



# Strategy to adapt in the “New Normal”

15<sup>th</sup> to 19<sup>th</sup> March 2021

Powerful digital trends and the pandemic continue to reinvent the postal sector. As retail shifts toward digital, the postal network is reengineering its core business to meet the new reality of rapidly growing B2C parcel delivery and post-pandemic normal. The workshop aims to help postal managers focus on the most relevant topics that will drive the postal business forward: plan, shift organization, and think about issues in a new way. It will offer deep dives into digital transformation, last-mile delivery, innovation in fulfillment, and post and parcel strategy.

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Post Covid challenges faces	Competitive Business Models	Innovation on Postal Operations	Customer Insights	Group Work
Afternoon	Contactless Delivery and Payment	Caring for the Environment	Understanding Cross Border e-commerce Parcel Business	Strategic review and reinvention	Summary of the program



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)

