



FROM SECRETARY- GENERAL'S DESK



Greetings from the Asian-Pacific Postal Union!

As we step into February 2025, I hope this message finds you in good health and high spirits. The new year is well underway, and we at APPU are energized by the opportunities ahead to strengthen regional cooperation, foster innovation, and drive meaningful progress.

Our commitment to advancing the postal industry in the Asia-Pacific region remains steadfast. This year, we are prioritizing research, knowledge-sharing, enhancement of training programs and stakeholder engagement. Allow me to share some of the key initiatives shaping our efforts in the coming months:

Driving Research & Knowledge-Sharing

We are in the process of finalizing a research project supported by the **UPU China Fund**, building on the success of last year's study on *'Exploring Key Aspects of Postal Regulatory Reform in Asia-Pacific.'* This project has generated strategic insights that can be useful for the postal regulatory reforms across the region. We look forward to sharing these findings with our members soon, confident that they will

contribute to informed policy decisions and industry advancements.

In 2025, we aim to leverage the expertise of our international staff at APPU and APPC to conduct meaningful studies on emerging industry challenges and opportunities. By analysing trends and producing insights tailored to the needs of the Asia-Pacific region, we hope to equip our members with the knowledge necessary to navigate industry shifts and policy developments.

Strengthening Training & Capacity Building

To ensure that APPC's training programs remain impactful and aligned with industry needs, we have initiated a training impact survey. This will gather feedback from both past participants and their supervisors, helping us refine our course offerings and ensure that postal professionals across the region gain practical, future-ready skills that enhance efficiency and innovation in their organizations. This exercise would be in addition to the training needs assessment survey we send to the member countries every year before finalizing the next year's APPC training calendar.

Preparations for the 2025 APPU Executive Council Meeting

I recently had a productive online meeting with the CEO of Mongol Post to discuss our preparations for the upcoming 2025 APPU Executive Council Meeting, scheduled to be held in Ulaanbaatar, Mongolia, from 30 June to 4 July 2025. We look forward to an engaging and fruitful gathering that will drive key discussions on the future of postal services in our region.

Engaging with the UPU & Strengthening Regional Advocacy

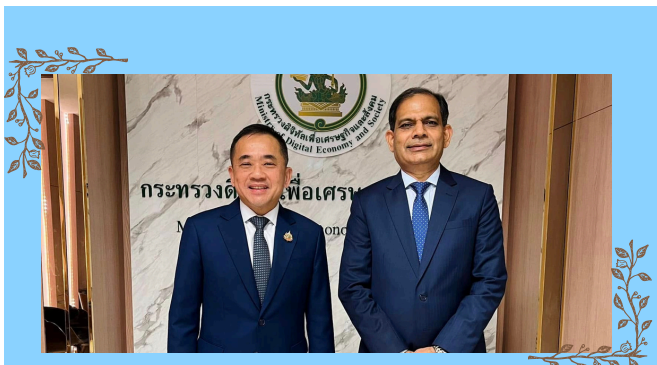
In the coming weeks, I will represent APPU at the UPU Postal Operations Council (POC S7) and Council of Administration (CA S7) meetings in mid-to-late February. These engagements provide an invaluable platform to strengthen our partnerships with UPU leadership, engage with key stakeholders, and reinforce the Asia-Pacific region's presence in global postal discussions. We remain committed to ensuring that our region's voice is heard and that policies and initiatives at the UPU level continue to support the sustainable development of our sector.

As these initiatives progress, I look forward to keeping you updated on our collective journey.

Warm regards,

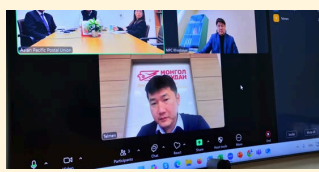


Dr. Vinaya Prakash Singh
Secretary-General, APPU



NEW YEAR COURTESY VISIT TO THAILAND'S MINISTRY OF DIGITAL ECONOMY & SOCIETY

As part of the New Year courtesy visits, Secretary-General Dr. Vinaya Prakash Singh met with Professor Wisit Witsora-At, Permanent Secretary of the Ministry of Digital Economy & Society (MDES), Thailand. The discussion highlighted Thailand's longstanding commitment to APPU and APPC, reinforcing the strong collaboration between APPU and its host country. Preparations for the 2025 APPU Executive Council Meeting in Mongolia, where Thailand will serve as Chair, were also a key focus, ensuring a successful and productive gathering for the region's postal sector leaders.



PREPARATORY MEETING HELD FOR 2025 APPU EC MEETING IN



MONGOLIA

The APPU Bureau held a productive preparatory online meeting with Mongolia Post on 7 Feb, focusing on the arrangements for the 2025 APPU Executive Council (EC) Meeting, which will take place in Mongolia from 30 June to 4 July 2025. Dr. Vinaya Prakash Singh, Secretary-General of APPU, and Mr. Telmen Gerelt, CEO of Mongolia Post, along with their respective teams, discussed key logistics and organizational details to ensure a smooth and effective event. The meeting marks a key step in the ongoing planning for the annual event, with preparations progressing steadily.

UNI APRO-APPU JOINT SEMINAR 2025: STRENGTHENING UNIONS FOR A CHANGING POSTAL SECTOR

From 28 to 30 January 2025, the UNI Apro Post & Logistics / APPU Joint Seminar was held at APPC, Bangkok, bringing together 20 participants from Asian countries for an in-depth exchange on strengthening union capacities in the evolving postal landscape.

The seminar was designed specifically for union representatives. It focused on pressing issues affecting postal employees, including the diversification of postal activities, emerging technologies, and regulatory changes in the Asia-Pacific region. Through interactive discussions, participants explored both opportunities and challenges, sharing insights on how unions can support workers' rights and career development amid industry transformation.

In addition to addressing the impact of digitalization and automation, the seminar emphasized the role of unions in ensuring fair labor policies, improving working conditions, and advocating for workforce upskilling. The discussions provided a platform for collective learning and strategy-building, reinforcing APPU and UNI Apro Post & Logistics' commitment to empowering postal unions and securing a sustainable future for employees in the sector.



APPC CONTINUES 2025 TRAINING CALENDAR WITH BUSINESS DEVELOPMENT AND SERVICE QUALITY COURSES

The Asian-Pacific Postal College (APPC) is advancing its 2025 training calendar with two in-depth 4-week courses, designed to strengthen business strategies and service excellence in the postal sector: Business Development and Marketing (BDM) Course and Managing Quality of Service (MQS) Course. Running from 3 to 28 February 2025, these courses provide postal professionals with critical insights into market trends, customer engagement, and quality management to drive long-term success.

The BDM course explores how postal operators can thrive in a rapidly evolving industry. Topics include the current business environment of Posts, global postal strategies, universal service obligation (USO), marketing and branding, and customer experience management. Participants will also gain hands-on knowledge in business communication, product and service development, competition strategies, and leadership in postal innovation. Drawing on case studies from different designated operators, the course will guide participants in developing tailored postal strategies to enhance market positioning and revenue diversification.

The MQS course focuses on improving service performance and quality management within postal operations. Key learning areas include UPU Quality Control Systems (QCS) and Quality Control Reporting Systems (QCRS), process management using PDCA and Six Sigma methodologies, and service standards for customer feedback and grievance redressal. Participants will also examine remuneration-linked quality, industry best practices, EMS quality standards, and UPU certification systems. A special emphasis is placed on monitoring service performance across all delivery stages (leg 1, leg 2, and leg 3) and leveraging big data analytics for quality improvement.

The APPC successfully hosted a five-day customized capacity-building program on Human Resources Management for officials of India Post from 20 to 24 January 2025. The program was inaugurated by Dr. Vinaya Prakash Singh, Secretary-General of APPU.

As one of the largest employers in the global postal industry, India Post plays a crucial role in public service delivery. This training program focused on enhancing workforce efficiency, leadership skills, and modern HR practices, fostering innovation and excellence within the organization.



APPC HOSTED 5- DAY CUSTOMISED CAPACITY- BUILDING PROGRAM FOR INDIA POST OFFICIALS





BANGLADESH POST MODERNIZES DELIVERY FLEET WITH 50 E-BIKES

Bangladesh Post is set to upgrade its delivery fleet with the addition of 50 e-bikes, a move aimed at modernizing its logistics network. This initiative supports the development of sustainable postal operations. By incorporating eco-friendly e-bikes into its operations, Bangladesh Post is embracing sustainable innovation to enhance delivery speed and efficiency while reducing its environmental impact, ensuring a smoother and more seamless experience for customers.



Post Man

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<https://www.facebook.com/share/p/1B2CmUwzRF/>



CHAired BY INDIA, THE UPU

HOSTS 4TH WORKSHOP ON INTEGRATED QUALITY OF SERVICE PLAN (IQP)



Chaired by India, the Universal Postal Union (UPU) hosted postal representatives from across the globe for the fourth workshop on the Integrated Quality of Service Plan (IQP) from 14th January to 16th January 2025 at Bengaluru, India. This key initiative focuses on enhancing the quality and reliability of postal services to better meet the demands of modern customers and support the rapidly growing eCommerce sector.

Participants engaged in insightful discussions on practical strategies to improve postal performance, including setting clear service standards, learning from successful case studies, and aligning performance with desired outcomes. The goal is to make postal services faster, more

reliable, and well adapted to evolving customer needs.

The IQP workshop is part of UPU's broader efforts to strengthen global postal operations. By bridging service delivery gaps and ensuring seamless integration with product offerings and remuneration strategies, the initiative aims to help postal operators remain competitive in a dynamic market landscape.

The continued collaboration among stakeholders underscores a shared commitment to delivering quality-driven postal service meeting expectations of businesses and individuals who rely on the post.

Source: UPU <https://www.facebook.com/share/p/1DqgiDJU3n/>





FIJI POST LAUNCHES EAD APP TO ENHANCE SERVICES

Fiji Post has taken a significant leap forward in digital innovation with the launch of its new Electronic Advanced Data (EAD) app. This cutting-edge application is designed to streamline customs processes, improve efficiency, and enhance overall customer experience for international mail and parcel services.

The EAD Customs Declaration App enables users to electronically declare the contents of their parcels in advance, directly from their homes or offices. Once users enter the required item details, the app generates a unique reference number, which they can present at the post office counter along with the open parcel. The EAD-CDS system then automatically retrieves the pre-entered information, streamlining the customs declaration process and reducing wait times. This ensures faster, more efficient service while maintaining compliance with customs regulations.

For more details, visit <https://www.fijitimes.com.fj/postal-services-provider-launches-ead-app/>



NEXAR AND JAPAN POST COLLABORATE TO ENHANCE ROAD INFRASTRUCTURE

Japan Post has partnered with Nexar, an AI-powered mobility solutions provider, to enhance Japan's road infrastructure. This collaboration utilizes Nexar's advanced dashcam technology, transforming Japan Post Transport Co.'s vehicles into real-time data collectors. The data gathered will monitor highway conditions, detect construction zones, and identify road damage, providing valuable insights for road maintenance and safety improvements. Additionally, the initiative aims to develop precise mapping solutions, contributing to the advancement of autonomous vehicles in Japan.

Japan Post's extensive delivery network and fleet play a crucial role in this initiative, enabling comprehensive road data collection that supports safer and more efficient transportation.

For more details, visit <https://motopaddock.nl/news-en/transforming-japans-roads-how-nexar-and-japan-post-are-paving-the-future-of-mobility/>



SOLOMON POST EMBRACES DIVERSITY BY EMPLOYING MORE WOMEN

The Solomon Post has taken a significant step toward fostering inclusivity by increasing the employment of women within its workforce. This initiative highlights the organization's commitment to gender equality and showcases how diverse perspectives can strengthen postal services.

By prioritizing the recruitment and empowerment of women, the Solomon Post is setting a powerful example for other postal organizations in the Asia-Pacific region.

The Solomon Post's efforts demonstrate how postal services can play a vital role in driving social change and creating opportunities for underrepresented groups.

For more details, visit <https://www.solomonstarnews.com/solomon-post-embraces-diversity-by-employing-more-women/>

AFFORDABLE LOGISTICS SERVICE OFFERED BY PHLPOST TO GOVERNMENT OFFICES AND THE PUBLIC

The Philippine Postal Corporation (PHLPost) has expanded its logistics fleet with eighteen (18) six-wheelers and four (4) wheeler trucks to enhance its parcel and bulk delivery services for government and private sector clients. This upgrade, alongside its existing mail vans, aims to improve efficiency and reliability in handling deliveries.

Postmaster General Luis Carlos emphasized that the new vehicles will bolster PHLPost's capabilities, positioning it as a stronger player in the growing e-commerce and logistics market. "The newly acquired postal vehicles will beef up the e-commerce and logistics delivery business of the postal service. With these brand new trucks, there is a bigger chance and opportunity for PHLPost to enter the e-commerce and logistics market this year," he said.

Additionally, PHLPost is modernizing its operations through the Postal Trinity program, which includes Barangay Postal Stations for last-mile delivery, the implementation of the seven-digit ZIP Code PH for standardized addressing, and the Kartero App for real-time tracking. These initiatives aim to enhance nationwide logistics services and ensure improved postal efficiency.



Source:



VIETNAM POST'S DIGITAL TRANSFORMATION AND COLLABORATION WITH VIETNAM TELECOM



Vietnam Post has undergone a significant digital transformation, evolving from a traditional postal service provider to a leading digital technology enterprise. In partnership with Vietnam Telecom, this collaboration is driving the development of key digital services. By combining Vietnam Post's extensive network with the advanced telecom infrastructure, the partnership enhances services such as e-commerce delivery, online payment systems, and digital signatures.

The collaboration allows Vietnam Post to deliver more comprehensive services, especially in remote areas, contributing to a more inclusive and digital-friendly environment.

For more details, visit <https://vietnamnet.vn/en/vietnam-s-top-telecom-and-it-firms-drive-the-nation-s-digital-transformation-2367388.html>

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INDUSTRY **NEWS**

THAILAND LEADS GLOBAL E-COMMERCE CONSUMPTION TRENDS

According to the Digital 2025 report by We Are Social and media monitoring firm Meltwater, Thailand ranks as a global leader in online shopping and mobile commerce.

📌 Key Data Insights:

- 📶 96.2% of Thai internet users (16+) shop online weekly, the highest globally (Global average: 55.8%).
- 🛒 45% of Thai consumers purchase groceries online weekly, ranking among the top three (South Korea: 43%, UAE: 39%).
- 📱 68.3% of Thai e-commerce transactions occur on mobile devices, while 31.7% use desktops.
- 💻 Thailand's e-commerce Average Revenue Per User (ARPU): \$1,183 (Global: \$1,620; US: \$4,470, Italy: \$3,290, Netherlands: \$3,190).
- 📺 Thailand's online grocery ARPU: \$188 (Global: \$450; US: \$1,740, HK: \$1,360, AU: \$1,092).
- 📺 Thailand ranks second in YouTube usage (42.1 hours/month), just behind South Korea (43.3 hours).
- 📶 Thailand's fixed internet speed ranks 9th globally (239 Mbps), with one of the cheapest fixed data packages (\$11.60/month).



📌 Implications for the Postal and Logistics Industry:

✓ Rising e-commerce activity demands faster and more efficient delivery networks, with last-mile solutions becoming critical.

✓ The dominance of mobile commerce (68.3%) highlights the need for mobile-friendly tracking and digital payment integrations.

✓ Cross-border e-commerce growth presents opportunities for logistics providers to optimize customs clearance and enhance international shipping solutions.

✓ The high frequency of online grocery purchases (45%) suggests an increasing demand for temperature-controlled delivery and express logistics services.

Source:  Bangkok Post 7 Feb 2025

<https://bangkokpost.pressreader.com/article/281986088257381>