



APPU NEWS

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***A WARM WELCOME TO THE ESTEEMED
DELEGATES OF THE EXECUTIVE COUNCIL
MEETING***

2023 Executive Council
(EC) Meeting
14 to 18 August, 2023 |
Bangkok



ASIAN-PACIFIC POSTAL UNION NEWSLETTER

FROM SECRETARY-GENERAL'S DESK

August greets us with the promise of progress as we reflect on our accomplishments in July, extend a warm welcome to participants of the Executive Council meeting in Bangkok, and offer a glimpse into the exciting plans for September.

Strengthening International Mail Operations

In July, our collective efforts bore fruit as we successfully organized two courses and three workshops, supported by UPU and UPU USPS fund, enriching the learning experience at the APPC. These courses and workshops are:

- Express Mail Service (EMS)
- International Mail Accounting (IMA)
- UPU ORE 3 Workshop
- EMS Quality and Performance Improvement Workshop
- Terminal Dues Workshop

With the active participation of 71 trainees from 24 countries, these courses and workshops reflect our commitment to empowering postal professionals and strengthening our collective capabilities.



Welcoming Participants to the Executive Council Meeting

I extend a warm welcome to all the delegates who are joining us in Bangkok for the Executive Council meeting. This assembly represents an invaluable opportunity for us to come together, share insights, and chart the course for our collective endeavours. Your presence not only enriches our discussions but also signifies your unwavering commitment to shaping the future of the postal sector. I have full confidence that our combined efforts will lead to a successful meeting that sets the stage for future accomplishments.



September's Agenda: Courses and Forum Preparation

We have planned courses on "Marketing and Innovation for Posts" (MIP) and "Postal Management" (PMC). These courses offer a unique chance for participants to delve into vital topics that drive our sector's evolution. Additionally, we are gearing up the preparations for the 10th edition of APPU Postal Business Forum (Nov 20 to 22, 2023), a significant event on our calendar. Members keen on participating can find detailed information on the link below:

<https://www.appu-bureau.org/appu-postal-business-forum/>

In conclusion, let's carry forward the energy of our achievements and collaborations as we navigate the exciting road ahead.

Dr. Vinaya Prakash Singh



BUREAU NEWS



APPU Bureau

AUGUST 2023



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APPU BUREAU AND UPU EMS UNIT MEET TO STRENGTHEN EMS OPERATIONS IN ASIA PACIFIC

Secretary-General was delighted to meet Mr Osamu Goto, Head of the EMS Unit at UPU IB, during his visit to APPU Bureau.

They discussed collaboration opportunities to strengthen EMS operations in the Asia Pacific. Discussions focused around implementing regional programs, building capacity, and leveraging technology for improved EMS performance.

The collaboration aims to establish a seamless EMS network and boost efficiency for EMS service in the Asia-Pacific region.



SECRETARY-GENERAL AND UNDP THAILAND DISCUSS POSTAL SECTOR COLLABORATION

In a meeting with Mr. Renaud Meyer, UNDP Resident Representative in Thailand, the Secretary-General explored possible areas of collaboration in postal sector between UNDP Thailand and APPU.



APPC SUCCESSFUL ORGANIZATION OF EMS AND IMA COURSES, WITH SPECIAL WORKSHOPS

The APPC has successfully organized two three-week courses on Express Mail Service (EMS) and International Mail Accounting (IMA), from July 17 to Aug 4. As part of these courses, two special workshops, with the support of UPU and USPS, on EMS Quality and Performance Improvement and Terminal Dues were conducted during the second week from July 24 to 28.

38 participants from 21 countries including Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Cook Islands, Fiji, India, Indonesia, Laos, Maldives, Mongolia, Nauru, Nepal, Papua New Guinea, Pakistan, Samoa, Sri Lanka, Timor Leste, Tonga and Vietnam attended these workshops and courses.



RECOGNIZING FOUR YEARS OF SERVICE:

MS. PADMAGANDHA MISHRA COMPLETED HER TERM AS COURSE DIRECTOR OF APPC

We recognize Ms. Padmagandha Mishra's dedicated four-year service as Course Director at APPC. Her commitment to facilitating academic growth and sharing her expertise has been significant.

As she joins back India Post, the Bureau colleagues extend their best wishes. Her work in the APPC is deeply appreciated.



REGIONAL POSTAL SECURITY MANAGER [RPSM] of the UPU FOR ASIA SHARES REGION'S POSTAL SECURITY UPDATES DURING THE ORE3 WORKSHOP

"The response level is very low when reached for updates from the region & some DOs consider postal security as least important for the time being," says Aishath Shirdha during her presentation in ORE3 workshop held in Bangkok, Thailand.

Furthermore, she emphasized that **Thailand**  stands alone in the region with UPU security certification.

Consequently, substantial collaborative efforts are imperative within the Asia region, particularly as UPU Security Certification constitutes a key facet of the ORE 3 project plan.

Aishath highlighted that process is extremely simple and urged all the DOs to accomplish the following:

- Step1: Identify the postal security focal point and update LASHO system
- Step2: Complete the postal security courses [Basic & Advance] available in Trainpost: <https://www.upu-trainpost.com/moodle/>
- Step3: Complete the self-assessment form [S58&S59] and submit it to RPSM with supporting documents.



The UPU DIALOGUES

APPU'S INTERVIEW SERIES 1

Driving Excellence In Postal Services: A Conversation With Mr. Chokri ELLILI on UPU's Quality Management Certification Program and Operational Efficiency Initiatives

Introduction:



During his mission to the APPU for conducting the ORE-3 workshop, the Bureau had the privilege of interviewing Mr. Chokri ELLILI, the Quality Improvement Programme Manager of IB, UPU. In this insightful interview, Mr. Ellili discusses the progress and significance of the UPU Quality Management Certification (QMC) program, its impact on postal services, and the strategic steps being taken to enhance operational efficiency and readiness for e-commerce. He sheds light on the successful collaboration with DOs and the ongoing efforts to ensure the program's effectiveness in driving quality improvement across the Asia-Pacific region.

Part 1: UPU Quality Management Certification Program

What are the main aims of the UPU Quality Management Certification (QMC) program and its role in improving the postal services?

The QMC program focuses on evaluating international quality of service management, aiming to provide a level playing field for assessing Designated Operators (DOs), regardless of their country's development status. It aims to assess not only the application of quality management tools and procedures but also the organization and management of postal operations. This UPU certification is a means of continuous quality of service improvement and allows DOs to evaluate the effectiveness of their end-to-end quality system and operational processes, as well as the management of their electronic data interchange (EDI) messages, and the reliability of their transportation and distribution network.

What obligations do DOs need to fulfil to obtain and maintain the QMC?

DOs with an internal quality of service assurance system for cross-border mail products and services can engage in the UPU certification process. The assessment involves questionnaire responses (including prerequisites), performance results and an on-site audit. Before certification, DOs ensure they meet all the prerequisites, request certification, and submit the completed questionnaire and the required supporting documents. The levels of certification attributable to the certification process include Gold (level A), Silver (level B) and Bronze (level C), valid for three years with annual validation to ensure standards are upheld.

Are there benefits for DOs obtaining the QMC? How does it impact their reputation and competitiveness?

Indeed, QMC fosters continuous quality enhancement. Certification can be communicated to customers, showcasing DOs' commitment to quality management. It reflects their capacity for short and long-term service improvement and can be communicated through various media channels to customers and the public, so as to raise awareness of DOs' efforts. Audits evaluate international sorting centre(s), office(s) of exchange and more, leading to better operational processes and customer satisfaction and revenues.

What challenges do DOs face during the certification process and how does the UPU support them?

Meeting prerequisites and providing evidence documents pose primary challenges. The UPU International Bureau collaborates on action plans based on questionnaire responses and documentation. The UPU's key regional projects for the period 2022-2025 relating to Operational Efficiency and Readiness for E-commerce include QMC as one of its seven key pillars. This is reflected in the country roadmap and action plan through comprehensive actions that cover the following:

- Preparation: Set goals, Define the scope, Define the implementation approach, Assign responsibilities, Conduct gap analysis, Define a plan
- Documentation: Policy, Quality objectives, Scope statement, Procedures, Work instructions, Forms, Process maps (flowchart)
- Implementation: Provide training, Introduce the procedures, Achieve process improvement, Do work instructions, Keep records
- Audit: Set up the audit program, Provide auditor training, Conduct the complete audit
- Certification: Undergo a certification audit conducted by an independent third-party auditor, Assessments, Get certified, Maintain certification

Part 2: ORE-3

How do you view the outcomes of the regional ORE follow-up workshop?

The ORE 3 regional project for Asia- Pacific launched for the period 2022-2025 has made significant progress in operational efficiency and compliance in line with new functional and operational requirements. This workshop showcased DOs' advancements in OE-related activities, linking seven key ORE 3 pillars with QMC areas, including international transport, customs clearance, security, addressing and compliance of electronic data with UPU technical standards. The participating DOs of the region made a considerable progress in fulfilling the minimum operational, technical and regulatory requirements as well as in upgrading their systems and EDI messages in compliance with the UPU regulations and procedures. By implementing their action plans in accordance with the set deadlines, it is expected that progress will be also seen at the level of quality improvement and service reliability as well as in e-commerce integration.



What steps will address areas of improvement identified in the ORE-3 program?

Post-workshop monitoring, developing and the implementation of realistic and practicable action plan is crucial. UPU's follow-up involves Country Project Managers, Regional Field Experts, the ORE Regional Project Facilitators, and the International Bureau. The aim is certifying participating DOs through country and regional organizational efforts. Progress updates will be reported to the Plenary of the Postal Operations Council by its POC Chair (France) as part of its key transversal activities with the POC work plan for 2021-2025 period.

How can the program's effectiveness be enhanced based on observations?

Building on previous regional projects, ORE 3 emphasizes practical capacity building and synergy between planned activities. Hands-on training will be a consistent approach.

Of particular attention in the ORE 3 regional projects for this cycle is the development and setting up of Regional Operational Centres of Competence (ROCC) to supplement its activities and increase investment in capacity building, supply chain integration, operational efficiency and quality improvement, hence contributing to the enhancement of cooperation and networking among member countries and their DOs as well as in close cooperation with other postal organizations and stakeholders within the region, such as Restricted Unions.

We are working on strengthening the implementation, monitoring and control expertise in the field by developing the capacities of a pool of experts complementing the cross-functional project team of ORE, with the aim of strengthening efficiency and effectiveness implementation of activities notably through the UPU regional experts in the field, the regional project facilitators and the national project managers, as foreseen in the organizational structure of the ORE project. We are also considering to develop online training modules through the development of professional videos and interactive electronic modules for specific ORE activities in order to reach wider targets/recipients.

CAMBODIA POST AND CAMBODIA CUSTOMS SIGN MOU TO IMPROVE CROSS-BORDER E-COMMERCE EFFICIENCY AND SECURITY

In line with the renewed WCO–UPU cooperation agreement and the Royal Government of Cambodia’s policy to facilitate and improve quality and security for cross-border e-commerce, Cambodia Post and General Department of Customs and Excise, on June 30 2023, signed a Memorandum of Understanding to facilitate the exchange of Electronic Advance Data (EAD) between Cambodia Post’s Customs Declaration System (CDS) and Customs’s ASYCUDA.

The MoU is signed after the successful interfacing of the two systems with the support of UPU and the Cambodia Ministry of Commerce (MoC).

This new partnership will streamline the management and exchange of shipment data, enable customs to assess postal items information before arrival (for import) and upon posting at the post office (for export), speeding up the customs clearance process and improving quality of service.



Both parties committed to a continued cooperation between Customs and Posts to tackle challenges and opportunities for cross-border e-commerce.

Source: Cambodia Post



[Read more at](#)

<https://retail.economictimes.indiatimes.com/news/e-commerce/e-tailing/india-post-canada-post-join-hands-to-facilitate-e-commerce/101452250>



INDIA POST AND CANADA POST JOIN HANDS TO FACILITATE E-COMMERCE

India Post and Canada Post have signed an agreement to launch a new service for e-commerce exporters. The service, called International Tracked Packet service (ITPS), will offer a fast and affordable way to ship packets up to 2kg between the two countries. ITPS will also provide features such as pick-up and volume-based discount to contractual customers. India Post already provided this service with 38 other partner countries, and Canada is the latest addition. The service was extended from 16 countries to 38 countries by adding 22 new partners, including Britain, France, UAE, Egypt, Oman, etc., from June 1, 2023.

IRAN HOSTS INAUGURAL POSTAL INDUSTRY EXHIBITION SHOWCASING LATEST TECHNOLOGIES AND SMART SERVICES

The inaugural postal industry exhibition took place in Iran, aiming to showcase the latest technologies, accomplishments, and supply chain services within the postal sector. With a specific focus on the digital transformation and intelligent strategies, this event brought together diverse industries and services such as transportation, smart logistics, e-commerce, and environmental sectors.

Manufacturers of related tools and products also participated, marking the first time these elements were collectively showcased in Iran. This exhibition laid the ground for leveraging private sector capabilities in enhancing postal services and enabling smart post office operations. The first edition of the postal industry exhibition was held at Imam Khomeini's Grand Mossala in Tehran over a span of four days from May 29 to June 1 2023.

Moreover, the event featured the participation of 50 knowledge-based and technological companies, presenting their latest achievements in e-commerce and smart logistics.



Source: Iran Post

MALDIVES POST LAUNCHES ETUKURI MOBILE APPLICATION

Minister of Environment, Climate Change, and Technology H.E Aminath Shauna, has officially launched the e-Tukuri local mobile application.

E-Tukuri Local is an ultimate e-commerce solution that bridges local merchants and consumers enabling merchants to grow e-Commerce business from setting up and managing the online store to logistics, marketing and customer support. Customers can shop online from wide range of products available and get it delivered within nationwide.



Source: Maldives Post



During the launch ceremony, the Managing Director, Mr. Adam Mohamed highlighted the achievements of the Maldives in the postal sector and the commitment to serve the nation. Maldives Post aims to revolutionize the e-commerce landscape and support local businesses by leveraging the postal delivery network.



PAKISTAN POST LAUNCHES SUMMER INTERNSHIP PROGRAMME

Pakistan Post has launched its summer internship program at a vibrant opening ceremony held here at ECO Postal Staff College on Saturday.

The 6-week internship program received an overwhelming response from over 500 young graduates from top universities of Islamabad/Rawalpindi. Initially only 50 students with exceptional competencies and potential have been selected for the program. These future leaders would enjoy valuable hands-on work experience in various key areas. This program will facilitate youngsters to set the stage for successful commencement of their professional careers ahead. Sharing his thoughts at the opening orientation ceremony, the Director General Pakistan Post said, "We are thrilled to launch the Summer Internship Program 2023, which is designed to ignite the careers of Pakistan's highly talented graduates.

The internship program aligns with sustainable practices by investing in the long-term growth and success of individuals in the postal sector.

Read more at: <https://pakobserver.net/pakistan-post-launches-summer-internship-programme/>