

ASIAN-PACIFIC POSTAL UNION  
ASIAN-PACIFIC POSTAL COLLEGE

# e-Commerce and Innovation Forum 24-25 October 2012

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you chose  
to be here!



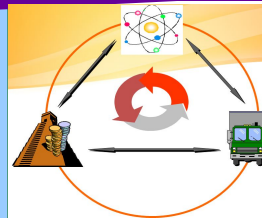
As you know, our broad agenda is as follows:

**24 October : e-Commerce Day**

**25 October: Innovation Day**

**26 October: (optional)  
Innovation Master Class**

*For those of you who would like to learn more about innovation and how to bring it to your organization and workplace this is a good chance to try it out if your schedule so permits. We have upto 5 seats available at the moment. You can register for the master class now ( details on page 7).*



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## A NOTE OF THANKS TO OUR PARTNERS

At the Asian-Pacific Postal College, Asian-Pacific Postal Union we keep on holding courses, seminars, symposiums, workshops and so forth to achieve our overall purpose of building capacity, especially in human resource development, operational improvements in Posts, and the strategies and tactics to implement the postal strategy adopted globally for the Asia-Pacific Region. The Doha Postal Strategy has been adopted this month and we will be working to implement that in the region from 2013 onwards.



In this portfolio of learning activities, the present **“e-Commerce and Innovation Forum”** followed by the Master Class is the first one of this kind. As you can imagine, such an exercise is not possible without the support of our member countries, friends, well wishers and partners who have kindly supported us at all times in the build-up to this event. The APPU Team is committed to bring relevant and valuable initiatives for the benefit of our stakeholders. We are inspired by the support we have received from one and all in making a small beginning with this forum.

First of all, I would like to acknowledge and thank the support received from the member countries of the region. We work for them and are ready to do anything that is important for the sustenance of our business in this time of grave challenges.

While I may not be able to mention everyone here, let me make a special mention of our close associate, Mr Derek Osborn, who incepted this idea into us and followed it with extraordinary efforts to get us in contact with several suppliers, customers and stakeholders in the industry. He has been with us at every step of the way to this event.

We have received wholehearted support from our main sponsors GIRO, DHL and VanDerLande Industries. All the facilities and benefits available at the forum come from GIRO and DHL and I encourage you all to check out their booths outside as to what these companies have to offer for our industry. I am sure you will see some opportunities for your own business from them and they could explain things to you. VanDerLande have made it possible for us to bring to you, among other things, the latest volume of the “Future is in the Post” series on Innovations in the postal sector. bpost, Asendia, Beumer have all contributed to dinner and lunches at the forum that offer good networking and recreational opportunities and allow us to focus on the discussions, deliberations and ideas in the forum so we could explore how to implement them in taking the postal services to the next level.

I cannot forget to mention all the speakers and experts who are here to share their ideas with us.

Thank you to all once again.

With assurance of our highest consideration to you at all times,

Yours faithfully,  
Somchai Reopanichkul  
Director of APPU Bureau

## Programme

# Day 1: Wednesday 24 October 2012

# e-Commerce Forum

## Morning Sessions

08:15- 08:45 Registration and Welcome Coffee

08:45– 09:30	Welcome by the Director of APPU Bureau	Mr Somchai Reopanichkul
	Programme Overview	Mr Derek Osborn
	Introductions and Group Photograph	All Guests

09:30– 10:15 **Strategic Opportunities and Challenges in e- Commerce : Asia-Pacific Perspective and European experiences**  
*Presentations by:*

**Japan Post:** Mr Masahiko Metoki, VP International Affairs and Chairman of POC, UPU

**Cullen International**— “Regulatory challenges for cross-border e-commerce: A view from Europe” : Ms Michele Ledger

10:15-10:40	Discussion
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10:40-11:00	Coffee/Tea and Networking Break
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11:00-12:30	A closer look at the Asia-Pacific Perspective from Posts and e-tailers Presentations by
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**SPB of China:** Mr Lin Hongliang, Director General, Department of Universal Postal Service, State Post Bureau, China

**India Post:** Ms Smita Kumar, GM, Business and Marketing

**Rakuten**—“Online Shopping and Logistics “: Mr Toshiya Matsuo, MD,  
Rakuten (Thailand) , President and CEO Tarad.com

12:30-13:00	Discussion	

13:00-14:00 Buffet Lunch Sponsored by Asendia

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## Afternoon Sessions

- 14:00– 15:00 **Integrated e-commerce solutions:** Presentations by  
**New Zealand Post:** Dr Sohail Choudhry, Executive General Manager  
**APP, APPU:** Returns Solutions:: A P Perspective, Ms Bui Bang Tam, APP BD Head
- 15:00-15:30 Discussion
- 15:30-16:00 Coffee/Tea and Networking Break
- 16:00– 17:00 **High Quality Logistics and Delivery**  
Presentations by  
**DP DHL-** “Taking advantage of the e- com boom. Solutions for Post Offices by DP DHL”: Mr Carl Schelfhaut, VP, Head DP DHL International Relations & Postal Policy, Asia-pacific and emerging markets  
**Neopost Asia-Pacific:** “Opportunity for e-Commerce: view from a technology provider” Mr Edouard Villa, Business Development Manager
- 17:00-17:15 Discussion and Close of Day
- 17:30 **Departure for the Gala River Cruise Dinner**



Made possible by bpost International Division. Thank you, Mr Peter Somers, CEO

All the attendees are cordially invited for the river cruise. We have two buses, courtesy Thailand Post, to take us there. To be in time for the cruise we should leave latest by 17:30 hrs

Day 2: Thursday 25 October 2012

# Innovation Forum

## Morning Sessions

08:30-09:00	<b>e-Commerce continued:</b> <b>bpost International:</b> “bpost approach to the Asia-Pacific Market for e-Commerce and other opportunities”: Mr Peter Somers, CEO, bPost	
09:00-09:15	Discussion	
09:15-09:30	Summary of e-Commerce Day	Mr Derek Osborn
	Overview of Innovation Day	Mr Derek Osborn
09:30– 10:30	<b>Why is it necessary to Innovate?</b> Presentations by : <b>Whatnext4you:</b> Key Note Presentation, Mr Derek Osborn <b>Thailand Post:</b> Ms Thapanee Amarinrat, VP, Marketing and Logistic <b>Korea Post :</b> Mr Hong Jae Kim, Korean Postal Consultant, APPU	
10:30-11:00	Discussion	
11:00-11:30	Coffee/Tea and Networking Break	
11:30-12:30	<b>Where does innovation come from?</b> Presentations by: <b>bpost international:</b> “Taking your people with you as you redefine your business” : Mr Peter Somers, CEO, bpost international <b>Pos Indonesia:</b> Mr Muhammad Aras, Lecturer, APPC <b>Solystic:</b> “A Breakthrough technology to improve sorting capabilities and increase business profitability” - Mr Pierre Patry,	
12:30-13:00	Discussion	
13:00– 14:00	Buffet Lunch Sponsored by Beumer Group	



**NOTHING GREAT HAS EVER BEEN ACHIEVED EXCEPT BY A GROUP OF PEOPLE WHO BELIEVE IT IS POSSIBLE AND THEN THEY ENDURE TO MAKE IT SO.**  
– UNKNOWN

# Afternoon Sessions

14:00-15:00

## Case Studies on Innovation :Turning Good Ideas to profitable business

Presentations by

**GIRO-** “ Route Planning and Optimization Software– A platform for Innovations”: Mr Philippe Aquin, Account Manager, GIRO Inc

**Vanderlande:** “Advantages of Open Innovation: A supplier’s experience” Roald de Groot, Parcel and Postal Area Manager, East

**Beumer:** “ Modern Technology for a Modern HUB Concept”  
Mr Thorsten Brockhues, Senior Sales Manager

15:00– 15:30

Discussion

15:30-16:00

Coffee/Tea and Networking Break

16:00-16:45

Plenary Panel Session: Experts, Speakers, Guests, Delegates

Co-ordinated by Mr Derek Osborn

16:45-17:00

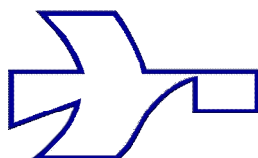
Summing-up

Mr Derek Osborn

1700

Closing Speech

Mr Somchai Reopanichkul



18:30—2100 Hrs  
CULTURAL MEET





**Day 3: Friday 26 October 2012 10:00-16:30 hrs**

# **MASTER CLASS ON INNOVATION**

**For Postal Management Course & OTHERS WHO CHOOSE TO ATTEND**

The Innovation master class is designed to introduce you to the steps and organizational practices required to develop an innovative mindset in your workplace. Having gathered during the Forum that innovation is necessary and that it has been brought out in postal and other organizations, you would be looking at ways to bring innovation to your organization. The MASTER CLASS would address the core issue of the stages of the innovation process as per the general principles of innovation and expose you to good practices and examples from the postal industry. It will also give you time to frame some personal thoughts on what action you could take in bringing innovation to your organization. The class will be conducted in tandem by Mr Derek Osborn and Mr Shailendra Kumar Dwivedi to assist him.

Mr Derek Osborn is an inspiring executive coach and trainer, who brings with him a rare blend of intensive postal experience of 23 years [Royal Mail—1979-2002] and global experience in helping countries around the globe to adapt their strategies to the changing business landscape. He, along with his partner, Dr Kristian J. Sund of Middlesex Business School of London have started a book series “the FUTURE is in the POST” of which you have already seen the third volume on Innovation (many thanks to Vanderlande Industries)

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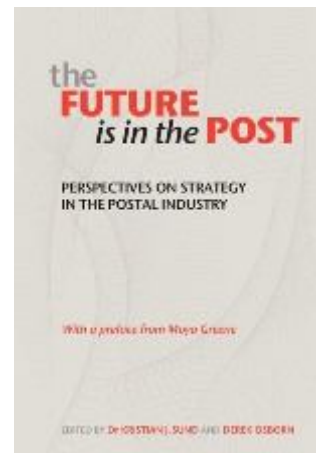
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