

# APPC NEWSLETTER

May 2018

## Attendee Profile - "Max"

**Mr. Maximo D. Sta. Maria III:** This marketing professional from Philippines was a mild mannered father of 3. Max went out of his way to help his fellow participants when the strategy making inputs got a little heavy. His presentation making skills meant that he was in high demand for course related activities. An asset for PHLPOST!



## Strategy Formulation & Execution Course

The focus of this course was to provide the basic steps in Strategy making keeping an eye on one's organisational strengths and weaknesses. Through in-class seminars, site visits, external presentations and group exercises, participants received thorough inputs on topics like e-Commerce Strategy and Retail Strategy of Posts, Case studies from Posts and Private sector, cross border e-commerce and challenges. The proper costing and pricing of e-commerce was also taught to the group. There were 8 participants from 8 countries: Bangladesh, Cambodia, China, Myanmar, Pakistan, Philippines, Sri Lanka and Thailand.



## Operations Management Course

Operations Management is the key to success for every postal organization. The need for an effective operations management system for the Posts is ever increasing due to aggressive competition and shifting customer behavior due to the substitution of technological advancement. Course focused on Analysis of end to end operations, Operations management tools, Operational Excellence, International Mail Operations; Technology applications in operations Benchmarking visits and assessment of best practices for postal operations; Case studies of efficient management of operations from competitors. This OMC comprised of 11 participants from 9 countries namely Bangladesh, Bhutan, China, India, Indonesia, Kiribati, Pakistan, Sri Lanka and Thailand.



## Lite News

**Asiatique The Riverfront:** This swanky Open market on the Banks of the Chao Phraya River is now a regular must do visit for participants mainly due to its location, nice eateries and watering holes. The boat ride to and fro is memorable as is the ambience for picking up all the souvenirs for friends back home. participants return to APPC laden with their purchases!



## UPCOMING COURSES

**Workshop for State Post Bureau China on Belt and Road Initiative**  
28 May-7 June 2018

**Postal Business Development - 18 June-16 July 2018**

**International Mail Accounting - 18 June-16 July 2018**

**International Postal Services - 30 July - 24 August 2018**

**Parcels & Logistics Management - 30 July - 24 August 2018**

## Workshop on E-commerce Strategy

The Workshop was designed along the lines of the roll out of Ecompro and the ORE projects of the UPU. A Strategy Software model developed on Microsoft Excels by Amitabh Singh of APPC was used by the participants to develop an E-commerce Strategy for their respective countries. A series of sessions taken by e-commerce companies such as Lazada, Tarad.com, DHL E-commerce and Lala Move provided new insights on how the leaders in e-commerce are implementing their e-commerce strategies. A total of 17 participants attended this workshop.



## Special Program for Afghanistan Post

The special program on Operational Readiness for e-commerce-ORE for Afghanistan Post was held at APPC Bangkok, Thailand from 1 to 5 April 2018 with 15 participants. The special program was sponsored by UPU in order to support Afghanistan Post to be ready for e-commerce in the near future.



## Workshop on E-Commerce Operations

The program was designed for Posts to adapt to change with the growing on-line market. Posts will act as e-Market place and shipping facilitator to both customers and consumers. The topics included current situation on e-Commerce business environment Commerce Business Model and services rendered to the customers and consumers, Roles of Posts as e-Market place and shipping facilitator, E- fulfilment operations. The ECO 2018 comprised of 14 participants.



## Attendee Profile - Arvind

Arvind Singh Bhandari was a very energetic, friendly and sociable guy. He joined all kinds of activities that were organized by APPC. He was chosen as Mr. APPC during the International Food Festival with his multi-talented characteristics especially cooking and dancing.



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