



# UPU Ministerial Strategy Conference 2018

## Gearing up the postal sector to drive socio-economic development

6–7 September 2018  
Addis Ababa, Ethiopia



Second Extraordinary Congress • Addis Ababa

With a global network of over 677,000 post offices, 5.3 million staff and physical infrastructure covering 192 countries, the postal sector is a key contributor to national and international infrastructure. It plays an important role in national development and in the attainment of the United Nations Sustainable Development Goals (SDGs).

As the UPU continues the implementation of the Istanbul World Postal Strategy (2017–2020), it may be about time to pause and reflect on the best ways to bolster the postal sector's capacity to deliver services competitively and efficiently to citizens and businesses.

Through four panels over two days, the UPU's 2018 Ministerial Strategy Conference will be an opportunity to consider the best policies, investments, regulations and partnerships to ensure that the Post can unleash its potential in service delivery and profitability.

Speakers at the conference will include ministers in charge of the postal sector, chiefs of regulatory authorities, heads of intergovernmental agencies and other high-level representatives of organizations interested in the benefits that Posts can bring to societies and economies worldwide.

Moderator: **Alex Taylor**

Thursday, 6 September 2018

14:00 – 14:30

### Opening ceremony

Speeches by: **Mr Bishar A Hussein**, Director General, UPU

**Ms Ubah Mohammed Hussien**, Minister of Communication and Information Technology, Ethiopia

14:30 – 14:45

### Group photograph

14:45 – 16:15

### Panel 1

#### DEVELOPING EFFECTIVE POLICIES FOR A STRONG SECTOR

Despite burgeoning e-commerce sales and strong economic growth worldwide, the revenues of postal operators have not kept pace – in a trend increasingly referred to as "postal–GDP decoupling". Yet, the postal sector continues to be a key contributor to the UN SDGs, supporting businesses and citizens in areas such as digitalization, connectivity, financial inclusion and resilience of national infrastructure.

Panellists will reflect on successful policies that have enabled governments to sustain or even foster the positive impact of the postal sector in priority areas. They will also consider the examples of similar reforms undertaken in other sectors.

#### **Mr Claude Isaac DE**

*Minister of Digital Economy and Post, Côte d'Ivoire*

#### **Mr Mouhamed Anouar Maarouf**

*Minister of Communication and digital technologies, Tunisia*

#### **Mr Ma Junsheng**

*Director-General, State Post Bureau of The People's Republic of China*

#### **Ms Houda-Imane Faraoun**

*Ministre de la Poste, des Télécommunications, des Technologies et du Numérique, Algeria*

16:15 – 17:30

## Panel 2

### ENCOURAGING INVESTMENTS IN THE POSTAL SECTOR

Like any critical infrastructure, the postal sector requires significant investments in order to function effectively. As digitalization takes hold and governments pursue fiscal consolidation, Posts may no longer be natural recipients of public investments. And yet, in the age of e-commerce, logistical inefficiencies remain a concern. With its large physical network, the postal sector is undoubtedly part of the solution.

Panellists will examine ways in which further investments could be channelled to the postal sector, thus reinforcing international supply chains and realizing the potential of e-commerce for citizens and businesses worldwide.

#### **Ms Rkia Derham**

*Secretary of State to the Minister of Industry, Investment, Trade and the Digital Economy, in charge of foreign trade, Morocco*

#### **Mr Nguyen Minh Hong**

*Deputy Minister of Information and Communications, Viet Nam*

#### **Ms Natalya Gordeenko**

*Deputy Minister of Communications and Informatization, Belarus*

#### **Dr Abdur-Raheem Adebayo Shittu**

*Minister of Communications, Nigeria*

17:30 – 18:00

## Statements from ministers

Ministers in the audience will make statements on various topics outside the panel framework.

Friday, 7 September 2018

09:00 – 10:15

## Panel 3

### REGULATION IN THE AGE OF DIGITAL INNOVATION

In the aftermath of the 2008–2009 financial crisis, regulatory activity worldwide soared, especially in the financial sector. However, 10 years later, the risks have evolved. Technological change and big data have further transformed consumption models, which in turn have triggered a multitude of innovations, from 3D printing to blockchains. The boundaries of many sectors such as the Post have thus become even more blurred, hence the need to rethink regulation and governance for this digital age.

Panellists will discuss models that could be effective in helping governments strike a balance between fostering innovation and providing stability through regulation.

#### **Mr Joe Mucheru**

*Cabinet Secretary, Ministry of Information and Communications, Kenya*

#### **Mr Philipp Metzger**

*State Secretary, Director General of the Federal Office of Communications, Switzerland*

#### **Ms Maria-Manuela Catrina**

*Secretary of State within the Ministry of Communications and Information Society, Romania*

#### **Dr Mebratu G/mariam Kallo**

*State Minister of Communication and Information Technology, Ethiopia*

10:15 – 11:30

## Panel 4

### SUSTAINING THE RELEVANCE OF THE SECTOR THROUGH PARTNERSHIPS

The socio-economic role of the postal sector can be viewed from two perspectives. First, the postal sector is a key element of national and global logistical supply chains, enhancing the robustness of economies and world trade. Second, it is a channel for connecting citizens with each other (through mail, parcels and financial services) and with governments (as an A–Z counter for public services). Nevertheless, for the sector to play this role effectively in the age of digitalization, it will need to strengthen links and partnerships with other segments of society.

Panellists will consider how to favour the interconnection between the postal sector, e-retailers, governmental agencies and other stakeholders in the logistical supply chain. They will examine the effectiveness of solutions that can enable the sector to continue to fulfil its role in the age of pervasive digitalization. Examples will include public–private partnerships, intergovernmental frameworks, data exchange and trade agreements.

#### **Mr François Davenne**

*Secretary General of the Intergovernmental Organisation for International Carriage by Rail (OTIF)*

#### **Mr Katsuya Watanabe**

*Vice-Minister for Internal Affairs and Communications, Japan*

#### **Mr Siyabonga Cwele**

*Minister for Telecommunications and Postal Services, South Africa*

#### **Mr Oleg Voitenko**

*Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation*

#### **Mr Moctar Yedaly**

*Head of Information Society Division, Department of Infrastructure and Energy, African Union Commission*

11:30 – 12:00

## Closing ceremony

Speeches by: **Mr Pascal Clivaz**  
*Deputy Director General, UPU*  
**Mr Bishar A Hussein**  
*Director General, UPU*  
**Ethiopian dignitaries**

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