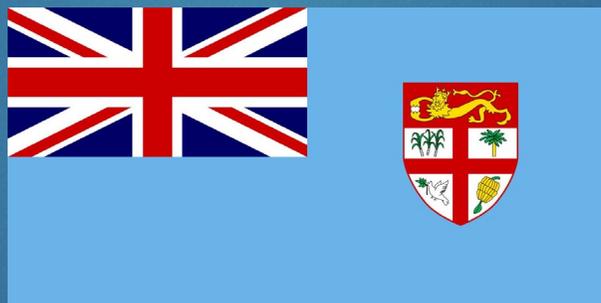




ASIAN-PACIFIC
POSTAL
UNION

Postal Regulations and its Impact on successful postal business models - FIJI



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CONTENTS



- 1) **Overview of Fiji's regulatory framework**
- 2) **Evolution of Fiji's regulatory framework**
- 3) **Overview of Fiji's postal market's modernization initiatives**
- 4) **Transition in the sector in the last few years**
- 5) **Challenges for the postal sector in Fiji**
- 6) **Opportunities for the postal sector in Fiji**

1. Overview of Post Fiji's Regulatory Framework

Post Fiji Pte Limited business is governed by the:

- a) Fiji Post & Telecommunications Act 1989
- b) Fijian Competition & Consumer Commission (**Domestic Mails**)
- c) UPU Convention Manual (**International Mails**)
- d) Reserve Bank of Fiji (**Financial Services**)
 - **Domestic money transfers, Western Union, banking service**
- e) Public Enterprise Act 2019 (**governance standards for SOE's**)
- f) Companies Act 2015 (**regulates companies carrying on business in Fiji**)

2. Evolution of Post Fiji's Regulatory Framework

Apart from the regulations already mentioned, Post Fiji is in the process of reviewing and amending the;

a) **Fiji Post & Telecommunications Act 1989**

- **the Act still gives power to the Minister responsible to make decisions regarding postal services operations**
- **Post Fiji is now state-owned enterprise (SOE) and the vested powers now lies with a Board of Directors led by a Chairman**

b) **Control of Prices for Postal Services Order 2021 of the Fijian Competition & Consumer Commission**

- **proposing for the deregulation of domestic postage rates**

3. Overview of Fiji's postal market's modernization initiatives

Some of the initiatives taken by Post Fiji to modernize its services include;

- a) Digital platforms to facilitate online transactions**
 - a third-party service provider to more than 30 businesses and government departments providing billpay and billpaid services**
- b) Diversification**
 - Expand service offering through e-commerce solutions**
 - These includes retail, payment of letterboxes, money transfer and philatelic**

4. Transition in the sector in the last few years

Post Fiji's transition in the recent years is the result of its commitment to its strategic objectives.

a) Continuous Automation

- 87% post offices are currently online, 94% by the end of this year and 100% by Q1 of 2025

b) Utilizing Green Energy to reduce carbon emission

- Transitioned from fossil fuel use to solar power implementation in rural and maritime post offices

c) Review and update of all company policies and procedures

- based on the changes and innovation in business dynamics

5. Challenges for the postal sector in Fiji

Some of the notable challenges faced by Post Fiji are;

- a) **Geographical Positioning**
 - **Affects connectivity and effective delivery of services**
- b) **Strong Competition**
 - **Competition in all areas of business including postal**
- c) **Lack of Capacity Building**
 - **Qualified personnel but lack commercial and postal acumen**

6. Opportunities for the postal sector in Fiji

a) Continuous Digitalization

- Last mile delivery system, EMS online booking and parcel self-service kiosk.

b) Capitalize on geographic footprint

- Post Fiji has the largest network in Fiji and this makes it the partner of choice for any organization

c) Expand in Fintech Services

- E-Wallet platform, government payment gateway, and allow various MOP's (method of payments)

d) International Mail Hub in the South Pacific

- Relocation of the Office of Exchange



Thank you