

INTERNATIONAL BUSINESS UNIT

In FY2023/24, persistent inflation, climate-related disasters, and geo-political tensions caused ongoing disruption to supply chains across the globe. Despite these challenges, the Asia Pacific regional economy displayed resilience, with projected growth rates⁵ of 4.9% in 2023 and 4.8% in 2024, driven notably by robust performances in China.

SingPost's International business unit (International) leveraged its strengths in its international post and parcel network, and strategic partnerships within eCommerce supply chains to cater to the diverse cross-border needs of our customers worldwide.

Having established operational hubs strategically located in China, Singapore, Australia, and the United Kingdom (UK), International continued its growth trajectory, making progress on re-engineering its operations, focusing on enhancing commercial offerings, reducing conveyancing costs, and implementing operational efficiencies throughout the fiscal year.

With sustained business volumes and a concerted drive for synergies across operations within Asia Pacific, particularly with both the Singapore and Australia business units, the International unit has orchestrated a robust and efficient cross-border eCommerce logistics network for global customers.



International



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Shaping the Future of Logistics with 4PL

Today's eCommerce sector stands at the cusp of a new era. It is an integral aspect of the modern-day retail commerce experience and presents significant opportunities worldwide in the interplay between eCommerce and the logistics network. Shippers and merchants need a multimodal logistics infrastructure to support warehousing, international shipping, customs clearances, and managing diverse consumer expectations across various markets to support growth.

In response to the evolving landscape of eCommerce and logistics, SingPost introduced ARRIV, our 4PL platform designed to address the complex needs of shippers and merchants. ARRIV aims to enhance customer satisfaction, operational efficiency, and sustainable growth by leveraging data insights, decision support algorithms, and cutting-edge technologies such as artificial intelligence (AI), automation, and the Internet of Things (IoT).

Through ARRIV, SingPost aims to reshape traditional processes, enable real-time tracking, predictive analytics, and enhance visibility across the supply chain, ultimately offering end-customers hyper-personalised delivery experiences.

Additionally, our International team is actively exploring opportunities to further enhance the eCommerce supply chain network, focusing on driving expansion through key hubs in Singapore, Hong Kong, and Europe.

Expanding Presence in the Greater Bay Area, China

SingPost announced significant strides in expanding our presence in China during the 2023 China (Shenzhen) Cross-Border eCommerce Fair (CCBEC). The Group, through Quantum Solutions (QS), officially opened a wholly owned entity in Shenzhen, China, within FY2023/24, creating a dual hub with its present Hong Kong facility.

This additional capacity will strengthen SingPost's logistics capabilities in the Greater Bay Area of China and the wider global market by delivering unprecedented value to customers in the growing cross-border eCommerce business.



Cultivating Mutually Beneficial Partnerships

SingPost has announced a strategic partnership with a leading one-stop cross-border logistics intelligence service platform, aimed at bolstering the quality and capabilities of the global cross-border eCommerce landscape.

This collaboration allows the platform to embrace SingPost's global advantages, advanced logistics systems, comprehensive network, and robust logistics solutions, encompassing transportation, cargo clearance, and terminal delivery. Together, SingPost's partnerships aim to ensure swift delivery of goods to customers across markets in Europe, the United States, the Middle East, and Asia Pacific, providing fast, efficient, and secure cross-border logistics solutions tailored to meet customer needs.

With China's cross-border eCommerce market witnessing significant expansion, our partnerships stand to benefit from mutual expertise and resources in international cross-border eCommerce logistics, driving mutual business growth and success.



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In FY2023/24, SingPost forged a strategic alliance with a leading global mobile eCommerce platform, to enhance parcel delivery experiences across Australia. By capitalising on SingPost’s world-class logistics capabilities, delivery times have been significantly reduced from the prior three-week timescales. This advancement offers the platform’s customers the benefit of expedited deliveries, arriving considerably sooner than anticipated.

Further, we have bolstered parcel tracking systems, granting customers the transparency to monitor their shipments from warehouse dispatch to their doorsteps. In Australia, SingPost’s subsidiary, CouriersPlease, is instrumental in managing import clearance and executing last-mile delivery solutions, refining the overall process for the platform’s consumers and merchants alike. This partnership is a testament to SingPost’s dedication to maintaining a position at the forefront of the international cross-border eCommerce logistics landscape.

Additionally, SingPost has entered into a Memorandum of Understanding (MOU) with PT Pos Logistik Indonesia (Pos Logistics), to catalyse the expansion of eCommerce exports from Indonesia. Pos Logistics, renowned for its third-party logistics solutions, services both B2B and B2C sectors with proficiency. As the Indonesian eCommerce market burgeons, our collaborative efforts are directed towards establishing an effective supply chain from Indonesia to pivotal markets including Europe, Australia, the Middle East, and Asia. The suite of services encompassing linehaul, warehousing and route optimisation underscores SingPost’s commitment to innovation and the strategic widening of our logistics network globally.



Industry Engagement and Outreach

Constant engagement with the global logistics industry is essential. Not only does it ensure that SingPost is on the pulse of the industry, but it also shapes our growth and development. At the Universal Postal Union’s 4th Extraordinary Congress held in Riyadh, Saudi Arabia, the key theme was *People, purpose, progress – The next chapter for the postal sector*.

SingPost was an active participant, with Mr Li Yu, Chief Executive Officer, International, speaking to participants and highlighting the imperative for the postal sector to disrupt and shift mindsets.



The discussion also delved into the pivotal role of the postal sector in addressing broader challenges faced by governments and policymakers, eCommerce and customer-centric strategies, sustainability, and the impact of AI and digital transformation to the sector’s future.

In Europe, SingPost participated in the UK’s largest eCommerce event, eCommerce Expo, attended by an estimated 12,000 professionals from the retail industry and over 200 solution-providers. Our International team led with an exhibition featuring our eCommerce logistics and cross-border solutions and held meetings with partners, including IMRG, Morning Global and EnterpriseSG – Europe.



In February 2024, SingPost exhibited at Tokyo Big Sight, Japan’s eCommerce Fair, alongside over 100 exhibitors. The event was attended by more than 6,600 industry leaders, managers and experts. Our Japan team met many prospective customers and saw the increasing demand for cross-border solutions and returns management.

Celebrating SingPost’s Triumphs

In FY2023/24, SingPost was the proud recipient of the EMS Customer Care Award in recognition of the Group’s exceptional customer service performance. It is a prestigious award as Express Mail Service (EMS) is the largest global delivery network to provide last-mile priority postal express service for documents and merchandise through postal operators of the Universal Postal Union (UPU), connecting 175 countries and territories worldwide.

