



ASIAN-PACIFIC  
POSTAL  
UNION

EC 2023 Doc 15  
Published on 16 August 2023

# E-commerce in Iran Post

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Executive Council Meeting  
Bangkok, Thailand  
14 - 18 August 2023

# E-Commerce Infrastructure of Iran



- Internet penetration rate has reached **127.2% in 2022**, which has increased by **13%** compared to the previous year;
- Smartphone penetration rate has reached **167% in 2022**, which has increased by **6%** compared to the previous year;

# E-commerce performance



Average amount of E-commerce transactions



3,430,000 IRR

Growth in the number of E-commerce transactions compared to the previous year



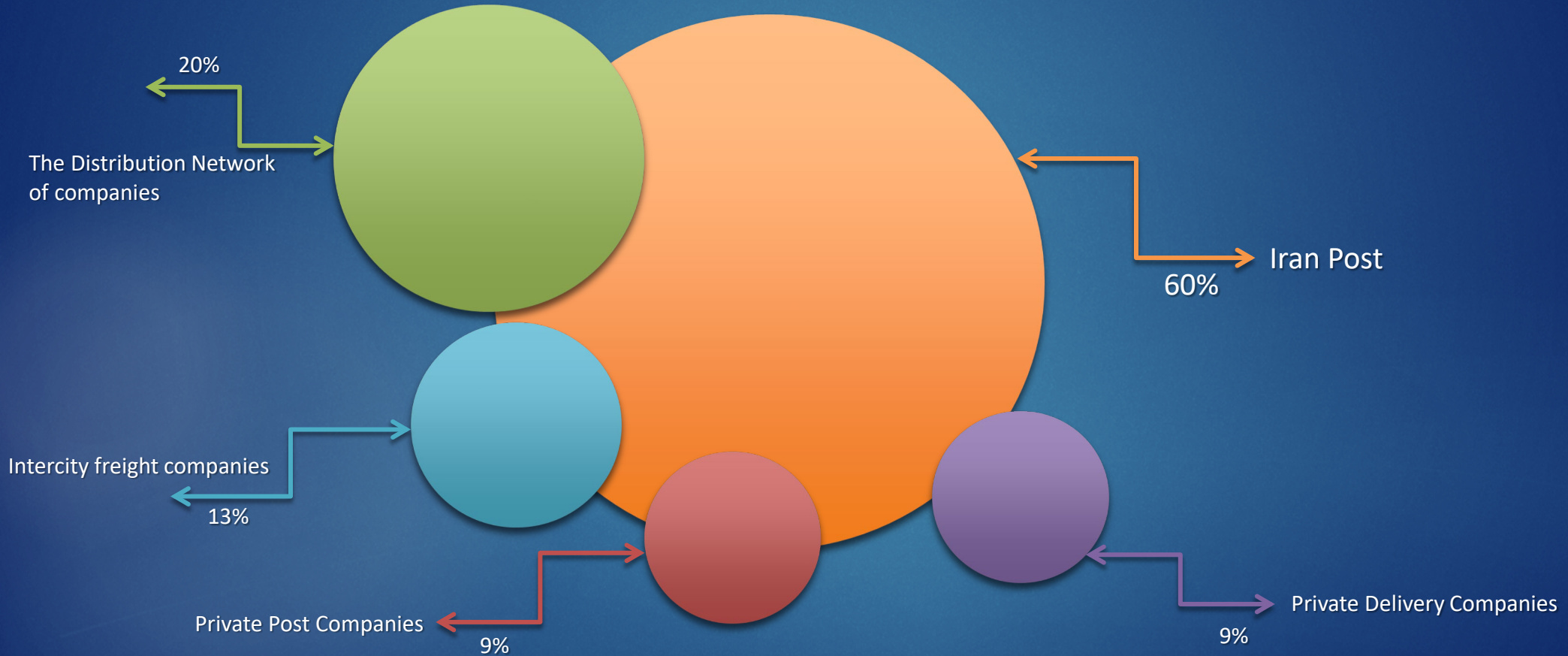
%14

The percentage of E-commerce transactions from all banking transactions



%9

# E-commerce Mail Delivery In Iran



# Status of E-commerce Service in Iran Post



- Currently, more than 70% of domestic postal traffic is E-commerce ;
- Iran Post is providing online shopping service, exclusively for the Iranian market ;
- 8400 active online shops cooperate with Iran Post.



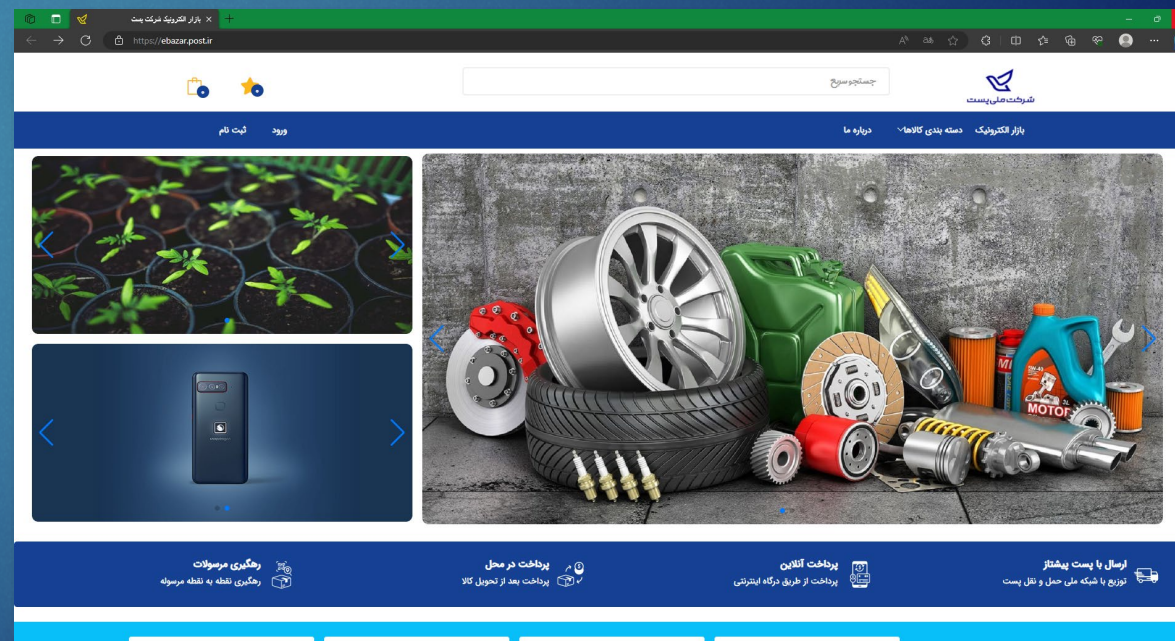


# Successful Experiences



# E-Bazar ( A Marketplace for Small Merchants)

Iran post E-market that offers a wide range of high-quality merchandise at competitive prices



# Tehran International Book Fair



- Since the Pandemic, Tehran International Book Fair is also held virtually Edition

Registration of publishers in Iran Post E-commerce panel

Book purchase order

Distribution of 838, 036 items containing books

96.68% successful delivery during 3 days

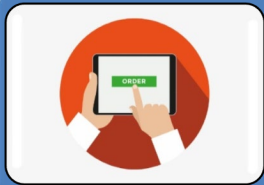




# Order Tires Online



Iran Post has signed contracts with two tire factories



Customers order Tires Online



Iran Post takes tires from the factories



Tires delivered by Iran Post.

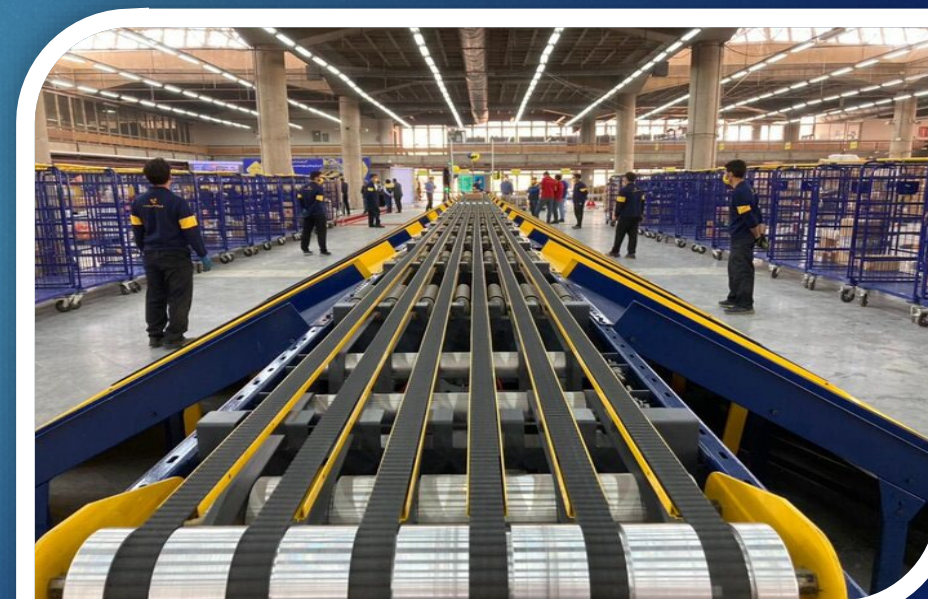
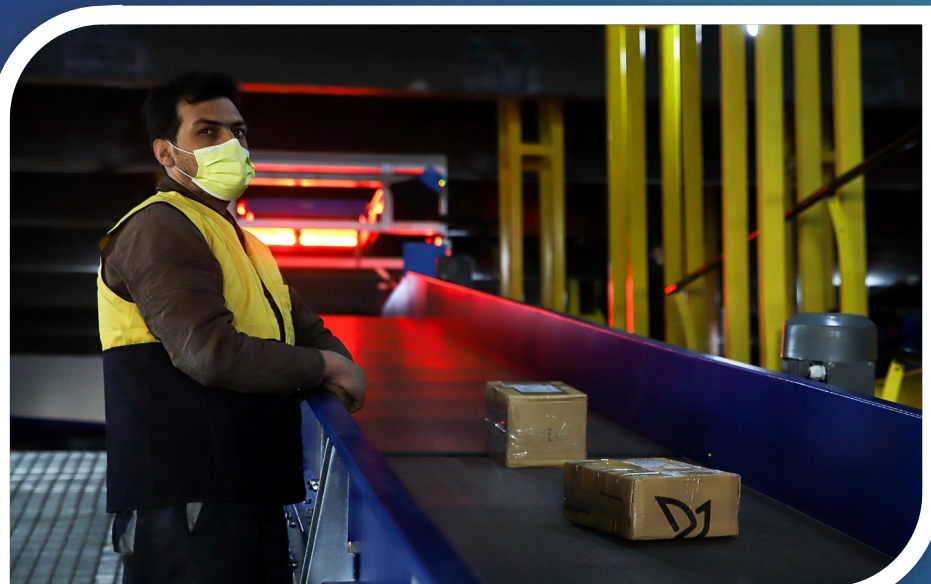




# Iran Post Measures to Develop E-commerce



Development and Mechanization of postal centers in order to improve postal operations, especially in the E-commerce





- Establishing Postal innovation centers throughout the country, attracting angel investors, and boosting investment in the Postal industry and E-commerce
- Membership of more than 100 startups and companies in the Innovation centers



## Coordination and cooperation with "Iran E-commerce development center"



Iran Post as one of the "Integrated E-Commerce portal" gates



Holding the Exhibition of the Postal industry from May 29 to 1 June 2023  
with the aim of fostering collaboration and knowledge exchange by Postal  
and E-commerce industry activists







# Upcoming E-commerce Plans





Development of cross-border e-commerce in cooperation with other countries;

Establishing a postal hub to facilitate the transit of E-commerce Items in the Middle East region;

"Rusta Bazar" will start working as a local market so that villagers can sell their products directly throughout the country.



Thanks For Your Attention