International Post Corporation

Asendia and Singapore Post Form Strategic Partnership to Strengthen APAC Cross-Border E-commerce Gateway

08-05-2026

Asendia, the international e-commerce and mail specialist, today announced a strategic partnership with Singapore Post (SingPost), a leading postal and e-commerce logistics provider.

The partnership will strengthen cross-border e-commerce logistics capabilities, enhancing delivery performance, scalability and market access for businesses shipping into and out of Singapore and the wider Asia-Pacific region.

The partnership reinforces Singapore as a strategic gateway for cross-border e-commerce. With almost 75%[1] of online shoppers in Singapore having purchased from overseas sellers, the country is a key destination for international sellers. It also serves as an important logistics gateway to millions of online shoppers in the APAC region.

Strategic Navigation of the 2026 EU Customs Reform

The partnership is timely as global regulators move to close taxation gaps that previously defined the sector. From 1 July 2026, the European Union will officially abolish the €150 de minimis customs duty exemption[2], introducing a flat €3 customs duty on all low-value imports. These changes, aimed at leveling the playing field for traditional retail, have taken effect in a few countries since March, where authorities have imposed national handling fees. SingPost and Asendia are working to offer Delivered Duty Paid (DDP) solutions to the EU, providing a "frictionless corridor" to help merchants - navigate this transition.

“This partnership comes at a critical juncture for global trade. Following the US suspension of de minimis exemptions in August 2025, the upcoming July 2026 EU reform introduces new regulations for exporting businesses to navigate.” said Mark Chong, CEO, SingPost. “By extending our cross-border partnerships, we are providing businesses with the support to manage these complexities, ensuring that our customers can maintain access to these markets, minimising the risk of delivery friction or doorstep rejection.”

The collaboration builds on Asendia's long-established presence in the region,

including its recent establishment of the Singapore Hub operation. International brands and global marketplace sellers on platforms such as Amazon, eBay and Etsy will benefit from more streamlined parcel shipping into Singapore and the wider APAC region.

Through Asendia's international network, SingPost's Singapore-based e-commerce customers gain access to a more diverse, reliable set of options to sell and scale across new markets with delivery capabilities into Europe, North America, South America, the Middle East and Oceania, supported by a broad ecosystem of last-mile partners. In turn, Asendia's customers benefit from improved access into Singapore, Southeast Asia and the wider APAC corridor via SingPost's infrastructure.

Merchants working with both organisations will gain access to a comprehensive suite of delivery solutions. The core service offerings include Asendia's e-PAQ Home Delivery, e-PAQ Out-of-Home Delivery and e-PAQ Returns.

Lionel Berthe, Head of APAC, Asendia, said: "Asendia's Beyond Borders survey shows that 32% of retailers in APAC cite border delays, customs clearance, and crossâ€'border returns as key friction points. This partnership directly addresses those challenges, with Singapore as a core focus market, while enabling scalable and costâ€'effective crossâ€'border growth across the wider region."

Source: Asendia

CLASSIFICATION: CORPORATE | WWW.IPC.BE © 2026