



FROM SECRETARY- GENERAL'S DESK



Greetings from the Asian-Pacific Postal Union!

As we move into April, I am pleased to share that we recently marked the 64th Foundation Day of APPU at the Bureau – a meaningful occasion that offered both a moment of reflection and a renewed sense of purpose for the year ahead.

I would also like to extend my warmest wishes on the occasion of Songkran, the traditional Thai New Year. Celebrated across Thailand and many parts of Southeast Asia, this festive period reminds us of renewal, connection, and happiness. Being based in Bangkok, APPU continues to benefit from the rich cultural environment of our host country, which reflects the diversity and shared traditions of our region. I wish all our members and colleagues a joyful and peaceful New Year.

Last month, I had the opportunity to visit PNG and Vanuatu in the Pacific region. These engagements once again highlighted the diversity of operational contexts across our membership, but

also the common questions that many operators are facing today. Regardless of size or geography, there is a shared focus on how to strengthen core operations, improve service relevance, and better position postal services within the broader logistics and economic landscape.

What is becoming increasingly clear is that progress is not always driven by large-scale transformation alone. In many cases, it is the steady improvement of core operations – enhancing visibility, simplifying processes, and strengthening coordination across functions – that creates the foundation for sustainable growth. These are often practical steps, but they are also the ones that enable organisations to respond more effectively to changing demands.

At the same time, the role of the postal sector is gradually evolving. Postal operators are no longer working within clearly defined boundaries, but are increasingly positioning themselves within a wider ecosystem that includes logistics providers, digital platforms, and public service institutions. In this context, the ability to connect – across systems, partners, and functions – becomes just as important as the services offered.

In the coming weeks, I will also be engaging with partners beyond the region, including participating in meetings of the Postal Union of the Americas, Spain and Portugal (PUASP) in Portugal, as well as the Council sessions of the Universal Postal Union in Bern. These engagements will provide opportunities to exchange perspectives and to ensure that the experiences and priorities of our region continue to be reflected in global discussions.

As we continue our work this year, I encourage all members to remain open to collaboration and continuous learning. Through our collective efforts, we can further strengthen a forward-looking postal sector across the Asia-Pacific region and beyond.

Warm regards,



Dr. Vinaya Prakash Singh
Secretary-General, APPU



SECRETARY-GENERAL VISITS PAPUA NEW GUINEA AND VANUATU TO STRENGTHEN REGIONAL ENGAGEMENT

In March 2026, Dr. Vinaya Prakash Singh, Secretary-General of the Asian-Pacific Postal Union (APPU), undertook official visits to Papua New Guinea and Vanuatu, engaging with government representatives and postal leadership to strengthen regional cooperation and exchange views on sector development.

In Papua New Guinea, Dr. Singh held discussions with Mr. Justin Worinu, CEO of Post PNG Ltd, and the management team on the organization’s business model and opportunities for further diversification. The visit included site visits to post offices and a logistics warehouse, offering practical insights into operations. A session was also organized to assist the Post PNG in the review of their 1996 Postal Act and to discuss possible directions for new legislation.

In Vanuatu, Dr. Singh met with the Hon. Johnny Koanapo Nies RASOU, Deputy Prime Minister and Minister of Finance, to discuss the evolving role of the postal sector in supporting national development. They exchanged views on strengthening logistics services, expanding financial and government service delivery, improving addressing systems, and modernizing postal legislation.

Discussions were also held with the leadership of Vanuatu Post Limited, including Board Chairman Mr. Albert Williams and Board Director Mr. Greg Nosworthy, along with the senior management team. Deliberations covered business development opportunities, service diversification, and capacity building, including training support through the Asian-Pacific Postal College (APPC) and potential international cooperation programmes.

Throughout the visit, Dr. Singh reaffirmed APPU’s commitment to supporting its members through capacity building, regulatory reforms, knowledge sharing, and active collaboration. The mission also provided an opportunity to strengthen partnerships and encourage participation of PNG and Vanuatu in upcoming regional activities, including the APPU Congress to be held in Bangkok from 31 August to 4 September 2026.



APPU PARTICIPATES IN REGIONAL CONFERENCE ON SMART CUSTOMS IN HONG KONG

At the invitation of Hong Kong Customs, APPU Bureau joined the Regional Conference on Smart Customs held from 11 to 13 March 2026. Hosted by Hong Kong Customs in its capacity as WCO Vice-Chair for the Asia/Pacific Region, the conference brought together more than 200 representatives from Customs administrations, international organisations, and the innovation and technology sector to discuss regional priorities in Smart Customs development.

Across the three-day programme, participants examined key themes including data-driven risk management, digital trade facilitation, intelligent inspection technologies, and enhanced cross-boundary connectivity. Hong Kong Customs also showcased several of its flagship initiatives, such as the AI-enabled “WiseShield” system and Project “ValidAP,” demonstrating practical applications of emerging technologies in modern Customs operations.

The APPU Bureau contributed to the knowledge-sharing sessions through a presentation delivered by Ms. Yu Yan, Consultancy Section Manager. Her presentation, titled “Improving E-commerce Flow via Postal Collaboration with Customs – Insights from an APPU Survey,” highlighted regional practices, emerging challenges, and opportunities for strengthening Customs–postal cooperation to support the growth of cross-border e-commerce.

The conference concluded with a shared commitment among regional partners to deepen collaboration and jointly advance Smart Customs initiatives across the Asia-Pacific region.



APPC CONCLUDES TWO COURSES IN MARCH 2026



The Asian-Pacific Postal College (APPC) successfully concluded the Managing Quality of Service (MQS) Course and the Business Development and Marketing (BDM) Course on 27 March 2026.

Building on the themes introduced at the start of the courses, the four-week programmes focused on translating concepts into practical applications. Participants engaged in case discussions, group exercises, and exchanges with experts, allowing them to reflect on how quality management and business development strategies can be adapted to their national contexts.

A highlight of the programmes was the delivery of two specialized workshops – “Service Excellence in the Postal Sector (SEPS)” and “Advanced Business Planning (ABP)” – held from 16 to 20 March. These workshops provided hands-on exposure to service improvement and strategic planning approaches.

Participants expressed appreciation for the practical orientation of the programmes and the opportunity to exchange experiences with peers, reinforcing APPC’s continued role in supporting capacity building in the Asia-Pacific postal sector.



CELEBRATING 64 YEARS OF APPU’S JOURNEY

The APPU Bureau marked the Union’s anniversary on 1 April 2026 with a simple cake-cutting ceremony in Bangkok. The occasion brought together colleagues from the Bureau, along with Ms. Ariya Thongbai from the UPU Regional Office. On this special day, we thanked all member countries and partners for their continued trust and support, with a hope to strengthen the region’s postal sector together.

APPU BIDS FAREWELL TO MR. KENICHI HOSOKAWA



The APPU Bureau recently organized a farewell on completion of two-year secondment of Mr. Kenichi Hosokawa

from Japan Post.

In his remarks, Mr. Hosokawa expressed his sincere gratitude for the support, kindness, and warm cooperation extended by the Secretary-General and colleagues during his time at the Bureau.

Dr. Vinaya Prakash Singh, Secretary-General of APPU, conveyed his appreciation for Mr. Hosokawa’s valuable contributions to the Bureau’s work, particularly in strengthening training activities and knowledge exchange. He also extended his best wishes for Mr. Hosokawa’s future endeavours, expressing confidence that the experience gained at APPU would continue to benefit his career.

The Secretary-General further expressed his gratitude to the Government of Japan and Japan Post for their continued support including the secondment arrangement, which reflects the strong partnership between Japan and APPU.

SUCCESS STORY



RISING STAR AWARD – APPU POSTAL BUSINESS FORUM 2025 BHUTAN POST'S CLOUD-BASED INTEGRATED COUNTER AUTOMATION SYSTEM



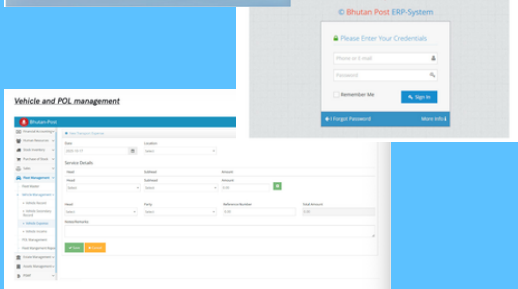
The Rising Star Award at the 2025 APPU Postal Business Forum was awarded to Bhutan Post for its Cloud-Based Integrated Counter Automation System—an initiative that demonstrates how targeted digitalisation can transform core postal operations.

From Fragmentation to Integration

Bhutan Post's starting point reflects a common operational reality across many postal operators: fragmented systems, paper-based processes, and limited visibility across functions. These constraints affected not only service efficiency at the counter level, but also internal coordination and decision-making.

Rather than introducing isolated digital tools, Bhutan Post adopted a more practical approach—building a unified, cloud-based platform that integrates both front-line services and back-office functions into a single system.

This includes counter transactions, financial services, inventory, human resources, and asset management, enabling end-to-end process visibility and coordination.



Why the Approach Works (Operational Lens)

From an operational perspective, the system's effectiveness lies in three key design choices:

- **End-to-end integration:** By linking counter operations with back-office systems, the platform eliminates data silos and reduces duplication.
- **Real-time visibility:** Management gains immediate access to operational and financial data, enabling faster and more informed decision-making.
- **Workflow automation:** Routine processes—such as reporting, approvals, and inventory tracking—are automated, reducing manual workload and errors.

Tangible Results on the Ground

The operational impact has been both measurable and immediate. Transaction times at counters have been reduced by over 60%, improving customer experience and reducing queues. At the same time, paper usage has been reduced by nearly 95%, lowering costs and supporting environmental sustainability. In addition, automated reporting and integrated data flows have improved accuracy, transparency, and auditability, while strengthening financial control and operational monitoring.

Advancing the Practice: Beyond a POS System

A key strength of Bhutan Post's approach is that it goes beyond a simple counter automation system. Instead, it functions as a full enterprise resource planning (ERP)-type solution tailored to postal operations.

As highlighted in the system design, modules such as fleet, asset, and estate management, as well as customer notification functions, are integrated into the same platform, allowing the organisation to gradually expand its capabilities over time.

This modular and scalable design ensures that the system can evolve alongside operational needs.

Learning Value for Members

Bhutan Post's experience offers several practical lessons for postal operators in the region:

- **Start with integration, not complexity:** A unified system can deliver greater impact than multiple standalone solutions.
- **Focus on operational visibility:** Real-time data is critical for both daily management and long-term planning.
- **Link digitalisation with sustainability:** Reducing paper and manual processes can deliver both cost and environmental benefits.
- **Adopt scalable solutions:** Modular systems allow gradual implementation aligned with organisational capacity.

Bhutan Post's initiative demonstrates that even relatively small operators can achieve meaningful transformation by focusing on practical, integrated solutions. It provides a replicable model for improving efficiency, transparency, and service delivery across the postal network.



Australia Post LAUNCHES NATIONWIDE CAMPAIGN CONNECTING ALL POSTCODES

Australia Post has launched a nationwide brand campaign highlighting its role in connecting communities across all 2,655 postcodes in the country.

The campaign reflects the evolving significance of postcodes, which have developed beyond their original administrative function to represent the identity and character of local communities. Through a wide range of executions, the initiative captures everyday moments across Australia, showcasing the diversity of people, places, and lifestyles across both urban and remote areas.

Spanning multiple platforms, including film, digital, and localised content, the campaign emphasises Australia Post's presence in every community. It also highlights the organisation's role in maintaining connectivity across the country, supporting both social interaction and economic activity in a rapidly changing environment.



<https://newsroom.auspost.com.au/australia-post-connects-all-2655-postcodes-in-nationwide-brand-campaign>



PILOTS COUNTY-TO-VILLAGE DIRECT DELIVERY MODEL IN GUIZHOU

China Post's Huishui Branch in Guizhou Province has introduced a county-to-village direct delivery model to improve the efficiency of rural postal services. The initiative enables same-day delivery from the county centre to villages, while also supporting same-day outbound dispatch, reducing delivery times by at least 12 hours.

To support this approach, the branch has restructured its delivery network, replacing outsourced routes with dedicated county-to-village routes covering 11 townships and 145 administrative villages. Remaining villages continue to be served through complementary delivery arrangements.

Operational enhancements include the use of electric delivery vehicles suited to rural conditions and sorting processes aligned with village routes. The initiative is supported by trained delivery staff and a network of village-level service stations covering all administrative villages, providing convenient access to mail collection, delivery, and related services.

<http://english.chinapost.com.cn/html1/report/26034/993-1.htm>



DISTRIBUTES

2,000 SCHOOL SUPPLY PACKAGES IN JAMBI

Pos Indonesia has supported a nationwide initiative to strengthen educational access by distributing 2,000 school supply packages to students across 27 elementary and junior high schools in Jambi Province. The activity forms part of a broader programme led by Indonesia's state-owned enterprises (SOEs) to mark the first anniversary of Danantara Indonesia, the country's state investment management institution.

The anniversary event, held in Jakarta and attended by President Prabowo Subianto, highlighted the importance of disciplined governance and long-term stewardship of state assets. As a symbolic commitment to supporting Indonesia's next generation, SOEs collectively prepared 88,000 school supply packages for children nationwide.

Students in Jambi welcomed the support with enthusiasm, sending handwritten postcards expressing gratitude and hopes for the future. Pos Indonesia's participation underscores its ongoing role in community development and in fostering opportunities for Indonesia's younger generation.

<https://www.posindonesia.co.id/en/articles/detail/posind-delivers-hope-to-the-nations-children-through-2000-school-supplies-packages-in-jambi-province>

INDIA POST EXPANDS CROSS-BORDER COLLABORATION WITH BHUTAN

In March 2026, India Post formalized a significant step forward in regional postal cooperation through a Memorandum of Understanding (MoU) with Bhutan Postal Corporation Limited. This partnership underscores India Post's continued leadership in driving innovation, connectivity, and service excellence across borders.

Beyond operations, the MoU highlights India Post's commitment to capacity building and knowledge sharing. Areas of cooperation include workforce training, technology exchange, philately, and the modernization of digital addressing systems. A key focus of the agreement is digital transformation, with plans to introduce a UPI-enabled cross-border remittance system leveraging the Universal Postal Union's PosTransfer platform. This initiative is expected to make financial transactions faster, more secure, and widely accessible.

The collaboration also marks the resumption of surface mail exchange and a renewed emphasis on



strengthening logistics networks. These improvements will support growing trade and e-commerce activity between the two countries, ensuring more efficient and reliable delivery services.

Signed by India's Secretary (Posts) and Bhutan's Minister of Infrastructure and Transport, the agreement reinforces the longstanding partnership between the two nations. Through this initiative, India Post continues to play a pivotal role in supporting Bhutan's development while advancing regional postal integration.

» READ MORE

<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2243126®=3&lang=1>

PHLPOST ON THE FRONT LINE AGAINST ILLEGAL WILDLIFE TRADE



Illegal wildlife trafficking remains one of Southeast Asia's most persistent environmental challenges, and the Philippines has become both a source and transit point for endangered species. The Philippine Postal Corporation (PHLPost) is playing a crucial frontline role in national efforts to curb this billion-dollar illicit trade. Working closely with the Bureau of Customs, PHLPost screens suspicious inbound and outbound parcels through X-ray and manual inspections, helping intercept trafficked animals ranging from iguanas and tegu lizards to beetles and tarantulas. Confiscated wildlife is turned over to the appropriate authorities for quarantine and investigation.

PHLPost's strengthened security protocols have positioned it to receive Gold Certification for the Universal Postal Union's S58 and S59 security standards – an important milestone for the region. PHLPost also collaborates with TRAFFIC Southeast Asia and calls for stronger penalties, better data sharing, and greater involvement from private couriers to combat trafficking more effectively.

» READ MORE

<https://theaseanmagazine.asean.org/article/stamping-out-illegal-wildlife-trade-the-philippine-postal-office-on-the-front-line/>

Singapore POST LAUNCHES YOUNG PHILATELISTS PROGRAM WITH SENGKANG GREEN PRIMARY SCHOOL

Singapore Post (SingPost), in collaboration with Sengkang Green Primary School, has launched a Young Philatelists programme aimed at introducing students to the world of stamps and postal heritage.

The initiative seeks to cultivate interest in philately among younger generations by combining educational activities with hands-on learning. Through the programme, students are exposed to the cultural, historical, and artistic value of stamps, while also gaining a better understanding of the role of postal services.



The launch reflects SingPost's continued efforts to promote philately in a modern context, ensuring that stamp collecting remains relevant and engaging for youth. It also highlights the importance of partnerships with educational institutions in preserving and passing on postal heritage.

» READ MORE

<https://www.singpost.com/about-us/news-releases/sengkang-green-primary-school-and-singpost-launches-young-philatelists>

INDUSTRY INSIGHTS FROM APPU PARTNERS**POST-INDUSTRY CONVERSATION FROM THE BUSINESS FORUM****MALDIVES POST & SHIPSY ON TECHNOLOGY PARTNERSHIP AND OPERATIONAL TRANSFORMATION**

Interviewees:

Mr. Prateek Kishore, Senior Director, Shipsy, Llama Logisol Pvt Ltd.
Mr. Muhammad Ahmed, Chief Commercial Officer, Maldives Post

**Shipsy****Shipsy:**

Welcome to the APPU Business

Forum. Could you share your experience of attending the Forum and the challenges Maldives Post was facing when exploring technology partnerships?

**Maldives Post:**

Thank you for having us at the Asia-Pacific Postal Business Forum. It was a wonderful platform to connect with our regional partners, as well as technology solution and service providers from across the Asia-Pacific region.

Over the past years, and especially in the last two to three years, with changes in technology and the market, we had to look for solutions that could provide quick and effective responses to our key operational pain points, as well as better integration with our partners.

Shipsy:

What were the main challenges you were facing at that time?

Maldives Post:

We explored many technology partners and service providers across the region. One of the main challenges was how to optimise our operations and gain better visibility into what was happening on a daily basis.

Previously, we did not have real-time visibility of our operations—such as the volumes being handled or the specific challenges faced by our customers. That lack of visibility was a major pain point. When we were looking for a solution, we were looking for something that could be implemented quickly, reliably, and with a clear pathway for growth.

**Shipsy:**

From a business perspective, how has your experience with Shipsy been so far, and what changes have you seen in operations and efficiency?

Maldives Post:

One of the main reasons we chose Shipsy was that the solution allowed us to grow together. As a relatively small operator compared to others in the region, we could not adopt a large, rigid system that might not suit our needs. Shipsy offered a scalable and modular approach, which was very important for us.

Through this partnership, we have been able to transform our operational working model into a more systematic and controlled process. Shipsy provides an agile working environment that is reflected not only in the system itself but also in how our operations function.

From a business perspective, we are now able to focus more on B2B customers and provide more customised solutions. Different customers have very different last-mile requirements—for example, banks, government agencies, and e-commerce partners all have distinct needs. Today, we are able to cater to these differences and provide real-time updates to each customer.

This has significantly changed how we engage with our customers and has increased the confidence they have in our services. We also plan to scale more customers onto the Shipsy platform in the coming months, which will give us an even clearer picture of our operations.

Shipsy:

Looking ahead, how is Maldives Post thinking about using AI across its ecosystem?

Maldives Post:

AI is a major topic for us right now. We are exploring how AI can be used across different areas—not only in operations, but also in customer care and financial processes.

At present, our primary focus is on improving the customer service experience. We want to provide customers with faster, more accurate responses and quicker resolution of issues, without having to manually search through multiple databases.

With a system like Shipsy, we already have better access to the right information at the right time. Going forward, we expect to use AI more extensively, particularly on the customer experience side, both for our corporate customers and service operations.

Shipsy:

Finally, what advice would you share with peers in the postal ecosystem on leveraging technology?

Maldives Post:

I would highlight two key points. First, postal operators do not need to wait any longer—solutions are already available. What is important is making the right decision about what best suits your operations and business needs.

Second, choosing the right technology partner is essential. For us, Shipsy was willing to start at a small scale, grow with us, offer a modular approach, and customise the solution as needed.

If postal operators want to improve business performance, having a strong technology partner is now a necessity. That technological edge is important not only for operations, but also for business growth.

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