

## NEWSLETTER

DECEMBER 2024



### “ FROM SECRETARY- GENERAL'S DESK



Greetings from the Asian-Pacific Postal Union!

The final month of 2024 has been nothing short of eventful for APPU. I had the privilege of representing the Asia-Pacific region at the 2024 Ministerial Conference and Consultative & Executive Council Meeting of the Postal Union of Americas, Spain, and Portugal (PUASP) in San Salvador. It was an honour to speak on a panel and share insights on postal modernization from our region's perspective. In Bangkok, we hosted the UPU ORE3 Workshop, a vital platform for advancing operational readiness and efficiency across the wider postal network. Additionally, we conducted the APPU Postal Policy and Regulation Workshop in Hanoi, Vietnam, in collaboration with Vietnam's Ministry of Information and Communications (MIC), as part of a special UPU-APPU project.

As 2024 draws to a close, I want to reflect on the milestones we have achieved together over the past year. Our collective efforts have showcased the resilience, adaptability, and shared vision of the Asia-Pacific postal community.

- **Collaboration drives success:** Partnerships with governments, operators, and stakeholders have been instrumental in addressing challenges and achieving our common objectives.
- **Modernization leads the way:** Embracing digital transformation and innovative technologies has continued to redefine postal services, enhancing connectivity and fostering growth across the region.
- **Challenges inspire innovation:** Sustainability, evolving customer needs, and the rapid pace of change remind us to remain proactive, creative, and united in our efforts.

Looking back, I am inspired by the strides we have made—whether in strengthening networks, improving operations, or enhancing service delivery. These accomplishments underscore the dedication of our members and the power of collaboration in navigating a dynamic landscape.

As we prepare for 2025, I am confident that our shared vision and unwavering commitment will propel us toward even greater achievements. Let us take this time to recharge and reflect, ready to embrace the opportunities of the new year with renewed energy and purpose.

Wishing you and your families a joyful holiday season and a prosperous New Year!

Warm regards,



**Dr. Vinaya Prakash Singh**  
Secretary-General, APPU



**Leading with  
Innovation, Delivering  
Excellence.**

# BUREAU NEWS

December, 2024 | Asian-Pacific Postal Union



## POSTAL POLICY AND REGULATION WORKSHOP CONCLUDED SUCCESSFULLY IN VIETNAM



The APPU Postal Policy and Regulation Workshop was held in Hanoi, Vietnam, from December 10 to 12, 2024, with 29 participants from 16 countries in attendance. This event provided a platform for in-depth discussions on postal regulatory reforms, offering opportunities for collaboration and knowledge sharing across the Asia-Pacific region.

The workshop began with opening remarks delivered by Mr. Bui Hoang Phuong, the Deputy Minister of Information and Communications (MIC) of Vietnam and Dr. Vinaya Prakash Singh, the Secretary-General of APPU, setting a positive tone for the event. The APPU Consultancy Section presented the initial draft of its research report, offering an overview of regulatory trends across the region. This session actively sought clarifications and feedback from participants, creating a collaborative environment to refine the research findings and ensure relevance to member countries. To foster engagement, interactive online polls were used throughout the workshop, allowing participants to provide real-time input on critical issues such as Universal Service Obligations (USO) and regulatory modernization.

There were online contributions from La Poste France and Australia (The Department of Infrastructure, Transport, Regional Development, Communications, and the Arts), offering valuable insights. Representing La Poste France, Mr. Jean Paul Forceville discussed key strategies for sustaining the Universal Service Obligation (USO) amidst changing market dynamics, enhancing the role of Designated Operators (DOs) in the e-commerce value chain, and shared lessons from EU countries on partnerships, technology adoption, and market adaptation. Meanwhile, Ms. Annette Robbie, representing Australia, provided an overview of recent amendments to the Australian Postal Corporation Act and their implications for the postal sector. Additionally, a session with the expert of WCO Regional Office for Capacity Building provided key observations on tools and strategies to strengthen collaboration between postal operators and customs authorities. These expert perspectives equipped participants with practical ideas and global benchmarks to address shared challenges effectively.



Throughout the event, participants engaged in group discussions, case studies, and expert-led sessions, exploring topics such as licensing systems, fair competition, and cross-border e-commerce integration. The productive and informative discussions underscored the workshop's success in fostering collaboration and innovation within the postal sector.



### Acknowledgment

APPU extends heartfelt gratitude to the Vietnam Ministry of Information and Communications (MIC) for their exceptional hospitality and support. The workshop's success highlights the collective commitment of the Asia-Pacific region to advancing postal regulation and fostering innovation.

## SECRETARY-GENERAL JOINS PUASP MINISTERIAL CONFERENCE

Dr. Vinaya Prakash Singh participated in the 2024 Ministerial Conference and Consultative & Executive Council Meeting of PUASP from Dec 3 to 6 in San Salvador, which brought together postal leaders to discuss modernization and growth strategies.

During a panel session on “Postal Modernization as a Strategy for Growth and Development,” the Secretary-General shared insights on Asia-Pacific market trends, focusing on leveraging technology, fostering partnerships, and adapting to changing consumer demands.

The conference facilitated productive discussions and knowledge-sharing among regional and global stakeholders, highlighting common goals in advancing postal modernization and sustainable development.



## THE UPU ORE3 WORKSHOP CONCLUDES SUCCESSFULLY IN BANGKOK



The UPU ORE3 Workshop was held from December 2 to 6, 2024, in Bangkok, Thailand. The event brought together 41 participants from 17 Asia-Pacific countries to focus on enhancing operational efficiency and boosting e-commerce development.

Over five days, participants explored key topics such as:

- Developing modern, customer-focused postal services
- Utilizing Electronic Data Interchange (EDI) to streamline processes
- Improving shipment visibility through advanced tracking systems
- Supporting e-commerce growth with better tools and logistics integration

The workshop concluded with actionable roadmaps and goals for 2025, highlighting the region’s collective commitment to innovation and efficiency. The event marked another step forward in the Asia-Pacific region’s journey toward a modern, customer-centric postal sector.





## APPC CONCLUDED FINAL COURSES OF 2024 SUCCESSFULLY

The Asian-Pacific Postal College (APPC) wrapped up its final two courses of 2024 on November 29, marking the successful completion of the Postal Management Course (PMC) and the Express Mail Service (EMS) Course. These programs brought together 19 participants from 9 countries, fostering knowledge-sharing and collaboration across the region.

The PMC, held from October 21 to November 29, focused on equipping postal professionals with the tools to navigate the challenges of managing modern postal services. As part of the program, participants visited Pos Malaysia, where they gained valuable insights into its operational practices and innovative approaches to service delivery.

Meanwhile, the EMS Course, conducted from November 11 to 29, provided specialized training in express mail operations, with an emphasis on service quality, customer satisfaction, and efficiency.

Participants also had the unique opportunity to attend the APPU Postal Business Forum, gaining insights from industry leaders on the future of postal services and e-commerce.

In-class and out-of-class activities offered participants an excellent platform for networking and mutual learning. The enriched programs provided insights into emerging trends and guided participants in developing strategies for effective organizational management and operational optimization in today's evolving postal landscape.

The successful conclusion of these courses reflects APPC's commitment to developing professional capacity and strengthening the postal sector in the Asia-Pacific region.



## MEMBERS' NEWS

### BRUNEI DARUSSALAM ACHIEVES GOLD LEVEL CERTIFICATION FOR S58 AND S59 STANDARDS

Brunei Darussalam has proudly achieved the Gold Level Certification for S58 and S59 standards, recognized by the Universal Postal Union (UPU). This prestigious certification highlights Brunei's commitment to ensuring secure, efficient, and high-quality postal services, further strengthening its position in international mail management.

The achievement reflects Brunei's dedication to meeting global postal standards and delivering excellence in service performance. Congratulations to Brunei Darussalam on this remarkable milestone!

Source:  
Ministry of Transport & Infocommunications, Brunei Darussalam



On November 29, 2024, the Philippine Postal Corporation (PHLPost) unveiled the world's longest postage stamp during the Christmas Tree Lighting Ceremony at Kartilya ng Katipunan, Manila. The stamp, measuring 234mm, features "Simbang Gabi sa Ilog Pasig", highlighting iconic churches along the historic Pasig River, including Binondo Church, Quiapo Church, and Manila Cathedral.

This artistic masterpiece, created by Gelo Andres, celebrates the Filipino Catholic tradition of Simbang Gabi and promotes cultural awareness of the Pasig River's historical and cultural significance. The stamp includes special embellishments like iridescent ink and multi-level embossing, reflecting the vibrant essence of Christmas in the Philippines.

Postmaster General Luis D. Carlos and Manila Mayor Honey Lacuna led the unveiling, emphasizing the stamp's message of love, joy, peace, and hope, while symbolizing the Philippines' distinction for having the world's longest Christmas season.



## PHLPOST UNVEILS WORLD'S LONGEST STAMP



This special issue is part of PHLPost's efforts to raise awareness of heritage and revive interest in letter writing, coinciding with the recent National Stamp Collecting Month.



## VIETNAM POST PARTNERS WITH VIETNAM SUPERPORT FOR DIGITAL LOGISTICS GROWTH



Learn more

<https://vir.com.vn/vietnam-superport-partners-vietnam-post-in-digital-logistics-to-accelerate-sme-growth-119867.html>

Vietnam Post has entered a strategic partnership with Vietnam SuperPort to accelerate digital logistics solutions for small and medium enterprises (SMEs). This collaboration aims to integrate advanced technologies to optimize supply chain operations, reduce costs, and enhance delivery efficiency.

By leveraging Vietnam SuperPort's cutting-edge logistics infrastructure, Vietnam Post seeks to address critical challenges such as last-mile delivery and cross-border trade. The partnership highlights a shared commitment to supporting SME growth and fostering innovation in logistics. This initiative aligns with Vietnam's broader digital transformation efforts, enabling SMEs to better compete in an increasingly interconnected marketplace.

### THAILAND POST BOOSTS CROSS-BORDER E-COMMERCE WITH REGIONAL ALLIANCE

Thailand Post is advancing cross-border e-commerce through a partnership with Vietnam Post and Indonesia Post under the Regional Asean Post Alliance (RAPA). Supported by strategic advisors Paytech (Vietnam) and Kota (Singapore), the alliance will launch the RAPA Shop platform in early 2025 to promote targeted e-commerce products and streamline logistics.

Focusing on ASEAN economic integration, the partnership emphasizes cross-border e-commerce partnerships, unified logistics models, QR code transactions, and ASEAN e-commerce expansion as a global hub.

The initiative aligns with the ASEANPOST framework, featuring enhanced transport routes via air, ground, and rail between Thailand, Vietnam, Cambodia, and Laos. For example, Thailand Post recently resumed ground parcel exchanges with Cambodia and is exploring rail transport via Laos and Vietnam.

The RAPA Shop will link to platforms like Thailand PostMart, boosting exports such as coffee, processed foods, and health products. The partnership also promotes supply chain development, advanced transport technologies, and warehousing integration.

Dhanant Subhadrabandhu, CEO of Thailand Post, highlighted this as a step toward making Thailand Post a trusted and sustainable ASEAN brand, with Vietnam's rapidly growing e-commerce market offering immense potential.

For more details, you can read the full article:

<https://www.bangkokpost.com/business/general/2904593/thailand-post-bullish-on-new-alliance>



Happy  
New Year

2025

NEW YEAR  
FRESH  
START  
FRESH  
DEALS