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**FROM
SECRETARY-
GENERAL'S
DESK**

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Greetings from the Asian-Pacific Postal Union!

As May progresses, I would like to share some reflections on key developments that have a significant bearing on our collective work across the region.

The postal sector is undergoing a period of structural transition, driven by the rapid growth of e-commerce, digital transformation, and the emerging impact of artificial intelligence. In this context, it is increasingly clear that transformation cannot be driven by technology alone. As a labour-intensive service sector facing growing competition and rising customer expectations, the postal sector must pursue change through a balanced combination of institutional reform, market-oriented approaches, and technological capability.

Innovation must, therefore, be supported not only by tools and systems, but also by sustained investment in people, good research, and the sharing of best practices across administrations. Progress will also depend on stronger governance frameworks, improved interoperability, and partnerships that enable national

postal operators to participate more effectively in the wider logistics and digital ecosystem. While each administration must identify its own pathway based on national circumstances and priorities, the shared direction across the region is clear: strengthening core operations, enhancing visibility, and building more integrated, responsive, and future-ready networks, and investing in capacity building of the postal workforce.

This month, the Asian-Pacific Postal College successfully conducted the International Postal Services (IPS) and Marketing and Innovation for Posts (MIP) courses. The active engagement and successful graduation of participants from across the region reflect the continued value of regional capacity building and the importance of equipping postal staff with the skills required in a rapidly changing environment.

In mid-April, I participated in the 25th Congress of the Postal Union of the Americas, Spain and Portugal (PUASP) in Portugal, as well as the Joint PUASP-ERGP Regulatory Forum. These engagements provided an opportunity to share perspectives from the Asia-Pacific region, particularly on the evolving concept of the Universal Service Obligation and the financing models that support it. The strong interest in these issues reflects a broader reality: postal operators across the world are navigating similar pressures as they adapt to new economic, regulatory, and technological conditions.

This was followed by my participation in the UPU Council sessions held in Bern from the last week of April 2026. As Session 1 of the new UPU Dubai Cycle (2026-2029), the meetings featured substantive discussions on the strategic direction of the Union and the collective priorities for the cycle ahead.

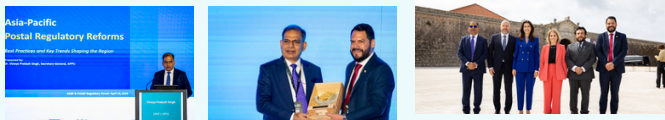
As we move forward, I encourage all members to remain committed to practical solutions, open exchange, and continuous learning. Together, we can build a more resilient and future-ready postal sector for the Asia-Pacific region.

Warm regards,



Dr. Vinaya Prakash Singh
Secretary-General, APPU

SECRETARY-GENERAL PARTICIPATES IN PUASP CONGRESS AND REGULATORY FORUM



In mid-April, Dr. Vinaya Prakash Singh, Secretary-General of the Asian-Pacific Postal Union (APPU), participated in the 25th Congress of the Postal Union of the Americas, Spain and Portugal (PUASP), held in Cascais, Portugal. He also participated as a panelist at the Joint PUASP-ERGP Regulatory Forum, which was held as part of the Congress.

During the forum, Dr. Singh shared insights on ten key trends shaping the postal regulatory landscape across the Asia-Pacific region. Particular attention was drawn to the evolving concept of the Universal Service Obligation (USO), especially in relation to financing mechanisms, which generated strong interest among participants.

At the Congress, Dr. Singh highlighted the steady progress in cooperation between APPU and PUASP, particularly in capacity building, workforce development, and knowledge exchange. These efforts continue to support the development of stronger and more future-ready postal networks across both regions.

The engagements provided an opportunity to reaffirm APPU’s commitment to further strengthening inter-regional cooperation, while also fostering meaningful exchanges within the global postal community.

IN MEMORIAM: MR. GORDON MAHER



The APPU is saddened to announce the passing of Mr. Gordon Maher, former Director of the Union, on 21 April 2026 in Perth, Australia.

Mr. Maher served as Director of the Asian-Pacific Postal Training Centre from 1999 to 2002, and later became the first Director of the APPU

APPC CONCLUDES IPS AND MIP COURSES

Two key training programmes – International Postal Services (IPS) and Marketing & Innovation for Posts (MIP) – which commenced on 27 April 2026 at the Asian-Pacific Postal College (APPC) in Bangkok, successfully concluded on 22 May 2026.

The courses have brought together participants from across the Asia-Pacific region, including Bangladesh, Bhutan, China, India, Japan, Lao PDR, Maldives, Nepal, Pakistan, Philippines, Sri Lanka, and Thailand, creating a diverse and collaborative learning environment.



The IPS course focused on international mail operations, covering key areas such as UPU remuneration, postal customs, operational processes, and performance monitoring, complemented by practical visits and an IPS/IPS.POST workshop, with technical guidance also provided by Mr. Kazuo Kamishiro from the UPU PTC. In parallel, the MIP course explored business development and innovation in the postal sector, with modules on marketing strategy, customer behaviour, innovation management, and customer experience, supported by case studies and field visits.

Bureau in Bangkok following the Union’s relocation from Manila in 2002. He led the Bureau’s training initiatives with professionalism and dedication until December 2005.

He is remembered for his warm leadership and significant contributions to postal training in the region.

The APPU Bureau extends its sincere condolences to Mrs. Maher and the family. May he rest in peace!

SUCCESS STORY



INNOVATION AWARD – SPECIAL MENTION

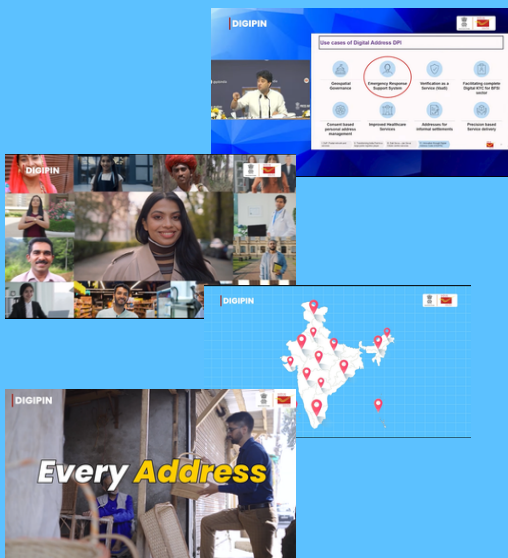
INDIA'S DIGIPIN: REIMAGINING ADDRESSING AS DIGITAL PUBLIC INFRASTRUCTURE

At the 2025 APPU Innovation Awards, the Department of Posts, India, presented DIGIPIN – an initiative that demonstrates how moving beyond traditional landmarks to a coordinate-based system can redefine national addressing and postal logistics.

From Landmarks to Precision

India's traditional addressing has long relied on the Postal Index Number (PIN) introduced in 1972. While effective for its time, the system faced modern challenges: PIN codes cover large areas, and delivery often depends on informal landmarks like "behind the post office". These inconsistencies contribute to an estimated annual loss of 0.5% to India's GDP due to service delivery inefficiencies.

To solve this, the Department of Posts developed DIGIPIN, a 10-character alphanumeric code that uniquely identifies every 4 x 4 metre grid across the country. By transforming every point on the landmass into a machine-readable, geocoded address, the initiative fills a long-standing gap in the nation's administrative framework.



Why the Approach Works (The Technical Framework)

The effectiveness of DIGIPIN lies in its standardized, hierarchical partitioning system:

- **Grid-Based Accuracy:** The system divides the entire territory into a 36° x 36° bounding box, which is then subdivided across 10 levels into 16¹⁰ possible cells
- **Open-Source Philosophy:** The encoding algorithm and APIs are fully open-source, allowing developers, start-ups, and other ministries to adopt the system without licensing restrictions
- **Ease of Access:** Through the "Know Your DIGIPIN" portal, citizens can auto-generate their digital address using geolocation, even in rural areas with low connectivity.

Tangible Results on the Ground

The initiative has seen rapid adoption across both public and private sectors:

- **Nationwide Acceptance:** Approximately 11 million DIGIPINs were generated within the first six months of launch.
- **Institutional Integration:** The system has been adopted for the Census of India 2027 pre-test and integrated into national platforms like BHUVAN (ISRO) and various state government systems.
- **Operational Efficiency:** For the postal sector, DIGIPIN enables automated route planning and digital sorting, which reduces fuel consumption and minimizes "return-to-origin" cases caused by ambiguous addresses.

Advancing the Practice: A New Pillar of DPI

DIGIPIN is designed to be more than a postal tool; it is a foundational Digital Public Infrastructure (DPI). By linking physical locations to a unified geospatial stack, it integrates seamlessly with existing digital systems like Aadhaar and UPI.

The system also promotes social and environmental sustainability. It provides a formal "address identity" for citizens in informal or unregistered settlements, ensuring they can access welfare schemes and emergency services. Environmentally, by optimizing delivery routes and reducing repeated attempts, the system directly lowers vehicle emissions and mileage.

Learning Value for Members

The DIGIPIN initiative offers practical insights for postal operators globally:

- **Standardization is Key:** Moving to machine-readable, coordinate-based addresses eliminates linguistic variations and landmark ambiguity.
- **Open Interoperability:** Making the system open-source encourages cross-sectoral adoption, increasing the overall value of postal infrastructure to the wider economy.
- **Focus on Inclusion:** A precise digital address is a tool for social equity, bringing formal service delivery to remote and unplanned regions.
- **Future-Proofing:** A spatially unified framework prepares postal networks for the eventual integration of drones, autonomous vehicles, and IoT-driven logistics.

Asia-Pacific Members Recognized at UPU POC Session 2026

At the UPU Postal Operations Council (POC) session 2026, several Asia-Pacific members were recognized for their continued efforts in improving service quality and performance.

Under the Quality of Service Fund (QSF) Awards, **Cambodia, Indonesia, and Lao People's Democratic Republic** were acknowledged for their effective implementation of projects aimed at enhancing the quality and reliability of international mail services.

At the EMS Cooperative General Assembly held during the session, **Pos Malaysia Berhad** received a Gold award, while **Myanmar Post** and **Vietnam Post** were among the Silver awardees. In the EMS Customer Care Awards, recipients from the region included **Macao Post (China), Vietnam Post, Cambodia Post, Bhutan Post, and Singapore Post.**



Congratulations to all the QSF & EMS awardees from our membership!

中国邮政 CHINA POST STRENGTHENS BILATERAL POSTAL COOPERATION WITH VIETNAM TO ENHANCE ASEAN CONNECTIVITY

China Post's Guangxi Postal Branch is reinforcing its role as a logistics bridge between China and ASEAN through targeted cooperation with regional postal partners. A key development highlighted in recent updates is the Branch's formal agreements with EMS Vietnam and Vietnam Post, aimed at optimising terminal dues and expanding the scope of bilateral services. This collaboration has significantly enhanced the competitiveness of parcel, express, and logistics offerings between the two markets.



The strengthened partnership supports the rapidly growing cross-border e-commerce flows between China and Vietnam, ensuring more reliable, efficient, and predictable delivery channels for businesses and consumers. It also complements Guangxi's broader efforts to streamline international mail handling through integrated customs-supervision platforms, which coordinate inspection, clearance, sorting, and dispatch across the entire chain.



POS MALAYSIA RUN 2026 SET TO BRING COMMUNITIES TOGETHER



Pos Malaysia has announced the return of the Pos Malaysia Run, with its third edition scheduled for 29 November 2026 at Dataran Merdeka in Kuala Lumpur.

Building on the success of previous editions, including participation of over 7,000 runners in 2025, this year's event aims to attract 10,000 participants. The run continues to serve as a community-driven initiative inspired by the daily efforts of postal workers connecting people and businesses across the country.

Held under the tagline "Jom Laju For Fun!", the event promotes healthy living, sustainability, and community engagement. Participants will have the opportunity to run through key landmarks in Kuala Lumpur, alongside interactive activities designed to enhance the overall experience.

The Pos Malaysia Run has become a notable community event, reinforcing the role of the postal sector in fostering connections beyond its core operations.

<https://www.pos.com.my/post-list/detail?postDetailId=Keeping%20Malaysia%20in%20Motion:%20Pos%20Malaysia%20Run%202026%20Returns%20%20Bigger,%20Targeting%2010,000%20Runners>

INDIA POST REPORTS STRONG GROWTH IN FY2025-26

India Post recorded a 16% year-on-year revenue increase in the financial year 2025-26, reaching ₹15,296 crore (approximately USD 1.62 billion), marking its highest revenue to date.

Growth was driven by several key business segments. Parcel services increased by 69%, while citizen-centric services grew by 70%. Mail services also showed a 34% rise, alongside continued contributions from the Post Office Savings Bank and Postal Life Insurance.

To support operational improvements, India Post has introduced time-bound delivery products such as 24 Speed Post, 24 Speed Post Parcel, and 48 Speed Post, aimed at enhancing delivery speed and reliability.

Looking ahead, India Post will continue its transformation through digitalization and data-driven management, while adopting region-specific strategies. Guided by its long-standing motto, Dak Sewa, Jan Sewa (Service to People Through Posts), the organization is working to modernize its infrastructure while maintaining public trust and improving service delivery nationwide.

For more details, visit <https://www.newsonair.gov.in/india-post-achieved-record-revenue-of-15296-crore-in-financial-year-2025-26-union-minister-jyotiraditya-m-scindia/>

भारतीय डाक
Department of Posts
Ministry of Communications
Government of India

INDIA POST

वार्षिक बिजनेस सम्मेलन
ANNUAL BUSINESS MEET
2026-27

16% ↑
Growth Highest in Years

₹ 13,218 Cr → ₹ 15,296 Cr
(FY 2024-25) (FY 2025-26)



ROLLS OUT THREE-TIER STRATEGY TO SUPPORT 2026 FRUIT SEASON



Thailand Post has introduced an expanded support plan for the 2026 fruit season, focusing on durian and other major summer crops. The initiative centres on three logistics strategies designed to strengthen confidence among farmers and consumers and ensure fast, quality delivery nationwide.

The first strategy, “in front of the garden,” deploys transport teams directly to production sites to assist with product preparation and packing at no additional cost, helping farmers move goods into the system quickly. The second, “in front of the office,” enhances sorting capacity through expert guidance, appropriate packaging selection, and palletised handling to manage large volumes efficiently and reduce backlogs. The third, “in front of the house,” ensures fast, safe delivery so fresh fruit reaches consumers within an appropriate timeframe, supporting the growing trend of direct-from-farm and online orders.

EMS Fruit Express Delivery continues to serve as a key mechanism linking growers to nationwide buyers, complemented by tailored handling for sensitive fruits and additional support through the DIT Fruit Box programme.

For more details, visit https://www.thailandpost.co.th/index.php?page=article_detail&addon=article&group_id=11&topic_id=35818&language=th



UPCOMING APPC COURSES



Duration: 8 June – 3 July 2026

- Human Resource Management (HRM)
- Parcel, Logistics and Operations Management (PLOM)

POST-INDUSTRY INSIGHTS FROM THE APPU POSTAL BUSINESS FORUM

CONVERSATION WITH 



Interviewees:

Ms. Tawnee Steinke, Vice President of Partnerships, BoxC
 Vice-Chair, Consultative Committee, Universal Postal Union



APPU:

Welcome to the APPU Business Forum. Could you please introduce yourself and your company?

Ms. Tawnee Steinke:

I'm the Vice President of Partnerships at BoxC, and I'm also a Vice-Chair of the Consultative Committee, UPU.

BoxC is an e-commerce logistics management platform. We connect our clients with last-mile carriers and customs brokers around the world, enabling access to new markets through a single API.

We typically work with airlines that want to create their own small packet services, postal operators that want to build commercial movements, and we're also a qualified party for the United States. So for anyone looking to grow their shipments into the U.S., we can help support that as well.

APPU:

Could you talk more about the solutions BoxC provides for the postal sector?

Ms. Tawnee Steinke:

There are a lot of changes happening globally today. As I mentioned, we're a qualified party for the United States, so for anyone shipping into the U.S., we can help collect and remit duties and taxes to U.S. Customs and Border Protection.

We also offer HS code classification and calculation on our platform. And it's not just about the U.S. – we work in all countries. We support different types of commercial movements and have contracts with carriers around the world, which helps Posts open up new markets.

Data and compliance are a really big deal for us. We want to make sure Posts have the correct data and don't run into fines or compliance issues. Our system is designed to support posts through that entire process.

APPU:

Can you share some notable collaborations and their impact in the logistics industry?

Ms. Tawnee Steinke:

We work with a lot of postal operators. One of our goals is to bring Posts onto our platform so they can become delivery options for our global clients shipping into different countries.

We already have a number of postal integrations live today, with shipments actively moving through the network. We also work closely with the Universal Postal Union, and integrations with systems such as CDS, IPS, and IPC have been completed, helping to ensure a smooth and efficient experience for postal operators.

APPU:

What opportunities do you see for deeper engagement with postal operators?

Ms. Tawnee Steinke:

Since joining the Consultative Committee over the past year, BoxC has really been looking at the market to find ways that we can all grow together. We know postal volumes have declined over the past few years, and we want to help find ways to reverse that trend.

That includes helping Posts compete more effectively with integrators and express carriers, opening new markets, and improving the customer experience, which is especially important for e-commerce parcels today. Ultimately, it's about helping Posts win back volume and grow their role in global e-commerce.



APPU Postal Business Forum & APPU Congress 2026

 Hotel JW Marriott Bangkok, Thailand

• **31 August – 1 September 2026**
 APPU Postal Business Forum

• **2 – 4 September 2026**
 APPU Congress