

# APPC NEWSLETTER

October 2017

## Attendee Profile – JAG

**Jagdish Chosala**, we all called him "Jag", he was very energetic, helpful and interactive in all activities both in class and outside the class during the benchmark visits. Friendly by nature, he appeared very creative and took interest in his studies. He always came to class with smiling face.



## UPCOMING COURSES

**EMS Course** - 13<sup>th</sup> Nov. to 1<sup>st</sup> Dec. June 2017

**Practical E-Commerce** - 13<sup>th</sup> Nov. to 1<sup>st</sup> Dec 2017

**EMS Performance & Quality Workshop**-20-24 November 2017

**Human Resource Management** - 15 January to 9<sup>th</sup> February 2018

**Service Quality Management** - 15 January to 9<sup>th</sup> February 2018

**Operations Management Course** - 26 February to 23 March 2018

**Strategy Formulation & Execution** - 26 February to 23 March 2018

## Parcel and Logistics Management Course

This course was designed to provide knowledge and understanding of the international and domestic parcel and logistics business and the potential and existing share of the postal sector in the same; With the growing role of postal operators in e-commerce a variety of sessions, case studies, visits, and group exercises, participants were given thorough insights on how to make sustainable business strategies. A galaxy of guest speakers from the Posts and Private sector were also invited for the benefit of the participants. There were a total of 12 participants from 9 countries: Bangladesh, Cambodia, India, Indonesia, Laos, Maldives, Myanmar, Philippines and Thailand for this course.



## International Postal Services Course

This Course had International Mail operations as its central theme, with close attention to the do's and don'ts of making International Dispatches. Electronic Data Interchange and Mail Accounting were also explained in detail in this programme. During the 3rd week of this course Experts from UPU Postal Technology Center and RTCAP conducted Workshops on the IPS and IPS.Post softwares with practical exercises. In addition, visits to Mail canter in Bangkok further reinforced the theoretical learning especially sampling, Customs examination etc. There were 10 participants from Cambodia, China, Cook Islands, India, Indonesia, Pakistan, Philippines, Thailand & Tonga



## Workshop on Innovation



A one week workshop was organized for 24 participants on Innovation, Out of the box Thinking and the need for public sector to innovate in order to survive. Experts from Swiss Post, Thailand Post, and many other Motivational Speakers participated.

## Marketing & Innovation for the Posts

This course was designed to develop all aspects of Marketing and Selling skills. The central theme was on Innovation for better branding of Postal offerings and providing value for the postal Customer. Benchmark visits to Start-up companies like Tarad.com helped expose the participants to the working of Innovative organisations in the Digital age. Insights into better customer relations, E-commerce Pricing and Marketing Communications were also provided to the 13 participants from Bangladesh, Cambodia, India, Japan, Korea, Laos Maldives, Myanmar, Philippines, Sri Lanka and Thailand. A leadership bootcamp was also held in this course for inculcating teamwork and innovation.



## Workshop on Strategic Cost Management

This course looked at the Linkages between strategic cost management, and business models and how an imaginative application of these frameworks can lead to growth of postal business in the current context; Case studies, ABC Costing, Business Analytics namely cost driver analysis, strategic positioning analysis, and value chain analysis. Were covered in the course attended by 23 participants.



## Leadership Boot Camp

APPC runs a high intensity, rough Leadership Bootcamp in 2 of its courses every year. The participant emerges as a transformed individual due to the Military drills performed at the Royal Thai Academy. In fact many fears, weaknesses vanish as the 2 day event brings out unknown qualities of each person.



## Attendee Profile -Brown

Ms. Tikire Brown from the Cook Islands, was a very interactive and helpful participant. She was always willing to help others and lead any activity during the programme and benchmark visits. While at APPC she displayed her skills as a cook and her willingness to go along with Whatever academic or fun activities endeared her to all.

