

Omniva recognised as the most advanced postal operator in its region

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The Universal Postal Union (UPU) presented its annual postal development awards on Monday at the annual UPU Congress in Dubai. For the fourth consecutive year, Estonia's state-owned postal company AS Eesti Post (Omniva) was ranked as the top performing postal operator in the Eastern Europe and Central Asia region.

Each year, the UPU assigns member countries' designated operators a comprehensive and internationally comparable score under its Integrated Index for Postal Development (2IPD). The score reflects performance across reliability, reach, relevance, resilience, and sustainability, and is calculated on a scale from 0 to 100.

With an overall score of 88.6, Omniva was once again ranked as the regional leader in Eastern Europe and Central Asia. The company had previously received the same recognition in 2024, 2023, and 2022. Estonia's results have steadily improved year by year. For example, Omniva's reliability score rose from 90.2 in 2024 to 94.5 in 2025.

"These results are not coincidental but the outcome of consistent effort. The report highlights our ongoing investments and focus on speed, accuracy, and reliability – new automated sorting centres, advanced route optimisation, and the most extensive parcel locker network in the Baltics. Thanks

to these, residents in rural Estonia can receive their e-commerce purchases in under 48 hours on average," explained Martti Kuldma, CEO of Omniva.

Omniva's international reach was also highlighted, with cross-border cooperation with more than 80 partner Posts ensuring Estonia's seamless integration into the global logistics network. "This ensures that a small country like Estonia is visible and competitive in global e-commerce," Kuldma added.

The report notes that reliable, fast, and extensive delivery supports the Estonian economy by enabling businesses to reach a broad customer base and enhancing consumer welfare.

"The repeated recognition from the Universal Postal Union confirms that Omniva operates at a world-class level. The quality and innovation of our postal services are among the best calling cards of Estonia as a

digital nation. I am proud of our people," said Hendrik Johannes Terras, Estonia's Minister of Regional Affairs and Agriculture, who oversees the postal sector.

According to Minister Terras, this recognition is one milestone: "Our goal is to develop Omniva into the region's smartest and greenest postal logistics centre, ensuring its international success."

In addition to Estonia, regional champions this year include Brazil, Mauritius, Oman, and Thailand. Global leaders are Australia, Austria, France, Germany, Japan, the Netherlands, and Switzerland. The Rising

Star award was presented to Sri Lanka, Ukraine, and Uruguay.

The Universal Postal Union (UPU) is a United Nations specialised agency that coordinates and develops the international postal system. The UPU sets the rules for cross-border mail exchanges and provides recommendations for the growth and quality of international postal services. Estonia has been a UPU member since 7 July 1922 (membership was restored in 1992).

More information can be found in the UPU's 2025 State of the Postal Sector [report](#).

Source: [Omniva](#)

