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UNIVERSAL POSTAL UNION

26-28 SEPTEMBER 2017  
Palexpo, Geneva, Switzerland

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- Exhibitor List
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- Travel
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#### Future show dates:

**Post Expo 2018**  
**Dates:** 9-11 October 2018  
**Location:** Hamburg, Germany

## Latest Technology You Must See In Geneva This Year!

### Show News

**Real-time parcel tracking innovator signs first wave of commercial contracts**  
**HanHaa**



Geneva, Switzerland and London, UK – September 26, 2017 – Internet of Things innovator HanHaa, today announced that its ParcelLive

service is now being commercially deployed by its first wave of logistics partners; these companies will use the system to track shipments, support customer service and analyse network efficiency. Further partnership announcements will follow during the balance of 2017.

Designed for tracking high-value, fragile, and time- or temperature-sensitive packages, ParcelLive centres around a mobile-connected, postcard-sized tracker, that is inserted into a parcel or shipment at the point of distribution. The real-time parcel tracking service enables users to track the location, condition and security of shipments located almost anywhere in the world.

ParcelLive's service trackers are leased on a pay-per-use basis with users accessing an online portal to interrogate multiple data points on shipments; portal data can interface with shippers' regular IT infrastructure and management systems. All of this means that parcels themselves can interact with existing systems using live data across the supply chain.

Alerts of exceptional events are triggered by the GPS-enabled tracker: such as a parcel being dropped, opened or exposed to temperature or humidity outside of defined parameters. Once used the trackers are returned for re-use via freepost using the tracker's 'E Ink' screen which displays an international returns license.

"At SHIPHAUS we saw a direct need with our customers for the visibility and technology that ParcelLive provides," said Mike Barclay, Director of Business Development at SHIPHAUS. "By offering data as a service HanHaa enabled us to implement a solution quickly."

The first companies to sign commercial contracts with HanHaa Limited are: SHIPHAUS, the US-based global freight forwarder; and The Tracking Monster, the newly formed division of international specialist logistics provider Shipping Monster. The global logistics service provider DB Schenker has also entered into engagement with HanHaa by offering ParcelLive as part of the DB SCHENKERsmartbox family product portfolio of Solutions.

"We are excited to be announcing our first partnerships and we have plenty more in progress," said Azhar Hussain, Founder and CEO, HanHaa. "Our business plan is to work with companies of all sizes to enable them to participate in the Internet of Things and be ready to embrace new service models - smart parcels and delivery systems a fast becoming a reality."

HanHaa is participating in the POST-EXPO Exhibition and Conference, 26 - 28 September 2017, Geneva, Switzerland. Stand # 6190

About HanHaa

Formed in 2014, HanHaa is a mobile services company focused on Internet of Things (IoT) and machine-to-machine applications. [www.hanhaa.com](http://www.hanhaa.com)  
-ends-

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**Post Expo 2019****Dates:** 1-3 October 2019**Location:** Hall 8, RAI

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“ The event is a very good one, like every year. I like this event, it is very important to come and very meet everybody. It's very important to hear from everybody what is going on. ”

*Paul-Marie Chavanne, CEO,  
DPDGROUP, FRANCE*

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