Global Perspectives
How to connect the EU Postal Market with the world?

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About eBay

Global e-commerce platform
That connect buyers and sellers all around the world

European entrepreneurs and SMEs use eBay to grow and sustain their businesses
From individuals selling items around their home, to small businesses reaching consumers everywhere, our platform plays an important role particularly in remote regions

97% of all eBay enabled SMEs in Europe are exporting (100% in 22 Member States)
In contrast, traditional businesses export rate is 6.5% in the EU

Small cities and rural areas are emerging thanks to digitization
According to our latest report on eBay’s Digital Density in Europe
National postal services

**eBay sellers are fully independent on their postal choices**

Feedback reported by sellers on national postal services’ main features:

- **Proximity of services:** Positively valued as enable sellers to run their businesses
- **Frequency and speed of delivery:** Estimated delivery time set in the purchase should be respected
- **Affordable & transparent prices:** Lack of competitiveness or price changes make the difference when serving buyers in certain destinations
Challenges for cross-border trade in the EU

Access to the postal network
In particular for rural and remote locations such as islands and overseas territories

Lower collection services in non-commercial areas
Collection networks in residential areas is not as good as in urbanized locations, even though the increasing number of small business sellers working from home

Reliability and regularity of services
In many cases it is the reason to explore services provided by other carriers, even if more expensive

Cross-border parcel prices
Which sometimes have proven prohibitive compared to the price paid by foreign competitors
Environmental impact of delivery

Postal services have a key role in the EU Green Transition

Online shipping can be more climate efficient than driving to a shopping center

Digitization and the evolution of commerce (from letter to parcel) is shaping new business to include climate-efficient delivery

The postal network has a strong advantage to reduce emissions of e-commerce for shopping and the return service

The environmental impact of postal operators with delivery round service would always be lower than individuals using their cars to pick up/return a parcel
Around 80% of emissions comes from the production of goods as opposed to their transport.

Let’s take advantage of e-commerce to reinforce the green transition.
EU customs reform

The new proposal may have an important impact on the EU postal market

• It creates the “deemed importer” for online marketplaces, being responsible for customs declaration and payment of duties on behalf underlying importers as of 2028

• The EU Customs Data Hub would become available in 2032

• Marketplaces would be likely to use national customs systems without knowing into which customs system to declare

• Even with the EU Customs Data Hub, the challenge would be how to guarantee that goods will be allowed into the EU without additional duty, tax or fee collection

• It would require improvements in how customs and carriers, including postal operators, exchange data related to shipments

To improve consumer trust with one all-inclusive payment, we also encourage postal operators to stop charging additional fees for imported shipments
Conclusion

• The parcel delivery sector is innovating and evolving to better serve cross-border commerce within the EU, but there is still margin for improvement.

• European and national policymakers should ensure that SMEs can participate in the EU Single Market under the same conditions than big players, no matter their location, whether central or more remote.

• To facilitate access to the postal service network is key for the growth of SMEs selling abroad and to achieving the EU’s Green Deal ambitions.
Thank you