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Information, opinions, and support on international privacy, marketing, and postal issues

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Global Addressing Summit

The Universal Postal Union

Consultative Committee's

GLOBAL ADDRESSING SUMMIT

April 23, 2010

International Bureau of the UPU, Berne, Switzerland

The best minds and the most serious companies in the private sector and postal world gathered to discuss the subject of Addressing through four different lenses:

- Economic Perspectives
- Interoperability
- Customer Perspective
- Standards

This was the first of three conferences being organized over the coming 2 years by the Universal Postal Union to promote An Address For Everyone. This is the only one that will focus on the needs of business and the latest technologies for address system development.

The program was as follows:

9.30 Welcome and introduction

Charles Prescott, Global Envelope Alliance, UPU Consultative Committee Chairman

Edouard Dayan, UPU Director General

10.00 ECONOMIC BENEFITS

Discussion of the economic effects of addressing and postcode systems – or their lack – in different countries around the world. The cost of implementing addressing systems and the expenses related to bad addressing will be included.

Moderator: Murray Buchanan, Royal Mail

Postcodes in Ireland: Best Practice Business Development in the Postal Sector

Paul Pierotti PA Consulting

Economic/commercial benefits of Saudi Post's innovative address system

Dr. Abdulaziz Wazzan, Saudi Post

The Cost of Delivery, and Non-Delivery of Cross-border Parcels. A Survey

Mr. Andrew Starkey by video, Internet Marketing Retailers Group (invited)

11.00 INTEROPERABILITY

In this context “interoperability” refers to the use of common or different sets of address-related data compiled and provided by Posts, distribution companies and/or other suppliers. It also refers to the increased use of technologies and communications devices for address-related work. The need for consistent, coherent and coordinated addressing systems at national and regional levels will also be discussed.

Moderator: Chris Powell, Royal Mail

Interoperability: The Challenges and Opportunities for Address Related Data.

Joel LaPlount, AddressDoctor GmbH

International Address Data Quality – challenges and chances for operators und users in a globalized world

Jörg Schneider, Deutsche Post Adress GmbH

21st century postcodes for countries with no postcode

Alex Pigot, TICo Group

Mobilize Your Workforce To Address the Un-addressable

George Harbachuk, RAF Technology and Jeff Sibio, Intermec

12.15 Concluding remarks

12.30 *Lunch*

14.00 Networking time

15.00 CUSTOMER PERSPECTIVE

This session will feature the mailers' experiences and frustrations/pleasures in working with Posts and postal data and their concerns in terms of address data collection and list acquisition, domestically and cross-border. It will also include issues related to address updating and verification, especially in international campaigns, and “undeliverable as addressed” mail treatment.

Moderator: Charles Prescott, Global Envelope Alliance

Reaching our Best Prospects: Some ideas from the Not-for-profit Sector

Richard Pordes, International Fundraising Consultants

Undelivered cross-border mail? A customer's perspective

Daniel Rutenberg, Airline Passengers Association (IAPA)

Cross-Border Mail: The history of “Direct Entry” made easy

Marco Provasi, IMD

The importance of addressing

Graham Rhind, GRC Database information (video)

16.00 Standards and new technologies

Discussion of developments in standards and new applications of technology. The need for a global address standard and the new addressing technologies that can be used to achieve this goal will be touched upon.

Moderator: Steve Lopez, PostCom

Standards

[Global address standards: why we need them and current developments](#)

Joe Lambert, Allies Computing

[Best Practices for Implementing the S42 standard](#)

Pierre Rossouw, South African Post Office

New technology

[Accessing the Datum: GIS for Sustainable Economic Growth](#)

Emanuele Gennai, ESRI

[New Technology Platform for Postal Applications](#)

Leon Pintsov, Pitney Bowes

17.40 Close

[Richard Pordes April 2010 GAS Presentation](#)

Universal Postal Union



Click to Universal Postal Union for more information on its activities and the forthcoming Global Addressing Summit!

Helping to make the borders go away – Marketing, Privacy, Data Protection, Postal.

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