

ASIAN-PACIFIC POSTAL UNION

Our Ref.25/26/238 (25)-VS/kp

5 June 2025

APPU members:

Afghanistan, Australia, Bangladesh, Bhutan,
Brunei Darussalam, Cambodia, China, Fiji,
India, Indonesia, Iran, Japan, Korea, Lao PDR,
Malaysia, Maldives, Mongolia, Myanmar, Nauru,
Nepal, New Zealand, Pakistan, Papua New Guinea,
Philippines, Samoa, Singapore, Solomon Islands,
Sri Lanka, Thailand, Tonga, Vanuatu and Vietnam

Subject: Invitation to participate in the Member Consultation Survey for shaping the APPU Strategy 2027–2030

Dear Sir/Madam,

First of all, let me take this opportunity to thank you for your continued engagement and support in the work of the Asian-Pacific Postal Union.

As we approach the conclusion of the Bangkok Cycle of the APPU (2023–2026), it is time to collectively chart the course for the next phase - the APPU Strategy 2027–2030 and the longer-term APPU Vision 2030.

While no formal strategy was adopted at the Bangkok Congress in 2022, it was strongly felt that to steer the Union in a clear direction and to deliver tangible outcomes for our member countries, a well-defined and member-driven strategy is essential. This effort marks a new and deliberate shift - one that seeks to formalize strategic guidance through approval of a Strategy at the upcoming 14th APPU Congress in 2026, with progress reviewed annually by the Executive Council.

To initiate this important process, the APPU Bureau is pleased to launch a Member Consultation Survey. This exercise is the first step in building a strategy that reflects the real needs, expectations, and ambitions of our member countries, with the Bureau committed to supporting its implementation.

We kindly invite your postal administration to participate in the survey attached to this letter by sharing your insights on strategic priorities, key challenges, desired support from the Bureau, and your vision for the Union's evolving role in both regional and global postal development.

Your inputs will directly inform the preparation of the draft Strategy and Vision. Preliminary findings and proposed themes will be discussed during a dedicated session during the 2025 Executive Council Meeting in Ulaanbaatar, Mongolia, on 3 July 2025.

If desired, Ministries, Regulatory Authorities, and Designated Operators may submit separate survey responses.

Cont'd

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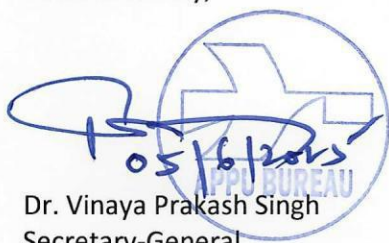
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The completed survey may be sent to admin@appu-bureau.org on or before **3 July 2025**. For any questions or further information, you may contact Mr. Sandeep KP, Consultant, APPU, at sandeep@appu-bureau.org.

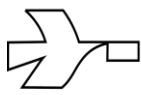
We sincerely encourage your participation in this strategic consultation. Together, we can shape a purposeful and forward-looking agenda that positions APPU as a responsive and globally relevant regional Union in the years to come.

We look forward to your valuable contribution to the future of our Union.

Yours sincerely,



Dr. Vinaya Prakash Singh
Secretary-General



APPU Strategy 2027-2030 and APPU Vision 2030

Background

As the Asian-Pacific Postal Union (APPU) prepares its strategic direction for the 2027–2030 cycle, the APPU Bureau is launching this consultation to gather insights from all member countries. Your responses will guide the formulation of a member-driven Strategy and a shared Vision 2030, enabling the Union to focus on priority areas and emerging needs of the sector and the region.

Details of the official filling in the survey

APPU Member Country	
Full name of the official	
Designation	
Nature of the organization	<input type="checkbox"/> Ministry; <input type="checkbox"/> Regulator; <input type="checkbox"/> Designated Operator
Email	

Section A: Strategic priorities

1. What should be the top strategic priorities for APPU during the 2027–2030 cycle?
(Select up to three)

- ☐ Digital transformation and innovation
- ☐ Cross-border e-commerce and logistics
- ☐ Financial inclusion and postal financial services
- ☐ Postal sector sustainability and climate action
- ☐ Regional cooperation and leadership

- ☐ Regulatory reform and modernization
- ☐ Human resource development and capacity building
- ☐ Engagement with the wider postal sector and private partnerships
- ☐ Strengthening APPU's global representation and voice

Others (please specify) _____

2. What are the key challenges your postal administration expects to face in the coming years?
(Select all that apply)

- ☐ Decline in traditional letter mail volumes
- ☐ Financial constraints and rising operational costs
- ☐ Digital transformation and technological integration
- ☐ Customer expectations and service quality
- ☐ Competition from the wider postal sector and e-commerce platforms
- ☐ Policy, regulatory, or institutional limitations
- ☐ Environmental and sustainability-related obligations

Others (please specify) _____

3. In which strategic areas should APPU work more in the 2027–2030 cycle to remain more relevant and valuable to its member countries?

(Select all that apply)

- ☐ Supporting the digital and technological modernization of postal operations
- ☐ Facilitating regional e-commerce and logistics connectivity
- ☐ Promoting sustainability, green transition, and climate resilience
- ☐ Expanding financial services and financial inclusion through the postal network
- ☐ Supporting regulatory reforms and policy development
- ☐ Strengthening training, research, and innovation
- ☐ Building stronger partnerships with the private sector and development agencies
- ☐ Strengthening APPU's voice in global postal governance
- ☐ Enhancing South-South cooperation and Triangular Cooperation

Others (please specify) _____

Section B: Institutional Support from APPU

4. Which areas of support from the APPU Bureau would be most useful for your Administration?

(Select all that apply)

- ☐ Expert missions and technical assistance
- ☐ Training and capacity-building programs (online/onsite)
- ☐ Sharing of best practices and case studies
- ☐ Coordination of regional projects and working groups
- ☐ Policy and regulatory advisory services
- ☐ Representation in international forums
- ☐ Facilitation of partnerships with the private sector

Others (please specify) _____

5. Are there any specific initiatives or services that APPU should consider launching in the next cycle?

(Insert text here)

Section C: Vision for APPU 2030

6. How would you describe your vision of what APPU should be by 2030?

(Insert text here)

7. What global role should APPU aspire to play beyond the Asia-Pacific region?

(Select all that apply)

- ☐ Strengthen strategic partnerships with other Restricted Unions
- ☐ Amplify the Asia-Pacific voice in global postal governance
- ☐ Promote innovation and sustainability on a global scale
- ☐ Facilitate technical collaboration with global industry leaders

Others (please specify) _____

Section D: Final comments

8. Please share any additional thoughts, expectations, or recommendations for the 2027-2030 strategy.

(Insert text here)

Please send the filled form to admin@appu-bureau.org by 2 July 2025. For any questions or further information, you may contact Mr. Sandeep KP, Consultant, APPU, at sandeep@appu-bureau.org.