

The experts involved in the study

New market study

The study is backed by three renowned experts who combine science, market analysis, and strategic practice. Together, they advocate for sound analysis, market-oriented classification, and strategic foresight.



Uwe Veres-Homm,
Head of Risk and Location
Analysis, Fraunhofer IIS
(Nuremberg/Erlangen,
Germany)

Uwe Veres-Homm is head of the Risk and Location Analysis department in the Supply Chain Services working group at Fraunhofer IIS. For over 15 years, he has been conducting research and providing consulting services in the areas of market, location, and risk analysis, data modeling, and strategic logistics planning. In the study, he is responsible for scientific management, methodology, and data analytics – that is, combining trade, customs, and usage data into an integrated model for quantifying the European e-cigarette market.



Horst Manner-Romberg,
Managing Director,
MRU GmbH
(Hamburg, Germany)

Horst Manner-Romberg is managing director of MRU Beratungs- und Verlagsgesellschaft mbH, which focuses on express parcel delivery, e-commerce, and logistics markets. As an industry analyst, he has been observing and commenting on developments in the European parcel and postal market for more than three decades. Within the study, he is responsible for the economic evaluation and analysis of market structures.



Rico Back,
Managing Partner,
SKR AG
(Lucerne, Switzerland)

Rico Back has been shaping the international logistics and parcel market for over 30 years – as founder and managing director of German Parcel, as CEO of GLS and the Royal Mail Group. Today, he runs SKR AG, a consulting and investment company focusing on strategy, digitalization, and logistics transformation. He advocates for a global view of supply chains – and for making them transparent, connected, and future-proof.