



SINGAPORE HOSTS 15TH ASEAN POSTAL BUSINESS MEETING

Singapore, 23 October 2008 – Singapore’s Minister for Information, Communications & the Arts, Dr Lee Boon Yang, today opened the 15th ASEAN Postal Business Meeting (APBM), hosted by Singapore Post (SingPost), at the Novotel Clarke Quay Singapore.

About 50 delegates from the 10 ASEAN countries namely Brunei Darussalam, Cambodia, Republic of Indonesia, Lao People’s Democratic Republic, Malaysia, Union of Myanmar, Republic of the Philippines, Singapore, Thailand and the Socialist Republic of Viet Nam, as well as ASEAN ++ countries ie People’s Republic of China, Hong Kong, Japan, India and the Republic of Korea, are attending the meeting in Singapore.

Meetings

The Singapore Meeting will begin with the election of the new Vice-Chairperson and the adoption of the business timetable. Malaysia holds the chairmanship of the ASEAN Postal Business Meeting.

During the two-day Meeting, senior postal officials from the 10 ASEAN countries will receive updates from the 24th Universal Postal Union (UPU) Congress and its impact on ASEAN, and will discuss the leveraging on Singapore and Indonesia, both of which were recently re-elected into the Postal Operations Council (POC), as the conduit for UPU/POC information between the ASEAN members and the UPU/POC, as well as establishing funding projects that can reinforce ASEAN’s collective competitiveness as a region, so as to realise equitable and sustainable growth. The meeting will also provide updates from the previous meeting held in Philippines on 4-5 September 2007.

Along with updates on UPU Country Classification and the Impact of Terminal Dues and Quality Service Fund, members of ASEANPOST will table various proposals including one on ASEAN Terminal Dues.

Said Yang Berbahagia Datuk Abu Huraira Abu Yazid, Chairman of ASEAN Postal Business Meeting and Acting Managing Director/Group Chief Executive Officer of Pos Malaysia: “Postal organisations are blessed by being members of Universal Postal Union (UPU). Cooperation amongst members transcends politics, economic development, and ideology. UPU thus accords a valuable framework to facilitate achieving ‘reach and accessibility’ value beyond our respective shores.”

He added: “The agenda established for this year’s APBM is designed to foster greater cooperation amongst members and also with friends peripheral to our boundaries. This will supplement the various bilateral initiatives undertaken or being planned by several countries. Cooperation on mail, courier services, logistics and financial services (such as remittances) will certainly elevate our mutual businesses and raise our financial profile as standards and expectations will have to be met. The pace and level of cooperation will no doubt depend on several factors, such as one’s readiness, resources and capability.”



Emphasizing the importance of regional collaboration especially in the face of the difficult economic situation, Mr Lim Ho Kee, Chairman of Singapore Post said: "All over the world, the postal industry is facing unprecedented challenges. As postal operators, we have to deal with increasing competition and rising costs of operations. We all face pressures to provide quality, universal postal service at an affordable price, at both the national and international levels.

Looking at the wider landscape, we have seen the postal industry evolve over the years. Market liberalisation, growing competition, changing customer demands, and the explosive growth of the Internet and information technologies, have changed the postal scene. It is important that we, postal operators work closely together as we are all interdependent at the international level. By forging closer alliances and leveraging on the potential synergies as a group to meet the regional and global demands, we can help to mitigate negative effects of the evolving postal market. The recent financial and debt crisis only accentuates the need for us postal operators to work even harder to maintain and strengthen our competitive positions."

Mr Lim was speaking at the opening ceremony on Singapore's experience as the first postal operator in Asia to be fully liberalised in April last year.

Innovation Key to Sustainability

Mr Lim spoke of the need to be innovative as the postal environment continues to evolve.

Besides expanding considerably the range of its activities, which include financial, insurance as well as other services along with the more traditional postal ones, SingPost will also be introducing two new innovative services, a next morning delivery service, AM Mail and ClickPost this year.

The introduction of its new AM Mail service in December will bring SingPost to the next level of service excellence. Its AM Mail service, which is a time-certain service, gives customers increased convenience as they can post such mail at any of SingPost's 800-odd posting boxes and their addressee will receive the mail before 11 am instead of the current 5 pm. Posting times remain unchanged.

SingPost's ClickPost service is a hassle-free and efficient one-stop mailing solution for customers. This service, to be introduced in November 2008, will allow customers to concentrate on their core business, leaving the printing and posting of the mail to the mail operator. Corporate customers also enjoy convenience as they submit contents electronically to SingPost who will archive these materials after printing and mailing them.

Postal Operations Council

SingPost and Pos Indonesia, representing Singapore and Indonesia respectively, were re-elected to the POC at the recent 24th Congress of the UPU.



With 40 member countries, the POC deals with technical and operational issues. It promotes the introduction of new postal products and makes recommendations to member countries concerning standards for technological, operational or other processes. The Council's programme of work aims above all at helping postal services to modernise and upgrade their postal products.

Singapore has been active in the POC especially with the Terminal Dues Project Group, the Parcels Group, and the Postal Security Action Group. Singapore's re-election is the first step towards the continued active participation in the work of the Union over the next 4-year cycle, particularly those relating to operational matters, contributing to the development of the UPU.

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About Singapore Post Limited

(Reg. No. 199201623M)

SingPost, the designated Public Postal Licensee for Singapore, provides efficient and high quality domestic and international postal services. One of the most efficient postal operators in the world, SingPost received global recognition in the World Mail Awards for the Quality category in 2007. SingPost is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. It has won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its *Speedpost* Worldwide courier service and is the only postal administration in the world to win this for seven consecutive years since 2001. SingPost also owns one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAMs) and *vPOST*, its internet portal. With its extensive network, SingPost provides a one-stop convenience to its customers for a wide range of products and services, including agency, postal and financial services.

About ASEAN Postal Business Meeting

ASEAN Postal Business Meeting (APBM) was established in 1992 exclusively for the postal operators in ASEAN countries with the objectives of strengthening and co-ordinating ASEAN collaboration in the postal sector.

The APBM is an annual meeting organised by member countries on a rotational basis, bringing together the heads of the postal organisations of the 10 ASEAN countries and 5 ASEAN++ countries, namely People's Republic of China, Hong Kong, Japan, India and the Republic of Korea and focuses on issues affecting the region's postal industry.

It also enables the exchanging of information and experiences as well as best practices for postal reforms and business development activities among ASEAN countries.

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