

## **Agenda Item 13: Market Development and E-Services Working Group**

### **Sub-item 13.2 – Report of the Market Development and E-Services Working Group Meeting**

#### **Presentation by New Zealand**

| <b>1. Subject</b>  | <b>References/paragraphs</b> |
|--|------------------------------|
| <p>Informing EC members through:</p> <ul style="list-style-type: none"> <li>- A presentation from Sri Lanka Post; and</li> <li>- An update on the work under way within the Market Development and E-Services Working Group</li> </ul>   | §§ 1-3                       |
| <b>2. Decisions expected</b>   |                              |
| <p>The EC is asked to:</p> <ul style="list-style-type: none"> <li>- <b>note</b> the update on <a href="http://www.bepost.lk">www.bepost.lk</a> – “Beyond the Post”</li> <li>- <b>note</b> the update on the work of POC C 3 – E-Services Development Group in relation to the Digital Readiness for e-Commerce project.</li> </ul> | <p>§ 2</p> <p>§ 3</p>        |

## **1. Introduction**

1.1 The APPU EC Market Development and E-Services Working Group met on Tuesday, 26 June 2018

1.2 Its agenda covered the following matters.

1. An update from Sri Lanka Post on their [www.bepost.lk](http://www.bepost.lk) work in developing a hosted e-Commerce value chain solution and e-market place for Micro, Small, Medium Enterprises (MSME) to promote products to the wider Sri Lankan digital consumer market (see EC 2018 Doc 13.1); and
2. Recent work of the POC C 3 E-Services Development Group dealing with the UPU Digital Readiness Project, led by the Chair

## **2. Discussions – [www.bepost.lk](http://www.bepost.lk)**

2.1 Update on Sri Lanka Post’s recently launch [www.bepost.lk](http://www.bepost.lk) e-commerce enabled website – Presented by Sri Lanka:

- (i) The meeting was introduced to the “Beyond the Post” concept of Sri Lanka Post, comprising an in-house IT development to enable Sri Lankan MSME to actively participate in the e-Commerce market place using a complete e-Commerce value chain solution supported by Sri Lanka Post.

- (ii) The site supports the sale of quality assured products, via onsite, operationally managed within Sri Lanka Post's e-Business and Technology Centre (eBTM Centre).
- (iii) The e-Commerce site is complemented by the physical supply chain capability of Sri Lanka Post, from warehousing, to pick and pack through to last mile delivery to the e-consumer, and payment collection and merchant settlement.
- (iv) Bepost.lk also supports other core e-Commerce requirements such as returns management, data protection and consumer privacy.
- (v) Bepost.lk has developed its own digital brand, and physical branding through specific livery on delivery vehicles.

### **3. Discussions – POC C 3 E-Services Development Group**

3.1 The Chair gave a brief presentation on the work underway at the POC in relation to the Digital Readiness Project – a corresponding and complimentary project alongside the ORE – Operational Readiness for e-Commerce project.

3.2 We considered the four pillars of the DRE, these being:

- (i) The UPU Framework – Congress mandates and the Committee 3 of the POC
- (ii) The initiatives of the DRE:
  - a. Support in Policy making and Regulation
  - b. Building Digital Capabilities
  - c. Enhancing Digital Capabilities
  - d. .POST as a secure vehicle
- (iii) Products and services such as
  - a. Policy and Regulatory package for government and regulators
  - b. The Digital Economy and Post Digital Activities Report
- (iv) Implementation vehicles
  - a. ECOM@AFRICA
  - b. UPU Regional Project on digital transformation and diversification of postal services
- (v) The presentation then concluded with a discussion on the various options open to operators in relation to implementation of Digital Readiness for e-Commerce, the business models, compliance tools from the UPU, and deployment via the secure, branded top-level domain; .POST

There were no questions from the floor for either presentation and the meeting then closed.



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இலங்கை அஞ்சல் திணைக்களம்  
Department of Posts - Sri Lanka



Welcome to...

bepost.lk



# What is *bepost.lk*?

# "Beyond the Post"

- *bepost.lk* is an **in-house Developed software**, by the Department of Posts Sri Lanka, using department own staff and resources.
- *bepost.lk* is providing e-Trade facilities to the **Micro, Small and Medium Scale Enterprise (MSME)** of Sri Lanka.
- Products and services supplied by the *bepost.lk* are **quality assured products and services** through reputed quality assuring institutes in Sri Lanka (Ex. NEDA, SLS)
- Manage all operations through one centralized centre (**e-Business and Technology Management Centre (eBTM Centre)** of Department of Posts Sri Lanka)
- **Door step delivery facility** - local and foreign through the Postal Channel.



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*bepost.lk*

*"Beyond the Post"*

**Launched the bepost.lk  
"Beyond the Post"  
system  
by the His Excellency  
the President of Sri  
Lanka  
Mr. Maithripala Sirisena**







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**bepost.lk**

**"Beyond the Post"**

bepost.lk is the official e-Business portal of the Department of Posts

Rs. Currency ▼

+94-114366101

My Account ▼

Wish List (0)

Shopping Cart

Checkout



Search



0 item(s) - Rs.0.00

Bags

Cleaning Materials

Cloths and Accessories

Decoration

Food & Beverages

Furniture

Plants

School Accessories

Cane Products



Featured

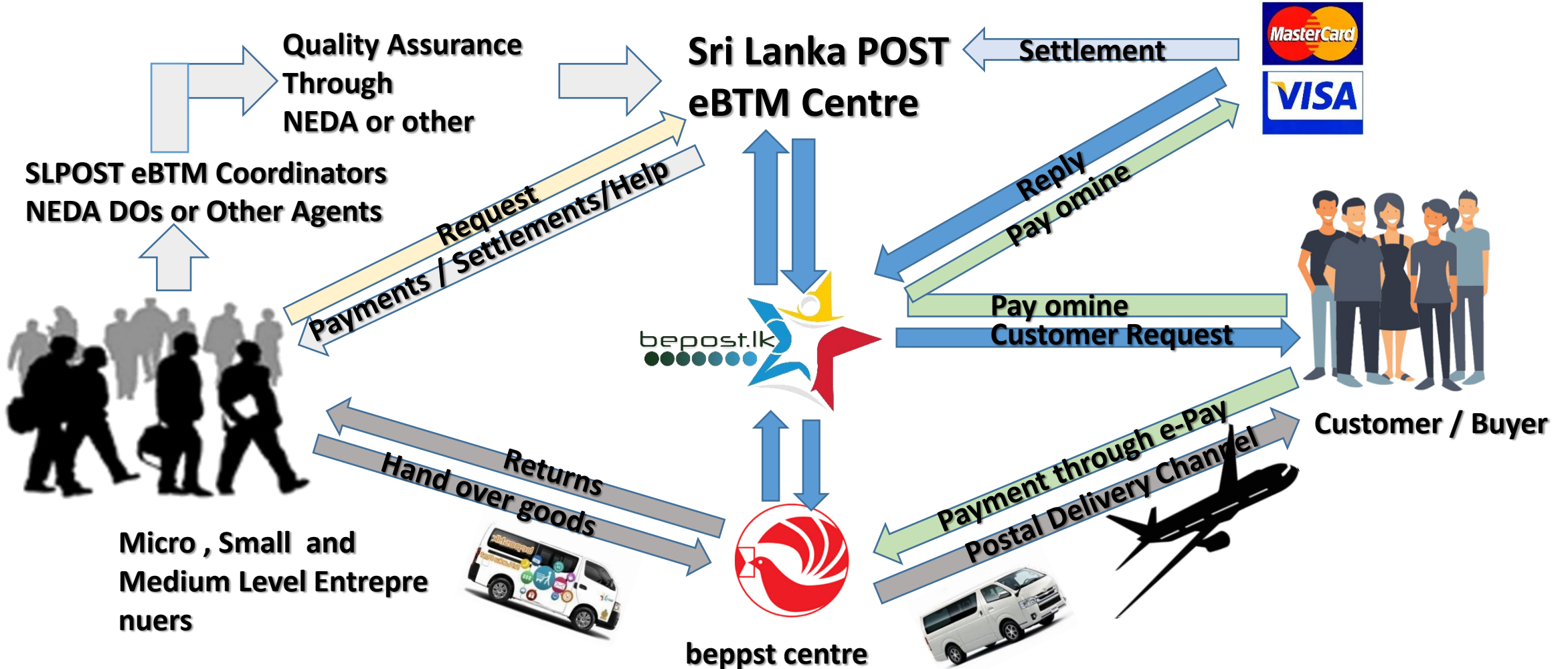




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# Process of *bepost.lk*





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# Controls of *bepost.lk*

# *Beyond the Post"*

## • Controls

- Pricing Policy
- Return & Refund Policy
- Department of Post ICT Policy
- Privacy policy for e-commerce customers
- Delivery Conditions of Post, Local and international mails and custom regulations





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- Make a **World wide market** MSME sector in Sri Lanka.
- Link with the **Local wholesale markets** and supply MSME products.
- Be an **additional income generating Partner** for the Sri Lanka Government and contribute to enhance the National Economy.
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# *bepost.lk Branding*





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# *bepost.lk Pickup and delivery Vans*





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*bepost.lk* engage with the  
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Department of Posts - Sri Lanka



**Thank you !...**





# Market Development and E-Services Working Group (UPU POC C 3 Update)

**Progress towards Stability and Sustainability**

Presentation by New Zealand on the work of the CA Task Force

**ASIAN-PACIFIC POSTAL UNION EXECUTIVE COUNCIL MEETING  
25-29 June 2018, Da Nang, Viet Nam**



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# Digital Readiness Project

## POC C3 ESDG Workplan





# KEY FIGURES DIGITAL ECONOMY



By 2020, approximately 70% of online purchases in China will be made via a **mobile phone**. United States, 46%; United Kingdom, 40%; Japan, 40% (Source: Euromonitor International.)



According to the 2016 Survey, 90 countries now offer one or more single entry portal on **E-Government services**, and 148 countries provide at least one form of online transactional services. (Source: UNPAN E-gov 2016)



The fact that shoppers are buying an ever-greater quantity of goods online has had an impact on the parcel industry, with the proportion of trade accounted for **E-Commerce** expected to rise from 29% in 2013 to 36% in 2018 (Source: The World Economic Forum 2017)



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# DIGITAL READINESS PROJECT



## 26TH UPU CONGRESS ISTANBUL BUSINESS PLAN

- WP 33 - E-COMMERCE ONLINE VALUE CHAIN;
- WP 34 – POSTAL ELECTRONIC SERVICES
- WP 35 - .POST



## POC COMMITTEE 3 MARKETS DEVELOPMENT AND E-SERVICES



### POLICYMAKING



### BUILDING DIGITAL CAPABILITIES



### ENHANCING DIGITAL CAPABILITIES



### SECURE SPACE FOR DIGITAL SERVICES

- POLICY AND REGULATORY PACKAGE FOR GOVERNMENT AND REGULATORS
- THE DIGITAL ECONOMY AND POSTAL DIGITAL ACTIVITIES FLAGSHIP REPORT

### DIGITAL READINESS FOR E-COMMERCE

- UPU FRAMEWORK FOR VIRTUAL MARKETPLACES
- STUDY ON STRATEGIC POSITIONING OF THE POST IN E-COMMERCE
- INTERFACE FOR E-COMMERCE
- PLATFORM CROSS-BORDER E-COMMERCE
- E-COMMERCE GUIDE
- E-COMMERCE COURSE



ECOM@AFRICA



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## UPU REGIONAL PROJECT ON DIGITAL TRANSFORMATION AND DIVERSIFICATION OF POSTAL SERVICES

UPU FRAMEWORK

DIGITAL READINESS  
PROJECT

PRODUCTS AND  
SERVICES

IMPLEMENTATION  
VEHICLES



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# DIGITAL POLICY MAKING



- **POLICY AND REGULATORY PACKAGE FOR GOVERNMENT AND REGULATORS**

Guidelines and recommendations for better policies to support a secure and trustworthy legal framework for the delivery of digital services and universal service.

- **PROPOSAL FOR INNOVATIVE REGULATIONS FOR POSTAL SECTOR PARTICIPATION IN THE E-COMMERCE**

Develop necessary policy and regulations to facilitate the development of the role of the Posts of the digital economy.

- **STUDY ON STRATEGIC POSITIONING OF THE POST IN E-COMMERCE**

Consultation with regulators and government to share legal and policy frameworks to ensure the recognitions of postal e-services to support the e-commerce value chain.





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# BUILDING DIGITAL CAPABILITIES



- **THE DIGITAL ECONOMY AND POSTAL DIGITAL ACTIVITIES FLAGSHIP REPORT**

The report will provide guidance and policy advice to member countries on provision of postal electronic services by conducting an in-depth study on various aspects of the digital services and policy changes in member countries. **The flagship report will be available by 2018**

- **E-COMMERCE AND DIGITAL TRANSFORMATION COURSE**

The e-commerce course in order to improve the capabilities of Posts in this field, which represents a key element of the UPU's strategy. It will serve to stimulate the lasting development of postal digital services across the value chain in order to support e-commerce. **The new E-commerce course will be available by 2018**



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# ENHANCING DIGITAL CAPABILITIES



- MOBILE APP
- INTERFACE APIS
- PLATFORM FOR CROSSBORDER E-COMMERCE (VIRTUAL MARKETPLACES)



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# SECURE SPACE FOR DIGITAL SERVICES

- POLICIES AND STANDARDS
- SECURE INFRASTRUCTURE
- LEGAL FRAMEWORKS



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CYBERSECURITY



BRANDING



NEW  
BUSINESS  
MODELS





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# SECURE SPACE FOR DIGITAL SERVICES

<https://youtu.be/u6s-sYgB28c>



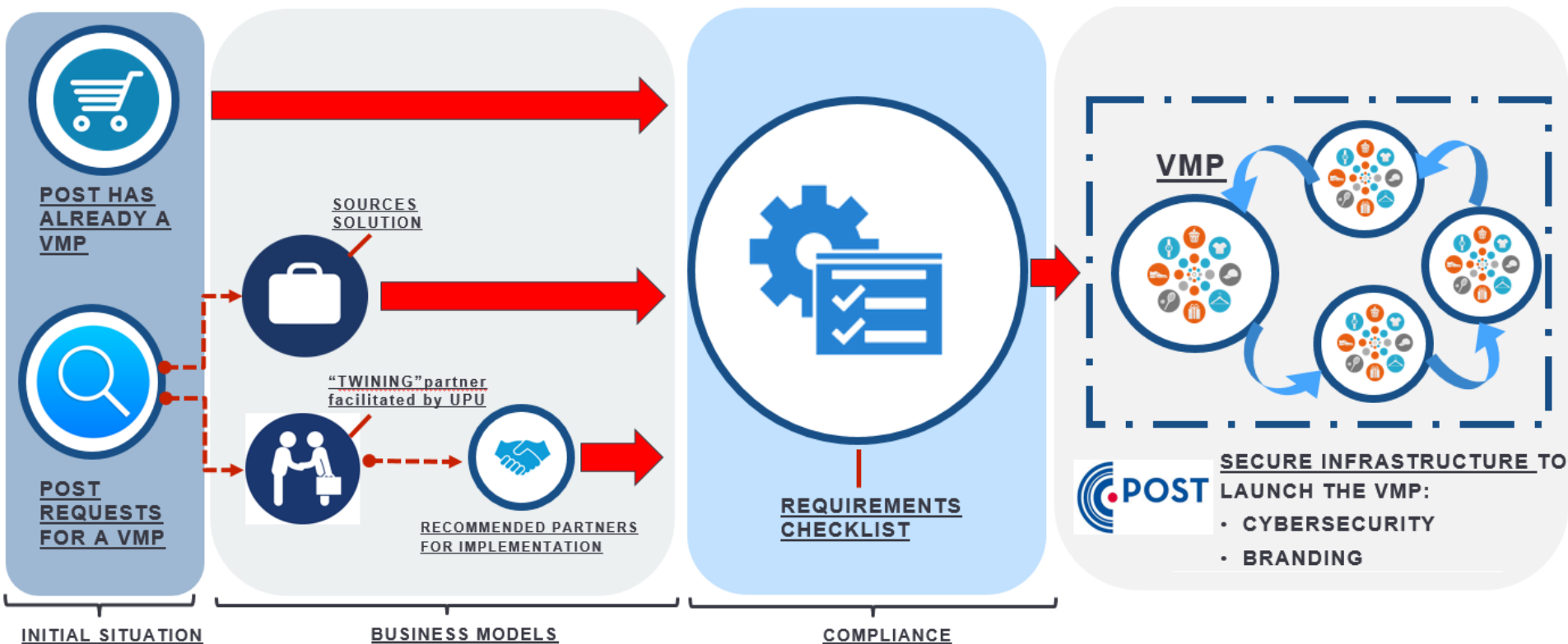
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# IMPLEMENTATION *DIGITAL READINESS FOR ECOMMERCE (DRE)*

## UPU framework for VMPs

An all-inclusive methodology for assessing and enabling the digital readiness of postal operators to implement e-commerce







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# UNIVERSAL POSTAL UNION CONTACT FOR DIGITAL READINESS FOR E-COMMERCE:

DANIEL NIETO

[Daniel.nieto@upu.int](mailto:Daniel.nieto@upu.int)

# THANK YOU



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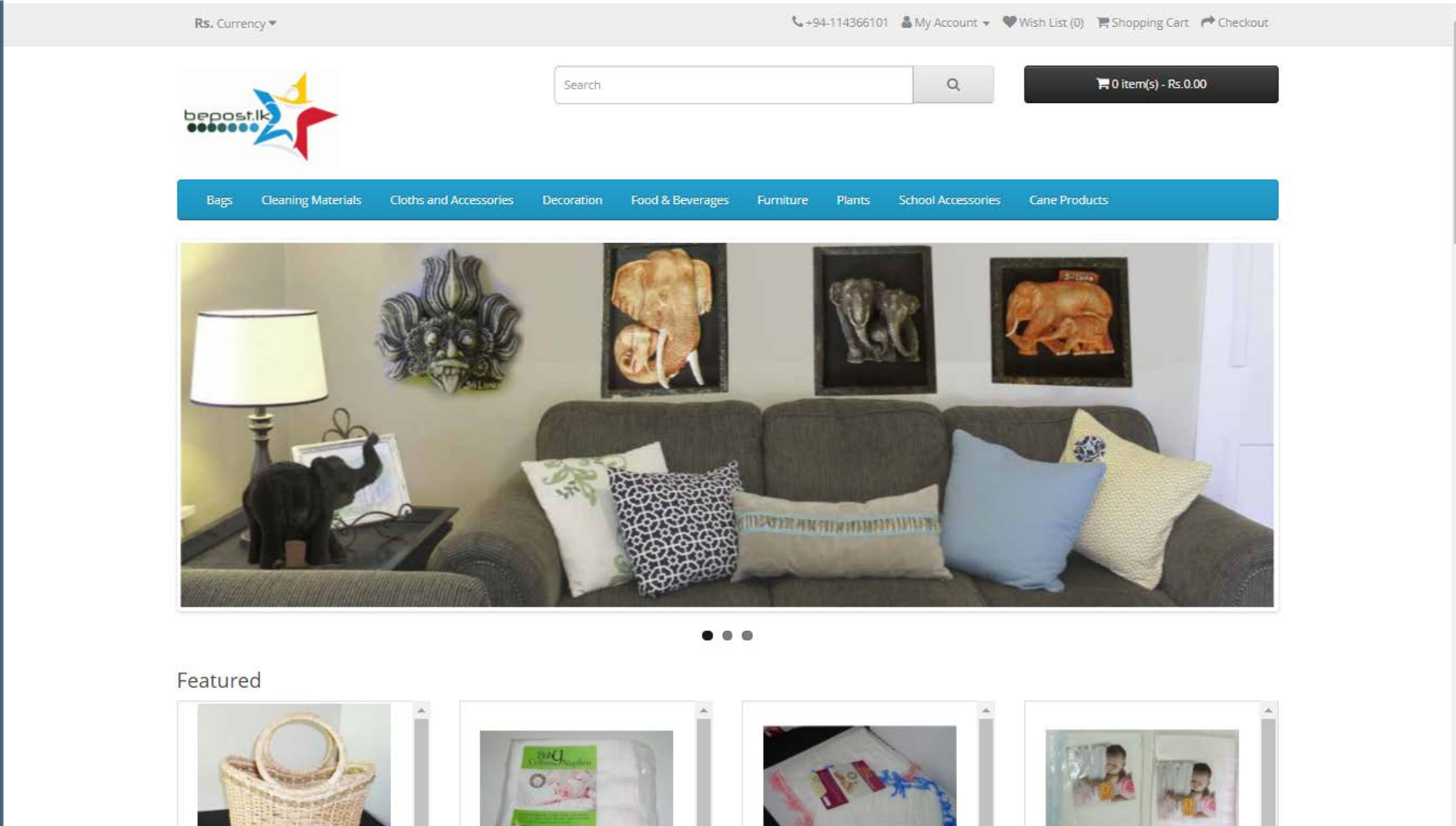
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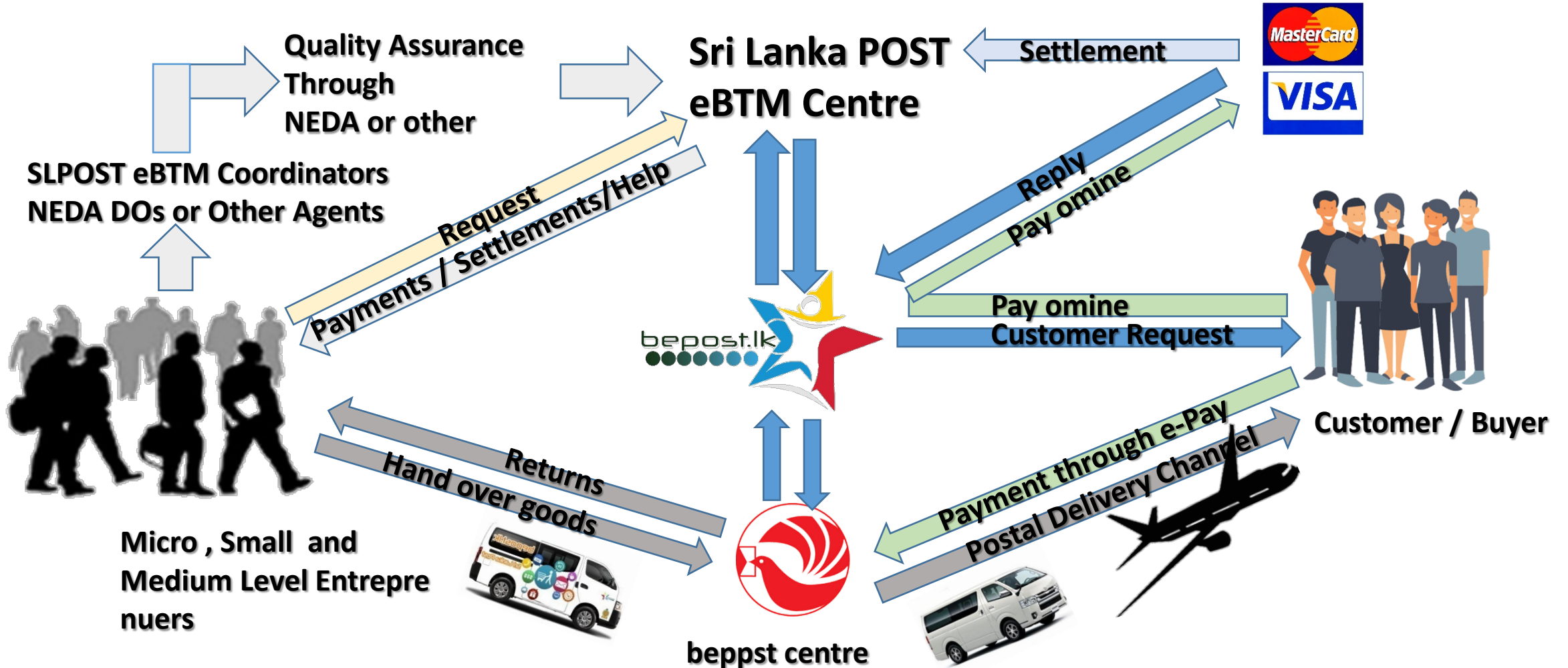




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# Process of *bepost.lk*





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# *bepost.lk Pickup and delivery Vans*







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