

# APPC NEWSLETTER

February 2019

## Attendee Profile - "KC"

Kumar Chakraborty Shankar from Bangladesh: A very energetic, helpful and interactive participant to all activities both in class and outside the class during the benchmark visits. He was really friendly to all friends. Having good background knowledge of Post, he was always keen to ask questions and help others understand.



## UPCOMING COURSES

Human Resource Management - 18 Feb - 15 Mar 2019  
Service Quality Management - 18 Feb - 15 Mar 2019  
Digital Financial services- 25 Mar-5 Apr 2019  
Operations Management - 29 Apr - 24 May 2019  
Strategy Formulation & Execution - 29 Apr - 24 May 2019  
International Postal services-17 Jun - 12 July 2019  
Parcel and Logistics Management- 17 Jun- 12 July 2019

## Postal Retailing and Sales Management Course

The PRS course looked at how postal operators can undertake efficiently strategic and operation Retail and Sales businesses both Off-line and On-Line. Through in-class seminars, site visits, external presentations and group exercises, participants received thorough inputs on topics like Postal Retail Strategy and best practices of Posts ,Case studies from Posts and Private sector . e-Commerce business of Posts, Strategy formulation. There were 9 participants from 6 countries attended this course: China India, Maldives, Thailand, Tonga and Vietnam



## Special Workshop on Managing Innovation

The workshop was designed to expose and challenge the mind to innovate starting with a self-appraisal, identifying potential and competitive assets of the posts to promote them. The workshop focused on thinking outside the box, innovation types/strategy and Management. The participants learned from site visits to Thailand Creative and Design Centre, Café Amazon Inspiring Academy, House of Stamps with the innovative design of Philatelic items and latest collections. There were 6 participants from India Post joining this workshop



## Special Workshop on Philatelic Strategy

Nine participants from 5 countries attended the workshop, on Philatelic Strategy delivered by new lecturer Ms. Yu Yan from State Post Bureau, China. The objective is to focus on strategy formulation for boosting up the growth of Philatelic sales and increase of target group. This will maintain the Philatelic market in postal Business.



## Advanced Business Management Course

This 3 week Course covered many facets of current business environment of Posts, Business Communication skills and Leadership Skill, Innovation Management and Marketing and marketing mix of Postal business. Through a variety of sessions, case study, visits, and group exercises, participants were given thorough insights on how to better manage and develop the new postal business. There was also a focus on Managing Innovation by differentiating the types of Innovation both private and public sectors. The



participants were also exposed to best practices and site visits to Post offices and the Private sector's company. There were a total of 8 participants from 6 countries: Bangladesh, Cambodia, Fiji, Laos, Nepal and Thailand.

## New Discovery for APPC participants to visit Café Amazon Inspiring Campus

It was the first time of APPC to take the participants to observe the strategy and best practice of the local coffee called Café Amazon Inspiring Campus in Thailand with the new marketing Retail Strategy and strong Partnership with Petroleum Authority of Thailand. From the local business, Café Amazon expands its growth of business abroad to many countries with more than 2,000 outlets in Thailand and other countries by focusing on high quality of coffee bean and service standard.



## Dormitory Revamping

New look and atmosphere of the dormitory after revamping by replacing the air conditioners, new tiles covered and new furniture, the APPC dormitory will allow all participants feel like they stay at home with the upgraded WIFI connection in order to keep connected of the participants' family



## Attendee Profile - Birang

Mr. Birang Shah from India. He showed remarkable keenness to learn during his stay in APPC. His enthusiasm added value to classes and continued in sports and outdoor. Birang acted cooperatively and has made a positive impact on the overall activities.

