

2nd Annual EACO Post & Logistics Forum (EPLF 2)

Management Report 2023



Communications for all in East Africa

Host



Sponsor



Official Organizer



2nd Annual Conference

20th – 22nd September 2023

**Pridelnn Paradise Beach Resort, Convention Centre and Spa
MOMBASA, KENYA**

Official Opening



Mr. Eliud Owalo
Cabinet Secretary
Ministry of Information
Communication & The
Digital Economy



Mr. C. Wambua
Act. DG/CEO,
CA



Mr. M Muthusi,
UPU
Representative



Dr CS Moyo,
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Facilitators



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Mr. D. Osborn
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PMGs/DGs/CEOs/MD



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PMG: Burundi Post



Mr J. Tonui
PMG/CEO: Kenya Post



Mr. C. Kayitare
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Rev. Francis Apaya. ELIA
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Mr. J. Arinaitwe
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EACO Secretariat



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Sponsors



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1. INTRODUCTION

This is the report reflecting the outcome of the **2nd Annual EACO Post & Logistics Forum (EPLF) conference 2023**. The report is done for management purposes and for sharing with primary stakeholders. The report outlines the assessment of a 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,
- Postal Corporation of Kenya (PCK),
- Communications Authority of Kenya (CA), and
- JMAT Business Advisory Services (the official organizer).

3. VENUE:

Pride Inn Paradise Beach Resort, Convention Centre and Spa
Serena Rd,
Mombasa, KENYA

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 logistics & postal sector.
- o **Training workshops** and more structured learning opportunities.
- o Holding an **innovation forum** to explore innovative approaches.
- o Generate thought leadership for the **development of regional policies** in respect of growth of the postal sector; and

- Provide a **platform for deliberations** for the East Africa common logistics & postal market.

All the above are goals aimed at improving, as well as raising the profile of the logistics & 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 is 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 Designated Postal Operators (DPOs).

The attendance by the key senior officials at this event did not meet expectations and needs to improve substantially to ensure the success of future events. However, the participation by the executives that attended was exceptional and set a higher benchmark for future events. It is also important to mention that the other delegates and sponsors in attendance actively participated in vibrant discussions, seeking to find answers to real-life, current problems.

To reiterate a point that has been made before, it is critical that senior executives commit to attending future forums to ensure that the EPLF can be supported financially by sponsors.

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	86%	14%	0%	0%
Programme context	78%	22%	0%	0%
Networking	69%	25%	2%	2%
Event organization	81%	19%	0%	0%
Venue	61%	39%	0%	0%
TOTAL (Av.)	74%	21%	-	-

1. How was the conference?

- Very educative on the ecommerce business and the steps taken in reviving the Posta – **Elvis Kisienya, Regional Manager, Speedaf Logistics, Kenya.**
- Very well organized, Educative – **Dennis Orweba Nyamichaba, PA to CEO, PCK;**
- Gathered a lot of information on matters of Post and Ecommerce, excellent presentations from the experts – **Patrick Kemane, Security Officer, Kenya;**
- The conference was particularly important in the future of postal activities – **Simbakwira Thomas, Agent IT, Burundi;**
- Excellent and very interactive and refocuses the post and logistics to the next level – **John K. Tonui, PMG, Kenya;**
- Very good it addresses my expectations and learnt a lot – **Akongo Josephine, Manager Revenue, Uganda;**
- The Conference was very good. However, CEOs should have been in attendance to be able to implement some of the important ideas – **Esther Nayebare, Senior Officer Legal Compliance, Uganda;**
- One of the best and outstanding events. I have got all the answers and sometimes discussed in this conference from all our challenges faced by our country in terms of operations and strategies – **Rogasiano Felix Andrea, A/Director for Postal & Courier Service, Rep. of South Sudan;**
- Excellent engagements, insightful discussions and great presentations. The elephant in the room is the “next steps” – How do we implement the ideas – and following through all the recommendations – Identifying a few key action points and progressing to implementation with oversight – **Joan Toroitich, General Manager, Kenya;**
- The conference was very fantastic, the topics developed were interesting. But in the future think about the introduction of French to further understand the presentations and facilitate the intervention of non-English speakers – **Bizi Olivier, Technical Advisor of DG/RNP, Burundi.**

2. What would you like changed for future events?

- All participants in courier industry to be included and at least be given a hearing – **Elvis Kisienya, Region Manager – Speedaf Logistics, Kenya;**
- I commend the sitting arrangement as compared to classroom style arrangement – **Patrick Kemane, Security Officer, Kenya;**
- Good to prepare an open debate for all EAC country posts officer to overcome all challenges – **Simbakwira Thomas, Agent IT, Burundi;**
- Ever national operator and regulator of each country should be asked at least to make a presentation of where they stand, this would encourage participation and implementation – **Esther Nayebare, Senior Officer – Legal Compliance, Uganda;**
- A wider array of participating stakeholders such as customs authorities, municipal/county authorities, chambers of commerce, ministries of trade, private postal/courier operators, technology Service providers and transporters among others – **Matano M Ndaro, Director Telecoms, postal & ET Services, Kenya**

The statistics above confirm that a wide range of respondents are very supportive of the forum and its main objectives (as reflected by the scores of the first 2 metrics). This is very encouraging and bodes well for future forums.

It is however important to note that one can surmise that the lack of attendance by some senior executives is of concern to lower-level staff and could result in a reluctance to attend future forums.

The few sponsors that attended were very excited about attending future events. They also emphasized that it is important that the designated postal operators show a willingness to engage them in discussions about the solutions that they are proposing. Without this commitment to engage, they would find it difficult to justify their participation. The comment will be further analyzed to customize and further improve future events.

Again, it cannot be over-emphasized 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 provide 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

- a. The **2nd Annual EPLF Conference** was jointly managed with JMAT Business Advisory Services. The Secretariat of EACO plays a significant role in mobilising operators to attend the Forum.

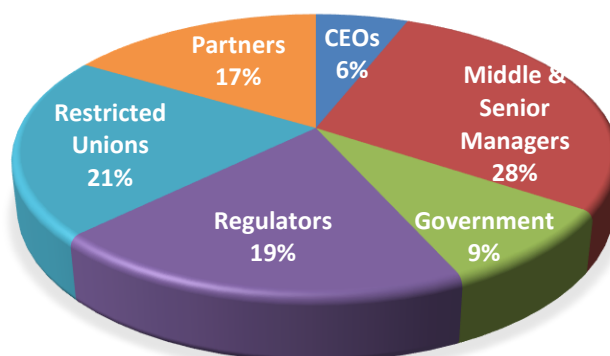
- b. The Annual event, going forward, will continue to be marketed more to raise its profile on social networks and media. The success of the Forum and its strategic marketing will grow it to be a recognized global event, if correctly managed, which is in line with the stated goal of “Raising the profile 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	2023	
Category	CEOs/PMGs/DGs/MDs	Delegates
Burundi	-	3
Kenya	1	17
Rwanda	-	1
South Sudan	-	2
Tanzania	-	3
Uganda	-	-
TOTAL	24	
PARTNERS	2023	
Type of attendance	Physical	Remote
Ministry of Information, Communication & Digital Economy-Kenya	1	-
Ministry of Information, Communication & Information Technology -Tanzania	1	3
UPU	-	-
PAPU	1	-
EACO	3	-
Communications Authority of Kenya (CA)	17	-
National Communications Authority (NCA)-South Sudan	2	-
Uganda Communications Commission	2	-
GridCode (AKUTARI)	1	-
DHL	2	-
Go-Easier	1	-
Logistics.Native	2	1
Shipshap	2	-
Whatnext4u	-	1
Pillar Audio	1	-
Speedat Logistics	1	-
Trademark Africa	1	-
JMAT	2	-
TOTAL	68	

ATTENDANCE OF THE EPLF



The total number of attendees (Delegates and partners) was **68** against the target of **100**. Attendance from the Designated Postal Operators constituted **35%** of the attendees, and that is again a point of concern since the expectation was that this would be 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 second 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 Journey for Post and Logistics"* that was supported by presentations from suppliers and DOs (<https://eaco.int/2nd-eplf/index.php>) This was achieved through presentations and roundtable discussions with panelists from different backgrounds. 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 event was seriously challenged. Among the reasons are the following (some mentioned by sponsors while others can be inferred):

- Tough economic conditions that have resulted in smaller marketing budgets,
- Some sponsors had already sponsored some events,
- The regional (East Africa) sponsors, while happy to accept business from the posts, did not see value in sponsoring,
- Some potential regional sponsors seemed not to know enough about business relationships with designated postal operators, and
- Some sponsors, who participated previously, felt that the operators were not engaging them to discuss future business relationships.

Based on the above points, there is a need to make some changes to our approach to attract sponsors to the next event, including the following:

- Indicate commitment to actively engage sponsors about their products/services,
- Obtaining a firm commitment from executives, especially CEOs/PMGs/DGs that they will communicate and engage sponsors,
- Confirming a date and venue as early as possible to enable proper planning, and
- The host country should take a lead in negotiating with local sponsor, with JMATA providing support (including explaining rationale and benefits of sponsoring the event).

We wish to express our profound gratitude to our primary sponsor, namely the Communication Authority of Kenya as well as the other supporting sponsors. Without their support, the conference would not have been a success.

10. CONCLUSION:

Again, as was the case with the first event, the enthusiastic participation of delegates at the EPLF 2023 has conclusively shown the need for and importance of such a forum for the region. Whilst again celebrating this, it is however important to reiterate the following critical factors as we build this knowledge forum:

- CEOs/PMGs/DGs and delegates should 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.

- 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; and
- Additionally, operators must commit to engaging with sponsors to explore possibility of implementing proposed solutions.

ANNEXURE A

LIST OF PARTICIPANTS
THE 2ND EAST AFRICAN COMMUNICATIONS ORGANIZATION (EACO) POST AND
LOGISTICS FORUM (EPLF) 2023
20th -22nd September 2023

Pride Inn Paradise Beach Resort, Convention Centre and Spa
Mombasa, Kenya

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