

APRIL 2024

ASIAN-PACIFIC POSTAL UNION

OFFICIAL MONTHLY NEWSLETTER



FROM SECRETARY-GENERAL'S DESK

As we welcome the vibrant and joyous **Songkran Festival** marking a time of renewal and festivity throughout Thailand in April, I consider this an appropriate time to reflect on our shared journey.



Having entered my second year as the Secretary-General of APPU, we continue to navigate through the periods of transition and changes. Amid this constant change, it remains vital for us to maintain connectivity, exchanging news and achievements as we collectively pilot towards a horizon that accommodates our immediate targets and future ambitions.

The 1st of April this year also marked the 62nd Anniversary of the APPU. In celebration of this milestone and in line with our commitment to fostering innovation and technology within our sector, we embarked on a significant initiative. I am excited to bring to your attention the successful hosting of the first Asian-Pacific Postal Union (APPU) Technology and Innovation Showcase, conducted online on the 1st and 2nd of April. This event, coinciding with our Foundation Day, served as a testament to our enduring legacy and our forward-looking vision. With around 150 attendees joining us, the showcase featured enlightening presentations by postal operators on their innovative projects, by technology firms on their latest solutions, and by industry experts on emerging trends. This two-day event not only celebrated our past achievements but also paved the way for future advancements, embodying our collective efforts to remain at the forefront of postal technology and innovation.

Moreover, we have launched an exhaustive Training Needs Assessment (TNA 2025) aimed at refining our training programs to align with our members' requirements more closely. We are also in the process of gathering Best Practices from our extensive network in the Asia-Pacific region, aiming to create a conducive environment for the exchange of knowledge and innovation. I earnestly encourage our member countries to contribute their Best Practices to the APPU Bureau.

In our pursuit of excellence, we have committed to implementing effective HR practices. This includes establishing a system for the objective evaluation of staff performance within the Bureau- a move poised to boost efficiency and ensure deserving staff receive acknowledgment and rewards.

Looking forward, APPU is gearing up to delve into research on pertinent postal subjects through project-based initiatives. We plan to conduct theme-based surveys, structured interviews, and focused group discussions, as well as workshops that involve a broad spectrum of stakeholders, such as APPC alumni, postal CEOs, and community members from the region. This strategy is crafted to enrich the knowledge base of our members and to guide the potential strategic orientation of the postal sector regionally and internationally.



Your active participation and insight are crucial for the success of these projects. We invite all members to contribute to our initiatives, whether by responding to surveys, participating in interviews, or taking part in discussions and workshops. Your input is invaluable. Together, we can shape the APPU reflecting our collective vision for the postal community.

In conclusion, I extend my deepest gratitude for your continuous support and involvement. The essence of our community lies in our concerted dedication to excellence and our joint efforts to cultivate an environment of innovation, learning, and collaboration within APPU.

Dr. Vinaya Prakash Singh



APPU HOSTS OPERATIONAL EFFICIENCY AND E-COMMERCE DEVELOPMENT (ORE 3) WORKSHOP

The UPU-funded Operational Efficiency and E-commerce Development (ORE 3) Workshop for Asia, hosted by the APPU from March 18 to 22, 2024, in Bangkok brought together 39 participants from 16 countries. This workshop focused on EMS enhancements.

Inaugurated by Dr. Vinaya Prakash Singh, the APPU Secretary-General, and Mr. Kazuyoshi Yoshino, the UPU IB Regional Expert, the event was expertly moderated by Ms. Thapanee Amarinrat, the UPU Regional Field Expert, and Mr. Anucha Soonglertsonpha, the ORE project focal point at APPU.



A mix of physical and online sessions enriched the workshop, with notable contributions from Mr. Feng Jiang from UPU EMS Unit, who led in-person discussions on EMS trends, EMSEVT V3 pipeline and related exercise and service measurement and improvements. Other UPU experts, including Mr. Prashanth Kallat, Mr. Javier Garcia and Ms. Agnieszka Urbaniec, delivered online sessions on Quality of Service Fund (QSF) management, Customs and EAD (Electronic Advance Data), postal addressing, and security certification, highlighting the necessity for technical precision and security within the postal framework.

The workshop, aimed at boosting EMS performance and service quality, continued the UPU's regional efforts to advance postal operations, concluding with strategies and country action plans that set a benchmark for operational efficiency.



MONGOLIAN POSTAL DELEGATES VISITED APPU IN BANGKOK ON MARCH 21

On March 21, a 12-member delegation from the Communications Regulatory Commission (CRC) Mongolia visited the APPU Bureau, while they were attending the "Smart Delivery Expo 2024" in Bangkok, Thailand.

Dr. Singh warmly welcomed the group, highlighting the visit would facilitate interaction between the APPU and CRC Mongolia. Mr. Sandeep K.P. followed with a detailed presentation on APPU's structure, objectives, recent activities, and potential avenues for collaboration. The session ended with a tour of the APPU facilities.

Expressing their appreciation, the Mongolia delegation highlighted the visit as a great experience for fostering stronger ties and exploring collaborative prospects.



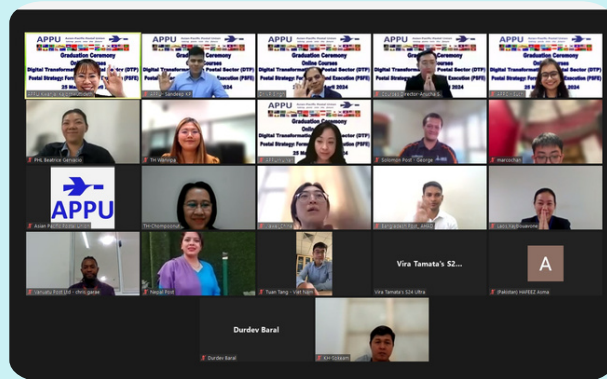
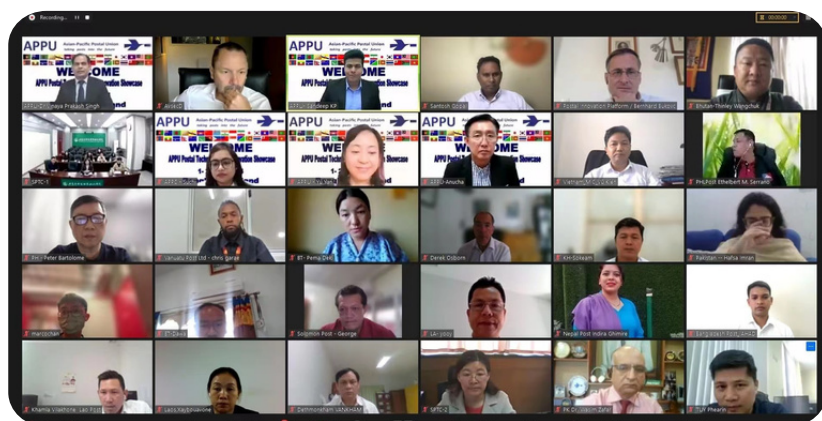
APPU ORGANIZES INAUGURAL POSTAL TECHNOLOGY & INNOVATION SHOWCASE

In conjunction with the Foundation Day celebrations, the APPU organized the inaugural edition of the Postal Technology and Innovation Showcase on the 1st and 2nd of April 2024. The Showcase provided a unique opportunity for the members of the APPU to learn and discuss the latest advancements in the sector.

Inaugurated by Secretary-General Dr Vinaya Prakash Singh, the showcase highlighted cutting-edge initiatives in technology, innovation, and sustainable development within the postal sector. Presentations were made by leading experts from Cainiao Group, Pos Malaysia, Reason Solutions, Thailand Post, Zonos, PRIME, Box C, Shiptimize, Ship2myID, Vitronic, UPU Postal Technology Center, Mr. Derek Osborn, and Dr. Bernhard Bukovc. During the two days, the showcase was attended by close to 150 participants from 30 postal operators.

In his closing remarks, the Secretary-General highlighted the critical role of cooperation and collaboration in advancing the postal sector. He also informed that the APPU will organize subsequent editions of the Showcase in the coming months.

Presentations made by the experts during the showcase can be downloaded from www.postalbusinessforum.com/resources. We look forward to welcoming you to the upcoming editions of the Showcase.



APPC COMPLETED INNOVATIVE ONLINE COURSES

The APPC successfully hosted two parallel online courses, Digital Transformation in the Postal Sector (DTP) and Postal Strategy: Formulation and Execution (PSFE), from March 25 to April 5, 2024. Reflecting the APPU's dedication to remote learning methodologies, these courses ensured broader participation by allowing 25 attendees from 15 countries to join the training directly from their locations, partially supported by APPU fellowships.

This approach highlights APPU's commitment to making educational resources more accessible and fostering an inclusive environment for knowledge exchange.





DHL AND THE STERN SCHOOL OF BUSINESS AT NEW YORK UNIVERSITY JOINTLY RELEASED THE “2024 DHL GLOBAL CONNECTEDNESS REPORT”

DHL and New York University’s Stern School of Business released the new DHL Global Connectedness Report 2024, the most comprehensive available analysis of globalization’s state and trajectory. It tracks how flows of trade, capital, information, and people move around the world and measures the globalization of 181 countries and territories. The report reveals that globalization reached a record high in 2022 and remained close to that level in 2023.

Amidst a world grappling with crises, conflicts, and a burgeoning wave of speculation around the demise of global integration, this report offers a beacon of clarity.

Compiled from an exhaustive analysis of nearly 9 million data points spanning international exchanges of goods, services, people, capital, and information, it stands as the most detailed examination of global interconnectedness to date. The 2024 release delves into pressing questions about the resilience of global flows against the backdrop of geopolitical strife, economic fragmentation, and shifting trade patterns, providing essential insights for anyone involved in shaping the future of global commerce and policy.

Below, we highlight the 10 key takeaways and the global connectedness ranks and scores:

10 KEY TAKEAWAYS

- Global connectedness reached a record high in 2022 and remained close to that level in 2023. The resilience and growth of international flows of trade, capital, information, and people in the face of recent crises strongly rebuts the notion that globalization has gone into reverse.
- Singapore is the world’s most globally connected country, followed by the Netherlands and Ireland. Singapore has the largest international flows relative to domestic activity, while the United Kingdom’s flows are the most broadly distributed around the world.
- U.S. – China ties continue to diminish. The shares of both countries’ flows involving the other have fallen by about one-quarter since 2016. The pullback from direct U.S. – China trade accelerated in 2023. But the U.S. and China are still connected by larger flows than almost every other pair of countries.
- Russia and Europe have decoupled, severing ties formerly deemed critical to both sides. Russia’s trade shifted away from Western-aligned countries, and foreign investment into Russia collapsed. Among major G20 economies, Russia had the largest single-year drop in global connectedness on record in 2022.
- Global flows show no general split of the world economy between rival geopolitical blocs. The share of trade happening between U.S.-aligned and China-aligned blocs increased during the Covid-19 pandemic and then fell after Russia’s full-scale invasion of Ukraine. Excluding Russia, it is now back roughly to its pre-pandemic level.
- Globalization has not given way to regionalization. Most international flows are taking place over stable or longer distances, with a declining share happening inside major geographic regions. Focusing specifically on trade, only North America shows a clear nearshoring trend.
- Corporate globalization continues to advance. Companies are earning more of their sales abroad and the value of their announced international expansion projects is at its highest level relative to world GDP in more than a decade. The cross-border share of mergers and acquisitions is holding steady, as is the share of global output that companies produce outside of their home countries.
- The share of global trade in world GDP was at a record high in 2022. It declined modestly in 2023, consistent with the usual pattern of trade slowing more than GDP when global growth weakens. Trade growth is forecast to accelerate substantially in 2024 to a slightly faster pace than GDP.
- The globalization of information flows has increased more than all other aspects of globalization over the past two decades, but the latest data show this trend stalling. U.S. – China tensions have weighed on international research collaboration, and many countries have imposed restrictions on international data flows.
- The world’s absolute level of globalization remains limited; domestic flows still far exceed international flows. The world’s current depth of global connectedness is only 25% on a scale from 0% (no flows cross national borders) to 100% (borders and distance no longer matter at all).

POSTAL AND PARCEL TREND REPORT 2024 BY PIP

The Postal Innovation Platform (PIP) just published its 2024 Postal and Parcel Trend Report. It identifies the trends which play a crucial role, new technologies that promise opportunities but also pose risks, challenges that the market players are mostly concerned about, and investment priorities in this and the coming years.

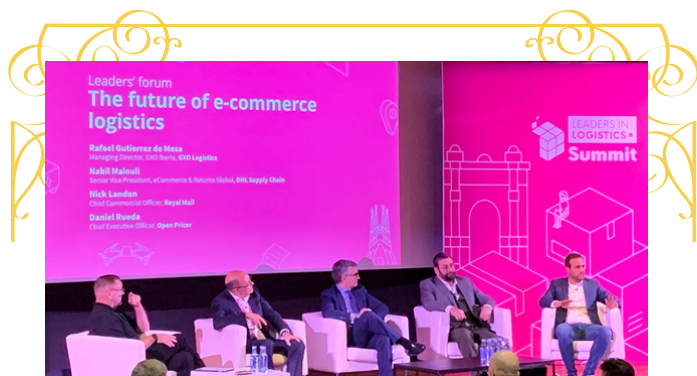
One of the key takeaways from this year's report is that the number one issue facing postal and parcel companies today is maintaining and capturing market shares in an increasingly competitive and changing market environment.

Therefore, postal and parcel companies are powering up with investments in their e-commerce service portfolio and offerings, including fulfilment solutions, marketplaces, returns, and consumer convenience. Investments in first and last-mile solutions, sustainability, digitalization, and C2C solutions follow shortly behind.

You can find the full report as well as a short version with an executive summary and some key takeaways at <https://www.postal-innovation.com/trendreport2024>



The report's primary objective was to gain a deeper understanding of the challenges and priorities facing postal and carrier companies this year and over the next 3-5 years, while also recognizing the diverse nuances across different global regions. The report sheds light on some of the trends and technologies which are reshaping the industry.



At the Leaders in Logistics Summit, held in Barcelona from March 11 to 13, industry experts unveiled their forecasts for e-commerce logistics, shaped by innovative technologies and changing consumer wishes.

They emphasized the transformative role of Generative AI in shopping, the rising trend of e-commerce, and the critical advancements in last-mile delivery optimisation. The narrative also shifts towards the adoption of out-of-home (OOH) delivery solutions, underscoring the significance of customer experience in logistics. The discussions extended to innovative practices like dynamic pricing and the introduction of eco-scores during checkout to balance peak demands and promote eco-friendly delivery options. These insights highlight the dynamic nature of e-commerce logistics, suggesting a future where technology and customer-centric strategies drive operational excellence and sustainability.

INNOVATIVE TECHNOLOGIES AND CHANGING CUSTOMER WISHES WILL DRIVE E- COMMERCE LOGISTICS, LEADERS IN LOGISTICS PREDICT

For a comprehensive analysis, the full article provides a deep dive into these evolving trends:

<https://www.cep-research.com/news/innovative-technologies-and-changing-customer-wishes-will-drive-e-commerce-logistics-leaders-in-logistics-predict>

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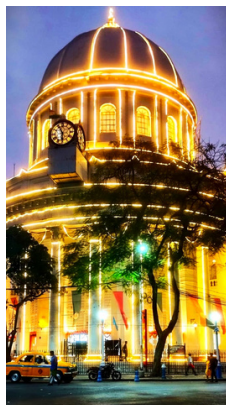
STAMPING THROUGH HISTORY : INDIA POST CELEBRATES 250 YEARS OF ITS FIRST GENERAL POST OFFICE

In 1774, Kolkata's General Post Office (GPO), under Governor General Warren Hastings, marked the beginning of India's postal system. Celebrating its 250th anniversary this March, India Post, led by Secretary Mr. Vineet Pandey, commemorated Kolkata GPO's significant contribution to the nation's postal services.

The festivities were inaugurated by the Hon'ble Governor of West Bengal, showcasing an exhibition titled "Carriages of Mails through Ages" at the GPO rotunda. This exhibition displayed a rich history of mail transport, from bullock carts and palanquins to the first aeroplane carrying mail in 1911, and even featured the modern utilization of satellite technology by the postal department.

A significant highlight was the release of a special cover and a series of picture postcards that pay tribute to the GPO's enduring legacy.

The celebration also included a heritage walk and the unveiling of a special philatelic cover featuring the grand clock of the GPO, reminiscent of London's Big Ben, symbolizing the timelessness and continuity of the postal service.



An innovative "Boat carried cover on river mail" initiative, alongside an exclusive postal exhibition aboard a themed tram, provided unique insights into the history of postal service and its evolution. Additionally, special philatelic

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cover on "Transportation of Mails through Ages", a series of picture postcards on "Telegraph System" and cover

commemorating the "Lantern, Badges, and Spears of Runners" were released as part of celebration.



The statue of the Mail Runner in Kolkata GPO symbolizes India Post's adaptability and progression over centuries, proudly reflecting its ability to evolve with times.

Source from: India Post

VIETNAM'S POSTAL SERVICES EMBARK ON A DIGITAL TRANSFORMATION JOURNEY

In a strategic conference led by Vietnam's Ministry of Information and Communications, a clear vision was set forth to evolve the nation's postal services into a vital infrastructure, supporting both the national and digital economy.

Key discussions focused on integrating postal services with e-commerce and digital platforms, driven by the rapid growth in online commerce. The conference highlighted the need for legal adjustments to foster a healthy, sustainable postal market and enhance its role in e-commerce, disaster response, and digital societal frameworks.

This initiative aligns with Vietnam's broader ambitions for digital transformation and economic modernization.



<https://vnpost.vn/hoat-dong-nganh/buu-chinh-phai-tro-thanh-ha-tang-thiet-yeu-cua-quoc-gia>



JAPANESE DELEGATES CONDUCTED MISSION VISIT TO PHLPOST

Representatives from Japan's Ministry of Internal Affairs and Communications (MIC), Japan Post, and the Embassy of Japan recently conducted a successful two-day mission at the Philippine Postal Corporation (PHLPost) facilities to enhance mail dispatch and operations.

Sponsored by the MIC Japan, the delegation led by Deputy Director Mr. Goto Akira and accompanied by other officials, met with PHLPost's Postmaster General Luis D. Carlos. The collaboration focuses on improving postal operations at the Central Mail Exchange Center (CMEC) in Pasay City and other major post offices in Mega Manila, aiming to optimize mail delivery for the booming e-commerce sector.

According to Postmaster General Carlos, the output of the visit will help PHLPost increase its operational efficiency and will contribute to their Integrated Index for Postal Development (2IPD) Score of the Universal Postal Union (UPU) in terms of Reliability.

"Our goal is to increase the ranking of the Philippines in the UPU from rank 4 to 6. To comply with this requirement, we need to increase the four (4) R's, which is Reliability, Reach, Relevance and Resiliency", he said.

Source from: PHLPost

MEMBERS' NEWS



NZ POST SUPPORTING COMMUNITIES THROUGH DELIVERING FOR GOOD PROGRAMME



New Zealand Post is making strides in community support with its innovative Delivering for Good programme. Now in its fourth year, the initiative is set to provide up to 34,000 free domestic courier services to various charitable organizations and social enterprises throughout New Zealand. In a gesture of extended support, this year, two deserving groups will be blessed with an extra year of complimentary courier services.

The application window for the 2024 programme opened on the 4th of March and concluded on the 24th. The initiative underscores the commitment of New Zealand Post to enhance community welfare by alleviating logistical costs for these organizations. This, in turn, allows them to divert more resources toward expanding their reach and impact within the community.

A notable recipient, The Little Miracles Trust, which assists families of premature and sick full-term infants, has expressed how the programme has significantly benefited them. By reducing the financial strain of courier expenses, the Trust has been able to concentrate more on providing essential support in Newborn Intensive Care Units, making a considerable difference in the lives of many families.

Through the Delivering for Good programme, New Zealand Post continues to illustrate its dedication to social sustainability, reinforcing the importance of corporate support in strengthening community ties and enhancing the wellbeing of individuals across the country.

<https://www.ipc.be/news-portal/general-news/2024/03/04/08/13/nz-post-supporting-communities-through-delivering-for-good-programme>

Building Tech-Driven Excellence to Serve Cross-border Customers

An international, tech-driven 4PL provider with an asset-light model and an extensive partnership ecosystem.

Achieving Scale in Australia

Top 5 national integrated network offering B2B2C logistics. Market leading tech-driven 4PL platform with organic 3PL assets.

Transforming Urban Logistics and Deliveries in Singapore

To be the country's market leader in deliveries. Continue to re-engineer this network to be best-in-class in service, efficiency and sustainability.



Reorganisation of the Group

Focus on growth as an international logistics enterprise. Position each business unit for growth in its respective market segment. Create flexibility and facilitate future opportunities.

Strategic Management of Capital

Each business unit to generate a spread above the cost of capital. Monetise non-core assets and businesses to recycle capital.

SINGPOST ANNOUNCED STRATEGIC REVIEW COMPLETION



Singapore Post Ltd (SingPost) announced the completion of its strategic review on March 19, 2024. Initiated in May 2023, the review aimed to enhance shareholder value and ensure accurate group valuation. As a result, it has outlined five strategic directions to be implemented over the next three years, with a focus on growth and sustainability.

Transitioning from a traditional postal organisation to a technology-driven international logistics enterprise, SingPost has notably expanded in Australia, with overseas ventures now contributing more than 85% both total Group revenue and operating profit. The recent postage rate adjustment in October 2023 has also returned the postal segment to profitability in the third quarter ending 31 December 2023, amid the global decline of letter mail.

The Board has approved 5 strategic thrusts for the Group to be executed over the next 3 years, including: Reorganization of the Group, Strategic management of capital, Transforming urban logistics and deliveries in Singapore, Achieving scale in Australia, and Building tech-driven excellence to serve cross-border customers.

SingPost is poised to scale its logistics ambitions over the next few years as a pure-play logistics operator serving international markets and delivering sustainable growth to create long term value for shareholders.

For full details, access to <https://www.singpost.com/about-us/news-releases/singpost-strategic-review-unveils-pathways-growth-and-unlocking-shareholder>

THAILAND POST AIMS HIGH

Thailand Post has announced an ambitious net profit target of 350 million baht for 2024, a significant increase from the 78.5 million baht profit recorded last year. This marks the first time in three years that the company has achieved profitability.



The company attributes its success to the strength of its physical and human resource networks, as well as its digital solutions. With a total revenue of around 21 billion baht last year, Thailand Post is leveraging its business capabilities and digital transformation to adapt to global trends in the postal industry.

A key development in 2023 was the 19% growth in logistics, despite intense market competition. The company's strategy includes transitioning from last-mile delivery to becoming a first-mile service, capitalizing on its reputation and trust among Thai citizens.

Thailand Post is also focusing on environmentally-friendly shipping and logistics services. It has introduced its own brand of products, including drinking water, rice, and a coffee brand, with plans to launch an energy drink by the third quarter.

<https://www.bangkokpost.com/business/general/2763353/thailand-post-aims-high>

Write to us at:

yuyan@appu-bureau.org
admin@appu-bureau.org

