

EETT's Conference "Developments in the Postal Market: Regulatory Interventions and Development Prospects"

✉ Postal Market

EETT's Conference on "Developments in the Postal Market: Regulatory Interventions and Development Prospects" was held successfully in Athens on Tuesday, March 18th, 2009, at the Divani Caravel Hotel.

The aim of the Conference was to offer detailed information to Postal Service providers and other competent organizations on the developments, liberalization course, and development prospects of the Postal Market, especially important due to the implementation of the new Postal Directive 6/2008/EC January 1st, 2013 has been fixed as the date when the Greek postal market will become fully open. The period until that date leaves ample time for preparation, for effective regulatory interventions, and for exploration of the Greek Postal market's development potential.

Mr. Michael Sakkas, EETT Vice President for the Provision of Postal Services Sector, opened the Conference. The keynote speaker was the Minister of Transport and Communications, **Mr. Evripidis Stylianidis**. The Conference's salutary address was given by **Mr. Joerg Reinbothe**, Head of the Postal Sector of the European Commission and **Mr. Andreas Taprantzis**, President of the Postal Operations Council of the Universal Postal Union (UPU) and Managing Director of ELTA.

The Minister of Transport and Communications, Mr. Evripidis Stylianidis, stated characteristically: "Aside from the primary function related to communication, Postal Services have a catalytic impact not only on the financial, but also on the broader social reality. As we are on the threshold of significant developments in this field, we are under obligation to determine our strategic options and directions and make the appropriate preparations". Additionally, he re-

ferred to issues which are currently in a stage of study and planning, including "the content of Universal Service and the selection of the range of services that will be subject to it so that the US may effectively meet the needs of users; the exploitation of the Public Postal Network in an even more improved manner; and the resumption of measures to strengthen the market".

Mr. Joerg Reinbothe, Head of the Postal Sector of the European Commission, stated in his presentation: "The deadline of 01-01-2013 for the liberalization of the Greek postal market simply represents a milestone". He also suggested that "Greece has the ability to enter the liberalization stage sooner" and added: "By the end of 2010, 16 member states will have proceeded to complete liberalization, a number which represents 95% of the European Postal Market".

In his speech, Mr. Taprantzis, President of the Universal Postal Union and Managing Director of ELTA, referred to the financial crisis and its impact on the global postal industry and he concluded on the following note: "There will be significant opportunities for the sector, such as the advertising post and financial services. Many are those who consider that a modern postal organization of the future will offer vertical marketing sales and sales integration services to its customers, exploiting its infrastructures for the provision of integrated logistic services".

During his speech, **Professor Nikitas Alexandridis**, EETT's President, focused

on the actions of EETT during 2008, which included the amendment of the Regulatory Framework with the issuance of the new General Licensing Regulation; the supervision of the Universal Service provided by ELTA; the submission of proposals to the Ministry of Transport and Communications for the amendment of the legal framework; and the intensification of audits to postal operation. Moreover, the President of EETT referred to the actions planned by EETT for the year 2009. The most important of these actions are:

1. Strengthening competition with targeted control interventions and the issuance of a new Regulation for Individual Licenses.
2. The implementation – approval of the new Cost Model of ELTA.
3. The approach, information, and training of the consumer.
4. The strategy for elevating Greece as an International Forwarding Hub of postal services. With regard to the implementation of this 4th goal, Mr. Alexandridis stated the following: "We propose the formation of a group of experts and representatives of the competent organizations (such as the Ministry of Transport and Communications, the Ministry of Economy and Financial Affairs, the Ministry of Development, EETT, etc.) aiming at the specification of a National Strategy that will render Greece into such a forwarding hub and map out the corresponding course".