

## WORKSHOP COURSE OUTLINE

<b>Title:</b>	<b>Financial Postal Services in the Digital Economy</b>
<b>Dates:</b>	<b>27<sup>th</sup> – 31<sup>st</sup> May 2019</b>
<b>Duration :</b>	<b>5 Days</b>
<b>Venue :</b>	<b>Mombasa, Kenya</b>

### Course Overview

This main objective of this course is to:

To empower decision makers in the Postal industry with knowledge and skills that will help them make sound decisions in the development of postal financial services in a digital economy.

### Target Audience

Staff responsible for financial services in the postal sector.

**Pre-requisite:** Basic knowledge in Postal financial services.

### Pain Points

- A rapid pace remittance market
- Taking financial inclusion closer to people without access to such services.
- Poor infrastructural development in least/developed countries
- Lack of technical assistance to drive financial services.
- Low uptake of digitized postal financial services.

### Value Proposition

Delivering remittances to rural migrant families creates new opportunities for sustainable inclusive rural finance.

### Methodology

The workshop will be delivered through PowerPoint presentations, discussions, and case studies.

### Workshop Objectives

Understanding the role of Postal organizations in the provision of financial services in a digital economy.

## **Workshop Contents/Topics**

### **Module 1: *Introduction***

- The role of postal organisations in the financial sector development.
- UPU's role in the development of inclusive and sustainable financial services.
- Providers of financial services.
- Emerging Customers needs and expectations.

### **Module 2: *Postal Financial inclusion in a digital economy.***

- Research on Postal Financial Inclusion
- Plan for development of postal financial services.
- Business concepts
- Business model
- Operational structure
- Project organisations.

### **Module 3: *Market development.***

- Market trends
- Commercial strategy and market development plan.
- Overview of the changing Postal environment.

### **Module 4: *Best practises in postal financial services***

- Europe
- Other States
- Best practices

## **➤ CASE STUDY: IDENTIFY GAPS, CHALLENGES, POSSIBLE SOLUTIONS**

For more information, please contact us on

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