

MIP NEWSLETTER SFE

Issue 2015-1

Happy New Year

February already so we can wish everyone a happy new year for 2015 and a happy Chinese new year as we welcome the year of the goat. The big news in early January was the launch of the new APPU/APPC website. Inspired by much of the work we did on the MIP and SFE courses it aims to be more customer-focused.



Click & Collect

Click and collect is becoming increasingly popular in Europe in particular. The concept enables customers to buy online and then collect their item from a range of locations. These can include a physical store, a smart locker or an alternative collection point such as a post office. This is a great opportunity for all our posts to position our post offices as the network of choice for click and collect.



College Developments

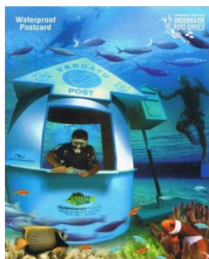
New developments include a revised selection of weekend trips and a concept called "Did You Know", which aims to inform unique postal facts about our region.

APPC Weekend Trips

1 Suphanburi 07:00 - 20:00 Suphanburi is an ancient town with its historical and cultural heritage. Highlights include: • Visit the Grand Palace • Visit the Wat Phnom • Visit the Wat Phnom • Visit the Wat Phnom • Visit the Wat Phnom Price 500 Baht	2 Ayutthaya 07:00 - 18:00 One of the World's largest cities Ayutthaya was the former capital of Siam. Highlights include: • Visit the Grand Palace • Visit the Wat Phnom • Visit the Wat Phnom • Visit the Wat Phnom Price 600 Baht	3 Grand Palace 08:00 - 21:00 The Grand Palace and Bangkok Temple is a major attraction in Bangkok. Highlights include: • Visit the Grand Palace • Visit the Wat Phnom • Visit the Wat Phnom • Visit the Wat Phnom Price 950 Baht
8 River Kwai 08:00 - 20:00 Experience the River Kwai Bridge and the surrounding area. Highlights include: • Visit the Grand Palace • Visit the Wat Phnom • Visit the Wat Phnom • Visit the Wat Phnom Price 500 Baht	4 Bangkok Canals 08:00 - 20:00 Experience the Bangkok Canals and the surrounding area. Highlights include: • Visit the Grand Palace • Visit the Wat Phnom • Visit the Wat Phnom • Visit the Wat Phnom Price 500 Baht	5 Pattaya 08:00 - 22:30 Experience the Pattaya Beach and the surrounding area. Highlights include: • Visit the Grand Palace • Visit the Wat Phnom • Visit the Wat Phnom • Visit the Wat Phnom Price 1,000 Baht
7 Floating Market 07:00 - 13:00 Experience the Floating Market and the surrounding area. Highlights include: • Visit the Grand Palace • Visit the Wat Phnom • Visit the Wat Phnom • Visit the Wat Phnom Price 150 Baht	6 Phetchaburi 07:00 - 18:00 Experience the Phetchaburi and the surrounding area. Highlights include: • Visit the Grand Palace • Visit the Wat Phnom • Visit the Wat Phnom • Visit the Wat Phnom Price 500 Baht	

Did you know

Vanuatu has the World's first underwater post office



MIP NEWS SFE

The MIP course will be held between the 16th March and the 10th April 2015. It includes direct marketing and E-Commerce workshops and a session on Swiss Post Innovation.

As mentioned in the last newsletter we will welcome participants of the Postal Business Development course on 16th February and they will then be part of our club!

I hope everyone has a great 2015. Please keep in touch and if you have any "Did You Know" facts for your country please let me know so we can inform everyone.

Find the newsletter on the new website: www.appu-bureau.org/appc/newsletter

Useful websites

www.appu-bureau.org

Articles for Newsletter

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