

# APPU NEWSLETTER

July 2018

## Secretary General's Message



We just concluded a very meaningful APPU EC Meeting in Da Nang, Vietnam 25-29 June 2018. The Meeting focused on various issues regarding development, cooperation and reform, as well as the main topics, that will be discussed at the UPU Extraordinary Congress in September this year. Let's work together to achieve the goal directed by the EC Meeting.

*Lin Hongliang*

## HEADLINE NEWS

**APPU** –Executive Council Meeting Danang, Vietnam a Grand Success

**APPU** - The First APPU Regional Award for the 7th APPU Postal Business Forum notified

**UPU** - 2<sup>nd</sup> UPU ORE & QSF Workshop for the Pacific Region held in Nadi, Fiji 18-22 June 2018

**Bangladesh-** On site ORE Project Evaluation Conducted

## Operational Readiness for E-Commerce

The ORE Meeting was held at Nadi Fiji and was inaugurated along with another UPU event, UPU sub-regional meeting on important policy issues and regional workshop on postal financial services development and UPU trademark implementation in the Pacific region. The Director General, Mr. Bishar Hussein, presided over the opening ceremony and delivered an opening speech. The Permanent Secretary for Public Enterprises of Fiji government, Mr. Jitendra Singh, addressed a keynote and welcomed all participants. There were a total of 20 participants from all 9 developing countries of the Pacific region, namely Fiji, Kiribati, Nauru, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu, participated in this workshop.



## Vietnam hosts the APPU Executive Council Meeting

The meeting was chaired by H.E. Mr. Hossein Nemati, Vice Minister and Chairman Post Company of Iran. The Meeting was participated by 25 out of 32 APPU member countries. There were 122 delegates in total.

The key topics deliberated at the EC covered APPU/ UPU Reform, activities of the College and developments and issues to be discussed at the UPU Extraordinary Congress in Adis Ababa, among others. The next APPU EC Meeting will be convened in Tokyo, Japan, tentatively in September 2019. The planned activities of the various Working Groups and Committees were presented for the coming years.



## Danang EC Meeting: Great possibilities for Cooperation

In the frame of the event, Deputy Minister of Information and Communications Nguyen Minh Hong had a working session with the Secretary General of the APPU and a welcoming meeting with the DG of UPU IB and Iran Post. In those two meetings, Deputy Minister Nguyen Minh Hong discussed possible participation of Vietnam in cooperative postal programs and projects. Working Groups deliberated the opportunities where Posts must collaborate on Digital



Financial Services and in EDI for Customs clearances and other aspects of cross border e-commerce.

## International Food Festival

No 5 Star Hotel can provide a single buffet dinner from 14 countries! The International



Food Festival is thus a unique event and the Highlight of Training at the APPC.

The participants share food and cultural performances which they will always cherish!

## APUU EC Meeting -Lite Moments

The Board of Directors of the Asian-Pacific Postal College (APPC) also convened a meeting to consider approving financial budget and training allocation plan for APPU member states. Vietnam Post arranged an excursion to the Ancient My Son Sanctuary for all delegates.



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## Attendee Profile - "Chand"

Affectionately called Chand due to his hairstyle, Dharmenda Chand from Fiji had a joke for every occasion and would keep everyone laughing during the coffee breaks. He displayed intelligence, positivity during the course. His dance performance with Samoa participants in the Food festival were unforgettable for those present!



## UPCOMING COURSES

**Competing on Business Analytics Workshop 13-17 Aug. 2018**

**Postal Management Course 10 Sept.-26 Oct. 2018**

**Marketing & innovation for Posts 10 Sept.-5 Oct. 2018**

**Leading Product Innovation Workshop 24-28 Sept. 2018**

**Strategic Cost Management Workshop 1 - 5 October 2018**

## Advanced Business Management Course

The course covers strategic options for the organization level as well as a sub-unit level. It explores the trends and emerging scenarios for postal operators as evidenced by experiences from around the globe and helps the participants draw a road map to business transformation for sustenance and continued relevance of the postal business in the new world of business. The topics included Global postal environment and global postal strategy:

Best practices and successful business transformation in other organizations. They were a total of 9 participant Bangladesh, Cambodia, Fiji, Korea, Lao, Maldives, Pakistan, Sri Lanka, and Thailand.



## Postal Business Development Course

The course aimed to help participants understand the opportunities that exist for posts to develop their business in today's rapidly changing postal environment. The participants had to consider the types of services their post could provide to better meet social and commercial commitments and includes the following elements:

Global postal strategy, Marketing and branding, Business Planning, New Products & Innovation. There were of 12 participants from 11 countries namely Afghanistan, Bhutan, China, Cambodia, Indonesia, Kiribati, Nepal, Pakistan, Sri Lanka, Thailand & Tonga



## Workshop on Corporate Level Strategy

The Scope of the workshop included business profile, vision, mission and goals, market research, operational strategy, products/services strategy, Marketing plan, IT Strategy, financial strategy etc. Types of Corporate Strategy. Corporate Level Strategy- Application exercises Case study from other Postal Operators and Private Sector.



## Postal Retailing & Sales Management

The PRS 2018 course was planned to address the retail strategy for both physical and online retailing. In addition the area of targeted communications and digital marketing was also taught to the participants. The role of Business process re-engineering for streamlining Sales and Operations was also covered in this course. A series of visits to

Organisations like 7-Eleven were made to showcase and understand how retail is managed by Chain stores. The course was attended by 13 participants from Bangladesh, India, Nepal, Samoa, Solomon Islands, Sri Lanka, Thailand, Tonga and Vietnam.



## International Mail Accounting Course

The program was designed for explaining the latest ruling and procedures for International Mails. Special focus was given to creating accounting documents on the IPS software.

A **Workshop on Terminal Dues** was also held during this course in which a 7 additional participants joined for the calculation of terminal dues and transit charges activities. Visits were arranged to the offices of exchange for practical exposure to mail operations. There were 17 participants from China, India, Maldives, Pakistan, Philippines, Sri Lanka, Thailand & Vanuatu in the Terminal Dues Workshop.



## Attendee Profile - Sachin

Sachin Brahmbhatt was a joyful and energetic participant from India. He would take the lead in all group activities as well as extracurricular fun. In the classroom he helped others and even did Energiser activities for everyone when they got bored or sleepy. This trainer cum student was liked by all.



## Attendee Profile - Tony

Tony Vaefanga Tuli Kihe Inasi Siamomua from Tonga was as cool as his nickname. Very polite and a good communicator liked all kinds of sport particularly Thai Boxing. He joined all kinds of activities that were organized. His singing skills at the Food festival helped crown him Mr. APPC

