



**8<sup>th</sup> Annual Conference**  
**SAPOA Postal Forum**  
**10<sup>th</sup> – 13<sup>th</sup> February 2020**  
**Coastlands Hotels & Resorts**  
**Durban, South Africa**

**SAPOA Postal Forum**  
*Leadership, innovation & value-creation*

**When:** Monday, 10<sup>th</sup> February 2020 (12h00 – 17h00) - Thursday, 13<sup>th</sup> February 2020

**Where:** Durban – Coastlands Hotels & Resorts, South Africa

**Attire:** Business Suits

We are happy and excited to inform you about the 8<sup>th</sup> Annual SAPOA Postal Forum conference that will take place on the **10<sup>th</sup> – 13<sup>th</sup> of February 2020** in **Durban, South Africa**. It follows on the highly successful 7<sup>th</sup> Annual conference that took place in February 2019 in Durban, South Africa.

**Comments by some delegates to the 7<sup>th</sup> Annual SAPOA Postal Forum February 2018 in Durban, SA:**

- “This is my first attendance of the Forum. Very informative and eye-opening. This would assist the Postal Operators to formulate implementable strategies that could position them as game-changers by **Stella Pole**, Specialist Knowledge Management, **SAPO**;
- “The conference is one of a kind. It was a refreshing moment in all ramifications. I look forward to be a part of subsequent ones” by **Abinyemi Atotola**, HR Officer, **Nigeria Post**;
- “The conference was educative. The presentation by Botswana CEO was motivative and gave me a personal growth” by **Emeldah Lungu**, Assistant Manager, **Zambia Post**;
- “Very insightful. Deep domain expertise provided by senior leaders. Great networking opportunities” by **Melroy Coelho**, Director of Marketing, **Escher**;
- “Very informative with all products and services available that suits the industry strategies to become sustainable for the future” by **Guillame**, Act. GM Courier, **Namibia Post**;
- “Very informative and practical information from the presenters” by **Phumelela Shongwe**, GM, **Eswatini Post**.



Just a 15-minute drive from King Shaka International Airport in La Mercy, this 4-star hotel offers rooms with free Wi-Fi and a flat-screen TV. Facilities include an outdoor pool and sun deck.

Set overlooking the Dolphin Coast, Coastlands Umhlanga Hotel and Convention Centre offers air-conditioned rooms featuring a modern interior decorated with warm colours. All rooms have a minibar, tea and coffee making facilities, and an en suite bathroom.

For lunch and dinner, the Saffron Restaurant offers varied buffets and an à la carte menu. Guests can enjoy a refreshing drink at the Vanilla Bar and Coffee Shop. Room service is also available.

Coastlands Umhlanga Hotel's reception is available 24/7. The hotel also offers laundry facilities and 24-hour concierge services.

The hotel is a 5-minute walk from Umhlanga promenade and **Gateway Shopping Mall**. It is a 25-minute drive from Albert Luthuli International Convention Centre, the city centre, Durban's main beachfront and the Moses Mabhida Stadium. Free private parking is available on site.

Couples particularly like the location — they rated it **8.7** for a two-person trip.

This property is also rated for the best value in Durban! Guests are getting more for their money when compared to other properties in this city.

#### Coastlands Hotels & Resorts





**1. THE OBJECTIVES FOR THE EVENT COULD INCLUDE PROVIDING THE OPPORTUNITY FOR:**

- **Benchmarking** with colleagues facing the same challenges;
- Sharing ideas and **best practice** – learning from others;
- Being updated on **current and future trends** and latest technologies in the industry across the world;
- Raising **the profile of the postal industry** with a wider audience;
- Addressing **common issues** for the region;
- Identifying **new areas for collaboration**;
- **Celebrating successes** in the region and in the postal sector;
- **Training workshops** and more structured learning opportunities;
- Holding an **innovation forum** to explore new approaches; and
- **Networking**, fun and building connections between people.

**2. FORMAT, LOCATION AND DATE:**

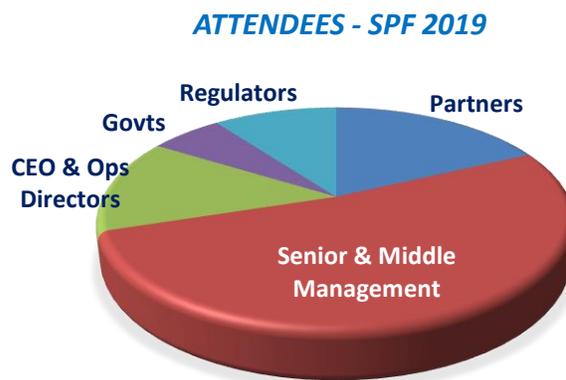
The event will be held over 4 days from the **10<sup>th</sup> – 13<sup>th</sup> February 2020 at Coastlands Hotels & Resorts.**

Significant financial support would be obtained from some commercial partners, e.g. postal & logistics industry suppliers who would be able to showcase their technology, products and services. Participants would also pay a small registration fee to help to cover the cost of organizing the event. All participants would pay their own travel and hotel costs.

### 3. TARGET AUDIENCE:

The main target audience would be top, senior and middle managers from all the postal operators in the Southern African region, but invitations would also be extended to posts throughout Africa, Regulators, Governments, Pan African Postal Union (PAPU), Universal Postal Union (UPU) and also to a select few from Europe (as speakers). Global and local Southern African postal industry suppliers and related businesses will be invited to showcase their products and services but also to take part, speak and participate in roundtable discussions. In addition, some large customers or other stakeholders may also be invited. They could be included on a panel session to get their input and views.

Delegates expected is about 100 - 150. Attendance in the 6<sup>th</sup> annual conference that took place in Durban in February 2018 was approximately 100 comprised as follows:.



### 4. FORMAT:

The main session would be held in a **“round table”** layout so that delegates/participants would be able to hear the inputs and then spend a short time in discussion around the table to exchange and share ideas and experience between different countries and companies. The sessions would then have 2 or 3 input presentations (ideally case studies from leading posts in the Region) and then leave time for discussion on the topics. The facilitator can then draw outcomes from the discussion around the hall and/or have questions that have been “trawled” from the audience.

## 5. SPEAKERS

For the **2<sup>nd</sup> day (Technology Suppliers' Day)**, the main speakers would be from technology suppliers who would be able to describe the business or operational challenges and how their products and services help postal companies to meet those challenges – they would be encouraged not to simply give a sales pitch.

For the remainder of the event (**Day 2 & 3**), we would have appropriate case studies presented by leading posts from the region. We would invite international & national speakers to talk about development and regulatory environment or to talk about transformation and taking your people with you. These sessions will be facilitated by leading personalities like Derek Osborn, Molefe Mathibe amongst others.