

APPU NEWSLETTER

DECEMBER 2019

Secretary General's Message

Dear colleagues,



Because of your unwavering support and our common resolve to meet the pressures and challenges, we could achieve spectacular success in the year 2019. As we are all set to welcome the New Year 2020, I would like to urge all my dear colleagues to extend the same support, cooperation and encouragement in the coming year too. The future of the postal sector in our region is bright. I wish you all great success in the coming year."

Lin Honaliona

HEADLINE NEWS

APPU- 8th APPU Business Forum 2-4 December 2019

UPU- 4th ORE Workshop held from 4-8 November 2019

UPU- Workshop on Disaster Risk Management held in APPC from 11-13 November 2019

2nd APPU Regional Awards

The objective of these Awards is to highlight, reward and share good practices of APPU member Countries in the following areas.

Best Customer Service – A key distinguishing factor for business reputation, trust and loyalty.

Winner- China Post

-Best Corporate video, web-site or branding- To promote a strong reputation, build image or brand and update market perception.

Winner- Maldives Post

-Best sustainability Project or initiative- To highlight the initiative directed for benefit of people, planet, profit-Reuse, recycle, save resources/money, reduce negative impact.

Winner- Sri Lanka Post

-Best Corporate Social Responsibility Project or initiative- With Positive impact on Society and people, especially vulnerable or disadvantaged.

Winner- Macao Post

-Best Employee Engagement activity or people development Project –Investing in People for retention, motivation, development and capability.

Winner- China Post

-Best Innovations and new Business opportunities for new and different ideas about process, products, services or revenue generation was introduced for the first time in the Business Forum. This award is sponsored by **ESCHER**.

Winner- Thailand Post

8th APPU Postal Business Forum

The 8th APPU Postal Business Forum was held at the Eastin Grande Hotel in downtown Bangkok. It was attended by more than hundred Dignitaries from the Postal Sector in Asia Pacific as also major Private Players in the Postal Industry. The theme of this year's event was "Enabling Digital Transformation". The Business Firms and industry leaders like SwipBox, Pakpobox Hongkong Ltd, Triangle, PRIME, Toshiba, IPC, Hurricane, Escher, DHL, Eurogiro have attended and showcased the latest products and services launched by them. The forum was a good opportunity for interaction between private players and Posts of the Region. Important research and market survey findings were also shared. Experts from UPU were also present to deliberate on the latest technological advancements in the postal industry and how UPU is making all-out effort to be the technology leader in the market.



4th ORE Workshop

UPU conducted the 4th ORE Workshop in APPC from 4-8 November, 2019. The workshop was attended by 42 participants from 18 Countries. UPU ORE Project is an ambitious global project for seizing the booming E Commerce opportunity. All countries in the Asia Pacific region participated in this workshop with dedication and enthusiasm realizing that future of the posts lies in E Commerce. The participating Countries discussed regarding the action plan and bottlenecks in achieving the milestone and the opportunity lies ahead for each one of them.



Welcome to the New Course Director Ms Padma

Ms Padma joined APPC in August 2019. **Ms Padmagandha Mishra** is an Indian Postal Service Officer. She has worked in various capacities in the operations as well as in Policy making. She has represented India in various international forums, involved in negotiation on several bilateral and multilateral issues with the APPU and UPU member countries while working as Assistant

Director General (International Relations) and Director (International Relations and Global Business). She has very good knowledge of UPU, APPU, International Postal Sector and global Business. She was the QSF National Coordinator in India. She was one of the elected member of QSF Board of Trustees. Academically she is Master in Electrical Engineering. APPU and APPC welcome the new Course director Ms Padma and wish her a successful tenure here in APPC, Bangkok. She is the new editor for APPU and APPC Newsletter.



Farewell to the Outgoing Editor- Mr Anucha

Anucha Soonglertsongpha is an expert in International Postal operations, Logistics and Supply Chain management, Marketing management and business development. He joined APPC as Course Director for Business, Finance and Human Resource Management in the year 2014. During his stint at Course Director in APPC he had conducted many Extended Training Programs (ETP) in Brunei Darussalem, Hong kong, Macau, Malaysia, Myanmar, Laos, Sri Lanka, Tomor Lesteand Vietnam. He was always with full of energy, enthusiasm and a reservoir of innovative ideas. He has been very popular amongst the participants and colleagues because of his positive thinking capability and friendly nature. He has drafted and edited the APPU and APPC Newsletter tirelessly since 2018. Now it is time to bid farewell to the most loving personality of APPC, Mr Anucha. APPU and APPC wish him all success in all his future endeavors.



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Hall of Honour: PMC

Mr Guzman is a very lively participant with an amazing capability to gel together with all the other participants in the class. He has an extraordinary leadership capability, always with a smiling face and concerned about the dynamics of the international Postal sector. He is very quick to learn and adapt. He was always ready to take additional responsibilities in the class. He is an intelligent and diligent participant always ready to help the co-participants inside the class and in the outside class activities.



UPCOMING COURSES

Digital Financial Services	6 - 17 January 2020
Leadership for Postal Managers	6 - 17 January 2020
Strategy Formulation and Execution	3 -21 February 2020
Advanced Business Management	3 -21 February 2020
Managing Innovation	10 -14 February 2020
Philatelic Strategy Workshop	10 -14 February 2020

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 participating managers can apply the new learning in their day-to-day work in the field. The 12 participants in this programme also benefitted from a bench mark visit to India to see the developments made by India Post.



The programme also included a leadership BootCamp which was a great fun filled learning experience for the participants.

Express Mail Services Course

The Express Mail Service Course is designed to provide skill and knowledge to assist managers to implement EMS operations and its changes.

It also provides the opportunity for participants to meet and exchange ideas and information with other participants from different countries. In total, 22 participants from 14 countries joined the training this year



E- Business and 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. Accordingly the Course curriculum was designed for the participants of EBT 2019 Course. The participants gained a lot from the visits to MDES, Lazada, Exhibition on 'Moving towards Digital Utility with Enterprise Architecture Enabled'. The participants also got an opportunity to attend the APPU Postal Business Forum 2019.



Marketing and 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 customers. The course uses a variety of training and learning methods to infuse marketing knowledge into participants. Interaction is key and participants are taken offsite to a military boot camp to stimulate thinking and team work to overcome obstacles. The course also included modules on direct marketing and workshops on "Strategic Marketing Management" and "Competing on Business Analytics and Big Data"

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.

Attendee Profile- Ms Nena Jacob Panganiban



Ms Nena Jacob Panganiban (Ms Nenz) is an officer from Philippines Post always ready to share her knowledge with her coparticipants for social and in class activities with a smiling face. She has very good leadership qualities. She has actively participated in all the topics discussed in the class and always curious to know about new subjects.

Attendee Profile- Ms Ma Jun

Ma Jun has shown great team spirit to the overall MIP Course. She is happy to share and able to get along with others friendly, tactfully and cooperatively. She shows her active participation and her leadership for social and in class activities. Her communication skills are proving to be a real asset.



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