

**APPU Newsletter**  
November 2024

# Celebrating the 11th Postal Business Forum 2024

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*Connecting Visionaries,  
Shaping the Future of Postal  
Services*

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## FROM SECRETARY- GENERAL'S DESK



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

As we reflect on our recent accomplishments, I am proud to celebrate the remarkable contributions of our members in driving innovation and resilience in the postal sector across the Asia-Pacific region. This year, **Bhutan Post, Cambodia Post, Pos Indonesia, and Pos Malaysia Berhad** have been honored with prestigious UPU awards, recognizing their excellence in strengthening the international postal network, pioneering trade facilitation initiatives, and advancing economic inclusion. These accolades underscore their dedication and the shared vision of our Union, and I extend my heartfelt congratulations to them all.

The **11th APPU Postal Business Forum** (17–20 November 2024) at Sofitel Bangkok is another milestone

that showcased the engagement and commitment of our members. From the compelling discussions at the **CEOs Forum** on strategic growth and digital transformation to the collaborative panels addressing sustainability and innovation, the Forum highlighted our collective strength in adapting to emerging challenges. It reinforced how technology and collaboration are shaping the future of postal services, enabling us to better serve our customers.

Beyond the Forum, I had the privilege of representing APPU at significant international events recently. During the **UPU Council of Administration Session**, I participated in the **Coordination Meeting of Restricted Unions**, where we shared perspectives on capacity building, regulatory reforms, and digital transformation. At the **Parcel+Post Expo 2024** in Amsterdam, I joined the **UPU World Leaders Forum**, where discussions centered on leveraging AI and postal data to drive innovation. These engagements have offered invaluable insights into the opportunities for collaboration and technological advancement that lie ahead for the postal sector.

I am also delighted to announce that the APPU Bureau has received an expression of interest from Mongolia to host the 2025 APPU Executive Council Meeting. As agreed during the 2024 EC, a formal communication confirming the host country and meeting dates will be shared with members in consultation with the EC Chair by January 2025.

Looking ahead, I would participate in the **Workshop on Postal Policy and Regulation** in Vietnam this December. This workshop will bring together delegates from across the region to strengthen regional cooperation and explore new policy frameworks to address the evolving needs of the postal sector.

As we near the end of 2024, I would like to take this opportunity to express my deepest gratitude to all APPU members for their unwavering dedication and collaborative spirit. Together, we continue to strengthen the postal sector, ensuring it remains a cornerstone of connectivity and inclusivity across the Asia-Pacific region.

Happy reading,



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



# 11TH APPU POSTAL BUSINESS FORUM

## KEY DISCUSSIONS AND STRATEGIC INSIGHTS

The 11th APPU Postal Business Forum, held at the Sofitel Bangkok from 17th to 20th November 2024, brought together postal leaders from across the Asia-Pacific region and beyond to explore the future of the postal industry. The Forum focused on key themes such as strategic growth, digital transformation, and the evolving role of postal services in a rapidly changing world.

The event opened with keynote addresses from Dr. Vinaya Prakash Singh, Secretary-General of APPU, and Mr. Marjan Osvald, Deputy Director General of the UPU, setting the stage for a series of impactful discussions.

### NOTABLE SESSIONS

The Forum kicked off with a 1-day CEOs Forum on 18th November, 2024, which featured insightful sessions on key topics impacting the future of postal services. These included:

**Strategic Approach for Future Growth and Market Adaptation:** Leading postal operators discussed their strategies for long-term success.

**Evolving Postal Services and Digital Transformation:** Focused on how digital innovation is reshaping postal services worldwide.

**Navigating Challenges and Seizing Opportunities in Diverse Postal Markets:** A look at overcoming regional challenges and capitalizing on emerging opportunities.

**Award Ceremony:** Recognizing excellence in Innovation in the Postal Sector and Sustainable Practices.

The following two days of the Business Forum featured a series of sessions designed to tackle the most pressing issues in the postal sector:

- ✓ **Trends and Drivers in the Postal Sector:** Regional leaders explored emerging trends and their impact on the postal industry.
- ✓ **Innovation in the Last Mile and Changing Trends in the First Mile:** Explored the technologies and innovations transforming delivery processes.
- ✓ **Strategic Initiatives in the Postal Sector:** Focused on the strategic solutions being implemented by postal operators to ensure growth and sustainability.

The Forum also included sessions on Repositioning Posts as Key Players in Cross-Border Commerce, Regional Collaboration and Cooperation, and culminated with the Start-up Forum: Showcase of Start-ups, where new innovative companies presented their solutions to the delegates.

The Forum facilitated networking opportunities, supported by key sponsors such as Shipy, ElasticRun, Escher Group, Visa, AXA, smarcel, Cainiao, PRIME, IPC, Stamp Free, Fareye, RouteSmart, BOXC, among others.

### STAY TUNED!

In the next editions of the newsletter, we will continue reporting on key excerpts and highlights from the Forum, as well as further developments in the postal industry.



Dr. Vinaya Prakash Singh, Secretary-General, represented the APPU at the recent UPU Coordination Meeting of the Restricted Unions, bringing a strong Asia-Pacific perspective to the discussions. Dr. Singh underscored the region's critical role in global postal development, highlighting APPU members' dedication to enhancing efficiency, resilience, and innovation in postal services.

In his exchanges with leaders from other Restricted Unions, Dr. Singh shared APPU's optimism toward a digital transition that will foster seamless communication, connectivity, and e-commerce growth across the Asia-Pacific. Key discussion points included exploring new collaborative projects aimed at enhancing capacity building, along with initiatives for information and knowledge sharing to better serve emerging markets in the region.

Dr. Singh also discussed regulatory reform and policy modernization with representatives from different Restricted Unions, focusing on best practices to support resilient postal operations in an increasingly digital landscape. These conversations affirmed APPU's commitment to aligning Asia-Pacific postal strategies with global initiatives, while setting a foundation for digital solutions that meet both regional and global needs.

## SECRETARY-GENERAL JOINED KEY DISCUSSIONS AT UPU COORDINATION MEETING OF RESTRICTED UNION



## SECRETARY-GENERAL ENGAGED IN PANEL DISCUSSIONS AT PARCEL+POST EXPO 2024



Dr. Vinaya Prakash Singh spoke at the UPU World Leaders Forum in Amsterdam, where he participated in a panel discussion on intelligent solutions in the postal sector. The conversation revolved around the opportunities, challenges, and disruptions brought by AI, as well as the potential of postal data.

The Forum, part of the Parcel+Post Expo 2024, brought together global leaders to explore innovative approaches for empowering diverse communities. Discussions also covered key topics such as cybersecurity and partnerships, shaping the future of postal services through technology-driven solutions.

APPU recently signed a Memorandum of Understanding (MoU) for Cooperation with the Pan African Postal Union (PAPU) during the Coordination Meeting of Restricted Unions at UPU headquarters in Bern.

Dr. Vinaya Prakash Singh, APPU Secretary-General, and Dr. Sifundo Chief Moyo, PAPU Secretary-General, signed the MoU, marking their commitment to strengthening collaboration between the two regions.

## APPU AND PAPU FORGE STRATEGIC PARTNERSHIP





## PMC COURSE PARTICIPANTS COMPLETE PRODUCTIVE STUDY TOUR IN MALAYSIA

From 4 to 8 November, participants of the Postal Management Course (PMC) at APPC engaged in a highly productive study tour in Malaysia, supported by Pos Malaysia Berhad. This five-day program offered participants valuable insights into Malaysia's modernized postal infrastructure, enhancing their understanding of advanced postal operations and best practices.

The study tour included visits to state-of-the-art postal facilities, where participants observed the latest technologies in mail processing, logistics, and customer service. Malaysia Post provided an immersive learning experience, allowing participants to witness firsthand how modernization efforts improve efficiency and service quality.

Through guided tours and interactive sessions with Pos Malaysia Berhad professionals, PMC participants gained practical knowledge to apply within their respective postal organizations. The tour was a vital component of the PMC course, equipping participants with strategies to drive growth, innovation, and excellence in postal services across the Asia-Pacific region.



## Special Training Program for | QATAR POST

### LEADERSHIP AND INNOVATION MANAGEMENT

From 17 to 21 November 2024, the Asian-Pacific Postal College (APPC) hosts a Special Training Program for Qatar Post, with a focus on Leadership and Innovation Management. Fifteen participants from Qatar Post take part in this immersive program designed to enhance leadership skills and innovation management expertise tailored to the postal industry.

A highlight of the program is a unique opportunity for the participants to attend the CEO

Forum of the 11th Postal Business Forum on Nov 18th, where they would learn directly from industry CEOs. This session provides valuable insights into strategic decision-making and leadership approaches from top executives in the sector.

The training emphasizes core areas including the evolving leadership demands in postal services, strategic decision-making, team management, and innovation in service delivery. Through interactive workshops and practical exercises, participants develop essential skills to drive Qatar Post's organizational growth and inspire forward-thinking leadership.



## APPU MEMBERS RECOGNIZED FOR EXCELLENCE AT UPU AWARDS IN POSTAL SECURITY AND TRADE FACILITATION

### UPU Awards for Postal Security Excellence

APPU members were acknowledged alongside global postal operators for their efforts in maintaining a secure and reliable postal network. The Gold Certification awards recognized the following two operators for upholding high standards in postal security within the Asia-Pacific region:

#### Gold Certification in the Asia-Pacific Region



##### Cambodia Post

– Phnom Penh Office of Exchange



##### Pos Malaysia Berhad

– Pos Malaysia International Hub



At the recent UPU Postal Operations Council (POC) plenary meeting, APPU members were celebrated for their exceptional contributions in two critical areas: postal security and trade facilitation. These awards highlight the commitment of APPU members to enhancing the international postal network's safety and economic inclusivity.

### UPU TradePost Awards 2024

APPU members were also honored with the UPU TradePost Awards 2024, which celebrate initiatives that drive economic inclusion and support for small and medium-sized enterprises (SMEs) through postal services:

#### Best Public Initiative for Trade Inclusion:

**Pos Indonesia:** Recognized for its project supporting MSMEs and women entrepreneurs through collaboration centers and cash-on-delivery services, providing access to tools, training, and networking.

#### UPU-Global Alliance for Trade Facilitation (GATF) Award for Innovation in Trade Facilitation:

**Cambodia Post:** Awarded for its eClearance platform, which uses AI to simplify customs clearance for postal shipments, enhancing efficiency and compliance.

**CONGRATULATIONS** to our APPU members and awardees for their dedication to building a secure inclusive, and resilient postal network across the globe.

Read story for an in-depth look at the winners and their impactful work : <https://bit.ly/3TC1Pox>

Bhutan Post has proudly achieved the Gold Level Certification for S58 and S59 standards, recognized by the Universal Postal Union (UPU). This prestigious certification highlights Bhutan Post's excellence in ensuring secure, efficient, and high-quality postal services, reinforcing its leadership in international mail management.

This achievement was guided by Ms. Aishath Shidha, Postal Security Manager for the Asia-Pacific Region, and supported by Ms. Dawn M. Wilkes, UPU Security Manager. With rigorous adherence to security protocols, Bhutan Post has demonstrated its dedication to preventing mail fraud, theft, and prohibited item movement. The certification strengthens Bhutan's position as a reliable partner in global postal networks, enhancing trust and cooperation within the international postal community.

## BHUTAN POST ACHIEVES GOLD LEVEL CERTIFICATION FOR S58 AND S59 STANDARDS



Source: Bhutan Post



## IRAN POST EXPANDS COOPERATION WITH CORREOS DE CUBA AND IPOSTEL

In a significant development, a Memorandum of Understanding (MoU), for postal cooperation between Iran and Cuba, was signed in early November 2024 during the visit of Iran's Minister of Communications and Information Technology and the CEO of the National Post Company to Cuba. The MoU covers areas of cooperation such as postal exchanges, sharing technical knowledge, developing cross-border e-commerce, exploring a direct air logistics route, improving logistics infrastructure, and capacity building. This collaboration is expected to enhance postal services and strengthen bilateral ties.



Source: Iran Post

Additionally, meetings were held between the Iranian delegation and IPOSTEL (Venezuela's designated operator) in Caracas. These discussions focused on the potential for Iranian knowledge-based companies to provide technical services and specialized postal equipment, such as smart sorting systems and lockers, to modernize and improve Venezuela's postal infrastructure.



## PHLPOST SUPPORTS DISASTER RELIEF EFFORTS IN RESPONSE TO TYPHOON KRISTINE



In response to President Ferdinand "Bongbong" Marcos Jr.'s call for aid after Typhoon Kristine, the Philippine Postal Corporation (PHLPost) mobilized its resources to support the Office of Civil Defense (OCD) in Bicol's recovery efforts. On 27 October, 2024, PHLPost deployed three trucks loaded with essential supplies, including 720 shelter tarpaulins and 3,500 hygiene kits, amounting to approximately 60 tons of relief goods.

PHLPost's involvement in the relief operations underscores its commitment to serving the Filipino people beyond its postal mandate. This mobilization reaffirms PHLPost's dedication to public service, highlighting its crucial role in disaster response through reliable logistics and support. "Our mission extends beyond delivering mail; it is about serving Filipinos, especially in times of need," stated Postmaster General Luis D. Carlos.



Source: PHLPost



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