

APPU NEWSLETTER

December 2014

Message from the Director



As we enter December I can look back on my first year of work as Director of APPU Bureau. We have made some changes in 2014 but it is only a start and we have to continue the changes in 2015 to ensure we bring more benefit to members.

Lin Hongliang

HEADLINE NEWS

Samoa Post – Ms Ualolo re-appointed CEO for 3 years

ASEAN Posts – Pos Malaysia announced as 2015 host

DHL – Announces \$140 million investment in China

Singapore – Parcel Expo and Retail & e-Commerce in May

APPU – Welcomes Mr Singh as a full-time lecturer

APPC – Launches Hospitality Nights

Key Forum Outputs

The overwhelming message from the forum was about the opportunities provided by e-commerce. If postal operators ignore them they will be left behind as other operators fill the gap. Posts using their “Convenience” DNA more productively to ensure they remain the network of choice.

Thanks should also be given to our 11 sponsors. Not only did they provide lunch and refreshments they also made key contributions to the Forum. The participation of suppliers, operators and policy makers at the event was key to its success..



APPU Postal Business Forum

The APPU Postal Business Forum was held from 25-27 November 2014. With key speakers from policy makers and operators from within the region and a range of consultants and industry suppliers from around the world the Forum was a great success. The forum focused on a number of key themes including, Strategic Opportunities, Regional Priorities, E-Commerce, Leadership and



Sustainability and Customer Orientation. The standard of presentation and quality of content was excellent and feedback has been very positive with requests for further events in 2015.

UPU-APPU-La Poste Strategic Seminar

The 2nd strategic seminar on “New Requirements on the Postal Supply Chain to Secure Business Opportunities” was held on 22-24 October at APPU. Almost 50 people from 20 organisations attended the seminar, which focused on how to develop the roadmap that was created in 2013. Attendees were informed of the updates in European regulations on aviation security and a number of experts from IATA, WCO and TIACA presented on behalf of their organisations. Thanks to all participants for the excellent seminar.



CAT Market Dish of the Month

Better known as Papaya Salad, Som Tam is Thailand's number one salad. It is a perfect mix of crunchy papaya, peanuts, dried shrimps and a variety of vegetables. But the real taste is in the dressing and being a Thai salad that means heat. Som Tam without chili is like a bicycle without wheels - it doesn't move you!!



People In Focus - Ma Junsheng



Ma Junsheng is the Director General of the State Post Bureau of China. With over 30 years postal sector experience he has made great contributions in promoting the institutional reform and development of the sector in China. He has succeeded in guiding the sector into one of the most important service industries and a world leader in reform.



APPC NEWSLETTER

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Attendee Profile - Taka



Before coming to Bangkok Taka, from Japan, was warned about the spicy Thai food. Only one thing to do about such a warning – try for yourself and that is what Taka did. He ate his way through everything Thailand had to offer and still had room for more!

UPCOMING COURSES

Advanced Business Mgt – 12 Jan to 30 Jan
Postal Retail & Sales Mgt – 12 Jan to 30 Jan
International Mail Accounting – 16 Feb to 6 Mar
Postal Business Development – 16 Feb to 6 Mar
Operations Management Course – 16 Mar to 10 Apr
Marketing & Innovations for Posts – 16 Mar to 10 Apr

Postal Management Course

Ten weeks in length, the PMC is the longest course offered at the college. It aims to provide participants with a full range of management skills including strategy, operations, finance, marketing, operations and IT. It also places great emphasis on personal development. This year's course included 14 participants from 10 countries. A side benefit of this course is the opportunity to connect with people from the Asia Pacific region and make life lasting relationships that can make a difference in daily and working lives.



E-Business & Technology Management

The ETM course was held in October and November and brought together experts from the UPU, India and Macao to lead the course. Attended by 21 participants the course covered areas such as technology management, e-Business and how posts can harness ICTs to develop their product and service offer.



Postal Regulation Master Class

APPC is pleased to announce the introduction of a series of master class courses in postal regulation. The three courses will focus on Postal Sector Policy, Universal Service and Practical Regulation. Each course is two weeks and meets a growing demand for such courses in the region.

APPC Asian-Pacific Postal College
Educate - Inspire - Motivate

Postal Regulation Master Class

In association with Sunflower Associates the Asian Pacific Postal College has pleasure in announcing the launch of a series of Postal Sector Master Classes. The three Master Classes focus on Postal Sector Policy, Universal Service and Practical Regulation. Designed primarily for policy makers from Government and postal regulators the master classes are designed to stimulate thinking and inspire learning in these three vital areas.

Postal Sector Policy	20 th April to 1 st May 2015
Universal Service	20 th to 31 st July 2015
Practical Regulation	12 th to 23 rd October 2015

The postal regulation master class has been designed and will be delivered by Graeme Lee of Sunflower Associates. With 25 years experience working in Royal Mail, The World Bank, DHL, and in more than 70 countries on postal projects Graeme brings a wealth of knowledge to the college. The course is based on his experience working on postal policy, universal service and regulation in all corners of the world and takes into account leading developments in Europe and Asia Pacific regions.

Sunflower Associates

Most Outstanding Participant 2014 EVELYNE KALO - VANUATU

One of the most important elements of the Postal Management Course is the selection of the Most Outstanding Participant. This year the prestigious award went to Ms Evelyne Kalo from Vanuatu, the country's third winner since 2004. Selected by scores from classmates, the course Director and Admin staff on a range of criteria it can only be won by the best all rounder. A model participant Evelyne was energetic, enthusiastic, hard working and a true friend to her fellow classmates. Congratulations to Evelyne and good luck in your future work in Vanuatu. Evelyne, everyone at APPC misses your beautiful smile.



EMS Course

Incorporating a two day terminal dues workshop and a week long EMS Operations and Quality Workshop, the course provided participants with comprehensive training on all aspects of EMS. With 19 participants plus 7 more on the EMS Workshop it was a very popular course. The course also marked the final one on which Mr Aras would be Course Director as he ends his 5 year stay at APPC.



Sports News

Not technically sports but the PMC Leadership Bootcamp, was both physical and fun, which is what sport is all about too. The two-day bootcamp featured teambuilding exercises and lessons in survival techniques. The good news was that everyone survived!



Attendee Profile - Frederick

Filipino Fred was the professional entertainer of the EMS course. Singer, dancer, all round stress reliever to all he came into contact with. With his talents the APPC should give him a contract as resident entertainer! Thank you Fred.



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