

**EXECUTIVE COUNCIL 2024**

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

<b>1. Subject</b>	<b>References/ Paragraphs</b>
<p>Informing the EC on: the outcomes of the Markets Development and Innovation Working Group Meeting held on 15 August 2024.</p>	<p>§ 1-3</p>
<p><b>2. Decision expected</b></p> <p>The EC is asked to:</p> <ul style="list-style-type: none"> <li>- Take note of the report of the meeting</li> </ul>	<p>§ 1-3</p>

**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, Indonesia, Japan, Korea(online), Maldives(online), New Zealand, Philippines(online), Singapore(online), 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;

- 2nd UPU Innovation Challenge
- Digital Transformation Assessment
- Workshop on modernization and the future of the postal sector for the Europe and CIS region
- Collaboration with UNDP, UNHCR and UN
- Convening the 1st Arab Postal Leaders Forum and the 1st SIDS Postal Leaders Forum

8 The Chair made a presentation of the activities in Sustainable Postal Services Group, Direct Marketing Advisory Board and Philately and International Reply Coupons.

9 The WG took note of all presentations with no questions.

10 India commented the importance for the mechanism of Women-Led MSMEs.

11 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