

APPC

Asian-Pacific Postal College

Motivate - Connect - Innovate



E-Business & Technology

13th June to 1st July 2022

The EBT course is a special course provided by Industry Experts to share their experience in e-business and technology to posts within the Asia Pacific region. Through a variety of in-class seminars, visits, external presentations and group exercises participants will be given a thorough overview on e-Business and technology. The course focuses on the opportunities that exist for posts to develop existing and new business through better use of technology and better understanding of e-Business, e-Government and e-Commerce.



Case Studies from
Posts



International Post
Corporation



Deutsche Post DHL



Ms Yu Yan holds Master Degree of Administration and Bachelor Degree of Economics. She joined the APPC in January 2019. Her working experience in the postal sectors including 10 years focusing on postal operations and over 10 years on strategic planning, regulatory issues, postal reform and business development. From 2003 to 2004, she worked at the International Bureau of UPU, as the project manager of EMS Unit, specializing in the Improver Program. Her previous position before joining the APPU was the Director of the Express Management Division at the Market Supervision Department, State Post Bureau of China (P.R)

APPU

Asian-Pacific Postal Union

taking posts into the future



Course Schedule

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Introduction & Ice Break	Introduction to EBT Course	Technology Drives Post Excellent	Pre Course Presentation	DPDHL Knowledge Transfer
PM	Bangkok in Five Hours	Cyber security ICT Digital Landscape	International Postal Corporation	Pre Course Presentation	Visit to Thailand Post

Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Introduction to Driving Digital Strategies	Rethinking of Customer and Core businesses	Designing Social and Digital strategies	Implementing Digital and Social strategies	Summary of Driving Digital Strategies
PM	Digital Marketing Concept	Guide line questions and exercises	Visit to Private Agent	Customer Insight	International Food Festival

Week 3	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Case Studies Lalamove	Alibaba E-Commerce Solutions	On Course Project Preparation	E-Business & Technology Opportunities	Course Summary
PM	Pitney Bowes Technology Solutions	Alibaba E-Commerce Solutions	On Course Project Preparation	EBT Final Presentations	Graduation & Lunch

Breaks at 1000 and 1445 and lunch 1145-1315 (1145-1345 Fridays)

Text in Red – non-course sessions

Text in green – offsite to inspire innovative thoughts and external stimuli

Text in bold – sessions provided by external presenters

For information on dates and prices please contact admin@appu-bureau.org

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