

2025

ASIAN-PACIFIC POSTAL UNION

NEWSLETTER JANUARY

“ FROM SECRETARY- GENERAL'S DESK



Dear APPU Members,

As we step into 2025, I hope everyone has had a wonderful start to the New Year. Let me take this opportunity to extend my warmest wishes for a happy, prosperous, and successful year ahead!

The New Year brings both opportunities and challenges. The postal industry continues to evolve, driven by changing consumer expectations, rapid digital transformation, and economic uncertainties. Despite these challenges, we remain committed to navigating this dynamic landscape with resilience and determination. At APPU, our focus this year will be on fostering innovation, deepening member engagement, and driving collaborative solutions that address the pressing demands of our time.

I am delighted to share some exciting updates as we embark on this journey together. First, I am pleased to announce that Mongolia has graciously offered to host the 2025 Executive



Council Meeting of the Asian-Pacific Postal Union (APPU) in Ulaanbaatar, scheduled from 30 June to 4 July 2025. Additionally, the next APPU Postal Business Forum is planned for the first week of December 2025, promising a platform for robust discussions and collaboration among key stakeholders.

On the training front, we are proud to launch the 2025 APPU Training Calendar, featuring 14 courses and 10 workshops from January to December. These programs are tailored to meet the diverse training needs of our member countries and will equip participants with the skills to excel in a rapidly evolving postal ecosystem.

Building on the momentum of last year, we are also gearing up for special projects in collaboration with the Universal Postal Union (UPU) and other key stakeholders. These initiatives will focus on advancing sustainability, enhancing connectivity, and fostering inclusivity. I look forward to sharing further updates on these in future editions of this newsletter.

This year is especially significant as we prepare for the 2025 UPU Congress, to be held in Dubai in September. APPU is committed to ensuring that the Asia-Pacific region's collective voice is heard on the global stage. Strengthened collaboration with the UPU and restricted unions will be pivotal in shaping the future of the global postal sector. In preparation, we plan to organize a special preparatory workshop for the members at the APPC in Bangkok in May 2025 to assess and appreciate our regional priorities ahead of the Congress.

As we embrace the opportunities of 2025, let us do so with optimism and determination. Your unwavering commitment and collaboration continue to inspire us to adapt, innovate, and excel. Together, we will elevate the postal sector, ensuring it remains resilient and responsive to the needs of our communities.

Thank you for your steadfast support and dedication to advancing the postal sector across the Asia-Pacific region. I am confident that 2025 will be a year of remarkable progress and achievement for us all.

Wishing you all a successful and fulfilling year ahead!

Warm regards,



Dr. Vinaya Prakash Singh
Secretary-General, APPU

NEW YEAR COURTESY VISITS BY THE SECRETARY-GENERAL

To mark the beginning of 2025, Dr. Vinaya Prakash Singh engaged in a series of New Year courtesy visits aimed at strengthening collaboration and exchanging season's greetings to key partners in Bangkok.



The Bureau first welcomed the UPU Regional Office team, led by Ms. Ariya Thongbai. This was followed by teams led by Dr. Usanee Kulintornprasert, Director of the Office of International Relations of Panyapiwat Institute of Management (PIM), and the Thailand Post, led by Ms. Thapanee Amarinrat, Senior Executive Vice President of International Business System Dept. These engagements focused on strengthening regional cooperation and exchanging updates on mutual projects.

Dr. Singh also visited the Ministry of Digital Economy and Society (MDES) to meet Ms. Kalaya Chinatiworn, the APPU Executive Council Chair, discussing the priorities and directions for the year ahead. Lastly, he visited the CEO Thailand Post (THP) Dr. Dhanant Subhadrabandhu and exchanged views on the ongoing efforts and future initiatives of the APPU and THP.

Photos of the New Year Courtesy visits are included below



NEW ADDITIONS TO THE APPU BUREAU

We are pleased to share updates on new initiatives at the APPU Bureau, aimed at enhancing its resources for members and visitors.

The work on digital library project, approved during the last Executive Council meeting, is in progress and will soon be accessible to the APPC course participants. This addition would provide a modern, convenient platform to explore related materials on postal sector and management, supporting a more enriching learning experience.

We are also planning to set up a Philatelic Gallery to display the commemorative and other stamps gifted by member countries. This space will showcase the cultural and historical value of philately, offering participants and visitors a peek into the diversity of the Asia-Pacific region through stamps.

These initiatives reflect APPU's efforts to improve its facilities and strengthen the resources. We look forward to welcoming participants to explore these resources in the coming months.

APPC STARTS THE YEAR WITH FUTURE-FOCUSED ONLINE COURSES

The Asian-Pacific Postal College (APPC) has officially kicked off its 2025 training calendar with two online courses designed to equip postal professionals for the future: Digital Transformation in the Postal Sector (DTPS) and Postal Strategy: Formulation and Execution (PSFE). Scheduled from 13 to 24 January 2025, these courses have attracted good number of participants from 12 countries.

The DTPS course delves into how digital technology is reshaping the postal industry, covering topics like digital transformation case studies, changing customer behaviors, and the latest advancements such as AI and IoT. Participants explore strategies for planning digital initiatives and enhancing last-mile delivery.

The PSFE course focuses on developing and executing effective postal strategies. It addresses global postal trends, understanding customer needs, integrating technology, and planning for resilience and innovation in services like philately.

These programs reflect APPC's commitment to providing relevant and forward-looking training to help postal professionals navigate evolving challenges and opportunities. Participants will gain practical insights and engage in collaborative learning to drive innovation within their organizations.



MEMBERS' NEWS

UPDATE



CHINA HOSTS 2024 ASIAN INTERNATIONAL STAMP EXHIBITION

The China 2024 Asian International Stamp Exhibition, held in Shanghai from November 29 to December 3, 2024, celebrated the enduring art of philately and cultural exchange.

The exhibition attracted stamp collectors and enthusiasts from across Asia and beyond, highlighting stamps as unique cultural ambassadors. Liu Wei, China's Transport Minister, emphasized during the opening ceremony that philately fosters cross-cultural understanding by preserving and sharing stories from around the world.

The event also showcased how different countries utilize stamps to reflect their unique cultures and achievements. For instance, China features its technological and architectural milestones, while Japan highlights its culinary heritage and popular cartoons. Benjamin Combes, philately development and documentary heritage program manager at the Universal Postal Union, remarked that stamps effectively connect various societal levels, from industries to individuals, serving as a tangible link to history and culture.



[\[Read more\]](#)

<https://enapp.chinadaily.com.cn/a/202501/10/AP67807a78a3103f0966a0ed75.html>



POS INDONESIA AND BNI COLLABORATE TO EMPOWER MSMEs

Pos Indonesia and Bank Negara Indonesia (BNI) have partnered to support the growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. This collaboration integrates Pos Indonesia's digital courier platform, PosAja!, with BNI's Xpora program, providing MSMEs with comprehensive logistics, financial solutions, and business education.

The partnership includes utilizing Pos Indonesia's outlets as fulfillment centers and live streaming platforms for MSMEs, alongside training programs to enhance export and logistics management skills. BNI will offer credit facilities and digital services like Virtual Accounts to streamline operations.

Pos Indonesia Director Prasabri Pesti highlighted the initiative's role in empowering MSMEs to compete globally, emphasizing innovation and service quality.

[Read more]

<https://www.genpi.co/ekonomi/251734/perkuat-umkm-nasional-pos-indonesia-kolaborasi-dengan-bni>

[Read more]



<https://pib.gov.in/PressReleasePage.aspx?PRID=2082308>

<https://www.ndtv.com/india-news/penguins-of-antarctica-will-sail-to-india-on-special-postcards-7211370>

INDIA POST'S STRIDES IN CAPACITY BUILDING AND PHILATELIC INNOVATION

India Post continues to make strides in capacity building and philatelic innovation, reflecting its commitment to modernizing operations while preserving its rich postal heritage.

As part of its workforce development efforts, India Post has reached 25 lakh course completions on the Integrated Government Online Training (iGOT) Karmayogi platform, which supports civil service officials in enhancing their skills. During Karmayogi Saptah (National Learning Week) on November 14, 2024, the Rafi Ahmed Kidwai National Postal Academy (RAKNPA) and two postal provinces were recognized by Karmayogi Bharat for their contributions to capacity building.



Additionally, 42 new digital courses were introduced in 2024, expanding learning opportunities on

the Dak Karmayogi platform. Seven training units, including RAKNPA, were also onboarded onto the National Standards for Civil Services Training Institutions (NSCSTI) portal.

In philately, India Post partnered with the National Center for Polar and Ocean Research (NCPOR) to release six Antarctica-themed postcards on December 9, 2024. The launch event was held at Mumbai's General Post Office (GPO) in the presence of the Secretary of Posts, Ms. Vandana Kaul, and the Director of NCPOR, with a virtual appearance by the team from Bharati Station in Antarctica.



Featuring penguins native to Antarctica, these postcards will travel with NCPOR's 44th Antarctica Expedition to the Bharati and Maitri research stations. Upon return in 2025, they will be available for sale, symbolizing the unique intersection of science and postal heritage.

KOREA POST LAUNCHES iM BANK SERVICES, WAIVES ATM FEES FOR TEN BANKS

Korea Post announced the launch of financial services in collaboration with iM Bank as part of its "joint use of post office counter networks" initiative. Starting December 26, iM Bank's financial services will be available at post office counters and automated machines nationwide.

Korea Post has long prioritized financial inclusion, particularly for vulnerable groups such as the elderly, in response to widespread bank branch closures. It has provided deposit and withdrawal services for corporations and regional banks since 1998. Partnerships with major banks have expanded over the years, including agreements with four major banks in November 2022 and Gyeongnam Bank in April 2023.

With the addition of iM Bank, customers of ten banks can now conveniently access financial services at post office counters, reinforcing Korea Post's commitment to accessibility and convenience.



은행 업무(입금/지급)도 우체국에서!!!

"재휴은행 고객에게 창구, 자동화기기에서 별도 수수료 없이 금융서비스 제공"

KB국민은행 신한은행 우리은행 하나은행
citi iM뱅크 IBK기업은행
KDB산업은행 BNK경남은행 전북은행

[Read more]

<https://biz.chosun.com/en/en-it/2024/12/26/KS5JJB6F2RHABPFJTZLFYMRGGQ/>



PHLPOST EXPANDS EMS NEXT-DAY DELIVERY HUBS

Source: PHLPOST

The Philippine Postal Corporation (PHLPost) is enhancing its Domestic Express Mail Service (DEMS) with the opening of new EMS Next-Day Delivery hubs in Manila, Quezon City, Makati, and the Central Mail Exchange Center (CMEC) in Pasay City. The new hubs, operational from January 13, 2025, aim to optimize delivery services in Metro Manila, which accounts for a significant portion of PHLPost's delivery volume.

The hubs will provide customers with better access, convenience, and cost savings, reducing the need to visit CMEC in Pasay City for undelivered items. Each hub will manage specific areas, ensuring efficient and timely delivery. Items mailed after the cut-off time will be delivered within 48 hours.

VNPOST PARTNERS WITH DATASTREAMS TO DRIVE DIGITAL TRANSFORMATION



Vietnam Post has signed a strategic partnership with Datastreams, a leader in data-driven innovation, to accelerate its digital transformation. The Memorandum of Understanding (MOU), signed on December 20, 2024, focuses on enhancing postal and logistics services through comprehensive data collaboration.

The partnership includes the development of a data exchange platform to drive innovation in data-driven business models. VNPOST will oversee internal project development and explore practical applications of data fabric technology, while Datastreams will provide technical expertise and a project roadmap to support implementation.

<https://vnpost.vn/hoat-dong-nganh/vietnam-post-va-datastreams-ky-ket-thoa-thuan-hop-tac-trong-linh-vuc-cong-nghe-du-lieu>

THAILAND POST TO RESTRUCTURE COSTS AMID MARKET CHALLENGES



Thailand Post is undertaking a cost-restructuring initiative to navigate a challenging market environment in 2025, as declining consumer

purchasing power threatens local logistics volume. This move aims to secure profitability and support sustainable growth, said President Dhanant Subhadrabandhu.

In the first nine months of 2024, Thailand Post recorded a revenue of 15.8 billion baht, driven by a domestic parcel service growth of 18.5% and an 8.07% year-on-year rise in Express Mail Services. The transport and logistics remain the largest revenue contributor, accounting for 46.5% of total revenue. However, falling parcel delivery fees, from 60 to 20 baht per piece, have pressured profit margins.

To address this, Thailand Post is expanding its parcel delivery services to more e-commerce platforms and stores, aiming to meet the rising demand for high-quality logistics solutions. Additionally, the company is planning a joint venture with a Chinese logistics firm, expected to launch in mid-2025, to boost cross-border transactions.

[\[Read more\]](#)

<https://bangkokpost.pressreader.com/article/282054807668621>



www.upu.int



UPU RELEASES KEY REPORTS ON POSTAL SECTOR DEVELOPMENTS

The Universal Postal Union (UPU) has published three essential reports that provide insights into the global postal sector's performance, strategic direction, and sustainability efforts. These reports are valuable resources for understanding the industry's current state and future challenges.

POSTAL STATISTICS 2023

This report presents annual data collected by the UPU International Bureau from Designated Operators, focusing on trends in mail, parcel volumes, and financial services. Only operators who have submitted information in the past five years are included. The data, finalized by July 30, 2024, reflects the postal sector's recovery and the impact of e-commerce growth.

[Download here](#)

<https://www.upu.int/en/publications/statistics/postal-statistics-2023>

THE STATE OF THE POSTAL SECTOR 2024

This report examines global postal trends, including digital transformation, operational challenges, and the integration of emerging technologies. It offers a detailed analysis of how postal operators can adapt to remain competitive in an evolving landscape.

[Download here](#)

<https://www.upu.int/en/publications/2ipd/the-state-of-the-postal-sector-2024>

SUSTAINABLE DEVELOPMENT GOALS (SDGS) REPORT

This report evaluates how the UPU's strategy for 2021–2025 aligns with the United Nations' SDGs. It highlights the postal sector's contributions to economic, social, and environmental progress, emphasizing inclusivity and sustainability.

[Download here](#)

<https://www.upu.int/en/publications/sdgs/sustainable-development-goals-report-assessing-the-alignment-of-the-upu-strategy-for-20212025-wit>

MARK YOUR CALENDAR



JUN — JUL

30

4



The 2025 APPU Executive Council Meeting, Ulaanbaatar, Mongolia

SEP

8

19



The 28th Universal Postal Congress, Dubai, the United Arab Emirates

