

APPU NEWSLETTER

October 2016

APPU EXPRESSES DEEPEST CONDOLENCES FOR THE LOSS OF
HIS MAJESTY KING BHUMIBOL ADULYADEJ

Message from the Director



The 26th UPU Congress has been completed successfully. From next year we will have the new Istanbul World Postal Strategy (IWPS) with the key words: Innovation, Integration and Inclusion. Let's work together to implement the IWPS to build a bright and sustainable future for the postal sector.

Innovation & Protecting the Core

Agricultural e-Commerce: China's Ministry of Agriculture signed an e-commerce cooperation agreement with China Post's ule.com.

The two agreed to implement comprehensive cooperation in services, agricultural e-commerce, tourism and poverty alleviation to accelerate agricultural transformation and promote rural economic development.

According to the agreement, the organizations will transform physical village post offices into information cooperatives, upgrade postal services with an integrated platform and extend agriculture technology.

These Info Cooperatives can carry out agriculture e-commerce through ule.com and a mobile internet marketing platform that will include seeds, local products and e-commerce supermarkets for villages.



International Food Festival

Gỏi cuốn or Vietnamese spring roll is a lovely dish often prepared by the participants from Vietnam. It can consist of pork, prawn, vegetables and other ingredients wrapped in Vietnam Bahn Rang (commonly known as rice paper). It is one of the dishes which gets finished fastest in the Food festival.



HEADLINE NEWS

- UPU:** Istanbul World Postal Strategy & Vision 2020 Adopted
New APPU members in CA and POC
- APPU:** Outstanding Line up of Speakers in 5th Business Forum
- China:** China Post gives Technological Achievement Awards
- UPU:** Workshop on EMS from 21-25 November
- Thailand:** MICT renamed as Ministry of Digital Economy & Society, Sept. 2016

26th UPU Istanbul Congress



Among the results of their deliberations was the adoption of the Istanbul World Postal Strategy, which sets the course for the UPU's work over the next four years. The strategy-based on integration, innovation and inclusion-strives to improve interoperability of postal network infrastructure, ensure sustainable and modern products, and foster market and sector functioning. **UPU vision:** "The postal sector is seen as an enabler of inclusive development and an essential component of the global economy."

CA Members: Australia, China, Indonesia, Iran, Japan, Korea, Malaysia, Pakistan and Vietnam POC Members: Australia, Bangladesh, China, India, Japan, Korea, New Zealand, Singapore and Thailand appointed as members. (Photo-Girl from Vietnam receives 1st Prize in Letter writing competition.)



Up-coming 5th APPU Postal Business Forum 28-30 November 2016

"Building a Sustainable Future" is the theme of this year's Business Forum. The first major gathering following the Istanbul Congress, this landmark event will have 3 power packed days. Day 1: Creating the Future within the new Strategic Direction. Day 2: Growing the business and expanding the envelope. Day 3: The long term Bottom line ie. Sustainable and responsible business models. This promises to be an excellent and unique event for the Asian Pacific Posts.



People In Focus - Kamishiro Kazuo

Kazuo is currently Project Director at the Postal Technology Center of the UPU. This mild mannered Expert started his career as a Post Man in Japan Post for 7 years. Over the last ten odd years he has spearheaded the initiatives for the deployment of IPS software, the Quality Control system, Custom Declaration System and IPS.Post. He is a friendly and familiar face for IT Managers all over the Postal World. He is also collector of Miniature Trains!



APPC NEWSLETTER

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Attendee Profile - Ravi

Mr. Ravindra Gunaratne from Sri Lanka. He got the Outstanding participant of PMC 2016 with his excellence in both academic and social evaluations. A friendly, helpful, humble and gentle human being who was liked by all. We wish him further success!



UPCOMING COURSES

Advanced Business Management – 9th to 27th Jan. 2017

Postal Retailing & Sales Mgmt. - 9th to 27th Jan. 2017

International Mail Accounting – 13 Feb. to 3 March

Postal Business Development - 13 Feb. to 3 March

Special Courses for Qatar Post

These 3 courses focused on Performance Management in the Operations and Retail areas of Postal business. Course design and content was prepared by Visiting Lecturer, Mark Lawley. The courses were attended by 26 participants from Qatar, split into smaller groups and spread over three weeks. The main themes were "at the heart of good performance is a conversation", "people who produce good results feel good - people who feel good produce good results". There was a strong focus on understanding individuals' motivation and attitude to work, and how to hold a conversation with them in order to deal with issues and improve performance. Emphasis was also placed on leadership roles.



Course for India Post Probationers

The fourth Professional Programme for young officer trainees of India Post was organized in October. The 10 probationers received inputs on Postal retail, e-commerce and International Mail operations through a rich mix of class room interaction and facility visits in Thailand Post, DHL and Logistics companies. A good career begins.



Universal Service & Practical Regulation

The two-week universal service & practical regulation master class involved the participants in going through scenarios of universal service in order to assess the implications of each according to different market and geographical conditions. They reviewed costing and financing of Universal service before looking at other issues of regulation. How to license, monitor the market, measure quality and promote innovation in a practical way were also covered in this course.



Postal Management Course

Postal Management Course- PMC is designed for junior and middle level Postal managers. It is the flagship course of the APPC since its inception. Covering 7 weeks, this course focused on a wide variety of topics such as Global postal environment and global postal strategy; Innovation management and innovation canvas for Posts; Total Quality Management: Introduction to Human Resource Management, Employee engagement E-Commerce Operations; Marketing Management; International Mail Operations. This year included a one week benchmark visit to Hongkong Post also and was a rich



experience for the 14 participants from 10 countries: Afghanistan, Bhutan, Cambodia, China, Fiji, Japan, Mongolia, Sri Lanka, Thailand and Vietnam.

Course on Marketing & Innovation in Posts

This 4 week course covered the latest approaches to Marketing of Postal Products. Digital Marketing and the re-birth of Direct marketing were also covered in detail. The 22 participants from 17 countries also benefited from a Workshop on E-commerce held in the second week and a teambuilding Boot camp. Case studies on Innovation in Posts and a rich mix of site visits made the course stimulating.



Lite News

One of the best SPA's in Bangkok called Healthland is fortunately located quite close to the APPC. In fact, it is so popular that a prior appointment is necessary for customers. The Thai Massage is the favorite of most participants (including the editor's wife!) A must do for all visitors to APPC.



Attendee Profile - Amit

Amit Giree from Nepal was an outspoken participant in the MIP course. He was always first to lend a hand and he displayed great leadership skills during the Boot camp. He was confident enough to cook and handle the work of MC at the food festival. He was keen to learn and apply the new knowledge in his work place.



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