



PAPU/AC/XL/2022 – Doc. No 10

## THE PAN AFRICAN POSTAL UNION POSTAL CEOs' FORUM REPORT

4<sup>th</sup> - 6<sup>th</sup> July 2022 Democratic Republic of Congo (DRC)

<b>1. Subject</b> PAPU CEO's Forum Report	<b>References/Paragraphs</b>
<b>2. Decision Expected</b> <ul style="list-style-type: none"><li>• Consideration and Noting of the Report.</li></ul>	

### 1. INTRODUCTION

This document is presented to the 40<sup>th</sup> Administrative Council for consideration.

### 2. SUBMISSION OF THE REPORT

The report is herewith attached.

### 3. CONCLUSION

## **THE PAN AFRICAN POSTAL UNION POSTAL CEOs' FORUM REPORT**

**4<sup>th</sup> - 6<sup>th</sup> July 2022 Democratic Republic of Congo (DRC)**

### **1. INTRODUCTION**

The CEO Forum was held in hybrid format on 7<sup>th</sup> July 2022 under the theme; "**Gearing the Post for Digital Transformation**"

### **2. OPENING OF THE FORUM**

The opening remarks were made by the:

- Director General Congolese SCPT – Mr. Didier Musete (DRC)
- Outgoing CEO's Forum Chairman – Mr. Ihab Abu Bakr (Egypt Post)
- PAPU Secretary General – Mr. Sifundo Chief Moyo

### **3. PARTICIPATION**

The following Countries participated in the Forum either virtually or physically:

Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Congo Republic, Cote d'Ivoire, Democratic Republic of Congo, Egypt, Kenya, Kingdom of Eswatini, Malawi, Mali, Mauritius, Morocco, Namibia, Nigeria, South Africa, Tanzania, Tunisia, Uganda, and Zimbabwe.

### **4. SESSION 1- THEME: THE SMART POST OFFICE - THE TARGET FOR FULL DIGITALIZATION OF POSTAL SERVICES**

The first session was moderated by the PAPU Assistant Secretary General, Mrs. Jessica Hope Ssengooba.

The PAPU Secretary General made a presentation titled 'The Smart Post Office - The Target For Full Digitalization Of Postal Services'. The Presentation covered the following salient issues:

- What the Post is all about;
- Competences of the Post;
- The Post as a part of the wider communications market;
- The Smart Government and its various smart sectors;

- The Digital Economy;
- Opportunities in Africa for the Post;
- The Future Post -A digitalized Post;
- The Smart Post office-the ultimate end-State

#### **4.1 Discussants**

The following panelists discussed the topic sharing the experience in their respective countries:

- Director General of the Post of Congo Republic;
- Director General of the Post of the Democratic Republic of Congo;
- Post Master General (Acting) of Malawi Post Corporation.

#### **4.2 Key Take Aways**

- i. On National digital infrastructure - countries are riding on national fibre optic backbone albeit with different levels of national roll out;
- ii. Posts are at different stages of digitalization and transformation in their operations;
- iii. There are different digital services that are being offered in the post offices including but not limited to the following:
  - Electronic payments;
  - Financial services;
  - E-Commerce;
  - E-Government;
  - E-Health
  - Online track and trace;
  - E-Ticketing
  - Bill payments
- iv. Designated Postal Operators have deployed UPU digital systems and tools, from private partners as well as from home grown solutions;
- v. Designated Postal Operators are implementing digital projects in collaboration with the UPU which are complemented by national projects being implemented in different countries;
- vi. Regulators are facilitating the implementation of different digital projects in collaboration with the Post;
- vii. It is important to embrace Addressing and Post Code systems in the Post's digital transformation initiatives;

- viii. In their quest to implement the Smart Post Office concept, Member States should ride on the Smart Africa Manifesto approved by African Union Heads of State and Government in 2014.
- ix. There is need for Regulators to establish Client Services Charters to guide Designated Operators as they embark on offering digital services;
- x. Member States need to streamline the conflicting legal instruments on the provision of financial services;
- xi. Designated Operators need to develop solutions which should easily integrate with others systems especially with UPU systems.
- xii. There is need for benchmarking, collaboration and creation of partnerships by DOs to forge ahead with digitalization.
- xiii. Governments and Regulators should support Designated Operators through the development of enabling policy and regulatory frameworks

## **5. SESSION 2 THEME: THE POST - THE ULTIMATE DIGITAL FINANCIAL SERVICES JEWEL FOR AFRICA**

The second session was moderated by Mr. Jude Tarh from the PAPU Secretariat.

Mr. Ramy Fathy of Egypt Post made a presentation on Digital Financial Services - Yalla App. The presentation covered the following main issues among others:

- Payment and Remittance Services as well as other Financial Services;
- The App has capabilities for Bill payments/ Mobile top-up /Food / Groceries / Medication Ordering/Online shopping, Transit/ Events /Ticketing;
- Person-to-Person payments (Domestic & Cross-border) and Payment to Merchants;
- Buy now, Pay Later / Installments;
- Social saving & Credit / Micro-savings, Micro-investment, Micro-Insurance;
- Points Earn / Burn Offers / Vouchers /Games;
- Lifestyle services;
- Loyalty & Rewards.

### **5.1 Discussants**

The following panelists discussed the topic sharing the experience from their respective countries:

- CEO Botswana Post;
- Morocco Post Activities Head Manager.

## 5.2 Key Take aways

- i) Designated Operators should engage Central Banks to facilitate conducive frameworks for postal financial services to ensure financial inclusion;
- ii) Designated Operators should capture the huge youth population who mostly use digital solutions;
- iii) There is need to come up with inter-operable solutions in an affordable and convenient way. There is need for solutions that can be used on any phone across networks;
- iv) Develop interactive websites for all digital transactions;
- v) Integrate with huge stores and develop dashboards to monitor business trends;
- vi) The Post should take advantage of the huge diaspora community to channel their remittances via the post;
- vii) Designated Operators need to enter into partnerships with other industry players in the provision of financial services;
- viii) In terms of entry strategies, there is need to ensure implementation of differentiation strategies and develop secure, simple and easily accessible products which are offered at affordable rates;
- ix) The Post should embrace digitalization in the provision of financial services in line with customer expectations and global trends;
- x) It is important to develop domestic gateways for financial services as well as partner with international stakeholders for international financial services.

## 6. CLOSING

The Forum was closed with remarks from the PAPU Secretary General and the in-coming Chairman of the CEOs' Forum Mr. Cornelious Ramatlakwane, the CEO of Botswana Post.

In his remarks, the CEO Forum Chairman emphasized the need to advance governance issues for PAPU to effectively forge ahead with its mandate. This can be done by capacitating it from two angles, i.e. internal and external. For internal, PAPU needs to be capacitated by enhancing it with the right human resources who would work remotely on secondment, for example.

Externally, PAPU would be capacitated by ensuring that the technical support provided by governments, Designated Postal Operators, PAPU organs (e.g. CEO and Regulators' Forums, etc.) is adequate. This can be buoyed by further ensuring that those organs are properly empowered.

The Forum closed at 3:30pm.