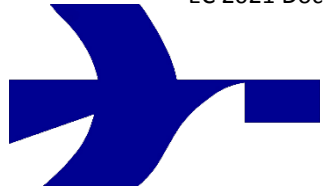


# Physical Services Working Group

## INTEGRATED PRODUCT PLAN (IPP)

### CONGRESS DOCUMENT 35 rev 1

Presentation by Australia (Co-Chair of PSDEIG)  
**ASIAN-PACIFIC POSTAL UNION EXECUTIVE COUNCIL MEETING**  
**23 June 2021 , Online Session**



# Agenda

1. Mandate and vision
2. Why do we need the IPP?
3. What are the aims of the IPP?
4. IPP Achievements so far
5. Recommendations – Customer needs, market needs, EAD, Implementation and development
6. IPP related proposals to amend the Convention
7. IPP proposal of a general nature
8. Way Forward
9. Decisions expected



# 1. Mandate and Vision



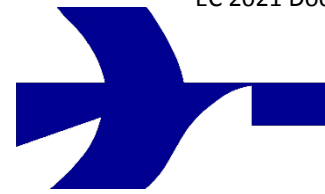
**Modernisation**



**Integration**



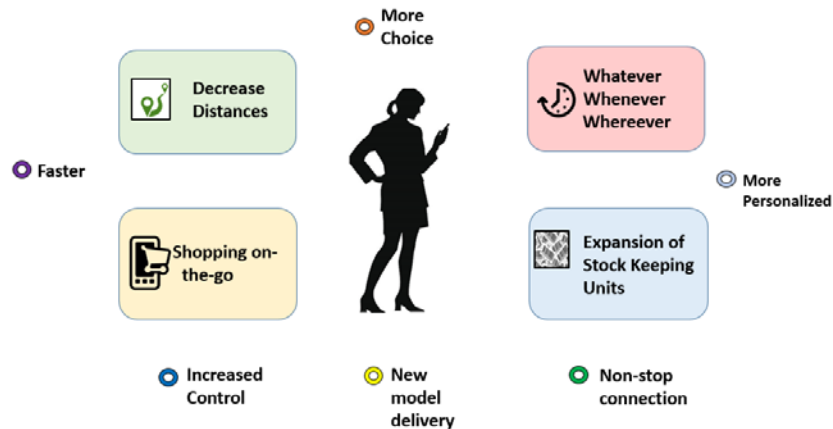
**Rationalisation**



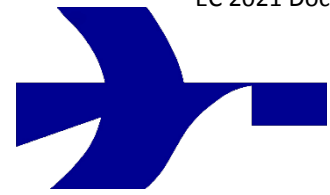
## 2. Why do we need the IPP?

Meet the market and customer requirements for e-commerce

- Sustain and increase market share

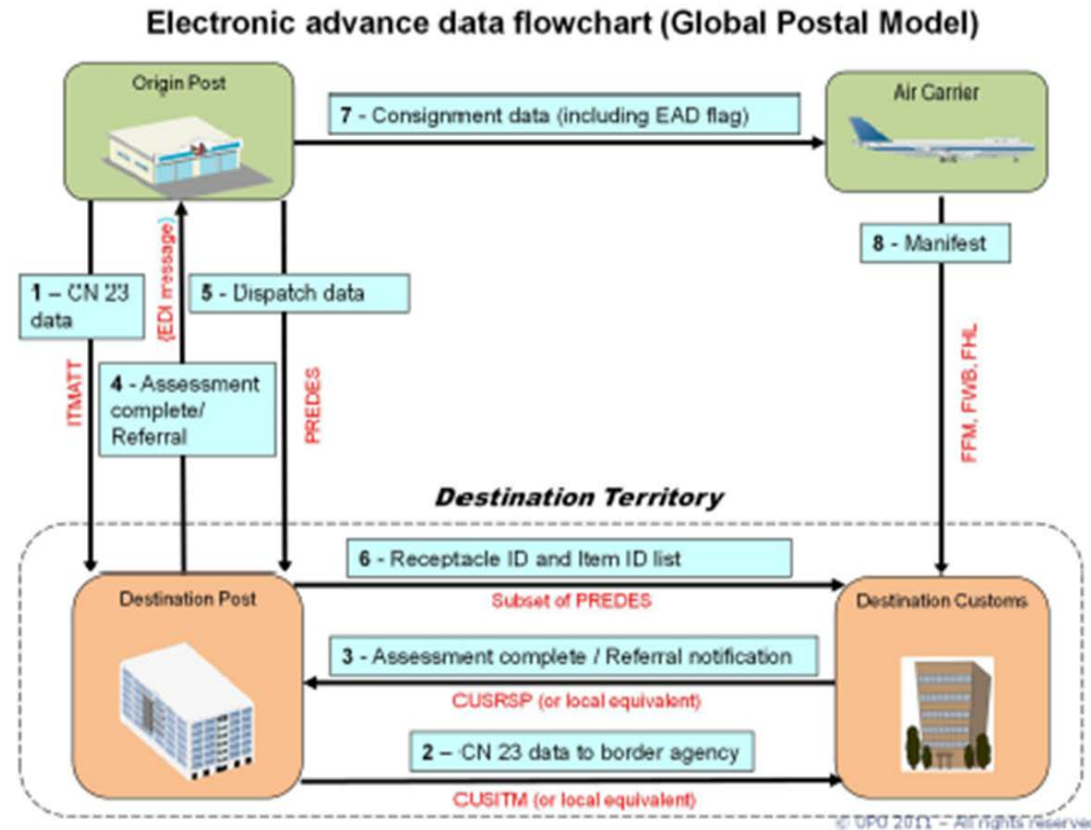


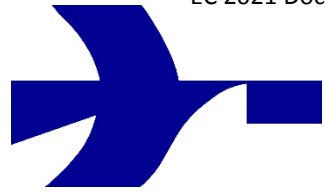
- Modernise and rationalise products and services to offer customers what they want



### 3. What are the aims of the IPP?

Developing, rationalizing and modernizing products in line with market changes and development



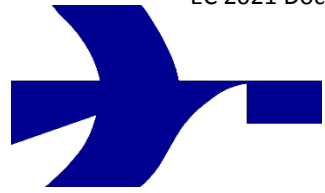


## 4. IPP Achievements so far – Step 1



### Five Key Changes:

- Definition for both docs and goods
- Classification of letter-post items based on content
- Mandatory application of S10 barcode on small packets
- Classification of physical services speed (non-priority, priority, premium)
- Compliance with emerging security and customs requirements for EAD

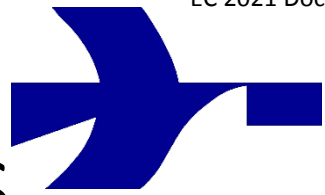


## 4. IPP Achievements so far – Step 2



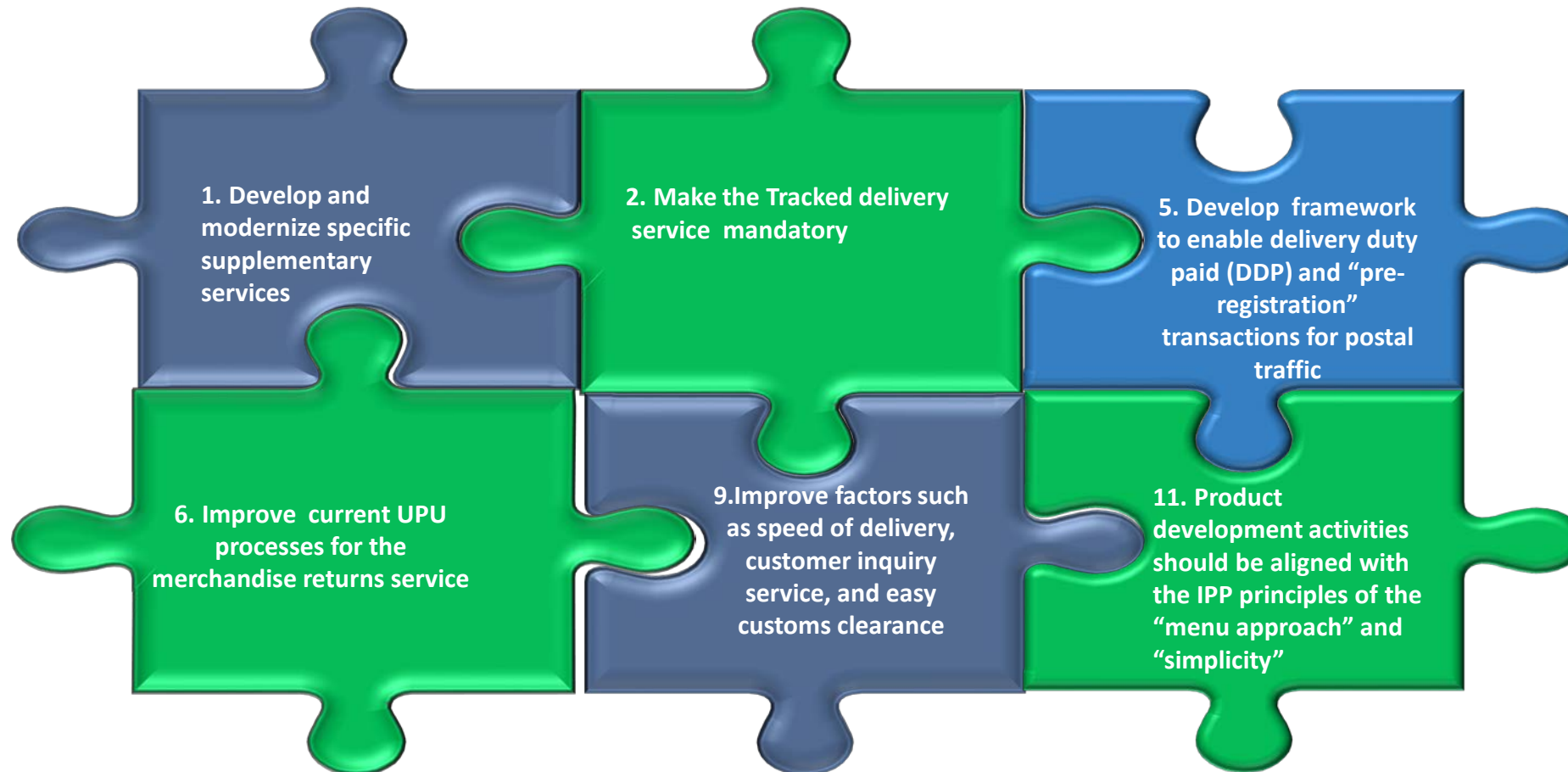
### Four Key Elements:

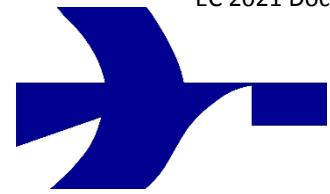
- Product portfolio defined
- Product definition and regulations aligned with Electronic Advance Data (EAD) requirements
- Recognizes and responds to customer, market and supply chain needs
- Identifies and analyses postal market sector trends



# 5. IPP recommendations – customer needs

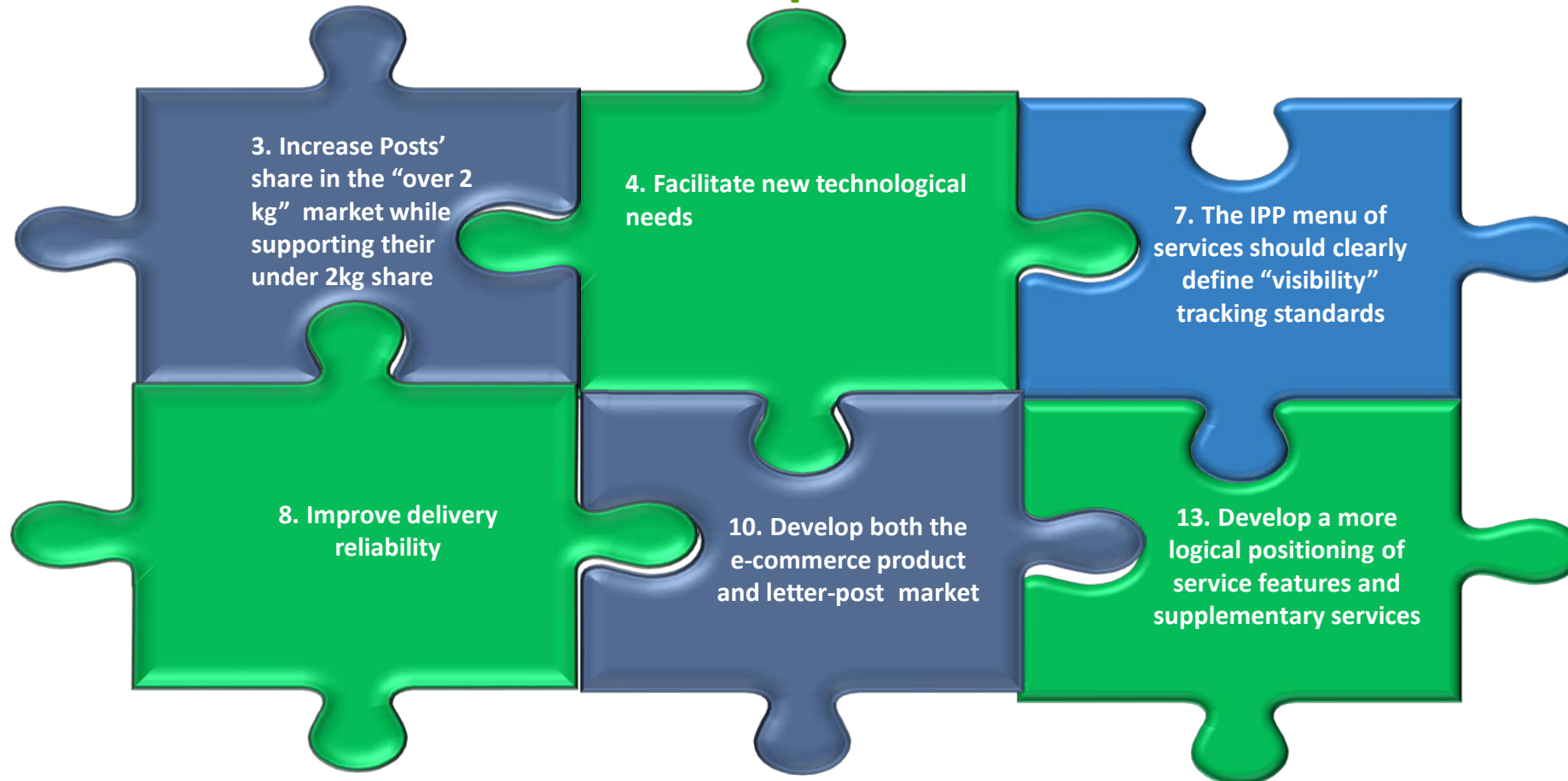
## Customer needs – and UPU response





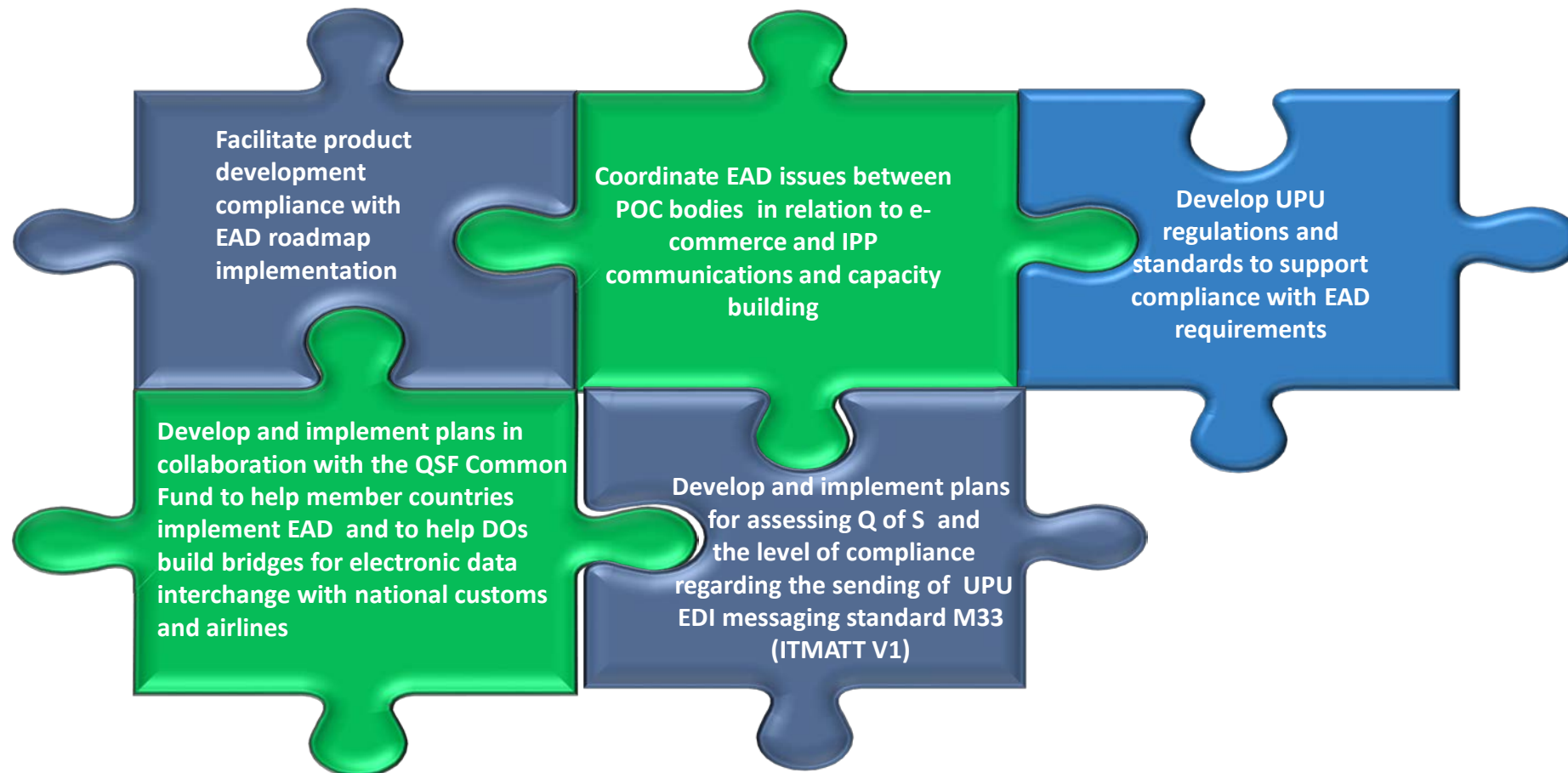
## 5. IPP recommendations – market needs

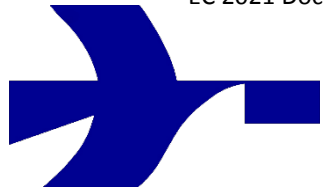
### Market needs – and UPU response



# 5.1PP recommendations – Electronic advance data (EAD)

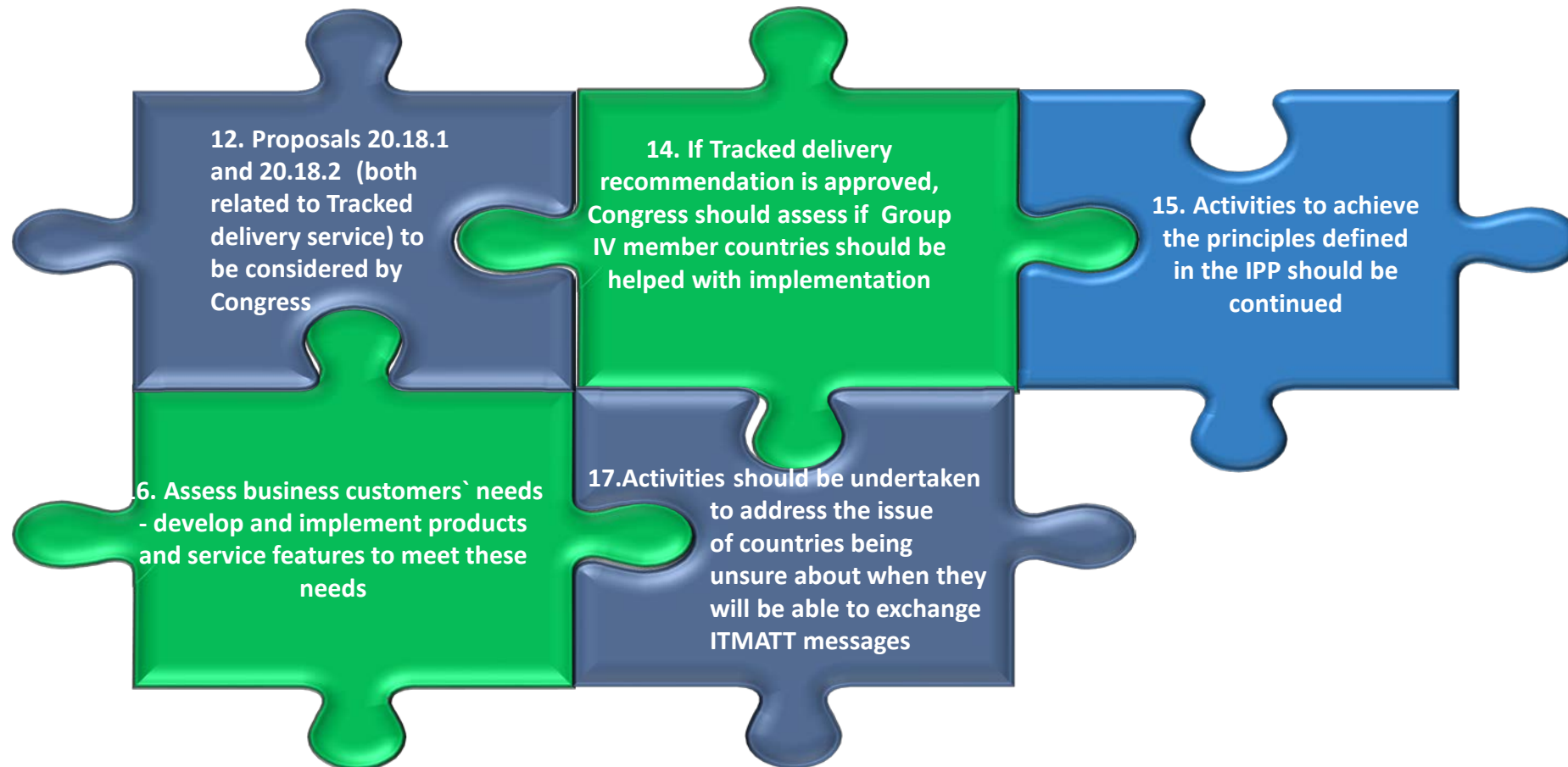
## EAD requirements – and UPU response

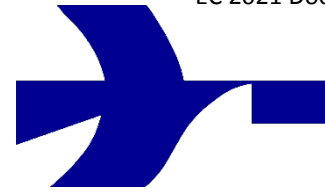




# 5. IPP recommendations – Implementation and development

## IPP – Implementation and development

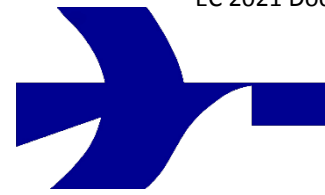




## 6. IPP related proposals to amend the Convention

- Only one of the proposals below can be approved OR both proposals can be rejected

Proposal reference	Inbound Goods	Outbound Goods	Inbound Documents	Outbound Documents
20.18.1	Tracking Mandatory	Tracking Optional	Tracking Mandatory	Tracking Optional
20.18.2	Tracking Mandatory	Tracking Optional	Tracking Optional	Tracking Optional



## 7. IPP proposals of a general nature

- Member countries and their DOs at Congress will be invited to:



- Provide quality physical products

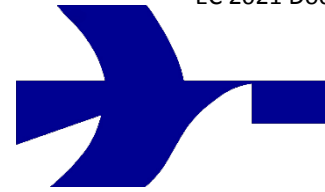
- Ensure DOs better manage relationships with their customers in order to become commercial, competitive and efficient



- Participate actively in the UPU physical product development process



- Increase business by exploiting e-commerce opportunities

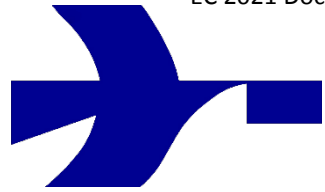


## 8. Way forward and next steps

- Congress will be asked to adopt and implement:
  - The Integrated Product Plan (**Congress-Doc 35. Rev 1**) – including the 18 recommendations
  - **Proposal 04. Rev 1** (Implementation of Integrated Product Plan)



- Active participation of all **POC member countries** in the UPU physical product development process
- Active support of all **CA member countries** in the UPU physical product development process



# 9. Decisions expected by the Congress

## Integrated Product Plan (Congress-Doc 35. Rev 1)

Congress will be invited to:

- take note of the report and of the work carried out to develop the IPP for 2022 to 2025;
- approve the eighteen recommendations;
- approve, if appropriate, one of the two proposed Convention amendments based on the updated IPP product recommendations;
- approve the proposal of a general nature (Proposal 04. Rev 1) relating to the implementation of the updated IPP.