



BELGIAN INSTITUTE FOR POSTAL SERVICES AND TELECOMMUNICATIONS

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PRESS RELEASE

BIPT publishes a cartography of Belgium's postal points

Brussels, 21 December 2017 - Today BIPT publishes on the website www.postalpoint.be a cartography indicating all the data and locations of postal points of each postal operator on the map of Belgium. The online search function provides consumers with a transparent view of the dispatching and collecting possibilities of letters, parcels and express items¹.

Both the parcel and express segment have been growing more strongly in Belgium compared to the neighbouring countries in 2016: +13.4% compared to +9.4% in France, +10.5% in Germany and +11.8% in the Netherlands. In spite of this strong growth these neighbouring countries possess more maturity as they ventured into e-commerce earlier and consequently have managed to get a headstart.

Belgium is slowly making up arrears however. While in 2008 only 21% of the population (16-74 years) had made online purchases, which is below the level of the neighbours and the EU, that number increases to 57% in 2016 thus closing in on the neighbours and exceeding the EU(28) average.

In order to stimulate e-commerce further, a study by KPMG, published by BIPT in June 2017, pointed out the three main obstacles for further growth of e-commerce in Belgium: 1) a mismatch of supply and demand, 2) a lack of transparency in offers, tariffs and formalities and 3) a lack of uniformity.

In that context BIPT took the initiative to publish a cartography indicating the coordinates of the postal operators' postal points on the map of Belgium. Although all postal access points of the different postal services providers are publicly available on each of these operators' websites, up until today there is still no global view giving the consumer insight in all locations per type of postal product.

On the website www.postalpoint.be each postal point in Belgium can be looked up by means of the search function based on the geolocation or based on a postal code, the name of the municipality and/or the street name. Furthermore it is possible to specify within which radius around the geolocation or street one wishes to look, which service (letters, parcels or express mail to dispatch or receive) is desired and perhaps to specify the operator whose postal point one is looking for.

Thanks to this increase of transparency each consumer shall be able to discover access points and operators in his neighbourhood, work environment or on his way, which could boost the use of postal services as well as competition. It is a source that is also useful for e-retailers,

¹ Express items can be both letters and parcels, mainly characterised by the fact that they have to be delivered faster than a regular postal item. Couriers use their own networks to this effect, among other things to enable a swift distribution and traceability.

postal operators and government services that profit from having an overview of the different postal points in Belgium.

The data and the locations of the postal points on www.postalpoint.be have been introduced based on up-to-date information by the operators themselves. In 2018 BIPT will further develop the online tool and the operators will update the data themselves on a permanent basis.

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