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Direct Mail and Advanced Marketing Course 2010

This training programme was conducted from 27 September - 22 October 2010. There were 12 participants from 9 postal administrations attended this course namely Bhutan, China, Indonesia, Korea, Macau, Pakistan, Tanzania, Thailand and Vietnam. The course contents were designed to cover all the aspects of global postal environment, postal value chain, direct mail in internet age; fundamentals of direct mail; necessary infrastructure for direct mail (presentation by consultant and discussion), direct mail from the mailer's point of view : creating and managing a DM campaign ; industry best practices (presentation by the consultant and initial discussion), direct mail from the mailer's point of view (group work), direct mail from the Post's point of view; postal DM products and services; assessing market potential, direct mail promotion (presentation by the consultant and initial discussion), direct mail from the Post's point of view (group work), best practices; final discussion, direct mail in Thailand Post, impact of liberalization in postal market, electronic mail and postal e-initiatives, direct mail and direct marketing through Post, marketing for postal operators in the internet age, postal reform and market in Korea Post, key account management, understanding the customer's value chain, strategic planning and marketing for postal operators and performance measurement for market success. Beside this, benchmarking visits were made to Sri Racha Mail Centre, Damnoen Saduak Post Office, Rachadamnoen Post Office, Bangkok Mail Centre, TV Direct, DHL and International Logistics Fair to study automation and mechanization applicable in postal industry. Ms. Suchada Bhuddaraksa, Ms. Parisa Pananond from Thailand Post, Ms. Raquel Ferrari from UPU and Mr. Niels Delater from Spectos GmbH had shared their expertise and experiences with the participants as visiting consultants. Mr. Shailendra Kumar Dwivedi was the Course Director.



Direct Mail and Advanced Marketing Course participants with the APPC faculty members and Ms. Raquel Ferrari, Direct Mail and Consultative Committee Programme Manager, UPU (fifth from right at the sitting row)

Postal Planning and Modernization Course 2010

This training programme was conducted from 27 September - 22 October 2010. There were 13 participants from 11 postal administrations participated in this course namely Afghanistan, Bangladesh, Bhutan, China, Indonesia, Korea, Samoa, Sri Lanka, Tanzania, Thailand and Vietnam. The course objectives were to equipped participants with all perspectives and body of knowledge of global postal environment, understanding postal business and need for planning, strategic planning, some joint sessions with Direct Mail and Advanced Marketing Course participants for the concepts of direct mail in the internet age, necessary infrastructure for direct mail and direct mail from the mailer's point of view, strategic planning and preparing business plan, business plan presentation, transformation, strategy execution and achievements in Thailand Post, international mail operations, impact of

liberalizations in postal market, electronic mail and postal e-initiatives, direct mail and direct marketing through Post, project management, QSF project management, project management : practical exercise, postal automation and technology, modernization in Korea Post, IT network and management in Thailand Post, case study of postal automation : international financial services and money order systems in Thailand Post. Benchmarking visits were made to Damnoen Saduak Post Office, Bangkok Mail Centre, Rachadamnoen Post Office, 7th International Logistics Fair, Laksi Mail Centre, Sri Racha Mail Centre and DHL. Ms. Raquel Ferrari from UPU, Mr. Niels Delater from Spectos GmbH, Mr. Sebastian Teo from Siemens, Mr. Phitsanu Wanitchaphol and Ms. Pornsaran Phonboon from Thailand Post had come to share their expertise and experiences with participants as visiting consultants. Mr. Muhammad Aras was the Course Director.



Postal Planning and Modernization Course participants with APPC faculty members and Ms. Raquel Ferrari

Express Mail Service Course 2010

This training programme was conducted from 8 - 26 November 2010. It was attended by 18 participants from 11 postal administrations namely Cambodia, India, Indonesia, Iran, Korea, Malaysia, Mongolia, Solomon Islands, Sri Lanka, Thailand and Vietnam. The course contents were designed to cover the aspects of global postal environment, EMS standard 2010 & EMS standard agreement, modernization in Korea Post, EMS regulations (version 2010), EMS operations and marketing in Thailand Post. Beside this, the participants were given an opportunity to attend the Operational and Performance Improvement Workshop for 5 days and one day on the Postal Revenue Protection Workshop. Benchmarking visits were made to Laksi Post office, EMS Customer Care Unit of Thailand Post, Laksi Mail Centre, Sri Racha

Mail Centre, Damnoen Saduak Post Office, DHL. Mr. Edmund Lo, Country Manager of UPS Thailand, Mr. Chokri Ellili, Specialist Express Mail Service, EMS Regional Coordinator for Arab and Asia Pacific Region, UPU, Mr. Anucha Soonglertsongpha from Thailand Post had come to share their expertise and experiences with the participants as the visiting consultants. Mr. Muhammad Aras was the Course Director.



Express Mail Service Course participants with APPC faculty members and visiting consultant from UPU, Mr. Chokri Ellili (sixth from left at the sitting row)

EMS Operational and Performance Improvement Workshop 2010

This 5 day workshop was conducted from 15 - 19 November 2010. It was attended by 5 postal officers from India Post plus 18 and 14 participants of Express Mail Service and Information Technology Courses respectively (Information Technology Course for only first day of the workshop). The workshop contents covered topics of workshop outline and expectation; status structure, EMS Cooperative : Board responsibilities, members, business plan, vision, mission, programme and activities, volume growth, regional volume share and performance; EMS performance management process : the pipeline; EMS performance measurement process

and reporting tools; customs clearance of EMS items and quality improvement; EMS Pay-for-performance plan and levers for improvement; EMS Pay-for performance accounting process; and EMS customer care. Mr. Chorkri Ellili, Specialist Express Mail Service, EMS Regional Coordinator for Arab and Asia Pacific Regions was the Workshop Facilitator and Mr. Muhammad Aras was the workshop coordinator.



Participants of EMS Operational and Performance Improvement Workshop with the faculty members of APPC and UPU consultant, Mr. Chokri Ellili

APPU / UPU-CC Postal Revenue Protection Workshop

The workshop was organized in collaboration with UPU Consultative Committee (CC) Postal Revenue Protection Working Group. It was conducted from 23 - 25 November 2010. There were 20 participants plus 14 participants of Information Technology Course attended this Workshop. The aims of the Workshop are to embrace “cost -effective”, affordable technologies that preserve the postal network, facilitate the secure collection of revenues and enhance the value of postal services specially for all Posts in developing countries. Revenue protection is an industry-wide issue : it is critical not only for Posts but also for mailers as it affects the price, convenience, and sustainability of the mail channel, and for suppliers. Private sector suppliers are keen to showcase new cost-effective solutions. Methodologies used in the Workshop were about the importance of revenue protection for the Asian region, measures and control : methodology to identify and measure largest sources of leakages, stopping revenue leakage: steps taken and mitigation plan; revenue fraud and leakage from a law enforcement perspective; counterfeiting of postage stamps and ways to combat it; payment channel strategies ; revenue protection technologies Part I and II : give private sector stakeholders an opportunity to showcase their practices and give Posts a better standing of state-of-art solutions and their return on investment; representatives of the private sector presented different types of solutions, focusing on measurable financial benefits for the Post; roundtable with the participants to gather their feedback, interest, hurdles to implementation, breakout session: developing mitigation plans (group work), work on a case study (revenue protection issue to solve), participants were grouped according to their revenue protection priority topics; revenue protection plan debrief : allow participants to present their plan and get feedback from fellow participants; conclusion and follow up : ensure the success of revenue protection plans, continuing the dialogue between participating Posts and the UPU Consultative Committee Postal Revenue Protection Working Group. The workshop moderators were from UPU and private sector like Mr. J.P. Ducasse, Mr. D. Bower and Ms. A. Proux from UPU, Mr. J. Manson from Royal Mail, Mr. G. Macrae from Neopost, Mr. P. Patry from Solystic, Mr. R. Woo from Pitney Bowes and Mr. Wazim Zafar from APPU.



Participants of Postal Revenue Protection Workshop with the APPC faculty members, UPU Consultative Committee, Postal Revenue Protection Working Group and presenters from private sector

APPU - La Poste Seminar on “Customs Framework of Postal Activities”

This seminar was conducted from 6 - 7 October 2010. It was organised by La Poste in conjunction with APPU. There were 11 participants participated in this seminar namely China, Indonesia, Malaysia, Pakistan, Thailand and Vietnam. The seminar's topics covered the contents of importance of customs rule: supply chain, responsibilities, transport and customs dispatch bills; impact of new legislation in the world: Europe with representative of EU Commission, USA with representative of US Customs and Border Protection; sum up of your national situation regarding customs and evolutions of the context; customs exchanges: EDI/PREDES and postal airways bill, postal export guide; threatening of fake medicines and fighting program; Intellectual Property Right evolution in Asia and is-

issues of counterfeit items in the postal network. The seminar moderators were Mr. Marc Lissak and Mr. Olivier Tsalpatouros from La Poste Group, Ms. A. L. Sauterey, representative of the observatory on illicit trafficking (Bangkok), Ms. Passeri, representative of the ASEAN Project on the Protection of Intellectual Property Rights (ECAP III) and Mr. Harry Waskiewicz from Pfizer company. Ms. Araya Prasittiboon was the seminar coordinator.



Director Somchai, Ms. Araya Prasittiboon and the representatives from La Poste Group, Mr. Olivier Tsalpatouros and Mr. Marc Lissak (third and second from right at the sitting row respectively).

APPU - La Poste Workshop on International Express Money Order for ASEAN Members

This workshop was conducted from 6 - 8 October 2010. There were 6 participants from 5 countries participated in the workshop namely Cambodia, Indonesia, Lao, Malaysia and Vietnam. The main objective of the workshop was to reinforce the trust and the global commitment between volunteer ASEAN postal members for a regional launching of the IEMO service by the end of the year. The workshop topics provided participants with a deeper knowledge in estimating and managing IEMO financial flows and they were trained to evaluate their expected volume and adjust their installments and cash management with the actual ones. Participants were provided update and refine the ASEAN Service Convention for IEMO on the basis of the model service convention which was approved by UPU-POC 2010 and the final version would be ready for the

volunteer ASEAN postal members to sign in November 2010. The workshop moderators were Mr. Chrstopher Amet and Mr. Henri Biadala from La Poste Group and Ms. Araya Prasittiboon was the workshop coordinator.



Participants of APPU - La Poste Workshop on IEMO for the ASEAN Members with Mr. Christophe Amet (third from left), Mr. Henri Biadala (first from left) and Ms. Araya Prasittiboon (fifth from right).

UNI Apro - APPC Joint Seminar

This seminar was conducted from 13 - 14 December 2010. There were 17 participants from 11 countries attended this seminar namely Hong Kong, Japan, Mongolia, Malaysia, Philippines, Thailand, Vietnam, India, Nepal, Pakistan and Sri Lanka. The objectives of this seminar is to enhance the collaboration between UNI Apro and APPC and to implement the memorandum of understanding of the two organizations into practical activities. The seminar contents covered topics of international dimension of Post, changing scenario of postal business, mail, parcel & logistics management, how to make Posts profitable under the financial crisis (group discussion), reforms in

China Post, operational excellence - operations dimension of Post and human resource management. The presentations were made by Mr. Shailendra Kumar Dwivedi, Mr. Muhammad Aras from APPC and Mr. Liu Zhonglin from the Office of UPU Regional Project Coordinator for Asia and Pacific.



Participants of UNI Apro - APPC joint Seminar 2010 with the faculty members of APPC and Mr. Norinaka Takeuchi, President of UNI - Apro Post and Logistics (first from left at the sitting row) and Mr. Eiichi Ito, Director of Tokyo Office

Information Technology Course 2010

This training programme was conducted from 8 - 26 November 2010. It was attended by 14 participants from 11 postal administrations namely Bhutan, China, Egypt, Indonesia, Lao, Macau, Malaysia, Myanmar, Solomon Islands, Thailand and Vietnam. The course participants were equipped with concepts of global postal environment, e-learning related to information technology & E-business, IT operations management - new trends, IT project preparation / TOR / RFP, E-commerce & E-business: changing trend in postal business, database & quality management software, Islands of information and need for Enterprise Resource Planning (ERP) in Post, postal ITC master plan, IT reforms in Korea Post, CA Post outsourcing IT solutions Thailand experience, E. government and postal automation & mechanization. Apart from this, the participants were given opportunities to participate half day of EMS Operational and Performance Improvement Workshop and 4 day APPU / UPU - CC Postal Revenue Protection Workshop. Benchmarking visits were made to Laksi Post Office, EMS Customer Care Unit,

Laksi Mail Centre for the observation of automated mail processing system, NECTEC for the observation of RFID, open source software and intelligent transportation system, Bangkok Mail Centre and the on-line Postal Customs House, DHL and CAT Telecom for the observation of national internet gateway and EDI Office. Dr. Arthur Morse, former Special Advisor to MICT, Mr. Sebastian Teo from Siemens, Singapore, Dr. Jirapon Tabtimhin from NECTEC and Mr. Sira Ratanavaraha, MD of CA Post (Thailand Co., Ltd.) had shared their expertise and experiences with the course participants as visiting consultants. Mr. Wasim Zafar was the Course Director.



Information Technology Course participants with faculty members of APPC

Advanced Business Management Course 2011

This training programme has been conducted from 10 - 28 January 2011. There are 19 participants from 12 countries attend this course namely Bangladesh, Bhutan, Brunei, China, India, Indonesia, Korea, Macau, Maldives, Pakistan, Thailand and Vietnam. The course contents are designed to cover all aspects of global postal environment, postal business today - a PEST analysis, Nairobi Postal Strategy and the agenda for business management, marketing orientation for Posts and case studies, brand management and integrated marketing in Thailand Post, people orientation for Posts, business strategy in Thailand Post, making Posts customer driven, logistics capabilities and network management, financial management and costing for postal business, strategy formulation and execution,

case study in business management and balanced business scorecard for Posts. Benchmarking visits are made to EMS Customer Care Unit, Laksi Post Office, Laksi Mail Centre, Chaeng Wattana Bulk Posting Centre, Sri Racha Mail Centre, Rachadamnoen Post Office, Bangkok Mail Centre, Damnoen Saduak Post Office and DHL. Mr. Phitsanu Wanichapol, Mr. Anucha Soonglertsongpha and Mr. Wiboon Sereechaiporn from Thailand Post have shared their expertise and experiences with the participants as visiting consultants. Mr. Shailendra Kumar Dwivedi is the Course Director.



Advanced Business Management Course 2011 participants with the APPC faculty members and Mr. Phisanu Wanichapol, Executive Vice President, Thailand Post (fifth from left at the sitting row).

International Mail Accounting Course 2011

This training course has been conducted from 10 - 28 January 2011. It is attended by 15 participants from 10 countries namely Bangladesh, Brunei, India, Indonesia, Malaysia, Myanmar, Nepal, Pakistan, Philippines and Vietnam. The course contents cover topics of global postal environment, international mail accounting: general principles, UPU-IT's structure and functions, international mail operations (overview on mail exchange, accounting course of documentation, liability and identity), terminal dues and country classification, IBRS and bulk mail accounting, practical exercises, accounting of Quality of Service Fund, inward land rate, case studies, statistical operations related to terminal dues, transit system: conveyance and charges, annual accounting: case studies, EMS imbalance charges and liability accounting, quality of service link to terminal dues, international money order systems and accounting, UPU software for international mail accounting. The

participants are taken to visit Laksi Mail Centre for the observation of international letter mail process, Sri Racha Mail Centre, Rachadamnoen Post Office, Bangkok Mail Centre for documentation and operations of international parcels, Damnoen Saduak Post Office and Suvarnabhumi Mail Centre for the observation of OE and accounting documentation of international mail bag. Mr. Tan Young Chee from Regional Technical Centre for Asia and Pacific and Ms. Vena Wonglaw from Thailand Post are the visiting consultants for this course. Mr. Muhammad Aras is the Course Director.



International Mail Accounting Course 2011 participants with APPC faculty members and Ms. Vena Wonglaw, Finance Department, Thailand Post (third from right at the sitting row).