

Change Underway at PostEurop Plenary Assembly in Istanbul



PostEurop's plenary assembly hosted by Turkish Post in the beautiful and vibrant city of Istanbul, Turkey was appropriately themed 'Change for the Better'. The industry is constantly evolving and it impacts our activities both at European and International level. Hence, this second "carbon neutral" Plenary Assembly provided members with

the perfect opportunity to listen and engage in various discussions in the presence of our stakeholders including the Universal Postal Union (UPU) and CERP - the European Committee for Postal Regulation.

PostEurop Reform Underway

The Plenary Assembly began with presentations and discussions on PostEurop's Reform process agreed in the last Vaduz Plenary Assembly. The discussion concluded with members endorsing the reports presented by respective task groups and look forward to the final steps at the next Plenary Assembly in Belgrade, Serbia.

> Continued on page 3

PHOTO GALLERY

- PostEurop photos can be viewed by selecting the following link www.posteurop.org/paistanbul1

PLENARY ASSEMBLY

- The next PostEurop Plenary Assembly will be held in Belgrade, Serbia on 25-26 April 2012
- Hosted by the Public Enterprise PTT Communications "Srbija"
- For more information please contact administration@posteurop.org

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UPCOMING MEETINGS



- **23 NOV** - Postal Directive WG meeting, Copenhagen, Denmark
- **24 NOV** - EAC, Copenhagen, Denmark
- **23-24 NOV** - AES Forum, Tallinn, Estonia
- **23-24 NOV** - Leonardo Da Vinci Program – Multilateral Visit to Correos y Telégrafos, Madrid, Spain
- **30 NOV** - Environment WG meeting, Paris, France
- **8 DEC** - 85th PostEurop Management Board meeting, Brussels, Belgium

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From The Editor



Dear Members and Colleagues,

In this issue of PostEurop *NEWS*, we are happy to share outcomes of the recent PostEurop Plenary Assembly which took place in the vibrant city of Istanbul in Turkey. With the largest number of participants attending this well-organized event, members look forward to the next plenary in April.

Beyond the plenary, various Committees and Working groups have been actively working to continue addressing issues in postal industry related areas. The Operational Committee have held various activities the last quarter and have given us some insights from eye-opening Crisis Management issues to best practices in our Retail Network.

The Market committee and especially our Stamps and Philatelists experts can be proud of their EUROPA success story. This also means that the stakes are raised and our experts have high ambitions for the next campaign as they look to further develop EUROPA's potential. We can certainly say that EUROPA is much more than just about stamps, it is the essence of what PostEurop members are all about.

We hope that you enjoy this issue and look forward to your feedback and contribution.

Cynthia Wee
Communications Manager
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NEWS IN BRIEF

- Exemplary personnel policies at Deutsche Post DHL win multiple awards.** Deutsche Post DHL has just received two awards for its human-resources policies. The Group's diversity management was honored with the first-ever German Diversity Award 2011, which was presented under the motto of "Thinking, Talking, Acting and Working Together - Diversity as an Opportunity." The award was sponsored by the German business magazine *Wirtschaftswoche*, the consultancy McKinsey&Company and the consumer business Henkel. The price was awarded in four categories to companies, individuals and innovative projects that encourage a working environment characterized by diversity in Germany.
- Itella's second set of statutory labor negotiations concluded.** The second set of statutory labor negotiations, included in Itella's cost-cutting program of EUR 100 million, has been concluded. Upon the conclusion of the negotiations, the staff reduction need was specified as 253 person-work-years.
- Austrian Post acquires a 26% stake in PostMaster s.r.l., Romania.** October 20, 2011 marked the closing of Austrian Post's acquisition of a 26% stake (including an option to increase this shareholding to 100% over the next two years) in the Romanian firm PostMaster s.r.l. After entering the Hungarian, Slovakian and Croatian letter mail markets, Austrian Post is now also represented in Romania. This comprises a further step in the company's growth strategy and an entry into one of the largest markets in the CEE region. The two parties have agreed not to disclose any details about the purchase price.
- Royal Mail Welcomes Ofcom's Major Review** and believes that the proposed new approach from Ofcom is a significant step towards securing the future of the six-day-a-week, one-price-goes anywhere Universal Service to 29 million UK homes and businesses. Ofcom notes in its review that the obligations that apply to Royal Mail in respect of the Universal Service exceed those that apply in most other countries in Europe.
- The Estonian Post has launched the Electronic Mail Centre service** enabling customers to send and receive e-registered letters and to track their status. There is no need any more to print the registered letters, to envelope them and post in the post office.
- A Carbon Neutral PostEurop Plenary Assembly supporting Reforestation.** Key to postal leadership across the industry is the need to raise environmental and climate awareness across all activities as the postal industry continues to grow, diversify, innovate and touch the lives of millions of people. Leading by example, PostEurop has agreed to continue to hold a carbon neutral plenary assembly for the second consecutive year by partnering with South Pole Carbon Asset Management.



> *Continued from frontpage*

UPU Roundtable

The **International Affairs Committee (IAC)** led by **Elena Fernandez** was instrumental in the preparation and coordination of the UPU regional roundtable for the European region. A special all-day joint meeting between the IAC and UPU & Restricted Union's working group helped members prepare for the upcoming session.

In the presence of our esteemed UPU delegation, headed by **Mr. Eduoard Dayan**, **Elena Fernandez** together with **Jan Sertons** orchestrated the seventh of a series of UPU round tables happening across the world. Members namely CTT Correios, Posten Norge, Hellenic Post, Poczta Polska, PTT Communications "Srbija", the Royal Mail, Russian Post, Turkish PTT and Swisspost engaged in two important discussions.

The first panel discussion focused on views and lessons learnt from the Nairobi Postal Strategy. This was followed by the second panel focussed on the Doha Postal Strategy. Members had the opportunity to express their view on the new strategy as well as the specific aspects that should be taken into account in the next cycle in order to improve the implementation of the Strategy: prioritization, allocation of responsibilities, focusing on projects with added value to our business and improvement of the measurement methodology were some of the issues highlighted. In addition, the priority areas identified by members were mainly standard development.

A presentation on how the different DPS goals should be prioritized was made, however, the European priorities were going to be presented at a later meeting during the CA with the rest of the Restricted Unions. The final version of the DPS will be



presented in the upcoming **UPU Congress**, to be held in Doha from **24 September till 15 October 2012**.

Plenary Assembly Dinner

To conclude the first day, a special dinner was organized at the Istanbul Chamber of Commerce restaurant hosted by the Turkish Post. Guests were greeted by the mesmerizing traditional "whirling dervishes" performance. During the dinner, PostEurop presented the **EUROPA Jury Award** followed by the announcement and celebration of the winners from this year's **EUROPA Stamp competition** (see page 8).

UPU candidates

The second day of the plenary began with a summary of the UPU Roundtable session followed by presentations and debate from UPU candidates for Director General, **Ms Serrana Bassini** and **Ambassador Bishar Hussein** and candidates for Vice Director General, **Mr. Pascal Clivaz** and **Mr. Dennis Delehanty**. The rest of the day was dedicated to PostEurop internal matters.

Welcoming the Vatican Post

The PostEurop community officially welcomed its **50th member**, the **Vatican Post**. The **Reverend Attilo Riva**, **Head officer of Vatican Post**, acknowledged that this will be an exciting and fruitful co-operation for the **Vatican Post**.



A special thank you

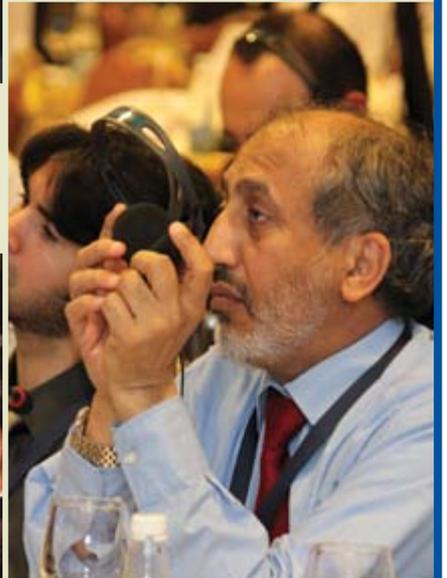
As host, PTT Turkish Post team warmly welcomed all delegates at the charming and beautiful city of Istanbul. The plenary also received much attention including a special address by the Turkish Minister of Transport and Communication himself, **Mr. Binali Yildirim**.

The generosity and hospitality of PTT Turkish Post ensured another successful plenary and members look forward to the next Plenary Assembly which will take place in Belgrade, Serbia on 25 and 26 April 2012 hosted by PTT Communications "Srbija".

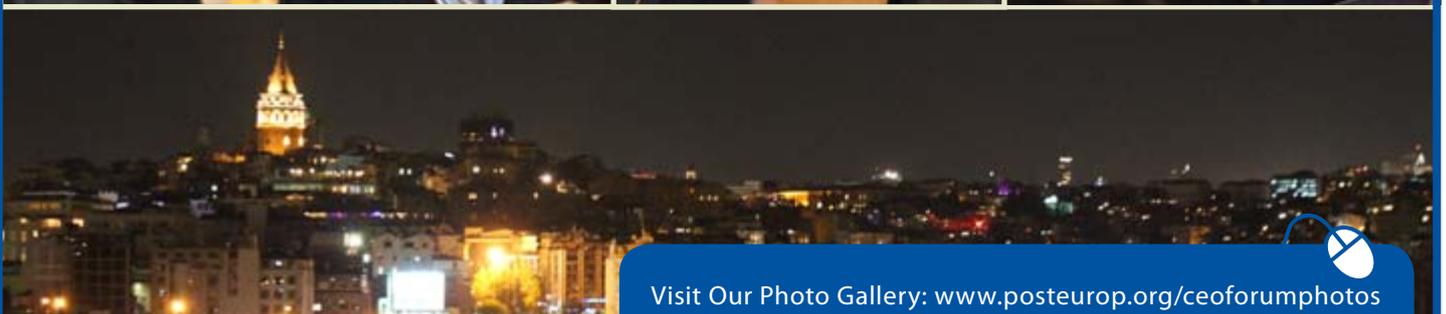
> Turn to page 4 for pictures of the Plenary Assembly in Istanbul.



Clockwise: M. Vercesi & J-L. Delcroix (La Poste de Monaco), J-P. Forceville & O. Tural (PTT Turkish Post), B. Szebeny (PostEurop), Observers from Qatar General Postal Corp.



Top: Winning table at PostEurop Dinner
Right: G. Ćirić (PTT Serbia) & JP. Forceville (PostEurop), L. Razovskiy (Russian Post)
Below from left to right: Mr. Binali Yildirim (Turkish Minister of Transport) & E. Dayan (UPU)



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Social Dialogue Committee

WHAT WOULD THE SOCIAL EVOLUTION FOR THE EUROPEAN POSTAL SECTOR ENTAIL?

In order to answer this challenging question at a time of intense transformation for the sector, the Social Dialogue Committee of the postal sector launched the project “Social partners preparing for change”, co-financed by the European Commission, PostEurop and UNI. The project is part of the second step of the Social Observatory project.

The initial project was a real success in terms of data collected which enabled the social partners to obtain solid knowledge on key topics impacting the social evolution of the sector:

- The progress of social regulation
- New entrants’ economic and social structure
- Evolving working organisations and change management
- The implementation of the Universal Service Obligation

With the help of Copenhagen Economics, an external consultant, a first-hand quality data was collected by means of questionnaires disseminated to the national postal operators and the trade unions from the 27 Member states. Answers from 22 countries, including employers and/or trade unions, were received.

This documentation was shown and analyzed by the consultant at three two-day regional seminars which took place in **Madrid on 24-25**



March 2011, Bucharest on 12-13 May 2011 and Budapest on 26-27 May 2011. Each seminar was attended by different groups of participating countries which included both old and new member states, small and big operators at different stages of the market opening process.

The project has enabled us to reach some interesting conclusions on the social evolution of the sector.

The question of **social impact of the current evolutions** has gained increased awareness.

The analysis of the 27 Member states highlight very diverse situation in terms of size of operations, diversification, social dialogue and regulatory framework. However all incumbents have undertaken an operational modernisation and many have diversified their activities.

There is still little regulation in social terms at sectoral level in most EU countries.

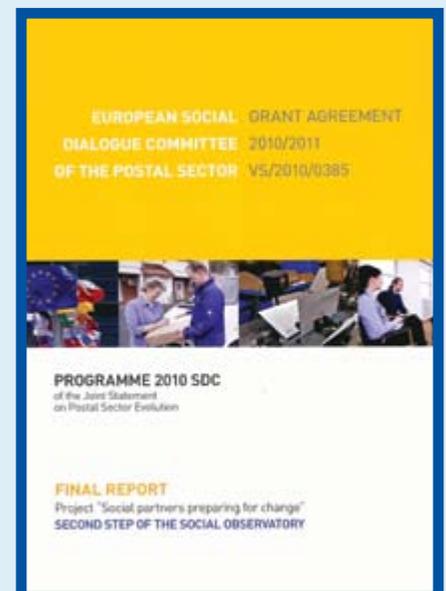
We observe a universal decline in employment, usually on the basis of natural attrition associated, with diversification in the forms and nature of employment which varies in degree according to the country.

In terms of work organisation, the study establishes the existence of a two-fold transition towards a simplification of work (delivery) and more highly-skilled work (using new technologies, sales or customer relations roles, management roles).

Supporting change is an ongoing concern within Postal Operators and has given rise to a number of programmes which aim to encourage mobility and develop skills.

The involvement of social partners in a structured social dialogue can support the process of change management.

The development of the Universal Service and its funding mechanisms will be a focus of debate in the upcoming years.



The final report of the “Social partners preparing for change”, project has been published.

To receive this report and for further information on the project, please contact *Margaux Meidinger*
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CRISIS AND SECURITY MANAGERS NETWORK

The 2011 Crisis and Security Managers Network seminar was held in Warsaw, Poland on the 1st and 2nd of September, 2011.

The 27 persons attended the meeting representing 14 member posts and organisations.

The aim of the yearly seminar is to get Crisis and Security Managers together to present and discuss events happened throughout the past year, find ways to prevent them from happening again - or limit possible damages - and to learn about new developments in crisis- and security management.



This year's seminar focussed on three main issues: Natural disasters and the impact on postal business, Aviation security in the light of the Yemen bombs in autumn 2010 and presentation of a new tracking system.

Natural disasters will probably occur more often in the future and the presentation of the different ways of handling mail in the aftermath of earthquake and flooding were food for thought for everyone.

A presentation from Magyar Post was especially frightening, as it showed how an industrial crisis, where a reservoir in an aluminium factory collapsed and 184 million gallons of highly polluted red

water and mud spilled all over, impacting a big area. Under these circumstances mail distribution had to be stopped, due to the health risk it brought to postal workers. Lessons learnt from this episode was clear, that in our crisis

management and continuity planning – have to be aware of the surroundings of our premises and calculate in the risk

and impact on our business if something happens there.

A presentation from Norway Post on the recent terrorist attack tragedy in Oslo and Utoeya gave a clear impression on the fact that we can be prepared for a lot, but not for everything.

Due to the well prepared meeting by the host, great activity and involvement from the attendees the seminar was a success. Participants walked away with new inspiration and knowledge for use in their daily work.

The next seminar will take place in 2012. Proposals from members to host the 2012 meeting would be most welcome.

For more information about the Crisis Managers working group please contact Ebbe Andersen (ebbe.andersen@post.dk)

RETAIL NETWORK WORKING GROUP

The Retail Network working group activities are aimed at promoting the exchange of knowledge on retail outlet-specific topics and exchanging ideas tested turning into best practices.

For this purpose, meetings of experts from retail outlet divisions of postal companies across Europe are organized in turn, by each of these European postal companies each year. This year's meeting was hosted by Deutsche Post in Bonn on September 21, 2011. Over 20 participants from 11 countries demonstrated a high level of interest in this annual interchange of retail outlet topics.

Firstly, development of Deutsche Post's retail outlet network was presented. From the individual steps to the complete conversion from a company-run to a partner-run retail outlet network was explained. The highly successful introduction to Packstations and Paketboxes available 24/7 in Germany was also given followed by an on-site visit to a retail outlet and Packstation demonstration given by Mr. Henning Gaudszuhn (left) showed the participants how the concepts were put into practice.

Besides the development of the German retail outlet network, the participants were particularly interested in the huge number of users of online location searches and the mobile application services of Deutsche Post.



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An additional topic for discussion was the optimization potential of online searches for postal locations (retail outlets, mailboxes, Packstations, etc.), which were illustrated using the example of the Deutsche Post "Postfinder" internet tool. A presentation on searching for postal locations using mobile devices such as cell phones or smart phones were made as we dive deeper into the topic. Such cutting-edge technologies give customers the chance to experience the innovativeness of a postal company, as is particularly evident through customer feedback for the iPhone application.

Several participants suggested that the Retail Network working group should

be made better known and more widely advertised so that other postal companies may also benefit from the exchange of experience on topics related to retail outlets.

As the current Chair, **Mr. Yme Pasma** from PostNL from the Netherlands has left the retail outlet division, **Bruno Sattler** from Deutsche Post was nominated by the participants as the new Chair of the Retail Network working group and **Marc Gloesener** from P&T Luxembourg was nominated as the new Vice Chair.

The next meeting of members is expected to take place in fall 2012.

For more information about the Retail Network working group please contact Bruno Sattler, Deutsche Post (Bruno.Sattler@DeutschePost.de)

Dr. Jürgen Lohmeyer, a member of the Management Board of PostEurop and Chair of the Operational Affairs Committee (OAC), thanked Mr. Yme Pasma on behalf of all members of the Retail Network working group for his many years of successful leadership.

TERMINAL DUES FORUM

The Terminal Dues Forum held its second meeting in 2011 on 11 October in Istanbul, the day before the PostEurop Plenary.



The Forum was chaired by **Mr Jan-Erik Leistedt** (top left with **Jorn Allardt**) from Posten Meddelande (Swedish Post). 40 participants representing 26 designated operators participated in the meeting together with observers from the International Bureau (IB) of the Universal Postal Union (UPU) and PostEurop.

Mr Cemal Dinçer, Director of International Relations Department, Turkish Post, welcomed the forum for

the second time to Turkey, this time to Istanbul, and wished the participants a fruitful and productive meeting. Thereafter the Chairman presented the outcome from the questionnaire, which was distributed after the last meeting, in Reykjavik, Iceland. The result showed that participants found the meeting useful and appreciated the speaker and their presentations on different subjects.

It also gives the PostEurop expert members a possibility to meet and discuss with the responsible people, chairing the various working groups. It was also stated that meeting twice a year is preferred and that one of those meetings shall be in conjunction with the PostEurop Plenary.

The Doha UPU Congress is drawing closer, and the focus in the meeting was on the new UPU Terminal Dues proposal. **Mr Paul Epiney**, co-chair of Committee 1 of the POC, and **Mr Murray Buchanan**, Director of Economics and Regulatory Affairs within the IB, stressed that there is a lot of work left to do and the schedule is very tight. They appreciated the

input from the PostEurop members to reach a suitable solution, acceptable for all 50 PostEurop members, representing countries from Group 1 to Group 4.

After the detailed presentations by the chairs of different working groups, there were further discussions and clarifications of the new proposal.

There was also a presentation about the work in Postal Union of the Americas, Spain and Portugal (PUASP) by **Mr Andrés Argente**, Chairman of PUASP's Terminal Dues Group. The knowledge differs amongst the parties, and the financial and operational effects were not clear for all. In the next Forum meeting, in January 2012, we will therefore focus in particular on the consequences for the Transition countries (Group 3 & 4).

It was a pleasure to welcome **Ms Dana Galvina** as the new elected Vice-Chair of the Terminal Dues Forum. Ms Galvina is Director of International Affairs at Latvia Post.

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Latvia Post will host the next Terminal Dues Forum, which will be held in Riga on 25-26 January 2012. At that meeting we will also invite the Regional Commonwealth for Communications (RCC) members, and interpretation between English and Russian will be provided.

The second meeting in 2012, the last before the Doha UPU Congress, is planned to be held in **Belgrade on 24 April**, the



day before the PostEurop Plenary. At that time the final proposal will be on the table and this will be the last time before UPU Congress to discuss the outcome for the members.

All presentation from the meeting can be found on PostEurop's extranet.

For more information about the Terminal Dues forum please contact Jan-Erik Leistedt, Posten Meddelande (Jan-Erik.Leistedt@posten.se)

Market Committee Stamps & Philately Working Group

ISTANBUL, FROM A NEW STRATEGY TO DELIVERABLE

Last year, we were in Istanbul, to hold our Philatelic Forum. After reviewing the EUROPA stamp competition results survey, we took many decisions impacting the future of EUROPA stamps. It was time to adopt a new strategy beginning with the legal framework. There was a need to officially clarify the situation with regards to the use of the EUROPA logo and need to adhere and respect logo guidelines before issuing EUROPA stamps. This new logo was launched and registered internationally.

EUROPA

Starting from January 2012, this logo will be the only authorized trademark, bringing us an important step further in the right direction. As mentioned earlier, 2011 was a transition year for our philatelists. Needless to say, we had been very busy all year round with the EUROPA 2011 theme: Forests, which was aligned and realized in full collaboration with the United Nations Program, International Year of Forests.

Our First Jury prize

Other important aspect discussed in Istanbul was on increasing the votes and growing the coverage of the competition whilst rebuilding the link we had with Philatelists. Therefore, we introduced two innovations: a Jury Prize and a collection album. The Jury Prize was managed by David E. Failor.

Our first Jury was composed of independent designers or philatelists experts. We had Cyprus Post (Cyprus) emerge as winner of the very first Jury Prize. An announcement was made at the Brussels Town Hall amongst

hundreds of passionate philatelists...

And the winner goes to...

The Jury prize was also a teaser for the main competition: the most beautiful EUROPA stamp of the year. The classic online competition ran well this year, as we received more than 5,500 votes (compared to 1,305 last year) with PTT Turkish Post (Turkey) emerging as a clear winner despite tough competition.



The second and third place went to Magyar Posta (Hungary) and CTT Correios (Portugal). For Hungary, it was their 5th time in a row at winning a prize.

During the Plenary Assembly Dinner, **Mr. Jan Sertons**, who was part of the Jury handed out the Jury prize to **Mr. Andreas Gregoriou**, the CEO of the Cyprus Post (Cyprus). **Mr.**

Jean-Paul Forceville, our Chairman, handed out the Gold EUROPA stamp prize proudly to **Mr. Osman Tural**, CEO of PTT Turkist Post (Turkey).

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Behold, another surprise

The biggest surprise was kept for the morning after. On every desk, of every delegate was the beautiful and rare **EUROPA Collector Album** (below).



This limited edition album was designed and produced by PostEurop headquarters. The richness of it comes from all the stamps we received from our members. 41 operators participated in the project and there were in total 69 real EUROPA stamps in

the album.

This Collector Album will be used in future as the official list of EUROPA published stamps. **Only stamps that strictly fulfilled the official guidelines will be included in these albums.**

Building on this, the **2012 EUROPA** theme will be "Visit..." and the album can be used as a tourism promotional tool in which each Europa stamp presents a "window" to discover more about our members' country.

Another innovative element will be the use of new technologies such as **Quick Response (QR) codes** and **augmented reality (AR)** to make EUROPA Stamps more interactive by enabling viewers to further discover more things behind the stamps and virtually travel across Europe. PostEurop believes that this edition will be even stronger than the 2011 edition. As it will touch your country, it will be

important to have the most attractive, recent and accurate information possible as well as the best support possible. And on that, PostEurop really counts on you!



Olympic logo

The working group has been involved in discussions with the International Olympic Committee (IOC) regarding the use of the Olympic logo on philatelic products. A compromise has been reached and for more information, please contact Anita Häggblom (anita.haggblom@posten.ax)

**European Projects
Leonardo Da Vinci Programme**

**THE BEST WAY TO ADAPT TO THE
FUTURE IS TRAINING.**



Within the first part of the Leonardo da Vinci project, the partners developed a questionnaire aimed at identifying the critical and crucial positions in the postal sector, more precisely positions that are expected to either disappear or keep its importance over the next five years.

Various personnel were targeted so as to gain more objective information, namely operational staff like postmen, sorting staff, front-office clerks as well as post office managers and middle management staff. Questionnaires were filled in anonymously in order to gather personal views on different issues.

All the partners on the project summarized their own results so as a final aggregated synthesis can be done. The final results were based on questionnaires, interviews, conversations with various levels of staff as well as discussions amongst the project partners.



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USEFUL LINKS

Corporate Social Responsibility

Jersey - Jersey Post

www.jerseypost.com/aboutus/Features/Inaction

Luxembourg- P&T Luxembourg

www.pt.lu/portal/lang/en/Entreprise/pid/2448

Finland - Itella

www.itella.fi/group/english/responsibility/

Netherlands - PostNL

www.postnl.com/sustainability/index

Serbia - Serbian Post

www.posta.rs/struktura/eng/otnama/drustvene-aktivnosti.asp

Spain - Correos

www.posta.rs/struktura/eng/otnama/drustvene-aktivnosti.asp

Sweden-Denmark - PostNord

www.postnord.com/en/Our-Responsibility/Sustainability-Report/



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The small table below clearly represents the final aggregated results on the research made by the partners.

Critical Jobs

Full-time job at delivery

Sorting staff

Transportation staff

Reduction of the number of
postmen jobs but no job cuts in
principle

Warehouse position

Operations in Mail/Parcel

Administrative Clerks

Cashiers

Crucial Jobs

Middle management : Team
leaders in sorting centres and
delivery centres

IT/ digital/ technical experts

Business professionals

Marketing/Commercial experts

Innovation experts

Quality experts

Post office regional head and
head of sales

HR managers/experts

There are many convincing reasons for the need for change in the postal sector in Europe. And liberalization of the market is just one of the main reasons for designated operators. Competition is stronger but a real challenge these days is the switch to digital, the substitution of slow manual work to fast and precise automated processes. New markets emerged and the demand is harder to fulfil. There is a need of deployment of new value-added services.

During the first meeting which took place in Paris last March, many best practices have been identified concerning: development of sales skills, high performance team, talent management, middle management training, team building, e-learning.

The implementation of new technologies is seen as a double-edged sword. On one hand it is a must to improve operational efficiency but on the other hand, it can be considered as a major issue in terms of managing the personnel substituted by these automated processes. Variable salary and added functions is a way of coping with that matter and again there is a need for training to be performed.

Finally, the Leonardo da Vinci Programme project "Partnership for a Changing Post" has entered into its second phase (WP2) with the aim of sharing on top training best practices. Multilateral visits are organized during the last semester in France, Germany, Spain, Turkey and Switzerland.

For more information on the programme and training working group please contact Nathalie Ganzel (nathalie.ganzel@laposte.fr) or Antonino Scribellito (antonino.scribellito@posteurop.org)

Info & Subscription on: www.posteurop.org