

Agenda Item 11: E-Services and Markets Development Working Group

Report of the E-Services and Markets Development Working Group Meeting

Presentation by New Zealand

1. Subject	References/paragraphs
Informing EC members on the work of the E-Services and Markets Development Working Group Meeting.	§§ 1- 3
2. Decisions expected The EC is asked to: note the update on the meeting the E-Services and Markets Development Working Group which was comprised of the presentation on the activities of UPU POC Committee 3 on Markets Development and E-Services delivered by Mr Paul Donohoe, Manager – Digital Economy and Trade, UPU International Bureau.	§ 3

1. Introduction

- 1.1. The E-Services and Markets Development Working Group Meeting e-met Monday, 28 June 2021, via ZOOM conference, hosted by the APPU Bureau in Bangkok, Thailand.
- 1.2. The following 24 Member countries participated in meeting, with up to 87 individual participants online during the meeting:
Afghanistan, Australia, Bangladesh, Bhutan, Cambodia, China, Fiji, India, Indonesia, Iran, Japan, Korea, Malaysia, Maldives, Mongolia, Nauru, New Zealand (Chair), Pakistan, Philippines, Singapore, Sri Lanka, Thailand, Vanuatu and Vietnam.
- 1.3. Also, in attendance were representatives of the APPU Bureau, led by the APPU Secretary General Mr. LIN Hongliang.

2. The agenda covered the following matters.

2.1. The agenda and its adoption

The agenda for the meeting was brief, comprising only four items:

- Agreeing the agenda
- Opening remarks
- Presentation by the UPU International Bureau
- Any other business

The Chair presented the agenda and meeting running order which was adopted without comment. The introductory comments noted that the duration and the format of the meeting would reflect the approach taken at previous meetings of the working group.

3. Presentations

3.1. UPU Digital Economy and Trade Programme – a presentation by the UPU

Mr Paul Donohoe, Manager - Digital Economy and Trade program of the UPU International Bureau, briefed members on the key programs of the UPU activities from POC C3, including:

- A recap of UPU decisions from April 2021,
- Elaboration on UPU E-commerce Suite (ORE, DRE and PRE), new UPU DRE technical assistance regional project, Cybersecurity and .POST, and some of the future projects with Blockchain and other Innovation partnerships.

3.2. Significant items of note

During his presentation, Mr Donohoe highlighted a series of Initiatives/Projects/Issues under the auspices of POC C 3, including:

- The possible technical solution to digitalise the system for conveying UPU communications and notifications. This will be formally proposed as a work item in the UPU business plan for 2022 – 2025.
- Discussion of examples of the activities and efforts of international postal services / designated operators contributing to matters such as:
 - stopping the spread of the Corona virus,
 - meet societal needs in response to COVID-19, and
 - supporting innovative business recovery initiatives
- An introduction to the DMapp.post project, its key features, work flow and plan for future work, which aims at creating a digital cross-border platform to support data driven direct marketing through the provision of audiences, print production capability and postal induction and delivery.
- Discussion on the issues relating to the World Association for the Development of Philately (WADP) which is chaired by Russia, including items such as:
 - UPU online philatelic course, and
 - the launch of the new international reply coupon, highlighting the detailed work on the multiple security features included in the new coupon to protect its value and integrity.
- A status update on the Postal E-commerce Readiness programme, and the related UPU E-commerce capacity building and technical assistance projects, viz.,
 - ORE – Operational Readiness for E-Commerce,
 - DRE – Digital Readiness for E-Commerce, and
 - PRE – Payments Readiness for E-Commerce
- A brief update on the UPU eCom API has launched by PTC. The API connects to other UPU PTC applications including IPS, IFS, CDS and enables E-commerce customers / marketplaces to link

to the designated operator's logistics and financial services.

- Exploring the work on an important regional project on the digital transformation and diversification of postal services in collaboration with the Pacific Islands Forum Secretariat. And, at the same time, sought support from designated operators to provide technical assistance/expertise and a project coordinator for this important work.
- A comprehensive update on the development and evolution of the .POST group and ongoing collaboration with POC Committee 3. This included:
 - Noting the significant .POST membership by APPU member countries, including KH, CN, IN, PK, PH, and TH
 - .POST cybersecurity features, policies, supported by a skills development programme.
- And finally, an introduction to projects underway and in collaboration with the private sector actors, including:
 - Crypto-stamps, linking the analogue and digital worlds, comprising an adhesive postage stamp with a QR code and a digital token for use in a blockchain app / application
 - Blockchain initiatives to create a digital marketplace to host, trade and track crypto-stamps
 - A digital identity platform and digital addressing, and
 - Other proposed .POST innovation partnerships.

3.3. Post-presentation Q & A session

Unsurprisingly, Mr Donohoe's presentation generated significant interest and a robust Q & A session followed. Items of note were:

- SG sought information on successful examples of the DMapp solution, and Mr Donohoe responded that the Direct Marketing Advisory Board (DMAB) pages on the UPU website provided examples.
- AF enquired about the newly launched UPU Reply Coupon and whether it would be a physical or digital item, and Mr Donohoe advised that this version would be solely a physical item, but in future there would be a possibility of an analogue/physical and digital version.
- SG asked if there were opportunities to access the .POST blockchain and crypto-stamp initiatives for non-.POST member countries. Mr Donohoe advised that these are available to .POST members only. The Chair suggested that a "pay-to-play" model might be worth considering enabling non-.POST member countries to participate and if they derive value, then this could assist them in transitioning to full .POST members.

4. Any other business

There was none.

The Chair thanked Mr Donohoe, the meeting attendees for their active participation, and closed the meeting at 10:00 CET / 15:00 BKK / 20:00 NZT, Monday, 22 June 2020.