

## MailAmericas and South Africa Post Office Come Together to Boost Cross Border E-Commerce

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### Boosting the South African market

MailAmericas is pleased to announce a strategic partnership with South Africa Post Office (SAPO). The main objective of this alliance is to improve the service quality and provide an efficient solution to the South African people.

Through this partnership, both MailAmericas and SA Post Office hope to collaborate with the growth of the South African Cross Border E-Commerce Market: "*We are convinced that the region is destined for greatness and we want to take it where it deserves by working together side by side with one of the largest Post offices in the continent*", said Tomas Miguens, CEO of MailAmericas.

In fact, some surveys have already evidenced the growth of E-commerce in the region and even confirm that it has not stopped despite the arrival of the pandemic:

- 42% of people in South Africa agrees that they are buying more often online than before Covid-19.
- 40% of people in South Africa agrees that after Covid-19 they will buy online more often.

Moreover, Nomkhitha Mona, SA Post Office Group CEO, said "*We are excited about this collaborative partnership and believe that working together with MailAmericas will be a key factor to boost Cross Border E-commerce in South Africa. And this is in line with SAPOs Corporate Strategy of growing ecommerce throughout Africa*".

*"This new Direct Logistic Channel will enable SA Post Office to make full use of its vast footprint within South Africa by providing inclusion to those that have not been able to participate in the ecommerce space (B2C) previously".*

In pursuit of the Regions' development, both partners are sure that this collaboration will not only bring mutual growth but create more and better services which will take South Africa to the next level.



## **About MailAmericas**

MailAmericas is a private postal operator that provides BtoC solutions for eCommerce into Latin America, Africa, and other emerging markets by enhancing regular postal services and customizing own commercial networks.

A pioneer in the development of tailor-made solutions for the Latin American markets, MailAmericas allowed the largest marketplaces in the region to offer BtoC products from all over the world in a way that had never been done before.

Today MailAmericas cooperates with over 60 Official Postal Operators around the globe, and it carries out strategic partnerships with flag couriers. These alliances include some African countries.

## **About South Africa Post**

The South Africa Post Office delivers 2 million items on the average work day and has 1500 outlets across South Africa.

Apart from postal services, its outlets offer a banking and money transfer service, and serve as renewal points for motor vehicle licenses and pay point for government grants to the elderly and disabled. This has turned post offices into social and commercial hubs for the nation.