

Annual Report IMAG 2021



2021

INTERNATIONAL MAILERS ADVISORY GROUP

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

Chairman

Tom Foley, Asendia USA

Vice Chairman

Patrick Miller, WBR Solutions

Treasurer

Skip McWhorter, International Bridge

Secretary

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Immediate Past Chairman

Adam Langston, Passport Global

Executive Director

Kate Muth

Members in 2021

Amazon	Engineering Innovation Inc.	Pitney Bowes
APC Postal Logistics	FedEx Cross Border	Point2Point Global
APG eCommerce Solutions*	Flexible International Mail	PostPlus*
APG International	Systems	Quadiant
Asendia USA	Hearst Corp./HSCodes.io*	Sendle*
Assurety Consulting & Solutions*	International Bonded Couriers	Shippo
BoxC Logistics	International Bridge, Inc.	Shopify
CEP Group	International Delivery Solutions	Stamps.com
DHL eCommerce	Lane Press	UPS Mail Innovations
Direct Link	MailAmericas	Ursa Major Associates
EasyPost	The Mail Group	U.S. Postal Service— Global Business
Easyship	One World Express	Vogel Logistics
eBay	OnTrac International	WBR Solutions
ePostGlobal	Passport Global Inc.**	Zonos*
	Pirate Ship	

* New member in 2021.

** Acquired member Access Worldwide in 2021.

From the Chairman

Like all of you, I had hoped the disruptions of the pandemic would recede in 2021. Unfortunately, the challenges of this past year were similar to 2020: reduced airlift, service disruptions, and higher postage prices. Added to the mix were the customs and VAT changes in the European Union and stepped-up export compliance enforcement. To say it was another difficult year is an understatement.

However, if this is the new normal, I'm at least glad we have IMAG to help us navigate. This past year we continued with our weekly member calls, which helped us to stay abreast of transportation changes, mail processing issues, rate changes, and export compliance requirements. In fact, IMAG's partnership with the Postal Service allowed us to work with USPS on export compliance hurdles in real time.

In September, we had our first in-person member meeting in over 18 months, with an excellent lineup of speakers, including an official from Customs and Border Protection to speak on ecommerce trade and security. We supplemented that meeting with five webinars, including two that focused on the major EU customs and VAT changes that took effect in July.

As always, IMAG kept members informed of a wide range of topics through our usual communication tools, including newsletters, infographics, alerts, memos, and notes. I also think it's worth repeating that IMAG is something of a concierge service for members. In addition to all of the above deliverables, consider whether you've called on IMAG for research material or background on a topic; to connect you with a contact; for help editing a client communication or presentation; or any other business need.

The IMAG dues' structure is modest, which means we are judicious in our spending. I am not sure you can find better value for your dues' dollars. With that, I am grateful for our strong renewal rate and prompt payment of annual dues. As a member-driven association, we are best served working together through IMAG to make an impact.

Thank you for your participation and contributions to IMAG. On behalf of Kate and my fellow board members – Adam, Pat, Skip, and Carlos – I wish you a happy and healthy New Year. We look forward to serving you in the year ahead.

Yours sincerely,



Tom Foley
Chairman



Deliverables

- Member-centric association.
- Focus on core mission of reducing barriers to the movement of goods and information across borders.
- Exceptional value for your dues' dollars.



Five Webinars and a Meeting in 2021



March 9
IPC's Luke Lloyd shared results of IPC's Cross-Border Ecommerce Customer Survey



April 8
Hosted jointly with USPS: IPC officials laid out the changes coming with the European Union's new Import Control System 2 (ICS2) and removal of de minimis threshold for VAT on imports.



June 17
Postal Innovation Platform's Bernhard Bukovc and officials from Austria Post and Correos (Spain) discussed preparation for the July 1 EU customs and VAT changes.



October 28
Universal Postal Union's Postal Technology Center directors and technology company EAS discussed "Real-Time Technology for Cross-Border Trade."



November 30
USPS update on the international rate changes set to take effect in January 2022.

September 14

IMAG Member Meeting at the Gaylord National Resort co-located with PARCEL Forum. Joint luncheon with PSA, sponsored by member International Bridge.

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 2021, we continued our small working group made up of members and postal officials to focus on data and IT issues. IMAG submitted comprehensive comments to Customs and Border Protection on its interim final rule on collection of advance electronic data on international mail shipments. As a member of the Universal Postal Union’s Consultative Committee, we followed the UPU’s Abidjan Congress, reporting outcomes and highlights to members.

IMAG also provided members assistance on a variety of issues.

- Member company webinars or briefings
- Presentation assistance
- Facilitation of contact introductions
- Research material



James Moore, Customs and Border Protection’s Port Director for Port of Indianapolis, speaks at the fall IMAG meeting about cross-border ecommerce shipments and CBP’s efforts to keep counterfeits and dangerous goods from coming into the U.S.

Photo Credit: Shoshana Grove

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 2021

For the year, IMAG had:

- **100% membership renewal rate**
- **Total revenues of \$111,111, comprised of membership dues and sponsorships**
- **Total expenses of \$115,215**
- **Net income of (\$4,114)**
- **Reserve funds of \$19,000**

See IMAG’s Form 990 for Tax Year 2020 [here](#).



Looking Ahead

Plans for 2022

- In-person meetings (as conditions allow)
 - February 20, Miami, FL, Sunday of WMX Americas conference
 - May 16, Phoenix, AZ, on the Monday of National Postal Forum
 - October 10, Chicago, co-located with PARCEL Forum
- Focus on topical issues – via webinars and member calls
- Redesign of website
- Working groups
- Participate in UPU’s efforts to open more widely to private sector
- Increased activity on social media

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