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**12. INTERNATIONALE PETERSBERGKONFERENZ
»DIE ZUKUNFT DER POSTAL OUTLETS«**

12TH INTERNATIONAL PETERSBERG CONFERENCE
»FUTURE OF THE POSTAL OUTLETS«

24TH / 25TH June 2014
Steigenberger Grandhotel Petersberg, Königswinter (near Bonn)



Bundesverband Deutscher Postdienstleister e.V. [BvDP]
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Sehr geehrte Damen und Herren,

die Postfilialen sind nach wie vor bedeutsame Kontaktpunkte für Privatkunden, SoHos und Geschäftskunden. Das starke nationale und internationale Wachstum des E-commerce bringt für die Abholung und Retourenabwicklung neue Aufgaben. Viele Dienstleister weiten ihre Filialnetze daher aktuell deutlich aus; es entsteht geradezu Konkurrenz um die besten Standorte. Die Universaldienstleister verteidigen ihre angestammten Märkte und expandieren in neue Geschäftsfelder.

Geänderte Lebens- und Arbeitswelten und die demografische Entwicklung erfordern nicht nur neue Filialvertriebskonzepte. Die Angebote müssen auf neue Bedürfnisse der Kunden an Nachfragezeiten und Bedienformen zielgerichtet zugeschnitten werden.

Innovative Angebote für die Empfänger – z.B. 24/7 Services, Pick-up Points oder Change of Date and Place – fördern den Distanzhandel und optimieren die Zustellkosten.

Die aktive Stärkung der Marke »Post« und die Sicherung des hohen Verbrauchervertrauens sind unerlässlich für neue, digitale und hybride Angebote der Universaldienstleister.

Die 12. Petersbergkonferenz zur Zukunft der Postal Outlets präsentiert internationale, innovative Erfolgsbeispiele aus den Postal Outlet Networks.

Die Konferenz wird Ihnen erneut die Möglichkeit bieten, Kontakte zu knüpfen, intensive Gespräche zu führen und im Erfahrungsaustausch die eigene Position zu bestimmen.

Wir freuen uns auf Ihre Teilnahme!

Wolfhard Bender, Vorsitzender

Dear ladies and gentlemen,

Postal retail outlets are still important ports of call for consumers, SoHos and business customers. Strong growth in domestic and international e-commerce poses new challenges for collection and returns management. In response, many providers are investing heavily in expanding their networks and indeed competing with their rivals for the best locations. Universal service providers are defending their traditional markets and developing new business ideas.

New lifestyles and working conditions, coupled with a changing demographic, call for innovative approaches and concepts, not just in retail outlets. Services have to be aligned with customers' changing needs in terms of opening hours and service infrastructures.

Innovative services for recipients such as round-the-clock service, pick-up points or »change of date and place« options are boosting the mail order trade and bringing down the cost of delivery.

Actively promoting the »post« brand and maintaining consumer confidence at a high level is crucial to universal service providers that wish to market new digital and hybrid products and services successfully.

The 12th Petersberg Conference on the future of postal retail outlets will present a number of innovative success stories from retail networks around the world.

This event is an ideal opportunity to meet colleagues, engage in an inspiring dialogue and examine one's own position in the light of experiences that are being gathered elsewhere.

We look forward to welcoming you!

Wolfhard Bender, Vorsitzender

PROGRAM //
TUESDAY //
JUNE 24TH, 2014

11.30 am // *Lunch*
(by invitation only)

For Universal Postal
Service Providers only

1.45 pm // *Welcome*

BvDP

2.00 pm // *How explosive growth of
eCommerce is affecting to
Postal outlets*

Ulla Seppälä
Vice President Consumer
Services and Retail Network,
Itella Mail Communication

2.30 pm // *Declining Traditional Postal
Service and Rocketing E-commerce
Business*

Xiaowei CHEN
Director General Development &
Research Center of the
State Post Bureau of China

3.30 pm // *Departure
Visit of Deutsche Postbank
Postal Outlet and Dinner*

approx.
11.00 pm // *Return to Hotel*

Registration

Registration fee: € 980
Rebate for Universal Postal Service Providers: 35%
Rebate for BvDP members: 20%
We regret that rebates cannot be consolidated.
Early bird discount until May 15th, 2014: € 150
An invoice will be sent after registration. Until May 15th
the cancellation fee is 20% of the total amount due and
100% thereafter. Cancellations must be received in
writing. Substitution by another delegate will be accepted.
Please register on our website www.bvdp.de

Accommodation

Conference venue:
Steigenberger Grand Hotel Petersberg
53639 Königswinter
Phone: +49 2223 74-0, Fax: +49 2223 74-443
www.steigenberger.com/Koenigswinter-Bonn

Room allocation

Rooms will be held until May 10th 2014
Please quote reference »BvDP«
Singles: € 156, Doubles: € 176 / € 196

PROGRAM //
WEDNESDAY //
JUNE 25TH, 2014

10.00 am // *Welcome*

Eugen Pink
Managing Director, BvDP

10.15 am // *Transformation of the chain
of post institution – Metamorfizm*

Lukasz Golebiowski
Managing Director,
The Polish Post

10.45 am // *Coffee break*

11.15 am // *PostNL's retail strategy:
16 million postoffices*

Yme Pasma
Managing Director Retail,
PostNL

11.45 am // *Upheaval on the global
postal market*

Nick Mayes
Principal Analyst,
Pierre Audoin Consultants

12.15 pm // *Lunch*

1.30 pm // *Round table discussion*

Fabian Düx
Vice President, Deutsche Post
Dr. Werner Stengg
Head of Unit »Online and postal
services«, EU-Commission
Mag. Manuela Bruck
Head of Corporate Communications,
Österreichische Post AG

2.00 pm // *The Sales Channels of
Deutsche Post DHL in the
German Consumer Market –
Consolidating the Online &
Retail Outlet Businesses*

Stefan Friedl
Senior Vice President Retail
Operations, Deutsche Post

2.30 pm // *Customs and security
requirements in international
supply chains – impact on
postal operators*

Reinhard Fischer
Vice President customs
and export control office,
Deutsche Post

// *InPoSec – research for the
secure postal supply chain*

Carsten Böhle
Researcher, University of Münster

// *Round table discussion*

Prof. Dr.-Ing. Bernd Hellingrath
Chair for Information Systems
and Supply Chain Management,
University of Münster
Dr. Andree Haarhuis
Department of Customs and
Excise, University of Münster
Alfred Hiebl
Managing Director,
MIC Logistik GmbH
Reinhard Fischer
VP customs and export control
office, Deutsche Post