

APPU POSTAL BUSINESS FORUM 2013

e-Commerce and Sustainable Logistics

Held at the Asian-Pacific Postal College, Bangkok from 18-20 November 2013



The “e-Commerce and Sustainable Logistics Forum” held at the Asian-Pacific Postal College from 18-20 November 2013 was the second such event held by the Asian-Pacific Postal Union, following the huge success of the “e-Commerce and Innovation Forum” held in October 2012.

Taking into account the people who attended the programme, the quality of presentations, discussions and facilitation, the opportunities and atmosphere for partnerships and dialogue, the social and business networking opportunities, the overall organization of the event and the testimonies received from the attendees and participants, it can be said that the forum in 2013 was an even bigger success from all perspectives. Thanks to the enthusiastic and positive response from all the stakeholders of this collaborative platform including regional governments, postal operators, suppliers, industry partners, experts, thought leaders, managers and customers, this event could become an important vehicle in paving the way for development of postal services for the new economy in the region. The APPU and the APCC plans to hold the 2014 edition of this innovative postal business forum from 8-10 October 2014 and is currently soliciting ideas and suggestions on the themes to take up from its stakeholders.

The forum attendees on Day 2 of the event pictured above include all the groups of stakeholders who are active partners in the dialogue and action for development of postal services in the region. The dialogue can be enriched by your presence on the next such occasion.

WHO WAS HERE IN 2013?

More than eighty experienced professionals from over forty different organisations from more than thirty different countries. Apart from the UPU, APPU, IPC, twenty postal operators and several leading industry partners and suppliers actively participated in the forum. See more details inside.

Reinventing the Posts for Sustainable Logistics and e-Commerce

The thrust of the three days could be summarized in this phrase

In an excellent atmosphere for open and candid discussions created by the facilitators, the attendees of the forum could witness and participate in different perspectives, approaches, experiences and prescriptions for harnessing the strengths of the postal services network for providing support to e-Commerce and logistics in a cost effective and sustainable way. There were good opportunities for one-to-one discussions, deliberations in round tables comprising of industry experts and managers from diverse backgrounds, discussions around lead presentations and discussions with a panel of experts. There were also break away workshop sessions to explore the hurdles in developing e-Commerce through the postal network in-depth and plenary discussions to summarize the findings and recommendations for the benefit of all. The energy and enthusiasm kept building up as the event progressed with presentations made by the UPU, Accenture, China, India, Philippines, New Zealand, Singapore, Japan Post, DHL Global Mail, Eurogiro, and

e-Bay on the first day. The e-Bay presentation in particular electrified the atmosphere as it brought in the most important user perspective to logistics needs for e-Commerce. Equally interesting was the survey of emerging practices in delivery logistics presented by Accenture with sharing of first hand experiences by DHL, Japan Post, Singapore Post and New Zealand Post. The visions from China, India and Philippines were also shared during the course of the day with the UPU providing the framework for facilitating international e-Commerce exchanges through the postal network. Not to be missed, was the Financial dimension brought in by Eurogiro in their presentation. The main conclusion on the first day was that posts should focus on parts of the e-Commerce value chain where they have inherent strengths and develop partnerships for the other parts to offer a comprehensive and reliable solution to stakeholders.



a fully consumer centric eco-system with 4 key components...



the customer
agrees a
delivery time
with bpost



all purchases
and parcels
are **delivered**
together at that
time



the customer
can also **return**
goods
(empties,
ironing etc.)



the customer
pays for the
goods safely
and securely **by**
bankcard at the
time of delivery

a disruptive value proposition
for the consumer..



A Deep Dive into the new economy

The second day came into its own with a deep dive into e-Commerce and the nuances of the new economy and the role posts could play in this space. Presentations from bpost, IPC and Pitney Bowes in the morning session stressed on the importance of delivery and integrating new technology to increase the visibility of postal logistics as per user needs. Presentations from Thailand Post and Pakistan Post brought in Asian responses to the new challenges while WOPA explained how Philately met e-Commerce to expand its reach. A presentation by Neopost highlighted the important options and actions that could be taken to move forward. The highlight of the day was a round table and panel discussions to round-off the ideas discussed on the first two days of the forum.

REINVENTING THE POST

The final day revolved on the insights into the need and the ways to reinvent the post as covered in a new book by this title, as also from other viewpoints. The needs to change the processes with the use of new technology while keeping the core of the postal services intact was a common theme emerging on this day with useful insights from technology service providers, postal operators, independent observers and others. All the attendees were also provided with a copy of this book to encourage continuation of this discussion in their local contexts. One of the highlights was a discussion on sustainability and the role posts could play at the centre of the new "value circle" that is taking shape in the new marketplace. With several concrete and practical ideas, the discussions on this day and during the entire forum, filled the present stakeholders with a spirit of optimism and collaborative problem solving.

The handbook of the forum and the copy of presentations can be downloaded from the APPU website at the link

appu-bureau.org/news1.htm.



GREAT NETWORKING AND SOCIAL OPPORTUNITIES

Apart from the business discussions, the networking breaks and opportunities for memorable connections was a significant part of the experience for those who could attend the forum.

SOME OF THE TESTIMONIES FROM ATTENDEES:

"I have been to several postal events over the years. In terms of the quality of people and the content of presentations and discussions, this is the best postal business event that I have been to."

"The value of the forum lies in the presence of different stakeholders and viewpoints with the opportunity to look forward in a common direction."

"The event exceeded my expectations due to the well-structured programme and the interaction between the speakers and delegates."

"Excellent programme and organization, good networking and social opportunities."

"Many interesting speakers, a good overview of Asian issues, great atmosphere."

"This is an excellent atmosphere for collaborative dialogue. There is a need to expand it for cross-regional collaboration focusing on business development. I will like to attend more such events organized by the APPU."

