

I Chairperson's Remarks



Chairperson

Hong-Mo, Wu

Chunghwa Post is a century-old enterprise that spans more than 120 years. With more than 26,000 employees, Chunghwa Post has always adhered to its post and achieved its mission in an increasingly competitive environment. We appreciate the contribution of the forerunners in the postal business to this big family, feeling it incumbent on us to continue cautiously and conscientiously the distinguished tradition of postal service and to create a better future. Most importantly, in response to technology advancement and new demand, Chunghwa Post is actively innovating postal services by moving toward "smart logistics" and "digital finance", steadily paving the roads to a sustainable enterprise.

In terms of "smart logistics", with the establishment of Internet of Things (IoT), the booming e-commerce has generated great demand for package and parcel delivery. In response to market trends, Chunghwa Post actively creates a client-oriented new business model. By integrating the dynamic data relating to sending/receiving, assembling/distributing, transportation, delivery, warehousing, and inquires via information and communications technologies, Chunghwa Post improves the operations management, optimizes the process of postal delivery, as well as enhances the quality and efficiency of the service. At present, Chunghwa Post is actively planning to build a "Postal Park of Smart Logistics" near the A7 station of Taoyuan (Airport) Metro. The park will provide a comprehensive supply chain of logistics and serve as a foundation for the development of domestic and cross-border logistics.

The construction is scheduled to be completed in 2021. In addition, 3,000 "iBox", a postbox for smart delivery, are slated to be built around the nation by the end of 2020, providing a diverse and more convenient postal service to our clients. Moreover, to work with the customs, Chunghwa Post also actively promotes the customs services, such as "Transit Mail", "Bonded Goods Export Delivery", and "Free Trade Zone Goods Export Delivery". In addition, Chunghwa Post also applies to build a Postal Import/Export Warehouse to provide a streamline postal delivery service for the logistics of cross-border e-commerce. Moreover, Chunghwa Post is constantly promoting the use of electric vehicles in support of the government's green policies, buying another 800 electric vehicles in 2019. The number of electric vehicles (bought or leased) will total 2,441.

With regard to "digital finance", Chunghwa Post continues to upgrade the function of "iPost" on the Internet and on mobile devices, actively developing various channels for mobile payment and online insurance and promoting an O2O service of digital finance by going digital and going smart. Starting from the service of card-free ATM withdrawal, Chunghwa Post expands the service to card-free inter-bank withdrawal. In terms of mobile payment, Chunghwa Post issues "mobile VISA card" and "mobile debit card" that are integrated with mobile phones with NFC (near-field communication). To catch up on the booming e-commerce, Chunghwa Post also develops a cross-border electronic payment service in collaboration with Alipay. Moreover, to provide an O2O experience of digital finance, Chunghwa Post has launched the service "Digital Finance Postal Office" at Taipei Jinnan Post Office, Banqiao Guoqing Post Office, Taichung Yingcai Post Office, and Kaohsiung Xinxing Post Office. These post offices provide a refreshing O2O experience of digital commerce to clients with a renovated lobby, various self-help machines, iBox, flat-screen panels, other mobile devices, and interactive walls. In the future, Chunghwa Post will actively introduce AI applications, smart customer service, facial recognition, and big data to do precise marketing and to boost the performance of operations.

To follow the new trends in the society, Chunghwa Post is moving towards "smart logistics" and "digital finance", constantly optimizing the development of the business and growing with Taiwan's economy. I hope that my colleagues at Chunghwa Post are innovative and brave to try without the fear of failure; to keep introducing innovations in business development, carving out a niche with the core foundation of Chunghwa Post, and getting the competitive edge via cross-enterprise collaboration.

Lastly, I would love to encourage all of my colleagues to promote the spirit of Chunghwa Post that is to care about the society and to help the underprivileged, making Chunghwa Post a center for community life, a local business that serves local people, and an enterprise that fulfills corporate social responsibility.

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