



bpost

The opportunity of e-commerce and cross border

**Peter SOMERS – Member of the Executive Committee
World Mail & Express conference
Miami – 7 February 2012**

**The global e-commerce market is
expected to grow further
at a 20% CAGR**



**Important
growth markets in 2011**

**France (22%)
United Kingdom (18%)
Germany (16%)
and US (11%)**

Honestly speaking about e-commerce

No one really knows the size and growth

**It's big and it's getting bigger at a double digit
pace for the years to come**

It's here to stay

**Nobody will speak of e-commerce anymore in
2020**

What did Santa bring (UK)

Online fashion sales up 17%, while in store sales down 2,7%

14% used an iPad or Tablet, 15% a smartphone

Festive shoppers will spend 22% more in 2012

Importance of Delivery (UK)

Some **57%** said **low-cost delivery options would encourage them to spend again next year**, while 45% said they would be more likely to do so if stock availability was improved.

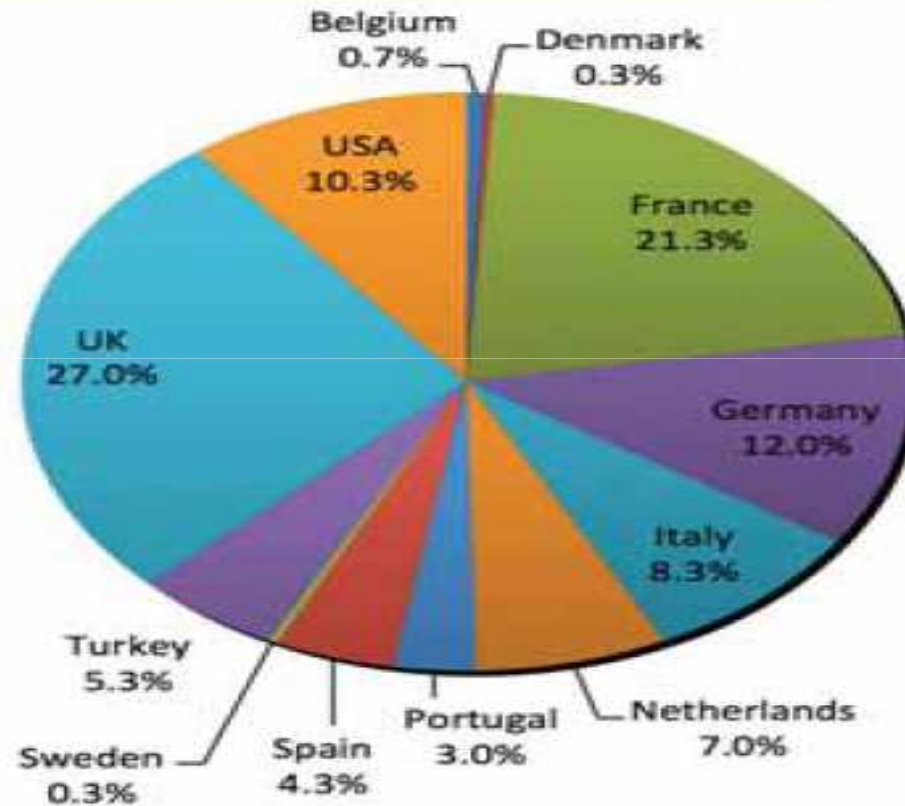
Other motivators included **improved payment options** (46%) and **money-saving offers** (48%).

Where are the borders?

60% of the top 300 European Internet Retailers sell cross-border

SNAPSHOT OF
 **EUROPE**

Retailers ranked by origin country



Basis: All Top 300 Europe internet retailers

We hear from 4 operators how to support cross border e-commerce



Important !

**Please ensure your mobile phones
are switched off**



**Translation facilities are available
From English into Spanish**



Q&A at the end of the session

