

# APPU Newsletter

September 2023

## POSTAL BUSINESS FORUM

2023



**20th to 22nd  
November  
2023**

HOTEL RENAISSANCE  
BANGKOK

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By registering, you'll also access the exclusive CEOs Forum on Day 1 (November 20, 2023), helping you gain insights and a wealth of knowledge from the DG (UPU), Postal CEOs, DGs, PMsG and experts, besides affording an opportunity for meaningful discussions with them.

# ASIAN-PACIFIC POSTAL UNION



NEWSLETTER

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## *From Secretary-General's Desk*

As we enter the month of September, I hope you all are ready to embrace the busy peak season ahead. This is also a warm-up time before we celebrate the World Post Day on October 9 to recognize the contribution of postal services to social and economic development.

The recent Executive Council Meeting of the APPU held in Bangkok, from August 14 to 18, was a remarkable success with the representatives from across the region having gathered to chart the path ahead for the current Bangkok Cycle.

This event emphasized our commitment to enhancing postal services in the Asia-Pacific region through insightful discussions and reports from committees and working groups on finance, governance, and modernization. You'll find more details on the EC meeting on Page 2.



It was heartening to witness the collaborative spirit among member countries and working groups as we deliberated on the future, demonstrating the enduring strength of our Union efforts. I would like to express my sincere appreciation to the delegates for their active and constructive contributions. As we move forward, I am confident that the outcomes of this meeting will guide us towards a future of excellence and inclusivity in the Asia-Pacific region.



In September, we continue to deliver various training courses and workshops for members through the APPC. These include courses on "Marketing and Innovation for Posts" (MIP) and "Postal Management" (PMC), special workshops on "Business Repositioning in Uncertain Times" (BRUT) and "Leadership and Innovation Management" (LIM). These courses and workshops are designed to equip our participants with the knowledge and skills to cope with the changing postal environment and to seize new opportunities for growth and innovation. You can find more information about our training programs on the APPU website.

Looking ahead, we have planned several events and activities for October and November to offer a unique chance to delve into vital topics that drive our sector's evolution. Major highlight is the 10th Postal Business Forum from November 20 to 22, 2023, with the Day 1 exclusively earmarked as CEOs Forum. Additionally, I am pleased to share with you that I will be attending the UPU 4th Extraordinary Congress in Riyadh (October 1 to 5, 2023), which will majorly focus on the opening up of the UPU. It will be a valuable chance to meet colleagues from around the world and exchange insights on the future of postal services in a global context. I look forward to meeting delegates from our region and beyond.

**Dr. Vinaya Prakash Singh**



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## SUCCESSFUL CONCLUSION OF APPU EC MEETING IN BANGKOK SETS STRATEGIC COURSE FOR ASIA-PACIFIC POSTAL COOPERATION

The 5-day Executive Council (EC) Meeting of the APPU held in Bangkok from August 14 to 18 saw the representatives from across the region converge to discuss key issues, review reports, and set the agenda for the Bangkok cycle of the APPU. The meeting addressed vital topics such as the activities of the Union, financial matters, legal frameworks of APP, and cooperation among member countries.

Key reports were presented during the meeting, each offering progress achieved and valuable insights and recommendations. Japan provided a comprehensive report on the activities of the Finance Committee, outlining the financial health of the Union. Thailand presented the report of the Governing Board (APPC GB), highlighting key decisions and progress. Singapore shared an overview of the Asia Pacific Post Cooperative (APP) activities.

Furthermore, various working groups also reported on their respective areas of focus. These include the Supply Chain Working Group, Postal Financial Services Working Group, Reform Working Group, UPU CA Matters Working Group, Physical Services and E-commerce Working Group and Markets Development and Innovation Working Group.

One of the highlights of the meeting was the presentation by the UPU Coordinator, who shed light on Asia-Pacific and South-South Cooperation in UPU's activities within the region. This presentation emphasized the importance of international collaboration in shaping the future of postal services.

The engagement and collaboration of members and units showcased a commitment to enhancing postal collaboration, ensuring business sustainability, and fostering legal frameworks that support the region's efforts. The meeting laid the foundation for a vibrant and innovative future for postal services in the Asia-Pacific region, bolstered by the principles of cooperation and collaboration among member countries and units.



## CAMBODIA TO HOST 2024 APPU EXECUTIVE COUNCIL MEETING



The 2024 EC meeting will be held in Cambodia, as was announced during the 2023 APPU EC closing plenary session. This decision aligns with APPU General Regulations Article 106.4 and 106.6. The chosen city, Siem Reap, adds cultural significance to the event. Cambodia's willingness to host the 2024 EC received a thunderous applause from the delegates.



## APPU'S INTERVIEW SERIES: *The UPU DIALOGUES*

### NAVIGATING THE FUTURE OF POSTAL SERVICES IN ASIA-PACIFIC: INSIGHTS FROM DEPUTY DIRECTOR GENERAL OF UPU

During his visit to Bangkok for the APPU EC meeting, we had the privilege to sit down with **Mr. Marjan Osvald**, the Deputy Director General of the Universal Postal Union (UPU). This interview delves into UPU's strategies, initiatives, and collaborative efforts in the Asia-Pacific region, shedding light on the organization's commitment to postal modernization, resilience, and international solidarity.



**Question 1:** *In the face of rapid technological advancement in the Asia-Pacific region, how can UPU initiatives promote modernization of postal services while also ensuring the retention of traditional values that many Posts hold dear?*

**Mr. Osvald:** The Asia-Pacific region is undoubtedly the world's biggest generator of mail volumes. At the same time, it is also the largest employer on a global scale. In my view, the UPU's key task is to transfer best practices from this region to other parts of the world, especially in terms of technological advances, while simultaneously providing an appropriate legal framework that will ensure an efficient and sustainable exchange of postal items also in the future. Only in this way, the traditional role of the Posts and the values they hold can also survive in the years to come.



**Question 2:** *You've been meeting with many operators in the Asia-Pacific region this week, so I believe you understand the unique challenges and opportunities in the region. Can you share an example of a regional project led by UPU that specifically addresses the needs of this region? What were the outcomes and lessons learned?*

**Mr. Osvald:** I am very grateful to have met with the representatives of 20 APPU members. It is always a great privilege and pleasure to have the opportunity to listen to members and to talk

to them in person. I found these exchanges of views highly productive considering the insight I have gained. If I were to share one example of a successful regional project, then I would highlight the Transport Hub in Fiji. I'm convinced we will increase the performance and the visibility of Leg 2, in addition, we will strengthen cooperation with air carriers. The fact is that we need to establish better transport connections in this region for our members, especially when it comes to island countries in the Pacific.

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**Question 3:** The UPU has been actively engaged in capacity-building initiatives, such as the program aimed at helping the postal operators from Asia-Pacific countries, including 19 LDCs, SIDs, LLDCs and select DCs. This program covers diverse subjects, ranging from customs, data compliance to standards and environmental sustainability. How do you evaluate the overall progress of the participating countries and specifically in the APP region? How does UPU plan to support effective implementation to empower postal professionals in the region?

**Mr. Osvald:** I am very happy that I was able to visit APPC (Postal College) as part of my participation in the APPU Congress. My colleagues in Bern and I will try to find a way to transfer know-how to the students here in Bangkok even more effectively. Allow me, to take this opportunity to thank Thailand and Thailand Post for their contribution to APPC's very successful operations. I sincerely hope this successful model can be replicated elsewhere.



**Question 4:** The APPU plays a significant role in the region. How do you plan to enhance coordination and collaboration between the UPU and APPU to maximize the impact of joint projects?

**Mr. Osvald:** It is true that APPU's role is crucial in this region. This is my second time here, and I am amazed how well the ministries and DOs work together in the Asia-Pacific region. I believe that such a successful and respectful cooperation would also help other regions to advance faster in their efforts to modernize postal services. Personally, I wish that we could maintain the growth of postal volumes on an international scale, while at the same time strengthening the role of DOs in the national environment. In light of the above, I believe that in order to maximize the impact of our joint projects, APPU and UPU could map priority areas then use the know-how and the resources UPU has at its disposal to benefit APPU members.

**Question 5:** Can you share your perspective on the complexities of postal regulatory reform worldwide, considering factors such as existing framework, market challenges, and the influence of digitalization and e-commerce? How would you approach developing recommendations that not only promote modernization and efficiency enhancement, as emphasized by the IPDP, but also align with the region's unique economic and social objectives?

**Mr. Osvald:** After 27 years of following the postal sector, I can say that we are facing the same challenges as similar sectors as we work to keep pace with the development of technology. We have had better luck in comparison to the others, but we cannot take this for granted. Unfortunately, the rapid uptake of technology raises some concerns, in my opinion. Why? Because I fear that the development may lead us in a direction we may not be able to influence to the benefit of the people we serve – both our employees and our customers. I'm not sure if robotization, automation and artificial intelligence can take over all the functions or tasks in our environment. There are some areas or aspects of postal services that benefit from or require a human touch.

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We must also consider that UPU members are at completely different stages of development, which means that our less developed members could lag behind even more if we do not act to harness technology carefully. It is hard to predict future trends and developments. In the 1990s, experts

predicted that integrators such as DHL, TNT, DPD, GLS, etc. would privatize public postal operators, but what happened was quite the opposite.

The same applies to the development of the regulatory field, where it is difficult to establish a model that would suit all members, especially due to the huge differences in development and the importance and roles given to national DOs. Most of them are focused on their domestic market, but there are also those that operate globally. At the same time, we must not forget the other stakeholders who have and will continue to shape the postal sector.

So, to sum up, regulatory reform will not only have to address technological developments and market changes but also sustainability and social challenges as they are all closely related.

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**Question 6:** As you emphasized the importance of the UPU's mission to discover a model of solidarity that can effectively diminish development disparities among member countries, projects like "ORE" and "QSF" are actively contributing to this mission. Do you see these projects serving as models for fostering cooperation and enhancing development across different member countries in the region?

**Mr. Osvald:** Yes, I do. But I also know that members (all UPU members) must do more to improve the quality and efficiency of our global postal network. As it stands, the postal network is unique in the world and we must do everything we can to preserve it. And projects such as ORE and QSF were designed to do just that – to reduce development disparities among UPU members.



## UPU APPROVES DIGITAL STAMP DEFINITIONS

The UPU has greenlit standardized definitions for digital stamps, crypto stamps, and NFT stamps, a transformative step in philately. This decision opens new vistas for the postal industry in the digital era. Postal services globally have been eyeing innovation opportunities. The approved definitions are as follows:



Digital Stamp

- Any stamp issued in a digital format by or on behalf of an issuing postal operator.



NFT Stamp

- A stamp issued in a digital format, with or without a physical counterpart, by or on behalf of a designated postal operator. This stamp is an NFT collectable on a blockchain, providing innovation value for traditional and non-traditional philatelic collectors, as well as potential new audiences, including young people and digital natives.



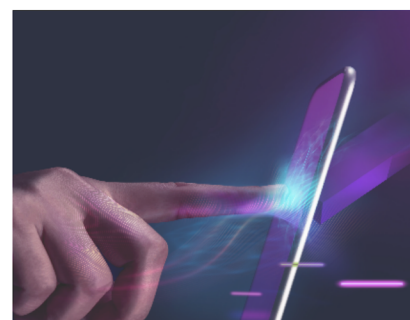
Crypto Stamp

- A physical stamp with a digital counterpart on a blockchain, issued by or on behalf of a designated postal operator. The physical stamp can be used for postal services, while its digital counterpart serves as an NFT collectable. This stamp also holds innovation value for various collector categories and new audiences.

These precise classifications aim to clarify the digital philatelic landscape, promoting growth while fostering future innovations.

### Read more at:

<https://www.upu.int/en/News/2023/August/UPU-defines-the-new-generation-of-digital-stamps>





*AUSTRALIA POST LAUNCHES NEW  
'AUSTRALIA POST METRO SERVICE'*

Australia Post has announced the launch of its new service, the Australia Post Metro. The service is aimed at satisfying consumers' needs for speedy and reliable delivery. The company has identified that consumers are looking for same-day delivery, and the new service will ensure that orders placed today will be delivered by 5:00 pm tomorrow. The service will initially be launched in Sydney, Brisbane, and Melbourne, with plans to expand it across the country over time. The company has identified that the fashion, lifestyle, and beauty sectors are particularly interested in this service and have launched it first.



Watch the video report at

<https://newsroom.auspost.com.au/article/australia-post-launches-new--australia-post-metro-service>



*CHINA POST'S E-COMMERCE FESTIVAL:  
"MORE SHOPPING ON ULE, MORE  
HAPPINESS WITH FAMILIES"*

China Post has launched its annual e-commerce festival on August 16, with the theme "More Shopping on ULE, More Happiness with Families".

The festival will feature ten distinctive activities, such as mega-sale on special promotion days, promotion of over-10,000-order products for rural revitalization, and inclusive insurance reaching rural areas. The festival will also highlight the unique advantages of "postal service plus ULE", a platform that integrates online and offline channels, and offers a wide range of products and services.

China Post expects to generate a two-way commodity flow of 6 billion yuan (about 833 million US dollars) during the festival and attract more than 5 million buyers and 12 million newly registered users. The festival will last until September 30, and will cover 400 locations where postal services are not accessible.

Read more at:

<http://english.chinapost.com.cn/html1/report/23081/7470-1.htm>

India's first post office constructed using 3D printing technology was inaugurated in Bengaluru on August 20. The building, located at Cambridge Layout in Ulsoor, was built by Larsen & Toubro in collaboration with the postal department. The 1,021 sqft post office has a modern design and can withstand natural calamities. The postal department plans to construct more post offices using 3D printing technology in 400 locations where postal services are not accessible. The department has also engaged a technical expert from IIT-Madras to monitor the quality of the building. The 3D-printed post office is expected to boost the trade and economy of the region and cater to the needs of both the retailers and the consumers.

*INDIA'S FIRST  
3D-PRINTED  
POST OFFICE  
INAUGURATED  
IN BENGALURU*



Read more at:

<https://indianexpress.com/article/cities/bangalore/india-first-3d-printed-post-office-inaugurated-bengaluru-8898130/>

# DATA UPDATE

## PITNEY BOWES “PARCEL SHIPPING INDEX 2023” FEATURING 2022 DATA

**Introduction:** The Pitney Bowes Parcel shipping Index is an annual report that measures parcel volume and spend for business-to-business, business-to-consumer, consumer-to-business, and consumer consigned shipments with weight up to 31.5 kg across 13 countries (Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Norway, Sweden, the United Kingdom and the United States.)



## MAJOR DATA FINDINGS

- The Index 2023 represents the parcel shipping activity of 3.8 billion people across these markets in 2022.
- The report estimates parcel volume to shift from double-digit to single-digit growth and most likely reach 225 billion by 2028, with a 6% CAGR from 2023 to 2028
- In the last seven years, global parcel volume increased by 150%, from 64B parcels in 2016 to 161B in 2022. The pandemic accelerated parcel volume growth and shifted consumer shopping towards online channels. In addition, alternative delivery options such as Same Day and Click and Collect are impacting traditional carrier parcel volumes

- Collectively, China, US, and Japan represented 87% of global parcel volume in 2022. China grew only by 2%, due to lockdowns of major cities, while the US parcel volume declined at -2%, reflecting a post-pandemic slowdown from 33% growth in 2020. India experienced the highest volume increase in 2022 at 18%, driven by growth in e-commerce. Italy, Australia, Brazil and Norway also had growth in parcel volume, while the rest of the countries experienced declines, with Sweden at -11%, Canada at -9% and Germany at -7%

- The report also provides a forecast for future parcel volumes. The index estimates that parcel volume could reach 256 billion by 2027



### Download the full report at:

[https://www.pitneybowes.com/content/dam/pitneybowes/us/en/shipping-index/23-mktc-03596-2023\\_global\\_parcel\\_shipping\\_index\\_ebook-web.pdf](https://www.pitneybowes.com/content/dam/pitneybowes/us/en/shipping-index/23-mktc-03596-2023_global_parcel_shipping_index_ebook-web.pdf)

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