



## Postal Business Development

14<sup>th</sup> February- 4<sup>th</sup> March 2022

The three week online Postal Business Development Course focuses on the recent past, the present, and future, and encourages consideration on how to develop business by becoming much more productive. Topics covering the development on core business of postal industry (Courier, Express and Parcel (CEP) and Logistics, Communication & messaging, Retail, and Finance, insights on innovation and customer service will give participants the skills needed to become an e-commerce leader

| Strategy               | Branding                       | Marketing         |
|------------------------|--------------------------------|-------------------|
| Postal Innovation      | Sales Management               | CEP & Logistics   |
| Postal                 | Financial                      | Retail            |
| Client Development     | Marketing Business Development | Best Practices    |
| Global Postal strategy | Sustainable development        | Customers Insight |



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)

