



# E-commerce Fuel and Business Planning

## 21<sup>st</sup> to 25<sup>th</sup> February 2022

The online workshop will focus on procedural simplification and operational efficiency as well as realistic assessment of true costs of existing postal products, providing necessary knowledge and skill in developing a strategic plan for e-commerce which will be country specific. In essence, the workshop will be Case Study Driven, looking at approaches and Successful innovations world wide.

Session	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Transformation in digital economy	E-commerce IT tools	Application and Strategies of AI	Innovation in the Era of IoT	Group Work Presentation



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)

