



Postal Business Forum Report



The Asian-Pacific Postal Union hosted a Postal Business Forum at the end of November 2014 that was attended by more than 50 participants from member countries, suppliers and consultancies. The Forum consisted of four main themes but the topic of e-commerce and the impact it is having in the region took centre stage. Alibaba was another name mentioned on multiple occasions and in particular the phenomenal revenue growth achieved by them culminating in one day sales of US\$9.3 billion on singles day. Feedback from the Forum was very positive and we hope to host something similar in 2015.

Forum Presenters

China State Post Bureau – Japan Post – India Post – Thailand Post – APPU – Neopost – Inpost – Pos Malaysia – IPC – Philippines Postal Corporation – Alibaba – New Zealand Post – DHL eCommerce – PIP - Whatnext4you – Sunflower Associates – Vanderlande – Scale Advantage- APP – Singapore Post – Pakistan Post – Pitney Bowes

Main Themes

- Day 1 – Asia Pacific Regional Priorities
- Day 2 – Opportunities and Challenges in eCommerce
- Day 2 – Reinventing the Post through Leadership and Sustainability
- Day 3 – Customer Orientation



<h2>Day 1 Asia Pacific Regional Priorities</h2>	
China State Post Bureau	<ul style="list-style-type: none"> • SPB highlighted the development of the CEP sector in China • The growth in eCommerce was a major factor • Singles day resulting in the movement of 103 million parcels
Japan Post	<ul style="list-style-type: none"> • Provided current status of Japan Post • Ordinary mail volumes falling but Yu products rising • Growth potential in eCommerce activities
India Post	<ul style="list-style-type: none"> • Asked if India Post is geared up for business? • Market has moved but India Post has stayed put • Opportunities: eCommerce, Logistics, Express, Finance, Rural
Thailand Post	<ul style="list-style-type: none"> • Bricks and Clicks is the Future • Expanding beyond traditional postal services – beyond 20Kg • Moving into international logistics with simplified process
APPU	<ul style="list-style-type: none"> • APPU highlighted the new business plan for the college • APPC is adapting by introducing new courses • Asked members to clarify their training requirements
Neopost	<ul style="list-style-type: none"> • The postal world is in turmoil • De-regulation, privatization, partnerships, new solutions • Posts “very sexy partners” in the new technology world
Inpost	<ul style="list-style-type: none"> • Beyond Parcels: new business models for collaboration • 3,500 parcel lockers in 23 countries – new delivery solutions • Selling, Renting, Open Network locker solutions
<h3>Session Summary</h3> <p>This was perhaps the most diverse session of the forum given the focus on regional priorities. SPB opened the forum with a positive presentation on the development of the CEP sector in China. The growth in eCommerce in China has been positive for public and private postal operators, culminating in the movement of 103 million parcels on singles day in 2014. SPB can take credit for its role in such market development.</p> <p>Japan Post showed how they were moving their business towards packets and parcels with the development of Yu products. Japan Post is lagging behind the two major parcel operators in Japan but sees eCommerce as an opportunity to challenge in this market.</p> <p>India Post asked if it was geared up for business. eCommerce is a big opportunity with growth in e-tailing ready to take off. There is also significant opportunity for India Post to benefit from its many rural post offices to offer financial inclusion and rural services.</p> <p>Thailand Post showed how it has developed domestic logistics and eCommerce services and is now keen to develop international solutions, particularly in ASEAN countries.</p> <p>APPU is adapting its training courses at APPC to reflect changing market needs. It is revising courses, utilising visiting lecturers and is developing regulatory courses.</p> <p>Neopost how the turmoil of the postal world can be made an advantage as technology companies view posts as “sexy partners” in delivering physical delivery solutions.</p> <p>InPost showed how alternative delivery solutions can be better for customers, posts and the environment. Parcel lockers can be 95% more efficient than last mile delivery.</p>	



Day 2 Opportunities & Challenges in eCommerce

Pos Malaysia	<ul style="list-style-type: none"> • Staying ahead of the curve • Currently in second wave of postal transformation process • Offering solutions and unleashing SMEs
IPC	<ul style="list-style-type: none"> • Market opportunities for cross border eCommerce • 43% of Alibaba Singles Day orders placed on mobile devices • IPC Interconnect – connecting sellers, posts and consumers
Philippines Postal Corporation	<ul style="list-style-type: none"> • Pushing the Boundaries: Increasing Customer Value • Development of a lean, mean structure • Recruitment of young professionals and continuous training
Alibaba	<ul style="list-style-type: none"> • Mission: To make it easy to do business anywhere • Smart logistics – involves public and private operators • Rural area = undeveloped treasure
New Zealand Post	<ul style="list-style-type: none"> • Connecting People With Products • Asia Pacific is driving eCommerce growth • Markets changing from Shipping to Shopping
DHL eCommerce	<ul style="list-style-type: none"> • Why Global Connectedness Matters • Information on Trade, Capital, Information and People • DHL – Connect People to Improve Lives

Session Summary

This session contained a number of diverse messages. For Pos Malaysia and PhilPost there was talk of survival and the need for transformation. This was indicative of their stage of progress in their corporate transformation processes. IPC, and New Zealand Post focused on the importance of eCommerce and in particular the cross border element. IPC talked about Interconnect and how it aims to simplify the process of cross-border eCommerce. NZ Post talked about their own developments in this area and how they are moving from shipping to shopping. DHL eCommerce talked us through their own study on Global Connectivity to show where future cross border opportunities might be. Alibaba demonstrated how they are bringing huge opportunities to all players in the postal market. They partner with virtually every big private and public postal operator but are also developing their own networks where opportunities exist. Alibaba plans huge investment in developing rural contact points to tap the undeveloped rural treasure.



Day 2 Reinventing the Post Through Leadership & Sustainability

Whatnext4u	<ul style="list-style-type: none"> • Reinventing the Post: Changing Postal Thinking • What is the purpose and identity of postal operators? • Are we a sunset industry or can the sun rise again?
India Post	<ul style="list-style-type: none"> • The importance of collaborative leadership • Monopoly (old economy) to collaboration (new economy) • A Smart Planet needs a Smart Postal Network
Sunflower Associates	<ul style="list-style-type: none"> • Sustainable Postal Sector Policy • A postal sector vision should anticipate the market • What is your postal sector vision?
Vanderlande	<ul style="list-style-type: none"> • Sustainability – Let’s Care • Why should we care? How do we care? • Sustainability – Good for people, the planet and profit
Scale Advantage	<ul style="list-style-type: none"> • In Sustainability no business is an island • Driving sustainability through leadership • Sustainability needs to be in Corporate Strategy & Objectives
International Posts Corporation	<ul style="list-style-type: none"> • Collective initiatives for sustainability • Global postal CO² footprint the same as New York City • IPC Sustainability Programme – target reduced emissions

Session Summary

This session covered a wide range of topics on the themes of reinvesting the post through leadership and sustainability. Whatnext4u opened the session by talking about the series of books that have been developed in conjunction with Post Expo and asked relevant questions of the purpose and identity of postal operators. India Post talked about the importance of moving posts from the old economy models of being stand alone monopolies to working in collaboration with partners as part of a new economy. This would require a significant change in mindset. Sunflower Associates built on this by asking a series of questions about postal sector policy. The vision of the sector, universal service definition and the role of the incumbent operation were all raised as questions. Vanderlande, Scale Advantage and IPC talked about more conventional issues of sustainability. Vanderlande focused on how cutting energy use, being more efficient and reviewing processes is not only environmentally positive it is also positive for the bottom line of the business. Scale Advantage talked about how sustainability needs to be taken on board at a corporate level and placed within senior managers objectives if companies are serious about reducing their carbon footprint. IPC gave a clear example of how their members have embraced the drive to reduce emissions by having targets by specific dates.



Day 3 Customer Orientation

Asia Pacific Posts (APP)	<ul style="list-style-type: none"> • Good things come in small packages – eCommerce! • Most eCommerce items below 2Kg • Need to develop simple lightweight tracked packet
Singapore Post	<ul style="list-style-type: none"> • Customer Centricity – the SingPost Journey • Innovation towards a sustainable post • Leader in eCommerce Logistics & Trusted Communications
Pakistan Post	<ul style="list-style-type: none"> • Reinventing the post through technology management • Complete new brand image for Pakistan Post • Postal Training Centre
Pitney Bowes	<ul style="list-style-type: none"> • Innovative solutions for a transforming market • Convergence of physical and digital = growth in eCommerce • Pitney Bowes powers billions of transactions
PIP	<ul style="list-style-type: none"> • Postal Innovation Platform – Changing the future for posts • PIP: Orchestrates, is an Intermediary, part of the value chain • Partnership models are key to new business opportunities

Session Summary –

The final session focused on customer orientation. APP opened the session with a discussion on the opportunities of eCommerce. In particular the focus was on the need to develop lightweight tracked packets to promote cross border eCommerce traffic. This was recognition of customers having less trust in international eCommerce compared to domestic solutions.

Singapore Post talked about its desire to place the customer at the centre of everything they do. They also have a desire to be a regional leader in eCommerce and Trusted Communications and the tie-up with Alibaba illustrates how they are moving towards delivering that objective.

Pakistan Post showed how it is developing a new branding to better position itself to customers. New logos, new uniforms, new vehicles and new products are all part of the new proposition.

Pitney Bowes illustrated how the physical and digital worlds are converging, which offer posts with great opportunities. It is also beneficial for companies such as Pitney Bowes who can help bridge the digital and physical divide for posts.

PIP did a final summary for the forum and stimulated thought around the room by asking a series of questions of what post was actually about. One theme that came out was how posts often talk about their reach being a core competence and a key USP. This was questioned by members of the audience who suggested convenience was more important than reach with post office opening hours being far from convenient.



Postal Business Forum Summary

The APPU Postal Business Forum 2014 was a great success. It built on the forums of the previous two years and took the debate forward. This year we were especially pleased with the number of high-ranking officials that came from member countries. The overall balance of senior managers, suppliers, private sector operators, customers and consultants was good and this was reflected in the level of presentations given at the forum. It is by far the highest standard of presentations seen at this event and we must congratulate all presenters for the time taken in ensuring relevant content.

Feedback from visitors was overwhelmingly positive and the general consensus was that the event was more beneficial to all attendees than other more expensive events. In particular the focused and friendly environment made it possible for all visitors to network with each other in a relaxed and informal way.

Postal Business Forum Sponsors

APPU would like to thank our corporate sponsors for ensuring all participants were suitably refreshed and entertained during the postal business forum.

