



Pošta Slovenije on World Post Day: with digitalization and innovations into the mail of the future

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On today's World Post Day, which is celebrated every year on October 9, Pošta Slovenije is joining the global campaign of the Universal Postal Union under the slogan "One postal network, endless possibilities" (World Post Day).

On today's World Post Day, Pošta Slovenije is also highlighting a new international success. At the PostEurop business forum in Baku, it received the Rising Star award as part of the PostEurop Innovation Award 2026 for its Delivery Point Optimization project (a digital delivery route optimization system). It was also among the finalists of the PostEurop Awards for Social Responsibility in the Employees category.

This year's theme highlights the power of a single global postal network that connects people, businesses and communities, providing access to a wide range of services and opportunities around the world. As Masahiko Metoki, Director General of the International Bureau of the Universal Postal Union, emphasizes, the postal network remains one of the most successful examples of global cooperation, based on universal service, trust and reliability, and every day creates new opportunities for people, businesses and communities. Today, more

than 660,000 postal units and 4.6 million employees around the world form one of the largest networks connecting people and services.

In an era of digitalization, rapid technological development and changing user expectations, the post office continues to play a key role in connecting people, ensuring accessibility of services and supporting economic and social development. In doing so, Pošta Slovenije remains committed to its core mission – providing a universal postal service throughout the country. While the volume of classic letter shipments is decreasing, the growth of online commerce is stimulating an increase in parcel volumes and the development of new logistics solutions. Pošta Slovenije is therefore rapidly strengthening its logistics and parcel activities and continuing to invest in digitalization, automation and the development of modern services for users.

"Postal services have been connecting people, communities and the economy for



centuries. Today, Pošta Slovenije is not only a provider of postal services, but also an important partner in the development of online commerce and logistics flows in Slovenia and the wider region. At Pošta Slovenije, we are aware that we must justify the trust of users every day, which is why we constantly invest in development, digitalization and the introduction of new solutions that simplify the use of our services. Numerous awards received at home and internationally confirm that we are successfully following changes in the industry and building a modern post office that remains close to people and at the same time follows changes in the industry," emphasizes Marko Cegnar, General Director of Pošta Slovenije, on World Post Day .

Pošta Slovenije ensures the accessibility of services in all parts of the country through an extensive network of post offices, contracted post offices, parcel machines and other pick-up and drop-off points. Today, users have access to more than 1,500 contact points throughout Slovenia , with the use of parcel machines and other pick-up and drop-off points increasing year by year due to their accessibility, simplicity and adaptability. An important part of the development is represented by investments in the digitalization and automation of processes .

Among the most important projects are the further upgrade of the contact center with artificial intelligence and the development of

the MojaPošta platform , with which Pošta Slovenije strengthens the modern user experience and digital services for users. At the same time, it is also continuing the automation of logistics processes and the modernization of both postal logistics centers, where it automatically routes almost all types of letter and parcel shipments. These activities are part of a broader transformation of the company, within the framework of which Pošta Slovenije is implementing several strategic projects in the field of logistics, digitalization, automation and the development of new services.

At the same time, Pošta Slovenije is strengthening sustainable delivery methods , electrifying its fleet , and testing innovative urban logistics solutions to reduce traffic congestion and environmental impacts. These include new concepts of robotic delivery and smart last-mile logistics, designed to provide more efficient and environmentally friendly delivery to city centers.

The international involvement of Pošta Slovenije also plays an important role . As a member of the Universal Postal Union, which connects 192 countries, Slovenia participates in the coordination and development of global postal services. The Republic of Slovenia is a member of the Council of Administration (CA) and the Postal Operations Council (POC) of the Universal Postal Union, and Pošta Slovenije contributes to the development of innovative solutions, the



exchange of good practices and the shaping of the future of the global postal sector through its activities.

The success of Pošta Slovenije's development policies is confirmed by numerous domestic and international awards. The latest success in the PostEurop association is complemented by the Parcel&Postal Technology International Awards for Innovation of the Year in the field of delivery (Delivery Point Optimization project), being among the finalists of the ELA Award for European Logistics Project of the Year , three awards from the PRIME network for the quality of query resolution , and for the third year in a row, the award for the highest quality of parcel delivery in the DHL Parcel Connect network . The company also received two awards for the best innovations of the Podravska region 2026 , and being

shortlisted for the Supply Chain Excellence Awards 2026 further confirms the success of its digital and operational transformation.

The charity campaign "Postman Pavli Fills School Bags" also ends on October 9. This year, a record 96,081 pieces of school supplies were collected , which Pošta Slovenije has already handed over to the Association of Friends of Youth of Slovenia for distribution to children and adolescents from socially less encouraging environments. To date, EUR 12,867 in financial contributions has also been collected , intended for the purchase of workbooks and other school supplies.

Source: [Pošta Slovenije](#)