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Facts & Figures

Swiss Post International Singapore

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History

- 2003: SPI Mail International Pte. Ltd. becomes a franchisee of Swiss Post International
- April 2006: The company "SPI Mail International Pte. Ltd." is taken over by Swiss Post International and operates under the name Swiss Post International Singapore with immediate effect.
- December 2007 - Swiss Post International (SPI) has been granted the Postal Service Operator (PSO) license by the Infocomm Development Authority of Singapore (IDA). SPI is the first new comer to enter the liberalized postal market. The license is effective as of December 1, 2007. It enables SPI Singapore to handle the former monopolized mail such as statements of account, invoices and corporate mail from 1st December, 2007. This was not possible previously.

Today

- Headquarters in Singapore
- Subsidiary companies in Kuala Lumpur (Malaysia) and Hong Kong (China)
- Additional sales agent for the Chinese market
- Incorporated into the world-wide SPI network

Customers

Internationally-operating companies, publishing houses, insurance companies and financial institutes , export-oriented SME's from the most varying service sectors, tourist organisations

Strategy

The acquisition of SPI Singapore supports the SPI strategy of strengthening the Post in Switzerland through targeted growth abroad. So as to be equipped for the competitive challenges and in order to secure the import and export business, the links to international distribution networks are constantly being extended. Through the take-over of SPI Singapore, SPI secures cooperation with established partners in the long term and improves its competitive position as a global provider in international mail delivery. Thanks to its rapid economic development, Asia offers major potential for postal services.

Services

SPI Singapore places its faith in individual customer solutions and valuable supplementary services. Personal customer advising and customer relations are at the focal point. The range of services provided by SPI Singapore covers the following areas:

Direct Marketing Marketing Mail International	For the world-wide dispatch of mail-shots, including preparation for dispatch and response management, for customer acquisition and loyalty
Newspapers and magazines Press International	For the global dispatch and marketing of periodic publications to subscribers and retail outlets
Dispatch of small items Business to Consumer B2C	For corporate customers sending small items in the international mail-order business
Daily post Business Mail International	For the international dispatch of correspondence such as statements of account and invoices

Core competences

Equipped with laser printers, inkjet machine, polywrapping machine and a pool of 40 seasoned letter shoppers, SPI Singapore is able to provide quick turnaround for the processing of mails for distribution.

Besides the traditional postal routes, SPI Singapore is able to use third party to provide alternative distribution to optimum costs and speed of distribution.

Tailored made solutions for distribution requirements are available based on the clients' mailing profiles, transit times and other special needs. Eg local look.

The Management team is flexible in their approach to clients' needs and supported by a strong operational team which have many years of experience in the mailing industry.