



Global Address Data Association

**7 Hastings Court
South Salem, NY 10590
USA**

Charles Prescott, Executive Director
Charles@GlobalAddress.org

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1. Generous Offer from PostalVision 20/20

PostalVision Early Bird Rates Extended to 12/15 (and GADA Members Get a \$250 Discount as Well)

PostalVision 2020 has extended the Early Bird Registration Rates until December 15, for its April 3-5, 2018 event to be held at The Ritz Carlton Pentagon City. And on top of the early bird discounts, GADA members also get a \$250 discount. To obtain the \$250 discount, simply use the code "GADA" when you register for the event. (\$250 discount not applicable to the already low Mailer/Shipper registration rate or the Government Rate). Pricing and hotel information can be found at <http://www.postalvision2020.com/8-0-pricing/>.

For more information about the event visit <http://www.postalvision2020.com/2018-annual-event/>.

- Announced speakers include Ring founder Jamie Siminoff, Paul Misener, Vice President for Global Policy and Innovation at Amazon, and Cooper Smith, director of ecommerce intelligence at L2.
- The first PostalPitch™ StartUp competition event will take place! Entrepreneurs from all over the world will be invited to compete, with finalists presenting their latest ideas, products and solutions to the greater global postal-parcel-logistics-delivery industry. A jury of industry experts and audience representation will

determine winners in selected categories. Awards will be presented at the full conference open reception following the PostalPitch™ event.

- And of course: presentations and discussion with foreign posts and other key global leaders on international and cross-border topics; a closer look at the changing product mix and the value of mail in the purchase lifecycle; new developments in the physical product journey; high level discussions around collaboration and partnership in our postal-delivery-logistics ecosystem; critical postal policy issue discussions with key U.S. representatives tasked with postal regulation and oversight.

2. What3Words Joins Global Address Data Association

We are proud to announced that the remarkable British company what3words has joined GADA. The company has a unique solution to the challenge of poor addressing worldwide. Their system carves the globe into 3 by 3 meter squares and provides each of them with a unique address made of 3 words from the dictionary, a 3 word address. I am writing this from ///tournaments.written.conflicting, otherwise known, at least to our postal system and our mortgage holder and other creditors, as 7 Hastings Court, South Salem, NY.

The company's system is receiving a robust reception and examination and has been adopted by 8 national postal services, the first being Mongolia. The 3 word addresses have also been translated into 14 languages, with 10 more to be released in 2018, an enormous project that one supposes will make the system attractive in a very wide circle, indeed.

what3word's app is free and works online and offline. To learn more about what3words, we recommend you visit their extremely informative website: www.what3words.com.

For an interesting practical application of the system by an individual in London seeking to reach his friend in another part of that relatively complex city, you might enjoy the demonstration at <https://www.youtube.com/watch?v=6ws58bB4sIk>. This involves the use of the What3Worlds app and its interaction with Google maps.

3. Addressing and Municipal Data Project in India.

Michael Olsen, founder of Addressing Homes, reports that the company has begun work on an address allocation project in the city of Wai, Maharashtra State, in western India, 250 km south of Mumbai and inland from the ocean. The city has an estimated population of 36,000. The town is located on the Krishna River, has a rich

history stretching back several centuries and contains some 300 or more temples. However, it has never had a census and apparently has never been surveyed.

The onsite staff consists of two Addressing Homes personnel and their staff, six MIT students and four local university students. The staff are able to employ their US and India mobile phones for location determination, making the import of complex equipment unnecessary. This is the first addressing project using the AimLocate Software App.

The staff are able to allocate between 400 and 600 addresses per day. Simultaneously, they interview the residents of each housing unit and record their names and other information. The involvement of the local student hires was thought necessary to both act as translators (student all speak English, but not all adults do) and to assure local residents of the legitimacy of their activities and to learn the address calculation procedure.

The interviews with residents also collect three important bits of data about the home: does it have a toilet; is it supplied with running water; can the residents recycle, which is to say whether there is a system and containers to enable appropriate management of household waste.

A final goal of the project is to generate a more contemporary map of the city. Existing map data apparently were not suitable for, or possibly not exposed to, orthorectification. While the city is relatively flat, it has some small hills, has the significant Krishna River in its midst, and is in sight of several significant mountains.

The reception of the teams has been warm and positive as their function is explained by the local students when measurements are taken in front of homes and temples. This has resulted in a positive atmosphere for the project. The entire staff, the company's personnel and the local students both, appear to have become local celebrities.

With education of the local staff on the addressing procedure being complete, and an infrastructure in place for data management and communication with the company's headquarters, Michael is hoping to hand responsibility for completion of the project to the local staff in December.

4. Malawi Moves Forward on Allocating Addresses

The Malawi Communications Regulatory Authority (MACRA) has said it will roll out the second phase of the national address and post code project starting with the commercial city of Blantyre.

MACRA director general Godfrey Itaye is on record saying that once fully operational, the project will enhance service delivery in the post and courier industry given that there will be an introduction of a comprehensive system of property location, numbering and mapping and associated processes.

Meanwhile, MACRA Communications Officer, Clara Mwafulirwa has disclosed that the regulator is finalizing all the areas targeted in the first phase which are Namiwawa, Chinyonga, Makata industrial site, NdirandeSafalao, and Somola Village in Lirangwe.

She further noted that Macra has so far been “numbering the houses and will soon start naming the streets and roads within the pilot jurisdiction.”

Mwafulirwa said plans are at advanced stage to expand the pilot boundaries in Ndirande and other areas by January, 2018.

Courier services are hindered by the lack of a comprehensive street naming and house numbering system which leaves the dispatch workforce guessing and hunting the exact destinations of the goods they carry.

Malawi is the only country in the Southern African Development Community (SADC) which is behind in street naming and property numbering. Because of this, postal businesses and emergency service providers are hard pressed to operate efficiently.

This leads to lack of precision when it comes to tracing recipients of the consignments that pour in from all corners of the country and beyond. Usually, this also leaves DHL and its competitors concentrating on doorstep deliveries to areas where streets are properly named and houses numbered.

The Communications Act empowers Malawi Communication Regulatory Authority (MACRA) to license, monitor and promote the development of postal services throughout the country.

Source: Nyasa Times, December 6, 2017.

The country of Malawi in southeast Africa is landlocked by Zambia, Tanzania and Mozambique and has a population of approximately 18.8 million. It is a member of the UPU and SAPOA (South African Postal Operators Association). Ed.

Happy Holidays and Merry Christmas to All. We shall see you on the other side of the American Congress's Christmas Break. Ed.