



FROM SECRETARY- GENERAL'S DESK



Greetings from the Asian-Pacific Postal Union!

At the outset, I wish to express our heartfelt concern for the people of Myanmar, who were recently affected by the powerful 7.7 magnitude earthquake on 28 March and its aftershocks. The damage has been significant, and our thoughts are with all those impacted. Thailand too experienced tremors, though with relatively less impact. On behalf of the APPU Bureau, we extend our deepest sympathies to the affected communities across Myanmar and the region, and offer our full support during this difficult time. We stand with them — as part of our regional family.

As we welcomed new month, I am pleased to share that on April 1, we celebrated the **63rd Foundation Day of APPU** together with our course participants. It was a moment of pride and reflection for all of us — reaffirming our shared mission and progress over the decades.

I also take this opportunity to extend warm wishes on the occasion of Songkran, the traditional Thai New Year. Celebrated across Thailand, Cambodia, Laos, Myanmar, and other parts of Southeast Asia, this festive season is a time for renewal, reflection, and reconnection with loved

ones. At APPU, we are proud to be based in Thailand and to honor the cultural richness that unites our region. **Happy Songkran to all those celebrating — may the new year bring peace, joy, and fresh beginnings!**

This month also brings **World Book Day** on 23 April, a timely reminder of the enduring importance of knowledge and learning. This holds particular relevance for us in the postal sector, where staying curious, informed, and open to new ideas is vital. At APPU, we remain committed to nurturing this spirit — through both physical and digital resources — as we adapt to an ever-evolving world.

Meanwhile, the APPU Bureau has been actively preparing for key upcoming events and initiatives. Invitations for the **2025 Executive Council Meeting**, to be held in **Ulaanbaatar, Mongolia from 30 June to 4 July**, have been shared with all member countries and observers. We kindly remind you to complete your registration by **15 May 2025** to enable smooth coordination.

We are also delighted to announce that the **12th APPU Postal Business Forum** will take place from **1 to 4 December 2025 at the JW Marriott Hotel, Bangkok**. This forum will serve as an important platform for knowledge exchange, collaboration, and innovation in the postal and logistics sectors of the region and beyond.

In a new initiative to further enrich our shared space, the APPU Bureau is setting up a **Philatelic Gallery** at APPC. We warmly invite member countries to contribute commemorative and thematic philatelic items including joint issues that reflect their culture, values, or milestones. This Gallery aims to celebrate the diversity and shared heritage of our region through the lens of philately.

Last month, I had the honour of participating in the inaugural **Asian-Pacific Postal Leaders' Forum**, held in **Jaipur, India from 19 to 21 March**. It proved to be a valuable forum to exchange ideas, strengthen partnerships, and reaffirm our collective commitment to a more resilient, inclusive, and forward-looking postal ecosystem. We commend UPU and India Post for their exemplary collaboration in hosting this landmark event.

As we continue our journey through 2025, I encourage each of us to remain focused on **learning, innovating, and building together**. Through every training course, every forum, and every expression of solidarity, we are helping shape a stronger, more resilient, and more connected Asia-Pacific postal community.

Warm regards,



Dr. Vinaya Prakash Singh



APPU BUREAU CELEBRATES 63RD FOUNDATION DAY WITH COURSE PARTICIPANTS

On 1 April, the APPU Bureau marked its 63rd Foundation Day in a warm and festive gathering with course participants at the APPC. The celebration featured a reflection by Secretary-General Dr. Vinaya Prakash Singh on the rich history and evolution of APPU.

In a joyful atmosphere, participants and Bureau staff joined together in singing “Happy Birthday” and shared a cake-cutting moment to commemorate the milestone.

APPU WELCOMED VISA GOVERNMENT SOLUTIONS ON 4 APRIL

On 4 April 2025, APPU welcomed a delegation from Visa Government Solutions.

The Visa team – Mr. Rajiv Garodia (Global Head), Ms. Azrin Anuar (Asia-Pacific Head), and Mr. Nat Scheer (Asia-Pacific Head of Partnerships) – gave a short presentation introducing their services relevant to the postal sector. The session was attended by the APPU team and participants from the E-commerce Solution & Supply Chain and Express Mail Service courses. The presentation was followed by an engaging discussion and a lively Q&A session with the participants.

A bilateral meeting between the Visa team and Secretary-General Dr. Vinaya Prakash Singh was also held covering the global Visa-UPU partnership, opportunities in the Asia-Pacific region, and ideas for future cooperation with APPU.



SECRETARY-GENERAL PARTICIPATES IN THE FIRST ASIAN-PACIFIC POSTAL LEADERS FORUM

The first edition of the Asian-Pacific Postal Leaders Forum was successfully held in Jaipur, India, from 19 to 21 March 2025, jointly organized by India Post and the Universal Postal Union (UPU). The forum brought together CEOs, PMsGs, DGs, and other senior functionaries representing the designated operators, ministries, and regulators from across the region, under the theme “Strengthening the Postal Network.”

Dr. Vinaya Prakash Singh, Secretary-General of APPU, joined this high-level dialogue, contributing to discussions on key issues shaping the future of the postal sector in Asia-Pacific. The forum addressed a wide range of topics, including South-South and triangular cooperation, postal financial services and inclusion, the role of the Posts in delivering government and social services, and the evolving demands of e-commerce and last-mile delivery.

Participants explored innovative solutions such as drone-based delivery and digital platforms, while India Post showcased its own advancements in IT modernization. The event served as a dynamic platform for exchanging best practices and real-life examples of postal digital transformation across the region.

The APPU compliments the UPU and India Post for such collaborative efforts to strengthen regional cooperation and modernize postal services in line with the needs of today’s connected economies.



CALL FOR CONTRIBUTIONS: HELP BUILD THE APPU PHILATELIC GALLERY

The APPU Bureau is pleased to share the work in progress for the establishment of a Philatelic Gallery at the Asian-Pacific Postal College in Bangkok. This new space will showcase a curated collection of stamps and philatelic items from across the region, celebrating the rich cultural identity and postal history of our member countries.

The Gallery aims to serve not only as a display of artistic and historical value but also as an educational resource for course participants and visitors to the Bureau. In line with Article 109 of the APPU General Regulations, the Bureau needs to maintain an up-to-date collection of postage stamps issued by member countries.

We kindly invite all member countries to contribute commemorative, anniversary, joint issue, thematic stamps, or any other unique philatelic materials that represent their philatelic journey. These contributions will be a lasting testament to the diversity and unity of our regional postal community.

We would like to express our sincere appreciation to Korea Post, Mongol Post and Singapore Post for expressing their interest in this initiative.

For any inquiries or to coordinate your submission, please contact us at admin@appu-bureau.org. We sincerely appreciate your support in making the APPU Philatelic Gallery a meaningful and vibrant showcase for the Asia-Pacific region.

APPC NEWS

APPC COMPLETES E-COMMERCE AND EMS COURSES WITH IN-DEPTH LEARNING AND THEMATIC WORKSHOPS



The Asian-Pacific Postal College (APPC) successfully concluded two flagship courses - E-commerce Solutions and Supply Chain Management (ESC) and Express Mail Service (EMS) - held from 17 March to 4 April 2025. These programs combined theoretical insights with practical exposure to prepare postal professionals from across the region for evolving challenges in e-commerce and express delivery.



Each three-week course was carefully structured to enhance understanding of modern postal dynamics. The ESC course, led by Mr. Anucha and supported by faculty and guest speakers, focused on global postal strategy, customer value management, and cross-border logistics innovations. A prominent part of the course was the "Supply Chain Management Workshop," held in the second week, led by Mr. Fan Wang from Shijiazhuang Posts and Telecommunications Technical College (SPTC, China), who guided participants through key themes such as e-commerce strategy, last-mile delivery models, and technological advancements in postal logistics.



Concurrently, the EMS course, steered by Mr. Kenichi, emphasized operational excellence, marketing planning, and service performance improvement. Its second week featured the "EMS Workshop", conducted by Mr. Feng Jiang of the UPU EMS Unit. This intensive session addressed EMS standards, operational pipelines, customer service tools, and pay-for-performance mechanisms.



APPC sincerely thanks the UPU EMS Unit for dispatching Mr. Feng Jiang, and SPTC, China, for dispatching Mr. Fan Wang, whose expertise and dedication significantly enriched the learning outcomes. Their contributions ensured the two workshops delivered hands-on experience and in-depth knowledge aligned with regional and global postal trends.

BEST PRACTICE

BUILDING FOR THE FUTURE: BHUTAN POST'S SUSTAINABLE INFRASTRUCTURE MODEL



At the APPU Postal Business Forum 2024, Bhutan Post was honored with the Sustainable Development in the Postal Sector Award for its visionary Gelephu Building Project. This recognition highlights how postal infrastructure can be leveraged not only to improve services but also to promote broader national development and sustainability goals.

Highlights: The project features a mixed-use design combining postal operations, commercial space, and a 3-star hotel — creating jobs and stimulating local business. It also incorporates eco-friendly materials, energy-saving systems, and water conservation technologies that reflect Bhutan's commitment to green development.

Bhutan Post's Gelephu Building Project stands as a remarkable example of how postal infrastructure can drive sustainable development while fostering economic growth. Completed in May 2024, this multi-purpose building is the largest real estate venture undertaken by Bhutan Post and exemplifies the alignment of public infrastructure with environmental responsibility, regional development, and service enhancement.

Strategically located in the southern business hub of Gelephu, the five-story structure (B+G+4) was envisioned not only as a postal facility but also as a commercial and tourism catalyst. Designed with a basement for parking, the ground and first floors house retail spaces, while the upper floors are dedicated to a 3-star hotel. This mixed-use approach optimizes land use, stimulates local commerce, and supports Bhutan's vision of establishing Gelephu as a "Mindfulness City".

The project integrates several sustainable building practices including the use of energy-efficient systems, eco-friendly materials, and water-saving technologies. These efforts ensure operational efficiency and contribute to Bhutan's broader environmental commitments. During construction, the project created local employment opportunities, and once operational, it will continue to generate jobs in retail, hospitality, and logistics, reinforcing the socio-economic fabric of the region.

From a postal service perspective, the facility includes dedicated spaces for mail sorting and dispatch, streamlining operations and enhancing service quality, especially for southern Bhutan and connections to Southeast Asia. By improving infrastructure and logistics capacity, Bhutan Post is better positioned to support regional trade, tourism, and cross-border mail exchange.

The initiative also demonstrates effective stakeholder coordination. Bhutan Post worked closely with government agencies, community leaders, and potential tenants to ensure that the facility meets shared needs and complements regional planning efforts. The project has already received positive feedback from both the public and private sectors for its contribution to local development.

In a time when postal operators face increasing pressure to diversify revenue streams and operate sustainably, Bhutan Post's Gelephu Building Project offers a forward-looking model. It successfully bridges infrastructure investment with national priorities — creating a blueprint for other postal administrations aiming to contribute meaningfully to their country's development while enhancing core postal services.





CHINA POST ADOPTS AI MODEL TO ENHANCE LOGISTICS SERVICES

China Post Group's Parcel, Express and Logistics Business Unit has officially deployed DeepSeek-R1, an advanced large language model (LLM) developed externally, to accelerate its digital transformation. This marks a major step in implementing its three-year action plan for AI applications.

Since 2020, the unit has introduced smart tools like voice navigation, text-based support, and digital assistants. It also upgraded its 11183 hotline into an intelligent service center to boost efficiency and customer satisfaction.

In 2024, the team began testing various LLMs for use in postal and logistics settings. During the 2025 Spring Festival, the release of DeepSeek-R1, known for strong performance and low resource demands - provided an ideal fit. China Post quickly integrated the model and began scenario-specific adaptation.

Going forward, the model will power selected AI assistants to improve service quality. In some areas, efficiency gains are expected to exceed 33%.

Discover More 

<http://english.chinapost.com.cn/html1/report/2504/168-1.htm>

HONGKONG POST SUPPORTS FEDEX SELF-COLLECTION NETWORK EXPANSION

Hongkong Post is partnering with FedEx to support the expansion of the latter's self-collection network in Hong Kong. Starting 1st April, 2025, FedEx customers can collect their inbound shipments from over 700 locations, including 119 Post Office counters and 165 iPostal Stations operated by Hongkong Post.

This cooperation offers added convenience and flexibility for customers, especially e-commerce shoppers, who can choose their preferred pickup point through FedEx Delivery Manager or WhatsApp, free of charge.



Hongkong Post
The Government of the Hong Kong Special Administrative Region

By joining this initiative, Hongkong Post helps enhance last-mile delivery options and supports cross-border e-commerce with accessible and reliable pickup services.

Discover More 

<https://newsroom.fedex.com/newsroom/amea/fedex-expands-self-collection-network-in-hong-kong-through-collaboration-with-hongkong-post>



POS INDONESIA HOSTS MEDIA GATHERING TO BOOST COLLABORATION

Pos Indonesia Group recently organized a media

gathering at Grha Pos Indonesia in Bandung under the theme "Collaboration and Innovation Towards a Better Future for Pos Indonesia." The event aimed to strengthen cooperation with local media and promote open communication.

Opening remarks emphasized the importance of media partnerships in sharing accurate, positive information with the public and combating misinformation. The gathering also highlighted key initiatives during Ramadan and Eid al-Fitr, including Market Operations and Free

Homecoming, organized in collaboration with various stakeholders to support a peaceful holiday season.

Subsidiaries of Pos Indonesia also participated. Pos Properti introduced its business portfolio - ranging from property development to hospitality - and presented its new branding. The International Logistics and Business University (ULBI) shared its vision and international ambitions.

Discover More 

<https://www.posindonesia.co.id/en/articles/detail/tingkatkan-kolaborasi-dan-inovasi-posind-gelar-media-gathering>

PHLPOST NEWS HIGHLIGHTS

Expanding Kadiwa ng Pangulo
through Post Offices

On 3rd April, 2025, PHLPost and the Department of Agriculture signed an MoU to expand the Kadiwa ng Pangulo program into post office locations. The agreement, signed by Postmaster General Luis D. Carlos and DA Secretary Francisco Tiu Laurel Jr., formalizes efforts to bring fresh and affordable agricultural goods to more Filipinos. PHLPost will handle logistics and e-commerce support, while DA ensures product supply. Past Kadiwa pop-ups in Bataan, Pampanga, and Pasay laid the groundwork. This collaboration empowers farmers and improves access to essential goods in communities nationwide.



Showcasing Culture through Philately

PHLPost and the Boy Scouts of the Philippines held a special stamp exhibit at the Van Gogh Hotel, Ilocos Sur, showcasing Pope-themed philatelic collections. The highlight was Mr. Kim Robert de Leon's Guinness World Record collection, including 2,398 stamps featuring Popes John Paul II and Francis. The event emphasized philately's role in cultural preservation and was attended by local officials and philatelic enthusiasts. The exhibit promotes unity and heritage, celebrating the spiritual and historical impact of the Catholic Church and the scouting movement in the Philippines.

Lower Rates for Tracked Mail Services

PHLPost has introduced new promotional rates for tracked domestic and international mail services, offering more affordable options for the public. A Domestic Tracked item within Metro Manila now costs only P25 for the first 50 grams, while international mailing rates have significantly dropped —e.g., PHP 1,254 to Singapore and PHP 2,250 to the U.S. The rate reductions were made possible through operational efficiency and good governance. Postmaster General Luis D. Carlos noted this initiative helps Filipinos save on costs while ensuring reliable service across PHLPost's network.



Source:

THAILAND POST EXPANDS
DIGITAL SERVICES THROUGH
POSTMAN CLOUD

Thailand Post is advancing its digital strategy through Postman Cloud, a service platform that leverages data collected by its 25,000 postmen to deliver new solutions for government and business partners.

According to CEO Dr. Dhanant Subhadrabandhu, the platform enables services such as location and building surveys, physical condition assessments, document collection, and electronic identity verification. It also offers point-to-point delivery, including same-day and next-day options, as well

as secure delivery for high-value items. Another feature uses postmen's deep knowledge of their communities to help promote partner products to the right customers.

In a recent example, Thailand Post supported Bangkok Telling Co. in surveying and dismantling over 10,000 True mini-kiosks nationwide. The service not only enhances operational efficiency for partners but also opens new revenue opportunities for the postal agency.

Thailand Post has also expanded its Prai-branded product line—adding coffee to its earlier launches of bottled water and rice, with energy drinks in the pipeline.

Full article

<https://www.bangkokpost.com/business/general/2982176/thailand-post-bullish-on-postman-cloud-offerings>

VOICES IN FOCUS

INDUSTRY INSIGHTS FROM APPU PARTNERS

INTERVIEW WITH VISA

Held during the APPU Postal Business Forum 2024



Nat Scheer | Head of Partnerships | Visa Government Solutions, Asia Pacific

APPU:

Everyone in the world, I think, knows Visa. But please tell us — what is Visa?

Nat Scheer:

Visa is a payments technology company, and we've been active in the public sector space for over 60 years. We work with governments, NGOs, and post offices, helping to drive financial inclusion and expand access to digital financial services.

APPU:

Can you explain in more detail how Visa works with post offices around the world?

Nat Scheer:

We engage on multiple levels. Globally, we work through partnerships — such as with the UPU - and explore how we can advance research and thought leadership for the postal sector.

APPU:

How is Visa helping connect citizens through postal networks?

Nat Scheer:

We work with postal organizations on several fronts — from thought leadership on financial inclusion to financial literacy programs. We also work directly with post offices to expand digital services like payment solutions.

APPU:

Most of us know Visa for cards. But what other services does Visa provide?

Nat Scheer:

We're well known as a consumer brand for cards, but we've evolved. Today, we're a leader in payment innovation. We offer digital payment acceptance, helping post offices accept digital payments. We issue both physical and virtual

cards, which can be embedded in mobile apps. One exciting area is our collaboration on remittances and money movement.

We've made significant investments in recent years to strengthen our ability to move money quickly, transparently, and securely around the world. These services fall under our Visa Direct brand. We can transfer money not only to cards, but also to mobile wallets and bank accounts globally.

APPU:

In the Asia-Pacific region, we have many countries that are among the world's top remittance senders. How can Visa support posts in this area?

Nat Scheer:

I believe the future is hybrid — not purely digital. Post offices play a key role in the last mile, maintaining physical branches as well. Visa can partner on various channels for remittances and digital payments — whether that's in-branch, online, or via mobile apps — to make sure everyone, everywhere has access.

APPU:

What role does Visa play in the e-commerce space?

Nat Scheer:

We facilitate the payment part — helping with acceptance of retail transactions. We also support merchants with supplier payments, and even assist in launching and managing platforms, either through Visa solutions or in partnership with technology players who build and maintain those platforms.

APPU:

In recent days, we've heard a lot about post offices working with MSMEs. Does Visa play a role in that sector?

Nat Scheer:

Yes, we have a global strategy to support micro, small, and medium-sized enterprises. It's a key focus area for Visa. This includes partnering with post offices to launch e-marketplaces tailored for MSMEs. We sometimes describe it as "an e-marketplace in a box." We do this through collaboration with tech providers and postal operators, supporting the entire value chain — from logistics to payments.

APPU:

You've been active at the APPU Postal Business Forum over the past few days. What are your key takeaways?

Nat Scheer:

It's clear the industry is in flux. There are pressures — from competition, pricing, and costs — but also many opportunities. E-commerce is a big one, and I believe it's a space the postal sector should fully embrace.

There are also opportunities to extend digital services, like government services to citizens, leveraging the post office's widespread physical network. One strong message throughout the forum was just how integrated postal services are in citizens' daily lives. That connection is a valuable asset — one that can be used to deliver more services to more people.

APPU:

We hope you've had a rewarding conference experience. We look forward to seeing Visa collaborate further with post offices in the region, especially on financial inclusion.

Nat Scheer:

Thank you. It's been a great experience, and I look forward to returning next time.



USPS ADJUSTS SERVICE STANDARDS

The U.S. Postal Service (USPS) began implementing new service standards on April 1, affecting Ground Advantage and First-Class Mail originating more than 50 miles from processing centers. These items may now take an extra day in transit, part of USPS's shift to consolidate transportation routes in rural areas from two daily trips to one.

While urban areas closer to distribution hubs may benefit from faster service, rural regions risk slower delivery. Despite the changes, deliveries remain within the standard timeframes of 2–5 days (Ground) and 1–5 days (First-Class).

Additionally, Sundays and holidays are no longer counted as transit days for volume entered the day before, aligning USPS tracking with FedEx and UPS standards. The changes proceed despite earlier regulatory concerns that rural customers could face service disruptions.

Full article

<https://www.supplychaindive.com/news/postal-service-delivery-standards-changes/743973/>



POSTE ITALIANE ACQUIRES ADDITIONAL 15% OF TELECOM ITALIA

Poste Italiane has acquired a 15% stake in Telecom Italia (TIM) from Vivendi SE for €684 million, with the transaction expected to complete in the first half of 2025. The move is part of Poste Italiane's broader strategy to expand into telecommunications and related sectors.

PostePay, the group's financial and digital services arm, is also in discussions to access TIM's mobile network starting January 2026.

The investment aims to foster synergies between the two companies in areas such as telecom, ICT services, media content, finance, insurance, and energy—supporting Poste Italiane's transformation into a multi-service platform beyond its traditional postal operations.

Full article

<https://www.parcelandpostaltechnologyinternational.com/news/business-diversification/poste-italiane-acquires-additional-15-of-telecom-italia.html>



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