



Strategy to adapt in the “New Normal”

Powerful digital trends and the pandemic continue to reinvent the postal sector. As retail shifts toward digital trend , the postal network is reengineering its core business to meet the new reality of rapidly growing B2C parcel delivery and post-pandemic normal. The workshop aims to help postal managers focus on the most relevant topics that will drive the postal business forward: plan, shift organization, and think about issues in a new way. It will offer deep dives into digital transformation, last-mile delivery, innovation in fulfillment, and post and parcel strategy.

Post Covid19 – challenges facing	Scenarios and perspectives ahead	Case Study from Posts
Contactless Delivery and Payment	Strategic Review and reinvention	Site Visits
Competitive business model	Customer insights	Group Exercises



Mr. Anucha, who has been re-appointed APPC in January 2023, will deliver the **SANN program**. 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.

