

# UzPost – Transforming pick-up points into inclusive multi-brand e-commerce hubs

In January 2024, UzPost launched an innovative initiative to convert its existing network of delivery points into multi-brand pick-up locations, significantly enhancing the convenience and accessibility of e-commerce services across Uzbekistan. Key stakeholders in this initiative include leading e-commerce marketplaces such as Uzum Market, Wildberries, Zoodmall, and Ozon, whose integration with UzPost's network has enabled streamlined logistics and improved customer service. Customers now benefit from greatly enhanced convenience, including the ability to try on clothing, shoes, and accessories at designated post office fitting areas and pay for orders upon receipt from select marketplaces.

By repurposing existing postal infrastructure rather than building new facilities, UzPost has demonstrated a strong commitment to sustainability, avoiding the emission of over 5,740 tons of CO<sub>2</sub> in 2024. In just six months, more than 160 delivery points were converted under the programme, resulting in around 18,000 processed orders and an impressive redemption rate

of nearly 83%. These environmental and operational gains are complemented by plans to scale the initiative across UzPost's entire network of over 1,500 post offices, including those in small towns and underserved areas, extending the benefits of e-commerce inclusion to even more communities.

Importantly, the initiative also supports gender-inclusive development. With over half of UzPost's workforce made up of women, the transformation of postal pick-up points into dynamic e-commerce hubs has created new professional development and income-generating opportunities. Employees have received targeted training on new systems and logistics processes, allowing them to take on more specialized roles.

