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**FROM SECRETARY-
GENERAL'S DESK**



**Greetings from the Asian-Pacific
Postal Union!**

As we step into March, APPU continues to strengthen regional cooperation, facilitate knowledge-sharing, and advance capacity-building initiatives across the postal sector. As a regional union, our role is to connect members, facilitate collaboration, and drive innovation to build a resilient and sustainable postal sector.

The past month has been marked by significant developments. During the UPU Postal Operations Council (POC) and Council of Administration (CA) sessions held in Bern from 17 to 28 February, I had the privilege of engaging in strategic discussions with UPU Director General Mr. Masahiko Metoki and Deputy Director General Mr. Marjan Osvald. These interactions reaffirmed our shared commitment to enhancing postal cooperation and capacity building, ensuring that the Asia-Pacific region's priorities remain well-represented in the global postal agenda.

Further underscoring our commitment to global partnerships, APPU formalized a Framework Agreement for Cooperation with the West African Postal Conference (WAPCO) on the sidelines of the Bern meetings. This

landmark agreement paves the way for enhanced knowledge exchange, joint capacity-building programs, and digital innovation initiatives, strengthening interregional collaboration between Asia-Pacific and West Africa.

We also achieved a major milestone in our ongoing research efforts. The first draft of APPU's study, *Exploring Key Aspects of Postal Regulatory Reform in Asia-Pacific*, has been completed. This study, developed with inputs from 24 member countries, delves into critical areas such as postal law amendments, evolving government priorities, and financial sustainability of universal service obligations (USO). Notably, it also examines e-commerce integration and cross-border trade facilitation, reflecting the sector's shifting dynamics. I extend my sincere appreciation to all the member countries that contributed invaluable insights, shaping a comprehensive understanding of regulatory trends across our region. APPU is now in the process of consulting members for final validation before disseminating the key findings.

Our commitment to capacity-building and professional development was further reinforced through two major training courses successfully conducted at the Asian-Pacific Postal College (APPC) in February. These programs focused on business strategy and service quality, featuring expert-led discussions, interactive workshops, and site visits, ensuring a practical and immersive learning experience for postal professionals.

A testament to the region's commitment to excellence, I am pleased to extend my congratulations to India, Maldives, Mongolia, and Myanmar for receiving the UPU Quality of Service Fund (QSF) Awards. Their achievements in enhancing postal reliability, modernizing cross-border e-commerce infrastructure, and improving last-mile delivery mechanisms reflect the forward-looking vision of our member countries in advancing postal services.

Looking ahead, I am pleased to share that I will be attending the high-level Asian-Pacific Postal Leaders' Forum, jointly hosted by the UPU and India in Jaipur from 19 to 21 March. This prestigious forum will convene postal leaders, policymakers, and experts to deliberate on strengthening postal networks, advancing financial inclusion, and expanding e-commerce capabilities. I look forward to sharing insights on the Asia-Pacific region's growing role in the global postal sector and its future trajectory. I will share further updates in the next edition.

Warm regards,



Dr. Vinaya Prakash Singh
Secretary-General, APPU



APPU AND UPU STRENGTHEN COOPERATION IN THE ASIA-PACIFIC REGION

APPU Secretary-General Dr. Vinaya Prakash Singh met with UPU Director General Masahiko Metoki to discuss enhancing postal cooperation and capacity building efforts in the Asia-Pacific region. Dr. Singh expressed appreciation to the Director General, Deputy Director General, and the UPU team for their continued support of APPU’s initiatives.

During the meeting, Dr. Singh extended an invitation to the UPU leadership for the APPU Executive Council Meeting in Ulaanbaatar, Mongolia (30 June - 4 July 2025) and the APPU Postal Business Forum in Bangkok (1 - 4 December 2025).

APPU AND WAPCO SIGN FRAMEWORK AGREEMENT TO STRENGTHEN POSTAL SECTOR COOPERATION

The Asian-Pacific Postal Union (APPU) and the West African Postal Conference (WAPCO) have formalized their commitment to fostering collaboration through the signing of a Framework Agreement for Cooperation in the Postal Sector. The agreement was signed on the sidelines of the Coordination Meeting of the Restricted Unions on 26 February 2025 by Dr. Vinaya Prakash Singh, Secretary-General of APPU, and Mr. Adama Diouf, Executive Secretary of WAPCO.

The agreement aims to enhance efficiency, innovation, and sustainability in the postal sector. Through this partnership, APPU and WAPCO will collaborate in key areas, including knowledge exchange, capacity building, and digital transformation. The agreement also facilitates training programs, expert exchanges, and joint workshops, ensuring that postal administrations across both regions benefit from shared expertise and best practices.

This partnership underscores APPU’s commitment to strengthening global postal cooperation and advancing innovation-driven growth.



APPU MEMBERS RECOGNIZED WITH UPU QUALITY OF SERVICE FUND AWARDS

The Universal Postal Union (UPU) Quality of Service Fund (QSF) Awards have honored 14 countries for their successful implementation of QSF projects aimed at enhancing mail service quality. Among the award recipients are four APPU member countries, highlighting their commitment to improving postal operations and cross-border e-commerce infrastructure.

The recognized APPU members include India, Maldives, Mongolia, and Myanmar.

These awards reflect the ongoing efforts of postal operators to strengthen service reliability, eliminate weak links, and enhance international postal performance. The QSF plays a key role in fostering innovation and ensuring a more efficient and interconnected global postal network.



APPC COMPLETES BUSINESS DEVELOPMENT AND SERVICE QUALITY COURSES WITH IN-DEPTH LEARNING AND WORKSHOPS



The Asian-Pacific Postal College (APPC) has successfully completed two in-depth training courses under its 2025 training calendar: the Business Development and Marketing (BDM) Course and the Managing Quality of Service (MQS) Course, held from 3 to 28 February 2025. These courses provided postal professionals with comprehensive insights into business strategies, customer engagement, and service excellence to strengthen the postal sector’s long-term success.

Participants engaged in intensive discussions and hands-on activities, covering key topics such as market trends, competition strategies, universal service obligation, branding, quality management systems, and data-driven service improvements. The schedule was carefully designed, incorporating expert lectures, on-site visits, and other activities to ensure a well-rounded learning experience.

As part of the program, APPC hosted two special workshops, “Advanced Business Planning” and “Service Excellence in the Postal Sector”, from 17 to 21 February, further deepening participants’ expertise in strategic planning and quality improvement. Beyond the classroom, participants engaged in enriching extracurricular activities, fostering peer learning and strengthening friendships, truly embodying APPC’s mission to “Motivate - Connect - Innovate.”



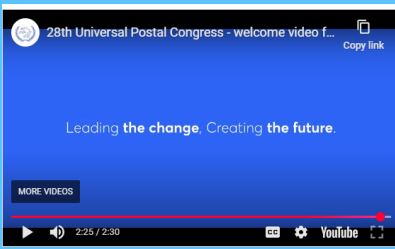
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To help APPU member countries get ready for the 28th Universal Postal Congress in Dubai, the Asian-Pacific Postal College (APPC) is organizing a Specialized Capacity Building Program from 5 to 16 May 2025, at the APPC campus in Bangkok. This two-week program will provide a deep dive into the UPU Acts, regulations, and key proposals for the Congress.

PREPARE FOR THE UPU DUBAI CONGRESS WITH APPC’S SPECIALIZED TRAINING

Participants will gain insights into the Constitution of the UPU, Universal Postal Convention, Integrated Remuneration and Product Plans, the UPU Strategy for the Dubai Cycle, and regional positions from other Restricted Unions. The program is designed for professionals working in international cooperation, UPU affairs, and regulatory frameworks in Ministries, Regulators, and Designated Operators.

Through interactive discussions and expert-led sessions, this training will help participants refine their country’s position, engage in informed discussions, and effectively contribute to the Congress. With the Dubai Congress shaping the future of the global postal sector, this program offers a valuable opportunity for members to prepare, collaborate, and strengthen their strategic approach.



28th Universal Postal Congress



MACAO POST AND TELECOMMUNICATIONS WINS GOLD MEDAL IN INTERNATIONAL STAMP COMPETITION

Macao Post and Telecommunications has won the Gold Medal in Group B at the 19th International Competition Class for Issuing Postal Authorities, co-organized by the Universal Postal Union (UPU) and the International Federation of Philately (FIP).

The exhibit, featuring Macao's recent stamp collections, was showcased in Bucharest, San Francisco, Paris, and Shanghai. Competing in Group B (countries issuing 30 - 69 stamps per year), Macao's stamps stood out for their unique and exquisite design.

Divided into three themes - International Focus, Local Characteristics, and East-West Encounter - the exhibit highlighted Macao's rich cultural diversity.

<https://www.ctt.gov.mo/News/Details/FIL/6077>

INDIAN GOVERNMENT UNVEILS PLAN TO TRANSFORM INDIA POST INTO LARGE PUBLIC LOGISTICS ORGANIZATION

The Finance Minister of India announced plans to transform India Post into a large public logistics organization. With a vast network of 1.5 lakh rural post offices and 2.4 lakh Dak Sevaks, augmented by the India Post Payments Bank, India Post is set to become a catalyst for rural development.



This transformation will introduce an expanded suite of services, including institutional account services, Direct Benefit Transfer (DBT) facilitation, cash withdrawals, EMI collections, and credit services for microenterprises.

As a transformed large public logistics organization, India Post will cater to the growing needs of new entrepreneurs; women-led initiatives; self-help groups; and MSMEs, fostering economic development and bridging service gaps in rural areas.

The initiative reaffirms the position of India Post as a pivotal driver of economic growth and digital inclusion in India.

<https://www.thehindu.com/business/budget/budget-2025-india-post-to-be-transformed-as-a-large-public-logistics-organisation-says-fm-sitharaman/article69167421.ece>

KOREA POST BUSAN REGIONAL POST OFFICE AND CITY OF BUSAN PARTNER TO SUPPORT INTERNATIONAL STUDENTS AND TOURISM

The City of Busan and the Busan Regional Post Office have launched a new initiative to support international students and enhance Busan's global tourism promotion, aligning with similar programs in Seoul and Gwangju.

Under this agreement, international students will benefit from discounts of up to 13% on international shipping costs, including a 10% discount on International Express Mail (EMS) at 190 post office branches, with an additional 3% savings for advance applications via the post office app or Internet Post Office. Fee exemptions on post office account openings and overseas remittances are also included.

To promote Busan's cultural attractions, the initiative also features customized stamp issuance, starting with a limited-edition Busan Fireworks Festival stamp. Pre-orders are available from 20 February to 19 March via the Nambu Post Office website and participating branches.

This collaboration aims to enhance convenience for international students, boost Busan's global recognition, and revitalize stamp culture as a medium for cultural storytelling.

<https://www.hapskorea.com/city-of-busan-and-regional-post-office-partner-to-support-international-students-and-promote-global-tourism/>



PHLPOST RELEASES "PERFECT MATCH" VALENTINE'S STAMPS OF 2025

In celebration of Valentine's Day, the Philippine Postal Corporation (PHLPost) unveiled a special set of stamps and souvenirs highlighting traditional Filipino courtship practices at Lucky Chinatown Atrium on 12 February, 2025.

The "Perfect Match" Valentine's Stamps of 2025 feature charming illustrations of food pairings symbolizing love and affection. These include *Liham ng Pag-ibig* (Love Letter) represented by Sorbetes and Monay, *Pagbigkas ng Tula* (Poetry Recital) with Kape and Pandesal, *Paninilbihan* (Servitude) featuring Puto and Dinuguan, and *Harana* (Serenade) depicted by Champorado and Tuyo. Each pairing reflects the Philippines' rich cultural heritage and the heartfelt ways Filipinos express their love.

Postmaster General Luis D. Carlos emphasized PHLPost's role in connecting people through letters and deliveries, encouraging Filipinos to keep the tradition of letter writing alive despite the digital age. PHLPost printed 10,000 copies of the stamps, priced at P16 each, designed by in-house graphic artist Anne Dannielle Gozon.

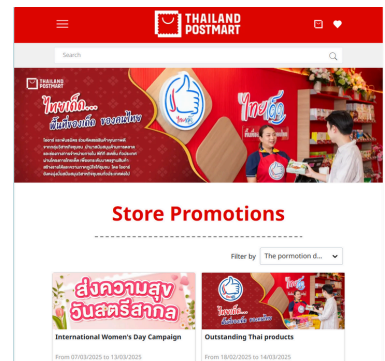
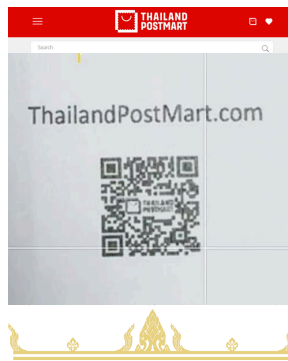
Source:



THAILAND POST EXPANDS E-COMMERCE PLATFORM TO INTERNATIONAL MARKETS

Since 2017, Thailand Post Co., Ltd. has operated ThailandPostMart.com, an e-commerce platform that supports local entrepreneurs, farmers, and SMEs in distributing agricultural products, community-made goods, and OTOP products across Thailand. The platform serves as a hub for locally crafted merchandise and regional specialties, offering customers a convenient way to shop online.

To expand its distribution channels, Thailand Post has introduced international delivery via EMS World and ePacket to 23 destinations.



Customers outside Thailand can access the platform through www.thailandpostmart.com, selecting the "Thai Selects" option to browse internationally available products at www.thailandpostmart.com/inter.

This initiative enhances cross-border e-commerce opportunities, enabling Thai products to reach a broader market.

Source:






INDUSTRY NEWS

UPU RELEASES GLOBAL REPORT ON THE FUTURE OF DIRECT MAIL AND DIGITAL MARKETING

A new Universal Postal Union (UPU) report explores the global direct marketing landscape, drawing insights from 32 postal operators and 12 industry experts. As businesses increasingly shift toward digital strategies, postal services must adapt and innovate to stay competitive.

Key trends shaping the future of direct mail include:

-  Data-driven targeting for enhanced personalization and engagement.
-  Automation and tracking to improve efficiency and campaign performance.
-  Cross-border marketing to unlock global business opportunities.



What This Means for APPU Members

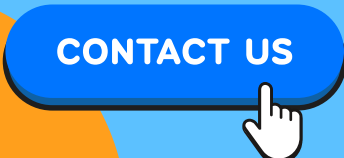
The report highlights a clear shift toward digital marketing, with implications for the Asia-Pacific postal sector:

-  Integrate Digital with Direct Mail – Combining physical and digital marketing (e.g., e-mail, SMS, and direct mail) can enhance customer engagement and business value.
-  Strengthen Cross-Border Capabilities – Developing better address verification and targeted marketing services will help businesses reach international markets more effectively.
-  Shift to High-Value Direct Mail – Instead of mass mailings, postal operators should focus on offering personalized, high-impact campaigns to maintain relevance and profitability.

By adapting services, leveraging data, and embracing cross-border opportunities, APPU members can stay competitive in the evolving marketing landscape.

Download the full report:

[202502gMABGlobalPanoramaResearchPublication_EN.pdf](https://www.appu-bureau.org/202502gMABGlobalPanoramaResearchPublication_EN.pdf)



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