
EACO POST & LOGISTICS FORUM 2022 (EPLF) CONFERENCE REPORT



Communications for all in East Africa

NOVEMBER 4, 2022

JMAT BUSINESS ADVISORY SERVICES

Johannesburg, South Africa

Designated Postal Operators – East Africa

Burundi: Régie Nationale des Postes



Kenya: Postal Corporation of Kenya



Rwanda: Rwanda National Post Office



South Sudan Postal Services



Tanzania: Tanzania Posts Corporations (TPC)



Uganda: Uganda Post Limited (UPL)



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Guest of Honour - **Hon. Nape Moses Nnaunye(MP) Nnauye**, Minister for Information, Communication and Information Technology



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1. INTRODUCTION

This is the report reflecting the outcome of the **1st EACO Post & Logistics Forum (EPLF) 2022**. The report is done for management purposes and for sharing with primary stakeholders. The report outlines the assessment of a generally successful EPLF Conference including roles played by all stakeholders and comments from participants.

2. CONFERENCE ORGANIZERS

The EPLF Conference was organized by the three main stakeholders, which are:

- EACO Secretariat
- Tanzania Post Corporation (TPC), and
- JMAT Business Advisory Services.

3. VENUE:

Mount Meru Hotel

Arusha-Taveta Road
Sekei Area
Arusha TZ, 2673, Tanzania

4. PURPOSE OF THE EACO POST & LOGISTICS FORUM (EPLF) WITHIN THE EAST AFRICA COMMUNITY

The EACO Post & Logistics Forum was established for Designated Postal Operators for the purpose to:

- o **Benchmark** with colleagues facing the same challenges.
- o Share ideas and **best practice** – learning from each other.
- o Be updated on **current and future trends** and latest technologies in the industry across the world.
- o **Networking**, fun and building connections between people; and
- o Raise **the profile of the postal industry** with a wider audience.

The following are future plans for the Forum:

- o Addressing **common issues** for the region.
- o Identifying **new areas for collaboration**.
- o **Celebrating successes** in the region and in the postal sector.
- o **Training workshops** and more structured learning opportunities; and
- o Holding an **innovation forum** to explore new approaches.
- o Generate thought leadership for the development of regional policies in respect of growth of the postal sector; and
- o Provide a platform for deliberations for the East Africa common postal market.

All the above are goals aimed at improving postal services in the East Africa Community and beyond, as they interact with one another in providing service to their clientele.

5. WHAT CONSTITUTES A SUCCESSFUL EPLF

The Forum will be an annual event that should be effective and efficient in meeting its targets. The success of this Forum has been measured by delegates using the following measurements:

- Speaker line up;
- Programme context;
- Networking of Delegates
- Event organization; and
- Venue.

We believe that this report must give us a measure of whether the Forum is a success organizationally and content wise. We are aiming for this Forum to grow from strength to strength.

Clearly the perception of success from participants and sponsors alike is aligned to the level of participation of key decision makers at the Forum. This hinges on the attendance and level of participation of Chief Executive Officers/Postmaster Generals/Director Generals and Managing Directors of the regional postal operators.

Such attendance and participation by Chief Executive Officers/Postmaster Generals/Director Generals and Managing Directors must improve significantly for the EPLF to be supported financially by sponsors. Despite, the non-attendance by some senior officials, the general attendance of delegates at other levels was relatively good, for a first event, which resulted in the Forum being hugely successful.

The table below shows the evaluation of the 1st Annual EPLF, including comments from some delegates:

CATEGORY	Very Good	Good	Fair	Poor
Speaker line up	81%	19%	0%	0%
Programme context	89%	11%	0%	0%
Networking	67%	31%	2%	0%
Event organization	69%	31%	0%	0%
Venue	64%	11%	0%	0%
TOTAL (Av.)	74%	21%	-	-

- “The conference was well organized, and the content was relevant, in line with global trends” by **Hillaria Mazenge**, Quality of Service Officer, **PAPU**.
- “The conference was well organized, and the presentations will help to restructure and re-engineer the postal operations in East Africa and the rest of Africa” by **Sulleman H Mvunye**, Assistant Director, Ministry of Information and Communications, **TANZANIA**,
- “The organization of the conference was successful, and the theme well chosen to have a framework where postal business is discussed is a good idea” by **Ngabire Leo**, PMG of Burundi Post, **BURUNDI**,

- “Informative and good opportunity for benchmarking on digital transformation and ecommerce initiatives” by **Celestin Kayitare**, Director General, **RWANDA**,
- “The conference had interesting topics and the presentations were professional” by **Ntirampeba Gaspard**, Director of Finance Dept, **BURUNDI**,
- “Great insights from the speakers and presenters. Opportunity for benchmarking from other DOs” by **Joan Toroitich**, General Manager Payment Services, **KENYA**,
- “The conference is very good in general. We thank EACO and Tanzania Posta” by **Awadia James Daw Shom**, Director for Communication & International Affairs, NCA – **SOUTH SUDAN**.

Comments from Sponsors this year were reflective of their satisfaction of the event but also indicating areas of improvement in the East Africa event. It cannot be over-emphasised that the Forum is designed to bring key decision makers together to test new ideas regarding the development and the growth of the sector.

These ideas both drive the innovation by suppliers (who are our sponsors) and provides a platform to test their own innovations with these key decision makers with respect to the efficacy of such innovations.

6. MANAGEMENT OF THE EVENT

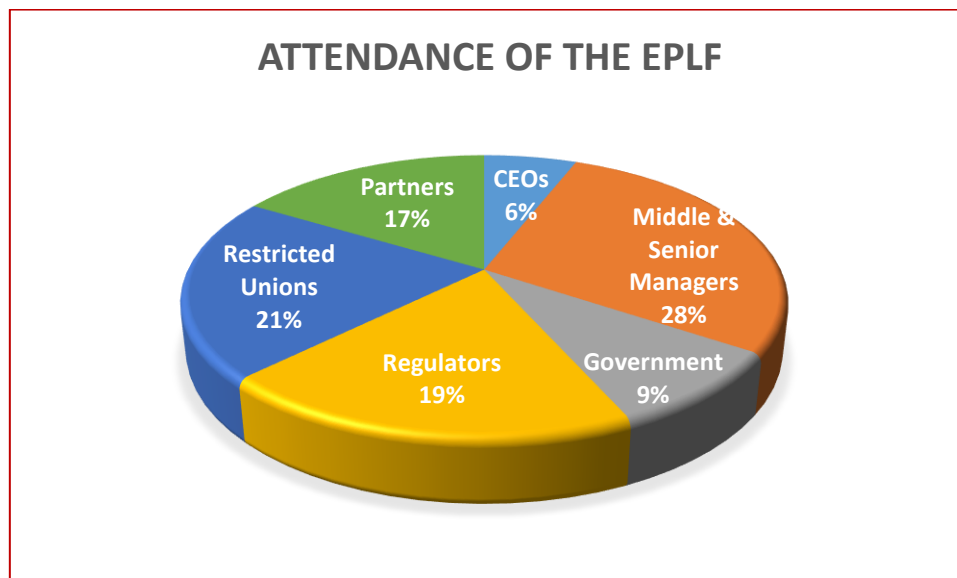
- The **1st Annual Conference (EPLF 1)** was jointly managed with JMAT Business Advisory Services. The Secretariat of EACO plays a significant role in mobilising operators to attend the Forum.
- The Annual event, going forward, will need to be marketed more to raise its profile on social networks and media. The success of the Forum and its strategic marketing will grow it to be a recognized global event, if correctly managed, which is in line with the stated goal of “Raising the profile of the postal industry with a wider audience”.

7. ATTENDANCE OF THE EPLF CONFERENCE

The table below gives delegates' numbers per member country and partners to show the level of response:

DESIGNATED POSTAL OPERATOR	2022	
Category	CEOs/PMGs/DGs/MDs	Delegates
Burundi	1	3
Kenya	1	4
Rwanda	1	1
South Sudan	-	1
Tanzania	1	10
Uganda	-	-
TOTAL	23	
PARTNERS	2022	
Type of attendance	Physical	Remote
Ministry of Information, Communication & Information Technology	6	-

UPU	1	3
PAPU	7	-
EACO	3	-
Tanzania Communications Regulatory Authority	9	-
Communications Authority of Kenya (CA)	3	-
Uganda Communications Commission	1	-
Reason Solutions	-	-
Zonos	1	-
GridCode (AKUTARI)	2	-
Isitec International	1	-
Ecommerce Federation of Africa	-	1
Whatnext4u	1	-
JMAT	2	-
Manale Azar (Postal Expert)	-	1
Equity Bank	2	-
TOTAL		67



The total number of attendees (Delegates and partners) was at **67** against the target of **100**. Attendance from the Designated Postal Operators constituted 34% of the attendees, and that is a point of concern since the expectation was that this is their conference, and they should be in the majority. A lot of effort must be put in place to encourage DPOs to attend in large numbers.

The attendance numbers were, however, generally good considering that this is the first event of its kind in the East Africa region.

8. CONFERENCE FORMAT

The three-day conference comprised three main sessions, and those are the Official Opening of the conference, Technology Day with presentations by Solution providers and the Strategy Day with expert speakers per item.

The conference was structured to foster discussion between participants around the core theme “*The Digital Transformation, E-commerce & Financial Inclusion – Key activities in the Postal sector*”. This was achieved through presentations and roundtable discussions with diverse panellists. Presentations were shared with EACO Secretariat for sharing with its members through any medium they see fit. Each day of the conference also allotted one hour for lunch, 30 minutes for morning and afternoon tea to allow participants to continue networking.

9. FINANCIAL SUPPORT:

The level of financial support for this first event was challenging because of the unavailability of partners that we normally run to for this purpose. This is a concern to receive such low response and we are of the opinion that we could have been affected by the month we chose for the event when companies are winding down for the festive season.

It is therefore critical that for the 2nd Annual event we carefully consider the correct time for the event, but that can only be sustainable with CEOs and other senior officials committing to making themselves available for the duration of the Forum and considering solutions offered by sponsors.

However, we want to express our profound gratitude to the sponsors, without which the conference would not have been a success.

10. CONCLUSION:

The enthusiastic participation of delegates at the EPLF 2022 has conclusively shown the importance of such a forum for the region. Whilst celebrating this, it is however important to note the following critical factors as we build this knowledge forum:

- CEOs and delegates must make a commitment to attend no later than three months before the date of the Forum (ideally, they should do so once the invites are received) because this is a key selling point for sponsorship; and
- It is also important for the sponsors that are promoting new products and ideas to present to as wide a **group of Executives as possible**, so that they can feel that they are getting value for participating in the Forum.