

eCommerce Institute continúa impulsando el eCommerce Crossborder

La **Union Postal Universal (UPU)** es el Organismo de Naciones Unidas, encargado del desarrollo y regulación del Sector Postal Internacional. Lo integran los Gobiernos, Órganos Regulatorios, Correos Designados y todas las partes interesadas del Sector Postal Ampliado: Correo Privados, Asociaciones de Usuarios, Proveedores de Servicios, Representantes de trabajadores del Sector.



Durante la gestión de **Marcela Maron** como Presidente del Comité Consultivo (2012/2016), El eCommerce Institute se ha incorporado a la Union Postal Universal, Hoy, seguimos apostando a esto: Marcela Maron es ahora la Directora del Programa Crossborder del Instituto.

Será su objetivo fundamental trabajar con todos los actores de la Unión Postal Universal, de manera de colaborar en el fortalecimiento del eCommerce.

La logística internacional es pilar clave para el desarrollo de este proceso y el Instituto podrá aportar el trabajo de alto impacto que viene realizando en LatAm con los principales referentes del Negocio Digital.

eCommerce Institute continues to drive Crossborder

The **Universal Postal Union (UPU)** is the United Nations agency, responsible for the development and regulation of the International Postal Sector. It is composed of Governments, Regulatory Bodies, Designated Operators and all stakeholders of the Expanded Postal Sector: Private Mail User Associations, Service Providers, representatives of workers.



During Marcela Maron management as Chairman of the Consultative Committee (2012/2016), The eCommerce Institute has joined the Universal Postal Union,

Today, we remain committed to this: **Marcela Maron** is now the Director of the Institute Crossborder program.

It will be their main objective to work with all players in the Universal Postal Union, so as to help strengthen eCommerce.

International logistics is key to the development of this process and the Institute may provide high impact work being done in LatAm with the main players in the Digital Business pillar.