



DHL and MIT-Zaragoza forge logistics research agreement

- **A Partnership putting Theory into Practice**
- **Research Conducted in DHL Innovation Center and Zaragoza Logistics Center**
- **Initial Projects Launched**

Bonn, February 26, 2007: DHL, the worldwide leading logistics service division of Deutsche Post World Net, has concluded an agreement with the MIT-Zaragoza International Logistics Program to discover and develop innovative solutions for international supply chains. The MIT-Zaragoza International Logistics Program is a partnership between the Massachusetts Institute of Technology (MIT) and the Zaragoza Logistics Center in Spain.

DHL and MIT-Zaragoza are combining their industry-leading talents and expertise to work towards solving current issues and overcoming future challenges within the logistics industry. The collaborative venture has already launched research projects in three key areas: in-transit visibility, reverse logistics, and postponement strategies.

Keith Ulrich, Director of Technology and Innovations Management at Deutsche Post World Net, states: "Globalization presents new opportunities and challenges as the flow of goods and information continues to expand. We are excited to work closely with top researchers at MIT and the Zaragoza Logistics Center on solutions and products that our customers have not yet envisioned." Jarrod Goentzel, Executive Director of the MIT-Zaragoza program, adds: "Our team of researchers is focused on discovering concepts and designing technologies that have real impact on industry and society. DHL offers the experience and know-how to turn these ideas into practical solutions. That is the core of the partnership between DHL and MIT-Zaragoza."

Spearheading the DHL side is the newly formed DHL Innovation Center near Bonn, Germany, where DHL and MIT-Zaragoza experts will pursue research. DHL will also reassign members of its innovation team to the Zaragoza Logistics Center, a research



institute at the University of Zaragoza, to work alongside MIT-Zaragoza researchers. This initiative extends DHL's current relationship with the MIT Center for Transportation and Logistics (CTL); DHL is a member of the MIT Supply Chain Exchange, CTL's corporate sponsorship program with more than 40 member companies.

The three research projects now underway typify the venture's focus on real-world issues for international supply chains. The in-transit visibility project is determining where and how to generate value from the capability to track the whereabouts and condition of assets in "real-time" while they are moving through the supply chain. The reverse logistics project is investigating ways of optimizing the logistics for both warranty- and repair- programs used by manufacturers in various industries and for regulations such as the WEEE Directive for end-of-life products. The third project is identifying which products, industries, and locations benefit most from a postponement strategy where value-added services, such as product differentiation or assembly, occur closer to the consumer rather than at off-shore facilities. Initial results for the projects are expected in the summer of 2007.

The partnership has already obtained financial support from the EU and from InnovAragón, an initiative of the government of Aragón in northern Spain. **Ends.**

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Deutsche Post World Net is the world's leading logistics group. Its integrated Deutsche Post, DHL and Postbank companies offer tailored, customer-focused solutions for the management and transport of goods, information and payments through a global network combined with local expertise. Deutsche Post World Net is also the leading provider of Dialog Marketing services, with a unique portfolio of efficient outsourcing and system solutions for the mail business. The Group generated revenue of 45 billion euros in 2005. With currently some 500,000 employees in more than 220 countries and territories Deutsche Post World Net is one of the biggest employers worldwide.

About the DHL Innovation Center

The DHL Innovation Center functions within the Deutsche Post World Net as a company-wide platform for the development of technology; its mission is to implement the innovations in logistics. Research efforts focus on various technologies, such as sensors that control product quality during transport and the security of information flow along the entire logistics chain. In addition to the experts from DHL, specialists from IBM, Intel and SAP also engage in research there as part of the strategic partnership known as the DHL Innovation Initiative.

About the MIT-Zaragoza International Logistics Program

The MIT-Zaragoza International Logistics Program is a partnership between the Center for Transportation and Logistics at the Massachusetts Institute of Technology (MIT) and the Zaragoza Logistics Center (ZLC) at the University of Zaragoza in Spain. The MIT-Zaragoza program develops world class education and research in logistics and supply chain management. In a unique move to link academia with industry, the ZLC is constructing its new building in the center of PLAZA, one of the largest logistics parks in the world. To rapidly disseminate new knowledge and train future leaders, the MIT-Zaragoza program offers graduate and executive education in English, outreach events, and industry partnerships. For more information, visit <http://ctl.mit.edu/zaragoza>.