. PEDERSEN – CEO, Post Danmark (Denmark)  
 Csaba POLACSEK – Chairman, Magyar Posta (Hungary)  
 Marc PONTET – CEO Asendia, Le Groupe La Poste (France)  
 Tijs REUMERMAN – CEO International Mail / Spring, PostNL (The Netherlands)  
 Patrick RIEDER – Senior-Manager Exhibitions, Events, Hospitality, Swiss Post (Switzerland)  
 Brian ROCHE – Group CEO, New Zealand Post (New Zealand)  
 Susanne RUOFF – CEO, Swiss Post (Switzerland)  
 Arnis SALNAJS – CEO, Latvijas Pasts (Latvia)  
 João SANTANA – Head of International Affairs and Cooperation, CTT Correios de Portugal S.A. (Portugal)  
 Markus SCHUMACHER – Head of Corporate Center, Swiss Post (Switzerland)  
 Jan SERTONS – Director International Relations, PostNL (The Netherlands)  
 Gary SIMPSON – Deputy Chief Customer Officer & Managing Director Parcelforce Worldwide, Royal Mail Group plc (United Kingdom)  
 Urs SINGER – Head of Distribution Management, Swiss Post (Switzerland)  
 Peter SOMERS – Member of the Executive Committee, bpost (Belgium)  
 Hjoerdis STAHL – Director, POST Luxembourg (Luxembourg)



Claude STRASSER – CEO, POST Luxembourg (Luxembourg)

Botond SZEBENY – Secretary General, PostEurop

Enrique TAGLE – Department Manager, Philippine Postal Corporation (Philippines)

Haruko TAKACHI – Executive Manager for International Business, Japan Post Co.Ltd (Japan)

Toru TAKAHASHI – President & CEO, Japan Post Co.Ltd (Japan)

Johanna TAXERER – Director International Mail and Affairs, Österreichische Post AG (Austria)

Aimé THEUBET – Director International Affairs, Swiss Post (Switzerland)

Theodor TOUNTAS – Head of Division of International Agreements and Accounts, Hellenic Post ELTA (Greece)

Koen VAN GERVEN – CEO, bpost (Belgium)

Arūnas VENCKAVIČIUS – Director of Sales Division, AB Lietuvos Paštas (Lithuania)

Herna VERHAGEN – CEO, PostNL (The Netherlands)

Philippe WAHL – CEO, Le Groupe La Poste (France)

Wang XIU YING – Translator and Project Manager of International Cooperation Department, China Post Group (China)

Herbert-Michael ZAPF – President & CEO, International Post Corporation

Ronglin ZHANG – Vice President, China Post Group (China)

Rui ZHANG – Director of Distribution Business, China Post Group (China)

