# World Mail & Express

## Americas Conference & Exhibition

22-23 February 2010, Hilton Miami, Florida, USA

Covering North, South and Central America and the Caribbean

# A new world order: managing post recession

## Un Nuevo Orden Mundial: Manejando la Post-Recesión

The only annual event dealing with international & national post & parcel matters for nearly one billion people in the Americas

El único evento anual que trata asuntos relacionados con la entrega de correo y paquetería a nivel nacional e internacional a alrededor de mil millones de personas en las Américas

The perfect medium for senior executives to debate the key issues facing the region

El medio perfecto para que directivos de alto rango puedan debatir asuntos claves que afectan a la región

WORLD MAIL & EXPRESS AMERICAS 2010 IS SPONSORED BY:

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Para obtener las últimas actualizaciones del programa o para registrarse ahora, visite www.triangle.eu.com/americas

# World Mail & Express Americas returns to Miami

# World Mail y Express Americas vuelve a Miami

Welcome to the seventh World Mail & Express Americas Conference. After one of the worst economic downturns on record, all around the world the green shoots of recovery are beginning to show. This poses challenges of its own for operators dealing with international & national post & parcel matters for nearly one billion people. Under the conference theme of "*A new world order: managing post recession*", senior industry executives will share information, learn and network with their peers at this unique event.

If you operate or have an interest in this strategically important and diverse region, World Mail & Express Americas is a must attend event, and we look forward to welcoming you to Miami in February.

Bienvenidos a la Séptima Conferencia de World Mail & Express Américas. Luego de que se registró una de las peores recesiones económicas a nivel mundial, se están empezando a escuchar alardes de recuperación. Ésta postura plantea retos a los propios operadores de entrega de correo y paquetes a alrededor de mil millones de personas. Bajo el tema de la conferencia "*Un Nuevo Orden Mundial: Manejando la Post-Recesión*", ejecutivos de alto rango podrán compartir información, aprender y establecer contactos con sus iguales

Si usted opera o tiene interés en esta región diversa y estratégicamente importante, World Mail & Express Américas es un evento al que debe asistir y nosotros estaremos deseosos de poder darle la bienvenida a Miami en el mes de febrero.

**Neil Jackson**
Chief Executive, Triangle Management Services
Presidente de Triangle Management Services

## Chairman, CEOs and Senior Executives from the following organisations will be at WMX Americas

National postal operators
Private mail and express operators
Couriers
Integrators
High volume mail/express customers
Airlines & logistics companies
Mail consolidators
Mailing & fulfilment houses
Consultants
Regulators
Industry suppliers

## Headline Speakers include:

Ingo Babrikowski – Estafeta Mexicana
Eva Carolina Bareyro – Paraguay Post
Robert Bernstock – USPS
Carlos Henrique Almeida Custódio – Brazil Post
Sheldon Cyrus – Trinidad and Tobago Postal Corporation
Michael Gentles – Postal Corporation of Jamaica
Nanci Langley – US Postal Regulatory Commission
Javier Lobo – Correo de Guatemala
Carl-Gerold Mende – Austria Post
Dirk Palder – Capgemini Deutschland
C Florencio Trevino Rodriguez – Mexico Post
Alfredo Romero – OCA
Miguel Rossetto – Correo Argentina
Peter Somers – Belgian Post International
Paul Vogel – Deloitte Consulting

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Para obtener las últimas actualizaciones del programa o para registrarse ahora, visite www.triangle.eu.com/americas

# The Programme | El programa

## Sunday 21 February

| | |
|---|---|
| **19.00** | **Welcome reception** \| Recepción de bienvenida sponsored by Swiss Post |

## Monday 22 February

| | |
|---|---|
| **08.15** | **Registration opens / Exhibition opens / Refreshments in exhibition area**<br>El registro empieza / La exhibición empieza / Refrigerios en el área de exhibición |
| **09.00** | **Welcome to the United States** \| Bienvenido a los Estados Unidos |
| **09.15** | **MANAGING POST RECESSION: INSIGHTS FROM FOUR POSTAL LEADERS \|** MANEJANDO LA POST-RECESIÓN: PERSPECTIVAS DE CUATRO LÍDERES DEL MERCADO POSTAL<br>In our opening keynote session, the leaders of four very different posts share their personal experiences of managing in a global recession. They outline their views on what will be the lasting impact of that recession on key areas such as volume trends and product development. They also reflect on the changing role of posts within their national infrastructures.<br>**Chairman: Paul Jackson, Chairman, Triangle Management Services** |
| **09.20** | **Reform in Brazil** \| Reforma en Brasil<br>**Carlos Henrique Almeida Custódio, President and CEO, Brazil Post*** |
| **09.40** | **Coming to terms with competition** \| Aceptando la competencia<br>**Miguel Rossetto, President, Correo Argentina*** |
| **10.00** | **Re-creating the national post** \| Recreando el servicio postal nacional<br>**Juan Ernesto Vargas Uribe, President, Servicios Postales Nacionales (Colombia)*** |
| **10.20** | **Perfect storm in the United States** \| La tormenta perfecta en Estados Unidos<br>**Robert Bernstock, President of Mailing and Shipping Services, USPS** |
| **10.40** | **Discussion and Q&A** \| Discusión; Preguntas y Respuestas |
| **11.00** | Refreshments available in exhibition area: sponsorship available \| Refrigerios disponibles en el área de exhibición disponibilidad de patrocinios |
| **11.30** | **A NEW WORLD ORDER: TRENDS AND EXPECTATIONS \|** UN NUEVO ORDEN MUNDIAL: TENDENCIAS Y EXPECTATIVAS<br>How has the rest of the world responded to the new world order, and what lessons are there for the Americas? What will be the impact of altered economic priorities and ongoing changes in communications technologies? An expert panel discusses these and other relevant issues.<br>**Chairman: Richard Miller, Managing Partner, Market Response International** |
| **11.35** | **What is happening in the rest of the world?** \| Qué está pasando en el resto del mundo?<br>**John Modd, Director, Mail, Triangle Management Services** |
| **11.55** | **The impact of change on the mail and express sector** \| El impacto del cambio en el sector de correos y entregas inmediatas<br>**Paul Vogel, Director, Deloitte Consulting LLP** |
| **12.15** | **Discussing the issues** \| Debatiendo las cuestiones<br>**Ray Ruga , Executive Director, CLADEC**<br>**Jody Berenblatt, Senior Vice President Postal Strategy, Bank of America***<br>**Linda Woolley, Executive Vice President, Government Affairs Direct Marketing Association** |
| **12.45** | Buffet lunch in exhibition area: sponsorship available \| Almuerzo bufé en el área de la exposición: disponibilidad de patrocinios |
| **13.30** | **Speed Networking** \| Facilidad de establecer contactos sponsored by Belgian Post International |
| **14.00** | **A NEW WORLD ORDER: MEETING CUSTOMER NEEDS (1) \|** UN NUEVO ORDEN MUNDIAL: CUMPLIENDO LAS NECESIDADES DE LOS CLIENTES (1)<br>In this session we look at the impact of recession and the changed business environment on mail and parcels markets, both domestic and cross-border. We hear from two significant global players how they plan to respond to customer requirements in the new world order. From two smaller operators we gain an understanding of how to be successful through a more focussed approach to local customer requirements.<br>**Chairman: Dirk Palder, Vice President, Capgemini Deutschland** |
| **14.05** | **Finding the right space in which to compete globally** \| Encontrando el espacio correcto para competir globalmente<br>**Peter Somers, Managing Director, Belgian Post International** |
| **14.25** | **Competing against a strong national post** \| Compitiendo con un servicio postal nacional sólido<br>**Enrique Vegas, Commercial Vice President, Servicios de Correspondencia ENVIA** |
| **14.45** | **Responding to the needs of Mexican customers** \| Respondiendo a las necesidades de clientes mexicanos<br>**Ingo Babrikowski, Director General, Estafeta Mexicana** |
| **15.05** | **The world needs express** \| Necesidad de la entrega inmediata en el mundo<br>**Paul J. Herron Jr., Vice President, Postal Transportation & Customer Engineering, Fedex Express** |
| **15.25** | **Discussions and Q&A** \| Discusión; Preguntas y Respuestas |
| **15.40** | Refreshments available in exhibition area \| Refrigerios disponibles en el área de exhibición |
| 16.10 | **A NEW WORLD ORDER: MEETING CUSTOMER NEEDS (2) \|** UN NUEVO ORDEN MUNDIAL: CUMPLIENDO LAS NECESIDADES DE LOS CLIENTES (2)<br>The mail and express markets in the Americas are increasingly competitive, both locally and internationally. And the national incumbents are learning how to fight back. From Argentina, Mexico and Peru we hear about developments affecting three very different types of service provider. The closing presentation provides insights into the issues facing the cross-border mail industry.<br>**Chairman: Jaime Basagoitia, General Manager, Trans-Express** |
| 16.15 | **Adding value in a competitive mail market** \| Agregar valor en un mercado postal competitivo<br>**Alfredo Romero, CEO & President, OCA Argentina** |
| 16.35 | **The postal market in Mexico** \| El Mercado postal en México<br>**C Florencio Trevino Rodriguez, Commercial Director, Mexico Post** |
| 16.55 | **Creating a strong market position in Peru** \| Creando una posición fuerte dentro del mercado peruano<br>**Anderson Vásquez, Director General, Olva Courier** |

# The Programme | El programa

## Monday 22 February *continued*

| | |
|---|---|
| 17.15 | **The changing world of cross-border mail** \| El cambiante mundo del correo internacional<br>**Daniel Baettig, Head of Cross Border Mail, Swiss Post International** |
| 17.35 | **Discussions and Q&A** \| Discusión; Preguntas y Respuestas |
| 17.50 | **Close** \| Cierre |
| 19.00 | **Drinks reception: sponsorship available** \| Cóctel de bebidas: disponibilidad de patrocinios |

## Tuesday 23 February

| | |
|---|---|
| 08.15 | **Registration opens / Exhibition opens / Refreshments in exhibition area**<br>Apertura de inscripciones / Apertura de la exhibición / Bebidas en el área |
| 08.45 | **A NEW WORLD ORDER: RELEVANT IDEAS \|** UN NUEVO ORDEN MUNDIAL: IDEAS RELEVANTES<br>In the opening morning session we examine a number of different approaches organisations are developing to respond to the profound changes facing the industry. We hear more about USPS from a regulator's perspective. We look at the evolution of messaging technologies. We bench-mark with a post outside the Americas and hear about developments in parcels strategy. And a new technological development that will assist in more effective delivery is unveiled.<br>**Chairman: Javier Lobo, Managing Director, Correo de Guatemala** |
| 08.50 | **The US postal system in the era of reform** \| El Servicio Postal de Estados Unidos en la era de reforma<br>**Nanci E. Langley, Commissioner, US Postal Regulatory Commission** |
| 09.10 | **Developments in document messaging technologies** \| Progresos en las tecnologías de documentación y mensajes<br>**Bernie Gracy, Vice President of Strategy & Business Development, Pitney Bowes** |
| 09.30 | **Parcel delivery: becoming part of the customers' sales process**<br>Entrega de paquetes: Convirtiéndose en parte del proceso de ventas a los consumidores<br>**Carl-Gerold Mende, Member of the Executive Board, Austria Post** |
| 09.50 | **Mobilise your workforce to address the unaddressable** \| Movilice su fuerza laboral para dirigir lo no dirigible<br>**Intermec Technologies** |
| 10.10 | **Discussions and Q&A** \| Discusión; Preguntas y Respuestas |
| 10.25 | Refreshments available in exhibition area: sponsorship available \| Refrigerios disponibles en el área de exhibición disponibilidad de patrocinios |
| 10.50 | **MANAGING POST RECESSION: INSIGHTS FROM FOUR MORE POSTAL LEADERS**<br>MANEJANDO LA POST-RECESIÓN: PERSPECTIVAS DE OTROS CUATRO LÍDERES DEL MERCADO POSTAL<br>Yesterday we heard how four leading posts in the Americas are responding to the new world order. In our closing plenary we hear from a further cross-section of national posts. Look for insights into how these CEOs are managing post recession and how they are responding to the changing role of posts within their countries.<br>**Chairman: Charles Prescott, Independent Consultant**<br>Charles will also update the conference on developments in addressing since last year's workshop. / Charles también actualizará la conferencia con sucesos relacionados con la dirección, acontecidos desde el taller del año pasado |
| 11.05 | **The Jamaican experience** \| La experiencia Jamaiquina<br>**Michael Gentles, Postmaster General/CEO, Postal Corporation of Jamaica** |
| 11.25 | **A perspective from Central America** \| Una perspectiva de Centro América<br>**Lic Marlon Granados Pinto, Director General, El Salvador Post** |
| 11.45 | **A distinctive postal model** \| Un modelo postal distintivo<br>**Franklin Sluis, General Managing Director, Nieuwe Post N.V. Netherlands Antilles** |
| 12.05 | **Progress in Paraguay** \| Progreso en Paraguay<br>**Eva Carolina Bareyro, President, Paraguay Post** |
| 12.25 | **The development of a Caribbean post** \| Desarrollo de un sistema postal en el Caribe<br>**Sheldon Cyrus, Managing Director, Trinidad and Tobago Postal Corporation** |
| 12.45 | **Discussions and Q&A** \| Discusión; Preguntas y Respuestas |
| 13.00 | Buffet lunch in exhibition area: sponsorship available \| Almuerzo bufé en el área de la exposición: disponibilidad de patrocinios |
| 14.00 | **BRINGING IT ALL TOGETHER** \| UNIENDO LAS IDEAS<br>Summary of the conference's big issues from the chair of the closing 'in the hotseat' session.<br>**John Modd, Director, Mail, Triangle Management Services** |
| 14.15 | **In the hotseat \|** En la línea de fuego<br>The discussion that puts the audience in the driving seat. We're aiming for some lively debate on the big issues coming out of this year's event. Delegates should prepare some tough questions for the panel of top CEOs and senior directors!<br>La discusión que coloca a la audiencia al mando. Apostamos a un debate vívido en temas importantes que resulten del evento de éste año. ¡Los delegados deberían preparar preguntas difíciles para nuestro panel de Presidentes y ejecutivos de alto rango!<br>Among those taking part / Entre los participantes<br>**Ingo Babrikowski, Director General, Estafeta Mexicana**<br>**Carlos Henrique Almeida Custodio, President and CEO, Brazil Post***<br>**Michael Gentles, Postmaster General/CEO, Postal Corporation of Jamaica**<br>**Javier Lobo, Managing Director, Correo de Guatemala**<br>**Carl-Gerold Mende, Member of the Executive Board, Austria Post**<br>**Alfredo Romero, CEO & President, OCA Argentina**<br>**Pranab Shah, Managing Director Global Business & VP, USPS** |
| 15.00 | **Close and depart \| Cierre y Partida** |

***Invited / Invitación**

## The Venue | El lugar

Situated conveniently close to the airport, the Hilton Miami Airport in Miami, Florida is the premier full service hotel in the area. The hotel is beautifully located on a private peninsula in Blue Lagoon.

Miami is located between the Florida Everglades and Biscayne Bay and is a global city for its importance in finance, commerce, media, entertainment, arts and international trade. As a major international hub, Miami Airport is served by all the major national and international carriers.

Situado convenientemente cerca del aeropuerto, el Hilton Miami Airport en Miami, Florida es uno de los principales hoteles con servicios integrados del área. El hotel está bellamente localizado en una península privada en Blue Lagoon.

Miami se encuentra localizado entre los Everglades de Florida y la Bahía de Biscayne. Es una ciudad de escala mundial por su importancia en el sector financiero, comercial, de medios, del entretenimiento, artístico y por su comercio internacional. Como un centro internacional, el Aeropuerto de Miami es atendido por todas las principales compañías internacionales y nacionales de transporte.

## The Exhibition | La exhibición

Accompanying the conference is an exhibition where operators and suppliers will be displaying their latest offerings to the mail and express industry. During the conference all lunches and refreshment breaks will be held in the exhibition area, allowing delegates the time to visit the stands and meet participating exhibitors.

To present your business to a highly select target group of senior executives, contact Tom Joannou to reserve a stand on +44(0)870 950 7900 or tom.joannou@triangle.eu.com.

Para acompañar la conferencia, se monta una exposición en la cual los operadores y proveedores estarán exhibiendo y ofreciendo sus últimas novedades para la industria de correos y entrega inmediata. Durante la conferencia, todos los almuerzos y recesos con bebidas serán llevados a cabo en ésta área, otorgándoles a los delegados la posibilidad de visitar los stands y conocer a los expositores participantes.

Para dar a conocer su negocio a un público objetivo de ejecutivos de alto rango y altamente seleccionado, por favor contacte a Tom Joannou vía telefónica al +44(0)870 950 7900 o vía electrónica tom.joannou@triangle.eu.com. para reservar su stand.

## Networking opportunities
## Oportunidades para establecer contactos

At the conference there are a programme of social events to enable delegates to mix in an informal setting with their industry colleagues and peers. On the evening of the 21st February to welcome everyone to World Mail & Express Americas there is a drinks reception by the pool, sponsored by Swiss Post. On the following night there will be a cocktail party giving delegates the opportunity to discuss the events and themes of the day. Each day of the conference you have the opportunity for discussion over breakfast, and once again there will be the highly popular speed networking event, sponsored by Belgian Post.

These gatherings mix business with pleasure in a beautiful setting and offer invaluable networking opportunities to allow delegates to share information, exchange ideas and make new contacts.

Existe un programa de eventos sociales dentro de la conferencia para darle la oportunidad a los delegados de conocer en un ambiente informal a sus colegas e iguales de la industria. En la noche del 21 de febrero, se llevará a cabo un cóctel de bebidas en el área de la piscina para darle a todos la bienvenida a World Mail & Express Américas, patrocinado por el Servicio Postal de Suiza. La siguiente noche, habrá un cóctel para darle a los delegados la oportunidad de discutir los eventos y los temas del día. Cada día de la conferencia, usted tendrá la posibilidad de discutir temas con los demás participantes mientras toman el desayuno, y nuevamente se llevará a cabo el muy popular evento para facilitar el establecimiento de contactos, patrocinado por el Servicio Postal de Bélgica.

Estas reuniones mezclan los negocios con le placer en un bello escenario y ofrecen oportunidades invaluables de establecer contactos que permiten a los delegados compartir información, intercambiar ideas y establecer nuevos contactos.

# Registration Form | Forma de registro de delegado

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**Easy ways to book | Cómo reservar fácilmente**
**Book by phone | Reserva por teléfono: +44 (0)870 950 7900**
**Book by fax | Reserva por fax: +44 (0)870 950 7910**
**Book by post | Reserva por correo: Triangle, 4 The Courtyard, Furlong Road, Bourne End, Buckinghamshire SL8 5AU, UK**
**Book online at | Reserva por Internet: www.triangle.eu.com/americas**

## 1. Delegate Details | Datos del delegado

First name | Primer nombre:_____

Family name | Apellido:_____

Job Title | Puesto:_____

Postcode | Código postal:_____

Company | Compañía:_____

Tel | Telefone:_____

Address | Dirección:_____

Fax | Fax:_____

_____

Email | Correo electrónico:_____

_____

Web Site | Página Web:_____

## 2. Booking Details | Datos de la reserva

Please tick one box | Por favor marque una casilla:

☐ World Mail & Express Americas Two Day Conference Pass|Pase de conferencia de dos días US $1595.00 If you book before 31st December 2009 the discounted price is $1175.00 Si usted realiza la reservación antes del 31 de Diciembre del 2009 podrá obtener el precio de descuento de $1175.00

☐ TEAM SPECIAL - bring two delegates and register third free*
ESPECIAL PARA GRUPOS – reserve 3 pasesy registre al cuarto gratis*

* Delegates must register together making a single payment to receive this offer * Los delegados deben registrarse juntos y realizar un único pago para poder disfrutar de esta oferta

## 3. Payment | Detalles del pago

☐ I enclose a cheque/banker's draft for US$_____
Adjunto un cheque/efecto bancario por:
made payable to: | pagadero a:
Triangle Management Services Ltd.

☐ Payment has been made by direct bank transfer to:
El pago se ha hecho por transferencia bancaria directa a:
National Westminster Bank plc, 1 Penn Road, Beaconsfield, Bucks, HP9 2PU, UK

Sort Code: | Código de clasificación: 60-02-09
Account No: | Número de cuenta: 140-01-06410464 (US$only)
SWIFT CODE: NWBKGB2L
IBAN: GB84NWBK60020906410464

☐ Please debit my |Carguen el importe a mi
MasterCard / Visa / AMEX for | por_____
Card Number | Número de tarjeta
☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐
Expiry date | Fecha de caducidad ☐☐☐☐

Cardholder's name & address (if different from above)
Nombre y dirección del titular de la tarjeta (si es distinto dal anterior):_____

_____

_____

_____

Signature|Firma:_____

Date|Fecha:_____

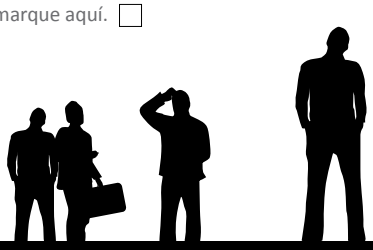
## 4. Conference Hotel | Alojamiento durante la conferencia

To benefit from our special room rate, please make your hotel booking using the link on our the conference registration page on our website at www.triangle.eu.com
Para beneficiarse del precio especial en el hotel, por favor realice su reservación usando el link de registro para la conferencia en nuestro website www.triangle.eu.com

The Hilton Hotel
5101 Blue Lagoon Drive
Miami, Florida, USA
Tel: +1 305 265 3826
Fax: +1 305 267 0038
Web: www.hilton.com
Room rate from US$169

Rates are per room per night, not including breakfast or taxes, and are subject to change. Please have the following details ready when making a reservation: arrival and departure dates, number of rooms required, number of persons, credit card number and expiry date.

Cancellations | Cancelaciones:
Delegate substitutes are welcome at any time. If cancellations are made before 31 December 2009 a cancellation charge of 10% will be levied. Thereafter, no refunds will be made. Cancellations must be made in writing to Triangle Management Services Ltd, 4 The Courtyard, Furlong Road, Bourne End, Bucks. SL8 5AU. UK.
En cualquier momento pueden presentarse delegados sustitutos. Si se realizan cancelaciones antes del 31 de deciembre de 2009, se cobrará un 10% en concepto de gastos de cancelación. A partir de esa fecha, no se harán devoluciones. Las cancelaciones deben solicitarse por escrito a Triangle Management Services Ltd, 4 The Courtyard, Furlong Road, Bourne End, Bucks. SL8 5AU. UK.

Data Protection| Protección de fecha: Delegate information provided may be used for marketing purposes. If you do not wish your details to be used, please tick here| La información de los delegados se puede usar con propósitos de marketing. Si no desea que se usen sus datos, marque aquí. ☐

There may be circumstances beyond the control of the organisation which necessitate changes to the programme and/or speakers | Pueden surgir circunstancias que están fuera del control de la organización en las que se tenga que cambiar el programa o los ponentes.