



UPU | UNIVERSAL
POSTAL
UNION

UPU International Bureau

Weltpoststrasse 4
3015 BERNE
SWITZERLAND

T +41 31 350 31 11
F +41 31 350 31 10
www.upu.int

Mr Isaac Gnamba-Yao
La Poste de Côte d'Ivoire
17 B.P. 1404
ABIDJAN 17
CÔTE D'IVOIRE (REP.)

Contact: Mr Alexander Thern-Svanberg
T +41 31 350 33 93
alexander.thern-svanberg@upu.int

Berne, 23 August 2023

Reference: 4465(DACAB.REM)

Subject: Implementation of a postal prosperity zone (PPZ) in Côte d'Ivoire

Dear Mr Gnamba-Yao,

Thank you for your letter expressing your interest in implementing the postal prosperity zone (PPZ) initiative in Côte d'Ivoire. I appreciate your interest in this innovative initiative, and can understand the challenges that La Poste de Côte d'Ivoire and the Free Trade Zone of Grand Bassam are facing due to the recent changes in the global economy.

Allow me also to congratulate you again on the success of the first UPU Africa Postal Leaders Forum on the theme "African Posts on the Path to Digital Transformation and Innovation", held in Abidjan from 3 to 5 July, where you successfully brought together postal leaders from nearly 40 African countries with politicians, policymakers, regulators and partners to discuss how to accelerate postal modernization in Africa.

Given African Posts' central role in socio-economic development and in improving access to e-commerce for citizens and businesses, they are well positioned to provide innovative solutions such as the PPZ, bridging connectivity gaps between Posts, free zones and wider postal sector players, and thus contribute to social, digital and financial inclusion.

As you may be aware, the PPZ is an initiative spearheaded by a number of members of the UPU Consultative Committee (CC) for cross-border e-commerce. It offers a unique opportunity for designated operators in the least developed and developing countries to attract e-commerce-related trade flows into their respective postal networks.

Morocco Post is currently developing a PPZ pilot, and we are looking forward to that pilot's successful launch and implementation. It is important to note that the pilot is at an early stage, with many of its operational, technical and financial details still to be confirmed by Morocco Post. The International Bureau (IB) is broadly supportive of the PPZ initiative, and will, within its remit and resources, provide any required technical assistance to designated operators participating in such initiatives. While we currently do not have much information on the specificities of the pilot, I believe the lessons learnt from this project will be useful to the IB and other UPU member countries, including Côte d'Ivoire, when seeking to replicate the initiative in their own territory.

Should La Poste de Côte d'Ivoire wish to learn more about the PPZ initiative and its conceptual underpinnings, please do not hesitate to contact the CC Secretariat. The CC Secretariat would also be happy to facilitate a meeting for you with Morocco Post to provide a status update on the pilot. Please also do not hesitate to contact the IB should you require any technical advice, as you consider the possible implementation of a PPZ in Côte d'Ivoire.

Thank you once again for your interest in the PPZ initiative, and I wish you best of luck with your plans.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'M. Metoki', written over a horizontal line.

Masahiko Metoki
Director General