



**Consultative Committee
GLOBAL ADDRESSING SUMMIT
Friday, 23 April 2010**

The Global Addressing Summit is organized by the UPU Consultative Committee. The purpose is to contribute to the broader UPU initiative to give an address to everyone in the world.

It will bring different private sector stakeholders' perspectives and experiences regarding the address to the attention of attendees with the goal of elevating the awareness of all players in the market to the state of address development world-wide, the diversity of functions which the address plays within and beyond the postal world, and the size of the problems caused by the underdevelopment of address systems and undeliverable as addressed mail, as well as possible solutions.

By discussing issues related to technology, interoperability and standards, the Summit hopes to educate and inform attendees on current developments in these areas and help those responsible for address systems and their development think about new techniques and solutions.

Overall, the Consultative Committee hopes to provide a global view of the addressing infrastructure, for the benefit of all owners and users of addresses worldwide, thus promoting communications, trade and economic growth.

9.30 Welcoming and introduction

Charles Prescott, Global Envelope Alliance, UPU Consultative Committee Chairman
Edouard Dayan, UPU Director General

10.00 ECONOMIC BENEFITS

This session will discuss the economic impacts of addressing and postcode systems – or the lack of them – in different countries in the world. It will also include the cost of implementing addressing systems, as well as the expenses related to bad addressing.

11:00 INTEROPERABILITY

“Interoperability” here refers to the use of common or different sets of address-related data compiled and provided by Posts, distribution companies and/or other suppliers as well as the increased use of technologies and communications devices for address-related work. This session will discuss the need for consistent, coherent and coordinated addressing systems at national and regional levels.

12.15 Concluding remarks

12.30 Lunch

14.00 Networking time

15:00 CUSTOMER PERSPECTIVE

This session will feature the mailers' experiences and frustrations/pleasures in working with posts and postal data and their concerns in terms of address data collection, list acquisition, domestically and cross-border, as well as issues related to address updating and verification, especially in international campaigns, and undeliverable as addressed mail treatment.

16:00 STANDARDS AND NEW TECHNOLOGIES

The objective of this session is to discuss developments in standards and new applications of technology and will touch on the need for a global address standard, as well as new addressing technologies which can be used to achieve this goal.

17:40 Closing