

Press release

CN Poșta Română S.A. establishes the first Postal Prosperity Zone (PPZ) in the European Union

Berlin, 07. October 2024

CN Poșta Română S.A., the designated postal operator (DO) of Romania, who joined the Postal Prosperity Zone (PPZ) initiative in October 2023 in close cooperation with Morocco Post, is now implementing its own Romanian PPZ.

CN Poșta Română S.A. is taking advantage of the unique opportunity the PPZ initiative offers designated operators to increase volumes by attracting ecommerce-related trade flows, to directly connect merchants, brands and senders globally to its domestic Romanian and international postal network.

As a long-standing member of the UPU Consultative Committee, logistic-natives e.V. is a contractual project partner and heads the Project Management Office (PMO) for the implementation and practical implementation of the PPZ in Romania. All the knowledge of the international network of logistic-natives flows into the project and benefits the partner- CN Poșta Română S.A..

The PPZ initiative

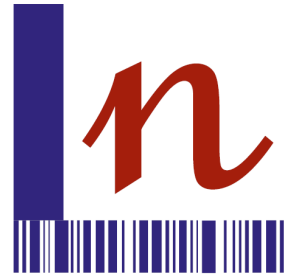
The PPZ initiative aligns with the current UPU Abidjan Strategy and is a light-house project for successful collaboration between UPU designated operators such as Poșta Română, competent national authorities such as customs administrations, and commercial ecommerce stakeholders such as international marketplaces.

Initiated by the UPU member countries and their DOs, the PPZ is actively supported by the UPU Consultative Committee (UPU CC), its commercial members, and the UPU Postal Technology Center PTC. It has been developed in a pilot project in Morocco, with PPZ Romania the first implementation project based on this blueprint.

What does a PPZ project do?

A PPZ is a pragmatic, modular implementation project which:

- directly connects commercial suppliers with a DO using the existing, global and standardized UPU IT System, fully compliant with UPU and WCO regulations and standards, based on a convenient one-stop IT solution (one barcode, one label, global access);
- adapts, digitizes and upgrades postal customs clearance in close collaboration
- with the national customs authority, to lower costs and increase competitiveness;
- establishes host PPZ hubs in Free Zones at airports and ports, together with the customs authority and commercial partners, to



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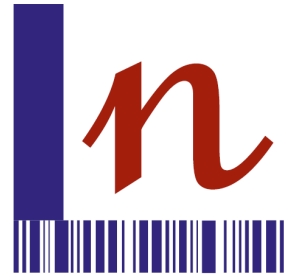
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- provide the full range of gateway services;
- and provides additional digital capabilities and solutions for cross-border ecommerce, such as digital payment and digital returns solutions.

The PPZ Romania is the first PPZ within the EU and will directly connect commercial senders around the world to its postal territory and solutions. Several UPU CC members, global express delivery services, marketplaces, and technology partners have already expressed interest in supporting the PPZ Romania.

Upon assessment of the nationwide advantages of the PPZ to Romania, this project received initial endorsement from the Romanian government in mid-2023, clearing the path for optimum implementation.

“A Host State for Free Zones would be granted a high degree of legal, administrative, and economic autonomy. We believe that Postal Prosperity Zones can be regarded as the next stage in the market development, and by facilitating post and customs cooperation we truly see ourselves as part of this evolution. In this light, Romania, through its Ministry of Research, Innovation and Digitalization, is delighted to endorse the initiative to implement the Postal Prosperity Zone project,” stated Mr Bogdan-Gruia Ivan, Minister of Research, Innovation and Digitalization.

Moreover, with Morocco Post a pioneer of the PPZ initiative, the Romanian Post’s management reached out to their fellow postal operator’s top management at an early stage, announcing its intention of strengthening bilateral cooperation through the active exchange of best practices.

Mr Walter Trezek, Chairperson of the UPU CC, explains: *“The PPZ facilitates partnerships and collaboration. Even the largest companies and postal operators cannot succeed in isolation. The PPZ initiative reflects the new UPU Consultative Committee’s goal of connecting and integrating all postal sector stakeholders, their solutions and volumes, into the UPU’s existing global IT backbone. This benefits UPU member countries and their DOs as they work with postal stakeholders to shape the digital future of the postal sector.”*

“PPZ forms the basis for new trade superhighways that will deliver the economic growth needed to recover from the crises of the past few years, and enhance the supply chain resilience that businesses are demanding as they create new ‘just-in-time always’ supply chains in a trading environ-

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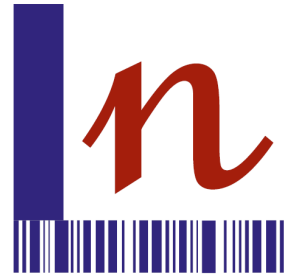
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ment increasingly marked by the threat of protectionism," says
Mr Florin Valentin Ștefan, CEO of CN Poșta Română S.A.

*"The PPZ allows Poșta Română to position itself as a key player in
Romanian and European ecommerce."*

*"As logistic-natives e.V., we became a member of the UPU Consultative
Committee when the association was founded because we wanted to take
on responsibility, support the opening of the UPU to commercial enterprises
and actively shape the markets," says **Florian Seikel, Managing Director
logistic-natives e.V.,***

*"leading a partner of the PPZ PMO enables us to implement precisely these
goals, underlines our practical relevance and approach and gives us the
opportunity to pass on the broad and deep knowledge from the members of
our international network."*

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