

IMAG MISSION

The International Mailers Advisory Group represents a diverse community of consolidators, solutions providers, platforms, and marketplaces. Our core mission is to address barriers to the efficient flow of goods and information across borders for companies utilizing postal services.

Board of Directors 2023

Chairman

Tom Foley, Asendia USA

Vice Chairman

Cami Drahn, OnTrac International

Treasurer¹

Skip McWhorter, International Bridge

Secretary

Carlos Barbosa, ePost Global

Immediate Past Chairman

Adam Langston, Passport Global

Executive Director

Kate Muth

¹ Carlos Barbosa assumed Treasurer position in October 2023.

Members in 2023

Amazon	Engineering Innovation Inc.	Passport Global Inc.
APC Postal Logistics	Etsy*	Pirate Ship
APG eCommerce Solutions	Eurora	Pitney Bowes
Asendia USA	FedEx Cross Border	Point2Point Global
Assurety Consulting & Solutions	Global eParcel Solutions	PostPlus
Auctane	GlobalPost	Quadient
BoxC Logistics	HSCodes.io	Sendle
Calev Systems*	Hurricane Modular Commerce*	Shippo
CEP Group	International Bridge, Inc.	Shopify
DHL eCommerce	International Delivery Solutions	SkyPostal
Direct Link	JAS Forwarding USA*	UPS Mail Innovations
EasyPost	Lane Press	U.S. Postal Service— Global Business
Easyship	MailAmericas	Vogel Logistics
eBay	The Mail Group	Zonos
ePost Global	One World Express	
	OnTrac International	

*** New members in 2023**

Three members joined late in 2023 for the 2024 dues year: Nicholas Barranca LLC, Gori Company, and Starlinks Global.

From the Chairman

Dear Fellow IMAG Members,

This annual letter to our members provides an opportunity to consider the many challenges we faced as an industry over the past year and to highlight the ways IMAG helped us navigate them. I write this year's letter, however, with a mix of emotions. There is, as always, pride in what we have accomplished as an association and an industry. But also a good deal of sadness in remembering our friend and colleague Skip McWhorter, IMAG Treasurer and COO of longtime member International Bridge.

Skip believed wholeheartedly in finding ways to give back to the community, both in his personal and professional life. Serving as an officer in IMAG was one way he chose to give back, which he did generously and with complete enjoyment. He has left a void in our community.

The universal challenges we faced this year were significant: ICS2 readiness, customs changes, country disruptions due to war or natural disasters, ongoing inflationary pressures, counterfeit labels, and the everyday business of "keeping the mail moving." We started the year wondering how European Union countries would enforce ICS2 Release 2 and we ended the year with the same question. With so many uncertainties, I am glad we have IMAG to help us navigate.

In early 2023, IMAG commissioned research on ICS2 readiness and presented our findings at our February meeting. We launched a new working group on Latin America just as Brazil was advancing its new ecommerce compliance program, giving members timely insights on this burgeoning program and region. Under the auspices of IMAG, members briefed staff at the Postal Regulatory Commission, the Office of Inspector General, and the Government Accountability Office, helping to educate these key government agencies on the international mailing and shipping market. IMAG's Executive Director and individual members participated in the Universal Postal Union's expert team on opening up UPU products and services to the wider postal sector, ensuring that the interests of the broader stakeholder community were represented and not just those of the largest delivery players.

We held three in-person member meetings with expert speakers, as well as two webinars on topical issues. Our weekly member calls and notes, along with monthly newsletters and infographics, memos, and other communiqués serve to keep IMAG members informed on a range of topics. Last but not means least, IMAG assisted members with research or background material; connected them with contacts; helped review client communications or presentations; and facilitated with many other business needs.

There are no other associations that I'm aware of that give such a bang for the buck. I hope you found value in your membership and will promptly renew for 2024. Thank you all for your participation and contributions to IMAG, especially in recommending new members and in promoting the association.

Yours sincerely,



Tom Foley
Chairman

Deliverables and Highlights



January 2024
www.imag.world

Working for Our Members IMAG's 2023 Accomplishments

We brought members together:



- 3** in-person member meetings
with 9 expert speakers on current issues
- 2** topical webinars featuring outside experts

We kept members informed:

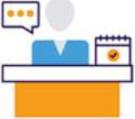


- 12** newsletters
on key developments
- Weekly** member calls
plus summary notes
- 2** working groups (data and Latam)
for a deeper dive on important topics

 We filed **2** detailed sets of comments to proposed rule changes.

We offered members concierge-like services.

We participated in:



- Informational meetings with government agencies
- UPU task force on opening to private sector
- Multiple Consultative Committee thematic chapters

Upcoming meetings:

Feb. 18 Miami co-located with WMX	June 3 Indianapolis co-located with NPF	Sept. 16 Dallas co-located with Parcel Forum
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Learn more about the only U.S.-based trade association that focuses exclusively on international shipping & mailing:
www.imag.world

Serving Members

For more than 20 years, IMAG has served members by working toward a shared mission of removing barriers to the efficient movement across borders of goods and information. We do that in ways both big and small.

In early 2023, IMAG commissioned unique research on the European Union’s Import Control System 2 Release 2 (ICS2 R2) readiness and presented the findings at the winter member meeting. The association also created a new working group to focus on the Latin America market, with participants made up of members with an interest and expertise in that region, allowing us to share information and best practices. We continued our deeper work on technical issues via our data/IT working group.



Kate Muth, Executive Director of IMAG, moderates a panel on trends in the international package market hosted by the U.S. Postal Service Office of Inspector General. Three IMAG members were among the panelists at the May event.

Photo Credit: Office of Inspector General

IMAG takes every opportunity to speak at industry events to promote the association’s work and to share the many ways we provide value to members. In 2023, IMAG’s Executive Director moderated a panel, which included three members as panelists, at an event organized by the Office of Inspector General to discuss trends in international packages. Separately, IMAG’s Executive Director and Board of Directors provided an informational update to the Postal Regulatory Commissioners and staff.



Postmaster General Louis DeJoy addresses the IMAG members at its spring meeting in Charlotte.

IMAG also regularly provides members assistance on a variety of issues.

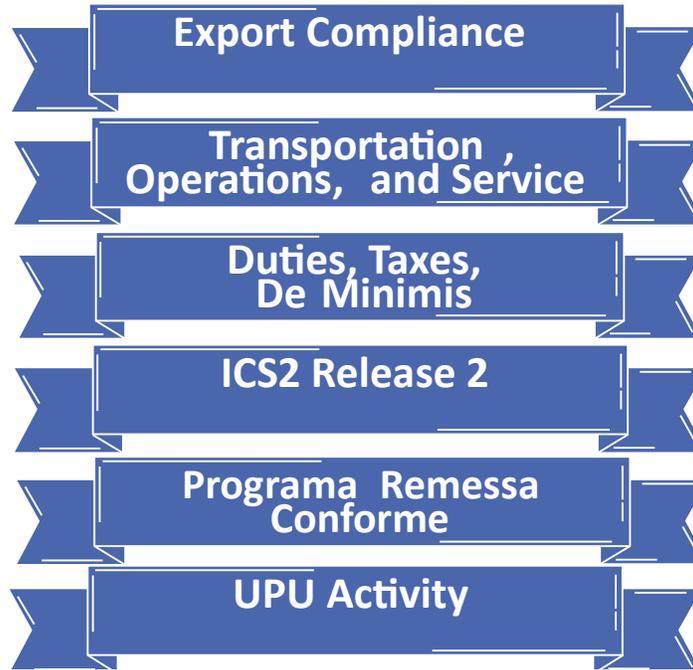
- Meeting facilitation with domestic and foreign postal officials.
- Enabling of introductions to industry contacts.
- Association discounts for conferences.
- Presentation assistance.
- Research material.



John Pickel (left) of National Foreign Trade Council and Andre Pharand of Pharand Advisors were speakers at the fall member meeting.

Topics and Issues

These were among the many cross-border issues IMAG tracked on behalf of members in 2023, with most of these topics likely to be front and center again in the coming year.



Finances

Since its founding, IMAG has been a member-driven organization. Membership support is critical, and your dues provide the necessary resources for the association to do its work on your behalf. IMAG continues to be judicious in its use of those resources. Below is a snapshot of finances and a link to tax returns for a more detailed look.

Financial Review 2023*

For the year, IMAG had:

- Total revenues of \$145,087, comprised of membership dues and sponsorships.
- Total expenses of \$132,090.
- Net income of \$12,997.
- See IMAG's Form 990 [here](#).

** Based on the pro forma income statement for 2023.*

IMAG is a 501 (c) 6 trade association representing international mailers and shippers. Its core mission is to address the barriers to the efficient movement of information and goods across borders.

Thank you to our meeting sponsors in 2023!

- Asendia USA
- BoxC
- ePost Global

Sponsorships help offset the costs of our member meetings. IMAG is grateful for the support from the sponsors listed above in 2023.



Member Meetings Planned for 2024

- February 18, Miami, co-located with WMX Americas conference.
- June 3, Indianapolis, a Monday luncheon at the National Postal Forum.
- September 16, Dallas, co-located with PARCEL Forum.
- Topical webinars throughout the year.

*For more information on IMAG, visit
www.imag.world or contact us at
imag.crossborder@gmail.com*
