



## Transformation of Postal Organization

26<sup>th</sup> April - 7<sup>th</sup> May 2021

In today's rapidly changing world, the essential role that postal services play in ensuring the right to communication through the exchanges of messages and goods, and sending of money is more relevant than ever. Postal networks are vital to e-commerce and contribute to trade facilitation. All over the world postal networks constitute essential infrastructure for an inclusive and effective economy. The 2-week course provide excellent opportunity where the postal managers to discuss key issues and draw the blueprints for the evolution of the industry. Through case studies, group discussion and guest speaker spotlight sessions, participants will learn how postal operators are utilizing the potential of big data and how new technologies are reinvigorating the postal value.

**New generation of customers and the mail**

**Investing in last mile transformation**

**Strategic Marketing**

**The 5G and IoT revolution**

**The drive to digitize**

**Delivery in city centres, and the social role of the post**

**Understanding the potential technology**

**Reducing emission in the postal sector**

**Group work Activity**



Ms Yu Yan holds Master Degree of Administration and Bachelor Degree of Economics. She joined the APPC in January 2019. Her working experience in the postal sectors including 10 years focusing on postal operations and over 10 years on strategic planning, regulatory issues, postal reform and business development. From 2003 to 2004, she worked at the International Bureau of UPU, as the project manager of EMS Unit, specializing in the Improver Program. Her previous position before joining the APPU was the Director of the Express Management Division at the Market Supervision Department, State Post Bureau of China (P.R)