



## FROM SECRETARY- GENERAL'S DESK



### Greetings from the Asian-Pacific Postal Union!

As we move into the second half of the year, I'm pleased to highlight our recent progress and important updates within the APPU community.

We successfully hosted two key meetings recently: the Local Executive Committee (LEC) in June and the Executive Council (EC) preparatory meeting on July 10. These gatherings underscored our commitment to excellence and collaboration in the region. I extend sincere thanks to Thailand and all our partners for their steadfast support of the Asian-Pacific Postal College (APPC) and the APPU. The EC preparatory meeting has set the stage for the 2024 EC in Siem Reap, Cambodia, and I encourage all members to prepare and actively participate.

In June, we launched a significant Capacity Building Program in Vientiane for Lao Post, supported by the Government of India. This initiative marks the beginning of efforts to enhance operational capabilities across our member postal administrations. The dedication shown by Lao Post promises a bright future for regional postal services. Special thanks to India Post for funding this crucial training program.

I also extend our gratitude to the State Post Bureau of China for funding the UPU regional project on Postal Regulatory Reform in Asia-Pacific. This support is pivotal in modernizing our postal systems to meet contemporary demands and drive innovation.

Looking ahead, we have much to anticipate. The EC 2024 meeting, alongside our focus on regulatory reforms and sustainable growth, will guide our efforts. In August, I look forward to meeting many of you in person at the EC meeting for productive discussions on our shared interests.

For detailed documents and updates on our projects and meetings, please visit the APPU website. Your active participation and support are crucial as we navigate these exciting times together.

**Happy reading!**



**Dr. Vinaya Prakash Singh**  
Secretary-General, APPU



### SECRETARY-GENERAL'S PRODUCTIVE MEETINGS WITH POSTAL LEADERS IN THE ASIA-PACIFIC REGION

In June and July, Dr. Singh, Secretary-General engaged in productive discussions with two prominent leaders in the Asia-Pacific postal sector. During his visit to Lao PDR, he met with Dr. Rithikone, CEO of Lao Post Company, and discussed opportunities for collaborations in areas such as, capacity building, e-commerce, and postal regulations. In July, Dr. Singh hosted Mr. Paul Graham, CEO of Australia Post, at the APPU Bureau in Bangkok.

These meetings underscored the Union's commitment to fostering collaboration and growth within the regional postal community.

### CAPACITY BUILDING PROGRAM FOR LAO POST LAUNCHED



The Union recently inaugurated the Capacity Building Program on "Marketing, Innovation, and Operational Excellence for Lao Post" in Vientiane, the capital of Lao PDR. This program is the first in a series of capacity-building initiatives supported by the **Government of India**, aimed at enhancing the capabilities of postal administrations in the Asia-Pacific region.

The initiative focuses on meeting market demands and exceeding customer expectations. Special thanks to Lao Post Company for their active participation, demonstrating their commitment to improving operational standards and embracing innovation within the postal sector.

### BUREAU HOSTED ONLINE EC PREPARATORY MEETING IN JULY

The APPU Bureau hosted an online Executive Council (EC) preparatory meeting on July 10, with over 60 participants from the region joining the discussions.



Key agenda items included the EC meeting venue and arrangements, EC 2024 registration, and the rules of procedure for EC 2024. The Bureau presented five proposals that included key focus areas and work plans, review and extension of the Consultancy Section, and the establishment of a digital library in the APPU. Other discussions covered Asia-Pacific's regional position in the UPU Dubai Congress 2025, postal regulatory reform project, a roundtable, and other business matters. Cambodia, the EC host, expressed their welcome to all members to join the meeting in Siem Reap.

All related EC documents are available on the APPU website <http://www.appu-bureau.org/documents/>

### BUREAU HOSTED SUCCESSFUL LEC MEETING



The Bureau successfully hosted the Local Executive Committee (LEC) meeting of the Asian-Pacific Postal College at the APPU Bureau.

Sincere thanks go to Thailand for being a generous host and to all the sponsors and partners of the College. This successful event highlights the Bureau's dedication to fostering collaboration and excellence in postal training by the APPC for the postal community in the Asia-Pacific region and beyond.

## UPU CONCLUDED WORKSHOPS TO ENHANCE ASIA-PACIFIC EAD IMPLEMENTATION AND TRANSPORT SOLUTIONS

UPU and the Asian-Pacific Postal Union (APPU) conducted the workshop on electronic advance data (EAD) and the IT tools for EAD implementation and monitoring, namely the Customs Declaration System (CDS) and International Postal System (IPS), together with the regional transport workshop, in June. The transport workshop aimed to help member countries develop transport solutions that are efficient, secure, and sustainable.

Financed through the U.S. Tied Funds, the workshops brought together representatives from Posts and air carriers from more than 20 countries in Asia-Pacific to discuss key challenges and opportunities facing the regional transport sector, with a focus on enhancing operational efficiency and regulatory compliance. The topics covered included electronic advance data (EAD), paper-free transport, multimodal transport solutions for enhanced connectivity, regional transport hubs, and efficient collaboration strategies between Posts and air carriers.

The insights and feedback gathered from these workshops will be instrumental in shaping an actionable plan to enhance EAD implementation, as well as transport infrastructure and connectivity within the Asia-Pacific region.

Source: UPU  
<https://www.facebook.com/share/p/mCnxB55jPt3jh/>



## APPC COMPLETED IPS AND MIP COURSES

APPC successfully concluded its International Postal Services (IPS) and Marketing & Innovation for Posts (MIP) courses from June 24 to July 19, 2024. These four-week programs welcomed 28 participants from 24 countries, all demonstrating remarkable enthusiasm and engagement.

Also featured as part of these courses was a two-day session on the **Integrated Index for Postal Development (2IPD)**, conducted online by UPU expert **Dr. José Anson**. His interaction with participants facilitated a deep understanding of the 2IPD's significance for the DOs.



The third week of the IPS and IPS.POST training program was particularly beneficial, with PTC expert **Mr. Kazuo Kamishiro** leading comprehensive sessions that greatly enhanced the participants' understanding of postal technologies and processes.

Participants showcased their dedication to learning and communication through active involvement in training sessions and on-course projects. They delved into the intricacies of postal services and embraced the rich cultural diversity of the region.

Key highlights included sessions on the latest postal regulations and operational rules, essential data compliance content, and IT solutions that enhance postal operations and drive innovation. Site visits to the Ratchadamnoen Post Office, Suvannabhumi Office of Exchange, and Laksi Mail Center provided practical insights. Special thanks to Thailand Post for their valuable support.



## FIRST IN PHILIPPINE POSTAL HISTORY: MIKE PLANAS HEADS THE POST OFFICE AS BOTH CHAIRMAN AND POSTMASTER GENERAL

History is made in the Philippine Postal Corporation (PHLPost) as, for the first time, the positions of Chairman and Postmaster General/CEO are vested in one person.

Mike Planas, elected on June 18, 2024, now holds both titles, marking a significant milestone for the organization.

Chairman and Postmaster General Planas, a recognized innovation leader and digital transformation expert, has an impressive background from the University of the Philippines and the Asian Institute of Management. He previously served as a Quezon City Councilor and Consultant to the United Nations Food and Agriculture Organization.

Under his unified leadership, PHLPost aims to modernize operations, embracing digital advancements to meet the fast-paced demands of the mail and parcel service industry. Chairman and Postmaster General Planas is committed to expanding product lines, forming strategic partnerships, and leveraging PHLPost's extensive network of over 1,200 post offices to serve all Filipinos, including those in remote areas.

Mr. Planas's vision includes rehabilitating the historic Manila Central Post Office and fostering a culture of "malasakit" among employees, ensuring enhanced and efficient public services. The Asian-Pacific Postal Union (APPU) extends warm congratulations to him, anticipating fruitful collaborations ahead.



## CAMBODIA POST MODERNIZES OPERATIONS AND BOOSTS DOMESTIC SERVICES

Cambodia Post has undergone significant modernization, enhancing both its services and infrastructure. Key reforms include a modernized Office of Exchange (OE) and the creation of a new sorting office, improving operational efficiency and speeding up mail delivery. Employees now work in a consolidated building, promoting better resource usage and a positive working environment.

Customer service has seen improvements with updated counters for easier mail handling and information access. The new Post Pack service offers convenient, prepaid domestic delivery in three sizes, catering to customer needs. This service aims to simplify the process for customers by allowing them to drop off securely packed items at the nearest post office.

A shift towards domestic express mail has led to remarkable revenue growth. Now domestic mail income comprising 26.67% of total revenue. The introduction of Express Domestic Mail services ensures timely deliveries, with VIP options offering delivery within three hours in major cities. This focus on domestic services has attracted over 40 wholesale customers, including banks, companies, and online merchants.

This modernization drive positions Cambodia Post to compete effectively in the local market, ensuring timely and reliable mail services for all customers.

Source:



### CHINA'S EXPRESS DELIVERY VOLUME HITS 80 BILLION PARCELS BY JUNE 30



By June 30, 2024, China's express delivery industry reached 80 billion parcels, 59 days earlier than in 2023.

This rapid growth, averaging over 13 billion parcels monthly, was driven by e-commerce promotions. The bustling activity of couriers and smart sorting lines highlights the sector's role in boosting consumption, supporting production, and ensuring livelihoods.

The industry has expanded services, improving rural logistics, supporting manufacturing, and enhancing international trade with better air transport services. Modernization efforts include adopting new energy vehicles and advanced technologies, reducing societal logistics costs, and promoting sustainable consumption.

Source: State Post Bureau (P.R.C)



### INDIA-AFRICA POSTAL LEADERS MEET: STRENGTHENING POSTAL COOPERATION

India Post, supported by the United States Postal Service, hosted the 'India-Africa Postal Leaders Meet' from 21 to 25 June, 2024. This five-day event, part of the Universal Postal Union's 'South-South and Triangular Cooperation' program, welcomed delegates from 22 African countries. The aim was to build capacity through a comprehensive study visit showcasing India Post's innovative service models.

Highlights included advancements in eCommerce parcel delivery, postal financial services, e-government services, and Dak Niryat Kendras (postal export support centers). Additionally, India Post demonstrated the transformative Unified Payments Interface (UPI) and Aadhaar Unique Identification System. These technologies could be useful in providing sustainable, reliable, and affordable citizen-centric services in developing countries.

The event fostered mutual learning and potential new collaborations, reinforcing India Post's commitment to technological innovation, cross-border e-commerce, and financial inclusion. This meet highlights the ongoing efforts to enhance global postal cooperation and drive forward the postal sector's evolution.

Source: India Post

### SINGAPORE POST LAUNCHES TRAIN SERVICE FOR POSTAL COLLECTION VIA SMRT-OPERATED TRAINS



Starting June 25, Stellar Lifestyle and SingPost pilot Singapore's first postal collection service using SMRT-operated trains. This initiative, spanning three months, aims to enhance operational efficiency and reduce carbon emissions by using MRT trains for postal collections. Mail Ambassadors will collect postal items at selected MRT stations during off-peak hours, transporting them to SingPost's sorting facility. This pilot aligns with SMRT's commitment to sustainable living and aims to bring postal services closer to transportation hubs for greater convenience.

<https://www.singpost.com/about-us/news-releases/stellar-lifestyle-and-singpost-pilot-singapores-first-postal-collection>

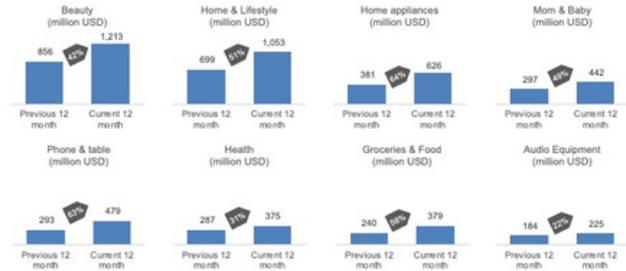
## VIETNAM'S E-COMMERCE BOOM: A 2024 OUTLOOK

Vietnam's e-commerce sector is experiencing significant growth, with a 48% increase from \$3,798 million to \$5,645 million. The key product categories driving this surge are beauty, home & lifestyle, and home appliances. Price sensitivity remains a crucial factor for online shoppers. TikTok Shop is rapidly gaining market share, while Shopee continues to dominate with its competitive pricing and wide variety. This report is based on data from 300 online shoppers in Ho Chi Minh City and Hanoi, highlighting the dynamic trends shaping Vietnam's e-commerce landscape.

For more details, visit <https://qandme.net/en/report/viet-nam-ec-trend-in-viet-nam-2024.html>

### EC trend and growth by category (1)

The category growth is between 22-73%. The growth is highest among sport & travel, and home appliance

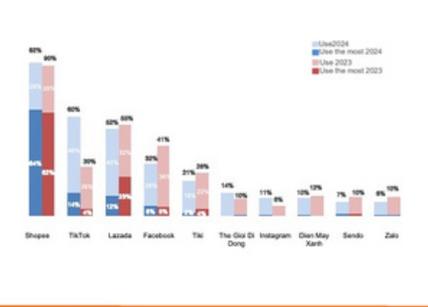


Source: eMarketer. The "current 12-month period" is from May 2023, to April 2024. The "previous 12-month period" refers to the year immediately before this, from May 2022 to April 2023.



### Popular EC channel (2): vs 2023

TikTok Shop has rapidly developed, rising to the second position in terms of both the number of users and the number of frequent users



## SMES OPTIMISTIC ABOUT E-COMMERCE GROWTH DESPITE CHALLENGES, SAYS DHL SURVEY

A recent DHL survey reveals that small and medium enterprises (SMEs) are optimistic about e-commerce growth for the rest of 2024 despite economic challenges.

### Key findings compiled from over 1,000 responses:

**Despite economic challenges, e-commerce business outlook is optimistic**

65% of SMEs expect an increase in e-commerce sales.

To download DHL full survey

<https://www.dhl.com/discover/en-us/news-and-insights/reports-and-press-releases/2024-mid-year-ecommerce-survey>

**Inflation and shipping costs remain a strong concern**

40% see inflation and shipping costs as their biggest threat; 38% cite inflation as the main challenge.

**International business growth is a top priority for SMEs**

53% of SMEs see international expansion as their biggest e-commerce opportunity, with 43% targeting the EU and UK, 29% focusing on Mexico and Canada, and 43% valuing DHL's international delivery speed the most.