International Post Corporation

Romanian Post and Meest carry out Out-of-Home deliveries throughout Romania

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Meest and PoÈ™ta RomânÄƒ announce a strategic partnership to expand the Meest Point Out-of-Home (OOH) delivery network nationwide, combining international expertise in cross-border logistics with the most extensive postal and logistics infrastructure in Romania.

In the first phase, approximately 1,000 pick-up and drop-off points will be activated, with the long-term objective of expanding the solution to the entire Romanian Post network. The partnership supports international merchants delivering to Romania, increases the efficiency of last-mile operations and offers added comfort and accessibility to Romanian consumers, including those in areas with reduced logistics coverage.

- Approximately 1,000 Meest Point locations will be launched in the first phase of the partnership
- Long-term expansion planned across the entire postal network of the Romanian Post
- Scalable infrastructure at a national level, supporting the growing eCommerce market in Romania
- Improved access, reduced delivery costs and increased flexibility for international merchants
- Increased comfort, safety and accessibility for Romanian consumers

Capitalizing on the most extensive physical postal network in Romania

At the heart of this partnership is the national infrastructure of the Romanian Post, which reaches urban, semi-urban and rural communities. By integrating Meest Point services into its network of post offices, the Romanian Post strengthens its infrastructure role in supporting online commerce and modern parcel delivery solutions.

This initiative reflects the ongoing transformation of the Romanian Post and its commitment to adapting the national network to the evolving needs of the eCommerce ecosystem.

The Romanian eCommerce market and the necessary infrastructure

The Romanian eCommerce market has reached a stage where sustainable growth depends not only on consumer demand, but also on the capacity of the logistics infrastructure. As online order volumes increase and delivery expectations become more demanding, the market requires

scalable delivery solutions at a national level, and not infrastructure concentrated only in large cities.

"This partnership reflects the commitment of the Romanian Post to support the sustainable growth of the eCommerce market in Romania. By integrating Out-of-Home delivery solutions into our national network, we strengthen the logistics infrastructure, expand access to areas with reduced logistics coverage and enable more efficient and cost-effective last-mile deliveries. Together with Meest, we are building an ecosystem that supports businesses, consumers and the long-term development of online commerce in Romania," said Valentin È˜tefan, CEO of the Romanian Post .

Capitalizing on national infrastructure to support online commerce

"Through this collaboration, we leverage one of the most extensive physical networks in the country and integrate it into the Out-of-Home delivery ecosystem. The partnership with PoÈ™ta RomânÄƒ helps us offer consumers more comfort, expand access to areas with reduced logistics coverage, and support online commerce through a national infrastructure with affordable rates," says Andreea Radu, Country Manager Meest Romania and Hungary .

Structural impact on the logistics landscape

The collaboration has a structural impact on the logistics market in Romania. The national presence of the Romanian Post allows the provision of parcel services in regions where private infrastructure is still under development, contributing to reducing logistics disparities and standardizing delivery standards at the national level.

For international merchants and retailers delivering to Romania, the partnership means: expanded coverage; increased operational efficiency; uniform service standards; supporting growing cross-border flows.

Benefits for international traders and retailers

From a business perspective, the partnership increases operational efficiency, improves last-mile delivery flexibility and supports growing cross-border parcel flows. For international merchants and retailers delivering to Romania, this means more reliability, wider coverage and consistent service standards. Sustainable eCommerce growth depends on the alignment of demand and infrastructure, and this collaboration provides a concrete response to this need.

Foundation for long-term growth

Meest Point is a unified PUDO (Pick-Up/Drop-Off) network, operating under a single service standard in multiple European markets, designed to simplify cross-border eCommerce logistics for merchants. By

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combining Meest's international delivery expertise with the extensive physical network of the Romanian Post, the partnership establishes a solid foundation for future network expansion and long-term market growth in Romania.

Source: Posta Romana

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