

## New MIP-SFE Brochures

APPC has introduced new marketing brochures for all courses including MIP and SFE. They aim to provide a better overview of what to expect on each course. You will soon be able to link to them from the APPC website, which is currently being updated.

**APPC** Asian-Pacific Postal College  
Educate • Inspire • Motivate

### Marketing & Innovation for Posts

16<sup>th</sup> March to 10<sup>th</sup> April 2015

The marketing and innovation for posts course offers an exciting and inspiring four weeks of learning. The course uses a variety of training and learning methods to infuse marketing knowledge into participants. Interaction is key and participants will be taken offsite to stimulate thinking. The course incorporates the **IPU Direct Mail Workshop** and the **IPC e-Commerce Workshop** and a full week focused on **Innovation in Posts**. Participants are actively encouraged to bring real life marketing and innovation issues to the course.

Product	Price	Place	Promotion
Quality	Sales	SWOT	People

The course has been designed and will be delivered by Graeme Lee of Sunflower Associates. With 25 years experience working in more than 70 countries on postal projects Graeme brings a wealth of knowledge to the college. He will use his background in Royal Mail, the World Bank and his worldwide experience to inspire participants to develop marketing strategies for their organisations.

Sunflower Associates

Week	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	AM: Introduction to the Branch PM: Highlight in Five Hours	AM: Global Postal Environment PM: MIP Overview	AM: Developing a Marketing Strategy PM: Participant Presentations	AM: Branding Exercise PM: Product Portfolio & IPU Analysis	AM: Branding Feedback PM: Product Portfolio & IPU Analysis
Week 2	AM: Product Development PM: Development Strategy	AM: Product Development Feedback PM: Year of Thailand Post	AM: Innovation in Thailand Post PM: Innovation to Cutting & Pricing	AM: Cutting & Pricing Exercise 1 PM: Cutting & Pricing Strategy	AM: Cutting & Pricing Feedback PM: Pricing Strategy
Week 3	AM: IPU Direct Mail Workshop PM: IPU Direct Mail Workshop	AM: IPU Direct Mail Workshop PM: IPU Direct Mail Workshop	AM: IPU Direct Mail Workshop PM: IPU Direct Mail Workshop	AM: IPC e-Commerce Workshop PM: IPC e-Commerce Workshop	AM: IPC e-Commerce Workshop PM: IPC e-Commerce Workshop
Week 4	AM: Introduction to Innovation Technology PM: Product Development Thailand Post	AM: Innovation Technology PM: Customer Care & Call Centre Unit	AM: Innovation Technology PM: Innovation Thinking	AM: Innovation Technology PM: How can your Post Innovate?	AM: Innovation Technology PM: Innovation Thinking

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## Postal Business Forum

The APPU hosted the Postal Business Forum in November. It brought together Posts from suppliers and consultants to discuss issues affecting the region.

The theme of the forum kept coming back to e-commerce and its growth in China in particular. Volumes peaked during singles day on 11/11 when 103 million parcels were handled. Another name mentioned many times was Alibaba and their plans for the future.

Asian-Pacific Postal Union  
taking posts into the future

## POSTAL BUSINESS FORUM

25-27 November 2014

Sponsored by:

- DHL
- Deloitte
- neopost
- VANDERLANDE
- PitneyBowes
- Beumer
- Belmer
- CP-SPLIT
- PC
- International Post Corporation
- ESCHER GROUP
- InPost

## 2014 MIP-SFE Review

It does not seem so long ago when the MIP course first met and we discussed talked about coffee and cakes and why some people prefer to pay more for their apples. I hope all of you that attended MIP & SFE found your trip to Bangkok a life changing experience. As we move into 2015 in the coming weeks please think about the wonderful friends you made in Bangkok.

**LOGISTICS** (Contract Distribution, Warehousing, Common Agency)  
**POSTAL** (Fulfillment, EMS, Parcels, Letters)  
**RETAIL** (Government Agency)  
**FINANCIAL** (Banking, Payments, Insurance, Remittance)

**E-commerce** connects all sectors.

Why do some people like to pay \$1,000 for an apple and others only \$1?

## MIP NEWS SFE

Time is flying and thoughts are turning to MIP 2015, which is due to be held in March. The course will include some new elements such as Direct Marketing and e-Commerce workshops to further improve our training.

In February I will be running a course called Postal Business Development and I wondered if we should allow participants to join our MIP-SFE club. I hope you all agree with the saying "the more the merrier"!

As we come to the end of the year I want to take the opportunity to wish you all a wonderful and successful 2015 and hope we all have a chance to meet soon.

## Useful Websites

[www.appu-bureau.org](http://www.appu-bureau.org)  
new website coming soon!

## Articles for Newsletter

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