



“ FROM SECRETARY- GENERAL’S DESK



Greetings from the Asian-Pacific Postal Union!

The month of June often brings a subtle shift in rhythm — one that encourages both reflection and preparation. It’s a moment to pause, take stock of how far we’ve come, and renew our focus on what lies ahead. I hope it offers us opportunity to reconnect with our goals and priorities.

Over the past few weeks, I’ve had the privilege of engaging in a range of thoughtful conversations — across our region and beyond. While each of our member countries continues to navigate its own path, the questions we face are strikingly similar: How do we structure reforms that are fit for the future? How can we accelerate transformation while staying true to our service ethos? And how do we build resilient, responsive systems in an era of shifting user expectations?

What stood out most to me in these exchanges was the spirit of reinvention that many of the members are embracing. Some are advancing

partnerships to extend financial access; others are focusing on cross-border capabilities or modernizing operational frameworks to deliver better, faster, and more reliably. These efforts, while not without their challenges, speak volumes about the commitment and adaptability of our region.

At the APPU Bureau, we remain closely attuned to these shifts. One of our key focus areas is facilitating meaningful knowledge sharing across the Union. In that spirit, our international staff have been working on a series of original articles, grounded in desk research, that touch on emerging priorities for the postal sector. Topics include innovations in last-mile delivery, strengthening EMS services, the postal role in digital inclusion and socio-economic development, as well as evolving perspectives on the Universal Service Obligation and postal regulatory reforms. We look forward to sharing the first set of these articles soon on the Knowledge Centre portal of the APPU website — and continuing with more in the months to come.

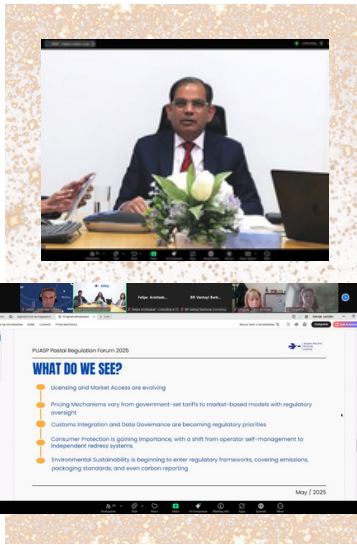
Meanwhile, training activities at the Asian-Pacific Postal College (APPC) continue with great momentum. Our current courses on operations and international mail accounting are not just capacity-building exercises — they are part of our broader effort to build a shared base of practical knowledge for the region.

This month is also one of active preparation. On 6 June, we held the Local Executive Council Meeting of the APPC, reviewing academic progress and refining upcoming plans. And of course, much of our energy is now focused on the upcoming 2025 APPU Executive Council Meeting in Ulaanbaatar. We’re working closely with our colleagues at Mongol Post to ensure that everything - from logistical arrangements to documentation — is in place for a productive and inclusive meeting. I’m grateful for their wholehearted commitment and look forward to welcoming many of you there.

Warm regards,



Dr. Vinaya Prakash Singh
Secretary-General, APPU



APPU JOINS PUASP POSTAL REGULATORY FORUM

APPU participated in the 2025 Postal Regulatory Forum hosted online by the Postal Union of the Americas, Spain, and Portugal (PUASP). Secretary-General Dr. Vinaya Prakash Singh delivered a presentation on the regulatory diversity of the postal sector in the Asia-Pacific region. He also shared the region's insights on regulatory developments, challenges, and opportunities. The forum also featured exchanges with the Communications Regulators' Association of Southern Africa (CRASA) and the European Committee for Postal Regulation (CERP), reinforcing the value of cross-regional cooperation within the UPU framework.

APPU WELCOMES JAPANESE DELEGATION FOR POSTAL DIALOGUE

On 22 May 2025, the APPU Bureau, led by Secretary-General Dr. Vinaya Prakash Singh, welcomed a delegation from Japan headed by Mr. Yuji Aoki, Director of the International Affairs Office, Postal Services Policy Division, MIC Japan. The meeting provided a platform for exchanging views on key postal issues and exploring opportunities for continued cooperation and dialogue.



LEC MEETING REVIEWS APPC ACHIEVEMENTS AND 2025-2026 PLANS

The APPC Local Executive Committee (LEC) Meeting was held on 6 June 2025, chaired by Ms. Kalaya Chinatiworn, Principal Advisor for Foreign Affairs, Ministry of Digital Economy & Society, Thailand, the LEC Chair. The agenda covered the adoption of the 2025 and 2026 training plans and budgets, updates on staffing and activities, and use of contributions. The meeting also took note of specialized programs, the reserve fund status, and auditor appointment, concluding with expressions of appreciation to member countries and partners.



BUILDING REGIONAL CAPACITY THROUGH IMA AND PLOM COURSES AT APPC

Two training courses under the 2025 APPU Training Calendar, International Mail Accounting (IMA) and Parcel, Logistics and Operations Management (PLOM), are being conducted from 26 May to 20 June 2025 at the Asian-Pacific Postal College (APPC) in Bangkok, bringing together participants from Bangladesh, India, Iran, Lao PDR, Macao (China), Myanmar, Nepal, Philippines, Sri Lanka, and Thailand.

These courses have provided participants with a dynamic journey of professional learning, practical exercises, and cross-cultural exchange. The IMA course offers a deep dive into the UPU remuneration framework, terminal dues systems, accounting practices, and digital tools such as IPS.POST. The Integrated UPU Remuneration Workshop, held during the third week, included sessions by UPU experts that provided further insights into inward land rates, parcel post operations, centralized accounting, and clearing systems.

Running in parallel, the PLOM course focuses on the operational and strategic dimensions of logistics and parcel services. Through case discussions, benchmark visits, and group exercises, participants explore last-mile delivery models, e-commerce integration, and supply chain visibility. The Last-Mile Delivery and Fulfillment Workshop during the third week featured insightful sessions from an expert from Shijiazhuang Posts and Telecommunications Technical College (China), adding value by showcasing cooperation models and rural logistics innovations.

In addition to the technical curriculum, the program featured site visits to post offices, logistics hubs, and mail centers, offering participants valuable exposure to real-world operations. APPC extends its sincere appreciation to Thai Airways Cargo, Thailand Post, Huawei Technologies (Thailand) Co., Ltd, and all the host organizations for their generous support and warm hospitality, which significantly enriched the participants' learning experience.



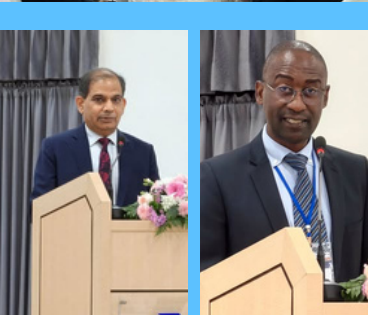
From 19 to 23 May 2025, the 6th ORE 3 Workshop on “Assessing the Impact of the Regional Project on Operational Efficiency and E-Commerce Integration” was held at the APPC in Bangkok, co-organized by the UPU and APPU. The event gathered 39 participants from 16 Asia countries.

6TH ORE 3 WORKSHOP BOOSTS REGIONAL E- COMMERCE READINESS

Secretary-General Dr. Vinaya Prakash Singh opened the workshop, followed by a keynote from Mr. Fedrick Omamo, UPU Programme Manager for E-Commerce and Market Development.

Participants reviewed the outcomes of ORE 3, exchanged best practices, and discussed key areas such as digital transformation, customs compliance, postal security certification, and mail flow optimization. Site visits and hands-on sessions further enriched the learning experience.

The workshop highlighted Asia's commitment to advancing cross-border e-commerce readiness and operational efficiency.



Digital Customs Transformation: E-Customs Clearance Platform for Postal Shipments



At the APPU Postal Business Forum 2024, Cambodia Post was recognized with the Innovation in the Postal Sector Award for its E-Customs Clearance Platform for Postal Shipments. This initiative showcases how postal operators can modernize cross-border trade by integrating international standards, advanced technologies, and inter-agency cooperation into customs procedures.

Highlights: Cambodia Post's project exemplifies the power of digital transformation in enhancing postal efficiency and trade facilitation. It establishes real-time data exchange between the UPU's Customs Declaration System (CDS) and Cambodia's national ASYCUDA system—making it one of the region's first postal-customs integrations fully aligned with the WTO Trade Facilitation Agreement. By automating processes and enabling pre-arrival/pre-departure risk assessments, the platform reduces clearance times, lowers costs, and improves the overall customer experience.

PROJECT OVERVIEW: E-COMMERCE-READY CUSTOMS, POWERED BY PARTNERSHIP

Launched in November 2023, the E-Customs Clearance Platform is part of the “Improving Small Package e-Trade for SMEs (SeT4SME)” initiative led by Cambodia's Ministry of Commerce and Swisscontact, with support from the Global Alliance for Trade Facilitation. It connects Cambodia Post and the General Department of Customs and Excise, allowing secure, electronic exchange of customs data via UPU-WCO standards (CUSITM/CUSRSP).

Key features include electronic customs declaration submissions, real-time shipment tracking, secure data exchange between postal operators and customs authorities, and integrated risk management using AI and machine learning. The platform leverages real-time data synchronization between the UPU's Customs Declaration System (CDS) and Cambodia's ASYCUDA system to enable pre-arrival and pre-departure risk assessments and customs duty calculation. These capabilities accelerate the clearance of low-risk, non-dutiable items while enabling customs to focus on higher-risk consignments.

To enhance transparency and service quality, the platform provides real-time status updates to both senders and recipients. In parallel, Cambodia Post is actively working to improve the quality and accuracy of ITMATT data and to guide shippers toward more accurate self-declarations—reducing error rates and minimizing customs disputes.

The platform's design is scalable and replicable across countries, offering a reference model for other postal operators aiming to modernize customs clearance processes for e-commerce. As implementation advances, Cambodia Post expects to see increased SME export activity and broader adoption of its postal delivery services for international trade.

By integrating postal and customs systems, Cambodia Post is enabling more inclusive, efficient, and secure e-commerce logistics, contributing to national trade competitiveness and strengthening the postal sector's relevance in the digital age.





Australia Post

ANNOUNCES MULTI-MILLION- DOLLAR REGIONAL INFRASTRUCTURE EXPANSION



Australia Post is making a multi-million-dollar investment to enhance parcel processing and distribution in regional New South Wales (NSW). Six new facilities will be built in Tumut, Leeton, Casino, Deniliquin, Forbes, and Byron Bay, increasing processing capacity to support growing e-commerce demands.

Each site will handle 900 to 2,200 parcels per day and feature solar power, rainwater harvesting, and EV charging infrastructure as part of Australia Post's sustainability efforts. The expansion aims to improve delivery efficiency, support rural businesses, and enhance service quality for regional communities.

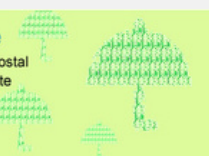
Australia Post's Shane Plant emphasized the importance of investing in rural infrastructure to keep pace with rising online shopping trends, as 82% of NSW households shop online.

<https://www.fullyloaded.com.au/australia-post-announces-multi-million-dollar-regional-nsw-infrastructure-expansion/>

中国邮政
CHINA POST

LIFE INSURANCE LAUNCHES ELDERLY CARE INITIATIVE

China Post Life

Perform A Universal Postal
Service, Take Corporate
Social Responsibility

On April 9, 2025, China Post Life Insurance Co., Ltd. (CPLI) released a white paper on China's urban and rural health and elderly care and introduced its new service brand, "Enjoy Your Care-free Senior Life" (YOU 享岁悦). This marks a new milestone in the integration of insurance and elderly care.

The white paper outlines key aging trends, revealing that 15.6% of China's population was aged 65+ in 2024, with projections exceeding 20% by 2030. CPLI aims to address rising elderly care demands by leveraging China Post's extensive urban and rural network. Its new service system integrates health management, institutional care, and home care, with plans to introduce travel-based elderly care services in 2025.

<http://english.chinapost.com.cn/html1/report/2506/345-1.htm>



JAPAN POST

INTRODUCES ONLINE 7-DIGIT CODES IN LIEU OF HOME ADDRESS

Japan Post has introduced a new seven-digit "digital address" system using alphanumeric characters to modernize and simplify address management for services such as online shopping.

This innovation allows individuals to receive a unique code that remains valid even after they move, aiming to prevent delivery issues caused by incorrect or hard-to-identify addresses. While this new system enhances convenience and accuracy for online services, traditional postal codes and physical addresses will continue to be used for standard mail delivery.

The digital address is available to members of Japan Post's free membership program. Users only need to update their ID's registered address when they relocate, eliminating the need to reenter their full address across services.

Japan Post officials also emphasized the potential of this service to reduce the workload of postal workers, who often face challenges in identifying unclear or incorrectly written addresses.

<https://japantoday.com/category/tech/japan-post-introduces-online-7-digit-codes-in-lieu-of-home-address>



INDIA POST HIGHLIGHTS – ADVANCING ACCESS, ACCURACY, AND INNOVATION

'Gyan Post' Launches to Improve Access to Educational Resources



India Post has introduced a new domestic product,

'Gyan Post', effective 1 May 2025, to support equitable access to learning materials nationwide. This service allows affordable delivery of educational and literary materials, such as textbooks, exam guides, and culturally relevant books. Eligible parcels weigh between 300g and 5kg and must use packaging that enables easy inspection, such as open or unsealed covers.

Gyan Post offers basic tracking, with optional value-added services such as delivery confirmation and insurance. Rates start at just USD 0.24. Aligned with the national vision "Har Ghar Gyan, Har Sapne ko Udaan" ("Bringing knowledge to every home, and giving flight to every dream"), the initiative also supports UN SDG 4: Quality Education, demonstrating how postal networks can bridge developmental gaps.

<https://www.thehindu.com/news/national/centre-introduces-gyan-post-to-send-textbooks-at-concessional-rates/article69501352.ece>

New Digital Addressing Platforms: 'Know Your DIGIPIN' and 'Know Your PIN Code'

DIGIPIN API by Department of Posts



^ Geospatial Addressing Solution by India Post



On 27 May 2025, the Department of Posts launched two digital platforms: 'Know Your DIGIPIN' and 'Know Your PIN Code', marking a milestone in India's geospatial governance and address modernisation.

- DIGIPIN** is a geo-coded, grid-based digital address system developed in collaboration with IIT Hyderabad and ISRO's NRSC. Through the new web portal, users can retrieve their DIGIPIN using location coordinates, enhancing logistics, emergency response, and last-mile delivery, especially in rural areas. This system is open-source and interoperable, with full documentation available on GitHub to support broad adoption.
- Know Your PIN Code** improves the classic 6-digit PIN system by integrating GNSS-based geolocation. Following a national geo-fencing exercise, users can now verify their correct PIN code and provide accuracy feedback. The updated PIN code boundary dataset is available via India's Open Government Data Platform.

<https://dac.indiapost.gov.in/mydigipin/home>

<https://dac.indiapost.gov.in/mypincode/menu>

POS MALAYSIA REPORTS REVENUE GROWTH FOR Q1



Pos Malaysia has announced its Q1 FY2025 financial results, recording RM467.1 million in revenue, reflecting a 2% increase from the previous quarter. The company continues its transformation agenda, with parcel and aviation segments contributing to growth.

The parcel segment saw marginal improvement, driven by service enhancements, while the aviation segment performed strongly, benefiting from increased cargo demand. Retail operations remained stable, though logistics experienced temporary slowdowns due to sector-specific challenges.

Pos Malaysia CEO Charles Brewer reaffirmed the company's focus on innovation, ESG integration, and operational efficiency, ensuring long-term value creation.

[https://www.pos.com.my/post-list/detail?](https://www.pos.com.my/post-list/detail?postDetailId=Pos%20Malaysia%20Group%20Reports%20RM467.1%20Million%20Revenue%20in%20Q1%20FY2025&sidemenuName=PRESS%20ROOMss)

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Philippine Festival



Source:



PHLPost Releases Stamps Celebrating Iconic Philippine Festivals

The Philippine Postal Corporation (PHLPost) has unveiled a vibrant set of commemorative stamps and souvenir sheets honoring the Philippines' world-renowned festivals. Launched on 25 April 2025 at Lucky Chinatown Mall in Binondo, Manila, the release features dynamic depictions of the Kadayawan Festival (Davao), Panagbenga Festival (Baguio), Singkaban Festival (Bulacan), and Sinulog Festival (Cebu).

Postmaster General Luis D. Carlos remarked that the stamps offer a unique way to preserve and share the stories of these cherished cultural events – spreading pride across the country and beyond.

Each stamp captures the rich spirit of Filipino festivals, from floral parades to religious processions, portraying the diversity, artistry, and communal unity that define them. The collection highlights traditional costumes and vibrant imagery, celebrating regional identity and national heritage.



Iran and Oman Unveil Joint Commemorative Stamp



Iran and Oman unveiled a joint commemorative stamp during a ceremony in Muscat attended by the foreign ministers of both countries.

The unveiling took place at Al-Alam Palace during Iranian President Masoud Pezeshkian's official visit to Oman. The stamp reflects the deep cultural and historical ties between the two nations, as well as their commitment to good-neighborly relations and cultural cooperation.

The design features the Bastak Grand Mosque in Iran's Hormozgan Province and the Sultan Qaboos Grand Mosque in Muscat, symbolizing the architectural and cultural heritage of both countries.



Source:

National Post Company of The I.R.Iran

INSIGHTS FROM APPU MEMBERS



Mr. Isireli Koyamaibole Leweniqila
Chairperson of the Board, Post Fiji Pte Limited



In this exclusive conversation, Mr. Leweniqila shares his insights on leadership, regional integration, innovation, and the strategic future of Post Fiji. With his unique perspective shaped by ministerial experience, Mr. Leweniqilla reflects on the evolving role of postal services in the Pacific and the critical importance of inclusive, forward-looking governance.



APPU:

How does your experience as an ex-minister influence your leadership and vision for Post Fiji?

Mr. Leweniqilla:

My experience as a minister in the past has given me strong confidence in my leadership. It has also broadened my vision, helping me to see beyond the present and plan strategically for the future of Post Fiji. I now view our role not just as a service provider, but as a regional player that must evolve with global trends.

APPU:

Fiji is considered a hub for postal services in the Pacific. How does Post Fiji plan to strengthen this strategic role in the coming years?

Mr. Leweniqilla:

Given our central geographic location, we are indeed well-placed to serve as the postal hub for the Pacific. To formalize this role, we are working closely with the UPU, Japan Post, and the support of Pacific Island Designated Operators. A key initiative is the construction of a modern Office of Exchange, designed to meet international standards in operations, security, and compliance. Once operational, this facility will be a win-win for all regional stakeholders — enhancing connectivity, efficiency, and trust.

APPU:

How is Post Fiji helping to strengthen coordination and information-sharing among Pacific Island postal operators?

Mr. Leweniqilla:

The presence of the UPU Regional Office in Fiji has been transformative. It has allowed us to facilitate more direct communication within the Pacific and with UPU Headquarters in Bern. In January, we hosted a regional meeting in Nadi focused on Operational Readiness for E-commerce. This brought together all the Pacific Island countries, allowing us to share experiences, compare progress, and learn from one another. We've also reactivated the Pacific Group, supported by the Regional Office, and created a dedicated communication platform — essentially a chat group — to exchange knowledge and resolve issues in real time.

APPU:

Fiji hosts the UPU Regional Office. How do you see this contributing to the development of postal services across the Pacific region?

Mr. Leweniqilla:

The UPU Regional Office plays a catalytic role. It ensures that the Pacific has direct access to expert advice, policy support, and training. Its presence in Fiji reinforces our position as a regional leader, and more importantly, helps us align Pacific postal operations with global standards while addressing our unique regional challenges.

APPU:

Can you share how Post Fiji collaborates with neighboring island posts to improve regional service quality and efficiency?

Mr. Leweniqilla:

We work closely with our Pacific neighbors through shared initiatives, regional meetings, and joint capacity-building efforts. The reactivated Pacific Group allows for regular dialogue, and through our Office of Exchange project, we aim to become a central distribution and logistics point for the region. Collaboration is key to improving both service quality and operational efficiency across borders.

APPU:

Are there any recent or upcoming innovations at Post Fiji that you're particularly proud of?

Mr. Leweniqilla:

What I am most proud of is the cultural transformation we've achieved within our team. We have shifted from a traditional public-service mindset to a dynamic, customer-oriented commercial culture. Our staff no longer think of themselves simply as postmen — they are now service-driven sales professionals who put profitability and customer satisfaction at the forefront of daily operations.

APPU:

As someone with a policy background, what do you see as the government's role in ensuring a sustainable and inclusive postal sector in the Pacific?

Mr. Leweniqilla:

From my perspective, the government should play an enabling — not restrictive — role. While I personally believe the postal sector should not have been privatized, that debate is behind us. The priority now is for Pacific governments, including Fiji, to “unshackle” State-Owned Enterprises by modernizing outdated regulations. Let Designated Operators run as full-fledged commercial entities, free to compete, innovate, and grow.

APPU:

What are your priorities as Chairman to ensure good governance and long-term strategic planning at Post Fiji?

Mr. Leweniqilla:

Our first step has been to reassess all internal priorities, regulations, and operational frameworks. We've enhanced our capacity-building programs and committed to upskilling our workforce. Internally, we've restructured the organization, and we're preparing to advise the government on a new legal framework — one that supports long-term sustainability and market relevance.

APPU:

How can international partners and regional organizations like APPU and UPU better support small island developing states in postal development?

Mr. Leweniqilla:

We envision Post Fiji as a fully commercialized entity, driven by high-quality services and sustainable products. To support this vision, APPU and UPU are expected to continue serving as our go-to sources for expert guidance, policy consulting, and technical support. Their development arms remain vital to helping small island developing states overcome capacity gaps and integrate effectively into the global postal ecosystem.

INDUSTRYNEWS

UNDERSTANDING GEN Z'S SHOPPING TRENDS IN THAILAND



As Thailand's e-commerce market is projected to reach 1.07 trillion baht by 2025, a 7% annual growth, Gen Z (ages 18-24) is shaping the industry's future with content-driven shopping habits and digital-first purchasing behaviors. The latest research from Kantar highlights how Gen Z consumers interact with online platforms and make purchasing decisions.

Key Findings from Kantar's Study include:

This research highlights the importance of engaging content, trusted influencers, and seamless e-commerce experiences. Companies looking to adapt to Gen Z's preferences must:

- 1 **Multi-Format Content Drives Engagement**
Gen Z actively consumes both short-form and long-form video content, shaping how brands market their products.
 - ✦ 71% prefer short vertical videos for quick product discovery.
 - ✦ 56% rely on long-form content (such as tutorials, vlogs, and reviews) to make purchasing decisions.
 - ✦ Livestreams are less influential (32%) compared to on-demand content.
- 2 **Influencers Play a Crucial Role in Purchasing Decisions**
 - ✦ 97% of Gen Z shoppers trust content creators when deciding what to buy.
 - ✦ YouTube remains the most trusted platform (78%) because it supports both short and long-form content.
 - ✦ TikTok, Instagram, and Facebook also influence shopping behavior.
- 3 **Where Gen Z Shops Online**
Gen Z consumers explore multiple platforms before purchasing, highlighting the importance of visibility across different e-commerce and social commerce channels.
 - ✦ Shopee leads Gen Z's shopping habits, with 52% of users purchasing on the platform.
 - ✦ Lazada (22%), TikTok Shop (16%), and Facebook (8%) are also key purchasing destinations.
- 4 **Value-Driven Shopping Priorities**
While price is important, Gen Z consumers prioritize the overall value of a purchase.
 - ✦ 40% value free shipping as the most important factor.
 - ✦ 29% look for special promotions, while 28% prioritize discounts.
- 5 **Shopping Preferences by Gender**
 - ✦ Women favor personal care, beauty, and fashion accessories, indicating that they buy products that align with self-expression.
 - ✦ Men prefer men's fashion and electronic gadgets, showing a strong interest in functionality over aesthetics.

What This Means for Businesses & Postal Operators

Develop content strategies using short-form & long-form videos to enhance engagement

Collaborate with influencers to build credibility and drive purchasing decisions

Ensure a presence on Shopee, Lazada, and TikTok Shop as delivery/distribution partners to align with Gen Z's shopping habits

Offer value-driven promotions beyond price reductions, such as free shipping incentives

For postal and delivery operators, understanding these shopping behaviors can help optimize e-commerce fulfillment strategies, ensuring reliable and cost-effective last-mile delivery services



<https://www.bangkokpost.com/business/general/3041371/how-to-win-savvy-gen-z-shoppers>



www.appu-bureau.org



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