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APPU POSTAL BUSINESS FORUM  
17-20 NOVEMBER 2024  
HOTEL SOFITEL BANGKOK

# APPU POSTAL CEO FORUM 2024

## Schedule- Day 2: 18 November 2024

**0900: Welcome** – Dr. V P Singh, Secretary-General, APPU

**Remarks:** Mr. Marjan Osvald, DDG, UPU  
Moderator: Mr. Sumesh Rahavendra, Group Chief Transformation and Digital Officer, Pos Malaysia

### **0915: Session 1 of CEOs Forum: Strategic approach for future growth in the Postal Sector**

Panel:

- China Post Group: Mr. Chenglin Guo, CFO
- Pos Malaysia: Mr. Charles Brewer, Group CEO
- Thailand Post: Dr. Tyn Tawitaranond, Chief Digital Business Officer
- Japan Post: Ms. Haruko Takachi, Executive Manager

Presentation:

- Mr. Soham Chokshi, CEO & Co-founder, Shippy

### **1030: Coffee break**

### **1100: Evolving Postal Services and Digital Transformation**

Panel:

- Cambodia Post: Mr. Then Samvisoth, CEO
- India Post: Mr. Subrat Das, Member, PSB

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- Pos Indonesia: Dr. Faizal Rochmad Djoemadi, CEO
- La Poste France: Mr. Jean-Paul Forceville, POC Chair
- Oman Post: Mr. Ibrahim Sultan Al Hosni, Acting CEO

Presentation:

- Mr. Sandeep Deshmukh, CEO & Co-founder, Elasticrun

### **1230: Lunch; with appreciation to Escher Group**

### **1400: Navigating Challenges and Seizing Opportunities in Diverse Postal Markets**

Panel

- Bhutan Post: Mr. Karma Nidup, CEO
- Brunei Post: Dr. Awang Rosdi bin Hj Abdul Aziz
- Maldives Post: Mr. Ahmed Shafeeq, CEO
- Mongolia Post: Mr. Telmen Gerelt, CEO
- Sri Lanka Post: Mr. Ruwan Sathkumara, PMG

Presentation:

- Mr. Brody Buhler, CEO, Escher Group

### **1530: Coffee break**

### **1600: Award Ceremony**

### **1630: Visit booths, and networking**

### **1800: Dinner; with appreciation to Elasticrun**

## Welcome

Welcome to the 11th Edition of the APPU Postal Business Forum and the second APPU Postal CEOs Forum.

This year, we are delighted to host a diverse gathering of around 200 participants, including representatives from 30 Postal Operators, 20 firms, and 10 postal start-ups. Together, they bring a wealth of knowledge, innovation, and energy to this vibrant forum.

APPU takes pride in hosting the largest platform in the Asia-Pacific dedicated to fostering connections between Posts and businesses. We are confident this Forum will pave the way for meaningful collaborations and transformative outcomes.

A warm welcome to all participants—let's make this Forum a success!

Dr. Vinaya Prakash Singh  
Secretary-General  
Asian-Pacific Postal Union