

mailworld

M a g a z i n e f o r D e u t s c h e P o s t G l o b a l M a i l C u s t o m e r s

Synergies of partnership: sales force and driving force

Global Mail Business customers benefit from Deutsche Post Global Mail /DHL partnership

It's still 25 degrees Celsius at 3.45 am in the DHL Vienna depot. The night hasn't brought much relief from the heat but Franz Wochner, the DHL driver for Deutsche Post Global Mail customers, doesn't care. He has just booted up his computer and is concentrating on organising the day's routes through Vienna for the city's 17 other DHL drivers. Today is a big day: a pick-up of 10,000 financial reports for the customers of a large Viennese financial institution.

The order has been handled and coordinated directly with the customer by Maria Gangemi and Alois Faninger, the Sales Team of Deutsche Post Global Mail Austria. Franz Wochner is the next contact of the Global Mail network the customers will meet. At midday he will have picked up the financial reports. By 3 pm he will be back at the Vienna depot where the financial reports and all the other shipments from the region will be consolidated and taken to the mail hub in Linz. By midnight the mail will be at Deutsche Post Global Mail's International Post Centre (the IPZ) in Frankfurt, where it will be sorted and franked for onward shipment around the world.

DHL and
Deutsche
Post Global
Mail:
optimal
service
partners



Sales Team Austria and one of the DHL Austria drivers: Deutsche Post Global Mail and DHL together provide the best possible service from pick-up to final delivery

Start of the supply chain

Today, many multinational customers expect daily pick-up of their international mail. Global Mail Business, the new product based on the collaboration between Deutsche Post Global Mail and DHL, provides this and more. In Austria, the first client contact for Global Mail Business is with Deutsche Post Global Mail Austria. The Sales team is responsible for the primary handling of the entire supply chain from pick-up to invoicing, as well as the coordination with DHL.

Global Mail Business is a convenient solution for international business mail: efficient and flexible handling of all mail sizes and weights plus straightforward billing and global delivery. The customer has to decide only on the Service Level (Priority, Standard, Economy), fill in the waybill and sign it. Volumes and destination mix can vary from day to day.

Global network, local driver

The scale of destinations is global but the starting point is local. Franz Wochner is an experienced driver of the DHL. He knows his regular customers and his friendly manner has helped him establish good relationships with the people he meets. What is more, he is known to be willing to go the extra mile: to make a detour at the end of a long day, for example, to pick up a last minute shipment.

"Global Mail Business combines daily local pick-up with global delivery – the powerful synergies which make DHL and Deutsche Post Global Mail such natural partners deliver enormous benefits to the customer. By linking the entire logistics chain from post-room to post-room, the customer can be offered a more flexible, transparent service, with simpler handling and billing," comments Alois Faninger, Country Manager Global Mail Austria.

Deutsche Post

GLOBAL MAIL

Editorial*Dear Readers*

Deutsche Post Global Mail has a proven remedy for dealing with today's difficult trading conditions. We carry on doing what we do best – and do it even better.

This issue of mailworld gives plenty of examples. Take our new product Global Mail Business.

We are already a world leader in Direct Mail. Now, thanks to the powerful synergies derived from our partnership with DHL, that position is being strengthened still further for all kinds of international mail – including the specialist mail handled by our new Global Mail Publication product.

Or take the work of the Competence Centre. It has always made its expertise – from strategic planning to address cleansing – available to company marketing campaigns. Currently it is ensuring that that marketing fundamental – a good address list – is even more available. And affordable.

Such success brings many rewards. First among these is the continued trust and loyalty of our customers. There is also great satisfaction in the recent awards for leadership (Deutsche Post World Net) and marketing (Deutsche Post Global Mail) which recognise the efforts of all our employees in enabling us to weather the current business climate in such good shape.

All our activities have the same objective: to help your business grow both now and in the future.



Klaus M. Knappik,
Chairman Management Board
Deutsche Post Global Mail

Global strategy, regional execution

Looking to the future in new postal markets

Expansion into European national markets and the USA. This is one of the main thrusts of Deutsche Post Mail International's growth strategy in the immediate future. Further growth will be fuelled by internal synergies, and by alliances with postal service providers throughout the world.

The strategy was very much to the fore at the latest "Capital Markets Day", hosted by Deutsche Post World Net in Bonn. Klaus Knappik, chairman of Deutsche Post Global Mail and recently appointed a member of the MAIL Divisional Board, told the analysts that the company's competitive position will be further strengthened by its integration into Deutsche Post World Net's MAIL Corporate Division. The new organisational structure means that all cross-border mail activities will now be within the same division, thus delivering the most effective use of resources and know-how.

The new integrated mail business will enable Deutsche Post Global Mail to grasp the opportunities presented by current changes in the European postal

markets. Annual turnover of more than 1.5 billion Euros is envisaged, making the mail sector the Group's most powerful engine driving revenue growth.

The challenge of competition

Expansion of course needs a secure base, and Dr Hans-Dieter Petram, Deutsche Post Board Member MAIL, emphasises the continuing significance of the German market. "Innovative marketing solutions, increased customer orientation, and higher quality with lower costs – all these will allow Deutsche Post to defend its position as the market leader," says Dr Petram.

And he adds, "We are proving our strengths and know-how in worldwide markets, winning new customers, conquering additional market segments, and increasing both revenues and profits. MAIL is one of the main pillars of Deutsche Post World Net, and the MAIL Corporate Division, building on its strong position in Germany, is well equipped for the challenges of international competition."

Retail market breakthrough

Deutsche Post Global Mail partners PACK & SEND for small parcel delivery

New customer base

In an innovative new partnership Deutsche Post Global Mail Australia and the retail franchise company PACK & SEND are working together on their product ranges. PACK & SEND offers national freight, packaging and messaging services to private and business customers via an outlet network. Now, Deutsche Post Global Mail's new international product Global Mail Packet will be available in 50 of PACK & SEND's retail outlets throughout Australia.

This is the first time that Deutsche Post Global Mail has offered its services to the consumer market – sending parcels under 2 kg throughout the world at postage prices. Global Mail Packet is a priority mail service, which means that all parcels are given the highest priority during sorting and distribution through the Deutsche Post Global Mail international network. This new joint offering provides Australian customers with a real and competitive alternative to Australia Post when sending international mail.

"This is an exciting product launch for us," says Michael Culme-Seymour, Deutsche Post Global Mail's Managing Director for Asia Pacific & Middle East. "Global Mail Packet allows us to demonstrate our international experience and technological edge to a whole new customer base."



PACK & SEND
partners for
successful
small parcel
delivery

Competence Centre keeps addresses clean

Special offer available for limited period

Approximately eight million Germans move house every year. Add to these the huge number of incorrect or incomplete addresses and you can see why there is hardly an address database in existence that can rule out duplicate records and returns. Particularly in cross-border dispatch, it is extremely difficult to check that the postal details on items are correct and

up-to-date. The result can be higher costs and wasted time as items are returned as "undeliverable/address unknown".

Deutsche Post Global Mail's Competence Centre has long been a vital aid to small and medium-sized businesses that want to expand or improve their marketing activities. The Competence Centre uses the Deutsche Post Address database (the largest of its kind in Germany) to provide a low-cost but highly effective solution for keeping customer data and addresses permanently up-to-date and correct.



A clean address list can release considerable hidden savings

out-of-date or how poor a database is, the Competence Centre will correct and clean postal data for:

- up to 5,000 addresses for € 400
- up to 10,000 addresses for € 800
- up to 20,000 addresses for € 1,600 (all-inclusive).

The cleaned database, now ready for immediate use in the latest campaign, is returned within a few days to the customer, who is often amazed at the optimisation potential that was hidden in it.

Important!

This outstanding offer is only available until 31 December 2003. So don't delay, call your advisor at Deutsche Post Global Mail or send an E-mail to the Competence Centre in Germany: cc-dm@deutschepost.de

The experts at Deutsche Post Global Mail will also be happy to provide you with any assistance you may require in managing your addresses for other destinations.

Free analysis

The first step is to analyse the customer's entire database and show what condition it is in. The Competence Centre quickly and reliably determines what postal corrections are necessary and how many addresses are out-of-date as a result of relocations in the past two years.

This valuable analysis is available free of charge – and no matter how

Global distribution to and from the Netherlands

Effective cooperation with Selekt Mail Nederland

Business customers in the Netherlands and foreign markets have a powerful and effective alternative to the Dutch postal service.

Thanks to a collaboration between Selekt Mail Nederland and Deutsche Post Global Mail, cross-border outbound mail can be sent from the Netherlands to any destination in the world via the IPZ (International Postal Centre) in Germany. Pick-up from the customer's premises in the Netherlands is organised and carried out by Selekt Mail Nederland, which also handles the daily transportation from the central hub in Utrecht to the IPZ centres in Frankfurt and Niederaula. From here the mail is routed in the most efficient way through Deutsche Post's mail transportation network to its final destination.

Focus on distribution

The central focus of Deutsche Post subsidiary Selekt Mail Nederland is, however, the distribution of all kinds

of addressed mail to businesses and households in the Netherlands. Any company – no matter whether they are based in the Netherlands or in foreign markets – can use Selekt Mail Nederland as a service provider for mail distribution in the Dutch market. In foreign markets the "face to the customer" is Deutsche Post Global Mail. Customers in UK and Belgium can already choose between international mail solutions and a "direct entry" solution to the Netherlands. This will also be the case for Spain and France in the near future.

The centres of the distribution network for direct entry and international mail are in Utrecht, Eindhoven and Dedemsvaart. These centres are complemented by 120 depots and an areawide network that ensures reliable delivery to companies and households in every part of the country.

The collaboration between Deutsche Post Global Mail and Selekt Mail Nederland exploits the synergies available within Deutsche Post World Net

in order to offer the customer maximum efficiency and top quality at reasonable prices.

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One of the Selekt Mail bicycle fleet – very effective!

Major trade fairs

Providing major opportunities

DIMA

“Dialogue equals Efficiency equals Success” – that is the motto of this year’s DIMA, which will focus on creating effective dialogue with target groups. At the DIMA Congress, international DM experts will speak in forums and workshops about new developments, while some 350 Fair exhibitors will present the latest trends in One-to-One communication to nearly 14,000 professional marketers.

Sales Consultants from Deutsche Post Global Mail Netherlands, Belgium, Austria and Switzerland will be on hand to give professional advice on international direct marketing dispatch solutions.

<http://www.dima.com/>

POST-EXPO

POST-EXPO is the most important global event for the postal, courier, mailing and logistics industries. POST-EXPO provides the only annual

opportunity to see the latest technology solutions that drive the industry, and also brings together decision makers, suppliers and buyers.

The Deutsche Post World Net stand at POST-EXPO will feature GLOBALMATCH, the new cost-effective, fast and reliable transport solution for postal operators.

<http://www.postexpo.com/>

European Mail Users Forum

The European Mail Users Forum is a unique mailing industry initiative. Launched by the organisers of POST-EXPO, it is the first exhibition and conference of its kind to concentrate solely on Europe’s high volume mail user community.

On Wednesday 8 October at 3 pm, Klaus Piske, head of Deutsche Post Global Mail’s Competence Centre, will talk about tailor-made products and value-added services for successful European mailing campaigns.

<http://europeanmailusersforum.com/>

In this issue of mailworld you will find, as well as our regular competition, a readership survey. You can get extra copies of these by contacting Gesa Clausen: g.clausen@deutschepost.de. And you can also participate at: www.deutschepost-globalmail.com.

Fairs & Exhibitions 2003

Come and meet

Deutsche Post Global Mail:

September 29–October 1:

DIMA

Düsseldorf, Germany

October 7–9:

POST-EXPO

Brussels, Belgium

October 7–9:

European Mail Users Forum

Brussels, Belgium

October 8–10:

Rendez-vous de la vente

à distance

Lille, France

October 12–15:

DMA

(Direct Marketing Association)

Orlando (FL), USA

November 18–20:

ECMOD

(Catalogue and Mail Order Fair)

London, UK

mailworld reader survey

Dr Klaus Zumwinkel receives leadership award

World Mail Awards honour Deutsche Post World Net

Dr Klaus Zumwinkel, Chairman of the Board of Management of Deutsche Post World Net, was honoured at the 4th World Mail Awards in Rome with the “Industry Leadership Award 2003”.

The prize honours his achievements in successfully turning Deutsche Post from a loss-making national authority into a global logistics group. “This honour is not mine alone. It is a tribute to the

Deutsche Post World Net group and its 380,000 staff members. Our superb achievements would never have been possible without my committed colleagues,” commented Dr Zumwinkel.

New Year's Greeting campaign comes top

Deutsche Post wins award for successful marketing campaign

During the fourth World Mail Awards in Rome, Deutsche Post received the prize for the best marketing campaign of the year for its “New Year's Greeting to Turkish Fellow Citizens” advertising promotion.

A personal bilingual mail-shot sent to over 250,000 Turkish households in Germany during December 2002 supported the Turkish tradition of sending written New Year's greet-

ings to family and friends all over the world. At the same time television spots with well-known Turkish music celebrities were transmitted on various Turkish television channels and advertisements were placed in major Turkish newspapers.

The award recognised the outstanding success of the campaign, which generated an above-average response rate of 25 percent.



Deutsche Post Global Mail chairman Klaus Knappik receives the World Mail marketing award in Rome



Be my baby MP3

Winners of the last mailworld competition

Three mailworld readers from all around the world have just increased their cool quotient with the last mailworld competition prizes.

Award-winning FL100 MP3 players from mpio were won by:

1. John P. Kefferstan, The Atlantic Monthly, Boston, USA
2. Andras Rakheley, Karos Team Tours, Zalakaros, Hungary
3. Benson Goh, In-Touch Singapore Pte Ltd., Singapore

A quick guide to national holidays around the globe

Customer and colleagues around the world always appreciate you knowing something about their culture – including the dates of local holidays. It also helps to avoid making important calls to a country when everyone is at the beach. (Unless you know their mobile number!) So here to help you find your way around the global calendar are some upcoming national holidays:

Albania Nov 28, 29
Algeria Nov 1
American Samoa Sep 1, Oct 13, Nov 11, 27
Andorra Oct 12, Nov 1
Angola Sep 17, Nov 2, 11
Austria Nov 1
Azerbaijan Nov 12
Bahrain Nov 24–26
Bangladesh Oct 11, 15, Nov 7, 22, 24–26
Belarus Nov 7
Belgium Nov 1, 11
Belize Sep 10, 22, Oct 13, Nov 19
Benin Nov 1, 27
Bolivia Nov 2, 19
Bosnia & Herzegovina Nov 25
Botswana Sep 30, Oct 1
Bulgaria Sep 22
Burkino Faso Nov 1
Burundi Oct 13, Nov 1
Cambodia Sep 24–26, Oct 5–7, 23, 30, 31, Nov 1, 9, 18–20
Canada Sep 1, Oct 13
Canary Islands Oct 12, Nov 1
Cape Verde Islands Nov 1
Cayman Islands Nov 10
Central African Rep. Nov 1
Chad Nov 1, 28
Chile Sep 18, 19, Oct 12, Nov 1
China, People's Rep. Oct 1–7
Colombia Oct 13, Nov 3, 17
Congo Nov 1
Cote d'Ivoire Nov 1, 15
Croatia Oct 8, Nov 1
Cyprus Oct 1, 28
Czech Rep. Oct 28, Nov 17
Djibouti Nov 25
Ecuador Oct 9, Nov 3
Egypt Oct 6, Nov 27
Equatorial Guinea Oct 10, Nov 17
Eritrea Sep 1, 12, 28
Ethiopia Sep 11, 27
Falkland Islands Oct 6
Fiji Oct 10, 25
France Nov 1, 11
French Guiana Nov 1
Gabon Nov 1
Germany Oct 3
Greece Oct 28
Grenada Oct 25
Guam Sep 1, Nov 2, 4, 10, 27

Guatemala Sep 15, Oct 20, Nov 1
Guinea Rep. Oct 2, Nov 22, 25
Guinea-Bissau Sep 24, Nov 2
Hong Kong Sep 12, Oct 1, 4
Hungary Oct 23
India Oct 2
Indonesia Sep 24, Nov 25, 26
Iran, Islamic Rep. of Sep 9, 23, Oct 10, Nov 14, 24
Ireland, Rep. of Oct 27
Israel Sep 28, Oct 6
Italy Nov 1
Jamaica Oct 20
Japan Sep 15, 23, Oct 13, Nov 3, 23, 24
Jordan Sep 23, Nov 26–29
Kenya Oct 10, 20
Korea, DPR of (North) Sep 9, 12, Oct 10
Korea, Rep. of (South) Sep 10, 12, Oct 3
Kuwait Sep 27, Nov 25, 26
Kyrgyzstan Nov 7
Lao People's Dem. Rep. Oct 11, Nov 8, 9
Latvia Nov 18
Lebanon Nov 1, 17, 22, 26, 28
Lesotho Oct 4
Liberia Oct 16, 24, Nov 6, 29
Libya Sep 1
Lithuania Nov 1
Luxembourg Nov 1
Macau Sep 12, Oct 1, 4
Macedonia Sep 8, Oct 11
Madagascar Nov 1
Malawi Oct 13
Malaysia Oct 24, Nov 25, 26
Mali Sep 22
Malta Sep 8
Marshall Islands Sep 1, 5, 30, Nov 17, 27
Mauritania Nov 23
Mauritius Nov 1
Mexico Sep 16, Nov 20
Monaco Sep 3, Nov 1, 11, 19
Mongolia Nov 26
Morocco Nov 6, 18, 25, 26
Mozambique Sep 7, 25
Myanmar Oct 10, Nov 8, 18
Nepal Sep 26, Oct 2–5, 25–27
New Zealand Oct 27
Nicaragua Sep 15, 16

Nigeria Oct 1
Oman Oct 1, Nov 27, 28
Panama Nov 3, 10
Papua New Guinea Sep 16
Paraguay Sep 29
Peru Oct 8, Nov 1
Philippines Nov 1, 30
Poland Nov 1, 11
Portugal Nov 1
Puerto Rico Sep 1, Nov 27, 28
Qatar Sep 3, Nov 25–27
Reunion Island Nov 1, 11
Russian Federation Nov 7
Rwanda Sep 25, Oct 1, Nov 1
Saipan Sep 1, Oct 13, Nov 4, 11, 27, 28
Sao Tome & Principe Nov 1
Saudi Arabia Sep 21, Nov 25–29
Senegal Nov 1, 27
Seychelles Nov 1
Sierra Leone Nov 5
Singapore Oct 23, Nov 25
Slovakia Sep 1, 15, Nov 17
Slovenia Oct 31
Somaliland, Rep. of (North Somalia) Nov 25
South Africa Sep 24
Spain Oct 12, Nov 1
Sri Lanka Sep 10, Oct 10, 24, Nov 8, 26
Sudan Nov 25–29
Swaziland Sep 6
Switzerland Sep 11
Syria Oct 6
Taiwan Sep 11, Oct 10
Tajikistan Nov 6
Tanzania Oct 14
Thailand Oct 23
Togo Nov 1
Tunisia Nov 25, 26
Turkey Oct 28, 29, Nov 24–27
Uganda Oct 9
United Arab Emirates Sep 23, Nov 25–27
United States of America Sep 1, Oct 13, Nov 11, 27, 28
Uzbekistan Sep 1, Oct 1, Nov 26
Venezuela Oct 12
Vietnam Sep 2
Virgin Islands (US) Sep 1, Nov 11, 27
Yemen Sep 26, Oct 14, Nov 24–30
Zambia Oct 24

French publishers are IPZ guests

Information seminar targets publications sector

In June, Deutsche Post Global Mail France organized a customer event for publishers. The event took place at the IPZ (International Post Centre) in Frankfurt and was designed to give participants a better idea of Deutsche Post Global Mail's logistics network and capabilities. The guest list included subscription sales managers, distribution managers and managing directors from famous French publishing houses such as Le Monde, Le Nouvel Observateur and Hachette Filipacchi.

Many publications have an international readership and there is often a requirement for the timely delivery of current affairs periodicals. So Deutsche Post Global Mail's range of expertise was

of considerable interest to the invited guests. Presentations from Klaus Piske, head of the Competence Centre, and Alexandra Dammmüller from Product Management were greatly appreciated by the audience.

Attention was naturally focused on the new Global Mail Publication product. As well as the basics such as sorting, franking, delivery and customs clearance, Global Mail Publication offers additional services such as fulfillment and subscription management, including invoicing and address management. Pick-up can also be arranged, offering a direct route from the printer's to Deutsche Post Global Mail's international network.

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Guests from the French publishing world at the IPZ seminar

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