



## EMS

EMS has become an essential component of modern-day postal services, providing customers with fast and reliable delivery of their goods and documents. To ensure the efficient implementation and performance of EMS operations, it is crucial for designated postal operators to understand the latest developments in international postal systems, and mandatory requirements on EMS.

The EMS Course is a special course provided by the APPC in order to equip EMS Managers with the necessary skills and knowledge to effectively plan and strategize the implementation of EMS operations and manage any necessary changes that may arise in the changed business scenario. Through a variety of in-class training, site visits, external presentations and group exercises, the participants will be given a thorough overview on EMS with exposure to best practices in operations and sales and marketing to help them have an edge for EMS in a highly competitive market.

| Current Business Environment       | Enhancement of Thinking and Creativity | Operations Efficiency and Enhancement |
|------------------------------------|--|---------------------------------------|
| Marketing Plan                     | Sales Activity                         | EMS Standards and Regulations         |
| EMSEVT V3 and Operational Pipeline | EMS Customer Service                   | EMS Pay- for- Performance             |
| On Time Delivery Measurement       | EMS Delivery Standards                 | Site Visits                           |



Mr. Kenichi, who has joined APPC in June 2024, will be the Course Director for **EMS Course**. He has a strong background in managing international postal operations, improving delivery processes, and ensuring compliance with industry standards. His working in marketing and expanding EMS services has led to growth and better customer satisfaction in Japan Post. He worked actively at the Kahala Posts Group as a member of Operations Leadership Group and also of Sales and marketing Task Force. He will pass on a lot of experiences in international relations work to participants so that they could grow through the class and activity.

