

# Regulatory challenges in the liberalised Swedish postal market

Presentation by Lars Forslund

12 th Königswinter seminar on Postal Economics

February 24, 2010



*A dynamic era*

*involves threats and options and  
thus*

*challenges*

*for operators and regulators*

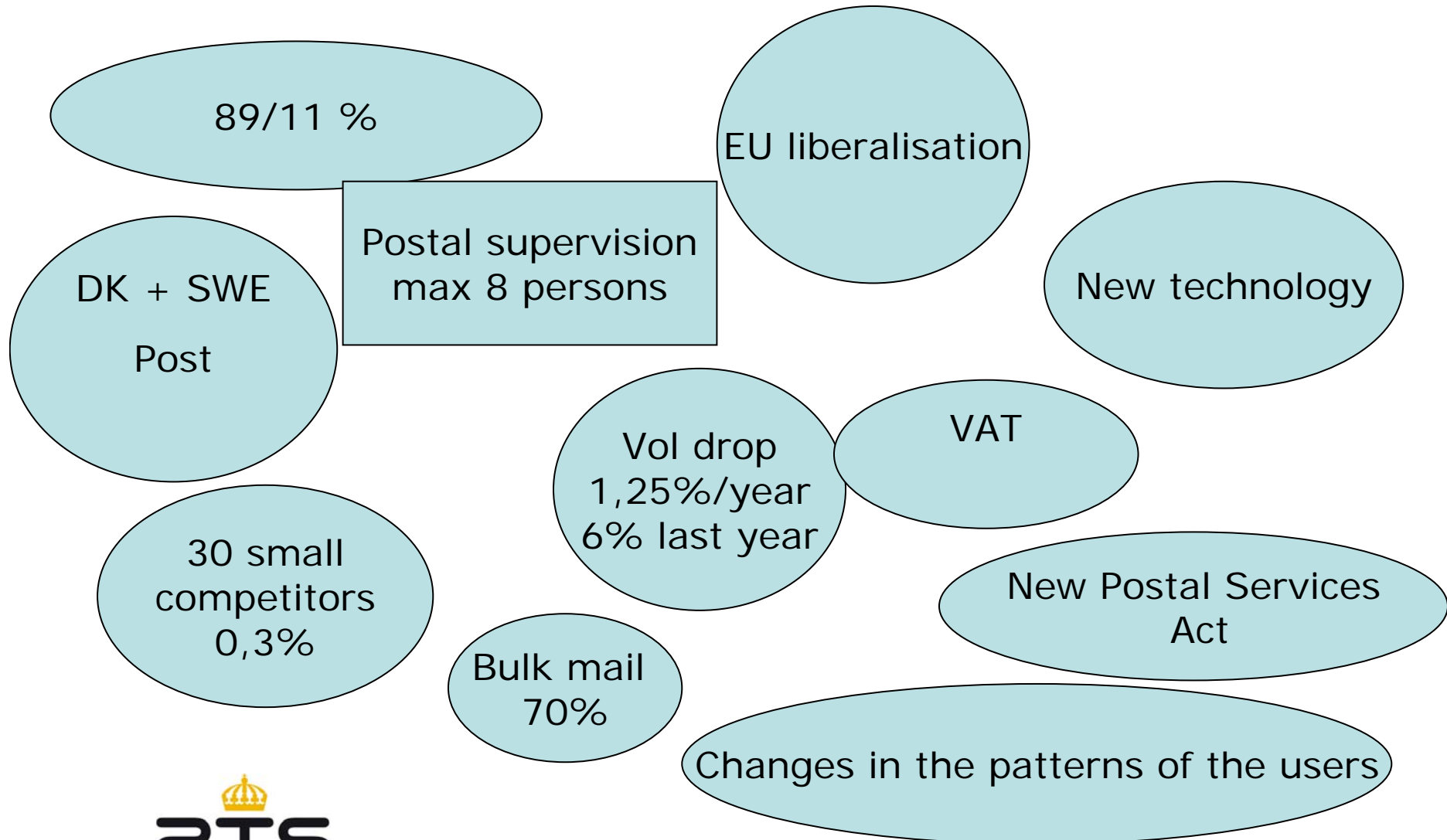
# Trends

- Letter volumes drop 1,25 % over time, 6 % last year
- 70 % bulk mail
- New technologies
- Liberalisation European postal market
- 89 % letters delivered by USP
- Still approx 30 small local competitors

# Other important factors

- Merger Post Denmark and Sweden Post
- New Postal Services Act (in force 1 july 2010?)
- VAT - issue

# An overview



# The regulatory challenges

## *Safeguarding US*

- accessibility
- services
- quality standards

## *Safeguarding competition*

- pricing in accordance with the Directive
- access issues

# How to meet these challenges

## Safeguarding competition

- Designation of USP
- Price cap
- Transparency and non-discriminatory pricing
- Cooperation with the Danish regulator  
Faerdselsstyrelsen
- No net cost for providing US
- Procurement if US entails a net cost - the burden  
of proof is on the USP

# How to meet these challenges

## Safeguarding competition

- Further development of our systematic approach
- Sharpen our tools
- Professional qualified staff
- Struggle for VAT equal to USP and competitors
- Down-stream access
- Studies and analysis



# How to meet these challenges

## Safeguarding US

- Designation of USP
- Development of an approach to deal with changes initiated by USP
- Development of methods to identify "justified" needs of users
- In the long run – improve our capacity to look in to the crystal ball

Thank you for your attention  
please do not hesitate to  
contact me

[lars.forslund@pts.se](mailto:lars.forslund@pts.se)



2010-03-02