

“APCO acts as our eyes and ears to help us **anticipate and navigate** the ever-changing European regulatory environment. They provide an early-warning system to identify emerging **challenges and opportunities** for our industry, propose a strategic approach and execute to achieve success on our industry’s behalf.”

Jaap Mulders  
chairman  
European Express Association

# European Express Association

## THE CHALLENGE

The European Express Association (EEA), an organisation defending the interests of express delivery companies throughout Europe, wanted its services to be recognised as competitive, value-added and separate from national postal services. The EEA aimed to remove barriers that impeded the free flow of goods on the European market and affected the cost and quality of delivery services available to customers.

## THE SOLUTION

Throughout a relationship spanning more than a decade, APCO provided the EEA with strategies and tactical support aimed at achieving a fair and open European delivery services market and helped communicate to regulators the uniqueness of the value-added services express delivery companies bring to customers across Europe and globally. This support helped to obtain legal certainty for express delivery service providers through harmonisation and ultimately removal of postal monopolies.

APCO assisted the EEA in creating a long-term strategy to engage the European Commission, members of the European Parliament and member states in differentiating the industry and facilitating progressive liberalisation of the market for delivery services in Europe. The campaign included timely tactics aimed at building long-term relationships with key EU stakeholders, taking into consideration the different phases of the postal liberalisation process. APCO helped the EEA build strong relationships with liberalisation champions in the EU environment and alliances with likeminded organisations, including incumbent postal companies.

## THE RESULT

The campaign culminated in the European Parliament and the EU member states agreeing to open the EU postal market to full liberalisation by 31 December 2010.

The EEA is considered by many to be one of the foremost champions of the process of postal market liberalisation. The express industry is recognised as a key player in the future competitive delivery services market in Europe, and the EEA has established excellent contacts with all target audiences and stakeholders in the region.

*Since 1996, APCO has helped the EEA with assessing regulatory threats and developed appropriate and timely strategies, guaranteeing that the views of the express industry have been taken into account.*

### BUSINESS, INDUSTRY & FINANCE

- Branding & Positioning
- Corporate Advisory & Market Entry
- Executive & Board Communication
- Financial Communication
- Internal Communication
- Marketing Communication
- Product Launch Navigator – APCO Pathfinder<sup>SM</sup>

### MEDIA, PUBLIC OPINION & SOCIETY

- Community Relations
- Corporate Responsibility – CR3G<sup>SM</sup>
- Creative Services – StudioAPCO<sup>®</sup>
- Crisis Management – Crisis360<sup>SM</sup>
- Issues Management
- Litigation Communication
- Media Relations & Spokesperson Training
- Online Communication – APCO Online<sup>®</sup>
- Opinion Research – APCO Insight<sup>®</sup>
- Social Media – APCO Online<sup>®</sup>
- Stakeholder Mapping & Engagement
- Strategic Philanthropy

### GOVERNMENT & PUBLIC POLICY

- Ally Development & Coalition Building**
- Antitrust & Competition
- Business Diplomacy
- Government Relations**
- Policy Research & Analysis**
- Trade & Investment Policy

**APCO**  
worldwide<sup>®</sup>  
apcoworldwide.com