

WORKSHOP ON AWARENESS AND IMPLEMENTATION OF STEP 1 OF THE PRODUCT INTEGRATION PLAN

(Casablanca, Morocco, from 4 to 5 October 2017)

ACKNOWLEDGMENT

Post and senior officials from the member states of the WAPCO participating in the Outreach and Implementation Workshop of Step 1 of the Product Integration Plan on October 4 and 5, 2017,

- Satisfied with the welcome and the amenities made available to them on their arrival in Morocco;
- Acknowledging the leadership of His Highness King Mohammed VI for the evolvement of the postal sector in Morocco and Africa as a whole;
- Aware of the constant desire of Poste Morocco and its Director General, Mr. BenjellounTouimi, to support the Posts of the member States of the ECOWAS,

Express their sincere thanks to His Highness the King Mohammed VI, the Government and the people of Morocco for their hospitality and the excellent working conditions placed at their disposal.

THANKS

- MrBenjellounTouimi and his staff at the Moroccan Post Office for the perfect organization of the workshop.
- The Director General of the UPU International Bureau for his continuing support for the activities and especially for having committed two of his collaborators whose expertise has benefited the participants in understanding the stakes of the implementation of the PIP.

Done at Casablanca on 5 October 2017

The participants

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FINAL COMMUNICATION

At the kind invitation of Poste Maroc, the WAPCO Executive Secretariat, with the support of the UPU, organized an awareness and implementation workshop on 4 and 5 October in Casablanca, Morocco, Step 1 of the Integration Postal Products Plan (PIP).

1- PARTICIPANTS

In addition to host country Morocco, 13 countries out of the 15 member states took part in this workshop:

- Benin
- Burkina Faso
- Ivory Coast
- Gambia
- Ghana
- Guinea
- Liberia
- Mali
- Nigeria
- Niger
- Senegal
- Sierra Leone
- Togo

Ms. Wendy Eitan, E-Commerce and Physical Services Integration Coordinator and Mr. Jeremy Pawsey, Head of the Physical Product Development Program, represented Universal Postal Union and brought in their expertise to the work.

Mr Claude Défoundoux attended the workshop in his capacity as Consultant of the WAPCO.

Dr. Kada moderated the workshop in his capacity as Vice-Chair of the CEP.

2- OPENING CEREMONY:

Chaired by Mr Amine BENJELLOUN TOUIMI, General Director of the Post Office of Morocco, the opening ceremony recorded interventions by:

- UPU by Mrs Wendy ETENG
- WAPCO by Mr Louis Blaise AKA BROU

Both speakers thanked the Moroccan Post Office for having accepted to host the workshop and emphasized on the importance of the topic to be discussed which will strongly influence the future of the Posts of the subregion.

In opening the work, the Director General of the Post Office of Morocco, Mr. BENJELLOUN TOUIMI recalled that since June 2016, in NIGER, Poste Maroc has become a privileged Observer member of the WAPCO. He then welcomed all participants and stressed the importance that the Posts of the subregion should give to the IPP, and reaffirmed its commitment to South-South cooperation while insisting on the support which it will continue to contribute to the WAPCO.

3- CONDUCT OF WORK:

Day 1

Following the adoption of the workshop timetable and presentation by Claude Defoundoux, the WAPCO Consultant on the objectives and expected outcomes of the workshop, participants followed the presentations by UPU experts, Wendy Eitan and Jeremy Pawsey on the following themes:

- Overview of the Postal Market - Context for Change
- Review of existing product portfolio
- Roadmap for the transmission of advance electronic data
- Overview and strategy of the product integration plan

The representatives of WAPCO country members presented, in turn, the Portfolio and the product strategies of their respective countries.

Participants then followed the presentation on Step 1 of the PIP:

- Classification of sender formats
- Separation of small packages according to content
- Attach of barcode to small packages

These presentations were followed by exchanges between participants. Poste Maroc then visited its logistics center in Casablanca.

Day 2

The second day of the workshop provided an opportunity for workshop participants to follow presentations on:

- Data exchange and action plan of Poste Morocco
- Diagnosis of the situation of the posts of the WAPCO (staff, physical and electronic equipment and needs assessment)
- Step 2 of the IPP: matrix of products for the next cycle

A round table was organized on the product portfolio for the next cycle. After the round table, which was the place of a common reflection, participants of the workshop brainstormed together on:

- Implementation of a FAQ regional project by the posts of the WAPCO
- Different activities to be implemented
- Presentation of a FAQ Sub-regional Project for the upgrading of the WAPCO Post offices,
- And the Roadmap of the countries of the subregion for the implementation of the IPP.

Participants then visited the national postal and logistics platforms of Poste Maroc.

4. CONCLUSIONS OF THE WORKSHOP:

At the end of these two working days, the participants;

- 1) Become aware of the issues and implications of the implementation of Step 1 of the IPP
- (2) Have been informed about the tasks to be completed before 1 January 2018 and the arrangements to be made
- (3) Undertook to make the necessary operational and practical arrangements before 1 January 2018 to implement the UPU requirements.

The workshop participants recommended at the end:

- 1) A pooling of efforts for a coordinated and effective implementation of Phase 1 of the IPP, in particular in terms of the production of bar code labels and training;
- 2) The design and presentation of a FAQ regional project by the WAPCO, with the support of the UPU (IPS, postal bags, barcode production);
- 3) The acceptance of each country to contribute to the financing of this project by releasing part of their FAQ capital to this effect;
- (4) The preparation of a detailed report to be prepared and communicated to Member States in the near future;
- 5) Leveraging the logistics platform of Poste Maroc to make group purchases and pooling via FAQ projects for the countries of the region;
- 6) Build on the operational platforms of Poste Maroc and the UPU Regional Technical Center for West Africa, located in Rabat, to provide targeted training for operational and technical managers, on the one hand, and on the other hand the delocalized treatment related to the deployment of the IPP.

A motion of thanks was addressed to the authorities of the Kingdom of Morocco and to Mr. BENJELLOUN TOUIMI, Director General of the Post Office of Morocco for the perfect organization of the workshop.

Made at Casablanca on 5 October 2017

Workshop participants