International Post Corporation

Temu signs MOU with bpostgroup to Deepen Global Logistics Collaboration

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Temu, the global e-commerce marketplace, and bpostgroup, digital expert in parcel size logistics operational in Western-Europe, North America and Asia, have signed a Memorandum of Understanding (MOU) to support sellers in Europe and expand their global collaboration.

The partnership brings together Temu's e-commerce expertise and streamlined supply chains with bpostgroup's capabilities in parcel operations, transportation and logistics infrastructure.

Under the MOU, Temu and bpostgroup will strengthen their ongoing partnership in Belgium and Canada, explore diversified delivery models, including services for heavier parcels, and enhance access through pick-up and drop-off networks.

The two parties will also develop integrated logistics solutions to support local-to-local and pan-European delivery, with a shared focus on quality, affordable services while enhancing scalability.

Beyond established markets, the agreement outlines a framework for identifying and evaluating new regions for potential collaboration, which includes strengthening operational capabilities in warehousing, transport and last-mile delivery across both Europe and North America.

As part of the cooperation, bpostgroup will contribute its experience in logistics and transportation while providing insights on environmentally responsible and low-carbon solutions that can be applied to Temu's operations.

"This agreement is a strong step forward in deepening our international partnership," said James Edge, CEO of Cross Border division at bpostgroup. "By combining bpostgroup's logistics network and innovation capabilities with Temu's global platform, we can deliver efficient, sustainable and customer-focused solutions for the evolving e-commerce market."

Temu opened its marketplace to local sellers in Belgium and across Europe in 2024, offering them a cost-effective channel to reach new customers and grow their businesses. Looking ahead, the platform expects local sellers and local fulfilment to account for up to 80% of its European sales.

The Memorandum of Understanding with bpostgroup provides a solid foundation to expand delivery options and develop future initiatives that better support sellers, consumers and the broader e-commerce ecosystem.

“We see bpostgroup as a strategic partner in strengthening logistics performance across multiple regions,” said a Temu spokesperson. “Our partnership with bpostgroup is about giving European sellers the tools to grow and for more consumers to access quality products at affordable prices.”

About Temu
Temu is a global e-commerce platform connecting consumers with millions of manufacturers, brands, and business partners. Operating in over 90 markets worldwide, Temu is committed to providing affordable, high-quality products that enable customers to live better lives.

Source: bpostgroup

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