



The International Mailers' Advisory Group (IMAG) was founded in 1997 and, since then, it has become the premier representative of the U.S. international mailing sector. Our core mission is to address barriers to the efficient flow of information and goods across borders for companies utilizing postal services.



Why does our voice matter?

Cross-border

ecommerce is a \$1 trillion business. Consumers are increasingly comfortable buying from websites in other countries. The opportunities for cross-border shippers are enormous. And so are the challenges. IMAG helps companies navigate the regulatory and operational challenges to best serve the end-user customer.

IMAG represents a diverse community of consolidators, hardware and software solutions providers, platforms, and marketplaces. We monitor developments worldwide to identify impediments and work toward removing them to ensure the smooth delivery of international mail and packages. We are recognized as a credible voice in major international forums as we:

- ▶ Work with the Global Business unit at the U.S. Postal Service to improve products and services for our industry.
- ▶ Engage on issues before the Universal Postal Union as an active member of the Consultative Committee and work to open the UPU more widely to the private sector.
- ▶ Follow activity involving U.S. Customs and Border Protection to stay on top of customs issues and regulations.
- ▶ Serve on the U.S. Department of State's Advisory Committee on International Postal and Delivery Services, which provides advice to the State Department on U.S. foreign policy related to international postal and delivery services.



IMAG's quarterly meetings bring to the table the people who lead, influence, and analyze our industry, so members can get their questions answered and their issues resolved.



What are some other ways that we serve our industry? IMAG is a member of the Postmaster General's Mailers Technical Advisory Committee, where we work with the Postal Service and other association members to stay abreast of postal policy, strategy, and operations. We use the forum to educate others on the ever-changing environment of international mail.

Our reciprocal arrangement with the Association for Postal Commerce and the Package Shippers Association provide IMAG members with introductory offers to these highly-regarded domestic associations. In addition, we often work together to promote the mailing and shipping industry.

IMAG stands ready to address any issues that affect our members. Contact us and let us know the issues that have an impact on your international mailing operations. Learn more about us by exploring our website, www.internationalmailers.net. We invite you to join us and participate in our many initiatives.

- ▶ For more information, email us at IMAG.crossborder@gmail.com or katemuth@comcast.net
- ▶ Follow us on Twitter: @IMAGassociation