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POSTAL INFRASTRUCTURE FOR E-COMMERCE

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E-COMMERCE

AGENDA

- **SOUTH AMERICAN POSTAL ENVIRONMENT**
- **E-COMMERCE IN LATIN AMERICA**
- **THE E-COMMERCE PROCESS AND THE POTENTIAL ROLE OF THE POSTAL SERVICES**
- **THE PARTICIPATION OF THE BRAZILIAN POSTAL SERVICE IN E-COMMERCE**
- **SUGGESTION OF ACTIONS IN IIRSA**



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THE SOUTH AMERICAN POSTAL ENVIRONMENT



ESTIMATE OF DELIVERIES OF THE POSTAL MARKET

TRADITIONAL POSTAL SERVICE
– 13,778 millions/year

EXPRESS POSTAL SERVICE –
1,362
millions/year

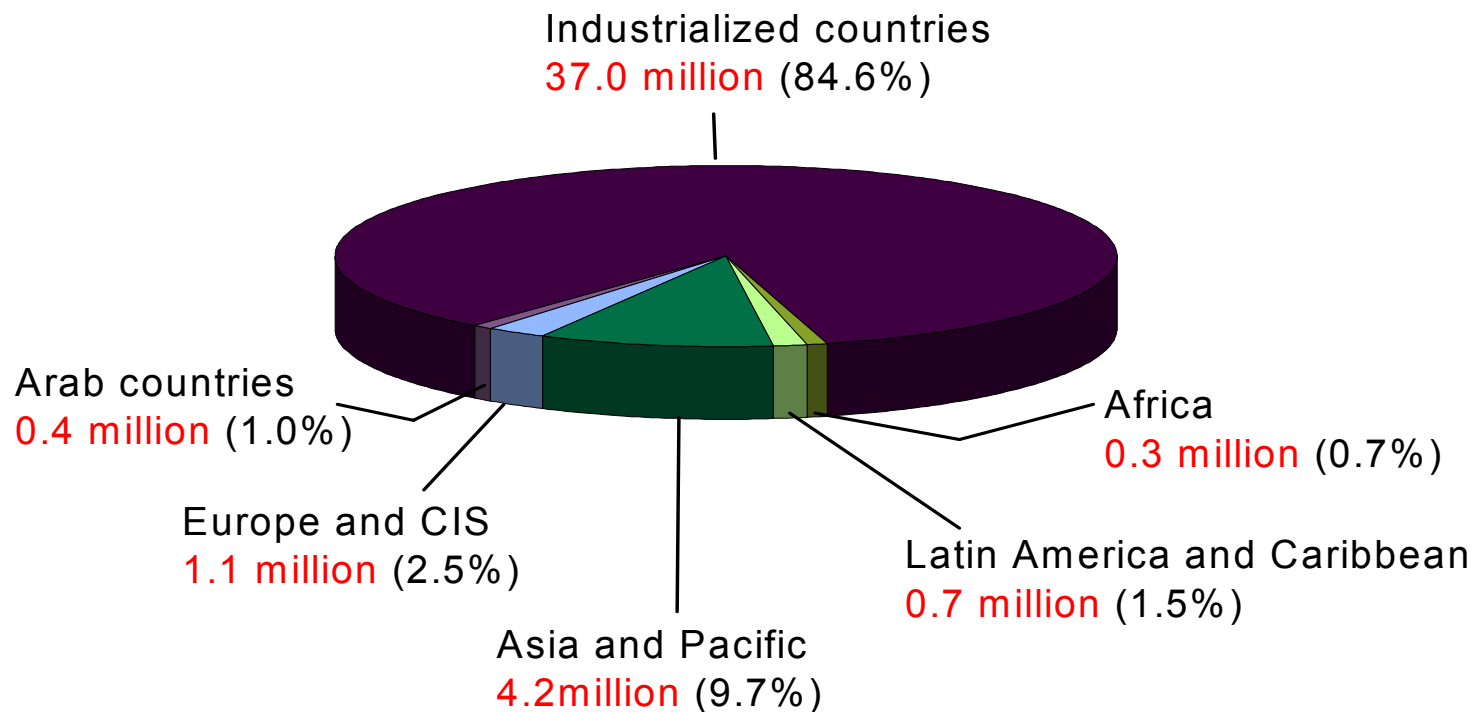
TOTAL – 15,140



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PARCELS – INTERNATIONAL SERVICE





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Actions devoted to the development infrastructure

- **UNIVERSALIZATION OF THE SERVICES**
- **LOGISTICS TO EXPORT MIPyMES**
- **PARCELS**
- **FINANCIAL SERVICES**
- **SERVICES DEVOTED TO THE E-COMMERCE**



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E-COMMERCE IN LATIN AMERICA



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E-COMMERCE IN LATIN AMERICA

- **E-COMMERCE IN LATIN AMERICA**
 - **US\$ 4.300 millions in 2005**
- **HIGHER GROWTH**
 - **Venezuela – 185%**
 - **Mexico – 105%**
 - **Chile – 100%**
 - **Brazil – 43%**
- **E-COMMERCE IS EXPECTED TO GROW 40% YEARLY UP TO 2010**

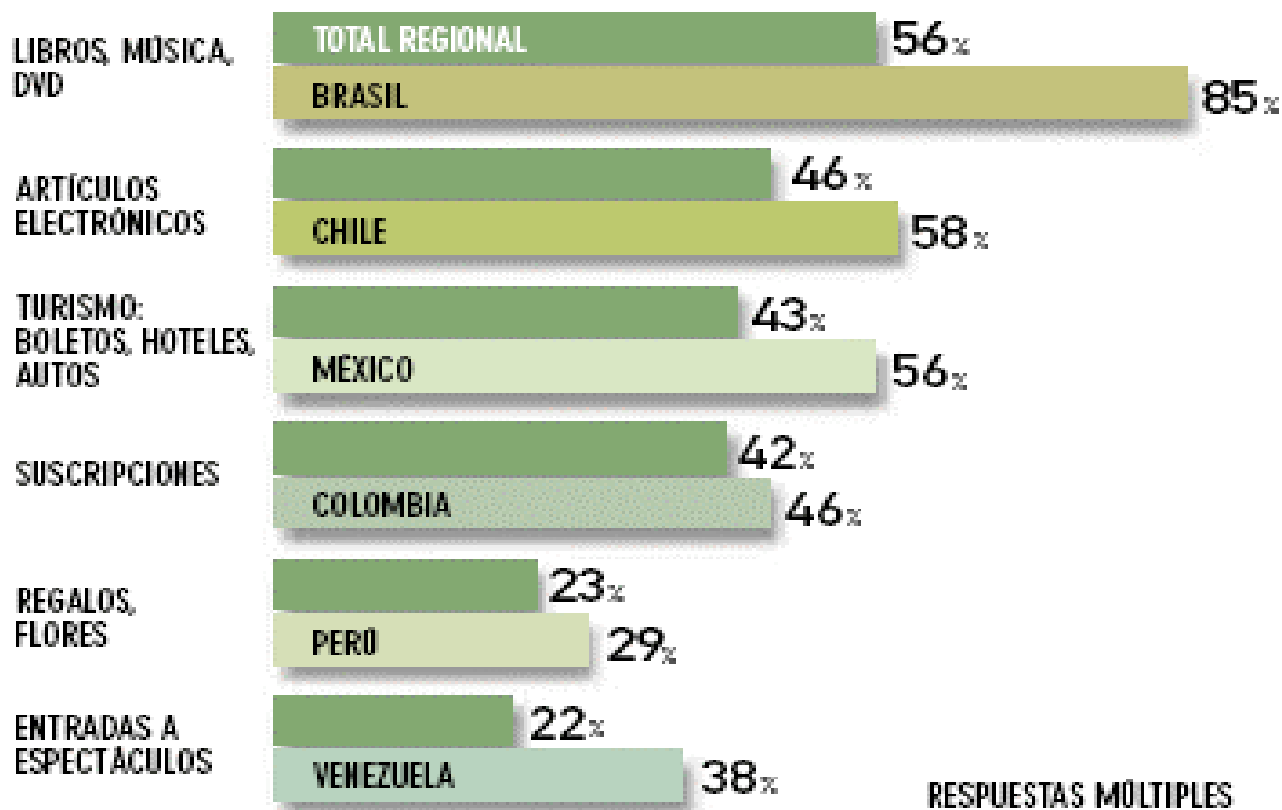


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TYPE OF PRODUCTS THAT THE COUNTRIES BUY

BASE: COMPRADORES EN INTERNET



Source – e-bit



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FACTORS THAT WILL BOOST E-COMMERCE IN LATIN AMERICA

- **YOUNG BUYERS – new generation**
- **INCREASE RELATED TO BROAD BAND**
- **INTRODUCTION OF MEANS OF ELECTRONIC PAYMENT**
- **HIGHER OFFER OF PRODUCTS**
- **HIGHER PERCEPTION OF CONFIDENCE**

Source: [Reporte VISA](#)



LOGISTICS INFRASTRUCTURE NEEDED



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THE MIPyMES

- **THEY HAVE GREATER POTENTIAL TO GET PRODUCTIVITY EARNINGS THROUGH THE ELECTRONIC BUSINESS**
- **DRAWBACKS ENCOUNTERED:**
 - **LESS CAPACITY TO ABSORB NEW TECHNOLOGIES**
 - **LACK OF EXPERIENCE WITH INTERNATIONAL MARKETS**
 - **RESTRICTED ACCESS TO FINANCIAL RESOURCES**
 - **LEGAL UNCERTAINTY**
 - **LOGISTICS DIFFICULTIES**



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THE MIPyMES

THEIR TRADEMARKS ARE NOT VERY MUCH KNOWN IN THE MARKET; ONLINE CUSTOMERS PREFER FAMILIAR TRADEMARKS RATHER THAN UNKNOWN COMPANIES WHEN THEY BUY THROUGH INTERNET.



POSTAL SERVICES HAVE THE OPPORTUNITY TO ACT AS A RELIABLE THIRD PARTY AND OFFER THE APPROPRIATE LOGISTICS INFRASTRUCTURE



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THE POTENTIAL ROLE OF THE POSTAL SERVICES

HOSTAGE	DELIVERY LOGISTICS	PAYMENT	MANAGEMENT OF THE RELATIONSHIP WITH THE CUSTOMER
<ul style="list-style-type: none">• Virtual shops• Electronic advertising• Catalogues	<ul style="list-style-type: none">• Closure and track of orders• Management of the supply chain• Home delivery and/or in the post office• Reverse logistics	<ul style="list-style-type: none">• Electronic payments• Payment orders• Cash payments in the post office	<ul style="list-style-type: none">• Attraction of new customers• Management of the customers data base• Direct postal service• Call centers



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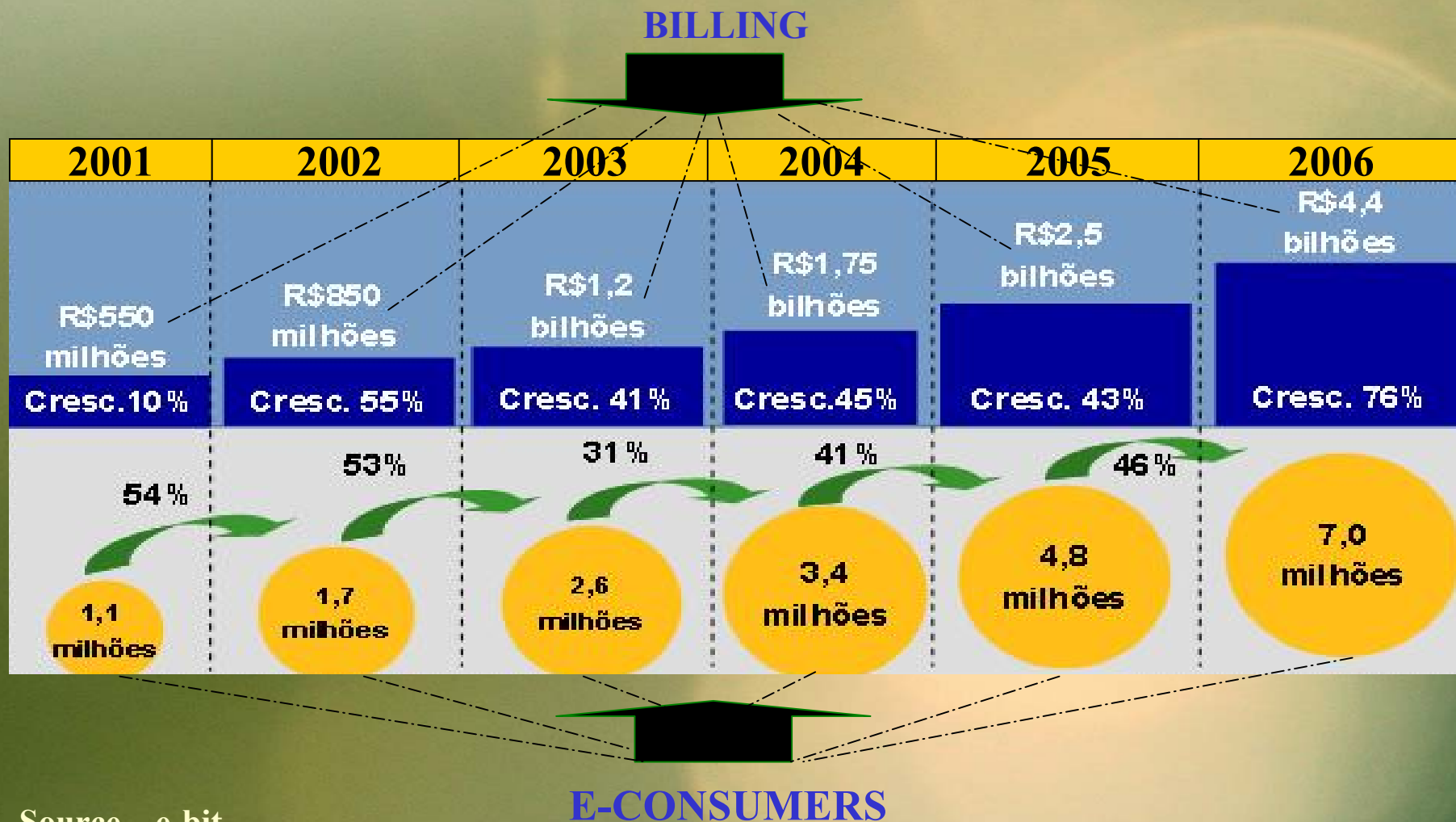
THE ROLE OF THE PUBLIC BRAZILIAN POSTAL OPERATOR IN THE E-COMMERCE



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EVOLUTION OF THE ONLINE RETAILER IN BRAZIL



Source – e-bit



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THE E-COMMERCE IN BRAZIL

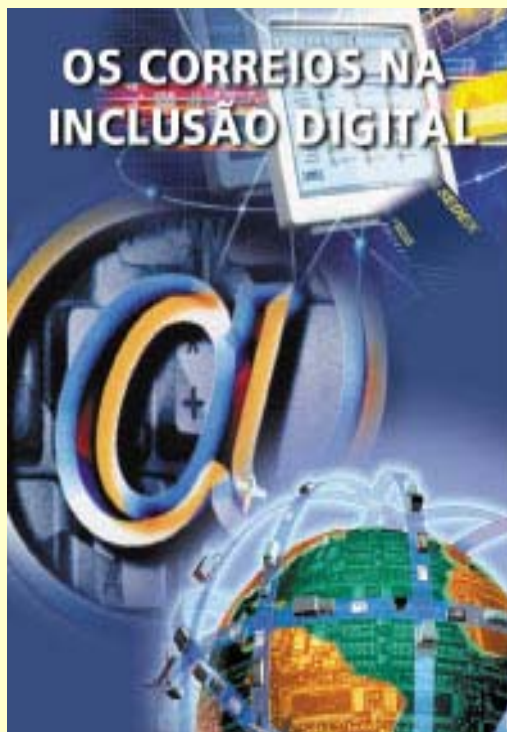
- **PARCELS DELIVERED**
 - 14 MILLIONS
- **PARTICIPATION OF THE PUBLIC POSTAL OPERATOR:**
 - 51.3%



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THE BRAZILIAN PUBLIC OPERATOR IN INTERNET



- PUBLIC ACCESS TERMINALS
- FREE E-MAIL
- VIRTUAL SHOPPING – CORREIOS NET





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CORREOS DE BRASIL IN INTERNET



- **THE MANAGEMENT OF CUSTOMERS' WAREHOUSES INCLUDES THE MANAGEMENT OF INVENTORIES, AS WELL AS THE PREPARATION, THE SHIPMENT OF FREIGHT GOODS, AND THE CONTROL OF DELIVERIES THROUGH A TRACKING SYSTEM AND SPECIAL DELIVERIES**
- **e-SEDEX**



E-COMMERCE

e - SEDEX

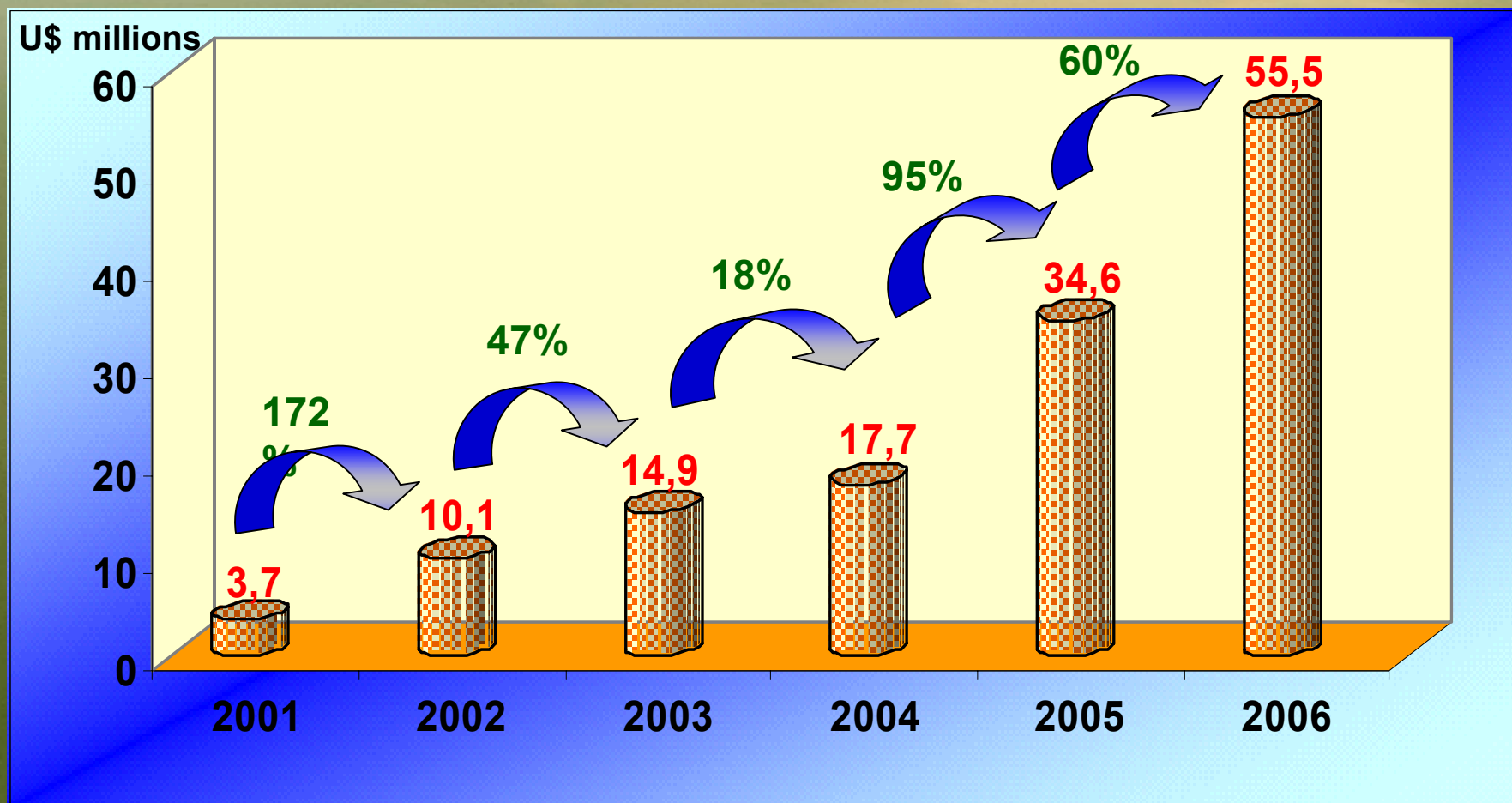
- **TRACKING PROCESS ONLINE**
- **HOME COLLECTION**
- **AUTOMATIC / ADDITIONAL INSURANCE**
- **COLLECTION OF UNDELIVERED MATERIAL (REVERSE LOGISTICS)**
- **PAYMENT ON DELIVERY**



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SERVICES OFFERED BY THE PUBLIC POSTAL OPERATOR IN BRAZIL



Source: Correos



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SUGGESTION OF THE E-COMMERCE PROJECT IN IIRSA



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INFRASTRUCTURE DEVELOPMENT PROJECT FOR E-COMMERCE



OBJECTIVE

**STRENGTHENING AND USE OF THE
POSTAL LOGISTICS
INFRASTRUCTURE FOR THE
DEVELOPMENT OF THE E-COMMERCE
IN THE SOUTH AMERICAN COUNTRIES**



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INFRASTRUCTURE DEVELOPMENT PROJECT FOR E-COMMERCE



PREMISE

**USE AND CONVERGE WITH THE INITIATIVES
DEVELOPED BY OTHER INSTITUTIONS TO
STRENGTHEN RESULTS: UPAEP,
MERCOSUR, ALADI ...**



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FIELD OF ACTION

- **E-COMMERCE THROUGH POSTAL SERVICES, INCLUDING:**
 - DELIVERIES**
 - PAYMENTS**
 - HOSTAGE IN VIRTUAL SHOPS, NATIONAL AND INTERNATIONAL ONES**
- **FOCUSED ON MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES – PYMES (in Spanish)**



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SUGGESTION OF A PLAN OF ACTION IN IIRSA

- **PRESENTATION OF EXPERTS**
- **MARKET STUDY**
- **BASIC PROJECT**
 - **SPECIFICATIONS**
 - **LEGAL ASPECTS**
- **PILOT EXPERIENCE**
 - **COUNTRIES INVOLVED**
 - **PREPARATION**
 - **INSTALLATION**
 - **EVALUATION**

Thank you very much!

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