MARKET DEVELOPMENT AND E-SERVICES WORKING GROUP: REPORT ON MEETING OF 5 JULY 2017

I Preamble

1. The Market Development and E-Services Working Group (WG) met on 5 July.

2. The WG was attended by the following parties,

2.1 ***Members***: Bangladesh, Bhutan, China, Fiji, Indonesia, Iran, Japan, Korea, Malaysia, Nepal, New Zealand (Chair), Pakistan, Philippines, Singapore, Sri Lanka, Thailand, Viet Nam

2.2 ***Observers/Other Attendees***: APP Cooperative, PRIME, La Poste - France, Swiss Post - Switzerland

2.3 The purpose of the working group is to keep APPU member countries appraised of the work of POC Committee 3, and to find opportunities to work together to share lessons learnt and gain mutual insight and understanding of the fast developing e-services and e-commerce markets.

2.4 The session was taken in two parts; the first a presentation from Iran Post on their Geocoded National Address File, and the second a general update on the work of the POC Committee 3 E-Services Development Group.

II Iran Post – Geocoded National Address File (GNAF)

3. Mr. Hassan Javadi delivered a comprehensive presentation and live, real time demonstration of the inter-governmental agency development; GNAF.

4. The briefing took the form of an MS-PowerPoint presentation with elaboration on all points covered, followed by a live demonstration, and concluding with a question and answer session.

5. The presentation took the WG through journey Iran Post embarked upon to define the problem, challenge, or really the opportunity posed by inconsistency, variability and lack of clarity in addressing.

6. We then heard of the approach to a solution developed through the standardisation of addressing elements, the application Geographical Information Systems, leading to a fully spatially enabled addressing dataset containing all the addressing attributes, and spatial point and boundary information available.

7. At the conclusion of the presentation, the floor was opened and we heard a brief intervention from Indonesia in relation to how to access / obtain the necessary underlying data, and the degree of flexibility of the system to accommodate changing addressing structures. Mr. Javadi provided responses to the points raised to Indonesia's satisfaction.

8. There were no further questions from the floor, and the WG expressed its appreciation with a well-earned and deserved round of applause.

III GENERAL UPDATE ON THE POC COMMITTEE 3 E-SERVICES AND DEVELOPMENT GROUP

9. The Chair presented to the WG primarily on the work of POC C 3 E-Services Development Group (ESDG) which is the primary group within POC C 3 focused on policy, advice, capacity building, and products and services to help drive innovation, integration and inclusion in the postal sector for e-commerce and digital services.

10. The role, history, background and Doha cycle achievements of the ESDG were discussed, before moving on to consider its mandate and key deliverables for this cycle.

11. Some of the key deliverables that had clear resonance with the WG were explored in more detail, such as questionnaires, publications and the outcomes, and possible collaboration opportunities in training and development courses.

12. A series of key publications of the ESDG were also considered in more detail, and their value and usefulness to APPU members received further attention, with the Chair urging WG members to participate actively in surveys and questionnaires as it is through these that members' views, opinions and needs are heard and actioned at the UPU.

13. Finally, the WG heard of a number of examples of inter-agency engagement by the ESDG with UNCTAD, and the UN directly on Sustainable Development Goals (SDG), and the role ESDG is playing.

14. The floor was opened and the APPU College made a thoughtful, supportive and well-received intervention on the opportunity for collaboration and knowledge sharing within the APPU member community and with UPU Bodies, such as ESDG

15. The Chair invited members to present examples of their work to the next EC meeting, and / or to share it with email with the WG. There was nothing further to address, and the meeting closed.

IV SUPPORTING DOCUMENTS

16. The POC C 3 Market Development and E-Services and Iran Post GNAF presentations are included as Annex 1 and 2 to this document, respectively.

Lindsay Welsh
New Zealand
Chair – Market Development and E-Services Working Group
Tehran, Iran
06 July 2017

Market Development and E-Services Working Group

05 July 2017

Asian-Pacific Postal Union
12th Congress
Tehran, Iran
3-7 July 2017

Asian-Pacific Postal Union Congress

Members of the Working Group

Australia	**China**
Indonesia	**Iran**
Japan	**Korea**
Malaysia	**New Zealand (Chair)**
Singapore	**Sri Lanka**
Thailand	**Viet Nam**

Asian-Pacific Postal Union Congress

Running order for today …

1. Presentation from Iran on its very exciting and interesting Geocoded National Address File (GNAF) programme

2. Comprehensive update on the current work of POC C 3 Market Development and E-Services

Asian-Pacific Postal Union Congress

Iran Post – Geocoded National Address File GNAF Programme

Asian-Pacific Postal Union Congress

UPU POC C 3
Market Development and E-Services

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UPU POC C 3 ESDG

E-Services Development Group

Daniel Nieto E-Service and E-Commerce Expert

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Previous cycle

ECOMPRO 2014-2016

- March/2014 – E-Commerce Forum
- October/2014 – UPU E-Commerce Program – ECOMPRO
- October/2014 – E-Commerce Guide Version 1
- October/2015 – Measuring Postal E-Services Report Version 2
- February/2016 – E-Commerce Guide Version 2
- February/2016 - Contribution of the UPU's Integrated Index for Postal Development (2IPD) reliability scores in UNCTAD's B2C E-Commerce Index
- September/2016 – Postal E-Commerce Case studies data base/library

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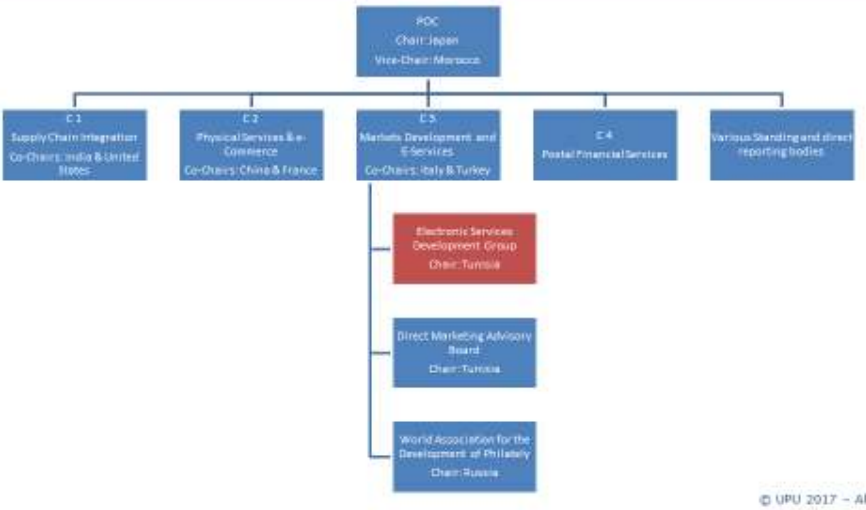

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POC C3 ESDG

The aim of the ESDG is to provide policy advice, capacity building, and products and services to help the postal sector to drive innovation, integration and inclusion in the areas of e-commerce and digital services.

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ESDG Mandates

Draft Istanbul Business Plan work proposal 033

Part I

Title of work proposal	Enhance online value chain for e-commerce
Istanbul World Postal Strategy (IWPS) goal	Goal 2: Ensure sustainable and modern products
IWPS programme	Programme 1: E-commerce and trade facilitation

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ESDG Mandates

Draft Istanbul Business Plan work proposal 034

Part I

Title of work proposal	Postal electronic services
Istanbul World Postal Strategy (IWPS) goal	Goal 2: Ensure sustainable and modern products
IWPS programme	Programme 5: E-services

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ESDG Mandates

Draft Istanbul Business Plan work proposal 037

Part I

Title of work proposal	Digital transformation (of the UPU)
Istanbul World Postal Strategy (IWPS) goal	Goal 2: Ensure sustainable and modern products
IWPS programme	Programme 5: E-services

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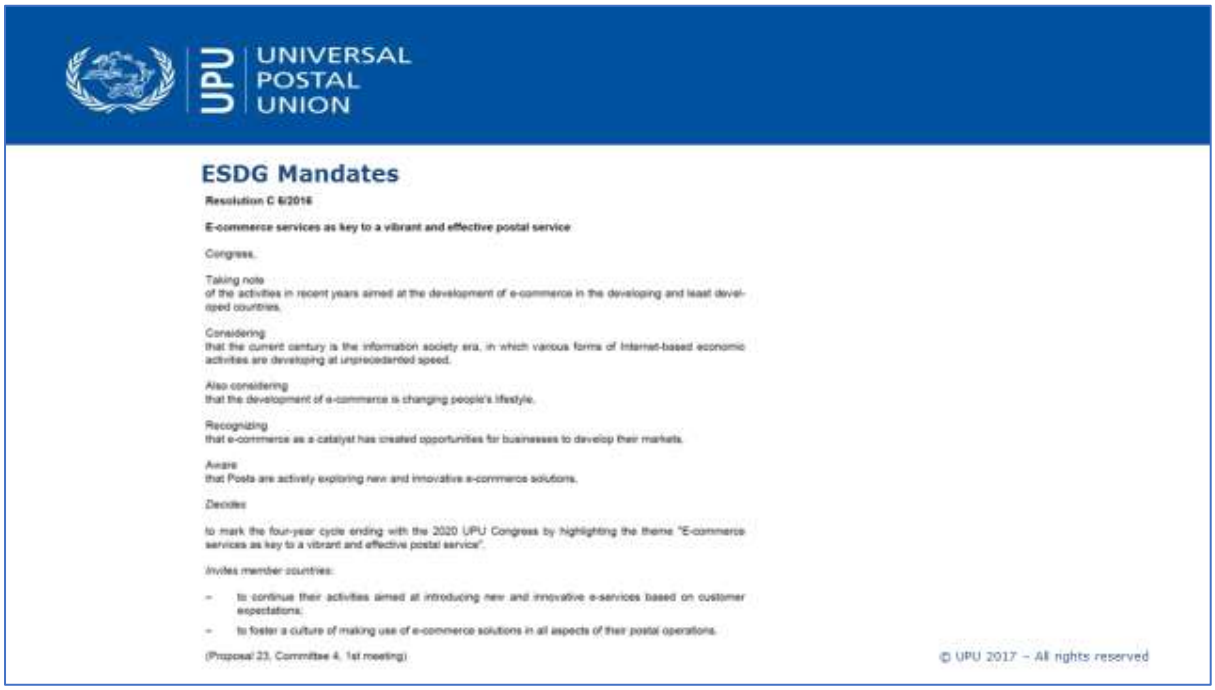

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ESDG Mandates

Resolution C 6/2016

E-commerce services as key to a vibrant and effective postal service

Congress,

Taking note
of the activities in recent years aimed at the development of e-commerce in the developing and least developed countries,

Considering
that the current century is the information society era, in which various forms of Internet-based economic activities are developing at unprecedented speed,

Also considering
that the development of e-commerce is changing people's lifestyle,

Recognizing
that e-commerce as a catalyst has created opportunities for businesses to develop their markets,

Aware
that Posts are actively exploring new and innovative e-commerce solutions,

Decides

to mark the four-year cycle ending with the 2020 UPU Congress by highlighting the theme "E-commerce services as key to a vibrant and effective postal service",

Invites member countries:

- to continue their activities aimed at introducing new and innovative e-services based on customer expectations;
- to foster a culture of making use of e-commerce solutions in all aspects of their postal operations.

(Proposal 23, Committee 4, 1st meeting)

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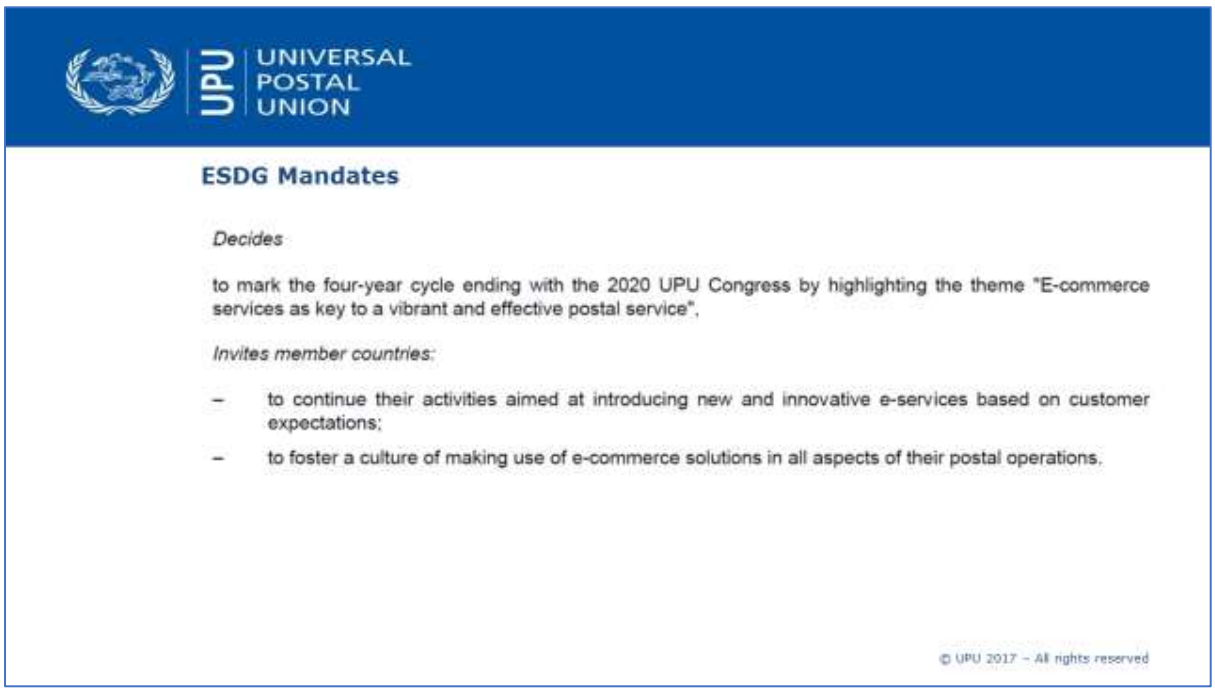

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ESDG – Key Deliverables
POC 2017.1-Doc 10.Annexe 4

D1 E-commerce and digital transformation e-learning course

D2 Study on strategic positioning of the Post in e-commerce

D3 Proposal for innovative regulations for postal sector participation in e-commerce

D4 Public–private partnership toolkit for digital services for e-commerce

D5 Policy brief/publication guidelines for implementation of e-commerce

D6 Interface to share data across stakeholders in the e-commerce value chain

D7 Detailed project plan, including schedules and software supported tools on platform for cross-border e-commerce for the development of common international digital services and open postal platforms for e-commerce

D8 Development of a generic mobile app with basic functionalities

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ESDG – Key Deliverables

D9 Technical cooperation

D10 Market research

D12 Policy and regulatory recommendation package for governments and regulators

D13 Public–private partnership toolkit for digital services for e-government

D15 Proposal to change POC Rules of Procedure promoting ICT based processes and working methods

D16 Adoption of secure e-mail solution for all delegates, work groups and the IB

D17 Approve enhancement of standards and regulations to ensure the convergence of digital and physical services

D18 Collaborative meeting rooms/workspaces

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ESDG – Key Deliverables

D19 Implementation and use of customer relation management software to increase customer satisfaction

D20 Implementation of social media strategy using LinkedIn, Twitter and others to increase the visibility and relevance of the Union

D21 Digital accreditation system specification and processes

D22 Seminar for promotion of standards for postal electronic services

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POC C3 ESDG "E-Services"

The aim of the ESDG is to cultivate a shared, trusted digital environment for the postal sector, to drive innovation, integration and inclusion.

Therefore, in the area of E-services, the topics addressed and activities carried are listed below:

- ***"Measuring Postal E-Services Development". Third Edition***
- ***Policy and regulatory recommendation package for governments and regulators***
- ***Platform for cross border e-services***
- ***Public–private partnership toolkit for digital services for e- services***

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POC C3 ESDG
"Enhance E-commerce value chain"

The aim of the ESDG is to cultivate a shared, trusted digital environment for the postal sector, to drive innovation, integration and inclusion.

Therefore, in the area of E-commerce, the topics addressed and activities to be carried are listed below:

- ***Development of a generic mobile app with basic functionalities***
- ***Interface to share data across stakeholders in the e-commerce value chain***
- ***E-commerce course***
- ***Study on strategic positioning of the Post in e-commerce***
- ***Proposal for innovative regulations for postal sector participation in e-commerce***
- ***Public–private partnership toolkit for digital services for e-commerce***
- ***Policy brief/publication guidelines for implementation of e-commerce***
- ***Detailed project plan, including schedules and software supported tools on platform for cross-border e-commerce***

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Measuring postal e-services development

http://www.upu.int/uploads/tx_sbdownloader/studyPostalEservicesEn.pdf

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Guide to public-private partnerships for e-services in the postal sector

http://www.upu.int/uploads/tx_sbdownloader/guideToPublicPrivatePartnershipsForEServicesInThePostalSectorEn.pdf

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Boosting e-commerce: a how to guide for postal operators

http://www.upu.int/uploads/tx_sbdownloader/boostingECommerceAHowToGuideForPostalOperatorsEn.pdf

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Collaboration with the international community

DMR, DCDEV & EMS

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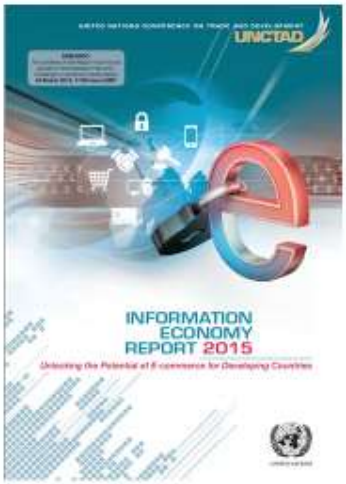
UNCTAD E-Commerce report



The 2015 edition of *Information Economy Report* examines electronic commerce, and shows in detail how information and communications technologies can be harnessed to support economic growth and sustainable development.

Electronic commerce continues to grow both in volume and geographic reach, and is increasingly featured in the international development agenda, including in the World Summit on the Information Society outcome documents and in the outcome of the ninth Ministerial Conference of the World Trade Organization.

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UNCTAD E-commerce Index

UNCTAD B2C E-COMMERCE INDEX 2016
INDICATORS INCLUDED

- Percentage of individuals using Internet
  - Sources: ITU, 2014, 208 economies
- Credit card (% age 15+)
  - Source: World Bank Findex survey, 2014, 159 economies
- Secure Internet servers (per 1 million people)
  - Source: World Bank, 2014, 200 economies
- Postal reliability score
  - Source: Universal Postal Union, 2013-2014, 185 economies
- Total coverage: 137 economies

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Adoption of the UN 2030 Development Agenda

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UPU POC C3 and SDG

All pillars of sustainable development – economic development, social inclusion and environmental protection – need Information Communication Technologies (ICTs) as key catalysts, and **ICTs will be absolutely crucial for achieving the SDGs using the *postal network.***

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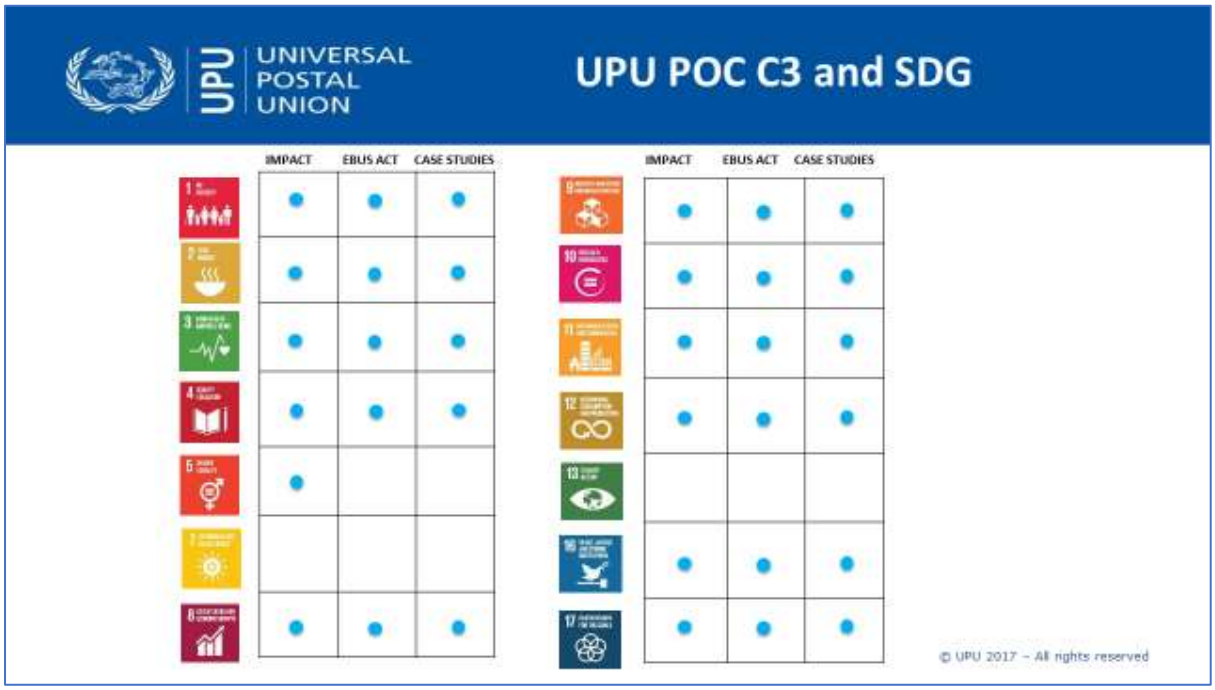
SDGs 6, 13, 14, 15 relate to **Planet** / Environment
SDG 17 relates to **Partnerships**

SDGs 1, 2, 3, 4, 5, 7, 11, 16, relate to **People** / Society
SDGs 8, 9, 10, 12 relate to **Prosperity** / Economic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IMPACT
EBUS ACT
CASE STUDIES
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Asian-Pacific Postal Union Congress
Market Development and E-Services Working Group
• Thank you for your attention and participation today
• If you would like to deliver a presentation in future, or have suggestions on content upon which you would like to receive a presentation, please let me know.
• If you have any questions, comments and / or observations, please contact me at:
• lindsay.welsh@nzpost.co.nz

Geo-Coded National Address File

Address Development for E-Commerce & Parcel Delivery and Public Services

Asian-Pacific Postal Union
12th Congress
Tehran, Iran
3-7 July 2017

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What is an address?

An address is a collection of information that describes the location of buildings, apartment, plot or other structure.

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Real addresses in other organizations database – Tehran

just for one place

- **Power:** Bahonar Ammar Razjoo Ziba Mehrnoosh
- **Telephone:** Ziba alley Mehrnoosh closed NO2
- **Cellphone:** Dezashib Ammar St. Razjoo St. Mehrnoosh closed NO.16 2nd fl.
- **Water:** Bahonar Dezashib
- **Gas:** Niavaran Ziba alley Mehrnoosh closed
- **Municipality:** Tajrish Dezashib St. Razjoo Mehrnoosh closed NO.2

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Real addresses in other organizations database – Isfahan

just for one place

- **Power**: Mohammad Taher St. 22Bahman alley
- **Telephone**: Mohammad Taher St. Forotan alley NO. 40
- **Cellphone**: Chamran Exp. Mohammad Taher St. 2nd 22Bahman alley NO. 40
- **Water**: Exp. End of Mohammad Taher 22Bahman 40
- **Gas**: Chamran St. Mohammad Taher St. 22Bahman alley NO. 40
- **Municipality**: Chamran Mohammad Taher St. Forotan alley NO. 40

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The Main Problem: Lack of Smart & Standard Address

- The most important challenge faced by post offices in the world
- Malfunction on identifying forwarding points & localities to sorting
- Problems in delivery postal letters that need to be addressed in person
- The difficulty of lacking the necessary spatial information for the development of urban infrastructure (transport-migration, etc.)
- The difficulty in providing social services and basic services due to the lack of information and spatial analysis
- The weakness in timely and effective decision making in managing natural disasters

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Problems with traditional addressing

- Provide the address of the desired location according to personal desire
- Expressing different paths, multiple streets and alleys for addressing access
- The length of the addresses is such that the number of words is unclear and may reach two or more rows
- The existence of defects in the organizations' databases in existing and registered addresses
- These defects are in a form that generally does not represent any place
- Causes of address defect: namelessness of passages; absence of plaques; forgetting of names or numbers; deliberate not expressing
- Possibility of abusing criminals to provide fake address due to the lack of an intelligent validation system for the address

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Addressing in the traditional system

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Suggested Solution

- Use the location and spatial based addressing system instead of using the hierarchical system:
  - Converting addresses to a coding system called the 10-digit postcode
  - Convert Postcodes to Geocodes
  - Address data transmissions on digital maps using geographic information systems
  - Creating an Intelligent System and Location-Driven Address for the entire country

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Addressing in new standard system

Enghelab 13147 – Nazari St. – NO. 59

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Main Components of National Geo-Coded Address in Iran

Locality name, delivery zone + **Last thoroughfare type & name** + plaque / unit number

West Keshavarz 15156 + Dr. Gharib St. + 91

Address of the same place before standardization

Keshavarz Blvd. Imam Khomeini hospital Gharib St. corner of Ghadr NO. 91

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Increasing facility of delivery

- Intelligence and standardization of country addresses based on 10-digit postcode
- The postcode database has been developed and updated for many years at National Post Company.
- All locations are easily identifiable and delivery will done with the highest accuracy and minimum time possible Using a geocoded postcode-based addressing system
- Equip all mailers to cellular mail devices for ease of delivery using smart addressing systems

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Structure and possibilities of 10-digit post code system in Iran

16317	1	3461
Delivery zone	Segment	Place identifier code

Now, more than 52 million records are gathered and maintained in National Address Database

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Applications & Advantages

- Policy and decision making
- Effective Business
- Crisis management and rapid relief
- Precise organizational and personal routing and geolocating
- Establishing a legal and official database of Addresses
- Prevention of Violations and Fraud

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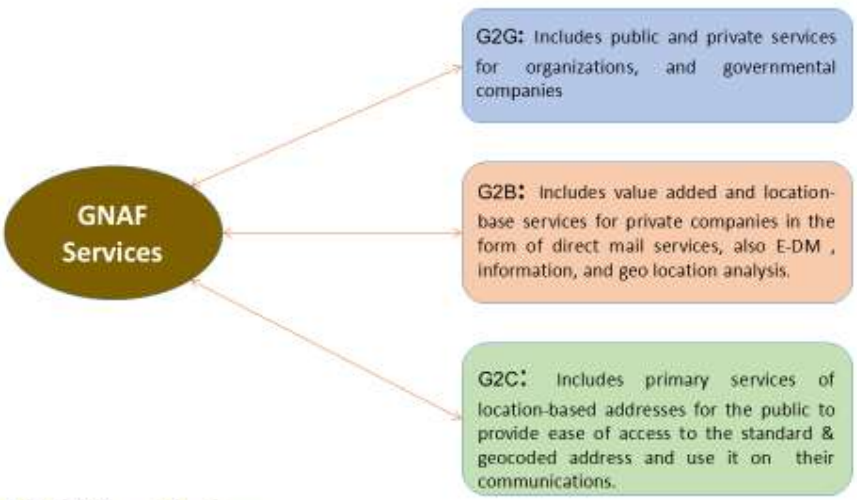
Services at the macro level



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Mapping operations of countrywide postal zones

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Uploading the block maps of the whole country

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Loading Parcel Maps for First Phase Cities

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Geocoding of all buildings along with postcodes

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Add Geocoding of Urban Buildings on Blocked Maps of the Country

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Upload Qom subscribers information

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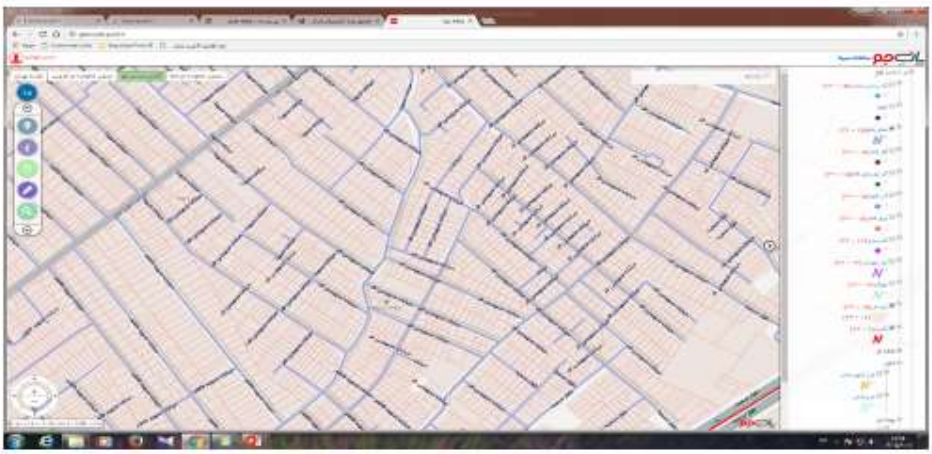
Loading data layer of the pass ways of Qom city



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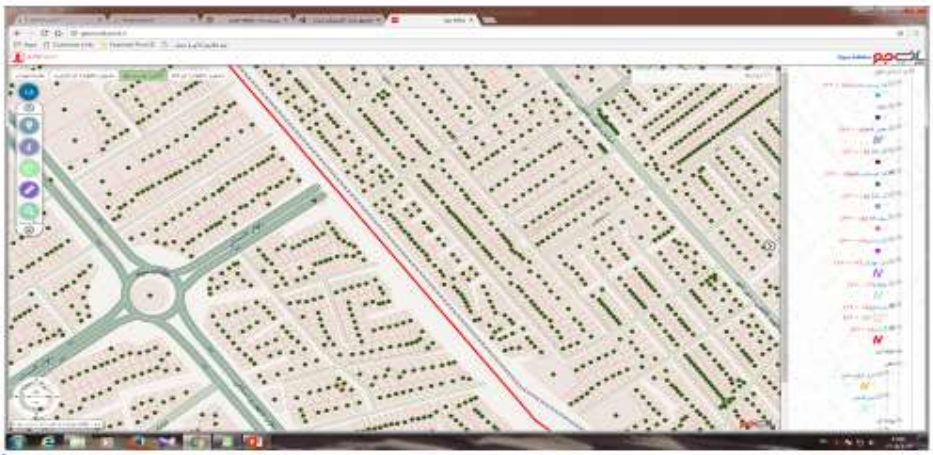
Loading the Data Layer Information Code of the Municipality of Qom



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Setting up base services to provide location-based address

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Service 1: Access to address & postcode through the map

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Service 1: Access to address & postcode through the map

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Service 2: Access to address & location through the postcode

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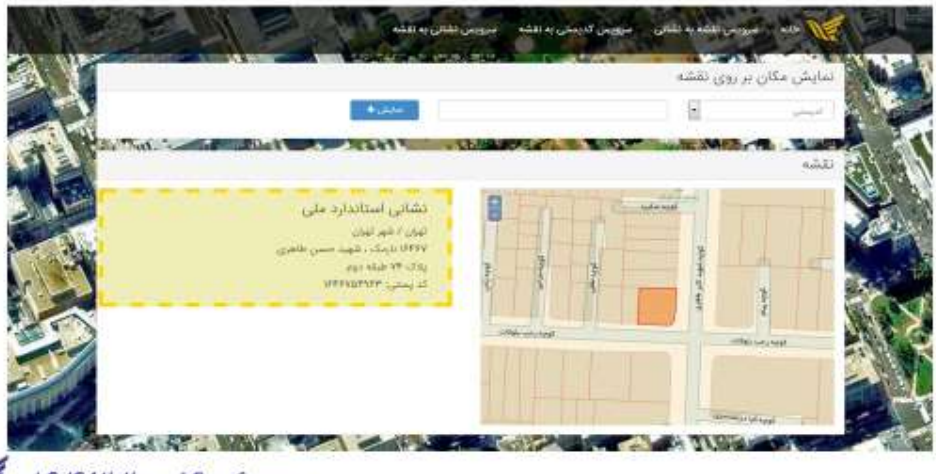
Service 2: Access to address & location through the postcode



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Service 3: Access to postcode & location through the address

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Service 3: Access to postcode & location through the address

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Market Development and E-Services Working Group

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Market Development and E-Services

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UPU POC C 3 ESDG

E-Services Development Group

Daniel Nieto E-Service and E-Commerce Expert

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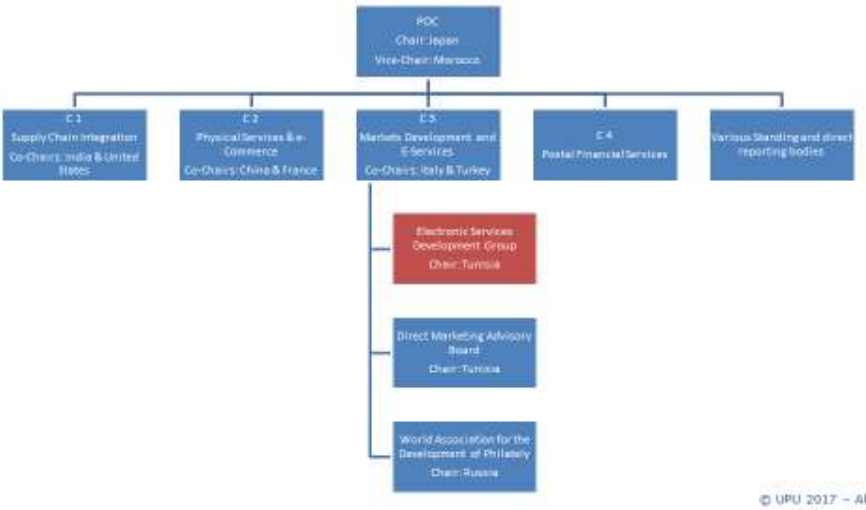

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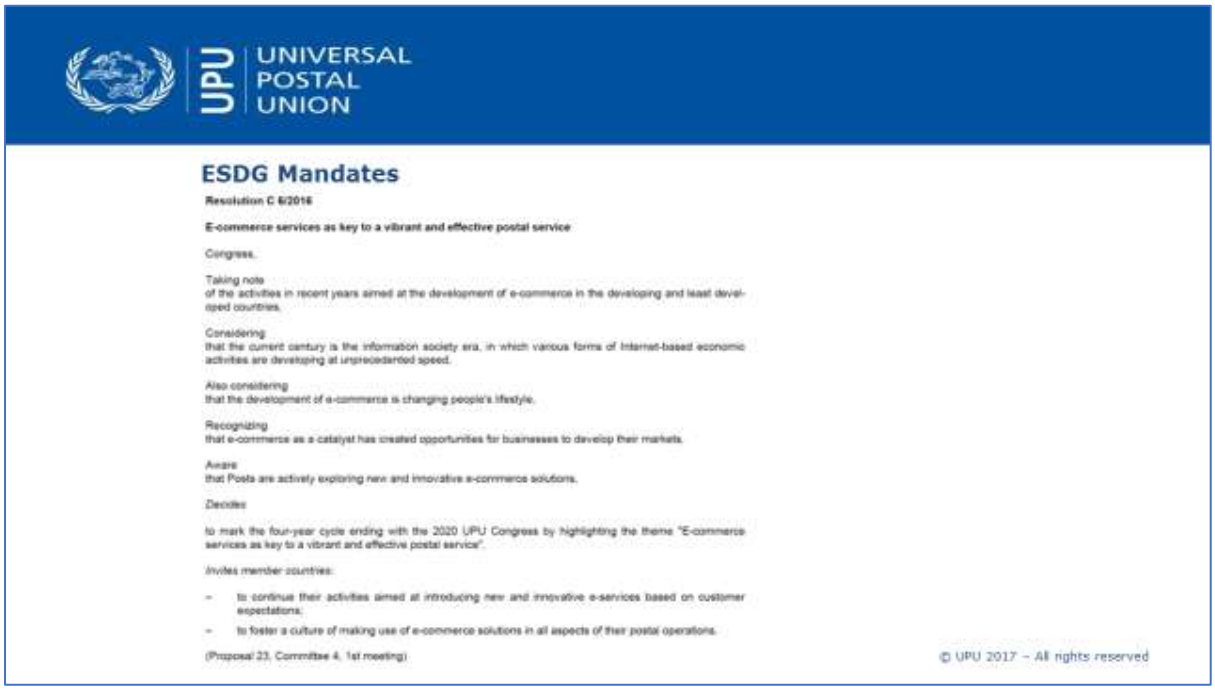

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ESDG Mandates

Resolution C 6/2016

E-commerce services as key to a vibrant and effective postal service

Congress,

Taking note
of the activities in recent years aimed at the development of e-commerce in the developing and least developed countries,

Considering
that the current century is the information society era, in which various forms of Internet-based economic activities are developing at unprecedented speed,

Also considering
that the development of e-commerce is changing people's lifestyle,

Recognizing
that e-commerce as a catalyst has created opportunities for businesses to develop their markets,

Aware
that Posts are actively exploring new and innovative e-commerce solutions,

Decides

to mark the four-year cycle ending with the 2020 UPU Congress by highlighting the theme "E-commerce services as key to a vibrant and effective postal service",

Invites member countries:

- to continue their activities aimed at introducing new and innovative e-services based on customer expectations;
- to foster a culture of making use of e-commerce solutions in all aspects of their postal operations.

(Proposal 23, Committee 4, 1st meeting)

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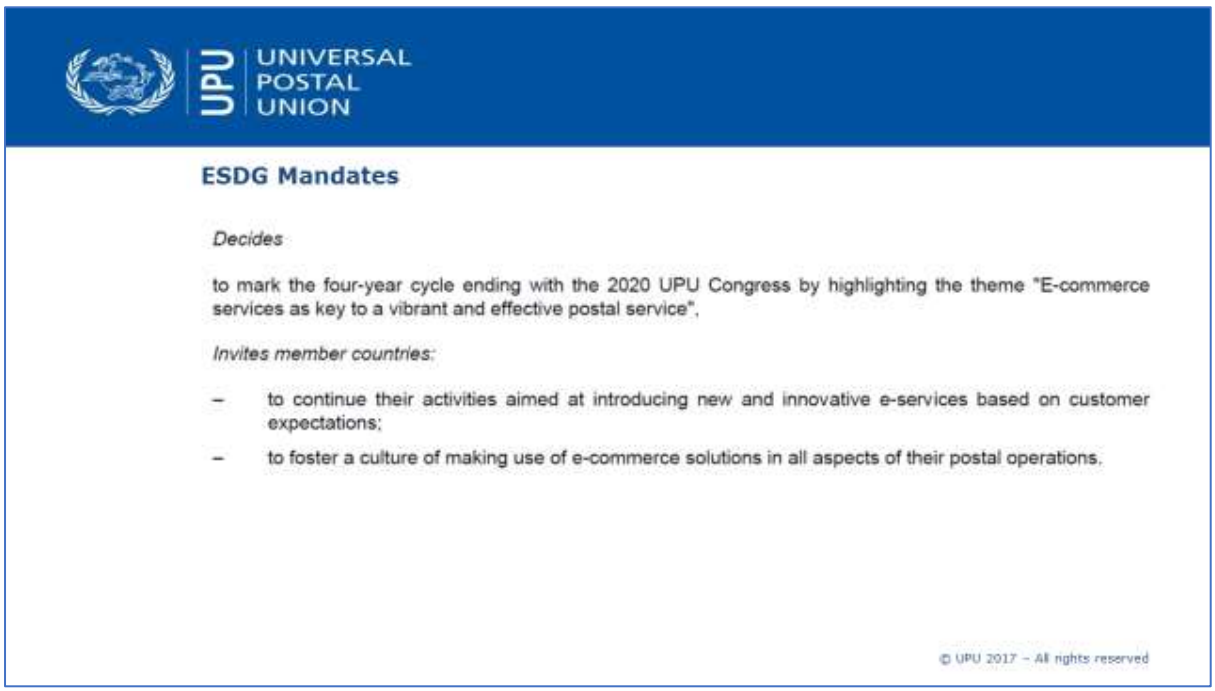

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ESDG Mandates

Decides

to mark the four-year cycle ending with the 2020 UPU Congress by highlighting the theme "E-commerce services as key to a vibrant and effective postal service",

Invites member countries:

- to continue their activities aimed at introducing new and innovative e-services based on customer expectations;
- to foster a culture of making use of e-commerce solutions in all aspects of their postal operations.

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ESDG – Key Deliverables
POC 2017.1-Doc 10.Annexe 4

D1 E-commerce and digital transformation e-learning course

D2 Study on strategic positioning of the Post in e-commerce

D3 Proposal for innovative regulations for postal sector participation in e-commerce

D4 Public–private partnership toolkit for digital services for e-commerce

D5 Policy brief/publication guidelines for implementation of e-commerce

D6 Interface to share data across stakeholders in the e-commerce value chain

D7 Detailed project plan, including schedules and software supported tools on platform for cross-border e-commerce for the development of common international digital services and open postal platforms for e-commerce

D8 Development of a generic mobile app with basic functionalities

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ESDG – Key Deliverables

D9 Technical cooperation

D10 Market research

D12 Policy and regulatory recommendation package for governments and regulators

D13 Public–private partnership toolkit for digital services for e-government

D15 Proposal to change POC Rules of Procedure promoting ICT based processes and working methods

D16 Adoption of secure e-mail solution for all delegates, work groups and the IB

D17 Approve enhancement of standards and regulations to ensure the convergence of digital and physical services

D18 Collaborative meeting rooms/workspaces

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ESDG – Key Deliverables

D19 Implementation and use of customer relation management software to increase customer satisfaction

D20 Implementation of social media strategy using LinkedIn, Twitter and others to increase the visibility and relevance of the Union

D21 Digital accreditation system specification and processes

D22 Seminar for promotion of standards for postal electronic services

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POC C3 ESDG "E-Services"

The aim of the ESDG is to cultivate a shared, trusted digital environment for the postal sector, to drive innovation, integration and inclusion.

Therefore, in the area of E-services, the topics addressed and activities carried are listed below:

- ***"Measuring Postal E-Services Development". Third Edition***
- ***Policy and regulatory recommendation package for governments and regulators***
- ***Platform for cross border e-services***
- ***Public–private partnership toolkit for digital services for e- services***

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POC C3 ESDG
"Enhance E-commerce value chain"

The aim of the ESDG is to cultivate a shared, trusted digital environment for the postal sector, to drive innovation, integration and inclusion.

Therefore, in the area of E-commerce, the topics addressed and activities to be carried are listed below:

- ***Development of a generic mobile app with basic functionalities***
- ***Interface to share data across stakeholders in the e-commerce value chain***
- ***E-commerce course***
- ***Study on strategic positioning of the Post in e-commerce***
- ***Proposal for innovative regulations for postal sector participation in e-commerce***
- ***Public–private partnership toolkit for digital services for e-commerce***
- ***Policy brief/publication guidelines for implementation of e-commerce***
- ***Detailed project plan, including schedules and software supported tools on platform for cross-border e-commerce***

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Measuring postal e-services development

http://www.upu.int/uploads/tx_sbdownloader/studyPostalEservicesEn.pdf

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Guide to public-private partnerships for e-services in the postal sector

http://www.upu.int/uploads/tx_sbdownloader/guideToPublicPrivatePartnershipsForEServicesInThePostalSectorEn.pdf

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Boosting e-commerce: a how to guide for postal operators

http://www.upu.int/uploads/tx_sbdownloader/boostingECommerceAHowToGuideForPostalOperatorsEn.pdf

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Collaboration with the international community

DMR, DCDEV & EMS

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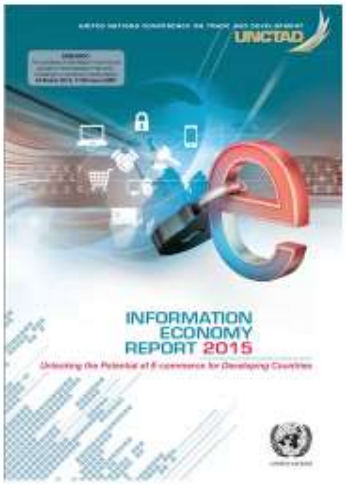
UNCTAD E-Commerce report



The 2015 edition of *Information Economy Report* examines electronic commerce, and shows in detail how information and communications technologies can be harnessed to support economic growth and sustainable development.

Electronic commerce continues to grow both in volume and geographic reach, and is increasingly featured in the international development agenda, including in the World Summit on the Information Society outcome documents and in the outcome of the ninth Ministerial Conference of the World Trade Organization.

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UNCTAD E-commerce Index

UNCTAD B2C E-COMMERCE INDEX 2016
INDICATORS INCLUDED

- Percentage of individuals using Internet
  - Sources: ITU, 2014, 208 economies
- Credit card (% age 15+)
  - Source: World Bank Findex survey, 2014, 159 economies
- Secure Internet servers (per 1 million people)
  - Source: World Bank, 2014, 200 economies
- Postal reliability score
  - Source: Universal Postal Union, 2013-2014, 185 economies
- Total coverage: 137 economies

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Adoption of the UN 2030 Development Agenda

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UPU POC C3 and SDG

All pillars of sustainable development – economic development, social inclusion and environmental protection – need Information Communication Technologies (ICTs) as key catalysts, and **ICTs will be absolutely crucial for achieving the SDGs using the *postal network.***

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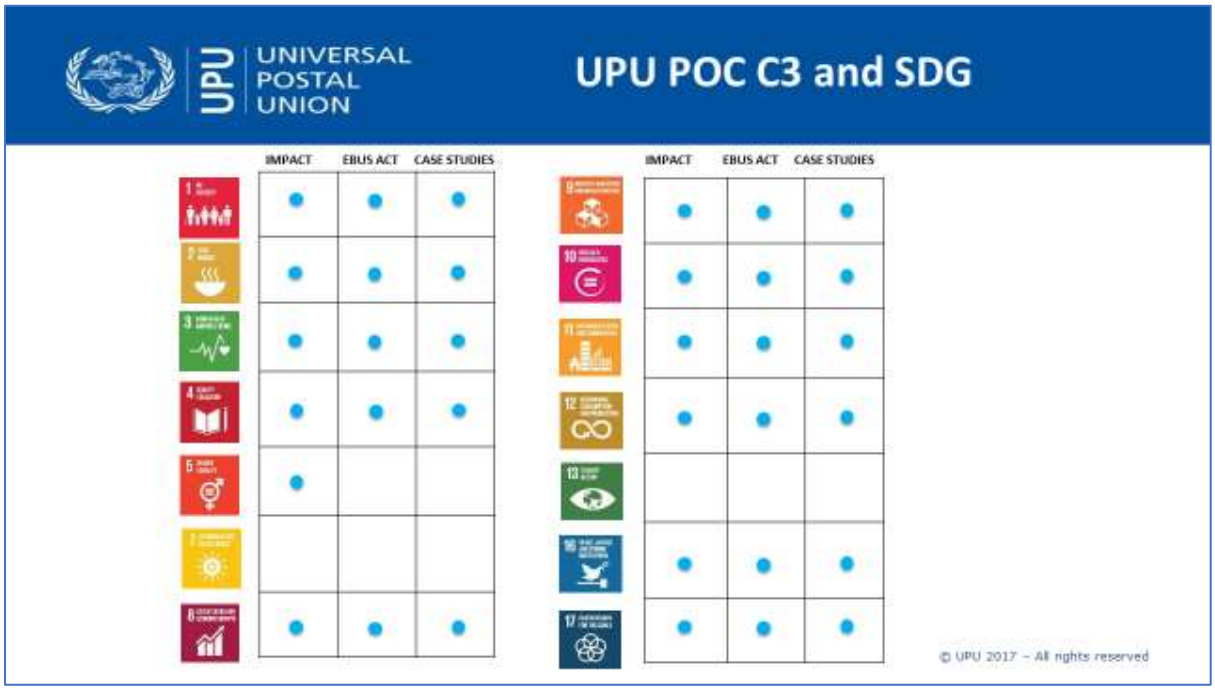
SDGs 6, 13, 14, 15 relate to **Planet** / Environment
SDG 17 relates to **Partnerships**

SDGs 1, 2, 3, 4, 5, 7, 11, 16, relate to **People** / Society
SDGs 8, 9, 10, 12 relate to **Prosperity** / Economic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UPU POC C3 and SDG
IMPACT
EBUS ACT
CASE STUDIES
IMPACT
EBUS ACT
CASE STUDIES
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Asian-Pacific Postal Union Congress
Market Development and E-Services Working Group
• Thank you for your attention and participation today
• If you would like to deliver a presentation in future, or have suggestions on content upon which you would like to receive a presentation, please let me know.
• If you have any questions, comments and / or observations, please contact me at:
• lindsay.welsh@nzpost.co.nz

Geo-Coded National Address File

Address Development for E-Commerce & Parcel Delivery and Public Services

Asian-Pacific Postal Union
12th Congress
Tehran, Iran
3-7 July 2017

I.R.IRAN National Post Company

Asian-Pacific Postal Union Congress

What is an address?

An address is a collection of information that describes the location of buildings, apartment, plot or other structure.

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Asian-Pacific Postal Union Congress

Real addresses in other organizations database – Tehran

just for one place

- **Power:** Bahonar Ammar Razjoo Ziba Mehrnoosh
- **Telephone:** Ziba alley Mehrnoosh closed NO2
- **Cellphone:** Dezashib Ammar St. Razjoo St. Mehrnoosh closed NO.16 2nd fl.
- **Water:** Bahonar Dezashib
- **Gas:** Niavaran Ziba alley Mehrnoosh closed
- **Municipality:** Tajrish Dezashib St. Razjoo Mehrnoosh closed NO.2

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Asian-Pacific Postal Union Congress

Real addresses in other organizations database – Isfahan

just for one place

- **Power**: Mohammad Taher St. 22Bahman alley
- **Telephone**: Mohammad Taher St. Forotan alley NO. 40
- **Cellphone**: Chamran Exp. Mohammad Taher St. 2nd 22Bahman alley NO. 40
- **Water**: Exp. End of Mohammad Taher 22Bahman 40
- **Gas**: Chamran St. Mohammad Taher St. 22Bahman alley NO. 40
- **Municipality**: Chamran Mohammad Taher St. Forotan alley NO. 40

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Asian-Pacific Postal Union Congress

The Main Problem: Lack of Smart & Standard Address

- The most important challenge faced by post offices in the world
- Malfunction on identifying forwarding points & localities to sorting
- Problems in delivery postal letters that need to be addressed in person
- The difficulty of lacking the necessary spatial information for the development of urban infrastructure (transport-migration, etc.)
- The difficulty in providing social services and basic services due to the lack of information and spatial analysis
- The weakness in timely and effective decision making in managing natural disasters

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Problems with traditional addressing

- Provide the address of the desired location according to personal desire
- Expressing different paths, multiple streets and alleys for addressing access
- The length of the addresses is such that the number of words is unclear and may reach two or more rows
- The existence of defects in the organizations' databases in existing and registered addresses
- These defects are in a form that generally does not represent any place
- Causes of address defect: namelessness of passages; absence of plaques; forgetting of names or numbers; deliberate not expressing
- Possibility of abusing criminals to provide fake address due to the lack of an intelligent validation system for the address

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Addressing in the traditional system

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Suggested Solution

- Use the location and spatial based addressing system instead of using the hierarchical system:
  - Converting addresses to a coding system called the 10-digit postcode
  - Convert Postcodes to Geocodes
  - Address data transmissions on digital maps using geographic information systems
  - Creating an Intelligent System and Location-Driven Address for the entire country

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Addressing in new standard system

Enghelab 13147 – Nazari St. – NO. 59

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Main Components of National Geo-Coded Address in Iran

Locality name, delivery zone + **Last thoroughfare type & name** + plaque / unit number

West Keshavarz 15156 + Dr. Gharib St. + 91

Address of the same place before standardization

Keshavarz Blvd. Imam Khomeini hospital Gharib St. corner of Ghadr NO. 91

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Increasing facility of delivery

- Intelligence and standardization of country addresses based on 10-digit postcode
- The postcode database has been developed and updated for many years at National Post Company.
- All locations are easily identifiable and delivery will done with the highest accuracy and minimum time possible Using a geocoded postcode-based addressing system
- Equip all mailers to cellular mail devices for ease of delivery using smart addressing systems

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Structure and possibilities of 10-digit post code system in Iran

16317	1	3461
Delivery zone	Segment	Place identifier code

Now, more than 52 million records are gathered and maintained in National Address Database

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Applications & Advantages

- Policy and decision making
- Effective Business
- Crisis management and rapid relief
- Precise organizational and personal routing and geolocating
- Establishing a legal and official database of Addresses
- Prevention of Violations and Fraud

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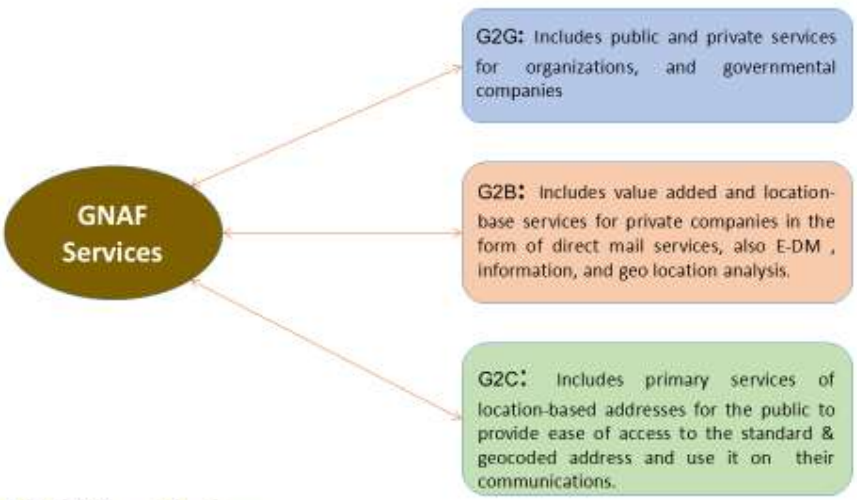
Services at the macro level



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Mapping operations of countrywide postal zones

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Uploading the block maps of the whole country

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Loading Parcel Maps for First Phase Cities

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Geocoding of all buildings along with postcodes

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Add Geocoding of Urban Buildings on Blocked Maps of the Country

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Upload Qom subscribers information

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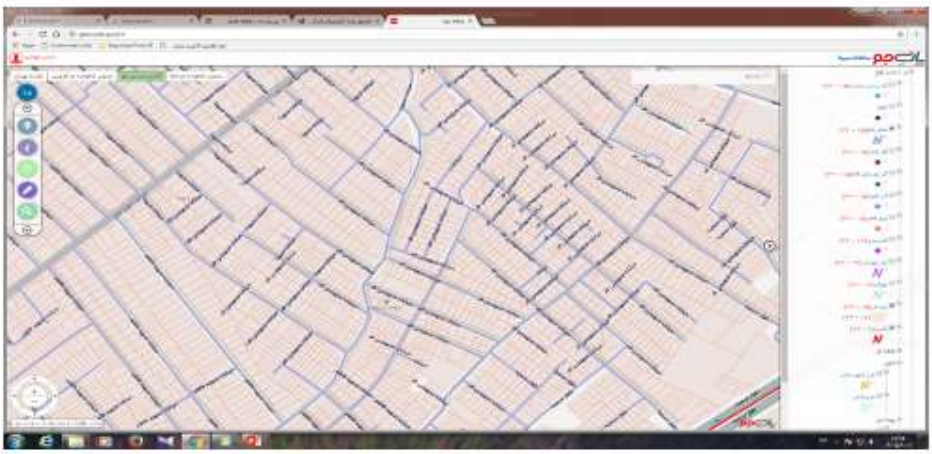
Loading data layer of the pass ways of Qom city



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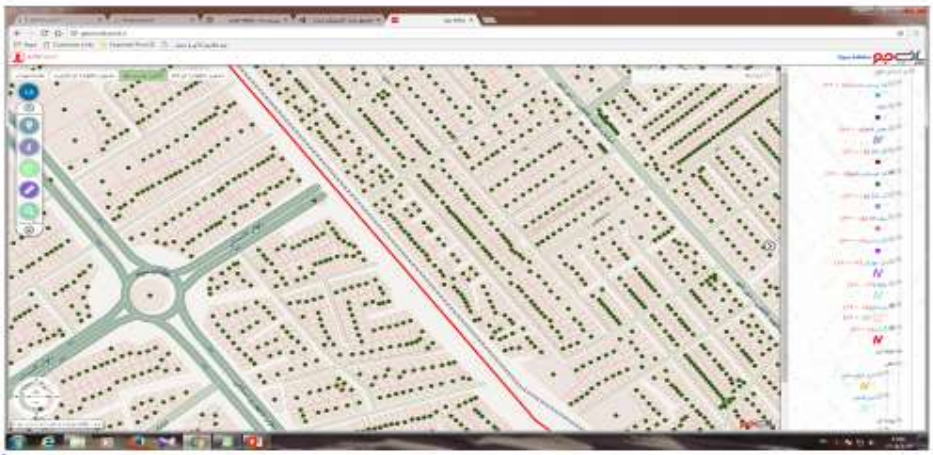
Loading the Data Layer Information Code of the Municipality of Qom



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Setting up base services to provide location-based address

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Service 1: Access to address & postcode through the map

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Service 1: Access to address & postcode through the map

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Service 2: Access to address & location through the postcode

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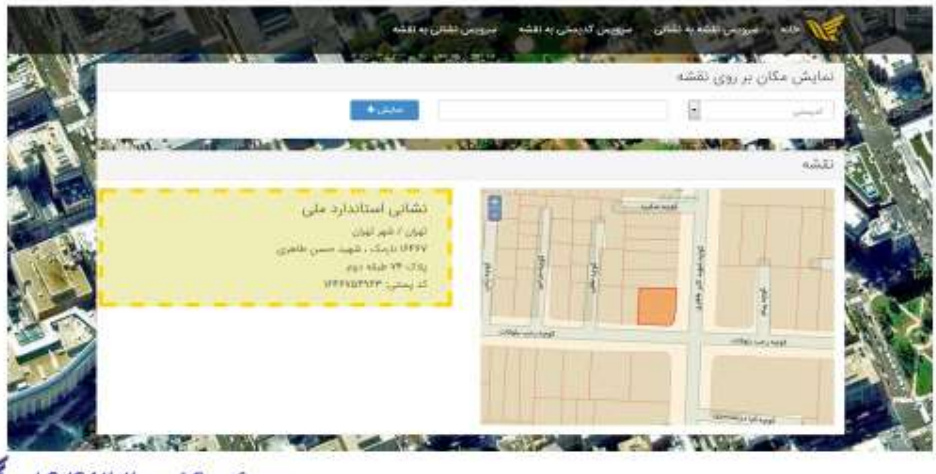
Service 2: Access to address & location through the postcode



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Service 3: Access to postcode & location through the address

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Service 3: Access to postcode & location through the address

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ICT regional training center

Capabilities and Experiences

Asian-Pacific Postal Union

12th Congress

Tehran, Iran

3-7 July 2017

Introduction

- Faculty of ICT was established in 1928 with the aim of training technicians for the ministry of ICT as well as enhancing the practical and theoretical knowledge of the staff working in this ministry.

- The structure of this faculty was approved by the national parliament in 1939.

- The faculty has revised and redefined the courses it offered to meet the ever-changing educational requirements of ICT industry in the country.

Semester Courses

- Master of Mobile Communications Technology (BSS, NSS)
- Master of 5ed Generation (5G) of Telecommunication
- Master of Big Data
- ICT Engineering (Data, Mobile, Optical and Operation)
- Internet of Things (IoT)
- Information Security Expert
- E-Commerce
- Post Professional Expert (B.S)
- Post Bank Professional Expert (B.S)

ICT Short-Terms Courses

ICT Faculty has been launched 15 agreement with other organization for providing of short term Training Courses like:

- Information Security Management
- IPV6
- MCSA2012
- CCNA
- LTE Network
- Fiber Optic based System Application
- Future Mobile Network
- VPLS/GPLS/ MPLS
- VSAT
- RAN (Erickson)
- …

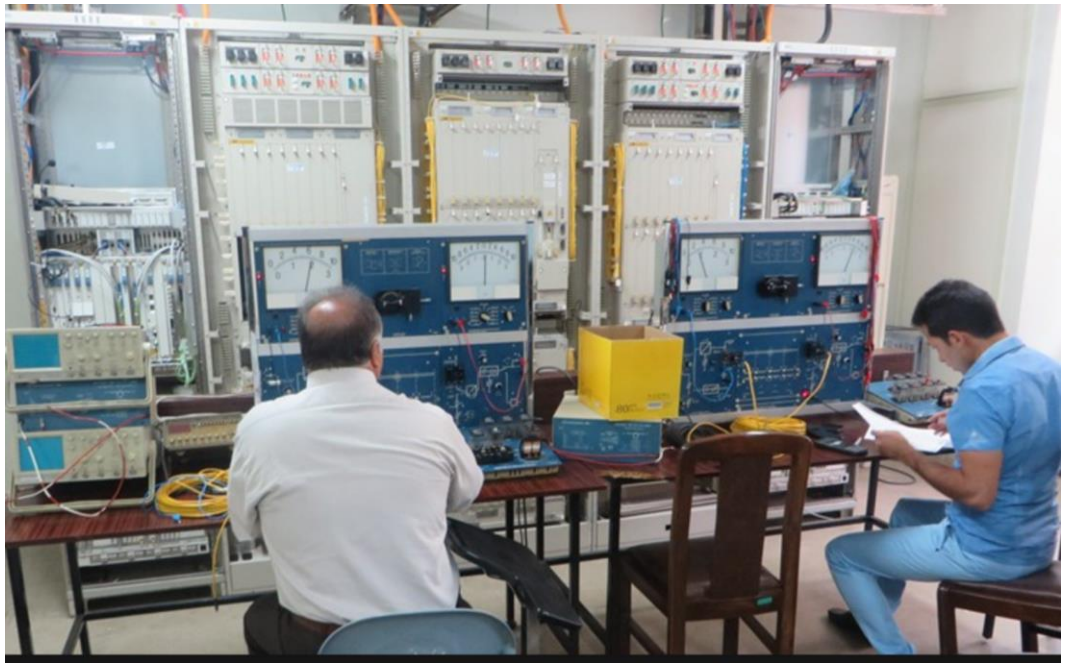
Postal Short-Terms Courses

- Delivery Process: Regulation and Procedures
- Postal Irregularities
- Geo-Coded National Addressing File(GNAF)
- Spatial Data Infrastructure (SGI)
- Postal Experts training courses
- UPU Technical Standards
- …

Educational Facilities

More than 1400 square meters training Environment include:

- 15 Full Equipped Classes
- Conference room
- Computer site (3 workroom)
- Library with over than 9000 Persian and 4000 English Books
- Faculty Members and more than 60 Lecturers
- Mobile Telecommunications Lab
- Logic Circuits Lab
- Fiber-optic laboratory
- Electro measurement laboratory
- Digital Communications Lab
- …



ITU Academia Membership

Since 2007 and through a memorandum of understanding with International Telecommunication Union (ITU), the ICT faculty has been recognized as one of the ITU training Centers in Asia and Pacific and as the hub of spectrum management in the region. Recently, ICT faculty nominated as ITU academia Member as well.

ICT Faculty- Esfahan Branch

Esfahan is Iran’s top tourist destination for good reason. Its profusion of tree-lined boulevards, Persian gardens and important Islamic buildings gives it a visual appeal unmatched by any other Iranian city, and the many artisans working here underpin its reputation as a living museum of traditional culture. Walking through the historic bazaar, over the picturesque bridges and across the UNESCO-listed central square are sure to be highlights of a holiday.

The Esfahan Branch of faculty where is Located in Foulad Shahr, has very extensive training and Laboratory space along with Computer Sites, conference room, dining room, etc. It has planned and built to provide the students and telecommunication staff with the short as well as long term educational courses they need. This branch of ICT faculty provide accommodation for foreign professors, lecturer and students to stay.

International Courses (Collaboration with ITU)

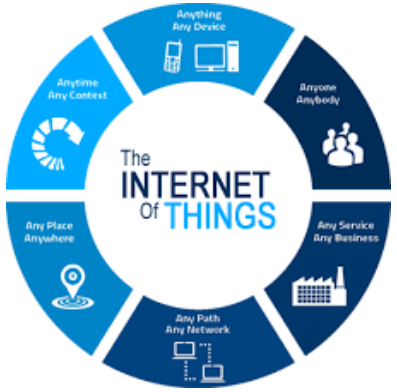
- Wireless Broadband Roadmap Development (6-9 August, 2016)
- Workshop on Economic Aspects of Spectrum Management (November 21-23, 2016)
- Internet of Things: Technology, Standards and Planning (8-11 July 2017)

Applying ICTs for Postal Solutions

ICT Faculty Can Provide:

- Cooperation with APPC in order to Make Training Courses More Efficiently.
- Special Training Courses for Region and Neighbor Countries Upon Demand
- Full Equipped Training Facilities for Postal Workshops and Courses
- The required Infrastructure for Distance Learning

Training Courses on Edge of technology



Postal Solutions

Augmented Reality

Cloud computing

Vision

MINISTRY OF I.C.T
I.R.Iran PostCompany

POST BANK IRAN

Other Operators

Development of APPU Training Compatibilities Along With ICT Faculty Cooperation

Thank you for your attention

ICT Faculty Contact Info.

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Postal Code: 1391637111, Tel:(+9821)44659661-4 , **Fax :(+9821) 44659565** , **pr@ictfaculty.ir**