



THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF INFORMATION, COMMUNICATION AND INFORMATION TECHNOLOGY
TANZANIA COMMUNICATIONS REGULATORY AUTHORITY



PAPU DAY 18TH JANUARY 2023

The Post: An established promoter of cross-border e-commerce in Africa



MESSAGE OF THE MINISTER FOR INFORMATION, COMMUNICATION AND INFORMATION TECHNOLOGY OF THE UNITED REPUBLIC OF TANZANIA, HON. NAPE M. NNAUYE (MP)

This year, the Pan African Postal Union (PAPU) marks its 43rd Anniversary, a special occasion which stakeholders from the Postal sector celebrate at the beginning of each year.

On behalf of the Government of the United Republic of Tanzania, the Ministry of Information, Communications and Information Technology, I extend my profound congratulations to the Pan African Postal Union (PAPU) for marking on its 43rd anniversary especially at this digital age that has transformed Africa's economies.

Looking back, we can proudly recall and appreciate the foresight of the distinguished honorable African ministers responsible for postal services for their decision on 18 January 1980 in Arusha to have one of the most prestigious institutions in the Africa continent the Pan African Postal Union (PAPU) in particular, hosted on Tanzanian soil.

In the late nineties, most African countries witnessed a policy shift in managing their economies, including the communications sector. The period also coincided with the entry and adoption of information and communications technologies (ICTs), which defined the fate of the Postal Sector in the respective countries.

Mobile phones expanded the scope of communications, and the volume of letters posted through national Postal operators started to fall. Possibilities of sending messages through phones; and later mail and data through the internet; cut into the revenue of Postal operators. Nevertheless, these developments also created new opportunities for the Post, and resilient national operators have adopted digital tools and applications in the delivery of new and diversified services, among them electronic transactions including the conveyance of goods sold and bought online.

Virtual markets, enabled by digital networks, expedite the marketing and sales of goods electronically. The Post and its network the physical delivery. This relationship has created new prospects for the Post, which has become a key player in electronic commerce; the development of which is now a Pan-African priority, as underlined by the 2020 African Union's resolution on the Digital Transformation for Africa. It calls for a secured 'Digital Single Market in Africa by 2030', with seamless movements of persons, services and capital across borders.

In responding to the worldwide digital

transformation, Tanzania has developed policy, legal and regulatory frameworks that intend to promote e-commerce in the country and with other African countries. They include promoting infrastructure development and a conducive environment for the entire e-commerce value chain through licensing; introducing policies supportive of e-commerce, such as the National ICT Policy of 2016, enacting the Electronic Transactions Act of 2015 which was reviewed in 2022 and the Personal Data Protection Act of 2022. The aim was to incorporate safeguards that address issues of trust which is vital in e-commerce.

We are confident that the resulting exponential increase in subscriptions to services such as the internet and mobile money in Tanzania in recent years will promote e-commerce. We are similarly pleased to report that our country has resolved most of the barriers hindering e-commerce.

Under the leadership of Her Excellency Dr. Samia Suluhu Hassan, the President of the United Republic of Tanzania, the Government has also introduced and is consolidating a national physical addresses and postcode system which guides postal operators in delivering goods procured electronically. The



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President has demonstrated extraordinary enthusiasm in the utilization of the national addressing and postcode system by ensuring that addressing system is properly integrated with the National census that was concluded in 2022 and secondly, visited the Kingdom of Oman to witness the signing of the E-commerce agreement between Oman Post and Tanzania Posts Corporation. The country is also implementing a programme to mainstream digital solutions in economic management, social service delivery and governance.

The Digital Tanzania programme has components for transforming the national Postal operator. The objective is to assist the Tanzania Posts Corporation to align its operations with changes in communications technologies and participate more actively in e-commerce. Tanzania is poised to become the hub for e-commerce in the Eastern and Central African regions. Under the programme, one-stop service centers will be opened in post offices throughout Tanzania to provide public services.

Nine years ago, in Malabo, Equatorial Guinea, African countries adopted the Convention on Cyber Security and Data Protection. The Malabo convention of 2014 outlines

the requirements for effective policy and regulatory frameworks for e-commerce, including the removal of security barriers hindering the development of e-commerce in Africa. These include issues of personal data and security and the integrity of electronic transactions.

As we celebrate the 43rd year of PAPU, Tanzania is confident that the exchange of goods and services across borders and their delivery through national Postal networks will be a reality within the period envisaged by the African Union's resolution on the Digital Transformation for Africa (2020-2030).

To conclude my statement, I would like to thank the President of the United Republic of Tanzania for her unwavering support in the construction of the PAPU headquarters enhanced service provision by the Union and create more job opportunities for Tanzanians

I reiterate our congratulations to PAPU, all African countries, Postal sector Regulators, Postal service providers and consumers.

Nape M. Nnauye (MP)
Minister for Information, Communication and Information Technology

STATEMENT BY THE DIRECTOR GENERAL OF THE TANZANIA COMMUNICATIONS REGULATORY AUTHORITY, DR. JABIRI K. BAKARI ON THE 43RD ANNIVERSARY OF THE PAN AFRICAN POSTAL UNION (PAPU DAY 18TH JANUARY 2023)



Today, the United Republic of Tanzania is joining the postal fraternity in Africa to celebrate the 43rd anniversary of the Pan African Postal Union (PAPU). On behalf of the Board of Directors of the Tanzania Communications Regulatory Authority (TCRA), I would like to take this opportunity to congratulate the Postal sector in Africa and Pan African Postal Union Secretariat which is based in Arusha, Tanzania, on this anniversary.

The theme of this year's celebrations is: "The Post: An established promoter of cross-border e-commerce in Africa". The theme emphasizes the postal sector's role of being a key socio-economic stimulator. The Postal service is now using technology to improve business processes and meet the growing demands of digitally-savvy customers – for the sector to remain commercially viable into the competitive market. The role of the posts worldwide is to act as a catalyst and a bridge between societies in social-economic development by having a closely link with the transportation sector. The reinforcement of the transportation sector is it directly linked to the facilitation of the postal sector and the cross border business.

Robust cross-border trade relations between neighbouring countries have been in practice for many generations. Cross-border trade gaps between neighbouring countries greatly varied from one country to another. In addition, cross-border retail trades particularly carried out by border neighbouring communities at the specific border crossings. The trend of capital investment out-flows from neighbouring countries appears to be intensifying as a result of greater trade and investment openness across Africa as facilitated by postal and Courier logistics.

Cross-border trade, commerce, investments as well people's mobility triggered a multi-facet of impacts on economy and society comprising aspects such as: political, economic, social, infrastructural, environmental and institutional characteristics. The trend shows the increase of the exchange of physical goods as compared to the Past, evidenced by the sector's resilience in time of crisis by showing vividly the solidarity and assurance on supporting governments, public administrations, and citizens and since the Postal Sector situated on the list of "critical infrastructure due to its important role in the society at all time as evidence during the pandemic period.

The Postal and Courier sector have realized that we are in unprecedented situation and so the change of strategies for delivering our services to the community. It is this time that normal ways of serving or doing business is no longer applied, changes in the scope of service provision as per the customer needs in relation to the ongoing situation of borderless situation. Cross-border cooperation is becoming an increasingly important factor in establishing a stimulating business environment to make this a reality recently Tanzania Posta Corporation and Posta Corporation of Kenya



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THE DIRECTOR GENERAL OF THE TANZANIA COMMUNICATIONS REGULATORY AUTHORITY

signed a Memorandum of exchanging Mails at the Border Points and More similar arrangements are under way. Cross border ecommerce business meets challenges when enter into the global market, especially in an online environment, due to the different in cultures, laws, regulations, habits, languages, technological levels and different customs clearance scenarios. In a similar vein, cross-border logistics also involves more processes than local logistics, such as laws and regulations, technology, cross-border payments, and electronic customs clearance.

From Small and Medium enterprises to giant multinational organizations, every business venture is now addressing the online demand of customers at home and abroad. Many developed and emerging countries have already been rallying for a transparent and sustainable online business environment to achieve the full potential of cross-border e-commerce.

E-commerce enables brands to reach their customers globally anytime they want to shop and provide convenience to the busy and demanding customer. Of recently cross-border e-commerce is accelerating faster compared to domestic e-commerce hence need resource allocation to tape new opportunities that help in gaining market share and sales.

To address the demand and the need to facilitate cross border business the Financial intermediaries and their agencies service provision have started to relocate the best ways to facilitate this business in question by initiating payments through various platforms for the ordered goods online due to few movements of people as compared with the past where currently customers prefer to order online and keep waiting to be delivered through the Postal sector.

TCRA has already started to work on envisaged changes by preparing the platforms in collaboration with the Postal and courier operators in the process of reconsidering guidelines by resetting of mail service levels such as service standards, delivery points also frequency of deliveries in order to address challenges cross border business. Giant e-commerce platforms are making the "local" experience of global online shopping as seen in e-commerce sites such as eBay (USA), Amazon (USA), Ali Express (China), Jumia (Africa) and Wildberries (Russia). Many manufacturers, logistics and other channels of distribution has emerged to fill the supply chain gaps of e-commerce transactions both locally and internationally. Unlike the traditional business, e-commerce is associated with the delivery of goods till the end of the supply chain stakeholder, the consumer, the whole supply chain must therefore be synchronized accordingly

The TCRA will also continue to monitor closely the performance of the entire postal sector to ensure efficiency and quality in the services delivered so as to make a positive contribution on the successfulness of the Cross-border ecommerce.

May I take this opportunity to say a few things regarding the Postal sector regulation in the country. To date the TCRA has licensed 77 postal and courier operators into six different categories as follows:

No	Licence Category	Total
1	Postal Designated Postal operator	1
2	International courier services	6
3	East Africa Courier Services	1
4	Domestic courier services	26
5	Intra-city courier services	10
6	Inter-city Transporters	33

The TCRA would like to reiterate its readiness in consultation with the sector players in order to facilitate and enable postal customers to draw maximum benefit from social, technological and economic changes accrued by the development of cross border exchange of goods through the Postal and Courier sector.

The Authority is committed to support and work closer with the Pan African Postal Union for the fulfilment of its mission, as practicable possible for the benefit of all parties. We wish the PAPU to work hard to ensure that it recharge itself as a catalyst for socio-economic development in Africa through promotion of cross border e-commerce within Africa and beyond.

Lastly, on behalf of the Tanzania Communications Regulatory Authority (TCRA), I would like to take this opportunity to congratulate the African postal sector and Pan African Postal Union Secretariat in Arusha on this 43rd anniversary.

A very Happy New Year 2023

Theme: "The Post: An established promoter of cross-border e-commerce in Africa" MESSAGE BY THE SECRETARY GENERAL



The PAPU General Secretariat extends New Season's greetings and heartfelt compliments of the year 2023 to Your Excellencies, Esteemed Leaders, Fellow Members and Valued Partners of Africa's Postal Fraternity.

As the year commences, I would like to take this opportunity to commend our Member States for the great strides made to incorporate postal development into their national development agendas. Our heartfelt gratitude is also extended to all partner organizations for their invaluable contributions in advancing the greater postal development agenda in our continent. Indeed, these actions are a token of recognition of the Post as a pivotal player of inclusive socioeconomic development by virtue of its extensive network of interconnected post offices delivering accessible, affordable and secure postal logistics, agency services and postal financial services both internationally and nationally, particularly to the unserved or underserved segments of our communities.

Africa's Postal Leaders set aside PAPU Day each year to commemorate the establishment of its continental flagship organization on 18th January 1980 and celebrate the African Postal Customer around a theme approved by the Union's Plenipotentiary Conference. Last year, the 42nd edition was held around the theme "Harnessing synergies with players of the wider postal sector in Africa", the 43rd PAPU Day celebration is centered on the theme "The Post: An established promoter of cross-border e-commerce in Africa". This year's theme is a logical sequel to the 2017 theme: "The Post: An essential infrastructure for the development of e-commerce in Africa".

Indeed, this speaks to the broader agenda of the digital transformation of the traditional Post into the "Smart Post" built on new technologies for holistic and integrated service delivery. The inexorable decline of letter-post volumes and the explosion of e-commerce small packet volumes, and the steady increase in parcel post volumes are confirmations of the trajectory in which the Postal Industry should redirect its efforts, re-capacitate its resources, and re-calibrate its approach in order to re-establish and reposition itself as a logistics giant leveraging its historical capital as a trusted logistics provider. The Post has to seize the opportunities offered by the promising e-commerce markets to boost their revenue sources and firm up on its relevance to the communities it serves. The more than 37,000 postal outlets spread across the continent are an ideal launching ramp for the Post to expand its reach through digitalization and pursuit of "smart post office" status. It is through the accessibility of postal applications and services through the internet and hand-held devices like smart phones, tablets, laptops etc. that the Post can be effective and efficient in service delivery in the Digital Economies that are being created in the Global Village where we all live.

As Africa's Postal Fraternity, we have taken a number of initiatives aimed at captivating postal actors of our Member States to comply with cross-border e-commerce requirements in line with global and national customs and trade laws. In this respect, the Operational Readiness for E-Commerce project (abbreviated ORE),



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sponsored by the Universal Postal Union and executed in partnership with PAPU and interested African Member States is currently in Phase 3. This project was initiated in 2017 to contribute to the development of cross-border e-commerce and has its core objective being that of assisting postal operators' enhancement of their end-to-end delivery performance. In the process, most key stakeholders and the customers get to be provided with greater visibility of their items being conveyed.

The ORE-3 Project that commenced through Workshops conducted during December 2022, is themed "Operational Efficiency and E-Commerce Development" and will be focusing on capacitating postal operators to modernize their operational equipment, tools and processes with a view to meeting the minimum operational requirements in the areas of visibility, data quality, supply chain integration, end-to-end reliability and security. The growing volumes of e-commerce transactions involving movement of parcel post items and small packets across borders brings to the fore the issue of operational efficiency as a top priority for postal operators in repositioning themselves for key roles in the e-commerce ecosystem. Improving last-mile delivery reliability and transactional visibility will go a long way towards building or recovery of consumer trust as well as earning appreciation for good postal service quality.

In today's world, e-commerce has to be considered in the broad sense of end-to-end delivery, since data-driven ecosystems call for our operators to build capacity to use technologies such as Block chain in order to secure business and customer information. This will require seamless interactions through electronic data interchange with all actors along the supply chain, including carriers, customs, distributors, and customers. Similarly, cross-border e-commerce will equally require Africa's postal operators to interact with their counterparts from other countries via the online tools developed by the UPU's Postal Technology Centre, particularly on the POST platform viz. IPS, IFS, CDS, and DPS, in order to foster cooperation, enhance their

visibility and interconnect them with existing and potential partners or customers. The Post should therefore continue to roll out and deploy more sector-specific technological solutions to ensure that no dimension of postal activity is left behind in building its e-commerce market share.

The booming e-commerce market equally offers an opportunity to reposition philatelic products that tend to have lost momentum with the dwindling volumes of letter-post items. The recently-concluded African Philatelic Conference and Philatelic Exhibition held in Cape Town (South Africa) in partnership with WADP and FIP, redirected the spotlight on philately, not as a heritage activity to be henceforth relegated to the collectibles industry, but as a potential huge-revenue earner for the Post through online and cross border e-sales. The Conference presentations and discussions, plus the philatelic exhibitions also highlighted the role of philately as an instrument for the dissemination of national and international history as well as builder of sentiments of national and global citizenship.

In order to advance our common agenda on cross-border e-commerce, PAPU is actively engaged with the UPU and other partners to continue facilitating capacity building, technical assistance and institutional support for achieving country-specific performance and compliance to operational and technical standards. The year 2023 is an actively-packed year for PAPU, both on the continental and global fronts, with some of the highlights being the PAPU House inauguration (Arusha), participation at the Extraordinary UPU Congress (Saudi Arabia), 41st Ordinary Session of PAPU Administrative Council (Madagascar) alongside the international training workshops programmed for the year, starting with the EAD/CDS training workshop scheduled to take place in Zanzibar (Tanzania) from 21st to 23rd February 2023. Therefore, informed by the common value proposition of positioning the Post as the preferred promoter of cross-border e-commerce in Africa, all postal players are called upon to use every capacity-building opportunity offered to expose their employees to acquire the skills and knowledge needed to pursue our historical role as pivotal players of inclusive socioeconomic development for the benefit of the citizenry of our beloved continent.

The dawn of a new year offers an opportunity to take stock of the journey travelled so far and to set new and even more ambitious targets. In building our ranks to take on the challenges ahead, it is our hope that 2023 will also witness the entry of new Member States into the PAPU family as a culmination of the well-advanced and promising engagements the General Secretariat has been having with them. The more Members we have, the stronger our network collaboration will get and the further we can go in achieving our individual and shared aspirations.

At this juncture, I would like to once again wish Africa's Postal Fraternity, and all our valued partners and stakeholders, a happy, prosperous and highly fruitful year 2023. Together, let's establish the Post as the preferred partner of cross-border e-commerce in Africa!

Long live the Pan African Postal Union Long live Africa's Postal Fraternity!
Long live Africa Solidarity!

TANZANIA POSTS CORPORATION

MESSAGE FROM THE POSTMASTER GENERAL DURING THE PAN AFRICAN POSTAL UNION DAY ANNIVERSARY 18 JANUARY, 2023 COMMEMORATION



THEME: "The Post: An established promoter of cross-border e-commerce in Africa"

Today, the 18th January 2023, Tanzania Posts Corporation (TPC) joins other African postal players and stakeholders to commemorate the 43rd Pan African Postal Union (PAPU) Anniversary, the regional Union with its Headquarters in Arusha, established in 18th January 1980 by the Constitutive Plenipotentiary Conference of Member States of African Union (AU) by then Organization of African Union (OAU). PAPU is an African Postal Organization that coordinates the development of postal services through Postal Operators in Africa. The commemoration with the theme of "The Post: An established promoter of cross-border e-commerce in Africa" is being celebrated while the World, is going through digital transformation in postal businesses and services provision.

Based on this theme, Tanzania Posts Corporation (TPC), the Designated Postal Operator in the United Republic of Tanzania is there to bridge the big gap between people and different communities within Tanzania, African and across the world. Also to have sustainable flow and exchange of information services,

facilitate the movement of goods and the provision of financial and other postal services within and outside Tanzania.

In that regard, TPC has continued to be a formidable partner in development of cross border postal businesses and the newly developed e-commerce businesses. further more, TPC has improved the ways of doing business and providing services through development of two web-based platforms ("e-Poste shop" and "e-Philatelic shop") the one is to show-case and sell philatelic stamps and the other for different commodities worldwide. Through these platforms, customers can order and purchase products online and pay online through variety payment methods. Customers' products will then be delivered at their doorsteps anywhere they are and at any time, through our courier services and other postal transportation modes.

Through Digital platforms, customers can place orders online, pay online, and then request for delivery. Through Cross border agreements that was established by Universal Postal Union (UPU), Postal Operators are carrying the task of making sure that, customer

properties are safely handled, safely delivered and on time as per customer need.

As a result, TPC has a tremendous improvement of e-commerce services in Tanzania; TPC call upon other Postal operators across the continent to join efforts in facilitating the e-commerce and cross border business. By coordination of the Universal Postal Union (UPU) globally and Pan African Postal Union (PAPU) regionally, TPC simplified the e-business and transportation of customers' parcels and other postal products all over the world by starting with Kenya Postal Corporation by opening up the Namanga border so that business can easily flow to facilitate development through Cross Border Business.

Safety of the e-commerce business is among of the most important measures that we actually do at TPC. Apart from "Tracking and Tracing" system that was placed to ensure that our customers within and across the border are able to make follow-up at any time customer want. We also have taken safety measures on all postal items within our hands by fixing CCTV Cameras and Scanners for security delivery purposes.



Macrice Mbodo
POSTMASTER GENERAL

Currently, TPC has established an Application known as POSTA KIGANKIANI with the idea of all postal services and businesses accessible electronically worldwide. Customers wherever they are can be able to transact and/or use our products as well as to have self service and the POST delivers to any destination through our courier services and or any other postal service. So, in that case we, the POST facilitate and promote cross-border e-commerce business.

However, TPC in collaboration with other development partners with the directives of the Government of the United Republic of Tanzania is in a process of establishing an e-commerce infrastructure, which will save as a HUB for most of the African countries to overcome small and medium business entrepreneurs' e-commerce challenges. The HUB will keep e-commerce items ordered through Postal platforms and then after delivery to buyers through TPC local and international network. The fully implementation of this project will be for sure be the permanent and dependable solution for cross border e-commerce challenges in East Africa and the rest of the world.

Today as we are celebrating the PAPU Day, TPC

would like to sincerely thank our esteemed customers for using TPC e-commerce platforms in meeting their needs either within the United Republic of Tanzania or outside Tanzania. At TPC we say they are in safe hands; we ask them to continue enjoying TPC digital services for their well being.

TPC, is therefore celebrating this year PAPU Anniversary with the theme "The Post: An established promoter of cross-border e-commerce in Africa" with confidence that, development made in digital service provision at TPC is our way forward. We thank our Government of the United Republic of Tanzania under the able leadership of Her Excellency Dr. Samia Suluhu Hassan, the President of the United Republic of Tanzania through our parent Ministry for Information, Communication and Information Technology for joining hand of all our efforts and for implementable directives.

I thank you all for your support

Macrice Mbodo
POSTMASTER GENERAL