



EUROPE AND CIS POSTAL LEADERS FORUM



**NEXT HORIZONS: NAVIGATING E-COMMERCE, INNOVATION
AND THE SUPPLY CHAIN FOR FUTURE EXCELLENCE**

PROGRAMME



**BAKU, AZERBAIJAN, 13–15 MAY 2025
FAIRMONT BAKU, FLAME TOWERS**

DAY 1

INNOVATION AND E-COMMERCE

9.00–9.45

OPENING CEREMONY

WELCOME ADDRESS

Mr Samir Mammadov, Deputy Minister of Digital Development and Transport of the Republic of Azerbaijan
Mr Marjan Osvald, Deputy Director General, UPU International Bureau

STAMP CANCELLATION CEREMONY

GROUP PHOTO (HEADS OF DELEGATIONS)

9.45–10.10

TEA/COFFEE BREAK

10.10–10.30

SESSION: GENERAL FORUM ORIENTATION

SPEAKER

Mr Mutua Muthusi, Director of Development and Cooperation, UPU International Bureau



DAY 1

10.30–11.00

SESSION: THE FUTURE OF E-COMMERCE IN THE POSTAL INDUSTRY

SPEAKER

Prof Roel Gevaers, Academic Director in Global Management/Global Supply Chain Management, University of Antwerp, Belgium

OBJECTIVE

This session will provide strategic insights into how the postal industry must adapt to the fast-evolving e-commerce landscape. Prof Gevaers will explore the global trends, disruptive technologies and changing customer expectations that are reshaping logistics models. The session aims to equip postal leaders with forward-looking perspectives on innovation, efficiency and sustainability in last-mile delivery and cross-border services.

11.00–12.30

PANEL DISCUSSION: DRIVING INNOVATION IN CROSS-BORDER E-COMMERCE

OBJECTIVE

Leveraging digital transformation efforts, postal sector logistics innovation, and academic research, the panel aims to identify solutions and an actionable approach for postal operators, logistics providers and policymakers to enhance operations, reduce delivery friction, and foster sustainable, tech-enabled growth in digital commerce across borders.

MODERATOR

Ms Ketevan Aleksidze, Field Project Expert, UPU regional office in Tbilisi

PANELLISTS

Mr Farid Osmanov, Chair of the Innovation and Digital Development Agency of Azerbaijan

Mr Ozan Acar, Vice President, Trendyol Group and Chairman, E-Commerce Council of Türkiye

Prof Roel Gevaers, Academic Director in Global Management/Global Supply Chain Management, University of Antwerp, Belgium

Mr Levan Chikvaidze, Director General, Georgian Post, Georgia

DAY 1

12.30–14.00

LUNCH BREAK

14.00–14.30

SESSION: UPU INTEGRATED INDEX FOR POSTAL DEVELOPMENT (2IPD)

SPEAKER

Mr José Anson, Knowledge Centre and Think Tank Expert, UPU International Bureau

OBJECTIVE

This session will explore the 2IPD and its integration in the forthcoming UPU Unified Data Platform. The 2IPD is a key benchmarking tool that assesses postal sector performance across four dimensions: reliability, reach, resilience and relevance. It aims to equip postal leaders with actionable insights to drive strategic growth and enhance the resilience of the sector through data-driven decision making, leveraging the most recent developments in artificial intelligence (AI) and big data technologies.

14.30–14.45

SESSION: SHIP2MYID DIRECT THROUGH THE POST: TRANSFORMING POSTAL OPERATORS TO BECOME DEMAND GENERATORS AND MARKETPLACES AND OWN THE FUTURE OF DIRECT-TO-CONSUMER COMMERCE

SPEAKER

Mr Vivek Ramalingam, President, Ship2MyID, United States of America

14.45–15.00

SESSION: CROSS-BORDER GROWTH WITH UMICO: LEVERAGING JOINT OPPORTUNITIES TO EXPAND INTO FOREIGN MARKETS

SPEAKER

Mr Maksim Gubanov, Chief Supply Chain Officer, Umico, Azerbaijan

DAY 1

15.00–15.15

SESSION: THE FUTURE OF POST AND PARCEL IN A TECH-DRIVEN ECOSYSTEM

SPEAKER

Mr Harsh Kumar, Chief Strategy Officer & Co-founder, Shippy, UAE

15.15–16.30

PANEL DISCUSSION: DEVELOPING NEXT GENERATION E-COMMERCE SERVICES

OBJECTIVE

The panel discussion will bring together regulatory and operational leaders to explore how postal operators can adapt and innovate to meet the growing demands of the digital commerce ecosystem. Panellists will examine emerging trends, share practical insights, and discuss the policy and operational enablers required to build scalable, technology-driven, customer-centric services. The session will foster meaningful dialogue, highlight common challenges, and encourage cross-border scenarios to drive innovation, efficiency and interoperability in the evolving e-commerce logistics landscape.

MODERATOR

Mr Marjan Osvald, Deputy Director General, UPU International Bureau

PANELLISTS

Mr Nikola Trubint, Chief Adviser, Regulatory Agency for Electronic Communications and Postal Services (RATEL), Serbia

Ms Ivana Vrvišcar, Member of the Executive Management, Pošta Slovenije, Slovenia

Mr Mark Woodcock, Director of Business Development, Hurricane Commerce, United Kingdom of Great Britain and Northern Ireland

Mr Florin Gabriel Bulumac, Chief Commercial Officer, Romanian Post, Romania

16.30–17.30

NETWORKING AND TEA/COFFEE BREAK

DAY 2

POSTAL SUPPLY CHAIN

10.00–10.40

SESSION: TRENDS IN THE GLOBAL POSTAL SUPPLY CHAIN

SPEAKER

Mr Ján Bojnanský, Postal Supply Chain Coordinator, UPU International Bureau

OBJECTIVE

This session will examine current and emerging trends shaping the global postal supply chain. Mr Bojnanský will provide insights into how postal operators are facing unprecedented challenges in maintaining a seamless, flexible and secure network while adapting to evolving market demands, providing end-to-end visibility and responding to growing pressure for electronic data exchange with all supply chain partners, as well as ensuring efficiency and resilience. The discussion will highlight strategies to modernize supply chain operations, examining the shift from traditional business-to-customer (B2C) models to more complex business-to-business-to-customer (B2B2C) models, and the need to improve service reliability and enhance global connectivity under the UPU umbrella.

10.40–11.10

TEA/COFFEE BREAK

11.10–12.30

PANEL DISCUSSION: OPTIMIZING THE SUPPLY CHAIN FOR THE FUTURE

OBJECTIVE

Objective: This panel brings together experts from the aviation, international trade and postal sectors to explore how supply chains can be optimized and diversified to meet the demands of an increasingly complex and dynamic global environment. The discussion will focus on improving agility, efficiency and digital integration across the supply chain, facilitating processes and leveraging emerging technologies. Panellists will share practical experiences and strategic insights on infrastructure modernization, cross-border collaboration, improving customs clearance, data-driven decision making, and the evolving role of postal and logistics providers in ensuring seamless and customer-centric operations. The session aims to identify key enablers for building resilient, secure and future-ready supply chains.

MODERATOR

Mr Prannoy Sharma, Senior Expert, Postal Operations Directorate, UPU International Bureau

DAY 2

PANELLISTS

Mr Pascal Lai, Cargo Customer Solutions Manager, Cathay Pacific, Hong Kong, China

Mr Constantin Ciuta, Senior Customs Adviser of the ASYCUDA Programme, UN Trade and Development

Mr Christophe Pereira, Customs and Supply Chain Manager, La Poste, France

Mr Kamran Ramazanov, Head of Sales Operations and Cargo, AZAL – Azerbaijan Airlines, Azerbaijan

12.30–14.00

LUNCH BREAK

14.00–14.45

SESSION: INNOVATIONS IN DELIVERY

OBJECTIVE

This session will explore how innovations in delivery are transforming the postal supply chain, with a focus on boosting efficiency, reducing costs and enhancing the customer experience. Industry experts will share best practices and offer practical solutions for developing more customer-centric delivery operations.

14.00–14.15

Beyond tracking with “City&Carrier”: the Cargobus success story and the next generation of logistics management

Mr Azer Bunyadzade, Chief Executive Officer, SIP MMC, Azerbaijan/B2B Trade OÜ, Estonia

14.15–14.30

Reinventing last-mile delivery

Mr Tadas Drunga, Head of International Business Development, Omniva (Eesti Post), Estonia

14.30–14.45

Faster, smarter, smoother – the digital last mile

Mr Wilson Kadakkethu George, Chief Technology Officer, Reason Solutions, India

DAY 2

15.00–16.15

PANEL DISCUSSION: IMPLEMENTING SUSTAINABLE LOGISTICS PRACTICES

OBJECTIVE

This panel will bring together industry experts to discuss the critical role of sustainability in the future of logistics operations. The discussion will focus on innovative approaches, technologies and strategies that can help logistics providers reduce their environmental impact, enhance efficiency and contribute to sustainable supply chain practices. Panellists from both the public and private sectors will share best practices, exploring how companies and organizations are integrating sustainable practices into their operations.

MODERATOR

Mr Peter Koller, Head of International Affairs, Österreichische Post, Austria

PANELLISTS

Mr Botond Szebeny, Secretary General, PostEurop

Mr Nurbek Nalkozha, General Manager for International Business, QazPost, Kazakhstan

Mr Yuichiro Ishibashi, Deputy Vice-President, International Business Development, Security and Automation Systems Division, Toshiba Corporation, Japan

Ms Angela Nuñez, Head of the Sustainability Team, International Affairs and ESG Directorate, Correos, Spain

16.15–17.00

NETWORKING AND TEA/COFFEE BREAK



DAY 3

DIGITAL TRANSFORMATION

10.00–11.00

SESSION: THE DIGITAL TRANSFORMATION OF POSTAL SERVICES

OBJECTIVE

This session will explore how digital technologies are reshaping postal services by enhancing operational efficiency and enabling new business models. From a global, regional and local perspective, experts will provide insights into the ongoing digital transformation, focusing on digital document circulation, automation and data-driven solutions. Additionally, the session will explore how postal operators can leverage these tools to improve service delivery, enhance customer experience and drive operational efficiency.

SPEAKERS

Mr Juan Moroni, Connect.post and Digital Transformation Expert, UPU International Bureau

Mr Germán Vázquez, Head of International Affairs, Ministry of Transport and Sustainable Mobility, Spain

Mr Emil Ahmadzada, Digital Document Circulation Project Manager, Innovation and Digital Development Agency, Azerbaijan

11.00–11.30

TEA/COFFEE BREAK

11.30–12.30

PANEL DISCUSSION: CYBERSECURITY CHALLENGES IN THE POSTAL SECTOR BUILDING A CYBER-RESILIENT POSTAL SERVICE

OBJECTIVE

This panel will highlight the critical importance of cybersecurity within the postal sector, focusing on the increasing challenges postal operators face in securing their digital infrastructure and specifically the personally identifiable information under their custody. Panellists will discuss the evolving threats to postal services, such as data breaches, cyberattacks and the protection of critical infrastructure. The session will explore strategies for building a cyber-resilient postal service, examining best practices and technological solutions to help postal operators safeguard data, ensure service continuity and maintain customer trust.

MODERATOR

Mr David Avsec, Account Relations and Product Management Coordinator, UPU Postal Technology Centre

DAY 3

PANELLISTS

Mr Marcos Feliciano, Red/Blue Team Instructor, Azerbaijan Cybersecurity Centre, Azerbaijan

Mr Elman Kerimli, independent cyber security expert, Azerbaijan

Ms Teresa Russell, Head of Business Resilience, Royal Mail, United Kingdom of Great Britain and Northern Ireland

12.30–14.00

LUNCH BREAK

14.00–15.30

**PANEL DISCUSSION: DEVELOPMENT OF DIGITAL POSTAL FINANCIAL SERVICES
AND CAPABILITIES TO ENABLE DIGITAL TRANSFORMATION AND FINANCIAL INCLUSION**

OBJECTIVE

This panel will explore the role of digital postal financial services in driving digital transformation and fostering financial inclusion across global markets. Panellists will share best practices, case studies and strategies for leveraging digital financial capabilities to modernize postal services, improve service delivery, and financially empower individuals and communities.

MODERATOR

Mr Sergey Dukelskiy, Sustainability and Financial Services Coordinator, UPU International Bureau

PANELLISTS

Mr Nurlan Hajiyev, Azerbaijan Country Manager, VISA

Mr Isi Mustafayev, Acting Chairman of the Board, Azerpost, Azerbaijan

Ms Aida Koichumanova, Business Development Manager, Kyrgyz Post, Kyrgyzstan

Mr Alexey Borodin, Director General, Regional Commonwealth in the Field of Communications

15.30–16.00

CLOSING REMARKS

16.00–17.00

NETWORKING AND TEA/COFFEE BREAK



VISIT THE EXHIBITION STANDS HOSTED BY OUR PARTNERS

