

APPU NEWSLETTER

As we step into the last quarter of 2023, I am pleased to share with you the recent developments and engagements that have been shaping our journey towards a more connected and prosperous postal community.

With the celebration of World Post Day on October 9, I send my warm greetings to our entire Asia Pacific postal community. Being the world's largest contributor in mail volume with the most extensive postal network globally, our unwavering dedication and vast infrastructure continue to shape the future of postal services, reinforcing the theme of "Together for Trust: Collaboration for a safe and connected future". Let us harness our immense potential to lead the way in building trust, ensuring safety, and fostering connectivity in the postal sector for a better world.

In recent weeks, I had the opportunity to represent the APPU at two important international events, each contributing to our shared goals.

Firstly, I attended the Post Forum in China, which centered around the theme of "Sustainable Post: Working Together for Rapid Development of the Global Postal Industry." This gathering emphasized the significance of collaboration in the postal sector and provided valuable insights into sustainability and growth.

During my visit to China, I also engaged in constructive meetings with the Director-General of the State Post Bureau (SPB) and the Vice-President of China Post Group, and discussed issues of mutual interest to foster collaboration between APPU/APPC and SPB/China Post Group.

Subsequently, I participated in the UPU 4th Extraordinary Congress held in Riyadh from October 1 to 5, where the central theme was expanding UPU engagement with the wider postal players. The Congress also endorsed climate action targets and efforts to modernize postal financial services for a more efficient and sustainable global network.

Back at the Bureau, we continued our commitment to capacity building and knowledge sharing. We are successfully conducting the Marketing and Innovation for Posts (MIP) and Postal Management Course (PMC) courses. Furthermore, it gives me great pleasure to share that our PMC participants will undergo a one-week study tour in China, courtesy the invaluable support extended by China Post Group. This initiative exemplifies the spirit of collaboration that defines our organization.

In the coming November, I look forward to representing the APPU at the UPU Council sessions. I also invite you to join us at the CEOs Forum and 10th Business Forum, which is organized by APPU in Bangkok from November 20 to 22. This will be a great opportunity to meet Mr. Masahiko Metoki, the Director General of UPU, the postal leaders from the region and beyond and other postal sector players and discuss how we can innovate and grow sustainably in the postal sector. Together, we can chart a path toward a brighter future for our industry.

OCT 2023

TAKING POSTS INTO THE FUTURE

FROM SECRETARY-
GENERAL'S DESK



As always, I look forward to our continued collaboration in the pursuit of a more connected, sustainable, and prosperous postal community.

DR. VINAYA PRAKASH SINGH



BUREAU NEWS

SECRETARY-GENERAL PRESENTED REGIONAL POSITION AT UPU EXTRAORDINARY CONGRESS

At the UPU 4th Extraordinary Congress in Riyadh, from October 1 to 5, 2023, historic decisions were made that will affect the global postal sector, including groundbreaking agreements on opening up to wider postal sector players, climate action targets and modernization plans for postal financial services.

Dr. Singh's active participation at the Congress yielded positive outcomes. He engaged with UPU colleagues, international delegates, and Restricted Unions, fostering discussion on potential cooperation with APPU.

In a significant development, Dr. Singh presented the consensus regional position paper of the Asia-Pacific on the Opening Up of the UPU to wider postal sector players. This position paper was the result of months of extensive deliberations involving all APPU member countries. Dr. Singh's presentation underscored the collaborative spirit within the Asia-Pacific region and our commitment to shaping the future of the global postal sector, reflecting the region's dedication to promoting inclusivity and innovation in postal services on a global scale.



SECRETARY-GENERAL VISITED CHINA AND COMMENDED CHINA'S COMMITMENT TO SUSTAINABLE POSTAL DEVELOPMENT

The Secretary-General was invited by the State Post Bureau (SPB, China) to deliver an opening speech at the Post Forum on "Sustainable Post – Working Together for Rapid Development of the Global Postal Industry."

During his opening speech at the Forum, Dr. Singh commended China's commitment to sustainable postal development. He highlighted the crucial role of cooperation in achieving rapid progress in the global postal industry. The Forum served as a platform for discussing strategies to enhance sustainability, promote innovation, and strengthen collaboration within the postal sector.

After the Forum, Dr. Singh engaged in productive meetings with Mr. Zhao Chongjiu, Director-General of China's State Post Bureau, and Mr. Wen Shaoqi, Vice-President of China Post Group.

During the meetings, the areas for further collaboration were identified, including the exchange of best practices, joint initiatives to promote sustainability, and enhancing connectivity within the Asia-Pacific region. Dr. Singh expressed his appreciation for China's warm hospitality and reiterated APPU's commitment to fostering friendly exchanges and deepening cooperation with China.

The meeting concluded with a shared commitment to advancing sustainable postal development and strengthening postal connectivity in the Asia-Pacific region.

ASIAN-PACIFIC POSTAL UNION

WORLD POST DAY CELEBRATED AT APPU



World
POST DAY
9 OCTOBER 2023



In a vibrant celebration of World Post Day, the APPU bureau came alive with creativity, engagement and a shared commitment to the theme, "Together for Trust: Collaborating for a safe and connected future." The event, held on October 9, brought together the Secretary-General, APPU bureau staff and participants from the MIP and PMC courses.

One of the highlights of the celebration was a captivating Stamp Design Competition. Participants showcased their artistic talents, creating stamps that reflected the essence of "Taking Posts into the Future". These miniature masterpieces served as a visual reminder of the significance of World Post Day and the role of the postal service in connecting people and fostering trust.

Another engaging activity was the Letter-Writing Competition, where participants had the choice of two engaging topics: "A Letter To My Future Self" or "A Letter To My Childhood Hero." Participants poured their thoughts onto paper, delving into topics such as self-reflection, personal growth and envisioning one's future.

To test knowledge and spark friendly competition, a World Post Day Quiz was organized. Participants eagerly answered questions related to postal history and the significance of the day itself. The quiz not only educated participants but also ignited their enthusiasm for the postal sector.

As a token of appreciation for their participation and achievements, winners of the Stamp Design Competition, Letter-Writing Competition, and the World Post Day Quiz were also given away prizes by the Secretary-General.

In his remarks, the Secretary-General commented on the significance of the celebration, stating, "World Post Day is not just a day, it's a celebration of the trust we have in postal services and a reminder of the connectivity they provide".

World Post Day 2023 was a remarkable reminder that even in our digital age, the cherished art of letter-writing and the enduring charm of postal services continue and need to thrive.



MIP COURSE CONCLUDES, PMC CHINA STUDY TRIP AHEAD

The Marketing and Innovation for Posts (MIP) course, spanning from September 18 to October 13, has successfully concluded with participants from Bhutan, Cambodia, Japan, Sri Lanka, Thailand and Tonga. Postal Management Course (PMC) continues for two more weeks, including a five-day study trip to China, thanks to China Post Group's support.



ENHANCING THE GLOBAL EMS NETWORK: INSIGHT FROM THE HEAD OF THE EMS UNIT

EXCLUSIVE
INTERVIEW



Introduction: In the dynamic realm of the international EMS documents and parcel exchange, the EMS Cooperative of the UPU plays a pivotal role in steering the global postal network to meet modern demands. In an exclusive interview with **Mr. Osamu Goto**, the Head of the Cooperative's EMS Unit, we explore the strategic priorities, obstacles, and prospective objectives that shape the EMS Cooperative's efforts to enhance the efficiency and effectiveness of the EMS network.

Question 1: *What are the key routes and regions that the EMS Cooperative focuses on in the worldwide postal network, and what drives this focus?*

Mr. Goto: The EMS Cooperative's primary attention is directed towards major trade corridors for EMS, such as Asia-Europe and North America-South America. These routes are crucial due to their economic significance and high trade volumes. Additionally, we closely monitor regions grappling with infrastructure and logistical challenges, aiming to drive improvements and foster collaboration. Our primary objective is to enhance operational efficiency and ensure seamless cross-border postal services, which are vital for the global EMS supply chain.

Question 2: *Could you please describe the elements that have contributed to the recent reduction in cross-border EMS volume, and how you see the situation?*

Mr. Goto: Certainly. The cross-border EMS volume is directly linked to the post-pandemic economic recovery and the gradual resurgence of the air passenger industry. The pandemic disrupted both international trade and air travel, leading to a decrease in postal dispatches. The reliance on passenger flights for mail and goods transportation exacerbated delays in EMS services. As economies gradually recover and air travel regains momentum, we anticipate a rebound in EMS volumes. Monitoring the situation closely and strategizing for sustained recovery are essential.

Question 3: *Could you elaborate on the impact of the EMS Cooperative's efforts in regular performance review, customer service monitoring and Pay-for-Performance (PFP) project on the EMS network's development?*

Mr. Goto: The EMS Cooperative's initiatives such as regular performance reviews, customer service monitoring and the EMS Pay for Performance (PFP) project, have significantly contributed to optimizing our network. Through projects like EMS PFP and the validation of service standards, we've streamlined EMS

operations and identified areas for enhancement. This data-driven approach has resulted in substantial improvements in service quality and reliability. The introduction of innovative services via EMS PFP has elevated customer satisfaction and market relevance. Additionally, the validation of service standards promote uniformity in EMS offerings across member countries. As we embark on a new strategy cycle, our focus remains on optimizing EMS operations, embracing digitalization, and fostering collaboration to meet evolving client needs and technological advancements.

Question 4: *How does the EMS Cooperative support member countries and adapt to the changing demands of the market?*

Mr. Goto: The EMS Cooperative takes a collaborative approach to support member countries, emphasizing knowledge sharing, capacity building, and technical assistance. Our workshops, training programs, and best practice sharing sessions enable postal operators to adopt cutting-edge technologies and efficient practices. We've also introduced self-learning tools, including publishing videos on the EMS Cooperative website and YouTube, and offering E-learning materials on key EMS operations. The pandemic accelerated our online self-learning curriculum, allowing members to access resources flexibly. Whilst in-person training remains valuable, digital tools provide accessible learning options for EMS staff around the world.

EMS SMART, our comprehensive monitoring and reporting system, is a pivotal tool for member countries. It empowers members to evaluate their monthly performance, analyze marketing plans based on weight distribution, and review specific dates and destinations. Moving forward, our objectives include enhancing operational efficiency and facilitating EMS Cooperative member business growth.

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We are also providing aid to all EMS Cooperative members through regional coordination. Our EMS Regional Coordinators are the primary contact for members in their respective regions. They monitor EMS performance and provide information at both the operator level and regional level, through workshops, symposiums, performance reviews, regular teleconferences, and daily communication.

Given the dominance of the Asia-Pacific region in both outward and inbound volumes, we place special emphasis on this area. Collaborative efforts with UPU working groups concentrate on enhancing the EMS network, including marketing strategy research. Our upcoming Global EMS Strategy Workshop in October aims to foster consensus and deeper cooperation among participants.

Conclusion:

Mr. Goto: The EMS Cooperative remains steadfast in its commitment to enhancing global postal exchanges in an evolving landscape. By embracing innovation, encouraging collaboration, and leveraging self-learning capabilities, the EMS Cooperative aims to enhance the EMS network's efficiency and agility. Our partnership with APPU and the dedication of member countries are pivotal in shaping the future of the global EMS network. We envision a seamless and interconnected postal world, driven by exceptional services and unwavering customer satisfaction, achieved through ongoing efforts and strategic initiatives.

EMS Performance against the Award Standards Updates SEP 2023



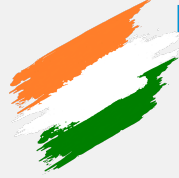
➤➤ Part one: Ten Prerequisites

3 DOs (MO, MY, VN) met 9 out of the 10 prerequisites; 4 DOs (MM, MV, SG, TH) accomplished 8 prerequisites. 4 DOs (HK, ID, JP, VU) met 7 prerequisites, and 3 DOs (BT, KR, TO) achieved 6.

➤➤ Part two: The Main Five Targets

2 DOs (JP, MV) achieved all the Five Main Targets, and 4 DOs (HK, KH, SG, VN) achieved 4 of them.

APPU'S INTERVIEW SERIES: THE MEMBER DIALOGUES



INDIA POST: BRIDGING THE GAP –CONNECTING, EMPOWERING, AND INNOVATING

Introduction: India Post, often hailed as the nation's lifeline, weaves a comprehensive tapestry of connectivity and communication. In an interview with **Mr. Vineet Pandey**, the Secretary of the Department of Post, he reveals the intricate working of India Post, showcasing how it ensures services reach every nook and corner, empowers the marginalized with financial inclusion, balances tradition with modernization, and embraces eco-friendly practices while promising innovative and affordable products and services for all citizens.



Question 1: India Post has been described as an essential lifeline that connects every corner of the nation. How does the Department of Post ensure its services reach even the most remote areas, fostering connectivity and communication?

Secretary (P): Thanks for the opportunity. We have an extensive network of post offices reaching the farthest places, including in rural and remote regions, acting as the backbone of our service. We have a large presence through postmen and Gramin Dak Sevaks (part time village postal functionaries) for providing postal services to every household, regardless of its location. This on-ground presence is crucial for fostering connectivity and communication. On average a post office serves 8,000 people in the country.

In the recent past, we've embraced technology through initiatives like networking of more than 150,000 post offices including those in rural areas. Further, India Post Payments Bank (IPPB) leverages fintech initiatives to provide financial services, including banking and payments, through post office network. This not only enhances financial inclusion but also complements our traditional mail services.

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Question 2: India Post has been recognized for its significant contribution to financial inclusion, especially during the Covid time. Could you elaborate on how the Post empowers individuals who were excluded from the formal financial system?

Secretary (P): Certainly, the Post Bank system, as implemented through India Post Payments Bank (IPPB), has been a game-changer in promoting financial inclusion. During the COVID-19 pandemic, when physical bank branches were almost inaccessible, IPPB provided a lifeline to millions of Indians including workers, farmers, merchants, fishermen etc.

Through our extensive network of post offices, IPPB offers basic banking services, including savings accounts, fixed deposits, and access to government benefits and payments. This empowers individuals, previously excluded from the formal financial system to save, transact, and strengthen financial security.

The integration of IPPB digital banking with Aadhar (Biometric Identity) and Unified Payment Interface (UPI) creates the India stack enabling citizens to conduct transactions and access banking services conveniently. By bringing financial literacy to their doorstep, we are continuously trying to bridge the gap and empowering the underserved population.

Question 3: Like most countries, India Post strikes a balance between modernization and tradition. How does the Department navigate this delicate balance while adapting to the demands of the digital age without compromising its legacy services?

Secretary (P): Striking a balance between modernization and tradition is indeed a challenge we've embraced. Legacy services, such as letters and traditional postal services have their significance, and hold a special place in our culture. Starting from introducing the uniform postage rates across India in 1854, India Post has been offering Postal Life Insurance since 1884 and savings bank services since 1882 which continue to serve as the foundation of all our activities despite tough competition in the market.

At the same time, India Post has well recognized the need to bridge the digital divide by adapting to the digital age through a multi-pronged approach. We've invested in modernizing the IT infrastructure, introducing automation and tracking systems, and implementing e-commerce solutions to meet the growing demands of the digital age.

Let me underline that, especially from the perspective of developing countries, globally around 100,000 post offices are yet to have internet connectivity out of 650,000 post offices, India Post has provided internet connectivity to its 150,000 post offices by a combination of different technologies. This could make the

citizen centric service delivery (G2C) possible in ubiquitous manner.

That way, we aim to offer a comprehensive range of services that cater to the diverse needs and preferences of our citizens by integrating technology and modernization into our operations while respecting our legacy.



Question 4: Sustainability has become a global concern. How does the Department of Post incorporate eco-friendly practices into its operations?

Secretary (P): Sustainability is a top priority for India, which can be witnessed in a number of initiatives by Government of India. The mantra of Life (Lifestyle for the Environment) motivates everyone to contribute to the environmental footprint. In synergy with the Government of India policies, India Post has undertaken eco-friendly initiatives such as, installation of solar panels on post office buildings, promoting rain water harvesting in postal building to recycle ground water, phased migration to CNG & electric postal vans, promoting the use of eco-friendly packaging materials and adopting green building practices and becoming energy-efficient.

I am happy to share that, India Post recently inaugurated the first 3D Printed Post Office in Bangalore, which is not only cost effective by around 30-40%, but also leads to reduced carbon footprint. Let me also underline that India Post has around 200,000 delivery beats which are mainly served on foot or bicycles having zero carbon footprint.

Question 5: What are the plans for leveraging the vast network and reach of India Post to offer innovative and affordable products and services to the citizens?

Secretary (P): As I briefly mentioned, there are number of initiatives and activities in this direction out of which I would emphasise on the four.

First is e-Commerce Integration.

By strengthening our partnerships with e-commerce companies, startups and SMEs to expand our role as a reliable logistics and delivery partner. Expansion of parcel hubs and dedicated road network will continue to bring more efficiency in the mail operations. Digitizing the complete process for ease of cross-border shipments through Dak Ghar Niryat Kendras (Post Office Export Centers) in each district of the country will facilitate exports from rural areas.

Secondly Financial Inclusion.

Post Office Savings schemes and India Post Payments Bank (IPPB) will continue to play a pivotal role in providing affordable banking and financial services to the underserved and unbanked population. We also plan to integrate with more payment gateways through UPI platform and focus on cross-border remittances as well.

Then comes Government Services.

India Post will continue to deliver citizen-centric services through post offices that include Aadhar (biometric ID) enrollment, passport applications, disbursement of government benefits and pension payments and making these services more accessible and affordable to citizens.

And finally Collaborations.

Wherein India Post is open to collaborations with stakeholders, partners and startups to offer innovative

solutions to our customers by expanding our products and service offerings. In essence, our plans revolve around harnessing the vast reach of India Post to serve as a “one-stop solution” provider for a wide range of needs, from communication to finance, retail and beyond, at the “door step” of citizens bridging the Digital Divide with age old emotional physical presence riding on Digital Public Infrastructure for socio economic development and inclusion of all.



APPU MEMBERS

AUSTRALIA DELIVERS THE PACIFIC POSTAL DEVELOPMENT PARTNERSHIP

The Pacific Postal Development Partnership (PPDP) announced at the APPU Congress in August 2022 has hit a major milestone with its first activities being delivered by Australia in partnership with Pacific Island countries. 10 shipping containers of equipment are being delivered to the Solomon Islands, Tonga, Fiji, Vanuatu and Papua New Guinea, including motorbikes, electric delivery vehicles, and IT equipment.

The Hon Michelle Rowland MP, Australian Minister for Communications, attended the first delivery ceremony in Honiara on 24 August 2023, alongside her Solomon Islands counterpart, the Hon Peter Shanel Agovaka. A similar event was also held in Nuku'alofa on 31 August 2023, attended by Tongan Prime Minister Hon Hu'akavameiliku, as well as in Suva, Fiji on 5 September, attended by Assistant Minister to the Prime Minister's Office, Hon Sakiusa Tubuna. Further events will be held across the Pacific in coming weeks.

Examples of equipment being delivered include: mail sorting and handling equipment, IT equipment, delivery vehicles and safety gear.

The PPDP will improve mail processing reliability, speed and safety, allowing for increased e-commerce business opportunities and better connectivity with family and friends.

Equipment to Kiribati, Nauru, Samoa and Tuvalu will be delivered later this year. Australia looks forward to continuing to support the UPU and APPU's mission to support postal development.

Find out more at infrastructure.gov.au/PPDP and at [the Australia Post website](https://www.austlii.edu.au/au/other/dfat/page/australia-post-website)

*POS INDONESIA WINS AWARD FOR
BUSINESS TRANSFORMATION*

PT Pos Indonesia (Persero) was lauded at the 2023 Prominent Award event in Jakarta, securing recognition in the "The Most Prominent State-Owned Company in Business Process Transformation" category. The accolade reflects the company's impressive financial performance, with a record net profit of IDR 650 billion in 2022 and a 15.1% rise in assets to IDR 11, 149 trillion.

The transformative journey was underscored by a strategic shift towards digitalization, revolutionizing processes and bolstering governance.

Read more at:

<https://www.posindonesia.co.id/id/artikel/detail/325/unggul-dalam-transformasi-bisnis-pos-indonesia-terima-penghargaan-prominent-award-2023>



PT Pos Indonesia will continuously implement seven business transformations, including business transformation, product and channel transformation, process transformation, technology transformation, human resource transformation, organization transformation and culture transformation.



*MACAO POST LAUNCHES
"EPOSTING" AUTOMATED
MAIL POSTING SERVICE*

The Macao Post and Telecommunications Bureau (CTT) is set to unveil its innovative "ePosting" automated mail posting service on October 9, 2023. This service will initially debut with two self-service posting kiosks, operating around the clock.

The "ePosting" service covers EMS (up to 20kg), registered mail (up to 2kg), and ordinary mail (up to 2kg).

Payments can be made conveniently using Macau Pass card "GovPay" QR Code electronic methods.

In conjunction with this service, CTT introduces the "ePosting" postage label, exclusively for mail items posted via "ePosting" kiosks.

Read more at:

<https://www.ctt.gov.mo/MacauPost/Contents/News.aspx?pm=3758>

SingPost and FedEx have signed a MOU to trial a new service that allows FedEx customers to drop off their parcels at selected post offices in Singapore. The service aims to improve operational efficiency and customer convenience for cross-border shipments. The trial will last for three months and will involve six post offices with POPStop counters, which are dedicated facilities for eCommerce parcel transactions. SingPost and FedEx hope that this collaboration will enhance their competitive edge and facilitate greater cross-border trade. The MOU is effective as of September 25, 2023.

*SINGPOST
AND FEDEX
PARTNER TO
PILOT DROP-
OFF POINTS
AT POST
OFFICES*



Read more at:

<https://www.singpost.com/about-us/news-releases/singpost-inks-mou-fedex-trial-acceptance-points-post-offices>