



Temu and Poșta Română sign a Memorandum of Understanding on logistics services for Romanian traders

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Temu and Poșta Română, the national postal services operator in Romania, signed a Memorandum of Understanding to simplify logistics services for Romanian companies selling on Temu.

Under the agreement, Poșta Română will provide an integrated parcel delivery service, which will include picking up from retailers, sorting in logistics centers in Romania and last-mile delivery. Order processing and delivery options include home delivery, pickup points, automated lockers and post offices throughout the country.

It is estimated that this partnership will provide local businesses with a simpler process for processing and delivering orders, while helping to improve the shopping experience for customers.

Temu and Poșta Română will organize joint events to support Romanian companies selling on Temu to expand their coverage area. The two companies will also meet periodically to analyze the evolution of the partnership and continuously improve delivery services.

"Our network reaches communities across

Romania, including rural areas," said Valentin Țețean, CEO of Poșta Română. "This agreement will make our delivery and return services available to Romanian merchants on Temu, helping them serve their customers across the country. We also welcome the opportunity to support local businesses that want to reach customers in other European countries."

Temu entered the Romanian market in July 2023. Since March 2025, Romanian companies can register and sell on Temu. Temu's Local Seller Program is currently available in over 35 countries.

"Four out of five small businesses in Europe do not sell online, and the business organizations and industry associations we met with pointed to the same barriers: complexity, costs and lack of information on how to get started," said a Temu spokesperson. "By collaborating with Poșta Română, we aim to support more Romanian merchants with reliable logistics services and



new development opportunities, both in the local market and beyond.”

About Temu

Temu is a global e-commerce platform that connects consumers with millions of manufacturers, brands and trading partners. Present in over 90 markets worldwide, Temu is committed to providing affordable, high-quality products that enable customers to live a better life.

About Romanian Post

With a 164-year history and a presence in communities across Romania, the Romanian Post represents an essential component of the country's infrastructure - connecting people, companies and institutions in Romania and beyond its borders.

As a trusted national logistics center, it facilitates the movement of letters, parcels, money and information, contributing to the smooth flow of goods at national level and on international markets. Its modern network of regional hubs strengthens Romania's role as a gateway for parcels and goods entering and leaving Central and Eastern Europe.

Rooted in tradition and driven by innovation, Poșta Română combines advanced sorting technologies with a national network capable of processing over 500,000 parcels per day. More than just transporting parcels, Poșta Română contributes to the development of Romania - connecting communities, markets, Europe and the world.

Source: [Posta Romana](#)