



UNIVERSAL POSTAL UNION

International Bureau



DIRECT MAIL MARKETS DEVELOPMENT WORKSHOP

Venue

Tunis, Tunisia

Date

26 to 28 February 2002

Host Postal Administration

La Poste Tunisienne (The Tunisian Post)

Action Plan

- creation and improvement of an address database by the Post;
- training in Direct Mail Marketing;
- study of the competition;
- creation of a Direct Marketing Association in the country;
- increase the awareness of Direct Mail;
- creation of partnerships between the different stakeholders in the Direct Mail value chain.

Participants

42 participants from

- BMD Rapp Collins (Tunisia)
- Cérès Conseil (Tunisia)
- Cotis (Tunisia)
- Eureka (Tunisia)
- Fortune Promoseven (Tunisia)
- Groupe Poulina (Tunisia)
- Impact Tunisie (Tunisia)
- IRSIT (Tunisia)
- La Poste Algérienne (Algeria)
- La Poste Tunisienne (Tunisia)
- Label (Tunisia)
- Magasin Général (Tunisia)
- PicoSoft (Tunisia)
- Pictura (Tunisia)
- Simpact (Tunisia)
- TH Com (Tunisia)
- Uniteam (Tunisia)
- Universal Postal Union (Switzerland)