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## **Postal Innovation Abu Dhabi 2010: loud acclaim for first high tech think-tank on smart postal business**

**Wise Media's inaugural Postal Innovation Conference launched to resounding success with a two-day conference attended by major postal operators and innovators from around the region**

**May 6, 2010** – Postal Innovation, a new global initiative from Wise Media, bringing to life the first international think-tank and observatory on innovative technologies and methods in the postal market, held its first conference in Abu Dhabi, on May 3 and 4.

Dr. Mohammad Saleh Benten, Chairman and President of Saudi Post was a keynote speaker at the event which championed the development of efficient postal services as a key to the competitiveness of all postal and express shipping operators in a globalized market. Also the CEO of Emirates Post and the CEO of Liban Post were among the representatives of the local posts attending the launch event and contributing to the conference.

The Postal Innovation conference, which drew loud acclaim from all protagonists, was held on the occasion of ID WORLD Abu Dhabi 2010, the annual EMEA Summit on automatic identification and wireless technologies, under the patronage of the Deputy Prime Minister and Minister of the Interior H.H. Sheik Saif Bin Zayed Al Nahyan and endorsed by the European Commission, the Emirates Identity Authority and Abu Dhabi Police. The event welcomed 415 delegates from 35 countries, including 51 CEOs, government ministers and senior dignitaries.

Other top level participants included high caliber representatives from Le Poste Tunisienne, Liban Post, Emirates Post, the Universal Postal Union (UPU), Swiss Post, the Pan African Postal Union (PAPU) and the European Commission. In addition, the conference welcomed high profile delegations from the America, France, Finland, Germany, India, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, the Ukraine and the United Arab Emirates, to mention only some. The Postal Innovation Conference focused 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 discussed quality of service measurement, global mobility and citizen-centric services.

As Postal Innovation further expands its 2010 roadmap of events, influential leaders from the postal industry have added their names to the list of inspiring speakers, who will play a major role throughout the year as this new global initiative extends both its reach and scope.



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The wide reaching platform of international representation within the Postal innovation think-tank already includes the names of high profile players such as Dr. Mohammad Saleh Benten, Chairman and President of Saudi Post, Peter Somers, Managing Director of Belgian Post, Frank Marthaler from Swiss Post, Giorgio Pomponi, Chairman of the Telematics Co-operative of the Universal Postal Union - UPU, a specialist agency of the UN, Akio Miyaji, Quality of Service Co-ordinator of UPU, Rodah Masaviru Secretary General, of the Pan African Postal Union and Agostino Ragosa, CIO of Poste Italiane.

The cardinal event of 2010, the *Postal Innovation Conference & Exhibition* in Milan, 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](http://www.idworldonline.com)).

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#### About Postal Innovation

Postal Innovation is the world's first forward thinking high-end technology congress offering a showcase of the most advanced 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 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 at the Rotana Beach Hotel in Abu Dhabi on May 3-4, 2010. □Postal Innovation Conference & Exhibition, going live on November 16-18, is the cardinal event of 2010 and will feature a 3-day conference, a 2-day exhibition and extra networking activities. The event will be hosted at the 9th ID WORLD International Congress. For further information visit: [www.postalinnovation.com](http://www.postalinnovation.com)

#### About ID WORLD Abu Dhabi

ID WORLD Abu Dhabi 2010 - the annual EMEA Summit on security and mobility, took place in Abu Dhabi on May 3-4 under the patronage of UAE Deputy Prime Minister and Minister of Interior, H.H. Sheik Saif bin Zayed Al Nahyan and is endorsed by the European Commission, Emirates Identity Authority and Abu Dhabi Police. ID WORLD Abu Dhabi hosted the *Citizen ID Forum*, ([www.citizen-id.com](http://www.citizen-id.com)), the *Transportation Security Forum* ([www.transportation-security-forum.com](http://www.transportation-security-forum.com)) and the *Asset Tracking Forum* ([www.asset-tracking-forum.com](http://www.asset-tracking-forum.com)) that, in the last four years, took place as separate events in Berlin, Rome, Vienna, Istanbul, Milan, Amsterdam and Paris. In addition, ID WORLD Abu Dhabi included two special initiatives, the inaugural *Postal Innovation Conference* ([www.postalinnovation.com](http://www.postalinnovation.com)) and the *NFC Academy Conference* ([www.nfcacademy.com](http://www.nfcacademy.com)). Full information can be found on [www.idworldabudhabi.com](http://www.idworldabudhabi.com) The valuable discussions held in Abu Dhabi will continue at the ninth ID WORLD International Congress, the annual thought leadership symposium on automatic identification, taking place in Milan, Italy on November 16<sup>th</sup> to 18<sup>th</sup>, 2010. For full information visit [www.idworldonline.com](http://www.idworldonline.com)

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