

# APPC NEWSLETTER

December 2018

## Attendee Profile - "VK"

**Vincent Hamurie Kora** from Papua New Guinea was a very lively participant in the EBT Course New to the Posts, he displayed very high understanding of e-services and he was a marketing expert. His friendly nature and smile endeared him to all. He was keen to ask questions and help others understand.



## UPCOMING COURSES

**Postal Retailing and Sales Management** 14 January - 1 February 2019  
**Advanced Business Management** 14 January - 1 February 2019  
**Managing Innovation Workshop** 21-25 January 2019  
**Philatelic Strategy Workshop** 21-25 January 2019

## Postal Management Course

The Postal Management Course was designed to provide an excellent opportunity to both experienced and young managers to prepare themselves for their current and future roles and responsibilities. It sought to do so by providing exposure to modern skill sets, knowledge and fresh approaches to deal with everyday issues. It stressed on practical exercises to ensure that the new learning can be applied by the participating managers in their day-to-day work in the field. The 10 participants in this programme also benefitted from a benchmark visit to Singapore to see the developments made by SingPost. The programme also included a leadership bootcamp.



## Express Mail Services Course

This 3 week Course covered the many facets of Express mail Services ranging from Operations to Accounting and Marketing and promotion of EMS International Services. Through a variety of sessions, case studies, visits, and group exercises, participants were given insights on how to better manage and develop the EMS business. There was also a focus on e-commerce competition and shifting customer behavior. Participants were also exposed to best practices and visits to Post offices and the EMS office of Exchange. The participants were from Afghanistan, Bangladesh, Cambodia, Laos, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam.



## Driving Digital Strategy Workshop

Using the latest research and global case studies, this digital business strategy program provided a comprehensive framework for digital leadership and organizational transformation. The key objectives were to help participants Reimagine their business, Reevaluate their value chain, Reconnect with customers and Rebuild the organization using a solid Digital Strategy.



## Marketing & Innovation for Posts Course

This course was designed to develop all aspects of Marketing and Selling skills. The central theme was on Innovation for better branding of Postal offerings and providing value for the postal Customer. Benchmark visits to Start-up companies like Tarad.com & K-Bank helped expose the participants to the working of Innovative organisations in the Digital age. Insights into better customer relations, E-commerce Pricing and Marketing Communications were also provided to the 7 participants from Cambodia, China, Japan, Mongolia, Pakistan and Thailand. A workshop on Innovation was also held to expose the trainees to out of the box thinking and innovation.



## E-Business & Technology Course

While the Posts in Asia-Pacific are keen to maximize their e-service offerings, they need an exposure to the best practices and experience of leaders in the industry both in terms of successful Business models as well as cooperation and partnerships. This year's EBT course did just that. The 16 participants gained a lot from E-Services Workshops conducted by ITU, ShopJJ, ETDA, The Federation of Thai Industries and Lala Move.



## Attendee Profile - "Jabboana"

His name was quite a mouthful but **Zargham Abbas Jabboana Sial** was everyone's favourite. This officer from Pakistan displayed a great sense of humour as well as leadership in class and social activities. He was very keen to help in marketing planning and Project work.



## Attendee Profile - "Atchan"

**Atsuko Ishikawa** from Japan was a very friendly and lively participant. She joined all activities that were organized with great enthusiasm. She's received the Outstanding Position for the PMC 2018 with high effort from the On-Course Presentation and academic achievement. Needless to say she was also crowned Miss APPC!

