

# MIP

# Issue 2014-3

# SFE

# NEWSLETTER

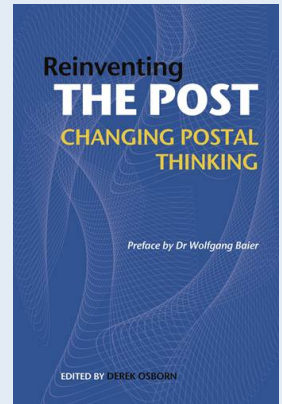
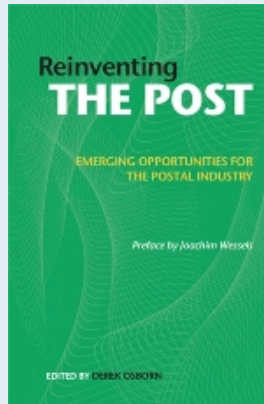
## POST-EXPO 2014

POSTAL • COURIER • EXPRESS

The annual Post-Expo was held in Sweden in September. The event combines a conference and exhibition bringing together postal leaders and decision makers from around the world. The highlight is the UPU World Postal Business Forum that discusses the latest issues facing the industry. On the exhibition side more than 120 companies exhibited their postal products and services. If you can't attend Post-Expo in the future a good way to keep up with events in the industry is through the associated magazine - Postal Technology International.

## Reinventing the Post

Launched at Postexpo in 2013 Reinventing the Post has been joined by a sibling - Reinventing the Post II, launched at Postexpo 2014. Both books contain articles written by people within the postal sector and make interesting reading for MIP-SFE participants.



## 20:20 Vision



On a recent visit to an Optician's to purchase some new contact lenses I was told they would take 7-10 days to arrive. I first wondered why it should take so long and then I saw a postal opportunity. Posts can offer companies such as Acuvue a next day delivery service, cutting down stockholding, distribution costs and offering significantly improved service.

How many Acuvue type opportunities are there in your country?

## Useful Websites

[www.postexpo.com](http://www.postexpo.com)  
[www.postaltechnologyinternational.com](http://www.postaltechnologyinternational.com)

## MIP NEWS SFE

Both MIP and SFE courses are scheduled in the APPC programme for 2015. Please encourage your colleagues to attend these or other courses in the coming year so they too can have a life changing experience.

Graeme was lucky enough to visit Vietnam where he met up with Khanh and Hang from the MIP and SFE courses. The two of them showed him the highlights of their beautiful country and he hopes to be back soon!

The APPU is producing marketing materials for all courses to better promote the college and the courses offered. The first of these were presented at the EC meeting in Colombo.

## Articles for Newsletter

Please send any news, articles or a favourite tagline to [info@sunflowerassociates.com](mailto:info@sunflowerassociates.com)



Sunflower Associates

Favourite tagline

Grace Space Pace



APPU