

ELECTION OF THE DIRECTOR OF APPU BUREAU

Memorandum by the Secretary General

1. Article 107.4 of the General Regulations of the Asian-Pacific Postal Union stipulates that “the Director of the Bureau is chosen from among qualified postal officials by the Executive Council or in the Congress year by Congress. The tenure of office is fixed by the body which selects the Director”
2. The 9th APPU Congress in Seoul agreed that the elected Director would serve for a four-year period until the next Congress and the following process for the election:
 - (a) each candidate should be offered ten minutes to make a presentation about themselves and their policies (the order of presentations is to be determined by lot);
 - (b) three scrutineers should be appointed, comprising countries which have not submitted candidates for the post;
 - (c) ballot papers should list the names of the candidates in alphabetical order by family name and indicate the administration which has nominated them;
 - (d) ballot papers should be distributed and filled in, with countries placing a tick or a cross in the box next to the name of the candidate they wish to support;
 - (e) the scrutineers should count the vote;
 - (f) the results of the ballot including the number of votes for each candidate should be announced;
 - (g) to be successful, a candidate for Director must receive an absolute majority (more than 50 per cent) of the votes cast;
 - (h) in the event that no candidate receives more than 50 per cent of the votes cast, a second ballot should be held to decide between the top two candidates;
 - (i) in the event, during the first round of voting, of a tie for second place, then a ballot shall be held to determine which of the second ranked candidates shall compete in the second ballot;
 - (j) in the event of a tie in the second ballot, the election shall be decided by lot drawn by the Chairman.
3. For the 12th APPU Congress, it is proposed to follow the same process as detailed in paragraph 2 for the election of the Director of APPU Bureau.
4. As of the deadline, the Bureau received only one application from Mr. LIN Hongliang from China. Mr. LIN’s application form appears as Annex 1.

中华人民共和国国家邮政局

State Post Bureau of the People's Republic of China

Add: Jia 8 Beilishi Road, Xicheng District, Beijing 100868, China Tel: +8610 88323035(3037), Fax: +8610 88323034(3044)

Beijing, 28 December 2016

DCI-225 / 2016

Director
The Bureau of Asian-Pacific Postal Union
P. O. Box 1, Laksi Post Office
BANGKOK 10210
Thailand
Tel. +66 (0) 2573 7282
Fax: +66 (0) 2573 1161



Subject: Submission of application for the post of the Director of APPU Bureau

Dear the Director of Asian-Pacific Postal Union (APPU) Bureau,

With reference to the APPU Circular No. 15 of 30 November 2016, please kindly find attached our application for the post of the Director of APPU Bureau. It is my pleasure and honor to inform you that the People's Republic of China has decided to put forth the candidacy of Mr. LIN Hongliang, Director of APPU Bureau, to re-elect this position.

China has actively participated in and supported various activities within the UPU and the APPU for a long while, and also made positive contribution to the postal international communication and cooperation. China is willing to work closely with member countries to promote the sustainable development for regional postal industry and to further strengthen exchange and cooperation in Asia-Pacific region.

As the current Director of APPU Bureau, Mr. LIN has a wealth of experience in the postal sector both at national and international levels. Over his 30-year postal career, starting as a frontline technician, he has been posted to more than 20 different positions from which he has gained great leadership competence. On each of the

positions, he has been able to lead effective and friendly teams with clear vision, strategic thinking, innovative approach, and efficient implementation.

On the 11th APPU Congress in India in 2013, Mr. LIN was successfully elected as the Director of APPU Bureau for the 2014-2017 term. Since assumed this position, Mr. LIN has been committed to fulfill his duties and commitments to proactively promote APPU reform, to strengthen cooperation among member countries, to enhance the quality of trainings, especially to provide more training programs for developing countries and LDCs. Conducted under Mr. LIN's leadership, a series of administrative and training work effectively enhance the overall postal service level in the Asia-Pacific region. His effort and accomplishment are highly appreciated by member countries.

In view of his achievement in the work of APPU bureau, I am convinced that if Mr. LIN is elected for his second term, he will continue to dedicate himself to serving all the APPU member countries, carrying out more effective work, and promoting the fulfillment of APPU mission and strategy in the next period.

I will much appreciate your support for the re-election of Mr. LIN. Please accept the assurance of my highest consideration.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'MA Junsheng', written over a horizontal line.

MA Junsheng

Director General

State Post Bureau, P. R. China

主题：提交竞选亚太邮联秘书长职务的申请材料

尊敬的亚太邮联，

亚太邮联 2016 年 11 月 30 日发出的第 15 号通函收悉。特提交我国参加亚太邮联秘书长竞选的申请材料，请参见附件。我非常荣幸地通知您，中华人民共和国已经正式推荐现任亚太邮联秘书长林洪亮先生竞选连任亚太邮联秘书长职务。

中国长期以来积极参与万国邮联、亚太邮联的各项活动，在促进邮政领域的国际交流与合作方面发挥了重要作用，并愿意继续致力于紧密地与各成员国合作共同推动亚太地区的邮政发展与交流。

林洪亮先生现任亚太邮联秘书长。他拥有丰富的国内外邮政行业经验。在其 30 年的邮政生涯中，他从基层做起，经历了 20 多个岗位的锻炼。在担任这些职务的过程中，他思路清晰，善于运用战略思维和创新手段，有效落实各项任务，并擅长建立高效而友好的工作团队。

林先生于 2013 年在印度举行的第十一届亚太邮联代表大会上成功当选亚太邮联秘书长。自 2014 年 1 月 1 日任职以来，林先生在推进亚太邮联改革、促进成员国务实合作、提高培训质量特别是为发展中国家和最不发达国家提供人员培训等方面做出了巨大努力。他领导亚太邮联开展的一系列行政和培训工作，有效提高

了亚太地区整体邮政业务水平，其业绩受到各成员国普遍认可。

鉴于林先生在亚太邮联积极的工作成效，我相信，如果林先生能够连任亚太邮联秘书长，他一定会继续竭尽全力为成员国服务，开展更加卓有成效的工作，在下一周期继续推进亚太邮联使命和战略的实现。

衷心希望林洪亮先生的竞选能够得到您的大力支持。请接受我诚挚的敬意。

马军胜

总局长

中华人民共和国国家邮政局

ASIAN-PACIFIC POSTAL UNION

LETTER OF TRANSMISSION

This form is to be completed by the nominating postal administration that will forward it to Director, Asian-Pacific Postal Union, P.O. Box 1, Laksi Post Office, Bangkok, Thailand 10210

The Government/Postal Administration of: **People's Republic of China**

nominates : **Mr. LIN Hongliang, Director of the Bureau of the Asian Pacific Postal Union**

as an applicant for the position of Director of the Bureau of the Asian Pacific Postal Union and certifies that:

1. all information supplied by the nominee is complete and correct; and
2. his/her proficiency in English has been appropriately tested assuring no difficulties in carrying out the duties for which he/she applies.



.....
(Mr. MA Junsheng)

Signature and name of certifying official*

Director General
State Post Bureau of P. R. China

.....
Position/Title

.....
Date/Month/Year

* senior officer of postal administration or corporation

ASIAN-PACIFIC POSTAL UNION

Application Form

PERSONAL HISTORY

This form should be completed by the applicant in typewritten form in English. Each question must be answered clearly and completely. If necessary, additional pages of the same size may be attached.

1. Name of applicant							
Family name LIN			First name Hongliang		Middle name		
2. Date of birth			3. Place of birth		4. Sex	5. Religion	6. Marital status
Day 15	Month May	Year 1963	City Qingdao, Shandong	Country P.R.China	Male	n/a	Married
7. Mailing address Asian-Pacific Postal Union P. O. Box 1, Laksi Post Office BANGKOK 10210 Thailand						8. Telephone No. +66 (0) 2573 7282	
9. Name of spouse YU Ying							
10. Dependents							
Name		Date of birth		Name of institution and place of study		Level of study	
LIN Kehui		19/11/1999		Bromsgrove International School		Grade 11	
LIN Zhanpeng		04/03/2012		n/a		n/a	
11. Education (start with last attended institution and work backwards)							
Institution and place		Year of study		Major fields of study		Degree	
Beijing Institute of Posts and Telecommunications (current Beijing University of Posts and Telecommunications)		1982-1986		Precision electronic engineering		Bachelor of Engineering	
12. Training courses attended (start with last attended institution and work backwards)							
Institution and place		Year of Training		Course			
The 46th International Postal Management Training, Rugby, the United Kingdom		Jun-Aug, 1999		Postal services and management including general management, H.R. management, finance management, mail and parcel services, postal financial services, network planning, etc.			
The 8th International Postal Study Workshop, Tokyo, Japan		Oct.-Dec. 1997		Postal management			
The former Bremen Management School of Posts and Telecommunications, Bremen, Germany		Jan. 1992-Apr. 1993		Postal services and management			
The Sino-German Language Training Center of the University of International Business and Economics, Beijing, China		Jan.-Dec. 1991		German			

13. Language known	Read			Write			Speak					
	Excellent	Good	Fair	Excellent	Good	Fair	Excellent	Good	Fair			
Chinese	✓			✓			✓					
English	✓			✓			✓					
German	✓			✓			✓					
14. Present position							From					
Director of the Bureau of the Asian Pacific Postal Union							January 2014					
15. Description of present post duties and responsibilities												
1. Responsible for the management of the activities of the APPU; 2. Providing the Asia-Pacific region with development services through the provision of training courses, advisory services and technical support in postal matters.												
16. Previous positions					From		To					
Director General of Department of Universal Postal Service, State Post Bureau of P. R. China					Dec 2011		Dec 2013					
Director General of Media Center, State Post Bureau of P. R. China					Aug 2009		Dec 2011					
Deputy Director General of Department of External Affairs, State Post Bureau of P. R. China					Dec 2006		Aug 2009					
Director of the Marketing Department, Former Shandong Post Bureau					Aug 2003		Nov 2006					
Postmaster of Tai'an Post Office, Shandong					Jun 2002		Aug 2003					
Director of the Information Technology Department, Former Shandong Post Bureau					Jul 2001		Jun 2002					
Deputy Director of the Development and Research Center, Former Shandong Post Bureau					Nov 1999		Jul 2001					
Director of the Operation Maintenance Department, Qingdao Post Office, Shandong					Oct 1998		Nov 1999					
Director of the Post Department, Former Qingdao Posts and Telecommunications Office					Oct 1997		Oct 1998					
Deputy Director of the Post Department, Former Qingdao Posts and Telecommunications Office					Apr 1994		Oct 1997					
Started as an entry-level technician and rotated across various frontline positions involving project construction, equipment maintenance and business operations					Aug 1986		Apr 1994					

17. Description of previous duties and responsibilities

Director General of Department of Universal Postal Service, State Post Bureau, Beijing, China
Responsible for the management of nationwide universal postal service, including service pricing, establishment of quality standards and supervision of implementation; Promoting the institution of a universal postal service system that covers all urban and rural areas; Examining themes and patterns of commemorative stamps, reviewing and approving annual plans of commemorative stamps and special stamps; Organizing the relevant trainings.

Director General of Media Center, State Post Bureau, Beijing, China
Responsible for the management of media propagandas and the publishing of governmental information of the State Post Bureau, including the planning and implementation of media propagandas, the issuing of the relevant publications and the maintenance of website

Deputy Director General of Department of External Affairs, State Post Bureau, Beijing, China
Managed affairs related to international organizations, foreign relations as well as Hong Kong, Macao and Taiwan

Director of the Marketing Department , Former Shandong Post Bureau
Responsible for business development, marketing and relevant trainings

Postmaster of Tai'an Post Office, Shandong
Responsible for the administration of the city's postal sector

Former Shandong Post Bureau
Director of the Information Technology Department
Responsible for the operation, maintenance, management and trainings of information technology
Deputy Director of the Development and Research Center
Responsible for science & technology development and project construction administration

Director of the Operation Maintenance Department , Qingdao Post Office, Shandong
Responsible for the postal network operation and project construction administration

Former Qingdao Posts and Telecommunications Office:
Director of the Post Department
Responsible for the postal service, technology management and relevant trainings
Deputy Director of the Post Department
Responsible for the management of postal technology, project construction and relevant trainings
Started as an entry-level technician and rotated across various frontline positions involving project construction, equipment maintenance and business operations

18. Training/teaching experiences

I have given nearly one hundred trainings covering a wide range of fields such as postal services, management, marketing & sales, engineering and technology. My trainings have proved to be effective mainly for three reasons: careful assessment of learning needs, well-developed lesson plans and practical training style. Below is an example – the engineering training I organized in Shandong Province in 2000.

In late 1990s, a critical transition period for modernizing the postal network of Shandong Province, a large number of engineering projects had to be implemented but the progress was slow as very few project leaders were knowledgeable about engineering and project management. To tackle this challenge, we decided to organize a provincial training for all managers in charge of implementing engineering projects.

As the leader of this training program, I first shared with the team the goal of this initiative and then led them to begin the training design with assessment of learning needs. According to our analysis, the target managers could not perform their job well mainly because they came from the business side – they were capable of fitting engineering improvement into business operations but they didn't know what engineering meant and what the management of an engineering project required. To cater for their demands and attributes, the training program was designed to teach all the necessary knowledge about engineering project management, ranging from basic concepts, compliance issues, to the process management – the focus of the lesson plan as it was the most needed area. Plus, to ensure the training quality, we invited IBM engineering consultants as our trainers, in addition to internal SMEs (Subject Matter Experts), and requested the trainers to teach theories and methods through case studies and best practices summarized from the real engineering projects, some of which were managed by the trainers themselves, so that they could impart the first-hand experience to the trainees. I myself was one of the trainers too, teaching the engineering process management.

The training was concluded in great success. The trainees said that the program had changed their view on engineering projects and equipped them with the skills needed to perform their tasks. As a result, engineering projects in Shandong were deployed more rapidly and efficiently.

19. Experience in the field advertised (Applicants may attach a separate statement)

Note: This statement **must** address the **Person Specifications** detailed in the notice of vacancy. It should clearly show the applicants expertise in the **Essential** Specifications and any others in the **Highly Desirable** specifications.

1. People Skills

In my 30 years of postal career, I rotated across more than 20 positions, over half of which were managerial roles with each new role barely relating to the previous one. But wherever I worked, my passionate personality, leadership among colleagues, building positive team relations. I could adapt to the attributes and requirements of each new assignment over a short span of time, develop a clear vision for my teams and carry out tasks proactively, effectively and enthusiastically. Most of my working associates maintained good relations with me.

In addition, my overseas training and living experiences have developed in my respect for diversity and strong cross-cultural communication skill. This quality was revealed and sharpened during my chairmanship over the Committee 2 of the Council of Administration of the UPU from 2008 to 2011. With the help of member countries, I successfully presided over every meeting and coordinated its working groups to probe into several important subjects including sustainable development, technology cooperation, postal reform and e-commerce, winning wide acclaim from peers of different countries.

2. Innovative Approach

In front of opportunities and challenges, I am able to think and act differently. As Director of the Marketing Department of the former Shandong Post Bureau, I led the team to tap into the lucrative gift market of Mid-Autumn Festival that had been traditionally dominated by gift wholesalers and retailers. After thorough analysis, we found that the main roadblock to our expansion in the gift market came from the loose management of gift-product supply chain among Shandong postal branches with each selecting its own supplier, causing high purchasing cost, uncompetitive price and inconsistent service standard as a whole. To cope with this challenge, we decided to change the decentralized purchasing model to the group procurement where the Marketing Department invited all qualified suppliers to a public bidding with its jury composed by the purchasing reps of all branches. This new purchasing pattern not only make our purchasing process more transparent, but generated significant synergy in cost and service and allowed for the customization in the supply chain as each rep could directly negotiate with the suppliers about what were needed in his or her local market. This innovation received notable market success, bringing remarkable improvement in our product quality, price, service, and ultimately our competitiveness. It continues to be used by the Shandong postal operator.

Another example is the creation of targeted postal communication platforms between China and the U.S., Europe and Japan. In 2006 when I was assigned on the post of Deputy Director General of Department of External Affairs, State Post Bureau, I found that the new State Post Bureau, born of the separation of governmental and operational functions of the former one, was in strong need for knowledge and experience on administrating and regulation the postal industry in China. Therefore I suggested establishing a regular dialogue mechanism with a few selected governments and postal regulators. Per the approval of the State Post Bureau, I organized the team to set up such communication platforms as China-Europe Symposium on Postal Reform and Express Delivery Services, China-Japan Postal Policy Dialogue, and China-US Symposium on

Postal Reform and Express Delivery Services. This initiative was very successful, giving us access to the valuable information resources and strengthening our relations with the relevant governments and postal regulators.

3. Effective Implementation

In 2009, for improving the public access to the information and public services offered by the State Post office, I was chosen to establish the Media Center of the State Post Bureau while still assuming the position of Deputy Director General of External Affairs Department. With the team support and my personal organizational skills, in only a few months, I productively accomplished all the tasks necessary for making the Center operational, including recruitment, tax registration, publications registration, business planning and stipulation of internal regulations. Over two years, under my leadership, the Center make considerable progress in business exploration, operational efficiency as well as management capability, laying down a solid foundation for its positive growth at present.

4. Strategic Thinking

In 2012, as the Director General of Department of Universal Postal Service of State Post Bureau, I led to finish the "12th Five-Year Plan of Universal Postal Service," which drew up strategic goals, priorities and a roadmap for the development of universal postal service in China. Through the implementation of the Plan, the infrastructure of universal postal service will be effectively enhanced, with its coverage extended to more rural areas and its service quality more compatible with continuous growth in economy, society and people's livelihood. In the Plan, along with my other assignments, I put in practice my vision for the postal service:

- Universal postal service: As part of our national basic public services, it is the essence of the postal industry, the legislative duty for us to fulfil, the foundation critical to the existence of the postal network and the postal brand image. We must do it well.
- Commercial postal service: It offers the source of strength for the growth of postal business. Posts have to diversify and improve their products, rather than merely relying on governmental support. On the basis of the accomplishment of basic public service, we shall leverage our brand reputation to develop customers of different levels, provide customized solutions and eventually make reasonable profits.

I certify that my statement in answer to the foregoing questions are true, complete and correct to the best of my knowledge and belief.

Beijing, Jan. 4, 2017
.....
Place and date

Beijing, Jan. 4, 2017
.....
Place and date

.....
(signature and designation of authorising officer)

.....
(signature of applicant)

ASIAN-PACIFIC POSTAL UNION

Medical Report

To be completed by a registered medical practitioner after thorough clinical and laboratory examination including X-ray of chest.

Name of applicant <i>Lin Hong-Liang</i>	Age <i>53</i>	Sex <i>Male</i>
Blood Group <i>O</i>	Allergic to <i>None</i>	
Is the person examined in good health and enjoying full working capacity? <i>OK</i>		
Is the person examined able physically and mentally to work away from his/her home? <i>None Yes</i>		
Is the person examined free from infectious diseases (for instance, tuberculosis, trachoma, leprosy) which could present risks for both the applicant and his/her contacts during his/her assignment aboard? <i>None</i>		
<div style="text-align: right;"> <i>Dr. Ye Xiong-jun</i> (.....) Signature and name of physician </div>		
Date <i>Dec. 20. 2016</i>	Address	

