

OFFER OF COOPERATION
OF THE CONFERENCE

PARCEL MARKET 2017



MAY 15, 2017
HOTEL COURTYARD BY MARRIOTT IN WARSAW,
POLAND

© 2017, Adventure Consulting Sp. z o.o.

adventure
 *consulting*



PARCEL AND E-COMMERCE MARKET IN POLAND

Poland is the largest market in the Central and Eastern Europe with the population of 37 million. The value of the parcel market is estimated at PLN 5 billion and it continues to grow. In 2016 over 3.5 millions parcels were sent in Poland. Parcel market in Poland is fully liberated.

Poland is the most dynamically developing e-commerce market in this part of Europe. The value of the e-commerce market is estimated at PLN 37 billion and it grows at a pace of 20 % per year. Even so, on-line shopping has only a 5% share in the total volume of shopping, which means there are still broad perspectives for the development of the e-commerce market.



PARCEL MARKET 2017

The Parcel Market 2017 is the youngest child in the family of conferences for the postal and courier industry organised by Adventure Consulting – leader on the market of postal-courier-logistics conferences in Poland.

The oldest and best known event is the strategic and business conference held in September, namely the “Market of postal services in Poland” organised as of 2003, which gathers close to 150 participants from Poland and Europe.

The “New Postal Law” organised each year in November is devoted to regulatory and legal issues.

“Technology Forum: Post of the 21st Century” organised each year in March, is a conference and fair event dedicated to the issues of advanced technologies, mobility of postal services, digital services, hybrid mail, e-commerce sector handling, automation of postal processes and other innovations on postal and courier market.

The Parcel Market 2017 is the conference and fair dedicated to the issues of development of express and parcel market in Poland and Central Europe, development of cross-border transcontinental trade and perspectives of new Silk Road, synergies between eCommerce and courier services, regulatory and legal aspects of development of cross-border e-commerce and express&parcel services, innovations and new technologies for parcel&courier operators.

Parcel Market 2017 is to be the spot where the leading postal, courier and express operators present their newest services and innovations for clients (B2B and B2C), especially from the e-commerce sector; where the top technology companies demonstrate their newest solutions facilitating the operators' work; and where the e-commerce sectors put forward their expectations regarding the parcel and courier services.

The Forum is to be a place of inspiration, a place to exchange experiences, present achievements, establish business and social contacts.

The honorary patronage over this year's conference is taken by the President of the Office of Electronic Communications (Republic of Poland) Mr Marcin Cichy who will deliver the opening speech.

Gold Partner of the Conference is Poczta Polska S.A. (Polish Post) which will be represented by members of the board and directors.





Photos from last edition of the conference “Parcel Market 2016”



Over 50 managers representing 25 companies of postal, courier, e-commerce direct marketing, carrier and bulk senders services sector from Poland and Central Europe participated in the last year's conference.



Opening speech was made by the Mr Karol Krzywicki, Vice-President of the Office of Electronic Communications.



Discussion during the conference break : Pawel Skworotko (Member of the Management Board, Poczta Polska/Polish Post) contra Rafal Brzoska (CEO, InPost) and Krystian Szostak (Member of the Management Board, InPost).



Speech by Rafal Brzoska, CEO of InPost – main alternative postal&parcel operator in Poland.



Panel discussion : “Cross-border e-commerce, Digital Single Market, Last Mile” with participation : Michal Putkiewicz (CEO, Adventure Consulting), Karol Krzywicki (Vice-President of Office of Electronic Communications), Grzegorz Kurdziel (Member of the Management Board, Poczta Polska/Polish Post), Krystian Szostak (Member of the Management Board, InPost), Adam Tomczak (CEO, X-Press Couriers) and Grzegorz Urban (Director, PwC).



3RD EDITION OF THE “PARCEL MARKET 2017” (15 MAY 2017)

This year’s edition of the conference will be held in the prestigious and practical interiors of the five-star Courtyard by Marriott hotel located directly at the Chopin International Warsaw Airport.

The main debates of the conference will take place in the spacious Ball Room (325 m²). We plan to place the fair and exhibition part of the conference in the commodious conference foyer (300 m²).

It will be possible to show large-sized vehicles and equipment outside and inside in front of the entrance to the hotel in groundfloor foyer.

Conference foyer, hotel restaurants and coffee bar encourage behind-the-scenes business and social conversations.



THE MAIN TOPICS OF THIS YEAR'S CONFERENCE COVER:

- Parcel market in Poland and Central Europe – technology, geography and business model challenges
- Development of cross-border eCommerce market in Central Europe
- New Silk Road – will Central Europe become logistic hub for eCommerce China-Europa?
- Digital Single Market and Delivery Single Market in EU
- Postal&Parcel operators and eCommerce leaders – friend or foe ? Synergy or competition? Strategies and models of cooperation between eCommerce sector and courier&postal operators
- New services, new models of business, new technologies for parcel market (i.e.economy of sharing, delivery platform powered by leaders of eCommerce)
- Digital marketing and marketing automation for e-commerce and logistics
- Omnichannel in business relations with customers (B2C; B2B)
- Last mile delivery and returns challenges
- Development of click&collect networks in Europe
- Regulatory and legal aspects of development of courier services in Poland, Central Europe and European Union
- Cross-border e-commerce and courier services – legal and logistic challenges
- Mobile trends in the development of modern courier and express services
- Automation of logistics processes (automation, sorting and handling)
- Warehousing and order fulfillment
- Automated parcel machines

- Innovations and restructuring of logistics processes
- Innovations in the field of optimisation of services and internal processes of operators
- Innovative IT solutions supporting operators' work
- AutoID systems and monitoring systems for courier operators
- Mobile equipment facilitating postal and courier operation
- Commercial vehicles for postal and courier operators.

The event is planned to be attended by over 50 managers from the decision – making level representing the most important postal and courier operators from Poland and Europe, representatives of companies from the sector of distribution, direct marketing, e-commerce and technology companies.

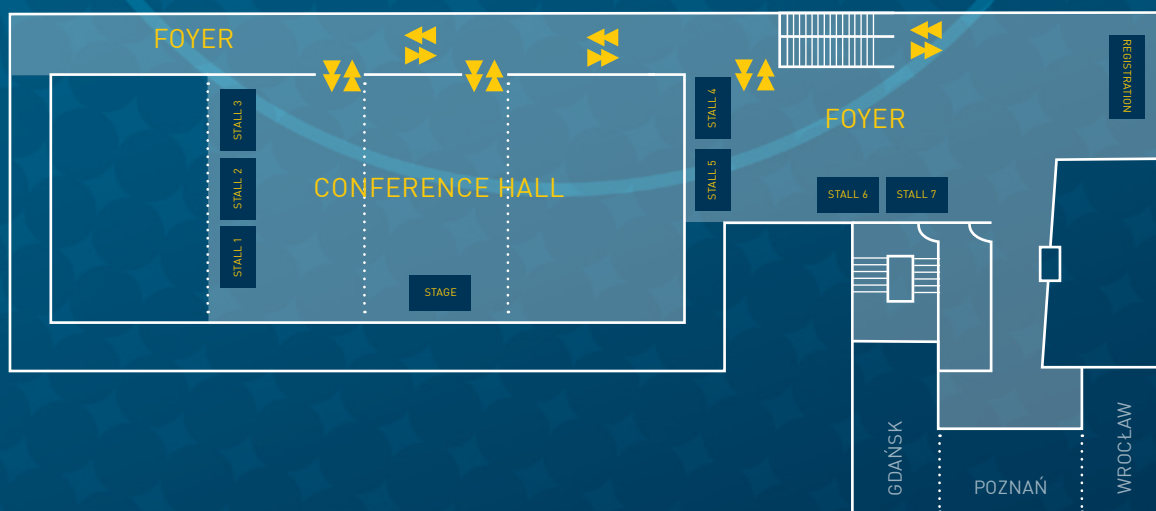


THIS YEAR'S EDITION OF THE FORUM WILL CONSIST OF TWO PARTS:

- Congress (presentations, debates and discussions in the main conference room);
- Exhibition (presentation stands of operators and producers of equipment).

Presentation stands will be situated along the main communication routes of the conference:

- in the conference room;
- in the spacious conference foyer;
- in the parking area in front of the hotel / for presentation of large-sized products (automated parcel machines; vehicles, etc.).





CONTACT WITH THE CONFERENCE ORGANIZER

If you are interested in our cooperation offer, please contact us in order to specify the details of the cooperation.

CONTACT WITH THE ORGANIZER:

Adventure Consulting Sp. z o.o. / 02-815 Warszawa / ul. Żołąty 49 A

T: +48 22 894 40 23 / F: +48 22 894 40 24

e-mail: adventure@adventure.pl / www.adventure.pl

CONTACT PERSON:

Michał Putkiewicz

M: **+48 606 786 686** / e-mail: m.putkiewicz@adventure.pl

Presentation stalls:

