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145 YEARS

DELIVERING DEVELOPMENT

Winter 2019 / Special anniversary edition



A YEAR TO REMEMBER



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145 YEARS

DELIVERING DEVELOPMENT

11

IN BRIEF

Withstanding the test of time

The Post has existed for many centuries, but the UPU's founding created the first truly global postal network. A timeline of events leading up to the UPU's creation and continuing on to the present day marks important events throughout postal history, demonstrating the profound effect the Union has had on the sector's development.

6 FOREWORD
A year to remember

7 EDITOR'S NOTE
Ending on a high note

8 SNAPSHOT
Happy birthday, UPU!

10 Call for projects
FITAF

24 #UPU145
145 years in 145 days



29

PHILATELY

Commemorating the UPU in colour

Postal customers around the world had the chance to join in on the UPU's 145th anniversary celebrations with the release of a special commemorative stamp design.

30

PHILATELY

Immortalizing art through stamps

Anyone who has ever visited the UPU's International Bureau in Berne, Switzerland, has probably taken note of the beautiful works of art throughout its halls, gifted by member countries. Some of the artists featured there also have a unique connection to the philatelic world.

ERRATUM: UNION POSTALE Autumn 2019 (English), pg. 31: "Poste Italiane" was misspelled.

CONTENTS

UNION POSTALE

UNION POSTALE is the Universal Postal Union's flagship magazine, founded in 1875. It is published quarterly in seven languages and takes a closer look at UPU activities, featuring international news and developments from the postal sector.

The magazine regularly publishes well researched articles on topical issues facing the industry, as well as interviews with the sector's leading individuals. It is distributed widely to the UPU's 192 member countries, including thousands of decision-makers from governments and Posts, as well as other postal stakeholders. All regard it as an important source of information about the UPU and the postal sector at large.

UNION POSTALE is also published in French, Arabic, Chinese, German, Russian and Spanish.

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18

COVER STORY

145 Years of Delivering Development

The 145th anniversary of the UPU was a cause for yearlong celebrations at the organization's home base in Berne, Switzerland.

32

FEATURE

International Letter-Writing Competition winner visits UPU

Fourteen-year-old Richemelle Francilia Somissou Koukouï travelled from Benin to Berne to celebrate her gold win in the UPU's 2019 International Letter-Writing Competition for Young People.

36

EVENTS

Looking back at 2019

The UPU's 145th year was one full of celebration, but also hard work. In addition to celebrating the milestone anniversary, the organization coordinated several successful high-level, strategic events throughout the course of 2019 – the outcomes of which will help set the course of the Union's future.

40

EVENTS

World Post Day around the world

UPU's member countries joined in the World Post Day celebrations in different ways. The following are some highlights from how Posts around the world marked the occasion.



A year to remember

There can be no doubt that 2019 was one of the most memorable in our history. It is therefore fitting that, in a year when we celebrated our 145th anniversary, we also demonstrated our enduring ability to turn burning challenges into bright opportunities.

Our year, however, did not begin with September's third Extraordinary Congress in Geneva on remuneration rates; it began with a series of discussions on the 2020 Abidjan Congress and our future strategy. Throughout this year, my goal has been to travel the world and to listen to the wise voices of the Universal Postal Union's stakeholders.

The experience was a physically draining one, but worthwhile. I found these conversations both immensely rewarding and truly inspirational. Meetings with the heads of postal operators, their wonderful staff, ministers and the heads of governments strengthened my view that our vision for a postal future is a powerful one.

Every single one of these meetings and conversations was put to good use. During our regional strategy forums in Bangkok, Ouagadougou, Havana, Minsk, Sharm El

Sheikh and San José, we actively sharpened the draft Abidjan World Postal Strategy thanks to the incisive views and inputs of member countries. Other events this year also served to ensure that the UPU continued to emphasize its global role as the voice of the international postal network. In Amsterdam on 30 September, in an interview held at UPU's World CEO Forum, I outlined the success of the Geneva Congress and its likely impact on the Post's future.

"In the last 145 years, we have seen many transformations, but the breakneck pace of today's change is such that postal operators are redefining their role within the new digital economy and the e-commerce world."

Celebrations of our rich history were another defining aspect of 2019. This year, we celebrated our 145th anniversary and World Post Day's 50th anniversary. Our chosen theme was **"Delivering Development"**. As I said in my statement for the anniversary, "In the last 145 years, we have seen many transformations, but the breakneck pace of today's change is such that postal operators are redefining their role within the new digital economy and the e-commerce world."

To ensure celebrations were meaningful, we went back to the earliest beginnings of the UPU and held a breakfast with many of our 22 founding members in the place where the Treaty of Berne was signed 145 years ago.

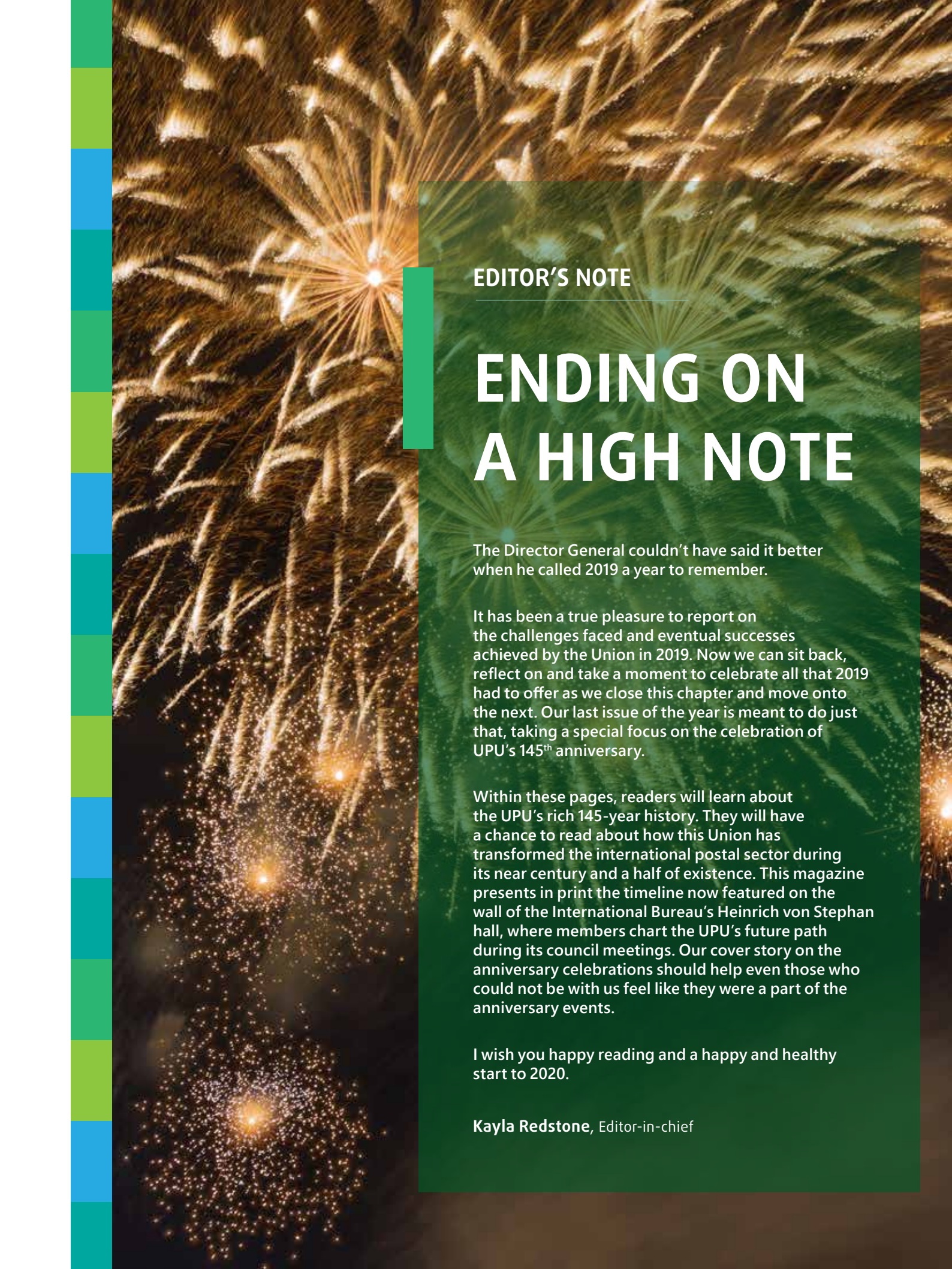
At the event, on 9 October, Deputy Director General Pascal Clivaz spoke for us all when he told the audience, **"The 22 founding members who signed the Treaty of Berne created an agreement that has – quite literally – and I say this in all modesty, benefited the entire world."**

Returning to the UPU's headquarters, we held an awards ceremony for the winners of the Integrated Index for Postal Development (also known as 2IPD), and the winner of our International Letter Writing Competition for Young People. The UPU's staff also united on the same day to celebrate the organization's birthday. These events helped reinforce not only our vibrant past, but also our present work in the areas of digital transformation and e-commerce.

Then there was my meeting with the President of the United States. In January, if you had told me that on 15 October I would be standing next to President Donald J. Trump in the Roosevelt Room of the White House holding a letter rescinding the United States' decision to leave the Union, I would have smiled politely, but changed the subject. The groundbreaking decision has enabled us to uphold the single postal territory and to build much needed momentum for Abidjan 2020 and the new cycle ahead.

As this momentous year closes, we all look to our families. My family – this treasured union of colleagues – is also here in Berne. With this in mind, I want to thank my dedicated staff for their immense efforts in making 2019 a year that will live long in our collective memories. Thank you.

Bishar A. Hussein
Director General, Universal Postal Union



EDITOR'S NOTE

ENDING ON A HIGH NOTE

The Director General couldn't have said it better when he called 2019 a year to remember.

It has been a true pleasure to report on the challenges faced and eventual successes achieved by the Union in 2019. Now we can sit back, reflect on and take a moment to celebrate all that 2019 had to offer as we close this chapter and move onto the next. Our last issue of the year is meant to do just that, taking a special focus on the celebration of UPU's 145th anniversary.

Within these pages, readers will learn about the UPU's rich 145-year history. They will have a chance to read about how this Union has transformed the international postal sector during its near century and a half of existence. This magazine presents in print the timeline now featured on the wall of the International Bureau's Heinrich von Stephan hall, where members chart the UPU's future path during its council meetings. Our cover story on the anniversary celebrations should help even those who could not be with us feel like they were a part of the anniversary events.

I wish you happy reading and a happy and healthy start to 2020.

Kayla Redstone, Editor-in-chief

HAPPY BIRTHDAY, UPU!



Photo: United Nations,
New York

"Since 1874, the Universal Postal Union has played a dynamic role in developing and sustaining the international postal sector.

Today, this work goes well beyond delivering mail. The world's 600,000 post offices are an extensive network that connect people and help to advance financial inclusion, an important spur towards ending poverty and encouraging economic growth.

The sector is also part of the vital underpinning of globalization, demonstrating, as "One world. One postal network", the benefits of international cooperation.

On World Post Day, I congratulate the UPU on its 145th anniversary and look forward to the continued contributions of the world's postal networks as we strive together to achieve the Sustainable Development Goals."

António Guterres, *UN Secretary General*



Photo: Turkish Post

"With honour we are celebrating the 145th anniversary of the Universal Postal Union, which started its journey with 22 founding members, including our country, and today has turned into an excellent network encompassing the whole world..."

We believe that our activities will continue to expand and develop and we express our sincere congratulations on the 145th anniversary of the Universal Postal Union."

Kenan Bozgeyik, *Chairman, UPU Council of Administration and Chairman of the Board and Director General, Turkish Post*



Photo: SALPOST

"I would like to extend a special congratulatory message to the Director General and his team at the UPU [secretariat] for their tireless efforts and strong leadership in steering the ship over the years and making sure this great Union stays together as one big family, in spite of the many challenges the postal world, and the Union, have faced in recent times.

SALPOST says congratulations to you and well done!"

Brima Katta, *Managing Director, Sierra Leone Postal Services (SALPOST) Ltd.*

Stakeholders shared many congratulatory messages on the Union's 145th anniversary throughout 2019.

The following are some of the well wishes the UPU Director General received this year.



Photo: correospanama.gob.pa

"The General Directorate of Posts and Telegraphs of Panama and its employees wish to congratulate you and the UPU International Bureau staff on the celebration of World Post Day and the UPU's 145th birthday.

I would also like to take this opportunity to congratulate the organization as a whole for its efforts in ensuring the success of the third Extraordinary Congress and maintaining the unity and strength of the global postal network for the Union's 192 member countries."

Julio Ramirez Reina, *Director General, Ministry of Government, General Directorate of Posts and Telegraphs, Panama*



Photo: www.mpt.gov.by

"Please accept my sincere congratulations on a professional holiday – World Post Day – and on the 145th anniversary of the Universal Postal Union!

A postal industry plays a major role in the modern world, remaining in high-demand and an effective means of communication between people, as well as being an essential part of the economic and social infrastructure of a state. Post connects the production and consumption of goods and services, supports both manufacturers and consumers, and thereby has an impact on the economy, governance, business development and human well-being."

Kanstantsin Shulhan, *Minister of Communications and Informatization, Belarus*



Photo: www.jqknews.com

"Post is a basic channel that facilitates international trade flow, an artery that transmits global information, and a bridge that promotes the engagements among the people in various countries. Over the past 145 years, the UPU has made remarkable accomplishments in coordinating international postal services, promoting multilateral postal cooperation, and formulating standards and principles for the development of global postal economy and has also made important contributions to promoting global socioeconomic development and cultural exchanges among countries."

MA Junsheng, *Director General, State Post Bureau of the People's Republic of China*

CALL FOR PROJECTS

The UPU's Financial Inclusion Technical Assistance Facility (FITAF) is looking to help countries leverage the digitization of postal financial services to advance financial inclusion around the globe.

FITAF, a UPU-led initiative in partnership with the Bill & Melinda Gates Foundation and Visa Inc., focuses on advancing financial inclusion by providing technical assistance and financial resources to postal operators so that they can provide accessible and relevant digital financial services (DFS), primarily mobile payments, through their networks.

FITAF will support projects submitted with digitization activities that fall within four categories:

Development of a digital financial services (DFS) strategy;

Provision of DFS as an agent, in partnership or through own products;

Improvement and diversification of current DFS offerings;

Other (must encompass both financial inclusion and digitization of financial services).

Adding **VALUE** to every country's economy.



FITAF

Project proposals
are due by
28 February 2020



To learn more about the application process, visit

www.upu.int/en/FITAF

Withstanding the test of time

The Post has existed for many centuries, but the UPU's founding 145 years ago created the first truly global postal network. A timeline of events leading up to the UPU's creation and continuing on to the present day marks important events throughout postal history, demonstrating the profound effect the Union has had on the sector's development.

- **27-14 BC** **The cursus publicus.** The first well-documented postal service operates in Rome: the cursus publicus. Emperor Augustus establishes an imperial postal service responsible for official and administrative exchanges within the Roman Empire, as a means of unifying its vast territory.

- **16TH CENTURY** **Thurn und Taxis.** Throughout the 16th century, the Thurn und Taxis dynasty is the imperial courier of the Holy Roman Empire and in the Spanish Netherlands, Spain, and Burgundy. Thurn und Taxis develops an international postal service which can "convey private correspondence and individuals against suitable payment".



Thurn und Taxis

- **17TH CENTURY** **The first international postal treaty** consists of bilateral agreements governing the transit of mail among European countries.

- **1675** **Beat Fischer von Reichenbach** is the founder of the post office in the Republic of Berne. In 1675, he is granted a 25-year licence by the Bernese state to operate a post and courier service. He expands the Bernese Post to make it one of the fastest postal services in Europe, and, in 1680, is granted a knighthood by Emperor Leopold I of the Holy Roman Empire.



Beat Fischer von Reichenbach

- **1837** **Sir Rowland Hill** proposes an adhesive stamp to indicate pre-payment of postage to simplify British postage rates.



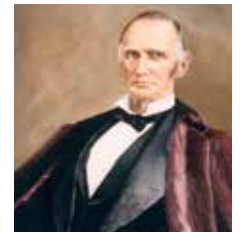
Sir Rowland Hill

- **1840** **The Penny Black** is the world's first adhesive postage stamp used in a public postal system. It is first issued in Great Britain on 1 May 1840, but is not valid for use until 6 May. The stamp features Queen Victoria's profile.



- **1854** **International postal money order.** The first international postal money order service is created to allow British troops fighting in the Crimean War to transfer money back home.

- **1862** **Montgomery Blair,** Postmaster General of the United States of America, suggests a conference at which the different Posts would be represented by delegates who could discuss improvements and simplifications.



Montgomery Blair

- **1863** **11 May.** The International Postal Commission holds its first meeting at the Paris Postal Conference, where delegates from 15 European and American countries lay down a number of general principles for mutual agreements and stress the need to establish an international postal treaty on a common basis.

- **1868** **Heinrich von Stephan.** The official journal of the postal administration of the North German Confederation publishes a memorandum in which Heinrich von Stephan, Senior Privy Councillor of Posts, describes the basic features of a plan for "a postal union among all civilized nations" and proposes submitting this plan to a universal congress for discussion.



Heinrich von Stephan



1874 **9 October.** The General Postal Union is established when 22 countries attending a plenipotentiary conference sign the Treaty of Berne. The treaty succeeds in unifying a complex maze of postal services and regulations into a single postal territory. During this first Postal Congress, the International Bureau, operating under the supervision of the Swiss Confederation, is created to provide the secretariat for the new General Postal Union.

1906 **The international reply coupon (IRC)** is created. An IRC can be exchanged for one or more postage stamps representing the minimum postage for an unregistered priority airmail letter of up to 20 grammes sent to another UPU member country.



1909 **The UPU Monument** is unveiled in the Kleine Schanze park in Berne. The bronze and granite statue standing 10 metres high and 40 metres wide is the work of French sculptor René de Saint-Marceaux, a member of the Paris Académie des Beaux-Arts. He is chosen to execute the work following an international competition organized by the Swiss Government on the theme "Around the World". The sculpture depicts five messengers representing the five continents, passing letters around the globe.



1911 **Henri Péguet.** The French pilot Henri Péguet (1888–1974) carries the first official airmail. The flight occurs in India. Péguet carries a sack with about 6,500 pieces of official mail on his Humber biplane. The plane flies a distance of 10 kilometres in 27 minutes, from Allahabad to Naini.



1929 **Small packets.** The ninth Universal Postal Congress in London creates the small packet service.

1947 **Council of Administration.** At the 12th Congress in Paris, the Executive and Liaison Committee is created; this later becomes the Executive Council. It is now known as the Council of Administration.

1948 **United Nations.** The UPU becomes a specialized agency of the United Nations. The UPU contributes to the development of UN policies and activities that have a direct link with its mandate and mission to promote social and economic development, including the achievement of the 2030 Agenda for Sustainable Development.



1952 **The Brussels Congress** grants free postage to literature for the blind. This Congress also sees the introduction of simultaneous interpretation for the benefit of delegates; previously all UPU meetings were conducted solely in French.

1957 **Postal Operations Council.** The Ottawa Congress creates the Consultative Committee for Postal Studies, the forerunner to today's Postal Operations Council.

1964 **At the Vienna Congress,** the UPU Acts are restructured with a new Constitution, General Regulations, Convention and Detailed Regulations. Congress also creates the language group system, enabling member countries to organize translation of Union publications into languages other than French.

- **1969** **World Post Day.** During the Tokyo Congress, the UPU adopts 9 October – the anniversary of its founding – as World Post Day. Since then, countries across the world have participated in annual celebrations. The same Congress also introduces the system of terminal dues for remunerating destination Posts for the processing and delivery of international mail.



- **1970** The current International Bureau building in the Murfeld district of Berne is inaugurated.

- **1971** **The UPU's International Letter-Writing Competition** is launched. Since then, millions of young people across the world, aged 15 or under, have participated.



- **1974** At the Lausanne Congress, the power to elect the Director General and Deputy Director General is transferred to Congress for the first time. To mark the **centenary** of the UPU, numerous member countries issue special stamps.

- **1989** The first **UPU world postal strategy**, which provides a basis for the organization's programme and budget, is adopted at the Washington Congress.



- **1993** **The Postal Technology Centre** is created to develop new technological tools for the benefit of the UPU member Posts.

- **1999** The **EMS Cooperative** is formed. EMS is an express mail service for documents and merchandise offered by the UPU postal operators, connecting more than 180 countries and territories worldwide.



- **2004** The Bucharest Congress creates the **Consultative Committee** to represent the interests of the broader international postal sector within the UPU.



The Bucharest Congress

- **2005** **.POST**, the UPU's own sponsored top-level Internet domain for the postal industry, is approved by the Internet Corporation for Assigned Names and Numbers. It is one of the most secure top-level domains in existence.



- **2009** The first annual inventory of greenhouse gas emissions from postal activities of designated operators is undertaken by the UPU.

- **2010** **GMS.** The Global Monitoring System, a state-of-the-art measurement system to assess quality of service for member countries, is launched.



- **2013** The UPU starts producing detailed individual reports on greenhouse gas emissions, providing an accurate overview of each designated operator's situation, as well as qualitative information on potential reduction measures.

- **2016** **OSCAR.post** is created, an online tool which enables UPU designated operators to calculate and analyze their carbon footprints, in order to identify emission reduction measures.



- **2019** The UPU's 145th year concluded with a victory for the Union, as it reached an agreement on postal remuneration rates by acclamation during the third Extraordinary Congress in Geneva.



Official White House Photo, Shealah Craighead



145 YEARS OF DELIVERING DEVELOPMENT

TEXT: Kayla Redstone & David Dadge



The 145th anniversary of the UPU was a cause for yearlong celebrations at the organization's home base in Berne, Switzerland.

Photo: Ivan Steiner

In his message to member countries on the anniversary, UPU Director General Bishar A. Hussein reinforced the UPU's role and relevance in the modern postal sector, stating, "The UPU is a byword for postal innovation and creativity, and our influence on the postal sector is acknowledged throughout the world."

"In the last 145 years, we have seen many transformations, but the breakneck pace of today's change is such that postal operators are redefining their role within the new digital economy and the e-commerce world," he added.

For this reason, the UPU chose "Delivering Development" as the theme for commemorating its 145th year. The organization called together stakeholders from member countries, the diplomatic corps, Swiss institutions and its own staff for a series of events celebrating the organization's commitment to transforming the global postal sector since 1874.

"The UPU is a byword for postal innovation and creativity, and our influence on the postal sector is acknowledged throughout the world."

Celebrating the past while looking forward

Ceremony to unveil an SDG wall, 1 May 2019

An important part of UPU's 145-year history was its inclusion in the United Nations family as a specialized agency in 1948. Since then, the UPU has contributed to the development of UN policies and activities, including by helping to achieve the 2030 Agenda for Sustainable Development through postal sector activities.

With this in mind, the UPU launched its anniversary celebrations by looking to the future, inaugurating a special wall and staircase design displaying the 17 sustainable development goals (SDGs) at its headquarters.

The wall, located in the building's Beat Fischer room, displays the icons of each of the 17 goals on canvases extending from floor to ceiling. Each of the eight floors in the building's main stairwell features the 17 goals in a different language – each of the six UN official languages, as well as Portuguese and German. The unveiling ceremony took place on 1 May, led by UPU Deputy Director General Pascal Clivaz in the presence of the organization's staff. Mr Clivaz reminded staff of the important contribution the UPU was making to achieve the SDGs.

"Every day the postal network is supporting businesses and consumers, addressing the need for rural infrastructure and development, and enabling health workers to reach out to disabled people. All of these activities are helping to achieve the 2030 Agenda," he said. **KR**



Photo: Alexandre Plattet



Photo: Mark Prosser

A family tree

**Tree-planting ceremony,
21 May 2019**

The second event of the year took place later in May, bringing together representatives of the diplomatic community, local government, heads of intergovernmental organizations and staff in the UPU garden to plant a linden tree.

The UPU Deputy Director General opened the ceremony with an introduction about the symbolic planting ceremony.

“The linden tree we plant today, has a long association with the international postal sector, and in particular, letter writing,” said Mr Clivaz.

He explained that people had long ago used the tree’s pliable bark for writing letters, the tree would therefore represent the history of the Post. The sapling’s growth would come to represent the growth and evolution of the fast-changing postal sector.

“Such a tree is a fitting motif for the UPU’s own 145-year history and the emphasis we place on communication, and on building cooperation globally,” Mr Clivaz said.

Ahead of the planting, guests were treated to a special interlude on the post horn played by Felix Peijnenborgh from the University of the Arts Bern. The brass instrument was historically used to signal the arrival of mail coaches. **KR**

“Such a tree is a fitting motif for the UPU’s own 145-year history and the emphasis we place on communication, and on building cooperation globally”



Photo: Mark Prosser



Photo: Ivan Steiner



Photo: Ivan Steiner

Going back to our roots

Founders' breakfast, 9 October 2019

Sadly, there is no known photograph of the representatives of the 22 founding member countries signing the Treaty of Berne on 9 October 1874. A signing ceremony that took place in a stately room that today forms part of the restaurant Zum Äusseren Stand in Berne. If there were such a photograph, it would be sepia toned and slightly faded, but it would show the faces of a group of individuals who knew they were making history.

The treaty not only created the General Postal Union, later to become the Universal Postal Union, it ushered in the beginnings of the universal service obligation and the international postal network that we know and trust today. We tried to capture that sense of history on 9 October 2019 when we returned to the restaurant for a special breakfast with diplomats representing many of the 22 member countries who founded the Union.

The breakfast's aim was to thank the international community for their generous support over the decades. As the Deputy Director General, Pascal Clivaz, of the UPU said in his opening remarks, "I know that it was the Universal Postal Union that invited you to this breakfast, but I want you to know

that the true nature of our relationship is one of service to you."

Building on this sense of history, Mr Clivaz told the audience the Post's story was one of revolution not simply evolution. He described how the UPU and Posts had always managed to adapt to new technologies. "We adapted, when sorting by hand gave way to automated sorting machines; we adapted when handwritten ledgers gave way to computers. We have stood the test of time and the numerous tests of our industry," he said.

Describing the UPU of the 21st Century, Mr Clivaz noted, "Today, we are helping Posts to redefine themselves in the age of the digital economy and the e-commerce world. Due to our numerous projects and programmes, we are assisting both developed and developing countries."

"None of this would be possible without the continuing desire of countries to support and promote multilateral approaches where global responses are needed"

He concluded by recognizing the important role played by member countries in the life of the UPU, "None of this would be possible without the continuing desire of countries to support and promote multilateral approaches where global responses are needed."

Mr Clivaz's speech was followed by a musical interlude when local pianist Matthieu Torvato played a series of songs connected to the postal industry, including "Signed, Sealed, Delivered, I'm Yours," a soul tune by American artist Stevie Wonder. Mr Clivaz also toasted the UPU with Mr Torvato playing the traditional song of "Happy Birthday to you" in the background.

Afterwards, the diplomats returned to the headquarters of the UPU to celebrate World Post Day. **DD**



Photo: Ivan Steiner

How the Universal Postal Union stood the test of time

An extract from the speech of the Deputy Director General Pascal Clivaz at the breakfast on the 145th Anniversary of the Universal Postal Union, 9 October 2019.

“The story of the mail is one of constant change, of revolution, not simply evolution. Over the centuries communications have varied, embracing telegraph, telex and fax, and now Internet and email, but the Post has been a constant.

The UPU and the Post have always adapted and embraced new technologies. We adapted when horses gave way to motorized vehicles; we adapted when sorting by hand gave way to automated sorting machines; we adapted when handwritten ledgers gave way to computers. We have stood the test of time and the numerous tests of our industry.

Throughout all of these changes, we have remained relevant. Today, we are helping Posts to redefine themselves in the age of the digital economy and the e-commerce world. Due to our numerous projects and programmes, we are assisting both developed and developing countries.

We assist in these efforts through the delivery of numerous projects and programmes that help both developed and developing countries. Projects and programmes such as .POST, or Ecom@Africa, or our Global Monitoring System, or OSCAR, which enables postal operators to calculate and analyze their carbon footprints.

Projects such as EMS, offering an express mail service around the world, or our world-beating Postal Technology Centre that is busily creating new tools and services for postal operators. As a UN specialized agency, we also ensure that the postal network is recognized as an engine for development.

Indeed, the theme of this year’s World Post Day is ‘Delivering Development’ as it captures our ceaseless search to find new and innovative ways to deliver value to the international postal network.”



Celebrating excellence

World Post Day Ceremony, 9 October 2019

The year's events culminated with the UPU's annual World Post Day ceremony at the UPU's International Bureau.

Member countries attending the 1969 Congress declared 9 October as "World Post Day" to mark the anniversary of the UPU and bring awareness to the Post's role in the everyday lives of the people it serves. This year not only marked the 145th anniversary of the UPU, but also the 50th World Post Day.

Representatives of member countries, the Chairmen of the Postal Operations Council and Council of Administration, members of the Swiss diplomatic community and UPU staff came together for the event in the Heinrich von Stephan hall – appropriately named after the very man who initiated the meeting leading to the UPU's creation.

Mr Clivaz opened the event, reading out World Post Day messages from UN Secretary General António Guterres and UPU Director General Bishar A. Hussein before moving on to a special awards ceremony for the winner of the UPU's 48th International Letter-Writing Competition.

This year's edition of the competition asked youth up to the age of 15 to write a letter about their hero. Benin's Richemelle Francilia Somissou Koukou, 14, won top prize for a letter to her uncle about her heroic cat. Although Richemelle could not be present for the ceremony, Annick d'Almeida from Benin's Permanent Mission in Geneva travelled to Berne to collect the winner's gold medal and read her letter to participants.

UPU Deputy Director General Pascal Clivaz described Richemelle's letter as "profound" and "intimate", adding that the competition had provided a platform to the, "confident, articulate voices of children, of youths, of young people from across the world" for nearly 50 years.

Following the award, Mr Clivaz joined Postal Operations Council Chairman Masahiko Metoki, Council of Administration Chairman Kenan Bozgeyik, and Ms d'Almeida to

inaugurate a time wall encapsulating UPU's 145-year history, which is now mounted in the meeting hall.

The event closed out with an awards ceremony recognizing the top ranking countries under the UPU's 2IPD, a comparative index of postal services in 172 countries. Mr Clivaz explained that the organization had created the tool as a way of benchmarking the performance of the global postal network. Countries were scored on the reliability, reach, relevance and resilience of their postal networks.

Representatives of member countries, the Chairmen of the Postal Operations Council and Council of Administration, members of the Swiss diplomatic community and UPU staff came together for the event in the Heinrich von Stephan hall – appropriately named after the very man who initiated the meeting leading to the UPU's creation.

Switzerland topped the ranking for a third year in a row. Swiss Post CEO Roberto Cirillo collected the country's award, thanking his employees who, he said, "do an excellent job day after day and night after night."

Netherlands came in second, while Germany ranked third. The Deputy Director General recognized Poland, China (People's Rep.), Tunisia, Colombia and Nigeria as regional champions for standout performance in their respective regions.

To end the day, UPU staff regrouped in the Heinrich von Stephan foyer for a slice of UPU birthday cake, where Mr Clivaz toasted them for their dedication to the organization's mission to develop the postal sector. **KR**

Delivering
development
is delivering
progress

An extract from the
UPU Director General
Bishar A. Hussein's
2019 World Post
Day message,
9 October 2019

"From manual to mechanized operation, the Post continues to innovate, using modern technology to optimize sorting and delivery and improve the supply chain from beginning to end. By embracing modern developments such as virtual reality, the Internet of Things, blockchain and robotic technologies, among others, the Post is today creating greater flexibility in customer service through the most advanced interfaces. We are now closer to our customers than ever before.

But above all this, the UPU's original philosophy – to serve humanity, and facilitate communication among the citizens of the world – remains the driving force of the global postal network. Every other advancement and innovation in the Post is geared towards supporting the very reason for our existence: changing people's lives for the better. Developing, developed and advanced networks continue to find synergy of purpose to power our single network to deliver efficiently and cost-effectively around the world. We continue to deliver as one."

It is the message that counts

An extract from the speech of the Deputy Director General Pascal Clivaz at the awards ceremony of the International Letter Writing Competition for Young People, 9 October 2019.

“Letters may perhaps seem outdated, but as with all great communications, it is the message that really counts. The Universal Postal Union always was, is, and will forever remain, a communications organization.

For 145 years, we have been delivering messages, often quite literally, but also in ways similar to the one delivered today by Richemelle [the 2019 winner of the International Letter Writing Competition for Young people].

Such work is in the finest traditions of the United Nations, and its efforts on the pillars of peace and security, development the rule of law and human rights. Such aspirations can drive this planet forward, but everyone needs to understand what they mean.

I see Richemelle’s story and the International Letter Writing Competition as a way to humanize, to distil, not just the UN’s work, but our global efforts to improve the lives everyone.

Since the very earliest times, we have told stories around campfires, as we progressed we have sent stories to each other across vast distances of land and water.

Today, we do so electronically from computer to computer, and from mobile phone to mobile phone, but it is still the story that counts. Richemelle, I thank you for your story and I would like to honour you with this prize.”



Photo: Ivan Steiner



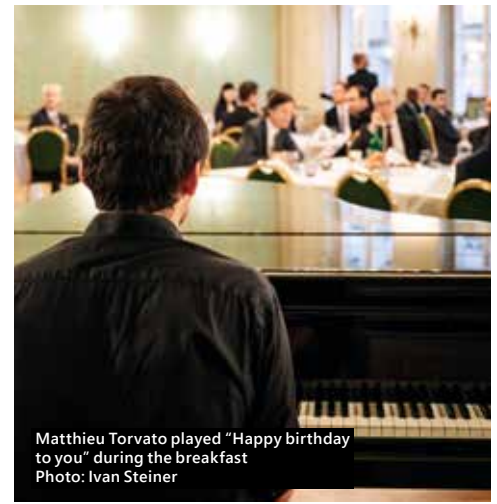
Mr Clivaz with the winners of the UPU's 2019 2IPD ranking
Photo: Ivan Steiner



Photo: Alexandre Plattet



Photo: Alexandre Plattet



Matthieu Torvato played "Happy birthday to you" during the breakfast
Photo: Ivan Steiner



Mr Clivaz inaugurating the time wall with Postal Operations Council Chairman Masahiko Metoki, Council of Administration Chairman Kenan Bozgeyik, and Ms d'Almeida
Photo: Ivan Steiner



Felix Peijnenborgh playing the post horn
Photo: Mark Prosser



Photo: Ivan Steiner

145 years in 145 days

A special countdown across the UPU's social media platforms managed to give followers a glimpse of the UPU's 145-year history in 145 days.

1874

The General Postal Union, later renamed the Universal Postal Union, is created on 9 October 1874, after the representatives of 22 countries sign the Treaty of Bern in Switzerland.

**1875**

Mr Eugène Borel, a member of the Swiss Federal Council, is appointed as the first Director of the International Bureau of the General Postal Union, later called UPU.

1876

Domestic and international money orders are introduced for member countries belonging to the Union.

1877

Newly introduced "United States Postal Guide" provides guidance on making addresses legible and complete to avoid the issue of undeliverable mail.

1878

2nd International Postal Congress in Paris successfully regulates postal money orders and decides to change the name of the General Postal Union to the Universal Postal Union.

1879

UPU supports postal administrators in the introduction of Post Office Savings Banks, helping to reduce fees and ease access to financial services.

1880

Due to increased demand, postal administrators begin allowing the private sale of postage stamps.

1881

UPU's network now extends over a total territory of more than 80 million km and the organization regulates cooperation with state railways.

1882

Annually, 2 billion newspapers are moved domestically and 40 million are moved internationally by the Post across the UPU's territory.

1883

A steamboat line begins carrying mail between Australia and Britain through the Suez Canal on a weekly basis.

1884

Union Postale writes about the journey of Inuit postal workers in Greenland, who deliver mail with kayaks along the coastline.

1885

The 3rd International Postal Congress, held in Lisbon, introduces two new services: mail collection and international certification of identity.

1886

Mr Vincent, the person who proposed the creation of the International Bureau, passes away.

1887

Germany reports that the total distance travelled by the mail across its territory was 185,217,311 km.

1888

Australia issues its first commemorative stamp, celebrating the 100th anniversary of the founding of New South Wales.

1889

Between 21 and 25 December, the mail traffic to and from London reached 50 million items, with nearly 1.5 million dispatched to foreign countries.

1890

The United Kingdom launches an 8-day celebration to mark the 50th anniversary of postal stamps, exhibiting a complete collection of all postal stamps issued within the previous 50 years.

1891

The 4th International Postal Congress, held in Vienna, decides on regulations for mail carried by Paquebot ocean liners.

1892

Japan Post introduces parcel delivery into their postal service.

**1893**

Mr Edmond Höhn, Postmaster in charge of the Swiss postal administration, is appointed as the Director of the International Bureau of the UPU.

1894

In 1894, 1.7 billion postcards travelled through UPU member countries.

1895

The average number of days for the delivery of post between London and Auckland was 33 days via San Francisco, 40 via the Orient Line and 41 via the Suez Canal.

1896

Decision to colour code stamps comes into force, with inland postcards stamps printed in green, inland letters in red and foreign letters in blue.

1897

The 5th International Postal Congress, held in Washington, introduces lower international postage rates.

1898

563,346,299 CHF are transferred through domestic and 29,570,697 through the international money order service in Switzerland during 1898.

**1899**

Mr Eugène Ruffy, Federal Councillor and Head of the Swiss Military Department, is appointed as the Director General of the International Bureau of the UPU.

1900

The Extraordinary International Postal Congress in Berne decides to erect a UPU monument, honouring the establishment of the Union.

1901

During 1901, Belgian Post grants 259 loans for a total value of 1.5 million francs to help agricultural establishments.

1902

Japan Post celebrates 25 years of its entrance to the Union with commemorative festivities.

1903

The Postal Service of the Republic of Nicaragua is organized and the country's postal territory becomes part of the international postal network. Leading the Postal Service is the Director General of Posts, appointed by the President of the Republic.

1904

The competition for a monument commemorating the foundation of the UPU takes place. The Federal Council ratifies the Jury's choice of a model bearing the motto "Autour du Monde" by Mr René de St-Marceaux and invites him to construct the monument.

1905

The Spanish Post Office launches express mail delivery, and accepts domestic mail of urgent packets, letters, postcards, commercial papers, medicines, and coin packets for all Spanish cities and towns.

1906

6th International Postal Congress, the first held in the 20th century, lasts 7 weeks in Rome in the presence of the King and the Queen of Italy. The first sitting of the Congress was held in a picture-gallery of the Palazzo Colonna.

1907

Sea post offices are opened on board the French fast steamers plying between Le Havre and New York.

1908

Ethiopia joins the UPU, following the official declaration made by the Ethiopian government during the 6th International Postal Congress in Rome in 1906.

1909

The inauguration of the monument commemorating UPU's foundation takes place. For the first time, nearly all the governments of the world unite to construct the monument at their common expense.

1910

Turkey launches a direct exchange of money orders.

1911

"Grundriss der Postgeschichte mit besonderer Berücksichtigung der Schweiz" by Albert Stucki is the first publication to contain a complete history of Swiss posts, a summary of postal history and the UPU.

1912

The UPU has 95 member countries and colonies with an area of 82,400,000 square km. The postal network totals 283,607 post offices and 1.3 million postal employees. 30 billion postal items are forwarded in domestic and international services.

1913

The Spanish government chooses 10 September 1914 as the opening date of the next International Postal Congress to be held in Madrid. However, the Congress is postponed because of the beginning of World War I.

1914

The 40th anniversary of the foundation of the UPU. In 40 years, the UPU has spread its territory across five continents and its area is now 127.6 million square kilometers with 1.6 billion inhabitants.

1915

Postage stamp prices rise dramatically during World War I. To cut costs, British and French occupation forces overprint Iranian and Cameroon postage stamps by adding an additional layer of text to them.

1916

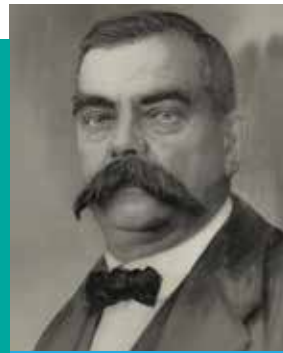
The Postal Service of the Union of South Africa changes its means of postal delivery, e.g. camel post disappears entirely, the number of ox carts triples to 18 instead of 6, and the number of motor cars rises from 22 to 34.

1917

The Postal Service of the Union of South Africa prohibited sending food by mail because of the serious damage it constantly caused to other postal items.

1918

Throughout the UPU single postal territory, owing to the reduction of staff caused by the release of men for military duty during World War I, the majority of post offices are closed and the attendance hours are reduced significantly.

**1919**

The Swiss Federal Council appoints Mr Camille Decoppet, Federal Councillor and former President of the Swiss Confederation, to the post of Director of the UPU.

1920

The 7th International Postal Congress, postponed in 1914 owing to World War I, meets in Madrid. It lasted 2 months, decisions were made on the organization of an international postal cheque service and on regulations for aerial postal service.

1921

In addition to French, German and English, the UPU starts publishing its magazine "L'Union Postale" in Spanish.

1922

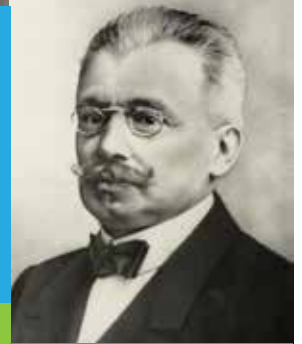
Special Committee for the Revision of the Postal Union Acts meets in Nice, France to decide on the definite text of the principal Convention and six special Arrangements of the UPU.

1923

After a period of deficits across nine years, the Swiss Postal Administration records a net balance of 341,212 CHF due to the increasing letter-post volumes.

1924

His Majesty King Gustaf V of Sweden opens the 8th International Postal Congress in the Royal Palace in Stockholm. It is synchronized with the 50th anniversary of the UPU.

**1925**

Mr Evariste Garbani-Herini was appointed to the post of Director of the UPU | The Commission d'Etudes is created to study ways of simplifying and accelerating the resolutions of the previous International Postal Congress and to make suitable proposals for the upcoming Congress in Mexico City.

1926

The Pan-American Postal Congress meets in Mexico City and lasts 2 months to revise the Postal Convention of Buenos Aires and to conclude the arrangements about the exchange of money orders and parcels.

1927

The Hague Postal Conference to examine and discuss airmail services. The Conference decides airmail parcels shall not exceed 100 cm in length and 50 cm in the other dimensions.

1928

UPU creates the Preparatory Committee to meet 6 months before an International Postal Congress in order to examine all the postal proposals received by the International Bureau.

1929

The 9th International Postal Congress is opened in the House of Lords in London. The Congress introduces the first airmail regulations and innovation in the form of small packets with a max of 1 kg.

1930

The unveiling of the tablet commemorating the 50th anniversary of the UPU's foundation takes place in Stockholm. The tablet was created by the Swedish sculptor Ivar Johansson.

1931

7 January, the 100th birthday of Heinrich von Stephan, Secretary of State and Founder of UPU. He wrote the "History of the Prussian Post" and had the idea of a Universal Postal Union.

1932

A cover carried on an inaugural flight in the Canadian northern woods. The cover has a cachet and is franked with both a regular and an airmail stamp.

1933

Between 18 May and 28 June, the Universal Postal Union Executive Committee met in Ottawa to prepare the agenda for the 10th UPU Postal Congress to be held in Cairo in 1934.

1934

The 10th International Postal Congress held in Cairo, Egypt.

1935

The postal network has inspired great artwork including Royal Mail AD Dispatch Rider painted by British artist and muralist John Armstrong. Now displayed in the postal museum.

1936

Postal Inspector is an American crime film by American director Otto Bower. Ricardo Cortez plays Bill Davis a US federal postal inspector. Horror's own Bela Lugosi is the baddie attempting to steal a shipment of 3 million USD.

1937

On 6 May the Hindenburg LZ129 zeppelin exploded at Lakehurst New Jersey killing 35. The airship carried 3,500 passengers and 29937.096 kg of freight and mail.

**1938**

Mr Reinhold Furrer was appointed to the post of Director of the UPU. In the same year a stamp featuring King George VI and Jinja bridge by the Ripon Falls was printed in the East African Postal Union.

1939

11th International Postal Congress of UPU held in Buenos Aires. Britain and France declare war on Germany.

1940

In World War II, there was postal censorship of civil mail. Lists were created to examine suspicious mail or for those whose mail was to be exempted from censorship.

1941

Mobile Post Office for bombed out areas of London.

1942

Darwin's Post Office after the capital city of Australia's Northern Territory was bombed on 19 February.

1943

The Airgraph service, a method of sending mail to soldiers during World War II, reaches 330 million messages.

1944

The Argentine-Chile Transandes Railway is re-opened after a 10-year interruption. Apart from other economic purposes, the 160 km long railway was used to transport mail between the two countries.

**1945**

Mr Alois Muri, Director General of the Swiss Post was appointed to the post of Director of the UPU. Phonopost, an experimental postal service in Argentina to record a person's voice and deliver the resulting recording by mail, reaches a total of 101,686 transmitted disks.

1946

On 20 March an agreement about the establishment of a Postal service between Poland and the USSR was concluded.

1947

The 12th International Postal Congress starts on 7 May in Paris. President of the Republic of France Vincent Auriol officially opened the Congress in the Luxembourg Palace.

1948

On 1 July, the Universal Postal Union becomes a specialized agency of the United Nations.

1949

The centenary of the French postage stamp. On 1 January 1849 the French public was invited to use the stamp for the prepayment of the postage on letters.

**1950**

Dr Fritz Hess is elected as Director of the International Bureau of UPU. Before, Dr. Hess was appointed Director of the third District of the Swiss Federal Railways Service and later Director General of the Swiss PTT.

1951

The UN Postal Administration is formally inaugurated on UN Day with its first set of stamps going on sale that day.

1952

The 13th International Postal Congress in Brussels lasts 2 months. The Congress brought together all 93 countries that constituted UPU. Its work was to revise the Convention concluded during the 1947 Congress in Paris.

1953

The United States Postal Service starts piggy back mail service by semi-trailers and railroad flatcars for interstate transportation.

1954

The Arab Postal Union was founded during the Conference of European Postal and Telecommunications Administrations.

1955

UPU and UNESCO invite member countries to make proposals to facilitate free circulation of information through the Post.

1956

Monaco issued stamps to honour the marriage of Grace Kelly and Prince Rainier.

1957

As a result of the 13th Congress in Ottawa, a contacts committee was formed between UPU and IATA to discuss airline schedules, remuneration rates for airlines based on air distances.

1958

UPU participated in the creation of a UN pavilion at the Brussels World's Fair.

1959

Last attempt by USPS to launch missile mail. The delivery of mail by rocket or missile is known as astro philately.

1960

Marked the birth of the first mail-out census in the US.

**1961**

Switzerland's Eduard Weber is appointed Director General of the UPU. He served from 1961 to 1966.

1962

Asian Pacific Postal Convention comes into force on 1 April and leads to the eventual formation of the Asian Pacific Postal Union in 1981.

1963

ZIP code introduced in the US to give the impression of speed and efficiency ("zipping" along). USPS introduced Mr. Zip, a friendly looking cartoon character who gave personality to the ZIP Code campaign.

1964

The 15th UPU Congress is held in Vienna. It introduces the Constitution of the UPU on 10 July "With a view to developing communications between peoples by the efficient operation of the postal services."

1965

UPU's Customs Cooperation Council simplifies and speeds up customs treatment of mail as part of efforts to facilitate international trade.

**1966**

Michel Rahi of Egypt becomes the first non-Swiss Director General of the Universal Postal Union. He served from 1967 to 1973.

1967

An emblem based on the UPU monument in Berne, is adopted as the postal organization's official logo.

1968

UPU membership increased from 135 to 137 with the admission of Botswana on 12 January and the then Southern Yemen on 28 June.

1969

The 16th UPU Congress held in Japan declares 9 October to be World Post Day.

1970

New headquarters at Weltpoststrasse is officially inaugurated. UPU asks member countries to issue postage stamps to commemorate this historic event.

1971

The UPU International Letter-Writing Competition is launched. Since then, millions of young people all over the world, aged 15 or under, have participated.

1972

Tonga joins the Universal Postal Union on 26 January.

**1973**

Anthony H. Ridge of the United Kingdom is appointed to take over from Michel Rahi as Director General of the UPU.

1974

The 17th UPU Congress is held in Lausanne.

**1975**

Egyptian Mohamed Ibrahim Sobhi becomes Director General of the Universal Postal Union.

1976

The United States of America celebrates the 200th anniversary of the adoption of the Declaration of Independence with a series of specially designed stamps.

1977

The UPU Special Fund designed to deliver training programmes carries out a project in the drought stricken Sahel region.

1978

Switzerland's Post Finance introduces Postomats before banks first used ATM.

1979

18th UPU Congress held in Rio de Janeiro.

1980

St. Lucia joins the Universal Postal Union on 10 July.

1981

International Year of Disabled Persons. One hundred postal administrators inform UPU that they will issue special postage stamps to mark the occasion. A number of administrators announce plans to support disabled people at post offices.

1982

USPS inaugurates Electronic Computer originated Mail Service (E-com) and the e-commerce era begins.

1983

1983 is declared by the UN General Assembly to be World Communications Year.

1984

The 19th UPU Congress was held in Hamburg from 18 June to 27 July. The Congress decided on the definition of ATM labels: postage stamps printed by electronic stamp vending machines.

**1985**

Brazilian Adwaldo Cardoso Botto de Barros becomes Director General of the Universal Postal Union.

1986

Aruba issues its first stamp. The first mail delivered to the island came on boats from Venezuela or Curaçao. Mail arrived at the island's main port in Oranjestad and was collected by the island's inhabitants.

1987

Ireland's Deirdre Clancy wins the International Letter-Writing Competition for her letter to a homeless child. It was the 2nd year running that Ireland had won the competition. In 1986, 15 year-old Richard Nash won.

1988

Admission of Saint Kitts and Nevis to the Universal Postal Union.

1989

The 20th UPU Congress is held in Washington D.C., United States.

1990

First anniversary of the Berlin wall coming down. Here is one of the stamps issued to celebrate this event.

1991

UPU increases its presence in the field, recruiting 6 regional advisers – now known as regional project coordinators.

1992

The UPU Executive Council makes the monitoring of aviation and mail security issues a permanent activity of the Union.

1993

USPS supplies UPU with a Marketing Analysis Information System to help member countries track competition, target markets and information to improve the marketing of postal products.

1994

The 1994 Seoul Congress establishes UPU's Council of Administration and Postal Operations Council.



1995

Thomas Leavey of the United States assumes the duty of UPU Director General. He was elected during the 1994 Seoul Congress.

1996

Responding to a changing postal environment, the UPU and World Bank work together to study postal sector reform.

1997

UPU holds a first of its kind postal strategy conference at the UN Geneva to discuss "Postal Vision 2005" for the new Millennium.

1998

The UPU's Postal Operations Council approves the creation of the EMS Cooperative to safeguard and develop the Express Mail Service.

1999

For the first time, stakeholders such as private postal operators, customer groups and postal equipment manufacturers, are invited to the Universal Postal Congress, which took place in Beijing.

2000

The Council of Administration sets principles and obligations for providing universal postal services, covering quality, access, customer satisfaction, speed, reliability, security and treatment of inquiries.

2001

UPU launches its Quality of Service Fund to finance projects aimed at improving the speed, reliability and security of postal services.

2002

The Council of Administration decides that Congress should be held every 4, rather than 5, years to increase the efficiency and speed of decision-making.

2003

The International Bureau introduces UPU*Clearing, an online international clearing system that is still used today.

2004

The Bucharest Congress decides to create a Consultative Committee representing the interests of wider postal sector players.



2005

France's Edouard Dayan takes over the role of Director General of the UPU following his election during the 2004 Bucharest Congress.

2006

UPU hosts an international forum on RFID technology at its headquarters in Berne.

2007

UPU and WCO sign a cooperation agreement focused on facilitating free and secure trade.

2008

The 2008 Congress held in Geneva agrees to develop a global monitoring system for the quality of international postal services.

2009

ICANN grants UPU the rights to the .post top-level domain.

2010

UPU launches an HIV prevention campaign with UNAIDS, ILO and UNI Global Union. Posts around the globe join the campaign, launching programmes for staff and the public.

2011

The Gates Foundation awards UPU a grant to finance studies on financial inclusion through the Post.

2012

UPU hosts its first Ministerial Conference during the 2012 Congress in Doha, calling together some 60 ministers to discuss the Posts role in national socioeconomic development.



2013

Kenya's Bishar A. Hussein becomes Director General of UPU after being elected during the 2012 Doha Congress.

2014

UPU and IOM sign a four-year partnership deal with Burundi Post, launching a pilot project to stimulate the country's development.

2015

UPU and UN Women partner to empower women through the postal network. A joint report between the organizations finds that the Post could be an important driver of female financial inclusion.

2016

The 26th Universal Postal Congress is held in Istanbul, where member countries decide on reform measures to increase the efficiency of UPU.

2017

UPU launches its first-ever ranking of postal development, known as the Integrated Index for Postal Development (2IPD).

2018

Member countries meet at the Extraordinary Congress in Addis Ababa to take pressing decisions related to postal sector development and sustainability of the UPU. It is only the second in the UPU's history.

2019

The UPU's 145th year concluded with a victory for the Union, as it reached an agreement on postal remuneration rates by acclamation during the third Extraordinary Congress in Geneva.

Commemorating the UPU in colour

Postal customers around the world had the chance to join in on the UPU's 145th anniversary celebrations with the release of a special commemorative stamp design.

TEXT: Sonja Denovski



One hundred and forty-five years ago, 22 countries came together to change the postal sector. They worked together to facilitate the exchange of mail around the world, signing the Treaty of Berne to create a single postal territory. Since then, 170 new countries have joined that single postal territory and the UPU has become an essential coordinator for the global postal system.

To celebrate the Union's foundation, the UPU released a special stamp design for the organization's member countries.

When designing the stamp, the UPU's Graphic Arts Unit sought to embrace both the organization's rich history as well as its forward-looking spirit.

The central image featured on the stamp is the UPU monument created by the French sculptor René de Saint-Marceaux, which was erected in Berne's "Kleine Schanze" park in 1909. This beautiful sculpture depicts messengers representing the five world continents – the Americas, Australia, Asia, Europe, and Africa – exchanging letters between themselves, symbolizing the universal mission of the UPU: international postal communication. The sculpture later became the inspiration for the UPU's official emblem.

The emblem, representing the UPU's history in the design, is overlaid with the colours of the United Nation's sustainable development goals (SDGs) for 2030, adopted by all UN members in 2015. As a UN specialized agency, the UPU and its member countries play a crucial role in fostering the 2030 Agenda for Sustainable Development through the postal sector. The vibrant colour palette used to represent the 17 SDGs exude the positive spirit of those around the world working to achieve them. The same colours joined in the background of the UPU anniversary stamp represent the UPU's own devotion to build a more sustainable future.

The UPU invited Posts to release the joint commemorative stamp with the possibility of adapting the design with their name and postage value. Posts in 13 countries – Azerbaijan, Bangladesh, Comoros, Indonesia, Iraq, Kazakhstan, Moldova, Myanmar, Russia, Sri Lanka, Syria, Thailand, and Ukraine – chose to honour the UPU by issuing with the unique philatelic creation that looks towards an ever-brighter future. **SD**

Sir Rowland Hill's invention of the adhesive postage stamp in 1840 was originally a part of Britain's postal reform, but later spread around the globe.

Before Hill's invention, every single piece of post was hand-stamped or marked with ink. Recipients previously paid for the delivery of their mail, which meant they could refuse to accept it and the Post would lose money. Hill's Penny Black stamp introduced pre-payment and uniform postage rates charged by weight. Soon after, many chose to send their letters in envelopes with pre-paid stamps.

With 60,000 copies printed in the first year, and 70 million copies printed when the stamp

was retired from sale, the famous Penny Black became the model for a sector-wide solution for exchanging written communications.

As the use of postage stamps spread rapidly around the world, they quickly became a medium for honouring important events and people. The first commemorative stamp, released in 1888, marked the 100th anniversary of the founding of New South Wales in Australia.

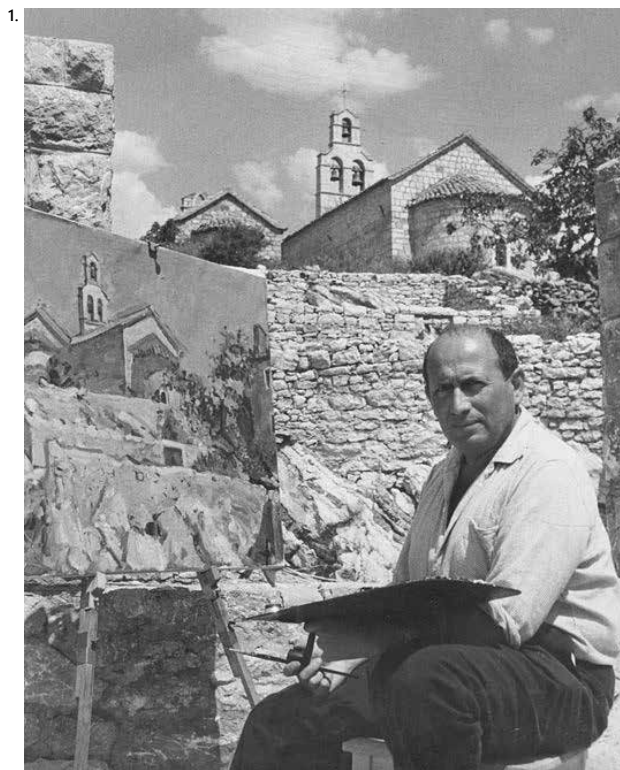
Fast forward

Posts today continue to use the tiny, adhesive pieces of paper to commemorate special events, including the 145th anniversary of the Universal Postal Union.

Immortalizing art through stamps

Anyone who has ever visited the UPU's International Bureau in Berne, Switzerland, has probably taken note of the beautiful works of art throughout its halls, gifted by member countries. Some of the artists featured there also have a unique connection to the philatelic world.

TEXT: Sonja Denovski



Karl Bickel

Born in 1886, Karl Bickel was a Swiss painter, illustrator and designer whose specialty was copper engraved postage stamps. More than 100 of his works were created for his biggest customer, the Swiss Post, including the first air stamp, issued in 1923. His work reached an international audience, with more than 11 billion copies of his stamp designs in circulation. The mastery of his art is shown through the various portraits, landscapes and images of innovations he created for his homeland.

An artwork with his signature was given to the UPU by the Swiss authorities in 1924 for the 50th anniversary of the establishment of the Union. The comprehensive copper etching reproduced in black ink presents the UPU's monument in Berne, created by French sculptor René de Saint-Marceaux and erected in 1909.

Bickel's very first collection consisted of a set of ten air stamps and was issued by Switzerland in 1923.

1. Marko Čelebonović working on a painting later given to the UPU (source Wikipedia); 2. A postage stamp issued in 1953 featuring Marko Čelebonović's painting; 3. Karl Bickel's copper etching given to the UPU in 1923; 4. Bickel's air stamp; 5. Chughtai's portrait of the Mughal princess; 6. The 1 Re stamp; 7. Sèvres porcelain vase; 8. Postage stamp commemorating 200th anniversary of the Sèvres factory's founding

Marko Čelebonović

Marko Čelebonović was one of Serbia's most prominent painters. Born in 1902 in Belgrade, he later settled down in France. His affinity for creation led him to study under Antoine Bourdelle, a former student of Auguste Rodin and a teacher of Henri Matisse and Alberto Giacometti. Čelebonović's painting style transformed through several phases, starting with drawings produced in the 1920s, modernist art in the 1930s, colourful creations between the 1950s and 1960s and "white" paintings produced during last two decades of his life.

His oil on canvas from 1952 capturing the back of the basilica in Sveti Stefan (Montenegro) was given to the UPU by the former Yugoslav authorities in 1955.

A set of six commemorative postage stamps titled "Art in Yugoslavia through centuries" and issued in 1973 featured his painting "Woman and head".

Abdur Rahman Chughtai

Abdur Rahman Chughtai's distinctive style was influenced by a variety of sources, including Mughal art, Islamic calligraphy, miniaturist painting and Art Nouveau. Born in 1897 in Punjab, he is considered one of the most important Islamic artists of the early 20th century, receiving the Presidential Medal for Pride of Performance from the Government of Pakistan in 1958. The "Chughtai Art Set", a set of 9 postage stamps he designed for Pakistan's Independence Day in 1951, were considered the most beautiful stamps in the world at that time.

In the 1953, the Government of Pakistan gave a watercolour portrait of the Mughal princess painted by Chughtai to the UPU.

The 1 Re stamp engraved with an Urdu inscription reading "Long Live Pakistan" was the first indigenous Pakistani stamp and belonged to a four-piece set issued in 1948.

Sèvres porcelain

In the 18th century, porcelain was considered a highly prized commodity around the world. Much of Europe's porcelain at the time came from a well-known French manufacturer, the "Manufacture nationale de Sèvres".

The famous pottery originated from the French Vincennes factory, which had enjoyed a privileged status thanks to financial support from King Louis XV and Madame de Pompadour. By 1756 the Vincennes premises was too small to cope with growing requests and a new factory was built in the village of Sèvres. Technical and artistic innovations throughout the 19th and 20th centuries helped the brand stand the test of time and the manufacturer still produces high quality porcelain to this day.

A beautiful porcelain vase covered with cobalt blue lapis under glossy gold lustre, created by French sculptor Henri Lagriffoul and manufactured in Sèvres was given to the UPU by the French authorities in 1953.

France has even issued a postage stamp commemorating the 200th anniversary of the Sèvres factory's founding. The stamp was designed by Pierre Munier in 1957. **SD**



International Letter-Writing Competition winner visits UPU



TEXT: Olena Muravyova

PHOTOS: Sophia Bennett

Fourteen-year-old Richemelle Francilia Somissou Koukoui travelled from Benin to Berne to celebrate her gold win in the UPU's 2019 International Letter-Writing Competition for Young People.

Richemelle was present for UPU Children's Day, which brought together International Bureau staff members' children on 14 November for a series of activities, including a special ceremony for the winner.

The children started the day with a UPU postal quiz, answering a series of challenging multiple-choice questions about postal history.

After the quiz, Richemelle was invited to read her award-winning letter. The 48th edition of the competition asked its young participants to write a letter about their hero. She dedicated her letter about her real-life hero: her cat Xèviosso.

"My beloved uncle... you have often teased me about inventing stories, often asked me with a smile why I didn't choose a hero from our country's or our world's history. As I grow older, I'm beginning to think that you were right... I am delighted to tell you that I have another hero in my life, in my mind, and in my heart. He is even in my house! His name is Xèviosso, and he is our cat," she wrote.

In her letter, Richemelle describes Xèviosso's heroic deeds and adventures, from protecting her family's chicken from a hawk, to saving her from a snake that had snuck into her room while she was sleeping.

"Uncle, do you see now why I am proud to say that my hero is our precious cat Xèviosso? This cat very much deserves all the superlatives and positive accolades afforded to him."



Ambassador of Benin to the United Nations and other international organizations in Geneva and Vienna, Eloi Laourou, also took part in the day. He congratulated Richemelle on winning the contest's top prize and presented her with the gold medal.

"I would like to encourage young people in Africa and all around the world to follow this track. I would like to thank the entire team of the UPU for this great initiative," the Ambassador said.

Upon receiving her prize, Richemelle said, "I would like to dedicate this medal to my country Benin and, in particular, to women."

Following the ceremony, the winner rejoined the group of children for workshops on letter-writing and philately, as well as tours of the Postal Technology Centre and the UPU Print Shop.

Later in the day, Richemelle, her parents and Ambassador Laourou met with UPU Deputy Director General Pascal Clivaz. The Deputy congratulated Richemelle on her success in the competition, which he said sees entries from more than one million children around the world each year. He said many competition winners had gone on to achieve great things in adulthood, presenting her with a book about past competition winners. Richemelle presented Mr Clivaz with a wooden figurine of the cat from her letter.

"I would like to dedicate this medal to my country Benin and, in particular, to women."

She ended her tour of the IB with a visit to the building's sixth floor, where she hung her framed letter on a special wall commemorating the competition's winning letters dating back to its launch in 1971.

Silver and bronze medallists

A letter from 11-year-old Alana Sacarello from Gibraltar came second in the contest. Alana wrote about Greta Thunberg, a 16 year old Swedish environmental activist. Alana herself has been active in promoting awareness of environmental issues among her peers.

Alana writes, "Greta is so brave and courageous and she does it because she cares about our planet, but she doesn't care about being popular... She has already made a change, for example, the EU has said that they will donate millions of euros towards climate action. This is the reason Greta Thunberg is my hero."

Azerbaijan's Leyla Dadashova, 14 years old, took third place in the competition. She wrote her letter to the late English theoretical physicist and cosmologist Stephen Hawking, calling him her life's teacher and hero.

"The teacher is like a candle; it melts and gives others light. You were my teacher. Not only mine but also millions with your writings. You have been the sun of many of those lost in dark space," she writes.

In her letter, Leyla expresses her gratitude to Stephen Hawking for all the important lessons he taught her, even though they never had and never would meet in person.

"Of course, when I was writing this letter, I knew that it [would] never reach [its] owner. But I believed, hoped, worked, and waited for a miracle... Exactly like you."

About the International Letter-Writing Competition for Young People

Every year, millions of young people all over the world participate in the International Letter-Writing Competition at the national and international levels. It encourages literacy in children and develops their skills in composition. The contest also makes them aware of the important role postal services play in our world.

Speaking about the role of the competition on World Post Day, Mr Clivaz said, "These letters are imbued with love, with passion, with the energy of youth. They are the confident, articulate voices of children, of youths, of young people from across the world. Wherever they are from, each winner has found something that, instinctively, speaks to us all... I must admit to feeling empowered by the voices of young people. Their words invite me to see the world afresh and they encourage me to believe that we can do better, much better."

The 49th International Letter-Writing Competition asks children to "Write a message to an adult about the world we live in." The best letter from each country must be submitted to the International Bureau no later than 5 May 2020. **OM**



Interview with the winner of the 2019 International Letter-Writing Competition for Young People

Richemelle Francilia Somissou Koukoui, 14 years old, Benin

UNION POSTALE: Why did you decide to participate in the International Letter-Writing Competition?

Richemelle: Inspired by my beloved uncle, I have always enjoyed inventing stories. I thought this contest would be a great opportunity for me to try to tell one of them to my readers. Even though my stories are mostly fairy tales that are often happening in imaginary places and have characters that do not exist in real life, they always come from my heart and portray my feelings.

This year's theme for the ILWC is "Write a letter about your hero". What inspired you to write about your cat?

What led me to talk about my cat was largely the fact that it was my personal story, the one I had experienced and lived through myself. I truly believe that we all need heroes who are close to our hearts, someone to look up to, to find courage, peace, and wisdom. People have different heroes. I did not want to choose a famous hero from the world's history or mythology, either from my own dear country Benin or from any other. I chose my own cat. I wanted to describe him and the superpowers I believe he possesses.

This letter was meant to be imaginary, but I chose to be open and to share details about my life, my family, and my culture. I felt the only way my letter could touch its readers, was to be myself.

And now your cat is famous! What message would you like to convey to the future ILWC participants?

UNESCO calls our generation Knowledge Societies, those which never stop striving for intellectual enrichment. Therefore, I would like to encourage the future participants of the contest to read a lot and to be kings of their libraries so that they can gain as much knowledge as possible. I would also like to send them a strong message to persevere always in everything they do because all their efforts will be worth it in the end.

Do you have any plans for the future?

Yes, I have firmly decided that I will become a pediatrician. I even have some experience with children already because I have two younger sisters and I often help my parents look after them. Taking care of them is not difficult for me. In fact, it brings me a lot of joy. My sisters like it very much when I am reading fairy tales to them before they go to bed. However, we enjoy inventing our own stories even more. This makes our days more vivid and fun. I wish for them to participate in the International Letter-Writing Competition when they grow up because I am sure they will also have something important to say. **OM**



The winning letter

Dearest Uncle,

I am as happy as the Pacific Ocean is vast to be writing these words to you now to give you my news and to receive yours in return. How are you?

My dear uncle, I think of you as much as I worry for your health, which hasn't had the same spring in its step since the incident with your heart last year. Do not worry, you are first in my prayers every morning. I would dare, though, to recommend you do some exercise. You should take a brisk walk for thirty to forty-five minutes, three times a week. I hope that you stay as strong as Hercules, as feisty as Samson and, finally, as quick as Lucky Luke, my favourite heroes.

My beloved uncle, I have often talked about these characters, who I think of as my role models. You have often teased me about inventing stories, often asked me with a smile why I didn't choose a hero from our country's or our world's history. As I grow older, I'm beginning to think that you were right. In fact, you were completely right! To grow up, humanity needs to take the values of past heroes to heart.

Uncle of mine, I am delighted to tell you that I have another hero in my life, in my mind and in my heart. He is even in my house! You'll never guess, even if I bet the whole of Ali Baba's cave of treasures. His name is Xèviosso, and he is our cat. I know that it will come as a surprise to you to learn that a cat can bear the name of the god of thunder and lightning for the peoples across the south of Benin and Togo through to Ghana. But there you are! I gave this little house cat his name the moment Papa and I bought him at a fair in the suburbs of Cotonou. Mum couldn't believe it! But once I had explained to her that every name brings with it a certain energy and that the cat needed a strong name to get rid of the mice causing us such grief, she understood... I think.

Day after day, Xèviosso shows that he is worthy of his name. Every morning for weeks, he would always leave the remains of a rat in the middle of the veranda. It often made me very happy, for I confess I've had a deep hatred for these little beasts ever since they ate the sleeves off my birthday dress and urinated on my birthday cake. No more rats at home for us now!

It gets better, dear uncle; one morning I found a lifeless two-metre-long snake at the foot of my bed. I cried out in fear! I was terrified! However, as if to reassure me that I had nothing to worry about, my sweet cat Xèviosso stretched out his paws and turned the snake's head over, meowing and purring proudly. I knew that he wanted to tell me "this is my masterpiece". When I looked at the snake more closely, I could see that it was injured in several places, especially around its head. Once again, Xèviosso proved himself to be a true champion and vigilant guard, just like Cerberus! Just imagine what could have happened if the snake had not been killed by this brave cat! I know, right!

Then just last weekend, another heroic deed: the whole family were sitting around the table together on the veranda. The blazing sun was beating down on the treetops. Xèviosso was sleeping at the edge of the veranda, basking in the sun. Two metres away from him, our chicken was digging away madly at the ground, trying to find something to feed her seven chicks. She reminded me of the "dig and delve" fable by La Fontaine. All of a sudden, the chicken let out a loud, terrified screech and flapped her wings frantically. The chicks were frozen with fear and panic. There was a hawk! But, just as the celestial beast swooped down to imprison one of the poor chicks in its claws, Xèviosso pounced, like a spring unfurling, to grab the bird by its right wing. In a tussle of beating wings, squawks and dust, the attacker was overcome! The bird squirmed, badly injured. Papa jumped up to finish off the bird with a swoop of his stick. The mother chicken, although panicked, was also happy because the cat had saved her and was now her hero. This immediately made me think that in our world, the strong must do more to protect the weak.

Uncle, do you see now why I am proud to say that my hero is our precious cat Xèviosso? This cat very much deserves all the superlatives and positive accolades afforded to him.

My uncle, my dearest uncle, if this cat could talk, I would give him a mobile phone so he could tell you himself about all of these deeds that have so impressed us. His presence assures us that our chicken is safe.

Pass on my warm wishes to all of my cousins, and do not forget to tell them this story.

See you soon!

Your loving niece



Looking back at 2019

The UPU's 145th year was one full of celebration, but also hard work. In addition to celebrating the milestone anniversary, the organization coordinated several successful high-level, strategic events throughout the course of 2019 – the outcomes of which will help set the course of the Union's future.



The UPU Director General with Costa Rican President Mr Carlos Alvarado Quesada

Regional Strategy Forums

25-25 APRIL 2019, BANGKOK, THAILAND

14-15 JUNE 2019, OUAGADOUGOU,
BURKINA FASO

24-25 JUNE 2019, HAVANA, CUBA

9-10 JULY 2019, MINSK, BELARUS

23-24 JULY 2019, SHARM EL SHEIKH, EGYPT

12-13 AUGUST 2019, SAN JOSÉ, COSTA RICA

With the next regular Congress planned for 2020, 2019 was a critical year for collecting feedback on the draft Abidjan World Postal Strategy for 2021-2024. Bearing this in mind, the UPU's leadership and its strategy team travelled to six regions – Asia-Pacific, Africa, the Caribbean, Eastern Europe & CIS, the Arab region and Latin America – to seek the input of member countries.

The forums brought together representatives from government, regulatory bodies and designated operators to consider each other's perspectives and examine global and regional trends affecting the sector.

On the sidelines of the forums, the Director General also met with high-level government representatives, including President of the Republic of Costa Rica, Mr Carlos Alvarado Quesada, to discuss the important role Posts could play in the socio-economic development of their countries and stress the importance of postal reform and modernization efforts. **KR**

UPU third Extraordinary Congress

24-26 SEPTEMBER 2019, GENEVA, SWITZERLAND

UPU member countries rallied together during the UPU's third Extraordinary Congress to reach a unanimous agreement on the issue of postal remuneration rates, accepting a proposal to introduce self-declared rates by acclamation.

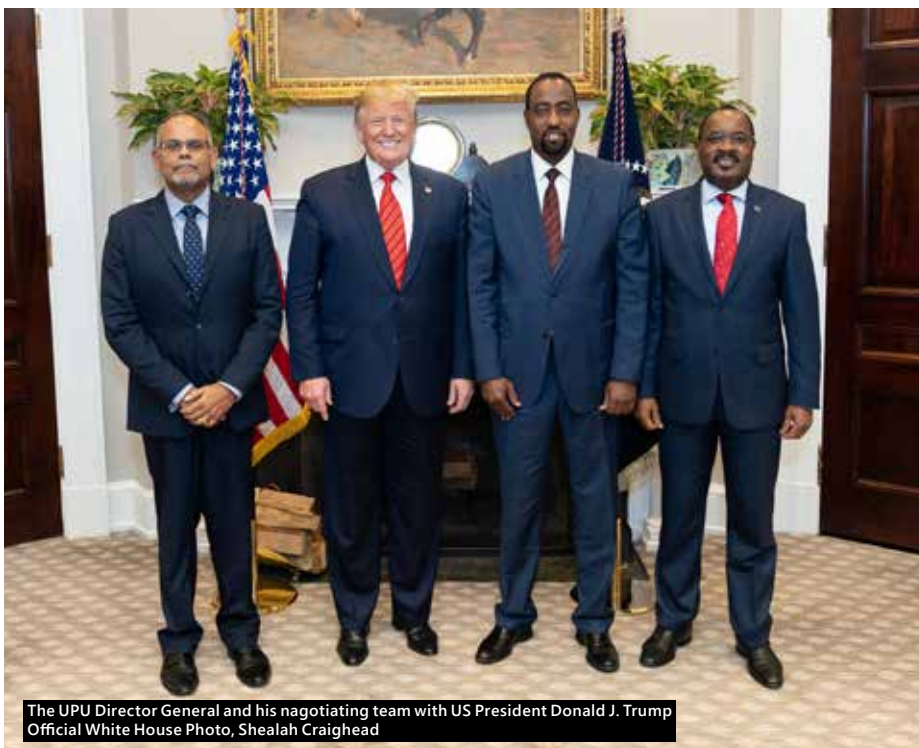
UPU member countries voted to call the Extraordinary Congress – only the third in UPU's history, but the second in little more than a year – after several countries raised concerns about cost coverage and market distortions under the rates system decided during the 2016 Istanbul Congress. Among the group of countries was the United States, which had notified the UPU of its intent to withdraw from the Union in October 2019 if a solution to the rates system could not be reached.

The Congress approved a proposal known as "Option V" by acclamation during its second day of discussions. The proposal will see the UPU accelerate rate increases to the system used to remunerate the delivery of inbound international bulky letters and small packets, phasing in self-declared rates as soon as July 2020.



Photo: Olena Muravyova

Following the success of the Extraordinary Congress, U.S. President Donald J. Trump invited UPU Director General Bishar A. Hussein to the White House to receive a letter revoking the country's decision to withdraw from the Union. **KR**



The UPU Director General and his negotiating team with US President Donald J. Trump
Official White House Photo, Shealah Craighead

UPU World CEO Forum

30 SEPTEMBER 2019, AMSTERDAM, NETHERLANDS

After the successes of the UPU World CEO Forums in Paris, Moscow and Istanbul, the forum returned for its fourth edition in 2019. Held in Amsterdam, Netherlands, during the Parcel+Post Expo, the globally recognized event brought together postal CEOs from across the world to discuss the international postal network's most important trends and developments.

Titled "New business models in an age of change", the forum's curtain raiser was an on-stage interview with UPU Director General Bishar A. Hussein about the dramatic events of the third Extraordinary Congress held the week before in Geneva, Switzerland. Mr Hussein told the audience that the agreement had helped resolve the vexed issue of remuneration rates.

Afterwards, there followed discussions on the likely impact of blockchain on the Post and new strategies for engaging both the young and the old. The event finished with a keynote speech from the Deputy Director General, Pascal Clivaz. **OM**



Photo: Mark Prosser

The courage to choose the right path

Extract from the speech of the Director General of the Universal Postal Union at the opening of the third Extraordinary Congress in Geneva, 24 September.

“The Universal Postal Union has been described as many things: A forum, a platform, a network, and a community, but I want to add one more word to this list: an outlier with a concrete vision for this industry’s success. For much of its 145 years, the Universal Postal Union has been a cheerleader for the transformation and renewal throughout the industry. A voice for digitalization, e-commerce and financial services.

And, as we move forward to the future, I wish to inform you that we have formulated a roadmap that will keep this Union in tune with industry and general business trends. Thanks to your contribution, we have developed UPU’s postal vision 2030 that encapsulates the future of the Union and the business of the industry. In this regard, we have identified four key areas that need to be addressed for the future development of the Post, namely:

- To encourage governments to increase funding in postal development of their respective countries;
- To urge regulators to harmonizing their tools to enable uptake of new services under new platforms;
- To urge postal operators to address their performance and ensure that they compete favourably in the increasingly opened market; and
- And, finally, but very importantly, to seek greater integration of all players into the international postal sector.

The vision has been road tested, and will hopefully form the Abidjan 2020 strategy and go on to catalyze this industry. But for real success, we must cooperate, we must coordinate, we must unite. Reaching consensus takes genuine courage. Why? Because each of us must move away from our zone of comfort and each of us must, perhaps, give up just a little of what we want. In the coming days as you debate and discuss the subject of remuneration rates, I call on all of you in the name of this historical Union to find the courage to choose the right path not just for yourselves, but for the entire industry.”

Parcel+Post Expo

1-3 OCTOBER 2019, AMSTERDAM, NETHERLANDS

More than 4,000 postal operators and private sector companies from 97 countries attended this year’s Parcel+Post Expo.

The attendees learned about the latest advancements in the postal, parcel and last-mile delivery sectors. Over 200 exhibitors from around the world presented these innovations including drones, electric delivery vehicles, robotics and the most recent Internet of Things (IoT) solutions.

The UPU was also present at the exhibition with its own stand and dedicated speakers. Lati Matata, UPU Postal Technology Centre Director, made a presentation about UPU IT products and services. The participants learned that the UPU is the largest logistics company providing seamless cross-border solutions to 95% of the population globally. UPU’s Stéphane Herrmann, Lead Technical Account Manager for Mail Products and Services, spoke about UPU’s first- and last-mile solutions, including the Domestic Postal System, a future Android mail delivery application. Sandrine Diffo, UPU Quality



Photo: Olena Muravyova

Assurance Lead Software Developer, presented UPU's big data platform. The audience learned that the UPU is the only UN agency that has a big data platform based on electronic advanced data (EDI) messaging for deeper data analysis.

During Parcel+Post Expo, more than 150 speakers took part in interactive sessions covering various aspects of digital innovations, e-commerce, customer engagements, artificial intelligence, communications and social media. The UPU Deputy Director General presented and explained the compromise Option V on postal remuneration rates reached during the UPU third Extraordinary Congress in Geneva. **OM**

Postal Operations Council & Council of Administration

S5: 1-12 APRIL 2019, BERNE, SWITZERLAND

S6: 14-25 OCTOBER 2019, BERNE SWITZERLAND

The UPU's Councils held two regular sessions in 2019, making considerable progress on their work programmes and deliverables, particularly concerning the 2016 Congress mandate to develop an access policy for wider postal sector players to benefit from UPU products and services.

During April's S5 meetings, the Postal Operations Council and Council of Administration (CA) approved a proposal allowing priority partners such as customs authorities and airlines to access the organization's supply chain-related IT services. The access is expected to improve the efficiency of customs clearance, transport and security across the postal network.

Later in the year, during S6, the CA decided to intensify its studies on the inclusion of wider postal sector players within the UPU, establishing a special task force and deciding to hold an open consultation on the matter. The task force will be responsible for presenting a roadmap for accelerating the opening up of UPU products and services to the February 2020 CA session. Ahead of this, the UPU will organize a high-level forum on wider postal sector engagement in January to seek the views of the organization's various stakeholder groups, including the private sector. **KR**



Photo: Olena Muravyova



Photo: State Post Bureau of China

UPU Global Conference on Cross-Border Cooperation in an E-Commerce World

26-28 NOVEMBER 2019, XIAMEN, CHINA

Some 367 participants from 102 countries, UN partner agencies, other international organizations, and private sector companies gathered at this global forum to discuss joint e-commerce issues and find solutions for cross-border cooperation. Participating organizations included WCO, IATA, ICAO, OSJD, OTIF, UNCTAD, INCB, as well as Cainiao, JD.com, eBay, just to name a few.

Participants discussed every aspect of cross-border e-commerce: postal supply chain matters, quality of service

improvement, operational achievements, and the most recent digital innovations for future development. In the spirit of true multilateral dialogue, they managed to find practical, rather than theoretical, solutions and their application.

The conference has proven that the UPU, as true single postal network and a knowledge hub, creates the proper dynamic environment, helping all its players learn from each other, share their intelligence and reach outside their comfort zones to ensure the sustainable development of global trade. **OM**



World Post Day around the world

UPU's member countries joined in on the World Post Day celebrations in different ways. The following are some highlights from how Posts around the world marked the occasion.

TEXT: Kayla Redstone



Photo: Hellenic Post ELTA

GHANA

During a World Post Day interview with the Ghanaian Times, Ghana Post Managing Director James Kwofie shared the Post's progress on its vision for 2020. He said that since 2017, the company had been working to implement new revenue-generating activities, explore new business models and create partnerships.

GREECE

Hellenic Post ELTA spent World Post Day teaching nursery and primary school students about the value of the Post during visits to post offices around Greece. The children learned how to address and send their own letters as part of the activity.

INDIA

The Department of Posts celebrated 9-15 October as National Postal Week, with themed days for postal banking, postal life insurance, philately, business development and mail. The events included visits to schools to sensitize children to the role of the Post in society.

ITALY

Poste Italiane released 11 special cancellation marks and a dedicated postcard to commemorate the day. The operator also arranged the special opening of a postal museum with the Italian Ministry of Economic Development, which features a preserved post office from the Duchy of Parma dating back to the 1800s.



Photo: Poste Italiane



Photo: Emirates Post



Photo: Pakistan Post

LIBERIA

Liberian Minister of Posts and Telecommunications Cooper W. Kruah used the occasion of World Post Day to announce that the country would soon launch financial services through the postal network.

MALAYSIA

Pos Malaysia launched "Pos Silang", a Post Crossing initiative allowing people to exchange postcards with strangers around the globe.

OMAN

Oman held a three-day exhibition at the Muscat Grand Mall to commemorate the 145th anniversary of the UPU and the 50th World Post Day. The exhibit was prepared by the Ministry of Transport and Communications in collaboration with Oman Post.

PAKISTAN

Postal staff were joined by Pakistan's Federal Minister for Postal Services Murad Saeed, Federal Secretary for Postal Services Hamid Haroon and Pakistan Post Director General Muhammad Akhlaque Rana for a 9 October ceremony at the ECO Postal Staff College in Islamabad. They raised the UPU flag at the college, heard the UPU Director General's World Post Day message, planted a sapling in the college's garden and shared birthday cake.

PHILIPPINES

PHLPost used the day to inspire youth to write letters. Young people aged 10-15 were invited to write a letter to their favourite teacher under the "Salamat Po" – "Thank You Teacher" – initiative. The participants were then entered into a raffle to win a prize.

RUSSIA

Russian Post issued a stamp featuring the UPU's 50th World Post Day design. The design features a ring of hands clasped together to symbolize the theme of the day and the UPU's 145th anniversary, "Delivering Development".

UNITED ARAB EMIRATES

Emirates Post celebrated the awareness day by hosting an awards ceremony honouring the winners of its national round in the UPU's 2019 International Letter-Writing Competition. Shamma Saeed al-Memari won first prize and her letter was sent on to compete at the international level. Yousef Mohammad Sorour and Shaden Maher al-Hawwari won second and third place, respectively. The event was held at the Etihad Museum in Dubai. **KR**

UNION POSTALE

Advertising rate card 2020

Union Postale is the Universal Postal Union's flagship magazine, founded in 1875. Each issue is published quarterly in several languages, giving advertisers a regular opportunity to reach out to their audience.

Some 12,000 copies of Union Postale are sent to named distribution lists annually. The bulk of these readers are the top decision-makers from national Posts and ministries from the UPU's 192 member countries. They include chief executives, operations managers, technical experts, industry regulators and government ministers.

Around 1,000 further copies of the magazine are also distributed each year during meetings of the UPU's decision-making bodies, the Postal Operations Council and Council of Administration, attended by thousands of delegates from member countries and special industry events, such as Post-Expo.

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*From the 2019 readership survey

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