Addressing and GIS Integration Forum 2023
Addressing the postal sector – Integrating location

2 November 2023, 9.00 to 12.00 CET
Berne, Switzerland

The UPU, as the primary forum for cooperation between postal sector players, helps to ensure a truly universal network of up-to-date products and services that integrate cutting-edge technology. With this objective in mind, the UPU International Bureau is organizing a multi-sectoral, multi-stakeholder forum on addressing and integration of geographic information systems (GIS).

The forum will provide an overview of concrete projects from the public and private sectors that:

– showcase the multiple possibilities offered by GIS for improving the postal supply chain, particularly using geocoding and spatial analysis to unambiguously locate traditional and conventional postal addresses;

– promote and enhance the quality and security of electronic advance data (EAD) flows by integrating valid address information in ITMATT messages, increasing the capacity of UPU member countries to work in the electronic data environment and improving compliance with EAD requirements;

– demonstrate the importance of introducing the most advanced GIS technology, together with artificial intelligence and deep learning, to the field of conventional addressing, in order to further improvements to addressing management tools.

Expert panellists will show and discuss how maximizing address quality and integrating geospatial technology could increase opportunities for the postal sector to generate revenue through a new range of postal products, while minimizing mailing costs and increasing customer satisfaction.

Through the forum, it is expected that member countries will not only better engage in the integration of GIS into postal data, contributing to postal digital transformation, but also build consensus on the need to ensure that address and reference information practices within EAD are widely used in the postal environment.

Delivery information is only as good as the quality of its address data.

Programme

9.00–9.05 **Welcome remarks**

Mr Jean-Paul Forceville, representing France, Chair of the Postal Operations Council

9.05–9.10 **Opening remarks**

Mr Masahiko Metoki, UPU Director General

9.10–9.20 **Keynote speech: Address value: leaving no one behind**

Professor Richard Maude, Professor of Tropical Medicine, Centre for Tropical Medicine and Global Health, University of Oxford

9.20–9.30 **Keynote speech: Initiative to promote and enhance EAD quality**

Mr David Pilkington, representing the United Kingdom, Chair of the Customs Group

9.30–10.15 **Panel 1: Applying geocodes to the postal network**

For the postal sector, the use of geocodes opens up a new world of possibilities to precisely and unambiguously identify and locate any feature of the physical postal network and the logistical components thereof, for better service delivery and customer satisfaction.

– Mr Samir Maged, Head of GIS, Egypt Post
– Dr TengTeng Qu, Research Assistant Professor, Department of Aeronautics and Astronautics, University of Peking
– Mr Sol Alavi, Co-Founder and CEO, Geomain
– Mr Pieter Geelen, Co-Founder and CEO, Mapcode and TomTom

Moderator: Mr Bernard Morel, representing France, Chair of the Addressing Group

10.15–10.20 Handover between panels

10.20–11.05 **Panel 2: Mapping the postal network: the art of datasetting**

Datasets are at the heart of postal network digitalization processes and the modern management of postal information. This panel will discuss better ways to build and handle postal data settings for the future of a modern postal business.

– Mr Stéphane de Goesbriand, Co-Founder, Edenmap
– Ms Yuting Zhao, Product Manager, SFMAP Technology
– Mr Alex Little, MSA, Senior Manager, Omnia AI, Deloitte Canada's AI practice
– Mr Jean-Baptiste Drechsler, Director General, Geoptis France

Moderator: Mr Rui Fan, representing the People's Republic of China, Lead Country of expert team 1 (unique UPU geocode) of the UPU Addressing Group

11.05–11.10 Handover between panels

11.10–11.55 **Panel 3: Using artificial intelligence to innovate the postal chain**

Combining artificial intelligence with postal address data would allow Posts, at national level, to extract the most relevant information from postal items in order to improve item handling and postal logistics. On an international scale, deep learning applied to big data, using a dynamic network analysis, could provide Posts with an unparalleled opportunity to meet market expectations while reducing their ecological footprint.

– Mr Carsten Bjornsson, Land Administration Lead, Esri
– Ms Aliya A. Alsabti, General Manager, National Address Unit, Saudi Post
– Mr Lorenz Dolezalek, Partner, Boston Consulting Group
– Mr Jose Anson, UPU Economist

Moderator: Mr Rui Fan, representing the People's Republic of China, Lead Country of expert team 1 (unique UPU geocode) of the UPU Addressing Group

11.55–12.00 **Closing remarks**

Mr Marjan Osvald, UPU Deputy Director General