

# APPU STRATEGY 2027-2030

**Presentation of Initial Draft in APPU EC 2025**

**WELCOME!**

# STRUCTURE

**Strategic Framework**

**Strategic Pillars & Objectives**

**Implementation Approach**

# STRATEGIC FRAMEWORK

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# GUIDING PRINCIPLES

**What were the guiding principles in the preparation of the first draft of the Strategy?**

- Member-driven
- Future oriented
- Inclusive and Sustainable
- Agile and Collaborative

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# STRATEGIC VISION

**To position APPU as the regional postal union that drives innovation, builds capacity, and strengthens the relevance of postal services in the Asia-Pacific.**

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# MISSION

**To serve as a collaborative platform enabling member countries to share knowledge, pursue innovation, and achieve inclusive growth through postal networks.**

# **STRATEGIC PILLARS AND OBJECTIVES**

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# STRATEGIC PILLARS AND OBJECTIVES

## What could be the strategic pillars and objectives in the next cycle?

- Pillar 1: Regional Cooperation and Leadership
- Pillar 2: Digital Transformation and Innovation
- Pillar 3: Business Development, Financial Inclusion, and Partnerships
- Pillar 4: Capacity Building and Knowledge Leadership
- Pillar 5: Institutional Development, Regulatory Reforms and Operational Excellence
- Pillar 6: Sustainability and Sector Modernization

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# PILLAR 1: REGIONAL COOPERATION, COLLABORATION AND LEADERSHIP

- Deepen collaboration among member countries and with the UPU, other Restricted Unions, and other regional organizations
- Promote collective regional positioning in global postal policymaking
- Facilitate coordination between Ministries, Regulators, and Operators to strengthen sector governance

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# PILLAR 2: DIGITAL TRANSFORMATION AND INNOVATION

- Accelerate the adoption of digital technologies in postal operations
- Facilitate the use of data analytics, AI, and automation
- Promote regional technology pilots and innovation showcases utilizing internal and external expertise

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# PILLAR 3: BUSINESS DEVELOPMENT, FINANCIAL INCLUSION, AND PARTNERSHIPS

- Foster public-private partnerships across core postal and wider postal services
- Support diversification through e-commerce, logistics, and new business models
- Expand postal financial services and partnerships with fintech and social enterprises
- Promote the role of posts in delivering public services, social benefits, and remittance solutions

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# PILLAR 4: CAPACITY BUILDING AND KNOWLEDGE LEADERSHIP

- Expand and modernize the offerings of the Asian-Pacific Postal College (APPC)
- Develop expert networks and promote postal research and innovation
- Build a regional knowledge hub for reforms, technology, and operational excellence

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# PILLAR 5: INSTITUTIONAL DEVELOPMENT, REGULATORY REFORMS AND OPERATIONAL EXCELLENCE

- Strengthen APPU's governance, legal frameworks, and performance mechanisms
- Ensure long-term financial sustainability of the Union and the Bureau
- Promote regional dialogue, technical assistance, and best practices to support postal regulatory reforms
- Foster agile, transparent, and member-responsive operations

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# PILLAR 6: SUSTAINABILITY AND SECTOR MODERNIZATION

- Encourage responsible modernization of postal infrastructure and services
- Facilitate knowledge exchange and voluntary adoption of sustainable practices
- Support postal sector alignment with national development goals

# IMPLEMENTATION APPROACH

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# IMPLEMENTATION APPROACH OF STRATEGY

## What could be the implementation approach of the Strategy?

- Annual Work Plans: Translate each strategic pillar into concrete activities and performance indicators.
- Monitoring and Evaluation: Establish a yearly review at Executive Council meetings.
- Member Engagement: Maintain open feedback channels, encourage diverse participation, and co-develop regional initiatives.
- Mid-Term Review: To be conducted in 2028 to adjust strategic focus and validate progress.

# WHAT ARE THE NEXT STEPS?

# NEXT STEPS

## What are the next steps before adoption of the Strategy for the next cycle?

- Initial Draft (Draft 0) presented to the APPU EC 2025
- Comments from the APPU EC 2025
- Written feedback before the last quarter of this year
- Circulation of the revised Strategy document (Draft 1) to member countries
- Online session in the first quarter of 2026 to obtain further feedback and refine the document
- Draft 2 for final comments before submission to Congress
- Third draft of the Strategy document for submission to the 14<sup>th</sup> APPU Congress for approval

**ANY QUESTIONS/  
COMMENTS?**

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# THANK YOU!

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