



INTERNATIONAL COMMISSION FOR POSTAL FINANCIAL SERVICE BUSINESS
/ICPFSB/

Post € Fin - Newsletter



European College for Postal Financial Services and Business - 7 - 12 November 2005, Slanic Moldova, Romania

Why you need to participate:

- **Refresher of Business concepts in Postal Financial services**
- **Meet your colleagues from Europe involved in similar issues and problems**
- **Exchange know-how and experience on an international scale**
- **Broaden your outlook**

Dear Colleagues,

During the past few months after the Brashov's meeting, as ICPFSB Secretariat we have made a lot of efforts to contribute towards the successful realisation of the ICPFSB' plan of activities.

We believe that the initiative for establishment of a kind of PFS college we have announced recently, would open new horizons for cooperation.

The venue of the upcoming College is the "**Slanic Moldova**" Center in Romania.

We expect that the college will bring together representatives from all the interested South, Central and Eastern European countries/institutions, present and potential ICPFSB members.

To attend the training are invited key or operational executives from the nations' postal operators and postbanks with



Romania — "Slanic Moldova" Center, venue for the forthcoming ICPFSB College

managerial and policy responsibility for postal financial services and/or international payments services.

Introductions, presentations and discussions and training will be held by experts from both West European Posts and Postbanks, and related institutes and from several Central and Eastern Euro-

pean players.

The IC PFSB Secretariat looks forward to meeting you in Slanic Moldova

Yours sincerely,

Elena Petculescu
President

IC PFSB

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Proposal

- **The college (training course) will provide a short term training program to Providers and (network) Operators of Postal Financial Services: key operational issues, useful training, opportunities for exchange of information, experience and plans**
- **Bringing together key staff members (Heads of MO departments, Post Office network managers etc.) in postal financial services development in South, Central and Eastern Europe: Postal operators, Postbanks, and International Institutions**
- **It will bring additional knowledge about accelerating the speed of implementation and PFS harmonisation with Best Practices in the EU: target systems, action planning and finance**
- **A practical follow-up to the UPU's Debate on Postal Financial Services in Bucharest, Romania**

Introduction

“Revenues from financial services are the single largest revenue component for nearly all Postal Operators in Central and Eastern Europe. On average, financial services’ revenues contribute more than 40% of all revenues of the CEE Postal Operators while in many cases the traditional postal mail revenues bring in 20% or less of the total revenues.

Post offices play a vital role in the nation’s payments systems: in several cases, they handle more than 50% of the volume of all recurrent payments operations. The payments operations are typically cash-based, paper-based, small-value.

Moreover, the consumer markets of Central and Eastern Europe rank amongst the world’s most rapidly growing. The prospects for prosperity are increasingly improving and the needs of consumers for financial services (payments, savings, credits, etc.) are swiftly getting sophisticated.

Yet, very large parts of the consumers are ‘unbanked’, and do not have access to (giro) accounts and plastic cards.

Many of these consumers have also relatives and friends in EU countries willing to send money to them. But at least an estimated 25% share of this money still flows through informal channels; efficient, fast and affordable money transfer instruments are not yet available.



The possibilities for co-operation between Post and Banks in provision of basic financial services through the Post Office network are still underdeveloped.

Nearly 100 million citizens in Central and Eastern Europe do not have access to modern payments and financial products, and lack ‘financial literacy’. This creates a tremendous obstacle to the creation of a truly open, European or even global market. This gap in the market could be filled by the Central and Eastern European Postal Networks cooperating with (Post) Banks Operators.

The post offices are regarded as the strongest asset in the delivery of financial services to the public at large. On average there are 3 post offices versus 1 bank branch.

However, the Postal Operators are non-financial institutions providing a narrow range of mainly cash-based financial services.

These services are costly, inefficient and non-competitive with the products offered by an increasing number of banks, which offer convenient one-stop shopping.

Answering to customers’ needs, capturing the mass market for basic financial services, will also contribute to economically and commercially sustaining the dense and costly post office network.

The opportunities and threats faced by the Postal Operators, **the role PO network could play in the extension access to basic financial services** (payments, deposits, savings, etc.) are key issues that should be highlighted and discussed on a regular basis.

All these issues, and ways to approach them as well as options for solutions, **will be addressed in one week (training course) - 07 - 12 November, 2005 - Slanic Moldova, Romania.**“

Revenues from financial services are the single largest revenue component for nearly all Postal Operators in Central and Eastern Europe



Nearly 100 million citizens in Central and Eastern Europe do not have access to modern payments and financial products

Training course - Program

Slanic Moldova - organised by ICPFSB' Secretariat

FIRST DAY - 07 NOVEMBER 2005

15.00 - 19.30

- **Check-in** at the Slanic Moldova
- **Registration** at the Workshop Desk 15.00-19.30 hours

SECOND DAY - 08 NOVEMBER 2005

09.00 - 09.15

- Opening session by **Mrs Elena Petculescu**, President ICPFSB

- Introduction of the participants; objectives of the course

09.30

- **General Introduction of the Summer Course**

10.15

- **European Practices in Postal Financial Services**

*Europe: Homestead of postal financial services
Best Practices in the European Union
The Gaps between the European Union and Central and Eastern Europe
Who are the Stakeholders in Postal Financial Service
The need for an Central and Eastern European Action Plan*

11.15

- Break away session

12.15

- Reporting

12.30

- **Lunch**

14.30

- **Postal Financial Services with a Giro**

*Strategic approach for developing account based PFS
What is Postal Financial Services with a Giro System (The Giro concept and Business processes and system)
How do you get there (from vision to change an 'the phased approach)
Internet and its impact on post offices and postal banking*

15.30

- Break away session

16.45

- Reporting

THIRD DAY - 09 NOVEMBER 2005

09.00

- **Customers and Competitors: Lead Product Design and Marketing**

*Product development for the customer life cycle
Marketing and Market approach and image in market
Selling Financial Services through the Mail and over the Post Office Counter
Service and cost levels must be specified and measured*

09.30

- Break away session

10.15

- Reporting

12.30

- **Lunch**

Training course - Program

THIRD DAY - 09 NOVEMBER 2005 (cont.)

14.30	<ul style="list-style-type: none"> - Business Process Design: Technology <li style="padding-left: 20px;"><i>PFS Business model and IT architecture</i> <li style="padding-left: 20px;"><i>Need for integration of new technologies in distribution, client management and back office operations</i> <li style="padding-left: 20px;"><i>Working towards common standards for an IT application architecture for Post and PFS provider</i> <li style="padding-left: 20px;"><i>Based on best practices and proven technologies</i>
15.30	<ul style="list-style-type: none"> - Break away session
16.45	<ul style="list-style-type: none"> - Reporting

FOURTH DAY - 10 NOVEMBER 2005

09.00	<ul style="list-style-type: none"> - Reform Processes: the impact of postal sector and financial sector liberalization <li style="padding-left: 20px;"><i>Developing visions or their futures</i> <li style="padding-left: 20px;"><i>Revamping their business model into a lean and mean market-oriented postal organisation</i> <li style="padding-left: 20px;"><i>Managing a complex change process</i> <li style="padding-left: 20px;"><i>Forming alliances to enter new areas and to shore up competencies and market strengths</i> <li style="padding-left: 20px;"><i>Re-Establishing new forms of customer relationships by reengineering customer contact process</i> <li style="padding-left: 20px;"><i>Streamlining operations to become more cost competitive</i> <li style="padding-left: 20px;"><i>Continuous upgrading of management support systems</i>
11.15	<ul style="list-style-type: none"> - Break away session
12.15	<ul style="list-style-type: none"> - Reporting
12.30	- Lunch
14.30	<ul style="list-style-type: none"> - Post offices as strong asset in delivering basic financial service <li style="padding-left: 20px;"><i>Developments in the retail market</i> <li style="padding-left: 20px;"><i>A multi channel/multi products sales point</i> <li style="padding-left: 20px;"><i>One stop shopping</i> <li style="padding-left: 20px;"><i>Bridging gaps between the Physical and Electronic/Virtual world</i>
15.30	<ul style="list-style-type: none"> - Break away session
16.45	<ul style="list-style-type: none"> - Reporting

FIFTH DAY - 11 NOVEMBER 2005

09.00	<ul style="list-style-type: none"> - HRM/MD in PFS environment <li style="padding-left: 20px;"><i>Personnel selection and staff training of Postal bank</i> <li style="padding-left: 20px;"><i>Customer training and skills for Post office counter staff</i> <li style="padding-left: 20px;"><i>Incentives for Post office and Postal bank staff</i> <li style="padding-left: 20px;"><i>How to evaluate job performance</i> <li style="padding-left: 20px;"><i>Is there a shared corporate culture Postbank-Post ?</i> <li style="padding-left: 20px;"><i>What is the role of internal communications</i>
11.15	<ul style="list-style-type: none"> - Break away session
12.15	<ul style="list-style-type: none"> - Reporting

Training course - Program

FIFTH DAY - 11 NOVEMBER 2005 (cont.)

12.30

- **Lunch**
- **Concluding session**

14.30

Evaluation, presentation of certificates to participants
Mrs E. Petculescu, President ICPFSB

WEEKEND PROGRAM - 12 NOVEMBER 2005

- **Leisure program** including visits to Romanian historical and cultural sites

DEPARTURE - 13 NOVEMBER 2005

- *As far as applicable and dependent on the individually arranged travel schedules, check-out from the training Centre - Slanic Moldova, transfer to the airport and the return journey will take place on Saturday 12 or Sunday 13 November 2005.*

Location and other useful and practical information

The Secretariat has taken care for the arrangement of internal travel and organisation of this training course. The general practical details you will find below. In case of any queries, please do not hesitate to contact us.

Travel Schedule

The participants/delegation are kindly invited to inform by **E-mail** the **ICPFSB' Secretariat** at info@icpfsb.org, about their international flights details (dates/hours of arrival/departure in Bucharest, Romania).

Transfer Airport-Slanic Moldova

The transport from the Airport of arrival/departure to/from Bucharest to the training Centre will be arranged by the **ICPFSB' Secretariat /Bancpost - Romania**.

Accommodation

All participants will be accommodated in **Slanic of Moldova Centre**.

This facility has a very good location in the heart of , Romania. The centre building offers a wide range of facilities varying from cafes, restaurant and conference room. The co-ordinates of the Centre are:

Address: **17, Vasile Alecsandri Street
Slanic Moldova**

Telephone: **+ 4021 30 80 900/ + 4021 30 80 908**

Fax: **+ 4021 326 85 20**

E-mails: **elena.popovici@bancpost.ro, hermina.apostol@bancpost.ro**

Meals, Beverages

All of the meals **are included in the Summer college package**. This means that we will take the daily breakfast buffet, lunch and diner together.

During the Summer college training sessions, refreshments will be offered: there will be also the occasional coffee and tea breaks with snacks.

Please, be so kind to advise us of any specific dietary requirements

Evening Cultural Programme

*These events will provide you with **ample opportunity to continue exchanges on an informal and bilateral basis with participants from the other countries as well as with the guest speakers***

Registration

The participants are required to register themselves at the IC PFSB' Secretariat **until 30 of October 2005**

Here you will receive your Badge and a training course Information Portfolio.

Registration Fee

The registration fee is **€357 (incl. VAT)** and covers all related expenses during your stay in **Slanic Moldova centre** (presentations, conference materials, refreshments, and lunch, accommodation at Evening/ Excursion event organized by ICPFSB Secretariat

The fee has to be paid by (bank transfer in favor of ICPFSB' Secretariat to bank account number, [redacted] together with you registration for attending the event or with cash at the start of the event.

The participants/delegations are kindly invited to inform by E-mail the ICPFSB' Secretariat at info@icpfsb.org about their international travel

REGISTRATION FORM

PARTICIPANT (please complete clearly in block capitals)

Last name

First name/Title

Position

Street

Postal Code/City

Telephone

Fax

E-mail

Arrival date (flight details)

Depart. date (flight details)

I will take part and I agree to pay the registration fee of €357 (VAT included).

The amount has been paid by transfer to the account of IC PFSB

or

The amount will be paid in cash at the registration desk

Signature

Please copy, fill in and fax to +40 21 326 8520

From the Statute of ICPFSB—2005 Brasov's meeting

"The ICPFB has the following objectives:

- to contribute to the realisation of the strategy of the UPU in the business field;
- to collaborate with the UPU to rejoin the common objectives and to improve the relations between the member countries and between them, the UPU and the other international organizations;
- to represent and support at the UPU and other international organizations the demands of the different members to establish collaboration relations and development on the business basis;
- to facilitate the exchange of experience and the best practice among members;
- to take into account needs of the customers and of the markets from the business and marketing field; "

ICPFSB

Secretariat

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The coming Agenda:

23 September 2005, - Paris

**European and International Postal
Prospective Group**

25 September, 2005 - Washington, D.C.

**Annual Meetings of the World Bank Group and the
International Monetary Fund**

3-4- 5 October, 2005 - Paris

**The 9th International Postal Technology
Exhibition and Congress
Post - Expo 2005**

5 - 6 October, 2005 - Riga

**International Commission for Postal
Financial Service Business
General Assembly**

19 October, 2005 - Bern

**UPU' Postal Operations Council (POC)
Postal Financial Services Group (PFSG)
meeting**

Postal address: - SC Bancpost SA

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**Please visit us at:
www.icpfsb.org**