

## **Report of the Asia Pacific Post Cooperative**

The 11<sup>th</sup> Asia Pacific Post (APP) Cooperative General Assembly was held on 22 June 2010. It was attended by representatives from 21 member Posts namely Australia, China, Fiji, Hong Kong, India, Indonesia, Iran, Japan, Korea, Lao, Macau, Malaysia, Maldives, Mongolia, Nepal, New Zealand, Pakistan, Singapore, Sri Lanka, Thailand and Vietnam. There was one proxy from Bhutan to Thailand.

### ***Election of CMB members***

On this General Assembly, the terms of service for three APP Cooperative Management Board members namely Japan Post, Korea Post and Singapore Post had expired. APP had called for nominations and upon the close of nomination period, candidacy from India Post, Japan Post, Korea Post, Pakistan Post and Singapore Post was received. An election was held at the General Assembly for the three vacancies. Pos Indonesia and New Zealand Post were volunteers to witness the counting of votes. Finally, Japan Post, Korea Post and Singapore Post were re-elected into the Cooperative Management Board.

### ***Financial Status of the APP Cooperative***

The financial reports of the APP Cooperative were presented to the members. Member contributions for 2009/2010 have remained at the levels anticipated after the revised contribution level from 2010. There is sufficient funding for the APP to operate beyond 2012.

### ***Project update of APP Business Plan 2009/2010***

The meeting took note of the project progress of APP Business Plan for the period of 1 January 2009 to 30 June 2010 as the following:

1. For EMS Service Quality Improvement, the APP continued to make progress working with the EMS Cooperative to assist APP members with their efforts to achieve the various targets set out within the EMS Pay For Performance. There were 5 new APP members receiving the EMS Awards for 2009 in the Gold, Silver and Bronze level respectively. Other members also had good progress, moving closer to achieving the standards set out within the EMS Pay For Performance targets.

2. Desktop Research was launched in April 2009 to assist targeted members in monitoring the performance of the inbound EMS deliveries. Five Operations Audits were conducted in 2009 and three in 2010 to assist members who required practical assistance on the ground. BPMS had been extended to almost all members in 2009 for their access to monitor current service performance. For members who had difficulty accessing the system, supplementary assistance through desktop research analysis was provided to members for monitoring their performance. It was expected to have full Integration of all BPMS features into QCS by December 2010. With the full integration, APP members and Telematics Cooperative members could be benefited on the improved combined features of new QCS to perform monitoring and service quality improvement for EMS, Parcels and Letter mail service.
3. On e-Commerce, the APP worked with Korea Post and Hongkong Post to conduct a study and trial to setup an e-Shopping mall pilot project for 50 products from each side. The result indicated that there were several factors which required more detail analysis including the cost for establishment and operating an e-Shopping mall for members at regional level. As the trial did not yield significant traffic results, the APP concluded to monitor the progress of the UPU .post development and defer the establishment of the e-Shopping mall at regional level.
4. For Parcels Quality Improvement, during 2009, several APP members had improved and increased their level of bonus achieved under the UPU Parcels Bonus scheme. The focus was still mainly on the achievement of the non-technical aspects of the scheme. The 2010 Inward Land Rates indicated that significant progress was made with some members but there was still much work to be completed, particularly in the technical bonus areas. The consultants visited 5 members to provide assistance in operational issues and changes to meet the Parcels Bonus scheme. Members who benefited from the visits have already made improvements to secure more bonus payment.

### ***Confirmation of the revised Vision and Objectives***

The General Assembly has approved an amendment on vision and objectives to the Statutes of the APP Cooperative. The revised vision could help demonstrate leadership and the advocate postal sectors to improve the commercial outlook and relevance to the needs of the region. The revised objectives could help provide market analysis of customer needs and market trend, to support the region to enhance the quality of service, to work collaboratively with UPU, APPU/APPC and other stakeholders and strengthen the postal

network in the region. With the revised vision and objectives, structure of the APP office would be revised from July 2010 on trial for a year and its effectiveness would be reported at the next General Assembly.

### ***APP Business Plan 2010/2011***

The four proposed Strategies were presented to members as part of the new APP Business Plan for 2010/2011. The new Strategies were created based on some of the feedback received from members last year. The four Strategies were approved by the General Assembly for the period from July 2010 to December 2011 as following:

- Strategy 1 was to support and assist members to enhance EMS and Parcels service quality to increase the revenue of the receiving post. This project was led by Japan Post and Pos Malaysia.
- Strategy 2 was to improve the function of the APP Office to serve as a communications hub and to provide market analysis for members on current and new developments in the postal sector. This project was led by Australia Post and Korea Post.
- Strategy 3 was to support and assist members in understanding the impact of emerging customs related issues within the framework of the UPU customs development group. This project was led by Singapore Post.
- Strategy 4 was to update members on the information emanating from POC Committee 1 (Letter Post) and analyze the impact of current developments and the 2012 Congress proposals on APP members. This project was led by China Post and Hongkong Post.

The detail work plan of the four strategies would be circulated to members in October 2010 after working out relevant KPIs.

24 June 2010

Chairman of Asia Pacific Post Cooperative  
Mr. YF CHAN