

APPU STRATEGY 2027-2030

Presentation of Initial Draft in APPU EC 2025

WELCOME!

STRUCTURE

Strategic Framework

Strategic Pillars & Objectives

Implementation Approach

STRATEGIC FRAMEWORK

GUIDING PRINCIPLES

What were the guiding principles in the preparation of the first draft of the Strategy?

- Member-driven
- Future oriented
- Inclusive and Sustainable
- Agile and Collaborative

STRATEGIC VISION

To position APPU as the regional postal union that drives innovation, builds capacity, and strengthens the relevance of postal services in the Asia-Pacific.

MISSION

To serve as a collaborative platform enabling member countries to share knowledge, pursue innovation, and achieve inclusive growth through postal networks.

STRATEGIC PILLARS AND OBJECTIVES

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What could be the strategic pillars and objectives in the next cycle?

- Pillar 1: Regional Cooperation and Leadership
- Pillar 2: Digital Transformation and Innovation
- Pillar 3: Business Development, Financial Inclusion, and Partnerships
- Pillar 4: Capacity Building and Knowledge Leadership
- Pillar 5: Institutional Development, Regulatory Reforms and Operational Excellence
- Pillar 6: Sustainability and Sector Modernization

PILLAR 1: REGIONAL COOPERATION, COLLABORATION AND LEADERSHIP

- Deepen collaboration among member countries and with the UPU, other Restricted Unions, and other regional organizations
- Promote collective regional positioning in global postal policymaking
- Facilitate coordination between Ministries, Regulators, and Operators to strengthen sector governance

PILLAR 2: DIGITAL TRANSFORMATION AND INNOVATION

- Accelerate the adoption of digital technologies in postal operations
- Facilitate the use of data analytics, AI, and automation
- Promote regional technology pilots and innovation showcases utilizing internal and external expertise

PILLAR 3: BUSINESS DEVELOPMENT, FINANCIAL INCLUSION, AND PARTNERSHIPS

- Foster public-private partnerships across core postal and wider postal services
- Support diversification through e-commerce, logistics, and new business models
- Expand postal financial services and partnerships with fintech and social enterprises
- Promote the role of posts in delivering public services, social benefits, and remittance solutions

PILLAR 4: CAPACITY BUILDING AND KNOWLEDGE LEADERSHIP

- Expand and modernize the offerings of the Asian-Pacific Postal College (APPC)
- Develop expert networks and promote postal research and innovation
- Build a regional knowledge hub for reforms, technology, and operational excellence

PILLAR 5: INSTITUTIONAL DEVELOPMENT, REGULATORY REFORMS AND OPERATIONAL EXCELLENCE

- Strengthen APPU's governance, legal frameworks, and performance mechanisms
- Ensure long-term financial sustainability of the Union and the Bureau
- Promote regional dialogue, technical assistance, and best practices to support postal regulatory reforms
- Foster agile, transparent, and member-responsive operations

PILLAR 6: SUSTAINABILITY AND SECTOR MODERNIZATION

- Encourage responsible modernization of postal infrastructure and services
- Facilitate knowledge exchange and voluntary adoption of sustainable practices
- Support postal sector alignment with national development goals

IMPLEMENTATION APPROACH

IMPLEMENTATION APPROACH OF STRATEGY

What could be the implementation approach of the Strategy?

- Annual Work Plans: Translate each strategic pillar into concrete activities and performance indicators.
- Monitoring and Evaluation: Establish a yearly review at Executive Council meetings.
- Member Engagement: Maintain open feedback channels, encourage diverse participation, and co-develop regional initiatives.
- Mid-Term Review: To be conducted in 2028 to adjust strategic focus and validate progress.

WHAT ARE THE NEXT STEPS?

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What are the next steps before adoption of the Strategy for the next cycle?

- Initial Draft (Draft 0) presented to the APPU EC 2025
- Comments from the APPU EC 2025
- Written feedback before the last quarter of this year
- Circulation of the revised Strategy document (Draft 1) to member countries
- Online session in the first quarter of 2026 to obtain further feedback and refine the document
- Draft 2 for final comments before submission to Congress
- Third draft of the Strategy document for submission to the 14th APPU Congress for approval

**ANY QUESTIONS/
COMMENTS?**

THANK YOU!

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