

## **Motivation Letter**

Position applied for: Member of the Management Committee, UPU Consultative Committee  
Candidate: Yurii Benevyskyi, CEO, Nova Global (part of the NOVA Group of companies), Ukraine

To:  
**Secretariat of the Universal Postal Union (UPU)**  
**International Bureau, Bern, Switzerland**

**Dear Members of the Consultative Committee,**

It is with great respect that I submit my candidacy for the position of Member of the Management Committee of the UPU Consultative Committee (CC UPU).

The historic decision adopted by the 28th UPU Congress in Dubai in September 2025 - to support the opening up of the Universal Postal Union empowering the UPU's Consultative Committee and clarify the role of the Wider Postal Sector Players (WPSP) - represents a landmark moment in the modernization of the global postal system. This decision has significantly strengthened the mandate of the Consultative Committee, transforming it into a genuine platform for dialogue and cooperation between designated operators, regulators, private companies, and development partners.

This evolution has strongly encouraged me to put forward my candidacy. As CEO of Nova Global, which is part of the NOVA Group of companies - one of Eastern Europe's largest and most innovative postal, logistics, and technology groups - I am eager to contribute private-sector experience and strategic vision to support the CC's expanded mission.

Nova Global is currently building an international network across the European Union, the United Kingdom, and North America, focusing on cross-border e-commerce, sustainable last-mile logistics, and digital transformation. These priorities are directly aligned with the UPU's strategic pillars of innovation, inclusivity, and sustainability.

With more than a decade of experience in international express delivery, trade facilitation, and postal policy, I have been actively engaged in:

- harmonizing national postal legislation with UPU Acts and EU directives;
- developing digital customs and data-sharing solutions (IOSS, ViDA, and AEO frameworks);
- advancing Postal Prosperity Zone (PPZ) initiatives and public-private cooperation within the CC framework;



- supporting Ukraine's deeper integration into the global postal and logistics ecosystem.

I believe that the Consultative Committee's new, strengthened mandate calls for a proactive Management Committee capable of turning strategic priorities into practical cooperation through pilot projects, knowledge sharing, and stronger engagement between governments and businesses.

My motivation comes from a deep belief that resilient, digital, and sustainable postal systems are essential for inclusive global growth and for supporting recovery and transformation in countries like Ukraine. I am committed to contributing my expertise, leadership experience, and international network to advance the CC's mission and ensure it remains a catalyst for innovation within the UPU family.

Thank you for considering my candidacy. I would be honored to serve and actively contribute to the work of the Management Committee.

Respectfully,  
**Yurii Benevytskyi**  
**Chief Executive Officer, Nova Global**



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