

**EXECUTIVE COUNCIL 2023**

**Report of the Markets Development and Innovation Working Group**

1. Subject	References/ Paragraphs
Informing the EC on: the outcomes of the Markets Development and Innovation Working Group Meeting held on 17 August 2023.	§ 1-9
<b>2. Decision expected</b>  The EC is asked to: - Take note of the report of the meeting	§ 1-9

**I. Opening of the meeting**

1 Japan, Chair of the Market Development and Innovation Working Group, opened the meeting and welcomed all participants.

2 The following APPU member countries were recorded as being present in the meeting: Australia, China, India (online), Indonesia, Japan, Maldives, Singapore, Thailand and Vietnam.

3 The Secretary General made opening remarks to appreciate the leadership of the Chair and importance of the WG to involve member countries to react to rapid changes in the market and utilizing the new technologies.

**II. Presentation regarding current activities and progress in POC Committee 3 “Markets Development and Innovation” (by Japan)**

4 The Chair of the WG gave a presentation about current activities and progress in POC Committee 3 as Co-Chair of POC C3.

5 The structure of POC C3 and activities of each groups as below, upcoming events and contact points were introduced;

- Digital Transformation and Innovation (DTIG)
- Sustainable Postal Services, Social Services and Gender (SPSG)
- Direct Marketing (DMAB)
- Philately and International Reply Coupons (WADP)

III. **Presentation regarding current activities and progress in “Digital Transformation and Innovation Group (DTIG)” (by Singapore)**

6 Mr. LEE Hon Chew, Co-Chair of the DTIG gave a presentation about current activities and progress in DTIG, starting with the objectives and main areas of the group.

7 He introduced that number of events and activities which have been done and/or ongoing currently and presented overviews of each topics;

- 1st Postal Data Hackathon (23-24 June 2023)
- Taxonomy of Digital philatelic products
- Postal sector input to the Global Digital Compact
- Digitalized communication system between the IB and UPU stakeholders
- 1st African Postal Leaders Forum (3-5 July 2023)
- Collaboration with the GSMA (capacity building)
- Digital Capabilities Assessment

8 The WG took note of both presentations with no questions either comments.

9 There was no any other business, and the Chair closed the meeting with thanking Mr. LEE and the attendance to the WG.

Chair of Markets Development and E-Service Working Group: Japan  
Represented by: Kazunori UCHIDA