



## Express Mail Service

Rapid development in mobile technology, tighter competition, changing customers' needs and expectations, customs and security regulations as well as deregulation are some drivers which are influencing the International postal business environment nowadays. EMS is the premium offering of Postal Operators and hence requires the maximum attention to ensure Operational Excellence and good marketing strategy. This course will cover all issues in EMS and its role in cross-border E-commerce. A UPU led Performance Improvement Workshop will also be held in the 2<sup>nd</sup> week of this three week program. Detailed Country-wise performance will be carried out for all participant's countries present in the course.

EMS Operations	EMS Customer relationship	EMS and Cross Border
EMS Standards	EMS Marketing	Case Study from Posts
EMS EDI	EMS Awards	Site Visits
Performance Monitoring	ORE and EMS	Group Exercises



Mr. Anucha, who has been re-appointed APPC in January 2023, will deliver the **EMS course**. He has gained a lot of experiences from his past experiences as Course Director of APPC during 2014-2019. Many in-house courses have been conducted including the External Training Programs (ETP) abroad such as Brunei Darussalam, Hong Kong, Lao, Malaysia, Macau, Myanmar, Sri Lanka, Timor Leste and Vietnam. With a background in Thailand Post over 30 years experiences working in various areas such as International postal operations, Logistics Management and Sales and Marketing etc., he can contribute his knowledge and expertise to all participants and the Posts.

