

# MARKET OF POSTAL SERVICES IN POLAND 2011

7<sup>TH</sup> EDITION

Honorary Patronage:  
Anna Streżyńska, President of the Office of Electronic Communications



CONFERENCE • SEPTEMBER 21, 2011 • POLONIA PALACE HOTEL IN WARSAW (ALEJE JEROZOLIMSKIE 45), POLAND

DEAR SIRs AND MADAMES,

We would like to invite you and your company to the 7<sup>th</sup> edition of a conference entitled "The market of postal services in Poland 2011" which will be held on 21 September 2011 in Polonia Palace Hotel in Warsaw, Poland.

The conference "The market of postal services in Poland" is the biggest conference for the sector of postal services held in Poland.

Over 90 managers will participate in the conference (most of them will be CEOs and Members of the Board, Executive Directors, Sales Directors, Regional Sales Directors, Development and Marketing Directors) representing 40 companies of postal, courier, direct marketing, carrier and bulk senders services sector from Poland and Europe.

The honorary patronage over this year's conference is taken by Anna Streżyńska, the President of the Office of Electronic Communications. Opening speech will be made by Undersecretary of State in the Ministry of Infrastructure in charge of the postal sector.

Platinum Partner of the conference is Polish national operator Poczta Polska S.A. which will be represented by CEO, Members of the Board and Directors.

Among invited guests and speakers one can mention, inter alia: Maciej Jankowski (Undersecretary of State in the Ministry of Infrastructure in charge of the postal sector), Karol Krzywicki (Director of the Department of Postal Market in the Office of Electronic Communications), representatives of the management board of Poczta Polska S.A. and of alternative postal operators, courier and carrier companies, representatives of advisory sector and technology providers.

The leading topic of this year's conference will be the situation on postal market in Poland one year before liberalization of the sector.

## OTHERS LEADING TOPICS OF THE CONFERENCE:

- GOVERNMENT AND REGULATORY STRATEGY TOWARDS POCZTA POLSKA S.A. AND MARKET OF POSTAL SERVICES IN POLAND
- THE POSTAL MARKET IN POLAND 2011. MARKET SHARES, PRICES, REVENUES
- DEVELOPMENT OF COMPETITION IN POSTAL MARKET IN U.E.
- FINANCIAL AND BANKING SERVICES IN THE OFFER OF POSTAL OPERATORS
- INFLUENCE OF E-COMMERCE AND E-SUBSTITUTION ON POSTAL MARKET
- COST AND FINANCING OF THE USO
- LEGAL CONDITIONS OF POSTAL MARKET LIBERALISATION IN POLAND

A separate subject area will be devoted to the presentation of new technologies and solutions supporting postal services provided for the clients (automation; bulk client service; financial services; IT solutions for postal operators).

**Conference will be translated simultaneously into English and Polish. We look forward to seeing you in Warsaw!**

Michał Putkiewicz  
President of the Board  
Adventure Consulting Sp. z o.o.

Honorary Patronage



President of the Office of  
Electronic Communications  
Anna Streżyńska

Platinum Partner of Conference

Poczta  Polska

Main Partner of Conference

**Bird & Bird**

Partner of Conference

**Schoeller Arca Systems**

Partner of Conference

**Docufield**  
dokument przesyłka technologia

Creative solutions for better returns

THE CONFERENCE "THE MARKET OF POSTAL SERVICES IN POLAND 2011" • ORGANISER:  
ADVENTURE CONSULTING SP. Z O.O. • 49 A ZOŁNY STREET, 02-815 WARSAW, POLAND  
MOB: +48 606 786 686 • TEL: +48 22 894 40 23 • FAX: +48 22 894 40 24  
E-MAIL: [adventure@adventure.pl](mailto:adventure@adventure.pl) • WEB: [www.adventure.pl](http://www.adventure.pl)

**adventure**  
consulting

# MARKET OF POSTAL SERVICES IN POLAND 2011

7<sup>TH</sup> EDITION

Honorary Patronage:  
Anna Streżyńska, President of the Office of Electronic Communications



CONFERENCE • SEPTEMBER 21, 2011 • POLONIA PALACE HOTEL IN WARSAW (ALEJE JEROZOLIMSKIE 45), POLAND

PROGRAMME:

**09.30-10.00:** registration of participants and coffee  
**10.00:** opening of the conference

**MARKET OF POSTAL SERVICES IN POLAND ONE YEAR BEFORE LIBERALISATION. THE STRATEGY OF THE GOVERNMENT, THE REGULATORY AUTHORITY AND NATIONAL OPERATOR TOWARDS THE POSTAL SERVICES SECTOR.**

**10.10-10.30:** NEW POSTAL LAW AND GOVERNMENT STRATEGY TOWARDS POCZTA POLSKA S.A. AND MARKET OF POSTAL SERVICES.  
 > invited: MACIEJ JANKOWSKI, Undersecretary of State, Ministry of Infrastructure

**10.30-11.00:** REGULATORY POLICY OF THE PRESIDENT OF THE OFFICE OF ELECTRONIC COMMUNICATIONS AND ITS IMPACT ON THE CONDITION OF POSTAL SERVICES MARKET IN POLAND.  
 > KAROL KRZYWICKI, Director of the Department of Postal Market in the Office of Electronic Communications

**11.00-11.30:** POCZTA POLSKA S.A. AND HIS STRATEGY IN VIEW OF CHALLENGES OF MARKET: USO OPERATOR OR BUSINESS LEADER.  
 > JANUSZ WOJTAS, Member of the Board, Poczta Polska S.A.  
 > Platinum Partner of Conference

**11.30-12.00:** speech by Gold Partner of Conference  
**12.00-12.15:** coffee break

**12.15-12.45:** WHAT WILL HAPPEN WHEN THE MARKET OF POSTAL SERVICES IN POLAND WILL BE OPEN 01.01.2013?  
 > panel discussion (representatives of Ministry of Infrastructure, the Office of Electronic Communications and main operators)

**DIRECTIONS OF DEVELOPMENT OF COMPETITIVE POSTAL MARKET.**

**12.45-13.15:** DEVELOPMENT OF COMPETITION IN POSTAL MARKET IN U.E. BUSINESS MODELS OF NATIONAL OPERATORS AND COMPETITOR POSTAL OPERATORS.  
 > dr NICK VAN DER LIJN, Managing Partner, Ecorys Nederlanden BV

**13.15-13.45:** DEVELOPMENT OF FINANCIAL AND BANKING SERVICES IN THE OFFER OF POSTAL OPERATORS. LEGAL CONDITIONS.  
 > ALEKSANDRA WIDZIEWICZ, Attorney-at-Law, Partner and Head of Banking and Finance Practise in the law firm Bird&Bird

**13.45-14.15:** DIRECTIONS OF DEVELOPMENT OF POSTAL MARKET MODELS IN EUROPE.  
 > ROBERT TASIAUX, Partner, Chief of Postal and Transport Practise, A.T. Kearney

**14.15-15.15:** lunch

**COST AND FINANCING OF THE USO AND SITUATION OF POLISH POSTAL MARKET.**

**15.15-15.45:** COST AND FINANCING OF THE USO: EU EXPERIENCES AND CONCLUSIONS FOR THE POLISH POSTAL MARKET.  
 > ANTONIA NIEDERPRUM, Senior Economist, Department Postal Services, Logistics and Transport, WIK-Consult GmbH

**THE MARKET OF POSTAL SERVICES IN POLAND AD 2011. COMPETITION, PRICES, REVENUES OF SALES, PROFITS.**

**15.45-16.15:** POCZTA POLSKA S.A. AND INDEPENDENT OPERATORS. MARKET SHARES, PRICES, REVENUES OF SALES, PROFITS.  
 presentation of new report of the National Institute of Telecommunications  
 > ANNA STOLARCZYK and MAREK SYLWESTRZAK, National Institute of Telecommunications

**LEGAL CONDITIONS OF POSTAL MARKET LIBERALISATION IN POLAND.**

**16.15-16.30:** NEW POSTAL LAW. LEGAL CONDITIONS OF POSTAL MARKET LIBERALISATION IN POLAND.  
 > OLGIERD SWIERZEWSKI, Attorney-at-Law, Partner, law firm Lulowicz, Swierzewski

**16.30:** final conclusions and closing the conference

## REGISTRATION FORM

PLEASE FULLFILL THE FORM AND SEND IT BY FAX: +48 22 894 40 24 or BY EMAIL: [adventure@adventure.pl](mailto:adventure@adventure.pl)

PARTICIPATION IN 7<sup>TH</sup> EDITION OF THE CONFERENCE „THE MARKET OF POSTAL SERVICES IN POLAND 2011”  
21 SEPTEMBER 2011, POLONIA PALACE HOTEL IN WARSAW, POLAND

1. ....	.....	.....	.....	.....
name	surname	position	e-mail	tel/fax
2. ....	.....	.....	.....	.....
name	surname	position	e-mail	tel/fax
3. ....	.....	.....	.....	.....
name	surname	position	e-mail	tel/fax

The cost of participation in the conference for one person is: 1490,00 PLN + 23% VAT (Total : 1832,70 PLN or 460,00 EUR). The price includes participation in conference, conference materials, cofee breaks and lunch. Dead line of sending registration form and payment is **16<sup>TH</sup> of September, 2011.**

Payments should be sent into an account: **Adventure Consulting Ltd. Volkswagen Bank Polska**  
INGBPLPW22213000042001031274380001 (for international payments) 22213000042001031274380001 (for national payments)

If it is necessary to issue the VAT invoice: We state that our company is the VAT tax payer and has NIP identification number: .....  
We authorize Adventure Consulting Ltd. to issue an invoice without the recipient's signature. We state that we got acquainted with participation conditions and we assume an obligation to make a full payment resulting this agreement.

Signature : ..... Date : ..... Company's stamp: .....