

**APPU FORUM 2012**  
**e-COMMERCE & INNOVATION**  
**24-25 October at the Asian-Pacific Postal College,**  
**Bangkok**



The first APPU Forum to foster wider stakeholder dialogue towards common objectives was held at the APPC, Bangkok on 24 & 25 October 2012. The focus of the forum was “e-Commerce” on 24 October 2012 and “Innovation” on 25 October 2012. The objective of the event: to create an opportunity and platform for dialogue and collaboration among the stakeholders in postal business.

The initiative was welcomed by all the stakeholders and, despite the short lead time, was attended by more than eighty senior postal managers, regulators, government representatives, business partners, suppliers, experts and thought leaders from thirty countries, including twenty three of the thirty two member countries of the APPU along with senior representatives from Japan Post, State Post Bureau of China, India Post, New Zealand Post and Thailand Post . Attendees from outside the region and from the industry including Canada (GIRO), Belgium(bpost international and Cullen International), Australia (Vanderlande), France( Solystic and Asendia),Switzerland (Asendia), Germany (Beumer), Singapore (DHL, neopost), Japan and Thailand (Rakuten) provided a global and collaborative setting for this innovative event.

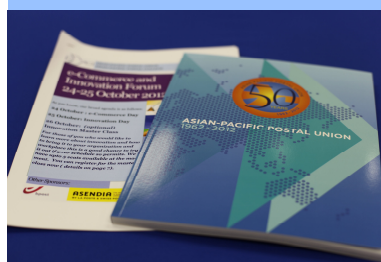
The forum was followed by a “Master Class in Innovation” on 26 October conducted by Mr Derek Osborn and attended by twenty one postal managers from fourteen countries.

The presentations on each day not only covered knowledge sharing about the state of the art and best practices but also practical ways and possibilities of working together and transferring these ideas to offer required solutions for the Asia-Pacific market.

It was a great networking opportunity to develop personal contacts and also a platform for sharing new ideas and exploring ways to follow them through and implement them in the short and medium term.

Enthusiastic participation, great atmosphere for open idea sharing, shared and considered visions of the future were key benefits drawn from the event. Among other things, it also strengthened the belief that the postal sector has a lot to contribute in the digital age, in partnership with its stakeholders.

The feedback from all corners was extremely positive and constructive urging the APPU to organize more such events in the coming years.





A small exhibition area at the forum venue provided opportunities for showcasing and discussing collaboration opportunities to our partners.



**Some of the testimonies from the attendees :**

*“ Very informative forum and collaborative atmosphere. Moderators very active.”*

*“Very practical and well organized seminar. Delegates have opportunity to exchange ideas and share innovation in each country. It should be organized again and provide the knowhow on new technology in post.”*

*“Thank you for conducting this forum. It was excellent. Can we also cover some financial issues.”*

*“The speakers and moderators have diverse expertise and are open minded. Staff are very helpful. Encourage APPU to organize such forum often.”*

*“Good conference. Interesting Discussions. Should be repeated.”*

*“A very well organized programme with participation from various posts and partners relevant for postal operators. Cross border commerce in posts and nuances of co-operation could be topics for future. ”*

*“For a first event of this type- outstanding.”*

*“If possible, every year such type of public-private- partnership programme be arranged for postal industry development.”*

The lighter, social events allowed the attendees to network, unwind and get a feel of the Asia-Pacific culture. The spirit of collaboration was everywhere!

