E-Business and Technology

Digitalization has changed the role of postal sector as mail volumes decline and parcel volumes grow. The e-Business and Technology terms are used broadly to cover devices and products but also their applications and uses. The EBT course is a special course provided by the APPC together with the industry experts in order to share the best practices and experiences in e-business and technology to posts within the Asian-Pacific region. Through a variety of in-class training, site visits, external presentations and group exercises, the participants will be given a thorough overview on e-Business and technology with an overview of the current technological developments in the postal market as well as assess the potential impact of various technologies and innovation on the market. The EBT course focuses on the opportunities that exist for posts to develop existing and new business through better use of technology and better understanding of e-Business, e-Government and e-Commerce.

E-Business through Post strategy	Role of UPU in e-Business/Technology	Efficient Last-mile delivery
Market analysis	Driving Digital Strategies	Case Study Posts and Private sectors
E-Commerce development	Designing Social and Digital strategies	Site Visits
Technology in Postal sector	E-Business & Technology Opportunity	Group Exercises

Mr. Anucha, who has been re-appointed APPC in January 2023, will deliver the EBT course. He has gained a lot of experiences from his past experiences as Course Director of APPC during 2014-2019. Many in-house training 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.