



Corporate Level Strategy Workshop

23rd to 27th August 2021

As digital technologies continue to transform the marketplace, companies across the globe are collecting an enormous amount of data. The workshop will help participants to expand focus to everything from the integration of new technologies to operation, USO to sustainable growing, last mile to service customers, and help to transform business strategy and revolutionize delivery offerings.

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Global Trends in digital Economy Development	Competitive Business Models	Innovation on Postal Operations	Customer Insights	Strategic review and reinvention
Afternoon	Strategies and actions followed for the provision	Digital Transformation	Scenario planning	Site Visit	Summary of the program for Posts



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)

