

Parcel2Go Backs Ebay's Call For Government To Bring Forward Fast Internet Roll-Out



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A call by auction and retail website eBay for the government to increase mobile internet speeds and support Britain's online marketplace has been echoed by the UK's largest online [parcel delivery](#) service, Parcel2Go.

The e-commerce giant stepped up pressure on the government this month to act and bring Britain in line with other countries in terms of mobile internet speeds. Through its Mobile Manifesto, which eBay passed to ministers at the start of November, the firm has voiced its concern that the UK could get left behind when it comes to mobile infrastructure.

Speaking to the BBC this week, eBay UK's retail director Angus McCarey said while Britain is currently leading the way in Europe when it comes to smartphone ownership, it is falling behind in terms of next generation technology.

Parcel2Go has also stressed the importance for individuals and British businesses of installing an effective 4G mobile network as soon as possible. Tests are already underway in Cornwall and London, but it looks like the service won't be widely available until at least 2013.

Richard Mercer, marketing director at Parcel2Go, said: "The UK has been a leader so far in the world of online shopping and as a country we cannot risk losing momentum by taking a back seat when it comes to adopting 4G technology. The economy is in a fragile state and investment in faster mobile internet is exactly the type of strategy that will help to give the retail sector a shot in the arm.

"At Parcel2Go we unveiled our mobile website earlier this year to make it easier for customers to access domestic and [international shipping](#) services on the move. Businesses have their part to play in making their content and transactional pages accessible through mobile sites and apps, but the government needs to encourage investment by doing everything possible to bring forward 4G."

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About Parcel2Go:

Parcel2Go Ltd has been offering its customers the opportunity to organise London, Birmingham and [Manchester courier service](#) deliveries for the past 21 years. Based in Bolton, the company operates a cost-effective collection and delivery service using couriers such as [City Link](#) and DHL throughout the UK, Europe, and countries across the world.

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