



PUMed

NEWS LETTER

3rd Issue

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Chairperson participation in APPU EC in Cambodia



Ms. Nermin Hassan, Chairperson of the Board of Directors of the Euro-Mediterranean Postal Union, participated in the activities of the Asia-Pacific Postal Union Forum during the period from August 15 to 16, 2024 in Siem Reap, Cambodia under the title "Postal Reform"

Which discusses the organizational challenges and changes facing the global postal network and the future of postal work in the next stage, in addition to discussing possible postal reforms.

Chairperson of the Board of Directors of the Euro-Mediterranean Postal Union, spoke during the forum, about the most important



challenges and crises facing the postal sector globally, as well as positive postal regulations that enable the postal sector to face these challenges in the future, and how can these regulations help the post creating advanced business models that meet the needs of the e-commerce market and focusing on customer needs,

and contribute to UNSDGs in the same time noting that this forum represented a good opportunity to present all opportunities and challenges and exchanging the views with of the Experts from the postal community in APPU.

PUMed and PAPU have signed a Memorandum of Understanding (MoU)



PUMed and PAPU have signed a Memorandum of Understanding (MoU), marking a milestone in cooperation and mutual progress.

This stronger relationship between our Unions promises significant benefits and development for the postal sector across the African continent and the

Mediterranean region.

54th Board Meeting

PUMed Board members held its 54th board meeting in city of Dead Sea, Amman.

We had a constructive and inspiring meeting, many ideas and a lot of commitment!

Each board member has brought a unique perspective and expertise to the table and has significantly contributed to the success of our union.



18th General Assembly Meeting in Jordan



On 26 June 2024, Pumed held a fantastic General Assembly meeting in Crowne Plaza Jordan – Dead Sea hosted by Jordan Post.



With participation of 18 members and our community partner Visa and our guests from UPU, PAPU Jessica Sengoba, e-Boks & DerekOsborn.

Productive discussions led to successful outcomes on building strategic partnership with Ecommerce marketplaces across the Mediterranean region additionally, launch of one of Visa innovative financial service Visa Direct between Egypt post and Jordan Post. Thanks for our Guests for presenting their innovative solutions for electronic registered mail, digital financial services.

PUMed Position Paper on UPU Strategy 2029–2026 Dubai Cycle



The members of PUMed express their views about how the next strategic program of the UPU shall be crafted, and the critical need to focus on the postal core business and take focused practices actions towards UPU adoption of business models, and technology that fulfil the market needs.

The position paper provides a clear and actionable strategy for the next years.

It represents our dedication to our Union's mission and vision.



The background is a vibrant blue with various geometric patterns. On the left, there are several vertical, overlapping rectangular bars of varying heights and shades of blue. On the right, there is a circular pattern of small dots that fades out towards the center. At the bottom, there are several curved, overlapping bands of blue. In the bottom left corner, there are small white geometric shapes: a circle, an 'x', and another circle. A solid yellow horizontal bar runs along the very bottom of the page.

Member News

La Poste at VivaTech 2024: Innovation at the Heart of Digital and Environmental Transformation



La Poste Groupe, a historic player committed to profound digital and environmental transformation, showcased a wide range of innovations at the 2024 edition of VivaTech. Two major themes guided its presence this year: ethical artificial intelligence (AI) serving humanity, and the promotion of women in the digital sector.



AI for Performance and Customer Relations

La Poste demonstrated how AI can optimize its operations and enhance the customer experience. Among the innovations presented were:

La Poste GPT: An internally developed generative AI, trained on the company's proprietary data. This technology aims to enhance the efficiency of sales and customer service teams by automating certain tasks and providing faster, more accurate responses to customer inquiries. Over 200

employees are already testing this promising tool, which could be rolled out on a larger scale by the end of the year. The goal is clear: to increase productivity while improving service quality. Emphasis is placed on ethical and sovereign AI, developed in-house to ensure data confidentiality and alignment with the group's values.

Connected Health: Docaposte, the group's digital subsidiary, unveiled a generative AI solution for healthcare professionals. This 100% French and secure innovation synthesizes patient records, facilitating doctors' work and improving care coordination. Docaposte also presented its Careside platform, which orchestrates patient care pathways by integrating digital and human services. A strategic partnership with Medtronic, a global leader in medical technology, was announced to jointly develop innovative solutions for patients, particularly in remote monitoring. The aim is to enhance the quality and efficiency of care while ensuring the security and confidentiality of health data.

Predictive Analysis for Insurers: WeatherMind, a start-up incubated by La Banque Postale, presented an AI solution enabling insurers to anticipate and manage claims related to climatic events, thereby reducing costs and processing times. This solution is part of a preventive and risk management approach, leveraging meteorological and climate data analysis.

Innovation for E-commerce and Logistics

La Poste also highlighted innovative solutions to address the challenges of delivery and e-commerce:

Autonomous Delivery Robot: DPD UK, a subsidiary of Geopost (La Poste Groupe), is currently testing a %100 electric and autonomous delivery robot capable of delivering to homes and serving as a locker. This initiative aligns with the group's commitment to developing more sustainable and efficient delivery solutions, reducing CO2 emissions, and optimizing costs.

Solar-powered Lockers: Pickup, the group's network of relay points and lockers, presented its new solar-powered lockers. Easy to install and environmentally friendly, they offer a practical and eco-friendly solution for parcel collection. These innovative lockers align

with La Poste Groupe's goal of delivering %100 low-emission parcels in 22 French metropolitan areas by 2025. The deployment of these solar-powered lockers also meets the growing consumer demand for more flexible and accessible delivery solutions.

Warehouse Ergonomics Improvement: DPD Switzerland has deployed a connected glove to facilitate parcel scanning, while La Poste is testing an exoskeleton to reduce musculoskeletal disorders related to manual handling. These initiatives demonstrate the group's commitment to employee well-being and improving working conditions.



Fitting Room in Post Offices: A new service tested by La Poste allows customers to try on their online purchases directly in post offices and return them immediately if necessary, thus simplifying the return process. This initiative aims to enhance the customer experience and increase the attractiveness of post offices by offering complementary services to parcel delivery.

Digital Trust at the Core

Docaposte, the group's digital subsidiary, leveraged VivaTech to present its digital trust solutions:



La Poste Digital Identity: Compliant with the European eIDAS regulation, it ensures secure and reliable connections for online transactions and access to digital services.



Digiposte: The leading digital safe in France, securing and simplifying the management of important documents. With over 10 million users, Digiposte has become an essential tool for individuals and businesses, addressing the challenges of digitalization and personal data protection.



NumSpot: A sovereign and secure cloud offering, developed in partnership with other major French digital players. This solution addresses security and data confidentiality issues, particularly for sensitive sectors like health or finance, by ensuring that data is hosted and processed in France.

Commitment to Women in Digital and Sustainable Mobility

La Poste reaffirmed its commitment to diversity in the digital sector by highlighting the French IoT program, which supports start-ups with a positive impact and encourages female entrepreneurship. A special event was also organized to promote the role of women in tech, featuring round tables, testimonials, and awareness workshops. Notably, the first cohort of La Poste's Data and AI School comprises 55% women, demonstrating the group's dedication to promoting equal opportunities in these future-oriented fields.

Additionally, La Poste supported sustainable mobility by partnering with the first bike park at VivaTech, a secure space for visitors arriving by bicycle. La Poste also showcased its subsidiary Nouvelle Attitude, specializing in refurbishing electric bikes, thus promoting the circular economy and reducing carbon footprint.

VivaTech 2024: A Success for La Poste

La Poste Groupe's presence at VivaTech 2024 was marked by high footfall at its stand and significant interest in its innovations. The group thus demonstrated its ability to reinvent itself and address societal challenges by placing innovation at the heart of its strategy.

In summary, La Poste presented at VivaTech 2024 a set of concrete and promising innovations, reflecting its ambition to become a major player in digital and environmental transformation while remaining true to its values of proximity, trust, and public service.



Tunisian Post Launches the "PHILA KIDS" Program: Explore, Learn, Collect! A New Era for Young Philatelists



In response to the recommendations of World Association for the Development of Philately (WADP) and Universal Postal Union (UPU), Tunisian Post is pleased to announce the launch of its new program, "PHILAKIDS". This initiative aims to inspire the creativity of young people while introducing them to the exciting world of philately.



"PHILAKIDS" seeks to bring children closer to the field of philately, offering young people aged 12 to 15 a platform to express their artistic talents through the design of postage stamps. In collaboration with art and plastic arts clubs in schools, participants will have the opportunity to create unique designs that will be issued as official stamps by Tunisian Post.

As part of this program, a bilateral agreement was signed between the Ministry of Education and Tunisian Post, which includes two main components: an annual drawing competition and the creation of "PHILAKIDS" philatelic clubs within schools.

The first edition of this competition was launched on April 2024, 28, in partnership with the Ministry of Education and the Ministry of Family, Women, Children, and the Elderly, marking the start of an initiative that promises to redefine young people's engagement with philately.



This initiative is being progressively rolled out across Tunisia. The first edition of the "PHILAKIDS" competition began in Tunis, in collaboration with the Regional Education Commissions of Tunis 2 and Ariana. The initiative will be gradually expanded nationwide, allowing as many young people as possible to participate and discover the world of postage stamps.

New "E-Commerce and Express Shipping Customs Center" at the Jordan Post building in Amman.



The express customs e-commerce and parcel center has officially started operations on 1 September the center was equipped with the "highest" international standards, approved by the Jordan Customs Department (JCD), noting that operations will remain open 24 hours a day, seven days a week, to ensure continuity of services, meet the needs of the growing market, and complete transactions quickly.

The facility was established in response to the growing demand for e-commerce and the increase in the number of in-bound shipments to Jordan.

The availability of sufficient and necessary infrastructure, as well as the single window

for customs and monitoring services and the geographical location, contributes to facilitating the transfer of parcels to the capital and Jordan's governorates.

The center objective is to tackle the growing volume of packages and the insufficient space to handle these quantities. It seeks to streamline and consolidate customs clearance procedures for parcels, aligning with top-tier standards and practices in managing e-commerce transactions.

This effort would reduce costs for citizens and ensure speed of delivering parcels to their destinations quickly.

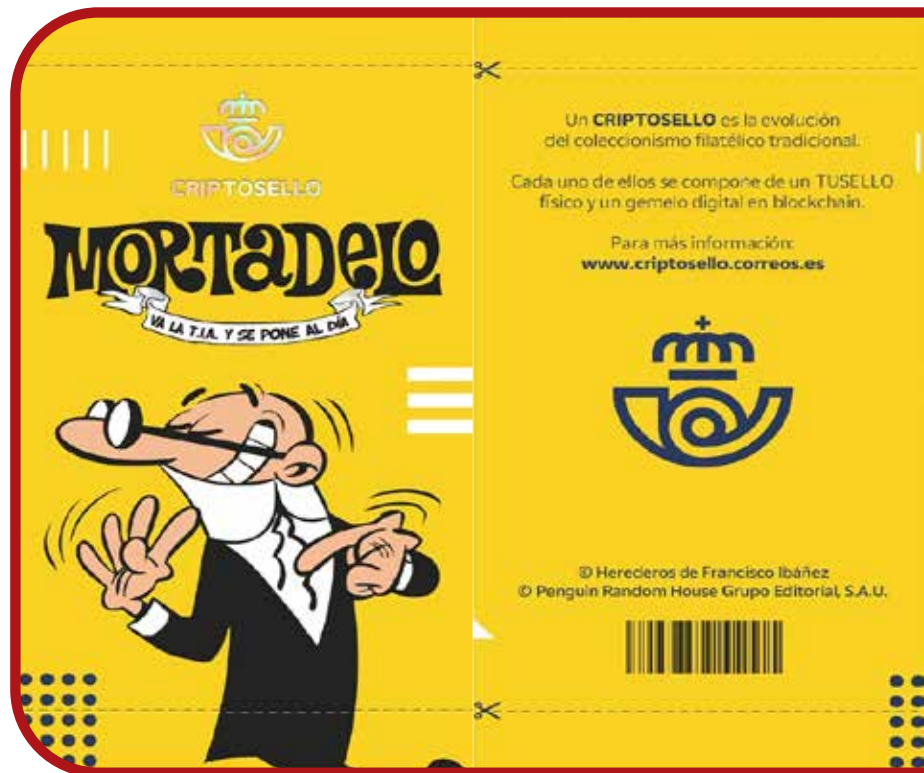


we are launching the first Spanish cryptostamp dedicated to the comic book character Mortadelo, created by Francisco Ibáñez.

You can now get the first CRIPTOSELLO of Correos España, dedicated to Mortadelo and his costumes

Correos has presented this morning at its headquarters in Barcelona **the first CRIPTOSELLO (Cryptostamp) in Spain, dedicated to Francisco Ibáñez's comic character Mortadelo and his most iconic costumes.** At the same event, a new stamp of the 'Personajes' series was also presented in tribute to the brilliant author, coinciding with the first anniversary of his death (Barcelona, 15 July 2023).

The event was attended by Francisco Ibáñez's daughter, Nuria Ibáñez, the literary director of the publishing house Bruguera and editor of Francisco Ibáñez, Isabel Sbert, the president of Correos, Pedro Saura, and the director of Philately and Institutional Relations of Correos, Nuria Lera. The meeting ended with the traditional postmark of honour of the Francisco Ibáñez stamp.



Through these two issues, Correos highlights the value of Philately as an element of long tradition to pay tribute to important figures of our culture and emphasises its value as a constantly evolving piece that is favourable to the application of the most innovative technology. In this sense, with the launch of its **first CRIPTOSELLO**, Correos takes a leap forward in the digital ecosystem as an evolution of traditional collecting. It is an innovative project that completely changes the concept of philatelic collecting in our country.

What does the Mortadelo Cryptostamp entail?

This Cryptostamp consists of two parts: a **stamp** (with a face value of 9.95€) and a **digital image of the stamp stored on the blockchain network to guarantee its authenticity and ownership**, which is known as an NFT (Non-Fungible Token, or 'Non-Fungible Token' unique and irreplaceable digital asset that can be bought, sold and transferred between users). The physical stamp can be used to frank postal items or collected like any other stamp, while the digital part can be viewed on the blockchain, collected, sold or exchanged.

The CRIPTOSELLO is issued through the TUSELLO product and has a print run of 30,000 units. The physical part is always the same and Mortadelo appears in it with his usual clothes. It is the **digital twin that shows Mortadelo's costumes, a total of five, which have been selected from the most relevant volumes of Mortadelo and Filemón's work.**



The five digital cufflinks appear with different frequency within the collection, thus attributing a different 'digital rarity' to them. There are more copies of the costume corresponding to the most modern volume, while the costume taken from the oldest volume appears less frequently, making the digital cufflinks with fewer units more special.

The CRIPTOSELLO is a philatelic product composed of the card that supports the stamp and the folder that contains it. Therefore, although **the face value of the stamp is 9,95 €, the price of the complete product is 15 €.** The cryptostamps can be purchased through the philatelic channel (atcliente.filatelia@correos.com), Correos Market, or the main post offices in Spain.

A stamp paying tribute to Ibáñez, the creator of Mortadelo

Likewise, Correos did not want to miss the opportunity to **pay tribute to Francisco Ibáñez, the most prolific cartoonist of our country**, and has issued a stamp dedicated to his figure, with a print run of 80,000 block sheets and a value of 5.50 euros, which can be purchased since yesterday, 10 July, **through Correos Market and the rest of the usual Philately sales channels.**

On 20 January 1958, the first Mortadelo and Filemón comic strip appeared in issue 1394 of the magazine Pulgarcito, published by Bruguera. From then on, Ibáñez created his best series and characters: 'Mortadelo y Filemón', 'La familia Trapisonda', '13, Rue del Percebe', 'El botones Sacarino', 'Rompetechos' and 'Pepe Gotera y Otilio'. Ibáñez accumulated some 20,000 pages drawn throughout his professional life and Mortadelo y Filemón is the longest-running series in Spanish comics, with more than 65 years of history.

In 1975, 1974, 1969 and 1976 he received the Aro de Oro award for the most popular children's characters of the year for Mortadelo y Filemón. In 1994 he was awarded the Gran Premio del Salón del Cómic for his work as a whole, in 2002 he was awarded the Gold Medal for Merit in Fine Arts 2001 and in 2022 the Generalitat awarded him the Creu de Sant Jordi.

'Paris 2024', a new adventure of Mortadelo and Filemón at the Olympic Games, was his last work, published posthumously, which he never finished.

Technical characteristics of the issue dedicated to Francisco Ibáñez

Printing process: Offset

Substrate: Coated, gummed, phosphorescent

Stamp tooth set: 13 $\frac{1}{4}$ (horizontal) and 13 $\frac{3}{4}$ (vertical)

Stamp format: 40,9 × 57,6 mm (horizontal)

Block sheet format: 79,2 × 105,6 mm (horizontal)

Sheet-size: Block sheet with 1 stamp

Postal value of stamp: EUR 5.50

Print run: 80,000 Miniature sheets



Correos is the first company in the postal logistics sector to be certified in the ISO 27701 Information Privacy Management Systems.

ISO 27701, ISO 27001 and ENS certifications: Correos' commitment to cybersecurity

For years, Correos has been working to adapt to new and demanding advances in cybersecurity. This commitment is reflected in our recent achievement of **ISO 27701 certification for Information Privacy Management Systems**.

Correos has set a **milestone** by being the **first company in the postal and logistics** sector in our country to **obtain this certification**.

This **achievement** not only reaffirms **our responsibility to protect the information** and **privacy** of our **customers**, demonstrating that what matters most to us is their security, but also gives Correos a **competitive advantage** over other companies in the sector.

In addition, we have renewed **the ISO 27001 Information Security Management Systems**, updating to the latest version (2022), and the **National Security Scheme** (ENS), extending the scope of both to also cover services such as the digital mailbox and mass communication.

These certifications are the result of a constant effort to ensure that our services not only meet but exceed the most demanding information security standards.

But what are these certifications and why are they so important to guarantee the security and privacy of our services?

Today we tell you all about it!

What is ISO 27701?

ISO 27701 is an international standard that focuses on **privacy protection** and **information security**, providing a framework for compliance with regulations such as the **General Data Protection Regulation (GDPR)**.

By integrating this standard, Correos facilitates the identification, management and minimisation of privacy-related risks, **protecting both the organisation and its customers from potential threats and vulnerabilities**.

What are the benefits of ISO 27701 for Correos?

Firstly, this new certification strengthens the **trust** our customers place in us compared to other postal and logistics operators, as we are the first company in the sector in our country to obtain it. By demonstrating that the company meets an internationally recognised standard, we increase confidence in our services.

Another important benefit is **continuous improvement**. ISO 27701 requires a continuous review and improvement of the information privacy management system, so at Correos we can guarantee that we are at the forefront of the latest updates in the sector.

Finally, the adoption of this standard enables our organisation to **identify, manage and minimise information privacy risks**. This is very important, given that we live in a world where information security risks are constantly changing and evolving.

What is the National Security Scheme (ENS)?

The **National Security Scheme**, which applies to the entire Public Sector and to suppliers that collaborate with the Administration, offers a common framework of basic principles, requirements and security measures to protect the information processed and the services provided.

The **ENS stems from Royal Decree 2022/311**, backed by the **National Cryptologic Centre (CCN)** to ensure access, confidentiality, integrity, traceability, authenticity, availability and conservation of the data, information and services used by electronic means to manage its competencies.

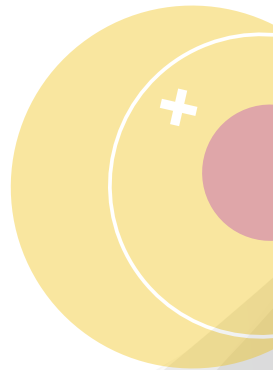
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What are the main benefits of the ENS for Correos?

Another benefit is that it makes it easier to **achieve supplier approvals**. By obtaining certification, we demonstrate that at Correos we adapt to the requirements demanded by our customers. Specifically, **%64 of customers request ISO or ENS certifications, reaching %100 in large accounts**.

In addition, this certification allows the **optimisation** of processes, and the implementation of innovative projects aimed at **reinforcing information security**. This includes proactive measures to prevent, detect and respond to cyber threats and cyber-attacks.



What is ISO 27001?

ISO 27001 is an international standard that defines the requirements for implementing, maintaining and improving an Information Security Management System (ISMS).

This system is designed to protect the confidentiality, integrity and availability of information. The standard provides a framework that helps organisations to identify and effectively manage their information security risks.

At Correos, we have gone a step further by **modifying the scope** of our ISO 27001 certification, now including **digital mailbox and mass communication services**. We have also **upgraded** to the latest version of the standard (2022), ensuring that our information security practices are aligned with the latest and most rigorous standards.

Barid al Maghrib showcases its new digital solutions at GITEX AFRICA



Barid Al-Maghrib Group's participation in GITEX represents a significant opportunity, allowing the Group to strengthen brand awareness, ensure important technological monitoring, and establish partnerships with solution providers as well as public and private sector clients to support the digital transformation and the transition towards a digital economy.

The Group has developed a portfolio of key products and solutions. As a reminder, the **Barid eSign solution** secures the electronic exchange of documents by giving them legal value.

The Group has developed a portfolio of key products and solutions. As a reminder, the Barid eSign solution secures the electronic exchange of documents by giving them legal value. Barid Al-Maghrib Group's has implemented a diversification strategy for its digital trust solutions, notably including certification, electronic signature, electronic seal, and timestamping solutions. These products and services are designed to support the digitalization of processes in both the public and private sectors.

One of the solutions presented at GITEX was the **LRE Legal solution**, which offers the online submission of a registered letter with legal value, providing the option of either physical delivery on paper or fully digital delivery.

GITEX also provided an opportunity to present the **electronic signature platform named "IMDAE,"** offered by its subsidiary Barid Media, which facilitates the transition between physical data and digital data securely and with legal validity.

Barid Media also offers a range of services related to document processing operations, where we are also expanding new channels, whether through SMS, email, or standard platforms like WhatsApp.



The Kingdom of Morocco and the Republic of Romania Celebrate Their Fraternal Relations with the Joint Issuance of Two Commemorative Stamps

Rabat, May 2024 ,21. Barid Al-Maghrib Group has issued two joint stamps in collaboration with Romafilatelia for celebrating the historical links and friendship between the Kingdom of Morocco and the Republic of Romania, the 60th anniversary of diplomatic relations between the two countries in 2022.

Under the theme of "Folk Arts," this joint issuance highlights the cultural convergence and the worth of the intangible cultural heritage of both countries. The two stamps featured artistic representations of traditional costumes and pottery, reflecting the authenticity of their respective heritages.

On the Moroccan side, the stamp depicts the iconic traditional attire of Moroccan women, the "Khrib" brocade caftan, whose intricate and polychromatic embossed patterns closely resemble embroidery. This artwork also features pottery from the city of Fez, an ancient center of art and one of the cradles of Moroccan pottery.

The Romanian stamp illustrates the traditional Vâlcea costume, worn by women in this region



of Romania. Known for its elegance and diversity, the centerpiece is the white shirt called the zăvelca, notable for both its elaborate decoration and the fine material used. The stamp also showcases the traditional pottery of Horezu, renowned for its graceful and beautifully crafted forms.

Barid Al-Maghrib Celebrates the 25th Anniversary of the Accession of His Majesty King Mohammed VI, May God Assist Him, with an Innovative Stamp Issuance

Rabat, July 2024 ,30. To commemorate the **25th anniversary of the accession of His Majesty King Mohammed VI, may God assist him,** Barid Al-Maghrib Group proudly unveils a special issuance of a honoring stamp and a souvenir sheet using an innovative process.



This special edition highlights some of the major achievements that Morocco has witnessed over the **past 25 years under the enlightened leadership of His Majesty King Mohammed VI.**



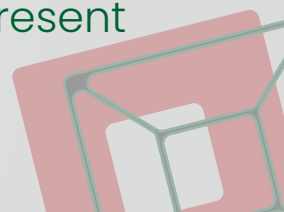
One of the key aspects of these accomplishments is illustrated on the souvenir sheet, featuring stylized drawings of the Kingdom of Morocco's map, with an opening toward Africa symbolized by the Morocco-Nigeria Gas Pipeline, the Mohammed VI Tower, the Grand Theater of Rabat, the Mohammed VI Football Academy, and an aerial view of the Agadir desalination plant.

This philatelic creation incorporates original and sophisticated technics in terms of design and printing. It marks a first in this field by utilizing a unique printing method that skillfully combines various materials such as oak wood veneer, premium gold foil, and graphic paper, alongside advanced production techniques like laser cutting and digital UV inkjet printing.



In celebration of this glorious Throne Day, Barid Al-Maghrib is also organizing a philatelic exhibition titled "25th Anniversary of the Accession of His Majesty King Mohammed VI, May God Assist Him" at its museum in Rabat, starting from July ,31 2024. A ceremony to present

this innovative new issuance will also take place on August 2024 ,8.



Al Barid Bank Supports Paralympic Athlete Ayoub Sadni and Launches Its Institutional Communication Campaign "Al Barid Bank, 3lik n3ouwel" ("Al Barid Bank, we count on you")

Casablanca, August 9th, 2024 – Al Barid Bank is proud to announce the launch of its new institutional communication campaign, titled "**Al Barid Bank, 3lik n3ouwel**". This campaign follows the signing of a sponsorship agreement with young Moroccan Paralympic athlete **Ayoub Sadni**, marking a pivotal moment in the bank's commitment to promoting inclusion, citizenship, and accessibility, in perfect alignment with its slogan as a bank "**for all Moroccans**". The partnership with Ayoub Sadni, formalized on June 26th, 2024, fully embodies these values by supporting an athlete with an exceptional and inspiring journey.

It is important to note that Ayoub Sadni, a 400m T47 specialist, symbolizes perseverance and success. As well as winning a gold medal at the 2020 Paralympic Games, he also achieved a new world record. His talent was once again demonstrated by his success at the 2023 Paris Championships when he became the world para athletics champion, breaking yet another world record.

Through highlighting this partnership, Al Barid Bank reaffirms its commitment to supporting athletes who, through their determination and willpower, embody the bank's values. As a citizen-oriented and accessible institution, the bank strives to promote Moroccan talents across the nation.

In Photos







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If you would like to contribute to our Newsletter please contact:
Marketing & Communication Pillar (Ms. Suhair Wraikat)