

16th Conference on Postal and Delivery Economics

May 28–31, 2008
Albufeira, Algarve, Portugal

Presented by

CENTER FOR RESEARCH IN REGULATED INDUSTRIES

Rutgers Business School – Newark and New Brunswick

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Wednesday, May 28, 2008

5:30 - 7:00	Registration	<i>Registration</i>
7:00	Reception	<i>Reception</i>
8:00	<p>Welcome and Introduction to Conference: Michael A. Crew, Paul R. Kleindorfer, & Carlos Dias Alves</p> <p>Dinner & Speech: Eduardo Cardadeiro, Board Member, Anacom</p>	

Thursday, May 29, 2008

7:30	Breakfast	
9:00 - 10:40	Concurrent Sessions	
	<p>STRATEGY I Chair: Robert Curry Discussants: Mohammad Adra & Alberto Pimenta</p> <p>Laurent Deduytsche and Nathaniel Medina: Strategies and Business Models of European Postal Competitive Operators</p> <p>Peter Koppe, Christian Bosch, S. Hömstreit, & S. Pohl: The IPO as a Driving Force in the Change Process</p> <p>Robert Reisner, Maynard Benjamin and Derek Osborn: Innovation in Postal Products and Pricing – Opportunities and Obstacles in the Reform Era</p>	<p>USO Chair: John D. Waller Discussants: Stephen Gibson, Derek Holt & Joost Vantomme</p> <p>Jeffrey Colvin, Michael D. Bradley & Mary K. Perkins: The Universal Service Obligation with Asymmetric Market Power</p> <p>Helmuth Cremer, François Boldron, Philippe De Donder, Denis Joram & Bernard Roy: Network Externalities and the Universal Service Obligation – A Two Sided Market Approach</p> <p>Pekka Leskinen, Peter Karlsson, Heikki Nikali & Päivi Rokkanen: What Will Happen to Competition When USO Substitution Grows?</p>
10:40 - 11:00	Coffee Break	
11:00 - 12:40	Concurrent Sessions	
	<p>STRATEGY II Chair: Charles E. Fattore Discussants: Farah Abdallah & Norma Nieto</p> <p>Jody Berenblatt, Lawrence Buc, & Peter Soyka: Bank of America, Mail, and the Environment</p> <p>Stefano Gori, Beat Friedli, Leon Pintsov, Mark van der Horst & Howard Wright: Mail on Mars – A New Awakening: from Universal Service to Needs Based Services</p> <p>Luis Jimenez, Judy Auslander & Denice Koljonen: The Environmental Impact of Mail – A Baseline</p>	<p>COSTING USO Chair: David Sibbick Discussants: Felipe Flórez Duncan & Paul Smith</p> <p>François Boldron, Claire Borsenberger, Denis Joram, Sebastien Lecou & Bernard Roy: A Dynamic Approach for Financing USO</p> <p>Richard Bradley, Philip Burns & George Houpis: Costing Individual USO Elements</p> <p>Urs Trinkner & Martin Koller: Calculating the Burden of the Universal Service – The Need of a Global Approach</p>
12:40 - 2:00	Lunch	<i>Lunch</i>

Thursday, May 29, 2008 (CONTINUED)

2:00 - 3:30

Concurrent Sessions**COST STUDIES**

Chair: Gene Columbo

Discussants: Adam Houck, Joakim Levin
& Jacques Ruth**A. Thomas Bozzo:** Using Operating Data to Measure Labor Input Variability and Density Economies in U.S. Postal Service Mail Processing Operations**Louis O'Brien, Leon Pintsov & Andrei Obrea:** Cost Analysis and Pricing of Innovative Postal Products**Richard Robinson & Jane McMurdie:** Postal Costing beyond ABC – Estimating the Economic Cost of Mails Services**ACCESS**

Chair: John L. Campo

Discussants: Robert Bernau, Philip Burns
& David Stubbs**Stephen Agar & Paul Dudley:** Downstream Access in the United Kingdom**Antonio Amaral & Sónia Pinto:** Strategic Equilibrium under FMO for Providers and Costumers with Different Regulatory Scenarios**Christian Jaag:** Market Opening, Downstream Access, and Competition in the Market for Mail

3:30

Break

7:00

Reception

Reception

8:00 –

Dinner & Speech: **John L. Campo**, Vice President, U.S. Postal Relations, Pitney Bowes, Inc.**Friday, May 30, 2008**

7:30

Breakfast

Breakfast

9:00 - 10:40

Concurrent Sessions**REGULATION I**

Chair: Daniel Krähenbühl

Discussants: Michael MacClancy, Mark van der Horst,
& Sture Wallander**Trond Helge Bårdsen:** Designing a Price Cap Regulation for a Partially Deregulated Mail Market – The Norwegian Experience**John Hearn, Greg Harman & Sangeet Dhanani:** Price Control Systems Appropriate to Newly Liberalized Postal Markets in Europe**R. Hern, S. Holder, S. Maunder, P. Lowe & H. Webb:** Ensuring the Free Market Opening in the Postal Sector Delivers Competition and Benefits to Postal Users**LABOR**

Chair: Deborah Bourque

Discussants: Robert Campbell & Paul Schoorl

John Baldwin & Daniel Doonan: The Merits and Drawbacks of Post Offices Moving from Defined Benefit to Defined Contribution Pension Plans**Geoff Bickerton, James Sauber, Daniel Doonan & Katherine Steinhoff:** Is North America Preparing to Embrace Postal Deregulation?**Billy Hayes & Stephen Bell:** Monopoly to Competition in UK Mail Market – Conflicting Approaches

10:40 - 11:00

Coffee Break

11:00 - 12:40

Concurrent Sessions**REGULATION II**

Chair: Michael Scanlon

Discussants: Joan Calzada & Robert Cohen

Catherine Gallet-Rybak, Cécile Moreno & Daniel Nadal: The French Postal Market – The Situation Three Years after the Vote of the Postal Law**Shoji Maruyama & Shinichi Sano:** Developments in Privatization and Liberalization in the Asian Postal Market**E. Pearsall, L. Fenster, D. Monaco, Waller, G. Willette & S. Xenakis:** A Complete Test of U.S. Postal Rates for Cross-Subsidies**SERVICE QUALITY**

Chair: Ingo Willems

Discussants: Ian Leigh, David Levy
& Stephen Littlechild**João Castro & Agostinho Franco:** Binomial Price and Quality of Service Regulation in Portugal, and Its Impact on the Market**Michael A. Crew & Paul R. Kleindorfer:** Service Quality, Price Caps and the USO**Greg Swinand:** Empirical Evidence on Price, Margins, and Quality of Service in Post

Friday, May 30, 2008 (CONTINUED)

12:40 - 2:00	Lunch	<i>Lunch</i>
2:00 - 3:30	Concurrent Session	
	DEMAND Chair: Bernard Damiens Discussants: George Houpis & Menahem Spiegel	ENTRY Chair: Joy Leong Discussants: Jan Bart Henry & Wolfgang Pickavé
	Xavier Ambrosini, Olaf Klargaard, Sebastien Breville, & Joel Cornee: Direct Mailers Demand – A Theoretical Approach	Alex Dieke & Ralf Wojtek: Competition, Wages and Politics in the Delivery Sector – The Case of Postal Minimum Wages in Germany
	Frédérique Feve, Jean-Pierre Florens, Frank Rodriguez & Soterios Soteri: The Diffusion of Internet Advertising and Demand for Postal Services	Helmut Dietl, Markus Lang & Stephan Wagner: Market Entry and Competitive Strategies in the German B2B Parcel Market
	Vincenzo Visco-Comandini, Stefano Gori & Michael Lintell: Postal Price Elasticities and Intermedia Competition – A Multisided Market Approach	Axel Gautier & Gonzales d’Alcantara: USO Financing in a Free Postal Market – Three Possible Solutions with Empirical Implementation in Six Countries
3:30	Break	
7:00	Reception	<i>Reception</i>
8:00 –	Dinner & Speech: Luís Nazaré , Chairman and CEO of CTT Correios de Portugal	

Saturday, May 31, 2008

7:00	Breakfast	<i>Breakfast</i>
9:00 - 10:35	EFFECTING COMPETITION Chair: James Pierce Myers Discussants: Cátia Felisberto, Marjolein Geus & Leonardo Mautino	
	Patrick de Bas, Nick van der Lijn, Bjorn Volkerink & Arno Meijer: The Impact of Competition and Regulation on Development of Productivity	
	Philippe De Donder, Helmuth Cremer, Frank Rodriguez & Paul Dudley: Some Welfare and Pricing Implications of Alternative Regimes for Value Added Taxation of Postal Services	
	John Panzar: The Interaction between Regulatory and Antitrust Policy in the Postal Sector	
10:35 - 11:05	Coffee Break	
11:05 - 12:55	COMPETITION LAW Chair: Nancy S. Sparks Discussants: Tarjei Weseth & Ralf Wojtek	
	James I. Campbell: Liberalization – Lessons from the Airline Industry	
	Richard Eccles: EU Law Principles to be Followed by National Regulators	
	Alessandra Fratini & Fabio Filpo: The EU Postal Services and Public Procurement Law – New Legal and Regulatory Issues for the Postal Sector	
12:55 - 1:00	Concluding Remarks – Michael A. Crew	
1:00	Lunch (Conference Ends)	<i>Lunch</i>

POSTAL AND DELIVERY ECONOMICS PUBLICATIONS

The following edited books resulted from Previous CRRI Postal Events:

- *Competition and Regulation in the Postal and Delivery Sector*, edited by M.A. Crew and P.R. Kleindorfer, Edward Elgar, 2008
- *Liberalization of the Postal and Delivery Sector*, edited by M.A. Crew and P.R. Kleindorfer, Edward Elgar, 2007
- *Progress toward Liberalization of the Postal and Delivery Sector*, edited by M.A. Crew and P.R. Kleindorfer, Springer, 2006
- *Regulatory and Economics Challenges in the Postal and Delivery Sector*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 2005
- *Competitive Transformation of the Postal and Delivery Sector*; edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 2004
- *Postal and Delivery Services: Delivering on Competition*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 2003
- *Postal and Delivery Services: Pricing, Productivity, Regulation and Strategy*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 2001
- *Future Directions in Postal Reform*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 2001
- *Current Directions in Postal Reform*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 2000
- *Emerging Competition in the Postal and Delivery Services*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 1999
- *Managing Change in the Postal and Delivery Services*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 1997
- *Commercialization of Postal and Delivery Services: National and International Perspectives*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 1994
- *Regulation and the Nature of Postal and Delivery Services*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 1992
- *Competition and Innovation in Postal Services*, edited by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 1991

The following are texts on postal economics:

- *Postal Reform*; edited by J.I. Campbell, M.A. Crew and P.R. Kleindorfer, Edward Elgar, *forthcoming* 2008.
- *The Economics of Postal Service*, by M.A. Crew and P.R. Kleindorfer, Kluwer Academic Publishers, 1992

These books are published by Springer and Edward Elgar. For information on ordering the books is available at either www.springeronline.com or <http://www.e-elgar.co.uk/>.

CONFERENCE STAFF

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Professor Paul R. Kleindorfer, *Conference Co-Chair*
 Anheuser Busch Professor of Management Science, Emeritus,
 The Wharton School of the University of Pennsylvania, and
 Distinguished Research Professor, INSEAD
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CRRI

The **Center for Research in Regulated Industries (CRRI)**, located at Rutgers University, aims to further study of regulation by research in economics, finance, and institutions. Its publications, seminars, workshops, and courses make available the latest advances to academics, managers, consultants, and regulatory commission staff. The Center has over thirty years of experience providing research, instruction, conferences, courses, seminars, and workshops in economics of network industries. The Center's *Journal of Regulatory Economics* is an international scholarly bi-monthly publication intended to provide a forum for the highest quality research in regulatory economics. CRRI was the recipient of The Hermes Award, 1992, awarded by the European Express Association.

SPEAKERS, DISCUSSANTS & CHAIRS

- Farah Abdallah**, Research Associate, Ecole Polytechnique Fédérale de Lausanne
- Mohammad Adra**, Economist, United States Postal Service – O.I.G.
- Stephen Agar**, Director Strategy & Regulatory Affairs, Royal Mail
- Carlos Dias Alves**, COO of the Board, CTT Correios de Portugal
- Antonio Amaral**, CTT Correios de Portugal S.A.
- Xavier Ambrosini**, Competition & Strategic Diagnostic Expert, La Poste
- John Baldwin**, Head of International Affairs, CWU
- Trond Helge Bårdsen**, Senior Adviser, Norwegian Post and Telecommunications Authority
- Jody Berenblatt**, Senior Vice President, Bank of America
- Robert Bernau**, Competition and Regulatory Manager, New Zealand Post
- Geoff A. Bickerton**, Research Director, Canadian Union of Postal Workers
- Deborah Bourque**, President, Canadian Union of Postal Workers
- A. Thomas Bozzo**, Vice President, Christensen Associates
- Lawrence G. Buc**, President, SLS Consulting
- Philip Burns**, Director, Frontier Economics
- Joan Calzada**, Professor, University of Barcelona
- James I. Campbell, Jr.**, Counsel, Brown Rudnick
- Robert Campbell**, President and Vice-Chancellor, Mount Allison University
- John L. Campo**, Vice President, U.S. Postal Relations, Pitney Bowes, Inc.
- Eduardo Cardadeiro**, Board Member, Anacom
- João Castro**, Director - Market Regulation Direction, Anacom
- Robert Cohen**, Independent Consultant
- Gene Columbo**, The Aspen Institute
- Jeffrey Colvin**, Manager of Product Cost Analysis, USPS
- Helmuth Cremer**, Professor, IDEI – Université des Sciences Sociales
- Michael A. Crew**, CRRRI Scholar and Director–CRRRI, Rutgers University
- Robert Curry**, Vice President Business Development & Sales, Siemens Energy & Automation, Inc.
- Gonzales d’Alcantara**, Senior Lecture at the University of Antwerp, d’Alcantara Economic Consulting
- Bernard Damiens**, Chairman of the board, PostEurop aisbl & Director, Strategic and Regulatory Affairs, La Poste/De Post
- Patrick de Bas**, ECORYS NEI
- Philippe De Donder**, Professor, Toulouse School of Economics
- Laurent Deduytsche**, Director – Strategy Projects, Pitney Bowes
- Alex Dieke**, Head of Department – Postal Services and Logistics, WIK – Wissenschaftliches Institut für Kommunikationen
- Helmut M. Dietl**, Professor, Universität Zürich
- Paul Dudley**, Head of Regulatory Economic Analysis, Royal Mail
- Richard Eccles**, Partner, Bird & Bird
- Charles E. Fattore**, President, R.R. Donnelley Logistics
- Cátia Felisberto**, Research Associate, Ecole Polytechnique Fédérale de Lausanne
- Frédérique Feve**, Researcher, IDEI – Université des Sciences Sociales
- Felipe Flórez Duncan**, Senior Consultant, Oxera
- Agostinho Franco**, Expert – Market Regulation Direction, Anacom
- Alessandra Fratini**, Partner, FratiniVergano – European Lawyers
- Catherine Gallet-Rybak**, Head of Unit Authorizations and Universal Service, ARCEP
- Marjolein Geus**, Partner, Bird & Bird
- Stefano Gori**, Pitney Bowes & University of the West of England
- Billy Hayes**, General Secretary, Communication Workers Union
- John Hearn**, Project Manager – Postal Regulation, Commission for Communications Regulation
- Jan Bart Henry**, Public Affairs, TNT Post
- Richard Hern**, Associate Director, NERA Economic Consulting
- Adam Houck**, Managing Consultant, IBM Global Business Services
- George Houpis**, Director, Frontier Economics
- Derek Holt**, Director, Oxera
- Christian Jaag**, Economist, Swiss Post and University of St. Gallen
- Luis Jimenez**, Senior Vice President and Chief Industry Policy Officer, Pitney Bowes, Inc.
- Denis Joram**, La Poste
- Paul R. Kleindorfer**, Professor Emeritus, University of Pennsylvania and Distinguished Research Professor, INSEAD
- Peter Koppe**, Head of Corporate Intelligence, Österreichische Post AG
- Daniel Krähenbühl**, Corporate Development, Swiss Post
- Ian Leigh**, Managing Director, Postwatch
- Pekka Leskinen**, General Counsel, Legal Affairs, Itella Corporation
- Joakim Levin**, Analyst, Swedish Post and Telecom Agency
- David M. Levy**, Partner, Sidley Austin LLP
- Joy M. Leong**, Partner, Brown Rudnick, LLP
- Michael MacClancy**, Head of Regulation, The DX Group
- Shoji Maruyama**, Senior Manager, Japan Post Service Co., Ltd.
- Leonardo Mautino**, Managing Consultant, Oxera
- Luís Nazaré**, Chairman and CEO of CTT Correios de Portugal
- Norma B. Nieto**, Managing Consultant, IBM Business Consulting Services
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- Vincenzo Visco-Comandini**, Professor in Industrial Economics, University of Rome Tor Vergata
- Sture Wallander**, Vice President, International Relations Secretariat, Posten AB
- John D. Waller**, Director of the Office of Accountability and Compliance, U.S. Postal Regulatory Commission
- Tarjei Weseth**, Senior Adviser, Posten Norge AS
- Ingo Willems**, Vice President, A.T. Kearney GmbH
- Ralf Wojtek**, Partner, Heuking Kühn Lüer Wojtek

SPEAKERS, DISCUSSANTS & CHAIRS (CONTINUED)

ORGANIZING COMMITTEE

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José Amado da Silva, Chairman, Anacom
John Baldwin, Head of International Affairs, Communication Workers Union
Maynard Benjamin, President, Envelope Manufacturers Association
Jody Berenblatt, Senior Vice President, Bank of America
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Leonardo Mautino, Managing Consultant, Oxera
Heikki Nikali, Research Director, Corporate Development, Itella Corporation
Louis F. O'Brien, Senior Vice President – Parcels, Canada Post Corporation
Chris Osborne, Director, LECG
Wolfgang Pickavé, Director, Regulation Strategy, Deutsche Post World Net
James Pierce Myers, Attorney at Law, Parcel Shippers Association
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Ian D. Volner, Partner, Venable LLP
Sture Wallander, Vice President, International Relations Secretariat, Posten AB
John D. Waller, Director – Rates Analysis & Planning, U.S. Postal Regulatory Commission
Matthew Ward, Deputy Director, Access, Postal Services Commission
David Williams, Inspector General, USPS

HOTEL INFORMATION

The conference will be held in Albufeira, Algarve, Portugal. The conference site is:

The Grande Real Santa Eulália
Praia de Santa Eulália
8200-916 Albufeira – Portugal

Phone: + 351 289 598 012;

Fax: + 351 289 598 002

reservas.alg@hoteisreal.com

If you are staying at either the Grand Real Santa Eulália or the Bellavista it is necessary to make your hotel reservations directly with hotel via the email address above, telephone, or by faxing the reservation form. Reference the CRRI – Rutgers Conference in your communication. Please make your reservations only through the hotel and not through reservation services/travel agencies.

The hotel reservation forms can be obtained at our web site (<http://crri.rutgers.edu/post/>). The reservation forms must be sent to the Grand Real Santa Eulália. The Conference rates run from 216.50 €single to 320 €for double including meals, for the Real Bellavista Hotel & Spa the rates run from 138.50 €single to 208 €for double including meals. The rates for two days before and two days after the conference at the Grand Real are from 157 €per night for single to 201 €for a double; at the Real Bellavista are 79 €per night for single and 89 €for a double. Please note on reservation form that you are attending the 16th CPDE (Rutgers University). The deadline for reservations is May 1st. However as hotel space is limited it may fill earlier than May 1st.

FEES AND EXPENSES

- A registration fee of \$1,400 is payable to Rutgers University.
- Food and lodging at the Conference are not included in the registration fee. Breakfast, lunch and dinner are included in the rates for lodging. All persons that do not stay at the either the hotel will be required to pay for meals separately.
- The conference fee is waived for a limited number of employees of sponsoring organizations.
- Registered participants will be provided with
 - Online access to the conference proceedings
 - A CD-ROM with complete proceedings (papers and presentations) after the conference.
 - A copy of the edited volume resulting from the conference (approximately 6 months after the conference).

Please forward the Registration Form to Jeremy T. Guenter at:

Center for Research in Regulated Industries, Rutgers University
180 University Avenue, Newark, NJ 07102-1897, USA
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CANCELLATION POLICY: Until April 16, 2008 cancellation is allowed without penalty and refunds will be allowed in full. After this date, the indicated fee is due in full whether or not the participant actually attends. Substitutions may be made at any time.

Signature of Participant: _____