



A DMAB UPDATE

12 November 2002

1. The DMAB has new members who have joined us in 2002: the Posts of the Czech Republic, Jordan, Oman, Senegal and Tanzania and, from the private side, PostCom (Association for Postal Commerce), an American association of businesses and organizations that use or support the use of mail as a medium for business communication and commerce; and Parascript LLC, an American provider of data capture software. Our warm welcome to the new members!
2. The DMAB is holding a Direct Mail Markets Development workshop in Moscow, Russia, from 19 to 21 November. The mission is to promote the importance of Direct Mail Marketing and to foster the development of the market both domestically and internationally. The participants are some 50 professionals from the Russian Post, invited local and foreign companies, neighbouring Posts and members of the DMAB. Together, they will create an action plan, to be locally / regionally implemented, to develop the necessary postal and market infrastructure to facilitate the growth of direct mail marketing in the region, through partnership between the Post and the industry. The purpose is also to share knowledge and to stimulate commitment and enthusiasm. A report on the workshop will be later made available to DMAB members.
3. The DMAB Steering Committee approved the development of a handbook, aimed at assisting postal administrations in developing countries, to establish the postal infrastructure for Direct Mail. We are in the process of selecting a consultant to write and edit the handbook, which should be ready in English by mid-2003 and in other languages before the next UPU Congress in 2004.
4. During the last DMA Annual Conference and Exhibition in San Francisco (United States), in October 2002, I was invited to speak to the International Federation of Direct Marketing Associations (IFDMA) about the DMAB and its activities worldwide. I had the chance to meet CEOs of Associations from some 20 countries, who showed a lot of interest in our projects. I am following up with the contacts.
5. The UPU Standards Board has approved "status 0" for the DMAB-supported project for an international postal address standard. This standard will identify and describe all international address elements and structures. With the approval, a series of tests will follow; the standard will be adapted as necessary, then gradually supplemented with descriptions of the address templates in natural language and XML of all UPU member countries. For more information about this project, you can contact Joe Lubenow, Chairman of the DMAB Address Management Project Team, at lubenow@msn.com.
6. The DMAB is discussing the composition of its Steering Committee for 2003-2004. This Committee meets five or six times a year: twice in Bern, during the UPU Councils, and the other times usually by teleconference. It makes decisions and proposals to the DMAB on issues concerning the functioning of the Board, budget and priority projects, also ensuring the relationship between the DMAB and other UPU working groups and external organizations. It has a balanced participation among postal and industry members. If you are a DMAB member and wishes to become a member of the Steering Committee, contributing to its work, please let me know by 22 November, so that I can take your proposal to the Committee, which next meets in Washington, DC, on 4 December 2002.

More news to come...

Raquel Ferrari
Project Manager, Direct Mail



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The Direct Mail Advisory Board (DMAB) is a group of postal and industry organizations, created to foster the development and stimulate the world-wide growth of Direct Mail Markets through strengthening of valued partnerships in the industry. It is part of the Universal Postal Union's Direct Mail Markets Development Program.

Current members are:

POSTS

Australia
Austria
Brazil
China (People's Rep.)
Côte d'Ivoire
Czech Republic
Denmark
Finland
Germany
Great Britain
Hong Kong
Hungary
Indonesia
Iran
Ireland
Italy
Japan
Jordan
New Zealand
Oman
Pakistan
Portugal
Russia
Senegal
South Africa
Switzerland
Tanzania
Tunisia
United States of America

PRIVATE AND ORGANIZATIONS

International Post Corporation

Davis Direct Worldwide
Direct Marketing Association (U.S.A.)
Donnelley Marketing
Envelope Manufacturers Association
Firstlogic
Group 1 Software
Johnson & Hayward
National Analysts
Parascript
Pitney Bowes
PostCom
QAS Systems
The Reader's Digest Association

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