

“Postal Euromed” launched as agreement signed in Rome 13 countries join forces for shared postal industry policy

Sarmi: “An important means of promoting cooperation between countries in the Mediterranean region”

Rome, 16 March 2011 – **“Postal Euromed”** is the new Euro-Mediterranean postal community, created to implement **a shared policy for the postal sector within the Mediterranean region**, develop new technologies for a more efficient mail service, establish **a common platform for e-commerce** and encourage closer collaboration in offering financial and communication services. One of Postal Euromed's priorities is **to cut the cost of transferring money by 5% in five years**, as agreed at the G8 summit in L'Aquila.

Postal Euromed includes **13 countries** (Italy, France, Greece, the Principality of Monaco, Malta, Cyprus, Slovenia, Turkey, Lebanon, the Palestinian National Authority, Egypt, Syria and Jordan) along the European, African and Asian shores of the Mediterranean Sea.

The Agreement was signed during the organisation's first General Meeting, held in the headquarters of Poste Italiane. The **chairman of Poste Italiane, Giovanni Ialongo**, and the **CEO, Massimo Sarmi**, opened the proceedings of the international conference. Speakers included the Italian Cabinet Undersecretary, Gianni Letta, the Undersecretary for Economic Development, Stefano Saglia, the Director General of the Universal Postal Union (UPU), Eduard Dayan, the President of Cassa Depositi e Prestiti, Franco Bassanini, Ambassador Maurizio Melani, the Director General in charge of Promotion of the Country System for the Italian Ministry of Foreign Affairs, and Massimiliano Paolucci, Head of the World Bank's Rome Office.

“Postal Euromed represents an important means of supporting and promoting forms of partnership between Mediterranean countries in the logistics, technology and financial sectors,” said the CEO of Poste Italiane, Massimo Sarmi. *“Cooperation in the Mediterranean has been a priority for Poste Italiane for many years, as testified by the numerous agreements drawn up with postal operators in Egypt and Lebanon with regard to infrastructure and technological innovation, advanced payment systems, digital services and mobile telephony.”*

The signatory countries have elected Postal Euromed's Board of Directors, with representatives from France, Italy, Egypt, Syria, Lebanon and Malta, and elected Sherif Battisha, Deputy Chairman of Egypt Post, to be Chairman of the Board for the three-year period 2011-2013. Poste Italiane was assigned the role of General Secretary of the organisation and given the task of assisting and providing full support for the Board in drawing up the three-year Strategic Plan and managing projects in the sector, to be presented to major European and international funding institutions, such as the World Bank, the European Commission and Inframed.