



E-Business and Technology

E-business and technology are transforming the postal sector from traditional mail to digital platforms, driven by e-commerce and consumer demand for speed, convenience, and security, utilizing innovations like Digital Postboxes, AI, IoT for smart logistics, automated sorting, online tracking, and omni-channel strategies to enhance efficiency, reduce costs, and create new revenue streams, ensuring relevance in the digital age. The e-Business and Technology Course (EBT) is a special course provided by the APPC together with the industry experts in order to share the best practices and experiences in e-business and technology to posts within the Asian-Pacific region. Through a variety of in-class training, site visits, external presentations and group exercises, the participants will be given a thorough overview on e-Business and technology with an overview of the current technological developments in the postal market as well as assess the potential impact of various technologies and innovation on the market. The EBT course focuses on the opportunities that exist for posts to develop existing and new business through better use of technology and better understanding of e-Business, e-Government and e-Commerce.

Current Environment of Posts	UPU Global Postal Model	Efficient Last-mile delivery
Strategic imperatives for Posts	Driving Digital Strategies	Case Study from Posts
e-Commerce Ecosystem	Designing Social and Digital strategies	Site Visits
Technology in Postal sector	E-Business & Technology Opportunity	Group Exercises



Mr. Anucha, who has been re-appointed in APPC in January 2023, will be the Course Director for **EBT Course**. He comes with a lot of experience from his last term as Course Director of APPC during 2014-2019. Have conducted many in-house courses including the External Training Programs (ETP) abroad such as Bhutan, Brunei Darussalam, Hong Kong, Lao, Malaysia, Macau, Mongolia, Myanmar, Philippines, Sri Lanka, Timor Leste, USA and Vietnam. Have worked in Thailand Post for over 30 years and have worked in various areas such as International Postal Operations, Logistics Management and Marketing and Sales etc., he can contribute his knowledge and expertise to all participants and the Posts.

