23rd Conference on Postal and Delivery Economics

June 3rd – 6th, 2015
Vouliagmeni Athens, GREECE

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

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<tr>
<th>Time</th>
<th>Activity</th>
<th>Speaker(s)</th>
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<td>Wednesday, June 3, 2015</td>
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<tr>
<td>5:30 - 7:00</td>
<td>Registration</td>
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<tr>
<td>7:00</td>
<td>Reception, Welcome and Introduction to</td>
<td>Michael A. Crew &amp; Tim Brennan</td>
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<td>Conference: Kostis Melachroinos, Chairman</td>
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<td>and CEO, ELTA SA</td>
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<tr>
<td>8:00</td>
<td>Dinner &amp; Speech: Kostis Melachroinos, Chairman</td>
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<td>and CEO, ELTA SA</td>
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<td>Thursday, June 4, 2015</td>
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<td>7:00</td>
<td>Breakfast</td>
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<td>9:00 - 10:45</td>
<td>Concurrent Sessions</td>
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<td><strong>FUTURE OPPORTUNITIES I</strong></td>
<td>Athina</td>
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<td>Chair: Peter Dunn</td>
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<td>Discussants: Peter Andersson and David Taylor</td>
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<td></td>
<td>Dominique Bailly &amp; Margaux Meidinger:</td>
<td>Managing Flexibility and Quality in Parcels Delivery</td>
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<td>Postal Strategies for a Digital Age</td>
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<td>Christian Jaag &amp; Urs Trinkner:</td>
<td>Framing the Future – Trends, Scenarios, and Opportunities for Tomorrow’s</td>
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<td>10:45 - 11:15</td>
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<td><strong>USO I</strong></td>
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<td>Chair: Carla Pace</td>
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<td>Discussants: Robert Campbell, João Confraria,</td>
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<td>and Giota Christodoulou</td>
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<td>John Hearn: Implications of Recent Developments in E-commerce for Universal Service Providers and the USO</td>
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<td>Chris Rowsell: Origins of Universal Service Obligations</td>
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<td>Vincenzo Visco Comandini: Reshaping Universal Service Obligations in Collection and Delivery</td>
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<td>1:00 - 2:15</td>
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<td><strong>PERSONAL DATA</strong></td>
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<td>Chair: George Kuehnbaum</td>
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<td>Discussants: Margaret Cigno and Edward Pearsall</td>
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<td>Claire Borsenberger, Denis Joram, Olaf Klargaard &amp; Philippe Regnard: Big Data and Privacy Issues – Where Do Posts Stand?</td>
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<td>Jeff Colvin, Michael D. Bradley, &amp; Mary K. Perkins: Privacy, Behavioral Targeting and Postal Services</td>
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<td>Jody Berenblatt &amp; Jessica Lowrance:</td>
<td>Authentication and Transparency of Postal Operators in the Connection/Sharing Economy</td>
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7:00  Breakfast
9:00 - 10:45  Concurrent Sessions
LESSONS ELSEWHERE  Athina
Chair: Bruno Basalisco
Discussants: Joakim Levin and Rita Silva
George Houpis, Isabelle Carslake & José María Rodriguez: Reflections on the Impact of Applying the EU Telecom Regulatory Framework to the Postal Industry
Mark van der Horst: Cross Border Delivery – Digital, Virtual, Tangible or Physical? You Cannot Regulate the Movement of Goods and Data in the Same Way
Christian Jaag, Martin Maegli & Denis Morel: Commercial and Regulatory Challenges for Postal E-services in Switzerland
10:45 - 11:15  Coffee Break
11:15 - 1:00  Concurrent Sessions
USO II  Athina
Chair: Jean Paul Forceville
Discussants: Robert Campbell, Axel Desmedt, and Ian Streule
Axel Gautier, Pierre Copée, & Mélanie Lefèvre: Reforming USO and Promoting Competition at the Digital Age with an Application
Chris Rowsell: UK Case Study – Assessing the Impact of Competition on the Universal Postal Service
Michael MacClancy & Joseph Broadway: Designing the Future Universal Postal Service
1:00 - 2:15  Lunch
2:15 - 4:00  Concurrent Sessions
DELIVERY  Athina
Chair: Jim Holland
Discussants: John Hearn & Michael Scanlon
Laraine Balk Hope, Michael Bradley & John Pickett: Mode of Delivery and Customer Use of Mail
Geoff Bickerton & Katherine Steinhoff: The Implications of Converting Home Mail Delivery to Community Mailboxes – The Canadian Experience
4:00  Exercise Break
7:00  Reception
8:00  Dinner & Speech: Constantinos Delicostopoulos, Vice-President of EETT (Hellenic Telecommunications and Posts Commission)
23rd Conference on Postal and Delivery Economics

Saturday, June 6, 2015

7:00  Breakfast

9:00 - 10:45  RESHAPING REGULATION

Chair: Keith Kellison
Discussants: Bruno Basalisco, Richard Eccles and Edward Pearsall

Alessandra Fratini: Compensation funds under EU law – A Suitable Solution for the Postal Market?
Claire Borsenberger: The European Parcel Delivery Market – A Contestable Market
Damien Geradin: Better Regulation in Postal Services

10:45 - 11:15  COFFEE BREAK

11:15 - 1:00  FUTURE OPPORTUNITIES II

Chair: Mark Pollock
Discussants: Mary Kay Perkins

Laraine Balk Hope, Lee Upton & Virgil Stanford: Brand as a Financial and Strategic Asset – Lessons in Brand Valuation for Postal Operators and Others
Adam Houck: Innovation, Disruption, and Partnering: Changing the DNA of Posts from the Inside Out
Christian Jaag & Christian Bach: Cryptocurrencies – New Opportunities for Postal Financial Services

1:00 - 2:15  Lunch (Conference Concludes)

SPEAKERS, DISCUSSANTS & CHAIRS

Peter Andersson, Associate Professor, Linköping University
Dominique Bailly, Director of HR performance and strategic planning, La Poste
Bruno Basalisco, Senior Economist, Copenhagen Economics
Jody Berenblatt, Senior Advisor, Grayhair Advisors
Geoff Buckerton, Research Director, Canadian Union of Postal Workers
Claire Borsenberger, Economist, La Poste – European and National Regulation Division
Timothy Brennan, Professor, School of Public Policy, University of Maryland Baltimore County
Joseph Broadway, Director of Legal Affairs and Company Secretary, CFH Docmail Ltd & Mail Competition Forum
Joost Callaert, Senior Advisor, BIP
James L. Campbell Jr., Attorney and Consultant
Robert Campbell, President and Vice-Chancellor, Mount Allison University
Steven Cape, Senior Analyst, Market Intelligence, Ofcom
Isabelle Carslake, Frontier Economics
Laurian Chouin, Advisor, Costs and Tariffs unit, ARCEP
Giota Christodoulou, Regulatory Services Manager, International Post Corporation
Margaret Cigno, Director of the Office of Accountability, U.S. Postal Regulatory Commission
Jeff Colvin, Director, USPS-OIG
João Confraria, Director, Anacom
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
Constantinos Delicostopoulos, Vice-President of EETT (Hellenic Telecommunications and Posts Commission)
Axel Desmedt, Member of the BIPT Council, BIPT
Peter Dunn, Principal Analyst Cullen International
Richard Eccles, Partner, Bird & Bird
Kari Elkelä, Research Manager, Itella Corporation

Jean Paul Forceville, Director - Regulatory, International and European Affairs, La Poste
Alessandra Fratini, Partner, FratiniVergano - European Lawyers
Beatriz Galván Santiago, EU Relations Manager, International Affairs, Correos
Axel Gautier, Associate Professor, Univeristé de Liège
Damien Geradin, Professor of competition law & economics, Tilburg University; partner, Covington & Burling, Brussels
Stefano Gori, Poste Italiane SpA & University of the West of England
Philip Groves, Senior Associate-International, Ofcom
John Hearn, formerly ComReg and Vice-Chair CERP
Jim Holland, Research Director, National Association of Letter Carriers
Laraine Balk Hope, Economist, USPS-OIG
Adam Houck, Managing Consultant, IBM Global Business Services
George Houpis, Director, Frontier Economics
Christian Jaag, Managing Partner, Swiss Economics
Denis Joram, La Poste
Kirk Kaneer, Economist, USPS-OIG
Keith Kellison, Senior Vice President – Public Affairs, UPS
George Kuehnbaum, Treasurer, Canadian Union of Postal Workers
Mélanie Lefèvre, University of Liege
Joakim Levin, Expert Advisor, Swedish Post and Telecom Authority
Jessica Lowrance, Postcom
Michael MacClancy, Head of Regulatory Affairs, The DX Group
Martin Maegli, Head of Regulation, Swiss Post
Bianca Maria Martinelli, Director for Regulatory and Public Affairs, Poste Italiane SpA
Francesco Materia, Head of Accounting, Modelling and Economics Unit, ARCEP
Leonardo Mautino, Partner, Oxera
Margaux Meidinge, Project Manager International HR Affairs, La Poste
Kostis Melachroinos, Chairman and CEO, ELTA SA
Anna Möller Boivie, Senior Economist, Copenhagen Economics
Dariusz Nehrebecki, Senior Consultant, Oxera
Antonia Niederprüm, Senior Economist, WIK GmbH
Heikki Nikali, Research Director, Itella Corporation
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Derek Osborn, Director, Whatnext4u Ltd
Carla Pace, Senior Analyst, Cullen International
Edward Pearsall, Consultant
Mary Kay Perkins, Associate Professor, Howard University
Alberto Pimenta, Head of E-Commerce, CTT Correios de Portugal S.A.
Mark Pollock, General Manager Mail Products, Australia Post
Frank Rodriguez, Associate, Otxera
José María Rodriguez, Frontier Economics
Chris Rowell, Competition Policy Director, Ofcom
Michael F. Scanlon, Partner, K&L Gates LLP
Gennaro Scarfiglieri, Head of Core Business Strategic Marketing – Strategic Planning, Poste Italiane SpA
Rita Filipe Silva, Economist, European Union Affairs, ANACOM
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Amanda Stafford, USPS-OIG
Katherine Steinhoff, Research Communications Specialist, Canadian Union of Postal Workers
Ian Streule, Partner, Analysys Mason

Antoine Tanguy, Advisor, Accounting, Modelling and Economics Unit, ARCEP
David Taylor, Manager, Regulatory Framework, Canada Post Corporation
Urs Trinkner, Managing Partner, Swiss Economics, & Lecturer, University of Zürich
Mark van der Horst, Director EU Affairs, UPS Europe NV/SA
Vincenzo Visco Comandini, Professor in Industrial Economics, University of Rome Tor Vergata
Timothy Walker, USPS-OIG
Tarjei Weseth, Senior Advisor, Posten Norge A S
Tim Walsh, Vice President Corporate and Regulatory Affairs, Pitney Bowes Inc
Ralf Wojtek, Rechtsanwalt, Heuking Kuhn Luer Wojtek

ORGANIZING COMMITTEE

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Nancy S. Sparks, Managing Director - Regulatory Affairs, FedEx
Mark van der Horst, Director EU Affairs, UPS Europe NV/SA
Tim Walsh, Vice President Corporate and Regulatory Affairs, Pitney Bowes Inc
David Williams, Inspector General, USPSOIG
The following edited books resulted from previous CRRI Postal Events:


The following are texts on postal economics:


These books are published by Springer (formerly Kluwer) 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/).

### 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-five 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.

### CONFERENCE STAFF

**Professor Michael A. Crew, Conference Co-Chair**
Director and CRRI Professor of Regulatory Economics
Center for Research in Regulated Industries
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Telephone: 973-353-5049 (Office); 973-353-1348 (fax)
Michael A. Crew: 908-221-0524 (Home)
Email: mcrew@business.rutgers.edu (Michael Crew)
crri@business.rutgers.edu (CRRI Administrative Asst)

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

The conference will be held in Vouliagmeni Athens, Greece. The conference site is Amarilia Hotel, Vouliagmeni Athens, Greece.

Accommodation Rates: Double/Twin room €126 per day, Single €95 per day, includes VAT, breakfast, lunch and dinner. The European plan runs from €75 for single and €86 for double/twin, this plan includes VAT and buffet breakfast only. Rates for 3, 4 and 5 June 2015 the American plan applies (lunch and dinner are included). The European plan applies for any stays before and after the Conference.

For Reservations:
1. Go to Amarilia Hotel’s website https://amarilia.reserve-online.net/
2. Click Booking Code on top of the page
3. Enter the booking code RUTGERSG1
4. Proceed with instructions needed (dates, room type, number of guests etc)
5. After completing the reservation procedure, guests will receive an email with the confirmation of their booking.

Hotel Contact Information:  Tel: (+30) 210 899 0391  Fax: (+30) 210 895 5790  info@amarilia.gr

The deadline for reservations is May 1, 2015. Please make your reservations only through the hotel and not through reservation services/travel agencies.

Cancellation and Reservation Policy: Terms to be provided. When booking is made full pre-payment is required, credit card details must be giving for all bookings.

Fees and Expenses

- A registration fee of $1,565 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 and a copy of the edited volume resulting from the conference (approximately 7 months after the conference).

Please forward the Registration Form to
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REGISTRATION FORM: 23rd Conference on Postal and Delivery Economics

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Billing Information:
- Employee of sponsoring organization—fee may be waived
- Payment of $1,565 enclosed in U.S. Dollars payable to Rutgers University
- Credit Card: __ VISA __ MC  Exp. ____/____  3 Digit CVC code ______

Card #_______________________________________

Send invoice to__________________________________

Cancellation Policy: Until April 24, 2015 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:  

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