

EXECUTIVE COUNCIL 2025

Topic: Report of the Markets Development and Innovation Working Group

1. Subject Informing the EC on: the outcomes of the Markets Development and Innovation Working Group Meeting held on 2 July 2025. -	References/ Paragraphs § 1 - 4
2. Decision expected The EC is asked to: - Take note of the report of the meeting	§ 1 - 4

I. Opening of the meeting

1 Japan, Chair of the Market Development and Innovation Working Group, opened the meeting and welcomed all participants.

2 The following APPU member countries were recorded as being present in the meeting: Australia, China, India, Indonesia, Japan, Korea, New Zealand, Philippines, Singapore, Thailand and Vietnam.

3 The Secretary General made opening remarks to appreciate the leadership of the Chair and importance of the WG to involve member countries to react to rapid changes in the market and utilizing the new technologies.

II. Presentation regarding current activities and progress in POC Committee 3 “Markets Development and Innovation” (by Japan)

4 The Chair of the WG gave a presentation about current activities and progress in POC Committee 3 as Co-Chair of POC C3.

5 The structure of POC C3 and activities of each groups as below, upcoming events and contact points were introduced;

-Digital Transformation and Innovation (DTIG)

-Sustainable Postal Services, Social Services and Gender (SPSG)

-Direct Marketing (DMAB)

-Philately and International Reply Coupons (WADP)

6 The Chair made a presentation of the activities in Sustainable Postal Services Group, Direct Marketing Advisory Board and Philately and International Reply Coupons.

III. Presentation regarding current activities and progress in “Digital Transformation and Innovation Group (DTIG)” (by Singapore)

7 Mr. LEE Hon Chew, Co-Chair of the DTIG gave a presentation about current activities and progress in DTIG, starting with the objectives and main areas of the group.

8 He introduced that number of events and activities which have been done and/or ongoing currently and presented overviews of each topics.

IV. Presentation regarding current activities and progress in “Ready-to-Market Interoperability Group (RMIG)” (by UPU IB)

9 Mr. Santosh Gopal, working at UPU IB and the Chair of the RMIG made a presentation remotely about current activities and progress on the Ready-to-Market Interoperability Group (RMIG).

10 The WG took note of all presentations with no questions.

11 There was no any other business, and the Chair closed the meeting with thanking Mr. LEE, Mr. Santosh and the attendance to the WG.

Chair of Markets Development and Innovation Working Group: Japan Represented by: Hiroyuki SATO.