

APPU NEWSLETTER

August 2015

Message from the Director



I believe that APPU needs to be open to change and recognize that the postal sector is more than just national operators. At the regional strategy conference we must consider how we can be more innovative, integrated and inclusive to the whole postal sector.

Lin Hongliang

HEADLINE NEWS

- APP** – APP CEO Forum in Seoul 14-15 September
- UPU** – Terminal Dues Workshop 28-30 September
- APPU** – La Poste Strategic Seminar 7-9 October
- Thailand** – Songporn Komolsuradej appointed PS of MICT
- India** – Special Training Cooperation
- APPC** – Postal Management Course to visit Australia

EMS Symposium



At the EMS E-Commerce Symposium, held in Bangkok in June, senior managers from 17 countries discussed the potential of EMS in delivering e-commerce solutions.

The leading posts shared best practice and highlighted how EMS was forecast to grow by up to 40% in some cases in 2015.

The outcome of the symposium was the **Bangkok Declaration on EMS Cross-border E-Commerce in the Asia-Pacific Region**. The declaration commits countries to reaching EMS service performance targets through implementing agreed standards, pay for performance and adoption of customs and transport procedures.

The symposium highlighted the potential of e-commerce to posts in the region and showed how EMS is a ready-made solution to deliver e-tailers requirements.

Strategy Conference and Round Tables

From 24th to 28th August APPU will host the Istanbul World Postal Strategy Conference and APPU Round Tables. Already more than 100 delegates from 26 member countries are registered to attend.

The aim of the two-day strategy conference is to have a regional consensus on the direction of the postal industry. It is important Asia Pacific presents a united front at the Istanbul Congress in 2016 in order to best influence the Istanbul Postal Strategy.

The first two days of the Round Tables will focus on major issues affecting the region including terminal dues and the function of the Parcel Post Remuneration Group. Speakers from UPU, Holland and Spain will share their experience. The final day will be devoted to the key issues of APPU Reform, UPU Reform and the UPU Integrated Product Plan.

APPU UNI-APRO Seminar

The APPU and UNI-Apro Seminar held on 28-29 July aimed to promote social dialogue to ensure sustainable development of postal services in the region. The seminar included topics covering UPU framework, business dimensions, core business (mail, parcels and logistics), best practice case study from Sing Post, operational excellence and HR



Management and health and safety. The seminar, attended by 19 participants from 10 countries, included a variety of group exercises to reinforce the seminar messages.

CAT Market Dish of the Month

Sticky rice is a favourite dish for many Thai people. The



editor particularly enjoys sticky rice when it is cooked on a grill inside a bamboo stick. Fill a stick of bamboo with pre-soaked rice, coconut water and red beans, if that is your preference, and seal the end of the bamboo. Cook over

an open fire and wait for a wonderful tube of sticky rice.

People In Focus - Wesley

Wesley Rasu is the CEO of Vanuatu Post and head of delegation to UPU and APPU. He was awarded the most outstanding participant award on the 2004 APPC PMC course in 2004 and has inspired two colleagues to follow in his footsteps. With the World's only underwater post office it is appropriate that Wesley is an avid snorkeler.



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Attendee Profile - Jin



China's Jin, from the ETM course, stood out for his hard work and focus. He was always willing to help and his effort in producing the on-course project with Anil was commendable and most appreciated.

UPCOMING COURSES

Postal Management Course – 7 Sep to 23 Oct
Strategy Formulation & Execution – 7 Sep to 3 Oct
Universal Service & Practical Regulation - 20 Oct to 2 Nov
Express Mails Service – 9 to 27 Nov
Costing & Pricing Course – 9-27 Nov
Advanced Business Management – 11 to 29 Jan
Postal Retailing & Sales Management – 11 to 29 Jan

E-Business & Technology Management

The course on E-business and Technology Management was held from 15th June 2015 to 3rd July 2015. Attended by 18 participants from 11 countries, this course was a resounding success in terms of content and expected outcomes. The participants received an exposure to the best practices and experience of leaders in the industry both in the area of successful business models as well as cooperation and partnerships with the Posts. Specific inputs on how to maximize their e-service offerings were also imparted by



experts from Neopost, Escher group, DHL, ITU, Thailand Post and Sing Post. Rafting gave minds a well deserved diversion from technology!

UPU Workshop on E-Business

The Workshop on E-business was conducted by the UPU's Paul Donohoe. It gave in depth knowledge on the UPU strategy for e-business, coordination of electronic services activities and the E-Compro project. A total of 35 people



attended the workshop, which also featured a very successful international food festival with lots of tasty dishes.

Collaboration with Non-Posts

The recent course conducted for the China Express Association marks a notable first for the APPC. In conducting a course for non-posts it shows there is a demand for training from the wider postal sector and that APPC has the skills to deliver such training. Providing such courses better utilizes APPC staff and facilities, which provides opportunities to reinvest in the college facilities. We hope to have such collaboration in the future.



Express Management Program

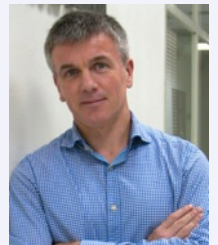
APPU strengthened its cooperation with China Express Association (CEA) by organizing an Express Management Program in July 2015. The program was considered really important to develop partnerships between the postal industry and private couriers. CEA brought 16 participants from different companies to Bangkok. The program covered benchmark visits to Thailand Post and DHL Express Bangkok Hub facilities. Ideas and postal sector developments were shared and exchanged between attendees. Trips to Pattaya



and within Bangkok were well received and lots of fun for what was a first trip to Bangkok for many. We hope to see CEA again in 2016!

State Post Bureau of China Workshop

In August APPC will welcome a delegation from the State Post Bureau of China to a workshop on universal service. It follows on from the same course held in 2014 and shows the value SPB places in APPC training that they are willing to send 20+ delegates to Bangkok for a second time. Our visiting course director, Mr. Graeme Lee, who is a leading authority on universal service in the postal sector, will again lead the course.



Sports News

E-Business & Technology 3 - 0 Thai Post Officials



A shock result as members of the ETM course beat hosts Thai Post in a friendly international football match held in front of a capacity crowd at the Thai Post "Wembley" stadium!

Attendee Profile - POD



IT expert POD from Mongolia was a star in and out of the ETM course. In class he helped his colleagues understand technical subjects. Out of class his football skills ensured his APPC team was unbeaten.