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Inaugural meeting in Rome at Poste Italiane: Postal Innovation officially launched as high tech think-tank for smart postal business

Milan, March 16, 2010 – Postal Innovation, a new global initiative, bringing to life the first international think-tank and observatory on innovative technologies and methods in the postal market, was officially launched on March 15 by Wise Media, at the Poste Italiane headquarters in Rome to a distinguished group of prominent players in the postal, transportation and express shipping sectors.

Among others, the CIO of Poste Italiane, Ing. Agostino Ragosa attended the launch, along with the Chairman of the Telematics Cooperative of the Universal Postal Union (UPU), a UN organization, Mr Giorgio Pomponi.

In her launch address, Sophie B. de la Giroday, President of Wise Media explained the concept of building a trust model based on secure authentication for senders, recipients as well as operators for the postal industry's business in which identification technology also acts as a catalyst for change. "Postal Innovation explores how the physical, virtual and financial domains of the business intersect with each other and with ID and security, in order to analyze the areas where the highest financial contribution resides," she said.

"We look forward to welcoming important keynotes from the postal sector such as Dr. Mohammad Saleh Benten, Chairman and President of Saudi Post, Agostino Ragosa, Giorgio Pomponi, Peter Somers, Managing Director of Belgian Post and Akio Miyaji, Quality of Service Coordinator of the UPU, at our 2010 events to illustrate how innovation in the postal sector will impact on business for all operators involved, in the next three to five years."

Postal Innovation is the world's first forward thinking high-end technology congress offering a showcase of the most advanced smart technologies and applications aimed to improve postal and express shipping services, as well as illustrating how they can best be implemented on a global scale, improving business and creating new sources of revenue.

The inaugural *Postal Innovation Conference* will take place in Abu Dhabi, United Arab Emirates, on May 3-4. The event opens its doors in the capital of the United Arab Emirates under the patronage of the Deputy Prime Minister and Minister of the Interior H.H. Sheik Saif Bin Zayed Al Nahyan, endorsed by the European Commission, the Emirates Identity Authority and Abu Dhabi Police.



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The cardinal event of 2010 will be the *Postal Innovation Conference* in Milan, and will open its doors on November 16-18, featuring a 3-day conference, a 2-day exhibition and extra networking activities. It will be hosted at the 9th ID WORLD International Congress (www.idworldonline.com).

Dr. Mohammad Saleh Benten, Chairman and President of Saudi Post will keynote at the Postal Innovation Conference in Abu Dhabi, alongside other top level speakers including representatives from the Universal Postal Union, Poste Italiane, Swiss Post, Interpol, the European Commission and key government representatives from the US, Finland, the United Kingdom, the UAE, Germany, India, Pakistan and Nigeria.

The Postal Innovation Conference tracks will focus on topics ranging from identification strategies and advanced express logistics to secure printing and dispatch, shipping and cargo security and interoperability. In addition, the high quality presentations will discuss quality of service measurement, global mobility and citizen-centric services.

About Postal Innovation

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For further information visit: www.postalinnovation.com

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