

# **APPU-La Poste Seminar**

## **Business strategies and models for postal operators in a declining volume of mail and activity**

**Bangkok**  
**8-9 February 2012**

### **Main objectives**

- To give an opportunity to share our respective vision and diagnosis of the postal activity and markets,
- To identify specific issues from common challenges or domestic environment from worldwide one; and
- To understand the different business models in the region and the strategy of the postal operators with regards to the major threats at this point of time and for the next decade.

### **Key Questions**

The presentation will be made following the key questions:

- 1) What are the market trends observed from a domestic and worldwide point of view for each of your postal activity (mail, EMS, parcels, banking, others)?
- 2) What are the economical development factors such as e-commerce, digital services, communications, etc?
- 3) What do your customers need and expect from your services?
- 4) How do you take advantage of your strength (outlet network, taskforce, means of transportation, tariff, partnerships, etc.)?
- 5) What are the measures implemented or going to be in order to reduce your weakness?
- 6) What is your strategy to capture growth opportunities?

Additionally, mini sessions or round tables where these matters will be further discussed and debated will be organized.