

ASIAN-PACIFIC POSTAL UNION
ASIAN-PACIFIC POSTAL COLLEGE

e-Commerce and Innovation Forum 24-25 October 2012



INNOVATION DAY

Inevitably decline or innovatively grow?



PRESENTATION 1

“bpost approach to the Asia-Pacific Market for e-Commerce and other opportunities”



Mr Peter Somers

In this presentation Mr Somer's makes projections for the Asia-Pacific Market taking the trends around the world and countries in the Asia-Pacific like China, Japan and Indonesia. He stresses that the Posts are set to transit from being Companies dealing with mail to a primarily Parcels company. The strategies that are going to work for the posts in all this have to be adopted fast as the shift is happening at a rapid pace. His presentation brings out a great success story of how bpost has transformed itself over a short span of about 8 years through a long term vision implemented through consistent and continued movement towards the chosen vision. It is with the confidence of this turn around that he addresses us here today that a turnaround is indeed possible for the posts and it is not the end of the road.

KEY MESSAGE FROM MR SOMER'S



CEO bpost parcels &
International

Mr Somers' Profile

let's
Globify

**OF COURSE THAT
INCLUDES THE
ASIA-PACIFIC REGION**

Peter Somers is a member of the Executive Committee of bpost, the Belgian postal operator, and Chief Executive Officer of bpost International.

Responsible for international mail & parcels at bpost, he is now actively working on a renewed strategy for the international expansion of bpost International. Increased competition caused by the liberalisation of the European postal market is a serious challenge that he believes calls for new strategic thinking, tactical action and operational conduct.

Peter Somers is a seasoned international logistics director with more than 20 years experience from executive positions in leading transport and distribution companies in Belgium, the Netherlands and the United Kingdom, providing him with in-depth expertise in designing and implementing distribution systems. Peter joined bpost in December 2000 as Managing Director of DeltaMedia SA/NV, and as Director Press Distribution.

After having successfully redesigned and implemented a new and efficient distribution system for newspapers, magazines and non-addressed mail, he was appointed Managing Director of bpost international in June 2002. He retained the position as Managing Director of DeltaMedia until 2004. He became a member of bpost's Executive Committee in 2007.

PRESENTATION 2

"Why is it necessary to Innovate"



Mr Derek Osborn

whatnext4you

INSPIRING YOU TO MAKE IT
HAPPEN



After what you have seen of him yesterday, the person in this picture needs no introduction. You have been witness to his spontaneity, wit, eternal optimism and a knack to see things from a fresh perspective. It is his power to challenge common assumptions, think the opposite of what most people think that makes him a natural innovator.

With an experience of more than 20 years with the Posts working in Royal Mail and then venturing out on his own to start a second life to make things happen he has travelled around the globe to help posts and other service industries, make strategies and manage change. He is an executive coach and trainer. Has written articles in various magazines and journals like "Postal Technology International" are some of his other feats. His passion is infectious as you have seen on the e-Commerce day already. And we are lucky to have him with us to do the key note presentation for the "Innovation Day". He makes you believe that "The Future is in the Post", i.e. if you are ready to believe it.

Keynote from Mr Derek Osborn

Why is it necessary to innovate?

Outline of presentation

What is innovation? Thinking differently and doing things differently

Why is it necessary for the postal industry to innovate?

Need for innovative strategies to compete effectively in changing and challenging business environments

Need for innovative approaches to refresh, review and improve internal activities in postal organisations

Allowing, enabling and encouraging innovation in a postal organisation

PRESENTATION 3

Thailand Post : Today and Tomorrow....The Way Forwards



Ms Thapanee Amarinrat

Vice President,
Marketing and
Logistics

The thrust of her presentation

Thailand Post Co.,Ltd. (THP) is moving ahead to welcome the AEC by moving to be the innovation organization. For the 10th Anniversary of THP in the Year 2013 , THP will be the "Human Networking" company serving all Thais, society and every business by improving the services to better serve the customers. E-Commerce is the growing business in Thailand. We see it a great opportunity and on the other hand the big challenge for us as well. We will share you of what we are doing now and the ways forward...in collaboration with you ALL, our FRIENDS.



Money
order.
online.



Payment of
money
through the
mail.



Book ticket
Thailand
Ticket.
, Major.



Getting visa
to enter the
country.
States.



Rate.



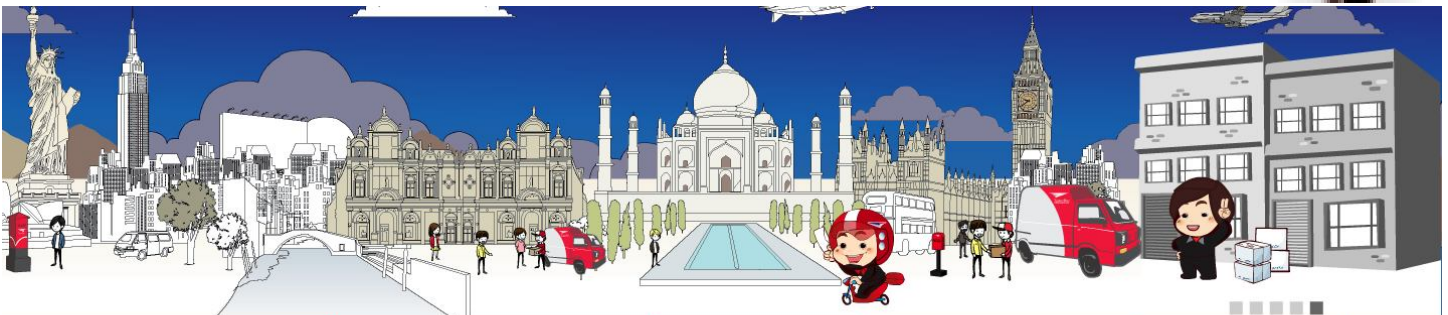
Shopping.
online.



Postal service
never stops.



Monitoring EMS.
, and registered mail.



สำหรับธุรกิจและองค์กร

สำหรับบุคคลทั่วไป

หน้าแรก

สินค้าและบริการ

เกี่ยวกับเรา

ข่าว

ห้องสมุดแสดง

แบบสอบถาม

คำถามที่พบบ่อย

แผนผังเว็บไซต์

ค้นหา

ลิงค์

ติดต่อ

PRESENTATION 4

WHY IS IT NECESSARY TO INNOVATE?

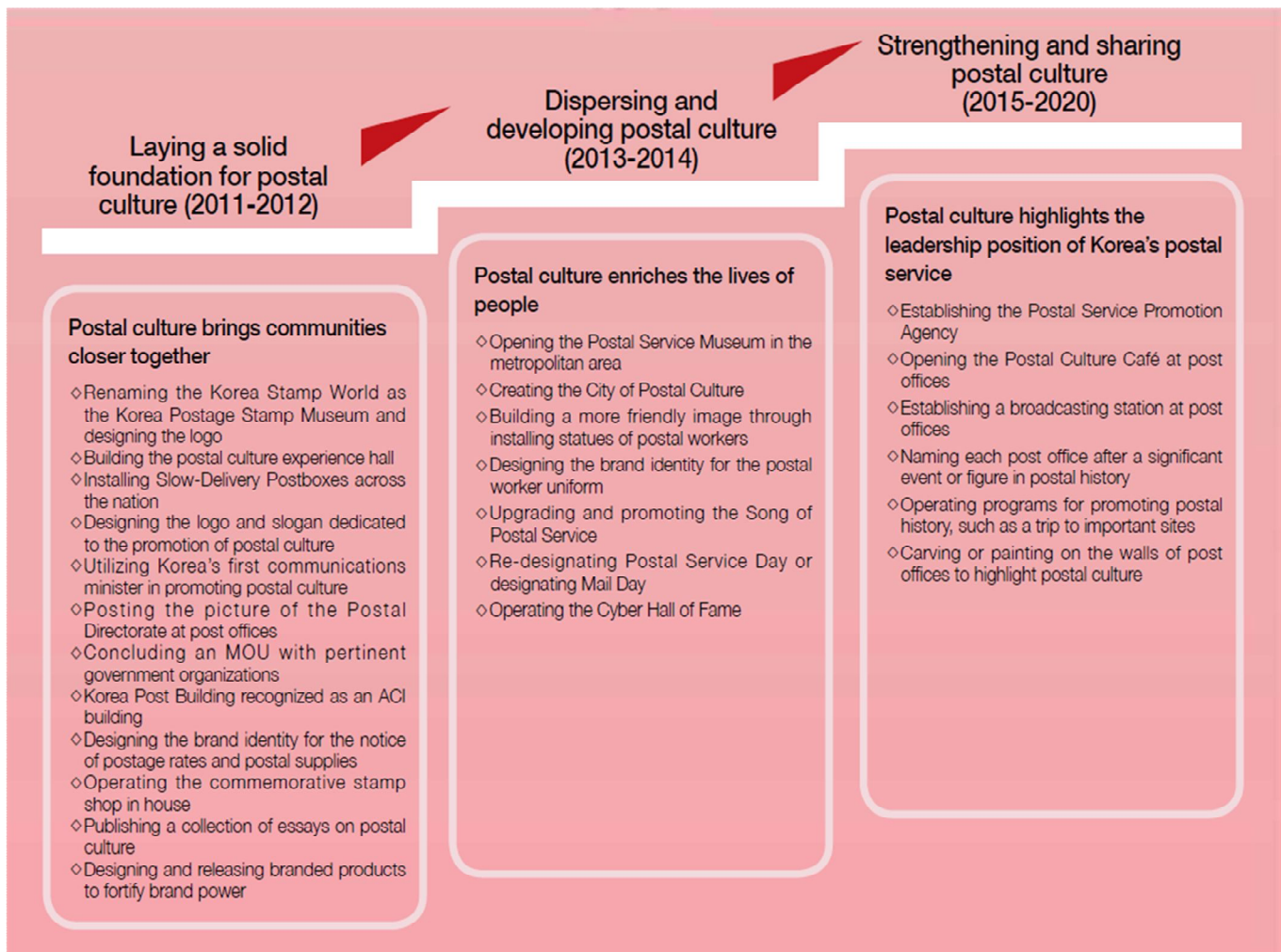


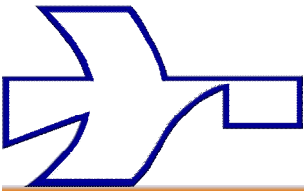
MR HONG JAE KIM

**RESIDENT POSTAL
CONSULTANT OF APPU
FROM KOREA**

INNOVATION STORY OF KOREA POST

From among the Asia-Pacific countries, the transformation path of Korea Post is perhaps the most inspiring and telling of all. Our Resident Consultant Mr Kim brings to us that story to demonstrate what an innovative mind-set can do to an organization as we approach the postal business in the new era looking at technology as an opportunity and not an adversary. He would cover the story from the 1990's till the present day and for things that are planned for the long term, he has arranged to make available to all attendees the copy of the Korea Post Annual Report for 2011.





PRESENTATION 5

THE STORY OF AN EMERGING GIANT



Mr Muhammad Aras

Lecturer and Course
Director
APPU

ON SECONDMENT FROM
POS INDONESIA

Led by its vision to be the market leader in

Indonesia, by delivering the most reliable mail, parcel and logistics network and trusted

financial services, Pos Indonesia has been striving to provide services to satisfy its customers and stakeholders. The challenges encountered, however, were very tough. Pos Indonesia was in the "red" or making losses from 2003 to 2005. This situation has forced the management to do some innovation to transform and revitalize the organization for its turnaround. Some initiatives such as the application of IT in its operations, asset utilization and building up corporate images and culture were introduced. This approach has resulted in better situation and changed the "red" to "green" financial performance from 2007 up to nowadays.



PRESENTATION 6

"A breakthrough technology to improve sorting capabilities and increase business profitability"



Mr Pierre Patry

Sales and Strategy Director



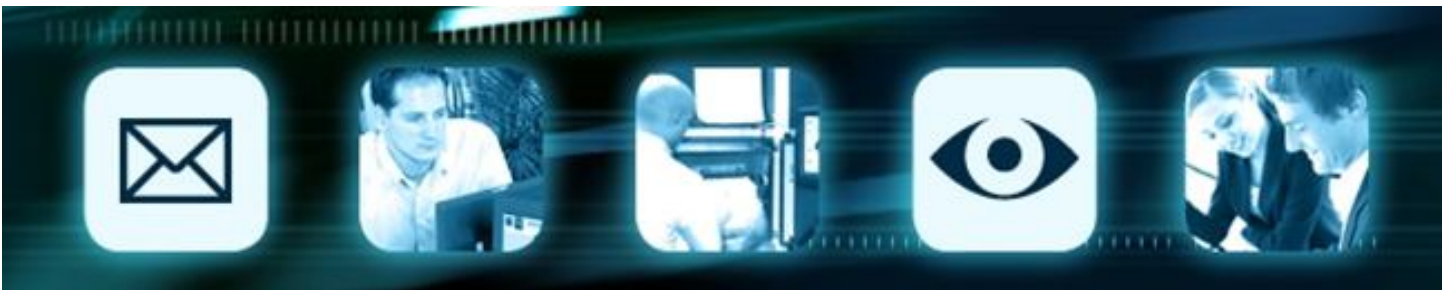
The Presentation Context:

In the context of a difficult time for postal organizations e.g. - financial crisis, reduced volume of mail, and other challenges known to the postal operators everywhere, there is an urgent need to improve the efficiency of the overall postal delivery chain. Some aspects of efficiency Posts should be keeping in view include:

- reduce the operation cost
- improve the accuracy during the sortation process and during the delivery, reduce sorting errors
- implement solutions which could be applicable for all types of products and

develop the track & trace solution for all types of objects not exclusively for specific flows such as registered items

During this presentation Solystic will present a cutting-edge sorting solution which will significantly reduce the process for sorting letters and flats based on the new concept of mixed mail: letters and flats processed at the same time by only one type of equipment. This solution has received an Award at Post Expo 2012 in the domain of "Automation Technology of the year".



Solystic -Virtual Identification Tag project (?)

Check Solystic Website to know more

<http://www.solystic.com>

PRESENTATION 7

“Route Planning and Optimization Software– A Platform for Innovations”

This presentation describes some postal innovation examples drawn from the experience of GIRO - a software company that has worked with the postal industry for several decades.

Descriptions of how posts have deployed mathematical approaches and software to optimize operational processes, in particular in delivery. These will be presented with reference to the flexibility and power offered by the GeoRoute route planning and route maintenance software solution.

YOU HAVE POSSIBLY CHECKED WITH Mr Philippe Aquin personally more details at the GIRO booth outside the forum hall



PRESENTATION 8

“Advantages of Open Innovation: A Supplier’s experience”



Mr Roald
de Groot

Parcel and Postal
Area Manager,
Far East

The key message from Vanderlande in their presentation today is:

An open approach to innovation leads to new and innovative applications which will benefit the postal industry. How does that work for a supplier of automated material handling solutions?

Their commitment and belief in open innovation is amply demonstrated by their support to this Innovation Day. As they enabled us bring the book on innovation you have today with you “ **The Future is in The POST**

Profile of Vanderlande Industries

Vanderlande Industries provides automated material handling systems and services. The company is active in the markets for Baggage Handling at airports, Warehouse Automation and sorting solutions in Parcel & Postal facilities. The company implements material handling systems of all sizes, ranging from local sorting depots, airports and distribution centres to the world's largest facilities. Vanderlande has sales of EUR 565 million and employs 2 347 people of whom more than 55% have a college or university degree.

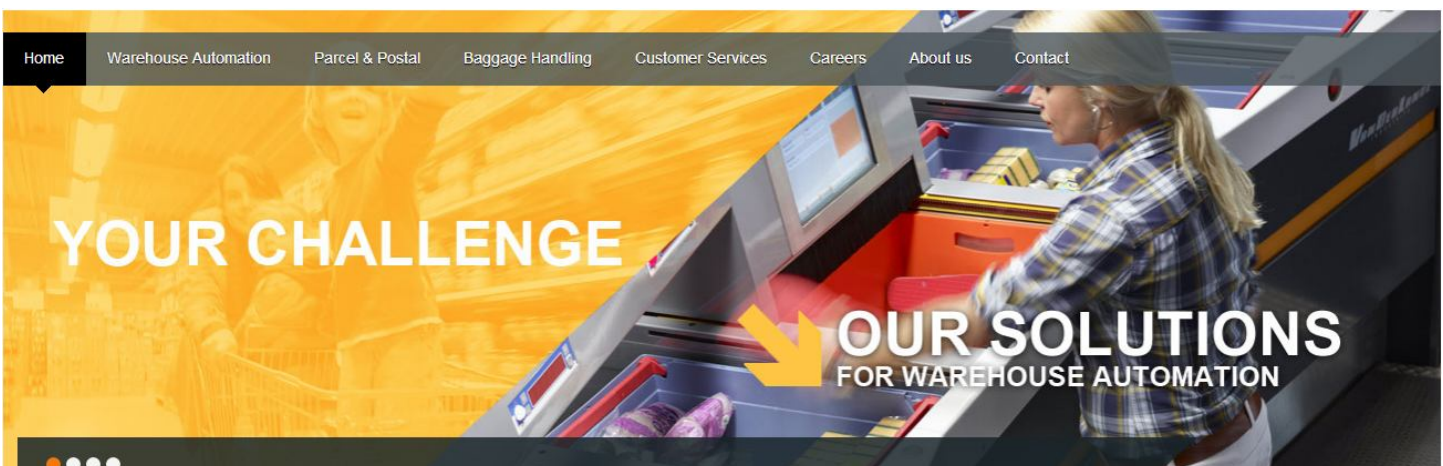
Its systems and services focus on improving customers' business processes and increasing their logistics performance today, tomorrow and throughout the entire life cycle. The company strives for close cooperation with the customer, extending from initial analysis of the underlying business processes through to total life-cycle support.

To achieve this, the company has a wide product range and industry knowledge, and possesses capabilities in the relevant disciplines. These range from system design and engineering, through supply chain management and manufacturing, to logistics software technology, system integration, project management and customer services.

Vanderlande Industries is a global player with extensive experience in many industries and references in all regions of the world. It operates locally through Customer Centres that handle all key business functions and maintain direct contacts with customers.



Check: <http://www.vanderlande.com>



PRESENTATION 9– The Closing Presentation

“Modern Technology for a Modern HUB Concept West HUB for Hermes Logistik Gruppe Deutschland GmbH”



Mr Thorsten Brockhues
Senior Sales Manager

His focus for the talk today is:

In 2007, the West HUB opened for Hermes in Hückelhoven close to the Dutch border. The West HUB of Hermes is the first in a series of projects, which have since been opened. Be mentioned here is the central hub 100km north of Frankfurt and the northern hub in Hanover.

All 3 HUBs were equipped by the BEUMER Group as general contractor with Sorter technology.

The West HUB was implemented according to a concept of the in-house planning department of Hermes Fulfilment in Hamburg.

For the first time a certified volume measurement was installed above the sorter track. This resulted in a significant price advantage as against the standard installation of volume measuring on the input lines.

Also the hub is equipped with a fully automated OCR reading of hand-written labels. The reading rate far exceeds the expectations of the Hermes Group and is a significant advantage in the processing of these parcels.

BEUMERGROUP

CONVEYING & LOADING



PALLETISING & PACKAGING



SORTATION & DISTRIBUTION

