International Post Corporation

Omniva and eBay join forces to support the international growth of Baltic businesses

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International logistics and technology group Omniva and global e-commerce marketplace eBay have signed a Memorandum of Understanding aimed at creating new opportunities for Baltic businesses to start selling internationally and expand their presence in global markets.

Under the MoU, the companies intend to turn their combined capabilities into practical support for Baltic sellers.

The cooperation will focus on seller onboarding and education, more accessible cross-border logistics solutions, and joint marketing activities, and may also include pilot programmes and incentives aimed at supporting international growth.

"One of the strengths of Baltic businesses is that they naturally think beyond their home markets. The global market opportunity is multifold, with 136 million active buyers across 190 markets, but international growth becomes much easier when sellers have the right support around them – from understanding demand and reaching buyers to getting their products reliably across borders. Through our partnership with Omniva, we want to make that journey simpler and help more Baltic businesses turn local success into global growth," said Vidmay Naini, General Manager of eBay Global Emerging Markets.

The cooperation brings together eBay's global marketplace, international buyer reach, and seller tools with Omniva's strong presence across the Baltics, and experience in cross-border delivery. By combining these strengths, the companies aim to make it easier for Baltic businesses to enter international markets and grow their sales abroad.

"International e-commerce is one of Omniva's key growth areas. We have a strong delivery network in the Baltics, while our international experience enables us to provide local businesses with a reliable route to customers abroad. Logistics should support international growth, not become a barrier to it. By combining eBay's global reach with Omniva's logistics expertise, we can create more practical opportunities for Baltic sellers to expand beyond their home markets," said Martti Kuldma, CEO of Omniva Group.

eBay connects buyers and sellers across more

than 190 markets and, has approximately 136 million active buyers worldwide. Its data and AI-powered tools help sellers understand global demand, optimise listings, and improve their performance.Omniva complements this reach with its established delivery network in the Baltics and growing international logistics operations. In the first half of 2026, Omniva's international middle-mile revenue outside the Baltics reached EUR 16.6 million, an increase of 39% compared with the same period a year earlier.Together, eBay's marketplace capabilities and Omniva's logistics experience provide a strong foundation for helping Baltic businesses reach new customers and develop their international operations.

Omniva is an international technology and logistics group providing postal and parcel delivery services and e-logistics solutions across the Baltic states and internationally. The group comprises the parent company AS Eesti Post and its subsidiaries Finbite OÜ, Picapac OÜ, Omniva SIA, Omniva LT UAB and Omniva LT Sorting UAB. AS Eesti Post is wholly owned by the Republic of Estonia.

Source: Omniva

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