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**FROM SECRETARY-  
GENERAL'S DESK**



**Greetings from the Asian-Pacific  
Postal Union!**

As we reflect on the past month's events and look forward to what lies ahead, I am pleased to share some key updates and developments within the APPU and across the region.

On October 9, we celebrated World Post Day, a significant occasion where postal operators in our member countries organized diverse activities to mark the event. From stamp exhibitions to social media campaigns, each initiative highlighted the crucial role that postal services play in connecting people and fostering development. I extend my heartfelt appreciation to all our members for their efforts in making these celebrations a success, reaffirming our collective commitment to strengthening the postal sector.

One of the highlights of our World Post Day celebrations was the inauguration of the Smart Classroom at the Asian-Pacific Postal College (APPC), a milestone made possible through the support of the India Fund at the UPU. We were honored to have

H.E. Mr. Nagesh Singh, the Ambassador of India to the Kingdom of Thailand, as our Chief Guest, who graciously performed the ribbon-cutting ceremony. This state-of-the-art facility promises to significantly enrich the learning environment, offering personalized and interactive training for participants from across the region and beyond.

In September, I had the privilege of attending two key events in Ulaanbaatar, Mongolia: the Regional Round Table on Remuneration, which provided a platform to discuss the UPU remuneration system for the 2026-2029 Dubai cycle, and the UPU Regional Strategy Forum. At the latter, I had the opportunity to moderate a session focused on enhancing cooperation and building resilience in the postal sector - topics that are increasingly critical in today's rapidly evolving landscape.

Looking ahead, I am happy to share that I will be participating in the UPU World Leaders' Forum during the Parcel+Post Expo 2024, scheduled from October 22 to 24 in Amsterdam, where I have been invited to join a panel discussion on intelligent solutions for the postal sector on October 22. This event will be a valuable opportunity to explore cutting-edge innovations in postal logistics and discuss emerging trends shaping our industry. Following Amsterdam, I will be in Bern to attend the UPU Council sessions, where we will continue to engage in important discussions shaping the future of the postal sector.

Looking further ahead, in November, we will be hosting the 11th APPU Postal Business Forum coupled with the second edition of the CEOs' Forum in Bangkok. I am truly encouraged by the progress we are making in preparing for this event and by the tremendous support we are receiving from our partners and member countries. These gatherings will bring together postal leaders, experts, and industry stakeholders to discuss critical issues affecting the sector, and I look forward to meeting many of you there.

In closing, I want to express my sincere thanks to all of you for your support and dedication in advancing the postal industry across the Asia-Pacific region. I look forward to our continued collaboration as we chart the way forward together.

**Happy reading,**

**Dr. Vinaya Prakash Singh**  
Secretary-General, APPU



# BUREAU NEWS



## APPU SECRETARY-GENERAL ATTENDS REGIONAL ROUND TABLE AND UPU STRATEGY FORUM

Dr. Vinaya Prakash Singh, Secretary-General of the Asian-Pacific Postal Union (APPU), actively participated in two significant events held in Ulaanbaatar, Mongolia.

From September 23-24, 2024, Dr. Singh attended the UPU Regional Round Table on Remuneration for the Asia-Pacific Region, where discussions centered on the proposed remuneration system for 2026-2030. The outcomes of these discussions will play a key role in shaping the decisions to be finalized at the UPU Congress in 2025.

Following this, Dr. Singh attended the UPU Regional Strategy Forum from September 25-26, 2024. During the forum, he had the privilege of moderating a panel discussion on the theme Facilitating Postal Development through Enhanced Cooperation: Building Resilience and Inclusivity. He was joined by distinguished panelists that included Mr. Isireli Leweniqila, Chairman of the Board at Post Fiji, Dr. Theara Horn, Director General of Cambodia's Ministry of Post and Telecommunications, and Mr. Telmen Gerelt, CEO of Mongol Post. The discussion focused on enhancing cooperation and innovation to strengthen postal services across the region.

These events provided a valuable platform for the exchange of insights and strategies, reinforcing the importance of collaboration in addressing the evolving challenges of the postal industry in the Asia-Pacific region.



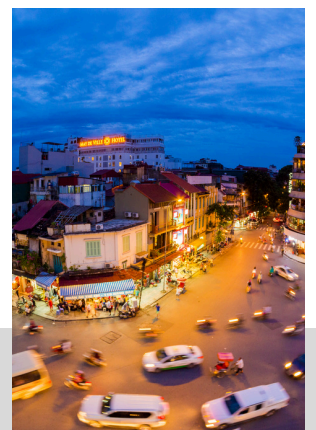
## JOIN THE APPU WORKSHOP ON POSTAL POLICY AND REGULATION

We are excited to invite all APPU members to the upcoming APPU Workshop on Postal Policy and Regulation, taking place from December 10-12, 2024, in Hanoi, Vietnam. This workshop, part of the UPU-funded project "Exploring Key Aspects of Postal Regulatory Reform in Asia-Pacific," offers a unique platform to discuss regulatory challenges, share country-specific insights, and develop strategies for harmonizing postal regulations across the region.

We encourage all members to take this opportunity to contribute to meaningful discussions and enhance your postal regulatory frameworks. Nominate your representatives and submit presentations by **October 30, 2024**.

**HANOI**  
— VIETNAM —

DECEMBER  
10-12, 2024

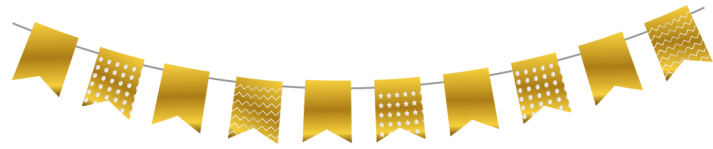


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## CELEBRATING WORLD POST DAY 2024:

## ENHANCING POSTAL SERVICES FOR THE FUTURE

On the occasion of World Post Day 2024 and the 150th anniversary of the UPU, H.E. Mr. Nagesh Singh, Ambassador of India to the Kingdom of Thailand, inaugurated the Smart Classroom at APPU in Bangkok. The Smart Classroom was established with support from the India Fund at the UPU, aimed at strengthening the capacity-building initiatives of APPU. Senior officials from Thailand Post also attended the ceremony.

Dr. Vinaya Prakash Singh, APPU Secretary-General, welcomed the Indian Ambassador and other dignitaries, reflecting on the 150-year legacy of the UPU in connecting people and fostering global cooperation. He highlighted the sector's evolution, embracing new technologies to meet modern challenges like e-commerce and digital communication. Dr. Singh emphasized the postal industry's crucial role in supporting sustainable development and financial inclusion, particularly in remote areas. He also expressed deep appreciation to the Government of India for sponsoring the Smart Classroom, which will make training more engaging, foster collaboration, provide personalized learning experiences, and enhance the overall effectiveness of postal training at APPU.

Ms. Ariya Thongbai, UPU Field Project Expert for Asia-Pacific, delivered the World Post Day message, emphasizing the enduring relevance of postal services in connecting communities globally. She stressed that collaboration and continuous innovation are vital for keeping postal systems adaptable to the demands of modern society.

Ambassador Nagesh Singh's speech took center stage, as he reflected on the profound role of India Post in both urban and rural areas. He shared personal insights, describing how postal workers in rural India were often the most trusted figures, going beyond delivering mail to provide crucial advice and services. The Ambassador underscored India Post's transformation into a key logistics and e-commerce facilitator, expanding its role in services like life insurance, banking, and even biometric data collection for national identification systems (Aadhaar) for citizens.

He also highlighted the importance of adapting postal services to the digital age while maintaining their core values of trust and service. The Ambassador expressed pride in India's contribution to the APPU's Smart Classroom, seeing it as an opportunity for knowledge exchange and capacity building among postal professionals across the region. He concluded by expressing hope that this modern, tech-driven facility will enhance postal training across Asia-Pacific, allowing flexibility for hybrid learning combining physical and virtual participation of trainees.



This inauguration marks a significant step in enhancing postal education and fostering international cooperation within the Asia-Pacific postal community.



## APPC CONCLUDED ESC AND IMA COURSES

The Asian-Pacific Postal College (APPC) recently concluded two highly interactive training programs, the E-Commerce and Supply Chains (ESC) and International Mail Accounting (IMA), with 26 participants from 20 countries. These three-week courses, held from September 16 to October 4, combined expert-led sessions, hands-on projects, and site visits to provide a well-rounded learning experience. Participants gained cutting-edge insights into postal e-commerce, logistics, and international mail systems, enhancing both their practical skills and industry knowledge. Beyond the classroom, these programs fostered collaboration and helped participants build strong professional networks.

Next, APPC is set to welcome participants for the upcoming 6-week Postal Management Course (PMC) and 3-week Express Mail Services Course (EMS), offering further opportunities for learning and leadership development, continuing its role in nurturing future leaders in the region.



## SPECIAL TRAINING PROGRAM FOR KOREA POST: BUSINESS DEVELOPMENT AND MARKETING

From October 14-18, 2024, the Asian-Pacific Postal College (APPC) hosted the Special Training Program for Korea Post, focusing on Business Development and Marketing (BDM). Fourteen participants from Korea Post took part in the program, which covered a range of topics aimed at enhancing their understanding of key business and marketing strategies in the postal sector.

The training emphasized critical areas such as the evolving business environment for postal services, marketing and branding concepts, innovation, and leadership development. Through interactive sessions and practical exercises, participants gained valuable insights and skills to support Korea Post's future growth and development.

The program was a successful step toward strengthening business acumen and fostering innovation within Korea Post.







## APPU MEMBERS CELEBRATE WORLD POST DAY WITH DIVERSE ACTIVITIES

*In celebration of World Post Day and the 150th anniversary of the UPU, APPU members across the region have commemorated the occasion with a range of events and initiatives, showcasing the important role of postal services in connecting communities. Below are highlights from Bhutan Post, Hongkong Post, India Post, Maldives Post Limited, Pakistan Post and Philippine Post Corporation.*



### BHUTAN POST

Bhutan Post marked World Post Day with a series of events, including a stamp exhibition, staff assembly, and a cake-cutting ceremony. These activities celebrated the unity of postal staff and the essential role of Bhutan Post in providing services across the nation.



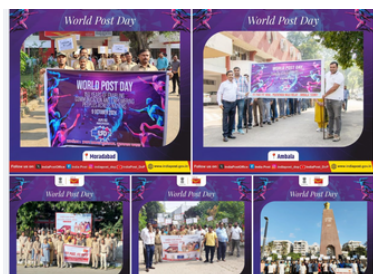
### HONG KONG POST

Hongkong Post commemorated the 150th anniversary of the UPU by releasing a special stamp sheetlet and related philatelic products. The design, featuring a carrier pigeon symbolizing global postal cooperation, highlighted the UPU's role in connecting 192 member countries. The stamp products, released on October 9, were available both online and at post offices.



### MALDIVES POST LIMITED

Maldives Post celebrated by sharing a thoughtful social media post recognizing the crucial role postal workers play in connecting people globally. Accompanied by photos of staff, the post office, and a cake-cutting event, their message honored the dedication of postal workers who bridge distances and foster connections, even in remote atolls.



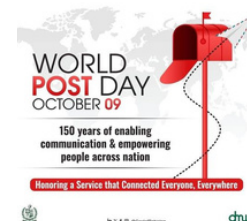
### INDIA POST

India Post celebrated World Post Day 2024 with a vibrant WALKATHON organised across the country, under the slogan 'FIT INDIA FIT POST,' embracing the spirit of fitness and community as part of National Postal Week 2024.



### PHLPOST

PHLPost marked World Post Day and the 150th anniversary of UPU with the grand opening of the "Manna Filatelica 2024 Stamp Exhibition" at SM City Mall San Lazaro. The exhibit featured the iconic 1840 Penny Black stamp, the world's first, and the first stamps of the Philippine Islands from 1854, issued during the reign of Queen Isabella II. PHLPost, in collaboration with the Philippine Stamp Collectors Society, also hosted stamp design contests and activities to promote philately. The exhibition run until October 11 and was open to the public, celebrating both postal history and the UPU's 150-year legacy of fostering global communication.



### PAKISTAN POST

On World Post Day, the Government of Pakistan reaffirmed its commitment to modernizing and expanding postal services for all citizens. Pakistan Post is leading efforts to bridge distances, foster economic growth, and promote digital inclusion. Under the theme "Leave no one behind," the government emphasized the importance of reliable, accessible, and innovative postal solutions to create a connected and empowered Pakistan.





## CHINA POST DELIVERED SPEECH AT GLOBAL SUSTAINABLE TRANSPORT FORUM 2024

On September 25 and 26, the Global Sustainable Transport Forum 2024, themed "Sustainable Transport: Logistics Connecting the World", was held in Beijing. Zheng Guoyu, president of China Post Group Corporation Limited (China Post), attended the opening ceremony of the forum.

During the thematic session, an executive from China Postal Express & Logistics highlighted how China Post has integrated into global supply chains, providing seamless services across 220 countries and regions.

Notably, China Post has developed 15 overseas warehouses, launched 20 maritime routes, and operated 16 China-Europe freight train routes. By offering a comprehensive service system covering international mail, express, and cross-border e-commerce, China Post has supported over 3,500 Chinese enterprises. These efforts have significantly improved the efficiency and resilience of global logistics and supply chains.

For more details, visit

<http://english.chinapost.com.cn/html1/report/2410/3210-1.htm>



## PHLPOST AND JAPAN COLLABORATE FOR POSTAL MODERNIZATION

Source:



PHLPost Postmaster General Luis D. Carlos expressed gratitude to the Japanese government for its full support in modernizing the Philippine Postal Service. Japan sent experts from the Ministry of Internal Affairs and Communications, Japan Post, and Toshiba to conduct a comprehensive study on mail and parcel distribution at PHLPost's Central Mail Exchange Center in Pasay.

This initiative follows the visit of Japan's State Minister for Foreign Affairs, Tsuge

Yoshifumi. This collaboration focuses on modernizing PHLPost's services through digital transformation and advanced postal technologies, particularly for the growing e-commerce sector.

Japan will further assist PHLPost in enhancing mail processing at its office of exchange and restoring banking services. This cooperation is expected to improve post office reliability and support PHLPost's successful entry into the e-commerce business.



Amazon and India Post have formed a strategic partnership to enhance delivery services across India, particularly focusing on remote and rural areas. This collaboration will allow Amazon to use India Post's extensive infrastructure to strengthen last-mile logistics and reach even the most distant locations in the country. By integrating Amazon's logistics expertise with India Post's reliable network, the partnership aims to improve delivery efficiency and speed, catering to the growing demand for e-commerce services in India. This move supports Amazon's broader goal of expanding its footprint in the Indian market while improving accessibility for customers nationwide.

For more details, visit

<https://www.parcelandpostaltechnologyinternational.com/news/last-mile/amazon-and-india-post-partner-on-nationwide-delivery.html>

## AMAZON AND INDIA POST PARTNER ON NATIONWIDE DELIVERY



## MONGOL POST SIGNED THE MOU WITH THE NATIONAL POLICE AGENCY AND MONGOLIAN CUSTOMS GENERAL ADMINISTRATION



Mr. Telmen Gerelt, CEO of Mongolia's designated postal operator, Mongol Post, signed a trilateral cooperation memorandum with Mr. T. Sukhbold, Commissioner General of the National Police Agency and Commander of the Internal Troops of Mongolia, and Mr. R. Otgonjargal, Director General of the Mongolian Customs General Administration.

This initiative falls under key pillar 4.2.15 of the ORE3 project for the Asia-Pacific region: "To establish a service-level agreement (SLA) or memorandum of understanding between Post and Customs based on the UPU-WCO framework agreement and guidelines."

The Memorandum of Cooperation aims to:

- Cooperate in the direction of stopping the illegal circulation of prohibited and restricted goods such as narcotic drugs, psychoactive substances, and historical and cultural monuments that cross the state border through interstate mail and postal network.
- Cooperate in combating the illegal introduction of cross-border e-commerce goods across state borders, tax evasion crimes and violations, supporting legal trade, and using official postal channels
- Work together in the areas of publicizing laws and regulations, conducting research on the circumstances of detected crimes and violations, working together to improve the law and legal environment, developing proposals and submitting them to the competent authorities.

Source:



## VIETNAM POST'S PATH TO EXCELLENCE AT GPEA 2024

In October 2024, Vietnam Post Corporation achieved an important milestone by winning the prestigious World Class Award at the Global Performance Excellence Award (GPEA).



This recognition underscores the company's commitment to service quality and operational efficiency, reinforcing its growing influence in the postal sector both regionally and globally.

The Global Performance Excellence Award, organized annually by the Asia Pacific Quality Organization, is the only formal international recognition of business and organizational excellence in the region. Vietnam Post's journey to this achievement was powered by strong leadership, a customer-first approach, and an unwavering focus on innovation. By incorporating sustainable practices such as digital transformation and green postal activities, Vietnam Post has positioned itself as a forward-thinking leader in the industry.



Having already secured the National Quality Gold Award, Vietnam Post demonstrated excellence in key areas like leadership, customer focus, knowledge management, and operational strategy. This success is further highlighted by Vietnam's performance in the Universal Postal Union's Postal Development Index, where its score improved from level 5 to level 6, marking the country's enhanced standing in the global postal landscape.



With 79 years of service, Vietnam Post has skillfully balanced its role as a national postal provider with the need to innovate and adapt to changing industry demands. The organization's ability to merge tradition with technology has not only sustained its relevance but also propelled it into new areas of growth.

For other postal operators, Vietnam Post's approach serves as a valuable case study. Its focus on leadership, customer orientation, and sustainable development offers important lessons for improving service quality and operational strategy, helping postal systems thrive in an increasingly digital and environmentally-conscious world.

Source: Ministry of Information and Communications of Viet Nam

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# INDUSTRY *NEWS*

## UPU RELEASES COMPANION DOCUMENT TO THE STUDY “POSTS AS ENABLERS OF MSME PAYMENT DIGITALIZATION”

The Universal Postal Union (UPU) has published a companion report to its study titled “Posts as enablers of MSME payment digitalization,” providing practical insights for Posts on how to support micro, small, and medium enterprises (MSMEs) in adopting digital payment solutions.

The report outlines three potential business models for Posts to consider: acting as financial service agents for products tailored to MSMEs, serving as digital payment acceptors for MSMEs, and facilitating payments and delivery services to MSMEs and supply chain. Each model is designed to help MSMEs access digital financial services tailored to their needs, including co-created financial products and supply chain support.

The report includes case studies and detailed frameworks, offering practical examples and strategies to help Posts integrate these business models and foster greater financial inclusion.



Learn more → [https://www.upu.int/UPU/media/upu/publications/202410mSMEStudySubReportPublication\\_EN.pdf](https://www.upu.int/UPU/media/upu/publications/202410mSMEStudySubReportPublication_EN.pdf)

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**POSTAL BUSINESS FORUM**

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