21st Conference on Postal and Delivery Economics

May 29th - June 1st, 2013
Portmarnock, County Dublin, IRELAND

Presented by

CENTER FOR RESEARCH IN REGULATED INDUSTRIES
Rutgers Business School – Newark and New Brunswick

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Wednesday, May 29, 2013

5:30 - 7:00  Registration
7:00  Reception
8:00  Welcome and Introduction to Conference: Michael A. Crew & Tim Brennan
      Dinner & Speech: - Donal Connell, Chief Executive Officer, An Post

Thursday, May 30, 2013

7:00  Breakfast
9:00 - 10:30  Concurrent Sessions  Moyne Suite
DEMAND ELASTICITY
Chair: Frank Rodriguez
Discussants: Leticia Veruete-Mckay, Meloria Meschi
Katalin Clendenin, Margaret M. Cigno and Edward S. Pearsall: Are U.S. Postal Price Elasticities Changing?
Gregory P. Swinand and Hugh Hennessey: Estimating Demand Elasticities using the PCAIDS Method
Thomas Bozzo, Kristen Capogrossi, Kelly Eakin, John Pickett, &Mithuna Srinivasan: Are Postal Price Elasticities “In Flux?” Evidence from Market-Dominant Products of the U.S. Postal Service

10:30 - 10:50  Coffee Break

10:50 - 12:20  Concurrent Sessions  Moyne Suite
PARCELS I
Chair: Nancy Sparks
Discussants: Luis Jimenez, Meloria Meschi
Claire Borsenberger, Denis Joram & Sébastien Lécou: The Pricing Strategies of E-Retailers Regarding Shipping Fees
Joost Vantomme: Re-regulation for Parcel Delivery in the E-Commerce Context?

12:20 - 1:40  Lunch

1:40-2:40  Concurrent Sessions  Moyne Suite
INNOVATION I
Chair: George Kuehnhbaum
Discussants: Soteros Soteri, Mary K. Perkins
Laraine Balk Hope, Bruce Marsh, and Virgil Ian Stanford: Peer-to-Peer Commerce – Implications and Opportunities
Kari Elkela, Heikki Nikali, and Chris J. Paterson: Comparative Study – Digitalization of Consumer Invoices

MANAGING CHANGE  Links Suite
Chair: Joost Vantomme
Discussants: Robert Campbell, Mohammad Adra
John Baldwin, Emanuel de Lange, and Natalie Jacottet: Postal Workers at the Heart of Innovation
Benjamin Gough: The national champion approach to postal operators: the case of the Netherlands
Dominique Bailly and Margaux Meidinger: Grasping the Social Potential of Diversification

NET COST I  Links Suite
Chair: Joost Callaert
Discussants: Paul Hodgson, Philippe De Donder, Elyasaf Assulin
Frédéric Fustier, Lionel Janin and Racha Sahly: Net Cost Calculation – A Practical Example Concerning La Poste and Its Territorial Presence Obligation
George Houpis, Isabelle Carslake, and Christian Strobel: The net cost of the USO under the profitability cost approach: implications of labour market conditions for the net cost calculation
Andreas Haller, Christian Jaag and Urs Trinkner: Calculating the Net Cost of Home Delivery

COUNTRY EXPERIENCE I  Links Suite
Chair: Leonardo Mautino
Discussants: Geoff Bickerton, Stephen Littlechild
Chris Rowsell: The UK’s New Regulatory Framework for Postal Services – One Year On
Paul Hodgson, Helen Duignan & Malcolm Shaw: USO Revisited in New Zealand
Thursday, May 30, 2013 (Continued)

2:45-3:45  **Concurrent Sessions**

**INNOVATION II**  Moyne Suite
Chair: Jody Berenblatt
Discussants: Michael Scanlon, David Levy
**Caroline Sheedy and Maria Moloney:** Leveraging the Postal Infrastructure for the Authentication of Individuals towards an Online Service Provision
**Jessica Lowrance and Jim Cochrane:** USPS Embraces the Benefits of Informed Visibility

3:45  Break

7:00  Reception

8:00 – Dinner & Speech: **Ruth Goldway,** Chairman United States Postal Regulatory Commission

Friday, May 31, 2013

7:00  Breakfast

9:00 - 10:30  **Concurrent Sessions**

**LEGAL**  Moyne Suite
Chair: Marjolein Geus
Discussants: Joseph Fuhr; Elyasaf Assulin
**Alessandra Fratini:** The New Directive on the Award of Concession Contracts: Implications for USO Entrustment and Compensation
**Damien Geradin and Christos Malamataris:** EU Competition Law in the Postal Sector -- Recent Developments
**Alessandra Fratini, Quirino Brindisi, Fabio Filpo, Gennaro Scarfiglieri and Giuseppe Scarpato:** The Benchmark Operator under the Infamous Altmark’s Fourth Condition – the Case of Poste Italiane

10:30 - 10:50  Coffee Break

10:50 - 12:20  **Concurrent Sessions**

**PRICING**  Moyne Suite
Chair: Rob Sheldon
Discussants: Ian Streule, Brian Fay, Almast Diedrich
**Shaun Kent:** Affordability of UK Universal Postal Services
**Klingenberg, J. P., Chris Laver, and Claude Lawrence:** Postal Pricing and Profit Making in a Capped Regime
**Joakim Levin, Åsa Gustafsson, Anders Hildingsson and Sten Selander:** Transparency and Non-discrimination in Postal Pricing

**PARCELS II**  Links Suite
Chair: Doris Hildebrand
Discussants: Mark van der Horst, Henrik B. Okholm
**Claire Borsenberger, Helmut Cremer, Philippe Donder, Denis Joram, and Sébastien Lécou:** Pricing of Delivery Services by Postal Operators in the E-Commerce Sector
**Annegret Groebel, Martin Balzer, Tobias Katzschmann, Alex Kalevi Dieke and Antonia Niederprüm:** Market Analysis and Segmentation for Parcel Markets in Times of Emerging E-Commerce
**Herbert Götz:** A Road Map to European Cross Border E-Commerce

10:30 - 10:50  Coffee Break

10:50 - 12:20  **Concurrent Sessions**

**NETWORKS**  Links Suite
Chair: Ruth Goldway
Discussants: Angela Cox, Carline Sheedy
**Lyudmila Bzhilyanskaya, Michael Ravnitzy and J.P. Klingenberg:** A Quantitative Approach to the Effective Consolidation of the U.S. Postal Retail Network
**Alain Roset, Paul R. Kleindorfer, Stefan Spinler and Matthias Winkenbach:** Enabling Urban Logistics Operations at La Poste through Integrated Location-Routing
**Claire Borsenberger:** Accessibility/Proximity in the Digital Age – What Does It Mean for Postal Networks and Postal Services?
Friday, May 31, 2013 (Continued)

12:20 - 1:40  Lunch

1:40 - 2:40  **Concurrent Sessions**

**INNOVATION III**  *Moyne Suite*
Chair: Bill Worth
Discussants: Maria Moloney

*Geoff Bickerton, Katherine Steinhoff and James Sauber*: Banking on a Future for Posts? A Financial Assessment of Postal Banking and Financial Services at Various Postal Administrations

*Tim Walsh*: Strategic Marketing and the Postage Meter Payment Channel

**COUNTRY EXPERIENCE II**  *Links Suite*
Chair: Stevie Fitzpatrick
Discussants: Peter Andersson, Tarjei Weseth

*Martin Maegli and Christian Jaag*: Universal Postal Services in Switzerland in the Revised Postal Act

*Libor Svadlenka, Daniel Salava, and Alexander Chlaň*: Ensuring of the universal postal service in the fully liberalized Czech postal market

2:45 – 3:45  **Concurrent Sessions**

**NET COST II**  *Moyne Suite*
Chair: Jean-Paul Forceville
Discussants: Alex Dieke, Lionel Janin

*Christian Jaag, Urs Trinkner and Topias Uotila*: Regulation and the Unfair Burden of the USO Net Cost

*Gennaro Scarfiglieri, Marcello Cuomo, Tommaso Nardone, and Alberto Rovero*: On the Measurement of Market and the Intangible Benefits – the Case of Poste Italiane

3:45  Break

7:00  Reception

8:00 – Dinner & Speech: **Joseph Corbett, Chief Financial Officer, United States Postal Service**

Saturday, June 1, 2013

7:00  Breakfast

10:35 – 11:00  Coffee Break

9:00 - 10:35  **Concurrent Sessions**

**MARKET DEFINITION**  *Moyne Suite*
Chair: John Evans
Discussants: Paul Dudley, Doris Hildebrand

*Timothy Brennan and Michael Crew*: Gross Substitutes versus Marginal Substitutes – Implications for the Postal Sector

*S. Breville, A. Le Gal, and S. Lecou*: Substitution and Complementarity between Direct Mail and Other Media Channels

*Helen Smith*: Access Pricing Challenges in Liberalized Postal Markets – Can Other Industries Provide Any Insights?

**REGULATION**  *Links Suite*
Chair: Ralf Wojtek
Discussants: Jan Bart Henry, Sture Wallander

*Richard Eccles*: The Regulatory Treatment of End-to-End Competition in the UK Postal Sector

*John Hearn*: Delivering the Goods to Households – Would Regulation Help or Hinder?"

*James I. Campbell, Jr.*: DOHA Congress of the Universal Postal Union
The following are texts on postal economics:


These books are published by Springer and Edward Elgar. For information on ordering the books is available at either [www.springeronline.com](http://www.springeronline.com) or [http://www.e-elgar.co.uk/](http://www.e-elgar.co.uk/).

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**CRRI**

The Center for Research in Regulated Industries (CRRI), located at Rutgers University, aims to further study of regulation by research in economics, finance, and institutions. Its publications, seminars, workshops, and courses make available the latest advances to academics, managers, consultants, and regulatory commission staff. The Center has over thirty years of experience providing research, instruction, conferences, courses, seminars, and workshops in economics of network industries. The Center’s *Journal of Regulatory Economics* is an international scholarly bi-monthly publication intended to provide a forum for the highest quality research in regulatory economics. CRRI was the recipient of The Hermes Award, 1992, awarded by the European Express Association.
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CONFERENCE STAFF

Professor Michael A. Crew, Conference Co-Chair
Director and CRRI Professor of Regulatory Economics
Center for Research in Regulated Industries
Rutgers University
1 Washington Park, Room 1104
Newark, NJ 07102-1897, USA
Telephone: 973-353-5049 (Office); 973-353-1348 (fax)
Michael A. Crew: 908-221-0524 (Home)
Email: mcrew@business.rutgers.edu (Michael Crew)
crrr@business.rutgers.edu (CRRI Administrative Asst)

Professor Timothy Brennan, Conference Co-Chair
Professor of Public Policy,
Department of Public Policy
University of Maryland, Baltimore County
Email: brennan@umbc.edu

SPEAKERS, DISCUSSANTS & CHAIRS

Mohammad Adra, USP-SOIG
Stephen Agar, Director of Regulated Business, Royal Mail
Torsöth Alfava, Communications Market Specialist, Finnish Communications Regulatory Authority (FICORA)
Peter Andersson, Professor, Linköping University
José Ansón, Economist, Universal Postal Union
Elyasaf Assulin, Ministry of Communications, Israel
Dominique Bailly, Director of HR Strategy Management, La Poste
Thomas Baldry, Senior Vice President, Export/Import Classic, Global Mail Operations, Deutsche Post DHL
Jody Berenblatt, Senior Advisor, Grayhair Advisors
Geoff Bickerton, Research Director, Canadian Union of Postal Workers
Claire Borsenberger, Economist, La Poste – European and National Regulation Division
Peter Burge, RAND Europe
Joost Callaert, Senior Advisor, BIPT-BP
James I. Campbell, Jr., Attorney, Office of James I. Campbell Jr.
Robert Campbell, President and Vice-Chancellor, Mount Allison University
Isabelle Carslake, Frontier Economics
Margaret Cigno, Director, Office of Accountability and Compliance, US Postal Regulatory Commission
Jeff Colvin, USP-SOIG
Angela Cox, Manager – Market Research, International Post Cooperation
Helmut Cremer, Professor of Economics, IDEI Toulouse School of Economics
Michael A. Crew, Director and CRRI Professor of Regulatory Economics, Rutgers University
Philippe De Donder, Professor, IDEI
Stephen De Matteo, Post & Logistics Director, UNI Global Union
Alex Dieke, Head of Department, WIK GmbH
Brian Fay, Head of Regulatory Affairs, An Post
Joseph Fuhr, Widener University
Alastair Friede, PostNL
Jean-Philippe Ducasse, Director J-P. Ducasse Consulting
Paul Dudley, Scottish Water
ichard Eccles, Partner, Bird & Bird LLP
Kari Elkela, Development Manager, Itella Corporation
John Evans, Divisional Manager, Monopolies Division The Competition Authority, Ireland
Stevie Fitzpatrick, Communication Workers Union UK/Ireland
John Fletcher, Director, KPMG London
Jean-Paul Forceville, Director, External Relations, La Poste
Alessandra Fratini, Partner, FratiniVergano - European Lawyers
Damien Gerardin, Professor of competition law & economics, Tilburg University; partner, Covington & Burling, Brussels
Marjolein Geus, Partner, Bird &Bird LLP
Herbert Götz Director Marketing, International Post Cooperation
Benjamin Gough, Policy Advocate, Consumer Futures
Annegret Groebel, Head of Department, Federal Network Agency
Robert Hammond, Director of Postal Policy and Regulation, Consumer Futures

John Hearne, Formerly, ComReg
Sven Heitzler, Management Consultant, Detoecon International GmbH
Jan Bart Henry, Head of EU Affairs, Public Affairs, PostNL
Doris Hildebrand, Managing Partner EE&MC-European Marketing Consultants and Professor of Economics, University of Brussels
Paul Hodgesen, New Zealand Post
Stuart Holder, Associate Director, NERA Economic Consulting
George Houpis, Director, Frontier Economics
Natalie Jacottet, CWU UK/Ireland
Christian Jaag, Managing Partner, Swiss Economics
Lionel Janin, Chief of Unit Authorizations and Universal Service Postal Activities Department, ARCEP
Luís Jimenez, Managing Director, Luis Jimenez Consulting
Siôn Jones, London Economics
Denis Joram, Chief Economist, La Post – European and National Regulation Division
Kirk Kanne, Economist, USP-SOIG
Tobias Katzschmann, Deputy Head of Section International Post Relations and License Monitoring, Federal Network Agency
Shaun Kent, Ofcom
J.P. Klingenberg, Economist, Postal Regulatory Commission
George Kuehnbaum, National Secretary-Treasurer, Canadian Union of Postal Workers
Pekka Leskine, Vice President, Legal, General Counsel, Legal Affairs, Itella Corporation
Joakim Levin, Expert Adviser, Swedish Post and Telecom Authority
David M. Levy, Partner, Venable LLP
Stephen C. Littlechild, Fellow, Judge Business School, Cambridge
Jessica Lowrance, Executive Vice President, Postcom
Martin Maegli, Head of Regulation, Swiss Post & EPFL
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John Nankervis, Reader, University of Surrey
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Chris Paterson, Director, Diversified Specifics
Mary Kay Perkins, Associate Professor, Howard University
Wolfgang Pickavé, Vice President, Regulation Strategy, Deutsche Post AG
Maria Rita Pierleoni, PhD in Economics, Researcher at the University of Rome “Tor Vergata” – Faculty of Economics
Leon Pintsov, Chief Scientist & Vice President, International Standards & Advanced Technology, Pitney Bowes, Inc.
Frank Rodriguez, Associate, Oxtera
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Organizing Committee

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<tr>
<th>Name</th>
<th>Position/Role</th>
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<tbody>
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<td>John Baldwin</td>
<td>Head of International Affairs, Communication Workers</td>
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<td>Kristin Bergum</td>
<td>Director, Governmental and International Affairs, Posten Norge AS</td>
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<td>Geoff A. Bickerton</td>
<td>Research Director, Canadian Union of Postal Workers Ireland and UK</td>
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<td>Philip Burns</td>
<td>Director, Frontier Economics</td>
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<td>James I. Campbell</td>
<td>Office of James I. Campbell Jr.</td>
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<td>João Castro</td>
<td>Director of Studies and Forecast, Anacom</td>
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<tr>
<td>Margaret Cigno</td>
<td>Director-Rates Analysis &amp; Planning, US Postal Regulatory Commission</td>
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<tr>
<td>Michael A. Crew</td>
<td>CRRI Professor of Regulatory Economics</td>
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<td>Bernard Damiens</td>
<td>Director Regulatory, International &amp; Strategic Affairs, bpost</td>
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<td>Paul Dudley</td>
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<td>Richard Eccles</td>
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<td>Colm Farrelly</td>
<td>Regulatory and International Affairs Manager, An Post</td>
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<td>Stefano Gori</td>
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<td>Greg Harman</td>
<td>Senior Managing Director, FTI UK Holdings Ltd.</td>
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<td>formerly ComReg</td>
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<td>Urs Trinkner</td>
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The conference will be held in Portmarnock, Co. Dublin, Ireland. The conference site is:

**Portmarnock Hotel and Golf Links**, Strand Road, Portmarnock, Co. Dublin, IRELAND

### Accommodation Rates

- **Double/Twin room €200.00 per day or Single €150.00 per day**, including breakfast, lunch and dinner
- The European plan including VAT runs from €99 for the single room and €109 for the double / twin. This plan includes breakfast ONLY

Please contact reservations for all bedroom booking:

- **Tel:** +353 1 846 0611  **Fax:** +353 1 846 2442
- **Email:** res@portmarnock.com
- **Web:** http://www.portmarnock.com/

Please quote “CRRI” for above special rate, **Booking form available on CRRI’s Website**

- **Please note that it is a bank holiday weekend so booking early is necessary to avoid disappointment**

Please make your reservations only through the hotel and not through reservation services/travel agencies. The Conference rates including VAT. The deadline for reservations is April 23, 2013.

Cancelation: all cancelations must be made within 4 weeks before arrival otherwise full pre payment will be taken. When booking is made full pre payment is required, credit card details must be giving for all bookings.

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### FEES AND EXPENSES

- A registration fee of $1,500 is payable to Rutgers University.
- Food and lodging at the Conference are not included in the registration fee. Breakfast, lunch and dinner are included in the rates for lodging. All persons that do not stay at the either the hotel will be required to pay for meals separately.
- The conference fee is waived for a limited number of employees of sponsoring organizations.
- Registered participants will be provided with:
  - Online access to the conference proceedings
  - A copy of the edited volume resulting from the conference (approximately 7 months after the conference).

Please forward the Registration Form to:

Center for Research in Regulated Industries, Rutgers University
1 Washington Park, Room 1104, Newark, NJ 07102-1897, USA
Phone: 973-353-5761  Fax: 973-353-1348  Email: crri@business.rutgers.edu

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**REGISTRATION FORM: 21st Conference on Postal and Delivery Economics**

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**Billing Information:**

- ___ Employee of sponsoring organization—fee may be waived
- ___ Payment of $1,500 enclosed in U.S. Dollars payable to Rutgers University
- ___ Credit Card: ___ VISA ___ MC  Exp. ____/____

Card #: ____________________________

Send invoice to ____________________________

**CANCELLATION POLICY:** Until **April 18, 2013** cancellation is allowed (except for speakers, chairs, and discussants) without penalty and refunds will be provided in full. After this date, the indicated fee is due in full whether or not the participant actually attends. Substitutions may be made at any time.

**Signature of Participant:** ____________________________