

EXECUTIVE COUNCIL 2025

REPORT ON THE ACTIVITIES OF THE UNION (Report by the APPU Bureau)

1. Subject Informing EC of: - The business promotion activities of the Union for 2024 and 2025	Paragraphs § 1-5
2. Decisions expected The EC is invited to: - take note of the report	§ 1-5

Postal Business Forum 2024

1. The Asian-Pacific Postal Union (APPU) successfully organized the 11th edition of the APPU Postal Business Forum 2024 from 17–20 November 2024 at the Hotel Sofitel, Bangkok, Thailand. The Forum has grown into the largest postal business and innovation platform in the Asia-Pacific region, fostering dialogue between postal leaders, policymakers, technology providers, and partners from the wider postal ecosystem.
2. The 2024 Forum was designed to:
 - Strengthen the role of postal organizations in digital and e-commerce ecosystems.
 - Explore innovation, sustainability, and public-private collaboration in postal services.
 - Provide a networking platform for postal CEOs, government representatives, and industry stakeholders.
 - Inspire action through practical case studies, visionary talks, and technology showcases.
3. The 2024 edition witnessed record participation, with:
 - 170+ delegates from over 30 postal organizations in APPU member countries.
 - 30+ industry partners and technology providers showcasing solutions.
 - Officials from the Universal Postal Union (UPU) and other partners of the APPU.
 - CEOs, regulators, and senior executives representing ministries and designated postal operators.
4. The Forum included the following components:
 - i. **CEOs Roundtable (17 November 2024):** A closed-door session involving 20+ postal CEOs and leaders focused on strategies for growth, collaboration, and resilience. The discussion emphasized the need for diversification, modernization of core services, and intergovernmental cooperation.

ii. Postal CEOs Forum (18 November 2024): Three dynamic panel discussions were conducted on:

- Strategic Approach for Future Growth
- Evolving Postal Services and Digital Transformation
- Navigating Challenges and Seizing Opportunities in Diverse Postal Markets

iii. Postal Business Forum (19-20 November 2024): Each panel brought together CEOs and experts to share country-level transformations and global insights, and the wider postal sector players explained the solutions developed for posts and the way forward for collaboration.

iv. Startup & Innovation Forum (20 November 2024): Innovative postal tech startups and partners presented on AI, automation, smart logistics, customer engagement, and financial inclusion. This segment strengthened APPU's bridge with the start-up ecosystem.

Postal Technology and Innovation Showcase:

5. APPU Postal Technology and Innovation Showcase remained a unique initiative in the region in connecting Posts to the industry players and creating a common platform to discuss the latest technologies, innovation, strategies, and sustainability initiatives in the postal sector. Two showcases were organized online in April and June 2024, and both editions were attended by around 150 participants each from around 30 postal operators in the region. The next editions of the Showcase will be organised in the coming months.