

勇於創新 續展宏圖
Sustaining Development
through Innovation

投寄易[®] e-Ship

iPostal Station
智郵站

iMail[®] 易網郵

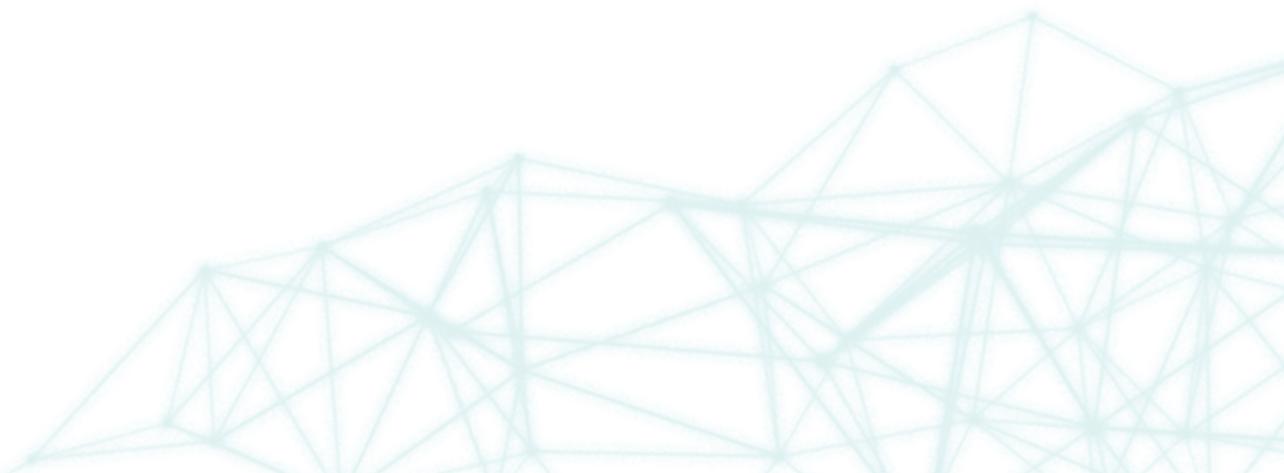
SmartPost
易送遞

ShopThru Post
樂滿郵


Speed Post
特快專遞

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署長的話 The Postmaster General's Statement



我十分榮幸發表二零一六至一七年度香港郵政年報，這是我自今年七月上任香港郵政署長以來的首份年報。在二零一六至一七年度，縱然面對郵政和速遞服務市場競爭激烈，香港郵政仍然努力不懈，致力控制成本和增加收入，從而提升郵政署營運基金的財政表現。我謹此欣然報告，部門在這年度繼續錄得盈利，營運盈餘達1.53億港元，回報率為固定資產平均淨值的4.7%。

現代通訊科技發展一日千里，令書信往來持續減少，然而，香港郵政在郵件派遞方面繼續擔當重要的角色。面對不斷蛻變和競爭激烈的經營環境，部門的企業和業務策略需要與時並進，以應付外圍環境急劇的變化。與此同時，我們一如以往，繼續盡心盡力服務社會、市民和客戶，以期進一步提升部門值得信賴的公眾形象。

I am honoured to present this Annual Report, my first since taking up my present post in July this year. Amidst keen competition in the postal and courier market in 2016/17, Hongkong Post continued with its efforts to manage costs and generate revenue in order to strengthen the financial performance of the Post Office Trading Fund. I am pleased to announce that we have continued to achieve an operating profit, of \$153 million for the year, representing a rate of return on the average net fixed assets of 4.7 %.

Although transactional mails are decreasing in the face of advances in modern communications technology, the role of Hongkong Post in carrying out the physical delivery of postal items remains as important as it ever has been. The evolving landscape is very competitive, however, and at Hongkong Post we have endeavoured to transform our corporate and business strategies in order to keep up with the rapid changes in the external environment, while continuing to build upon our trusted public image. This is part of our constant efforts over many years to serve the community, the public and individual customers better.

郵政服務屬勞工密集的行业。为了提高运作效率和减低成本，部門近年積極廣泛應用資訊科技，並重整工作流程。然而，我們從沒有忽略與客戶攜手合作的基本承諾。在這個日新月異的時代，新科技、新競爭、新營商模式湧現，香港郵政致力制訂不同的營商策略和新措施，務求滿足客戶不斷轉變的需求，同時增強本身的競爭優勢。舉例說，我們繼續從多方面提升系統，以加強部門的郵件追蹤能力；另外又在各郵政局的櫃位增設全新的「電子簽署」功能，令顧客有更佳的服務體驗。

香港郵政在行業內正面對極大的競爭壓力。電子商貿發展蓬勃，我們深知要把握商機，提供適切的服務，以支援業界的發展。為此，我們在年內推出「智郵站」服務。對於那些傳統上由郵差到戶派遞的較大型郵件，全新的「智郵站」提供更方便的派遞方案，收件人更可在郵件送達後迅速收到通知短訊。由於這項服務越來越受歡迎，我們會繼續在全港設置更多「智郵站」，部分更會二十四小時開放。

香港郵政一直積極協助本地中小企業拓展銷售渠道，例如年內我們進一步擴展的「易網遞」服務，提供郵件由投寄至派遞的追蹤資料，服務範圍覆蓋全球19個主要目的地。此外，為了向電子商貿平台經營者提供更佳服務，我們一直與多個網上銷售平台經營者緊密合作，為他們提供度身訂做的派遞方案，協助他們把貨物運送至外地。

與此同時，我們亦透過定期培訓和專業發展，確保員工裝備好自己，能夠專業有效地應付複雜多變的營商和運作環境。除此之外，我們還請顧客支持本署的工作，例如在郵件上註明正確的地址，讓我們更好地充分發揮專業，做好派遞郵件的工作。

展望來年，我們會繼續推展各項計劃、優化措施和創新服務，以提升運作效率和成效、令顧客享用我們的服務時獲得更滿意的體驗，以及促進香港郵政的長遠持續發展。要達致上述目標，實在有賴香港郵政全體人員同心協力，攜手並肩，一起推動部門穩步向前發展。



梁松泰
香港郵政署長
暨郵政署營運基金總經理

Postal operations are labour-intensive. In order to enhance our operational efficiency and reduce our costs, we have been embracing opportunities for the wider use of information technology and for work process re-engineering. In all this, however, we never lose sight of our primary commitment — of working in tandem with our customers. That lies behind our formulation of various business strategies and new initiatives to meet the changing needs of our customers in this fast-moving era of new technology, new competition, and new commercial practices, while also increasing our competitive edge. For example, we have continued to improve our mail tracking capabilities by making a number of enhancements to our system. We have also introduced a new e-signature option at our post office counters, further improving our customers' experience in using our services.

Hongkong Post faces keen competition in its service sector. We are fully aware of the need to provide services in support of the booming e-Commerce industry, and this has prompted our launch this year of our new "iPostal Station" service. The iPostal Stations provide a more convenient delivery option for larger items that would traditionally have been delivered to the door, along with rapid SMS notifications to recipients. We have continued to roll out more iPostal Stations throughout the territory, some of which offer 24-hour access, as the popularity of this service has grown.

We have also been working persistently to help our local SMEs broaden their sales channels. For example, during the year we have expanded our e-Express service, which offers end-to-end handling visibility of items with tracking information, to cover a total of 19 major destinations worldwide. In addition, to provide e-Commerce platform providers with a better service, we have been working closely with several of these providers to develop dedicated solutions for shipping their items overseas.

Alongside all these, we are continuing to ensure that our workforce remains equipped to respond professionally and effectively to the constantly evolving business and operational environment, by offering regular staff training and professional development opportunities. We do ask customers to support our staff by ensuring that their mail is correctly addressed, a practice that enables us to better carry out our core postal delivery duties to a high level of professionalism.

In the year ahead, we will continue to move ahead with projects, enhancement measures and service innovations that will enhance our operational efficiency and effectiveness, improve our customers' experience in using our services, and contribute to the longer-term sustainable development of Hongkong Post. These outcomes will involve harnessing the collaborative efforts of our entire team, and working in concert to ensure that Hongkong Post continues to grow sustainably into the future.

Gordon LEUNG
Postmaster General
and General Manager of the Post Office Trading Fund

香港郵政策略大綱

Hongkong Post Strategy Map

宣言、抱負、使命和信念

我們的宣言 — 傳心意、遞商機

傳心意 — 香港郵政致力履行其社會責任，為市民提供快捷可靠、價格相宜的郵遞服務，將信件和商品派遞全港及全球各地，將心連心。

遞商機 — 香港郵政為不同界別提供業務解決方案，藉着推出新服務，令香港郵政穩健發展，從而為香港經濟創富增值。

PURPOSE, VISION, MISSION, VALUES

Our Purpose – Linking People, Delivering Business

In Linking People, Hongkong Post strives to fulfill our social obligation to bring people together locally and around the world by delivering correspondence and merchandise promptly and reliably at affordable prices.

In Delivering Business, Hongkong Post creates added value for the economy of Hong Kong by providing business solutions to different sectors and maintaining the viability of Hongkong Post through innovative service provision.

傳心意 Linking People

策略方向 Strategic Direction

- 盡心盡力
Commitment
- 同心同德
Teamwork
- 開心見誠
Open Communication
- 處處為顧客着想
Care for Customers from the Heart
- 處處為同事着想
Care for Colleagues from the Heart

策略層面 Strategic Perspectives

- 學習與成長
Learning & Growth
- 顧客關係
Customers
- 財務表現
Financial

策略 Strategies

- 培育世界級人才
World Class People
- 處處以客為本
Customer Focused Organisation
- 維持盈利能力
Sustained Profitability

目標群組 Cluster of Goals

- 栽培接班人才
Management Succession
- 提升工作能力
Job Competency
- 重視員工發展
Career Development
- 維繫員工士氣
High Morale
- 企業理念共識
Cultural Alignment
- 成為良好僱主
Good Employer
- 推動學習文化
Learning Organisation
- 掌握顧客需要
Know the Customers
- 滿足顧客需要
Customer Satisfaction
- 建立顧客忠誠
Customer Loyalty
- 提升產值效益
Productivity Enhancement
- 審慎控制成本
Cost Control
- 維持業務增長
Business Growth
- 致力業務擴充
Business Expansion
- 盡量減少虧損
Loss Minimisation

我們的抱負

- 成為香港公認出色的服務機構
- 成為全球公認卓越的郵政機關

我們的使命

- 建立一支盡心盡力、備受器重的工作隊伍
- 時刻竭盡所能，提供最佳服務令顧客稱心滿意
- 取得良好業績，儲備足夠資源以投資未來
- 高瞻遠矚，積極進取

我們的信念

- 處處為顧客及同事着想
- 奮發自強、同心同德、銳意創新、精益求精

Our Vision

- To be recognised in Hong Kong as an outstanding service organisation
- To be recognised worldwide as an outstanding postal service

Our Mission

- To be a totally committed and valued workforce
- To achieve consistently the highest levels of customer satisfaction
- To be a viable business with sufficient resources to invest in our future
- To anticipate changes and respond proactively

Our Values

- To care about our customers and our colleagues
- To excel through development, teamwork and innovation

遞商機 Delivering Business

- 產值效益
Productivity

- 銳意創新
Innovation

- 物有所值
Value for Money

- 積極進取
Proactivity

- 奮發自強
Development

- 精益求精
Excellence

- 高瞻遠矚
Anticipation



- 內部發展
Internal Processes



- 銳意創新突破
Innovate for the Future

- 配備世界級設施
World Class Facilities

- 現代商業管理制度
Modern Business
Management Systems

- 確立卓著品牌
Reputable Brand

- 多元業務發展
Business Diversification
- 開展策略合作
Strategic Cooperation
- 持續營運能力
Long-term Viability

- 設施成效卓越
Cost-effective & Efficient
Facilities
- 工作環境安全
Safe Workplace

- 提升工序效率
Process Efficiency
- 先進資訊科技
World Class IT
- 質量表現數據
Quality Performance Data /
Information
- 全面優質管理
Total Quality Management
Excellence
- 緊貼市場競爭
Match Competitors

- 提升企業形象
Local Corporate Image
- 提高國際聲譽
International Postal
Reputation
- 履行社會責任
Social Responsibility
- 堅守環保義務
Environmental
Responsibility



首長級團隊 Directorate Team



01 梁松泰先生
Mr. Gordon LEUNG
香港郵政署長
Postmaster General

02 忻國元先生
Mr. Leo YAN
總監（運作）／署理香港郵政
助理署長（組織發展）
Director (Operations) /
Acting Assistant Postmaster
General (Corporate Development)

03 歐陽曉華女士
Ms. Kitty AU YEUNG
部門秘書／署理香港郵政助理署長
（組織發展）
Departmental Secretary /
Acting Assistant Postmaster
General (Corporate Development)

04 區惠賢女士
Ms. Teresa AU
香港郵政助理署長（郵務）
Assistant Postmaster
General (Postal)

05 陳仁深先生
Mr. Danny CHAN
總監（服務拓展、推廣及銷售）
Director (Product Development,
Marketing and Sales)

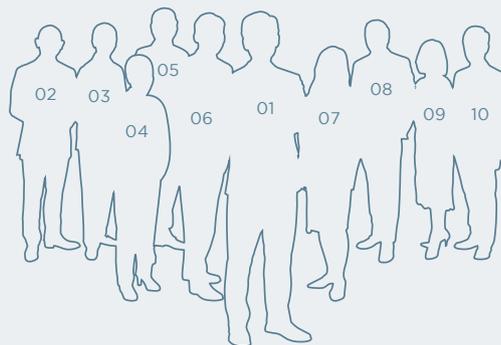
06 魏永捷先生
Mr. NGAI Wing Chit
香港郵政副署長
Deputy Postmaster General

07 周伊君女士
Ms. Estella CHOW
香港郵政助理署長（業務發展）
Assistant Postmaster General
(Business Development)

08 林兆明先生
Mr. Patrick A LIN
總監（對外事務）／署理香港郵政
助理署長（組織發展）
Director (External Affairs) / Acting
Assistant Postmaster General
(Corporate Development)

09 陳雨青女士
Ms. Lisa CHAN
總監（財務）
Director (Finance)

10 楊保良先生
Mr. Alex YEUNG
總監（資訊系統服務）／
署理香港郵政助理署長
（組織發展）
Director (Information
System Services) /
Acting Assistant Postmaster
General (Corporate
Development)



組織

The Organisation

香港郵政署長
Postmaster General

香港郵政副署長
Deputy Postmaster General

- 香港郵政助理署長 (組織發展)
- 部門秘書
- 總監(資訊系統服務)
- Assistant Postmaster General (Corporate Development)
- Departmental Secretary
- Director (Information System Services)

- 香港郵政助理署長 (業務發展)
- 總監(服務拓展、推廣及銷售)
- Assistant Postmaster General (Business Development)
- Director (Product Development, Marketing and Sales)

- 香港郵政助理署長 (郵務)
- 總監(運作)
- Assistant Postmaster General (Postal)
- Director (Operations)

- 總監(財務)
- Director (Finance)

- 總監(對外事務)
- Director (External Affairs)

組織發展 Corporate Development

- 行政事務
- 管理事務
- 策劃及發展
- 資訊系統服務

- Administrative Services
- Management Services
- Planning and Development
- Information System Services

業務發展 Business Development

- 服務拓展、推廣及銷售
- 特快專遞
- 客戶關係
- 本地郵件
- 核證機關監管
- 郵票及集郵

- Product Development, Marketing and Sales
- Speedpost
- Customer Relationship Management
- Local Mail
- Certification Authority Monitoring
- Stamps and Philately

郵務 Postal Services

- 國際郵件
- 郵件處理
- 郵件派遞
- 門市業務
- 生產力促進
- 運作支援
- 顧客服務

- International Mail
- Mail Processing
- Mail Distribution
- Retail Business
- Productivity Services
- Operations Support
- Customer Service

財務 Financial Services

- 現金管理
- 郵票供應、收入會計及郵政信箱
- 國際郵件會計
- 財務管理
- 財務分析
- 物料供應

- Cash Management
- Stamp Supply, Revenue Accounts and PO Box
- International Mail Accounts
- Financial Management
- Financial Analysis
- Supplies

對外事務 External Affairs

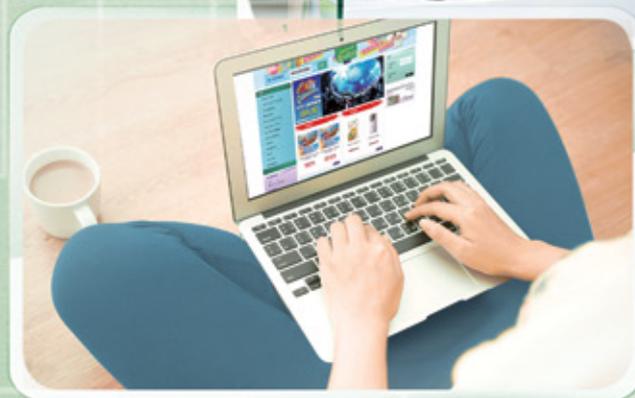
- 國際業務
- 終端費
- 國際物流

- International Business
- Terminal Dues
- International Logistics

部門概況

Corporate Overview





部門概況 Corporate Overview

財務表現

香港郵政繼續致力控制成本和開拓業務，以保持財務表現穩健。在2016/17年度，香港郵政的總營運收入和運作開支分別為48.81億港元和47.28億港元，錄得1.53億港元營運盈餘，回報率為固定資產平均淨值的4.7%。

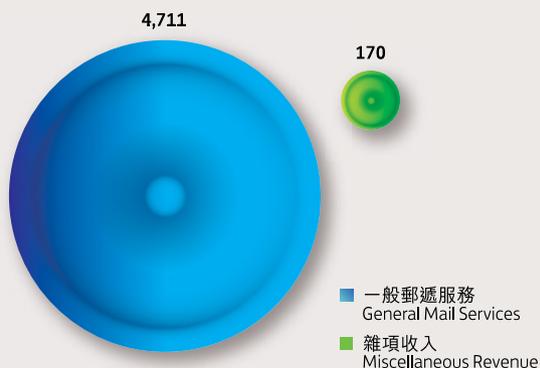
FINANCIAL PERFORMANCE

Hongkong Post continued with sustained efforts in cost management and business development in order to reinforce financial performance. In 2016/17, the total operating revenue and expenditure of HKP were \$4,881 million and \$4,728 million respectively, resulting in an operating profit of \$153 million. The rate of return on the average net fixed assets was 4.7%.

收入

Revenue (港幣百萬元 HK\$million)

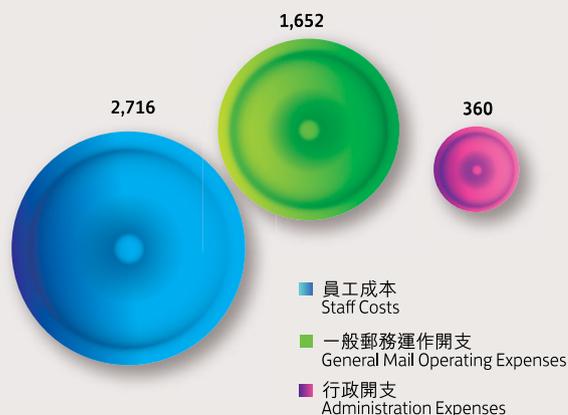
總額 TOTAL 4,881



運作成本

Operating Costs (港幣百萬元 HK\$million)

總額 TOTAL 4,728



郵件量

在2016/17年度，香港郵政共處理12.2億件郵件（每日平均335萬件郵件）。

MAIL TRAFFIC

In 2016/17, Hongkong Post processed 1.22 billion mail items (or a daily average of 3.35 million items).

郵件量

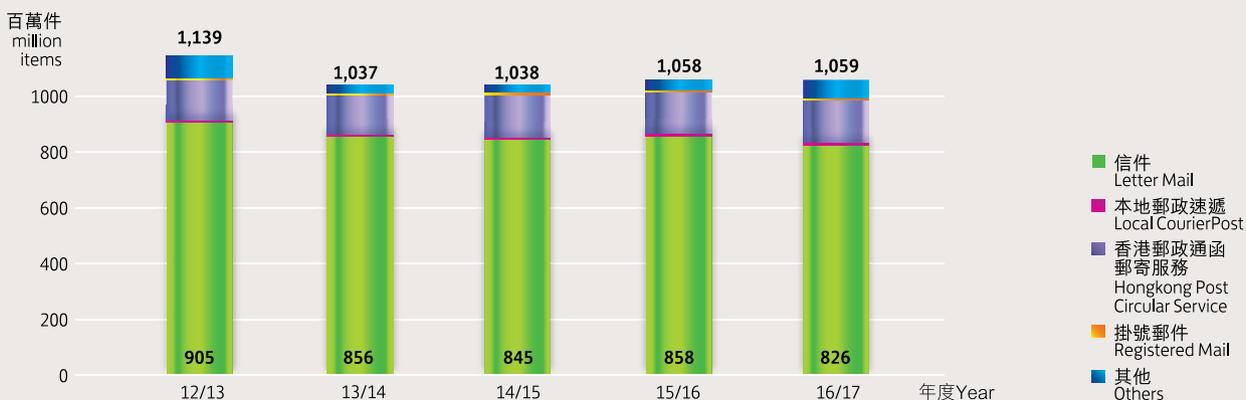
Mail Volume (百萬件 million items)



本地郵件量 Local Mail Traffic

在2016/17年度，本地郵件量佔香港郵政總郵件量86.5%。

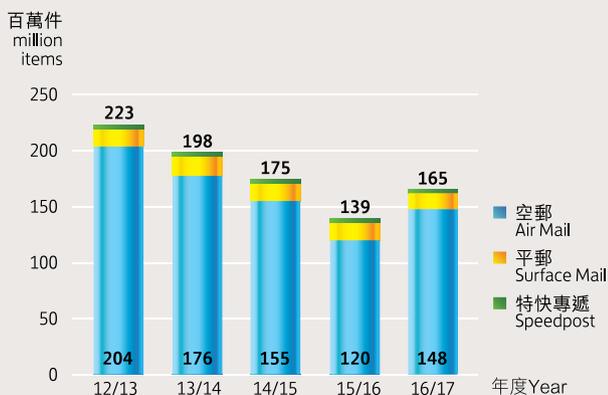
Local mail accounted for 86.5% of Hongkong Post's total mail traffic in 2016/17.



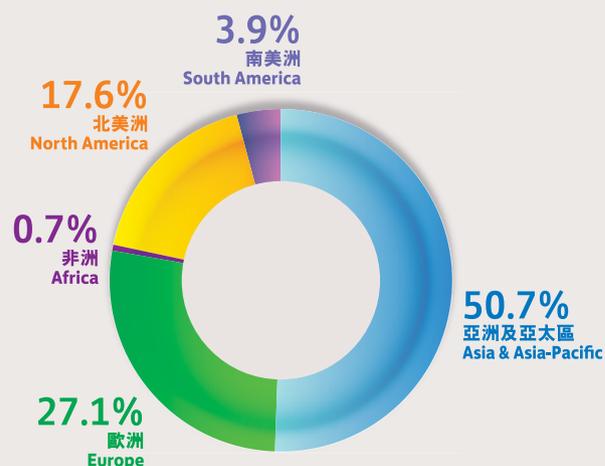
國際郵件量 International Mail Traffic

在2016/17年度，國際郵件量佔香港郵政總郵件量13.5%。

International mail accounted for 13.5% of Hongkong Post's total mail traffic in 2016/17.



主要海外目的地 Major Overseas Destinations



門市業務

截至2017年3月31日，香港郵政共設有125間郵政局（包括三間流動郵政局），覆蓋範圍廣闊。

RETAIL BUSINESS

As at 31 March 2017, Hongkong Post operated an extensive network of 125 post offices (including three mobile post offices).

保持香港郵政的競爭優勢 Sustaining Hongkong Post's Competitive Advantages

新產品和服務 卓越服務

為提供優質服務，香港郵政不斷推陳出新、力臻完善，年內推出以下新服務：

「投寄易」全新郵件追蹤功能和增設投寄局

2016年6月30日，香港郵政提升「投寄易」的服務質素和範圍，讓用戶在「投寄易」平台完成準備投寄手續後，即可掌握郵件的最新狀況。此外，我們擴大「投寄易」的投寄局網絡，在2016年9月19日新增六間投寄局，令接受「投寄易」郵件的郵政局數目增至51間。我們正計劃於2017年10月底前，進一步擴展「投寄易」應用程式界面（API），方便客戶經「投寄易」平台投寄大量郵件，並會在2018年年初把有關服務擴大至涵蓋本地掛號郵件。

擴展「易網遞」（e-Express）服務

為回應電子商戶尋求新方法把貨物運至熱門目的地和新興市場的需求，年內「易網遞」服務的目的地已由2016年11月14日起擴展至巴西、荷蘭、瑞士、瑞典、丹麥、以色列和日本，覆蓋19個主要目的地。我們會繼續發掘新目的地，令「易網遞」服務成為傳統掛號服務以外另一可靠高效的郵遞方案。

NEW PRODUCT AND SERVICE INITIATIVES Service Excellence

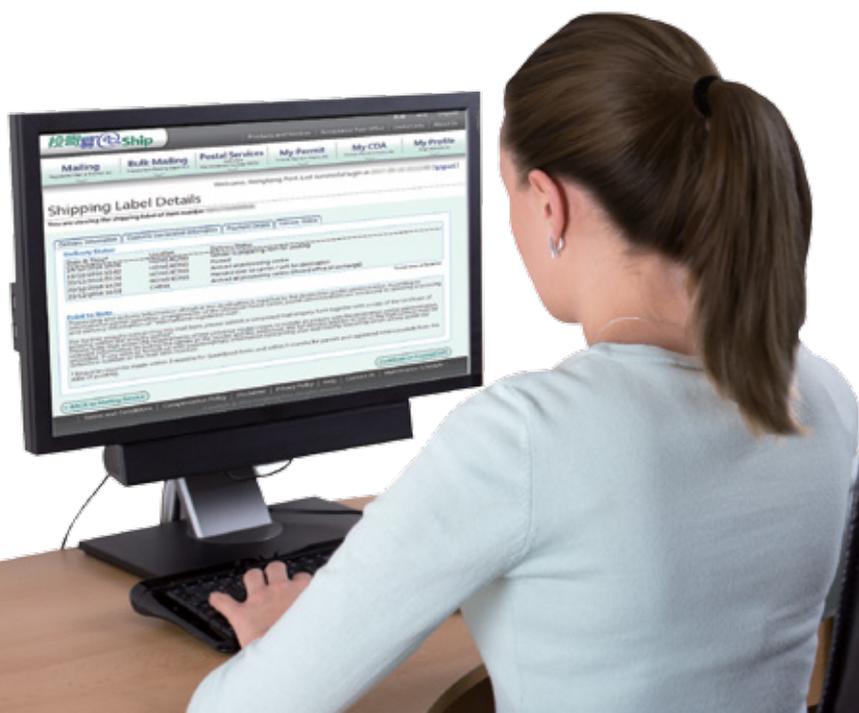
We are committed to striving for service excellence, and to this end we are pursuing the following initiatives:

New Mail Tracking Function and Extension of Acceptance Offices for EC-Ship Posting

On 30 June 2016, Hongkong Post enhanced the quality and scope of its EC-Ship service. EC-Ship users can now obtain the latest status of their mail items once they have completed the preparation process on the EC-Ship platform. The network was also extended with the addition of a further six post offices on 19 September 2016, with altogether 51 post offices that now accept EC-Ship posting. We are planning to extend the EC-Ship Application Programming Interface (API) service to support all bulk mail services in the EC-Ship platform by October 2017, and to support local registered mails in early 2018.

Extension of e-Express Service

In response to demand from e-Commerce merchants for new ways of sending goods to popular destinations as well as emerging markets, our e-Express service was extended to cover Brazil, the Netherlands, Switzerland, Sweden, Denmark, Israel and Japan on 14 November 2016, covering 19 major destinations in the year. We will continue to explore new destinations to help make this service a strong alternative shipping solution in addition to the conventional registration service.



保持香港郵政的競爭優勢

Sustaining Hongkong Post's Competitive Advantages

服務創新

為應付不斷轉變的市場和顧客需要，我們在2016/17年度開拓多項創新的服務，部分重點服務如下：

推出領取郵件編號 (MCN) 和「智郵站」

香港郵政在2016年5月推出全新的領取郵件編號 (MCN) 自選領件服務，並在社區中設立「智郵站」網絡，提供自助領取郵件服務。要使用上述服務，市民只需在香港郵政的「投寄易」網上平台完成簡單的登記程序，以取得一個領取郵件編號，然後可選擇郵政局及/或「智郵站」領取過往通常到戶派遞的較大型郵件。

2016年10月，我們推出應用射頻識別 (RFID) 技術的新「智郵站」。這款「智郵站」由香港郵政與香港物流及供應鏈管理應用技術研發中心共同研發，新技術加快了系統的運作流程。在2017年3月至4月舉行的「第45屆日內瓦國際發明展」中，這款備有射頻識別功能的「智郵站」在「電腦科學、軟件工程、電子、通訊工程」類別贏得金獎。

截至2017年3月31日，香港郵政已在全港12個服務點設置「智郵站」，並計劃推展至更多地點。



Service Innovations

Some highlights of our service innovations designed to meet the changing market and dynamic customer needs in 2016/17 are as follows:

Launch of Mail Collection Number and iPostal Stations

In May 2016, Hongkong Post introduced a new mail collection service using a Mail Collection Number (MCN), and installed a network of iPostal Stations throughout the territory to enable self-service mail collection. The service requires members of the public first to carry out a simple registration procedure on the Hongkong Post EC-Ship portal to obtain a Mail Collection Number (MCN). Once they have registered an MCN, members of the public can then select a post office and/or an iPostal Station to receive their larger sized mail items, which normally would be delivered to the door.

In October 2016, we launched a new model of iPostal Station that incorporates Radio Frequency Identification (RFID) technology, developed in association with the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre), to enhance the operational flow of the system. The RFID-equipped model won a Gold Medal at the 45th International Exhibition of Inventions – Geneva held in March and April 2017, awarded for the categories of "Computer Science, Software, Electronics, Electricity, Methods of Communication".

As at 31 March 2017, iPostal Stations had been set up at 12 service points throughout Hong Kong. We aim to extend these iPostal Stations to more locations in the future.



備有射頻識別功能的「智郵站」在「第45屆日內瓦國際發明展」中贏得金獎。

The RFID-equipped iPostal Station won a Gold Medal at the 45th International Exhibition of Inventions - Geneva.

「易送遞」增設「郵資到付」

2016年7月，我們在多項本地郵政服務推出「郵資到付」選項，讓收件人在郵政局領取郵件時繳付郵費。現時，我們為政府部門和法定機構提供「郵資到付」服務，方便他們向索取或申請提供文件的市民郵寄文件。

整合物流服務

2016年9月，香港郵政推出整合物流服務，為中小企和商戶提供全面的訂單物流整合方案，讓他們輕鬆處理銷售訂單。商戶可在「投寄易」網上平台選用整合物流服務，十分方便。



郵政局推行「電子簽署」

2016年11月至12月，部門陸續在郵政局櫃位推出「電子簽署」功能，方便顧客領取掛號郵件及其他需要派遞證明的郵件。以電子方式記錄收件人簽署可縮短櫃位處理領件的時間。此外，我們將於2018年年初在派遞郵差的新一代個人電子手帳加入「電子簽署」功能。

在直銷函件應用先進科技

隨着流動和虛擬可視化技術日漸流行，香港郵政也開始推廣在直銷函件應用「擴增實境」及「虛擬實境」技術，讓收件人透過流動應用程式觀看直銷函件上的立體影像。此外，在印製直銷函件時添加氣味亦可讓目標顧客在閱讀直銷函件的宣傳訊息時聯想到愉快的經歷。我們在2017年1月舉辦研討會，邀請業界專家展示「擴增實境」、「虛擬實境」技術和在印刷品添加氣味的效果，參加者都大感興趣。



New "Postage Paid by Addressee" Feature of Smart Post



In July 2016, we introduced a new "postage paid by addressee" option to our range of local mail services. This new service allows addressees to pay postage for the mail they receive when they collect it from a post office. Currently, the service is provided to government departments and statutory bodies that send documents to members of the public who request or apply for certain documents.

Fulfilment Services

In September 2016, Hongkong Post launched a new Fulfilment Service that offers SMEs and merchants a total solution in fulfilling their orders. Merchants can conveniently place their fulfilment orders online at our EC-Ship online portal.

Introduction of "e-signature" at Post Offices

An "e-signature" function for customers collecting registered mail and other items that require proof of delivery was rolled out to post office counters in November and December 2016. Capturing the signatures of recipients electronically speeds up the processing time for mail counter delivery. This e-signature function will also be included in the new generation of Personal Digital Assistants to be used by our delivery postmen in early 2018.

New Technologies applied to Direct Mail

In light of the growing popularity of mobile and virtual visualisation technologies, Hongkong Post has introduced the application of "augmented reality" and "virtual reality" technology to Direct Mail (DM) so that readers can use mobile applications to view 3D images on print copies of DM. Scents infused into print copies also have the potential to help target customers associate DM messages with pleasant experiences. In January 2017, we organised an educational seminar during which invited industry experts demonstrated the power of augmented reality, virtual reality and scent printing to a fascinated audience.

保持香港郵政的競爭優勢 Sustaining Hongkong Post's Competitive Advantages

服務管理

我們繼續竭力為顧客提供更佳服務，並投放資源於資訊科技，以期令服務流程更上層樓。

大量投寄空郵郵件服務提供「郵袋追蹤服務」

2016年5月，我們開始提供一項全新的收費增值服務——「郵袋追蹤服務」，供大量投寄空郵服務郵件的顧客選用。顧客付款後，可獲得兩項有用的追蹤資訊：郵袋的「投寄日期」和「離港日期」。

強化揀信機功能

2016年11月，「機械揀信系統」的揀信機加裝中文光學文字閱讀功能，可自動分揀印有中文本地地址的信件。

開發郵件流程管理及追蹤系統(MTS)

郵件流程管理及追蹤系統在2016年11月投入服務，以取代運作已久的郵件追查系統，並逐步提升追蹤郵件的功能。配合櫃位運作自動化並於2015年啟用的綜合郵務系統，郵件流程管理及追蹤系統能與此系統進行的即時數據互換，優化規劃和調配人手和其他資源。

便利顧客的「寄輕鬆」服務

為配合電子商貿發展，並讓顧客得到更便捷的投寄體驗，香港郵政在2017年1月推出「寄輕鬆」服務。顧名思義，「寄輕鬆」讓顧客在指定郵政局的櫃位輕鬆投寄大量郵件，無須等候郵件完成收寄程序。



Service Management

We continue to strive to serve our customers better, and are investing in information technology to achieve better levels of service management.

Mail Bag Tracking Service for Bulk Air Mail

In May 2016, we began offering a new and optional value-added service, the "Mail Bag Tracking Service", for Bulk Air Mail (BAM). The service fee provides two useful pieces of tracking information at a bag level: the "date of posting" and the "date of departure".

Enhanced Function of Mechanised Letter Sorting System

In November 2016, the Letter Sorting Machines in the Mechanised Letter Sorting System had a Chinese Optical Character Recognition function added, enabling the sorting of letters bearing printed Chinese local addresses.

Introduction of the Mail Flow Management and Tracking System (MTS)

The MTS was commissioned in November 2016 to replace the long-standing Track and Trace System, and enhance the functionalities for mail tracking in phases. Together with the Integrated Postal Services System (IPSS), which was introduced in 2015 to automate counter operations, the MTS is enabling instant data exchange in ways that are optimising our planning and deployment of manpower and other resources.

"Drop & Go" Provides Customers with A Convenient Service

In January 2017, Hongkong Post launched its new "Drop & Go" (DnG) service, designed both to cater for developments in e-Commerce and enhance the posting experience of our customers. The service name is self-explanatory: "Drop & Go" gives customers the convenience of handing in their mail for posting in bulk at our counter offices, without the need to wait during the acceptance process.



主要的協作計劃

香港郵政已展開多項策略合作夥伴計劃，以期進一步提升競爭優勢。

推出「香港信心產品」

香港郵政的網上購物平台「樂滿郵」由2016年8月起開始發售由香港貨品編碼協會驗證的「香港信心產品」系列。「香港信心產品」的商戶不但得到香港貨品編碼協會為產品驗證，更可透過香港郵政可靠和信譽良好的派遞服務，將產品送遞給顧客，受惠雙重「信心」。2016年10月，我們為「樂滿郵」推出流動應用程式和新網頁版。此外，我們在2016年11月參加香港貨品編碼協會高峰會2016，並於會上分享郵政服務如何支援電子商貿發展。

與大型電子商貿平台經營者合作

為了向電子商貿平台經營者提供更佳服務，我們一直與大型網上銷售平台經營者緊密合作，為他們提供度身訂做的服務方案，方便他們把貨物運送至外地。這些方案包括整合電腦系統，以加強上傳數據和交換追蹤訊息的工作；以及按用戶需要制定高效精簡的工作流程。這項措施相當成功，經此渠道投寄的郵件數量正不斷上升。



MAJOR COLLABORATIONS

Hongkong Post has developed several strategic partnerships aiming at further enhancing its competitive advantages.

Launch of "Hong Kong Trusted Product"

A product line of "Hong Kong Trusted Product", authenticated by GS1 Hong Kong, have been available on our online shopping platform ShopThruPost since August 2016. Merchants selling products with "Hong Kong Trusted Product" status do not only enjoy enhanced product authenticity from GS1 Hong Kong, but also trusted delivery through the proven reliability of Hongkong Post, and thus benefit from "Double Trust in e-Commerce". In October 2016, we launched a mobile application and a new web version of ShopThruPost. We also joined the GS1 Hong Kong Summit 2016 held in November 2016, where we shared some of the ways in which our postal services are supporting e-Commerce.

Collaboration with Large e-Commerce Platform Providers

To provide a better service to e-Commerce platform providers, we have been working closely with large online sales platform providers to develop dedicated solutions for shipping their items overseas. These solutions include integrating computer systems to facilitate data uploading and the exchange of tracking information, as well as developing a dedicated workflow that is streamlined and efficient. This initiative has proved to be successful, and traffic generated through this channel is on the increase.



5
May

香港郵政推出「智郵站」網絡，在調景嶺運動場、屯門公共圖書館、天水圍運動場、青年廣場、大本型和中央郵件中心設置「智郵站」。

Hongkong Post (HKP) launched its network of iPostal Stations, installing iPostal Stations at Tiu Keng Leng Sports Centre, Tuen Mun Public Library, Tin Shui Wai Sports Ground, Youth Square, Domain, and the Central Mail Centre.



6
June

香港郵政獲香港中小型企業總商會頒發「2016年中小企業最佳拍檔獎」。

HKP received the "2016 Best SME's Partner Award" from The Hong Kong General Chamber of Small and Medium Business.



7
July

第15屆校際郵集設計比賽的所有參賽作品（包括得獎作品）在沙田大會堂舉辦的展覽展出。

All the entries in the 15th Inter-School Stamp Exhibits Competition, including the winning entries, went on display at an exhibition held in the Sha Tin Town Hall.



8
August

為支持社會企業，香港郵政於2016年8月29日至9月3日在郵政總局提供場地予香港基督教青年會的「跨種族共融藝術」社企設置銷售攤檔。銷售攤檔由少數族裔和本地基層婦女共同營運，售賣具民族特色的手工藝品，並提供印度彩繪服務。

As part of our support for social enterprises, HKP provided a venue at the General Post Office from 29 August to 3 September 2016 where the YMCA of Hong Kong set up its Y Multi Pop Up Store. The store, jointly run by ethnic minorities and local grassroots women, sold handmade ethnic products and provided a henna drawing service.





9
September

香港郵政推出全新整合物流服務，讓本地商戶輕鬆處理線上或線下的銷售訂單。

HKP launched new Fulfilment Services to help local merchants fulfil their sales orders, whether placed online or offline, with minimal hassle.

新增六間提供「投寄易」服務的郵政局：東涌郵政局、土瓜灣郵政局、新翠郵政局、梨木樹郵政局、石圍角郵政局和慈雲山郵政局。

Further six post offices were added to the list of post offices accepting EC-Ship items. They are Tung Chung Post Office, To Kwa Wan Post Office, Sun Chui Post Office, Lei Muk Shue Post Office, Shek Wai Kok Post Office and Tsz Wan Shan Post Office.

投寄易 

香港郵政特快專遞獲頒《經濟一週》「中小企最佳營商夥伴2016－國際速遞服務」獎。

HKP's Speedpost service won "The Best SME Partners 2016 – International Courier Service" award, organised by the Economic Digest.



10
October

「郵遞傳情日」於2016年10月7日舉行，旨在透過鼓勵親筆撰寫書信，令人與人之間的溝通更溫暖親切。香港郵政已是連續第十三年舉辦這項活動。

"Love Post Day" was held on 7 October 2016, the 13th consecutive year in which HKP has organised the event. "Love Post Day" is aimed at bringing a human touch back into personal communication by encouraging the act of letter-writing.



香港郵政在沙田政府合署、彩虹道羽毛球中心、保榮路體育館和灣仔郵政局增設備有射頻識別技術 (RFID) 的「智郵站」。

iPostal Stations with RFID technology were added in the following locations: Sha Tin Government Offices, Choi Hung Road Badminton Centre, Po Wing Road Sports Centre, and Wan Chai Post Office.



「樂滿郵」推出「香港信心產品」。

"Hong Kong Trusted Product" was launched on ShopThruPost.



11
November

香港郵政於11月和12月在郵政局推出全新的「電子簽署」領件安排，以電子方式記錄顧客的簽署。

In November and December, HKP introduced a new “e-signature” collection arrangement at post offices that captured customer signatures electronically.



年內香港郵政「易網遞」服務擴展至巴西、荷蘭、瑞士、瑞典、丹麥、以色列和日本，覆蓋的主要目的地增至19個。

During the year, HKP's e-Express service was extended to include Brazil, the Netherlands, Switzerland, Sweden, Denmark, Israel and Japan, bringing to 19 major destinations covered by the service.



香港郵政全新的郵件流程管理及追蹤系統正式投入服務，以加強追蹤郵件和郵件收發狀況的功能。

HKP brought its new Mail Flow Management and Tracking System (MTS) into service. The new system offers enhanced functionalities for tracking mail items and mail despatches.



「機械揀信系統」的揀信機加裝中文光學文字閱讀功能，可自動分揀印有中文本地地址的信件。

The Letter Sorting Machines in the Mechanised Letter Sorting System had a Chinese Optical Character Recognition function added, enabling the sorting of letters bearing printed Chinese local addresses.



郵心會由香港郵政員工及其家屬組成，參與多項關愛社會弱勢社羣的活動，包括在2016年11月為根德公爵夫人兒童醫院提供義工服務，以及定期在明愛中心為學童免費補習。

The PostCare Club, set up for HKP staff and their family members, took part in a number of activities to show their care for the less privileged in the community, including providing a volunteer service for the Duchess of Kent Children's Hospital in November 2016 and running free regular tutorial classes for children at the Caritas Centre.



2017



12
December

香港郵政推出一款紀念印，以紀念香港郵政參與12月2日至6日在廣西南寧國際會展中心舉行的中國2016亞洲國際集郵展覽。

A cachet was issued to commemorate HKP's participation in the China 2016 Asian International Stamp Exhibition, held at the Nanning International Convention and Exhibition Centre in Nanning, Guangxi from 2 to 6 December.



為響應萬國郵政聯盟舉辦的第46屆國際書信寫作比賽，香港郵政與教育局合辦本地青少年書信寫作比賽。比賽題目為「想像你是新任聯合國秘書長的顧問，你首先幫助他解決的世界性問題將會是甚麼，你將如何建議他解決該問題？」。

HKP and the Education Bureau co-organised a letter-writing competition for young people in Hong Kong in support of the Universal Postal Union (UPU) 46th International Letter-Writing Competition. The topic was "Imagine you are an advisor to the new UN Secretary-General; which world issue would you help him tackle first and how would you advise him to solve it?"



安基商場開設備有射頻識別技術的「智郵站」。

A RFID iPostal Station was opened in the On Kay Commercial Centre.



香港郵政獲香港貨品編碼協會選為「貼心企業」。

HKP was recognised as a "Consumer Caring Company" by GS1 Hong Kong.



香港郵政獲《菜鳥聯盟》頒發「2016菜鳥聯盟金鷹獎」，以表揚香港郵政於2016年的雙十一郵件高峰期間保持高效率的服務，高達88%的郵件依時於發送後15天內送抵目的地俄羅斯。

January HKP won the 2016 菜鳥聯盟金鷹獎 award, organised by the CAINIAO Alliance. The award recognises the outstanding achievement of HKP in attaining 88% on-time delivery for Russia within 15 days during the Double-Eleven period of 2016.



「香港郵政之友」是香港郵政設立的義工計劃，成員擔任導賞員，向參觀的團體及學生介紹部門的郵政設施。

Members of the Friends of HKP, a volunteer scheme organised by HKP, acted as docents for guided tours and school visits to HKP facilities.



年度照片回顧 The Year in Pictures

2017

2 February

將軍澳郵政局和將軍澳派遞局遷往明德商場。

The Tseung Kwan O Post Office and the Tseung Kwan O Delivery Office were relocated to the Ming Tak Shopping Centre.



香港郵政特快專遞獲新城財經台頒發「香港企業領袖品牌2017」—「卓越商業快遞服務品牌」獎項，連續十年獲頒此獎。

HKP's Speedpost won the Metro Finance FM104 - "Hong Kong Leaders' Choice 2017 - Excellent Brand of Commercial Express Delivery Service" award for the tenth time in a row.



香港郵政獲香港社會服務聯會特許使用2016/17年度「同心展關懷」標誌。

HKP received the Hong Kong Council of Social Service's Award of the Caring Organisation Logo 2016/17.



香港郵政獲頒香港環境卓越大獎公共服務界別優異獎。

HKP won a Certificate of Merit in the Hong Kong Awards for Environmental Excellence – Public Services Sector.



香港郵政與環保團體「綠領行動」攜手合作，舉行「利是封回收重用大行動」，在所有郵政局派發新生利是封。

HKP joined hands with environmental group Greeners Actions to organise a Laisee Packets Reuse and Recycling Programme. Reborn laisee packets were distributed at all our post offices.



3 March

荃灣政府合署開設備有射頻識別技術的「智郵站」。

A RFID iPostal Station was opened in the Tsuen Wan Government Offices.





3
March

特快專遞獲萬國郵政聯盟頒發「特快專遞服務合作組2016年優質金獎」。

Speedpost attained the Gold Level of Universal Postal Union EMS Cooperative Certification in 2016.



香港郵政獲國泰貨運頒發「2016最佳業務夥伴」獎項。

HKP received the “2016 Business Partner Award”, organised by Cathay Pacific Cargo.



香港郵政網站在香港互聯網註冊管理有限公司舉辦的「2016最佳.hk網站獎」中獲頒發「最佳.hk網站獎—政府部門組別銀獎」和「最喜愛.hk網站獎」。

HKP's website was awarded the Silver prize and “The Most Liked .hk Award” under the Government Departments Category in the “Best .hk Website Awards 2016” organised by Hong Kong Internet Registration Corporation Limited.



郵心會和「香港郵政之友」的成員到竹園和黃大仙區探望長者。

Members of the PostCare Club and Friends of Hongkong Post visited the elderly in the Chuk Yuen and Wong Tai Sin areas.



香港郵政在效率促進組舉辦的「2016/17年度香港政府服務優勢指數調查研究」中排名第二。

HKP ranked second in the Hong Kong Government Service Excellence Index 2016/17, organised by the Efficiency Unit.



竭力提供優質服務

Hongkong Post strives
to serve you better





以客為先 Engaging Our Customers

顧客滿意程度

香港郵政定期進行顧客滿意程度調查。在2016/17年度，顧客對香港郵政服務的整體滿意程度為97.8%，97.7%的顧客滿意櫃位服務，98.6%的顧客滿意派遞服務，以及94.8%的顧客滿意熱線服務。

聯繫顧客的小組

香港郵政透過不同的聯絡小組，即郵政服務諮詢聯席會議、郵政服務商業用戶諮詢聯席會議和集郵顧客聯絡小組，以蒐集寶貴的顧客意見。這些小組的成員包括區議會代表、本地主要商會及中小企協會代表、帳戶客戶、集郵人士和公眾人士。

藉着舉行定期會議和參觀香港郵政的營運設施，我們就提升部門的產品和服務質素向各方蒐集有用的意見和建議。

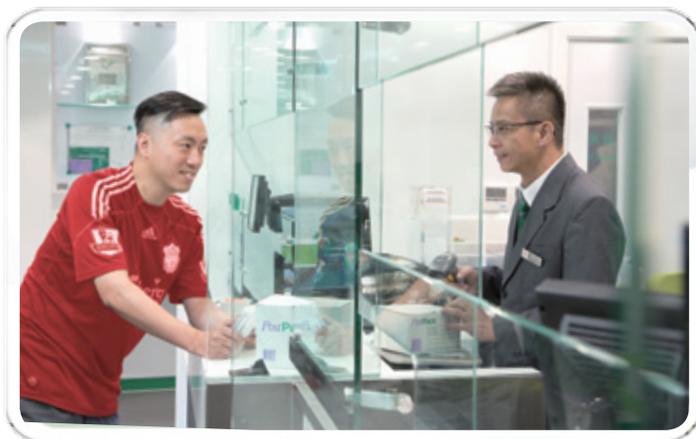
中小企業郵務協進會

中小企業郵務協進會提供有效的溝通平台，讓香港郵政為中小企業提供最新的市場情報及商業資訊，有助他們加強競爭優勢。香港郵政特別為中小企業郵務協進會會員設立服務專線和網頁，並定期透過電子會員通訊，提供最新郵務資訊和實用商務錦囊，並與多個中小企協會和政府部門合作，舉辦免費的專題研討會和專為中小企業而設的工作坊。此外，我們亦就電子商貿方案為該會會員提供專業意見，並向他們介紹政府為支援本地中小企業拓展線上線下業務而推出的各項資助計劃。截至2017年3月31日，中小企業郵務協進會有約45 000名會員。



CUSTOMER SATISFACTION SURVEY

In 2016/17, the overall level of customer satisfaction with Hongkong Post's services, as reflected in our regular customer satisfaction survey, reached 97.8%. The satisfaction levels achieved were: 97.7% for our counter service, 98.6% for our delivery service, and 94.8% for our hotline service.



CUSTOMER LIAISON GROUPS

Hongkong Post gains valuable customer feedback through its different liaison groups, which include our Customer Liaison Group, Business Customer Liaison Group and Philately Liaison Group. These groups are made up of representatives from District Councils, major local chambers of commerce and SME associations, account customers, philatelists and members of the public.

We were able to gain many useful comments and suggestions for improving our products and services by organising regular meetings and visits to Hongkong Post's operational facilities.

POSTALPLUS FOR SME

PostalPlus for SME is a very effective communication platform that provides SMEs with up-to-date market and business information, thus giving them an extra edge to their competitiveness. Members of PostalPlus for SME enjoy a dedicated member hotline and website, regular e-newsletters with the latest postal service updates and practical business tips, and free topical seminars and customised workshops organised in collaboration with various SME associations and government departments. They also receive specialist advice on e-Commerce solutions, and on the various government funding schemes available that support local SMEs in developing their O2O business. As at 31 March 2017, PostalPlus for SME had approximately 45 000 members.

建社利民 Promoting Public Education

香港郵政在2017年2月至7月期間，在全港多個社區會堂舉行「香港郵政知識知多點」巡迴展覽，展出多個增進郵政知識的題目，例如在郵件上註明地址的正確方法，以及2016年1月1日開始實施的新郵件樣式分類。展覽亦介紹香港郵政的新服務或措施，例如新推出的「智郵站」和領取郵件編號（MCN）服務。

香港郵政在其網站和流動應用程式推出「正確地址」搜尋工具，利便公眾搜尋本地郵寄地址的正確書寫格式，確保郵件派遞穩妥快捷。用戶可利用這工具把地址直接列印在信封或地址標籤上，並可將地址儲存在流動裝置內。

From February to July 2017, Hongkong Post organised a roving exhibition titled "Learn More about Hongkong Post", held at different community halls across Hong Kong. The exhibition included various educational topics such as details regarding the correct way to address mail items, and information about the new mail format classifications for postage implemented on 1 January 2016. It also introduced various new Hongkong Post initiatives, such as the new iPostal Station and Mail Collection Number (MCN) services.

An online Correct Addressing tool was launched on the Hongkong Post website and the Hongkong Post Mobile App. The tool enables members of the public to check the correct presentation of local mailing addresses, thus facilitating prompt and accurate mail delivery. The tool also enables users to print local addresses on envelopes and labels directly, and to store the addresses on their mobile devices.



群策群力 Empowering Our Team

截至2017年3月31日，香港郵政聘有5 171名公務員和1 875名非公務員合約僱員。

培訓發展

為維持優質服務，並確保員工能迅速回應市場的變化，香港郵政為員工提供培訓，讓他們具備必要的專業知識和技能，能夠快速有效地應付瞬息萬變的服務業環境。香港郵政去年的員工培訓總日數為38 853日。

香港郵政職員訓練中心為職員提供職業培訓，內容涵蓋不同範疇。2016/17年度舉辦的課程包括：

- 為經理級人員而設的管理發展計劃培訓；以及
- 為員工開辦有關產品知識及系統運作、職業安全與健康及顧客服務技巧的課程。

我們繼續舉辦研討會和工作坊，涵蓋以下幾方面：

- 誠信管理、人事管理、採購工作、合約管理和財務管理；
- 與廉政公署合辦有關督導責任的講座和研討會；
- 在2016年9月為經理級人員舉辦「顧客旅程」工作坊；以及
- 在2017年2月為經理級人員及前線主管舉辦職場心理健康研討會。

在2017年上半年，香港郵政與公務員培訓處合作，改良我們為前線主管舉辦的培訓課程。此外，我們又開辦多個專為工作表現評核而設計的課程，以及其他有關督導責任、誠信管理、提高敏感度和危機管理的課程，還有以活動為本的領導才能培訓課程。



As at 31 March 2017, 5 171 civil servants and 1 875 non-civil service contract staff were serving in Hongkong Post.

TRAINING AND DEVELOPMENT

To uphold our service excellence and maintain a team that is readily responsive to market changes, we provide our workforce with training in essential professional knowledge and required competencies to enable them to respond swiftly and effectively to the evolving service environment. Over the past year, our staff received a total of 38 853 days of training.

The Hongkong Post Staff Training Centre organises vocational training for staff in many different areas. In 2016/17, courses included:

- a Management Development Programme for our managers; and
- a range of courses on product knowledge and systems' operation, occupational safety and health, and customer service skills, for our staff.

We continued to organise seminars and workshops on such topics as:

- integrity management, staff management, procurement, contract management and financial management;
- supervisory accountability, in talks and seminars jointly organised with the Independent Commission Against Corruption;
- a Customer Journey Workshop, held in September 2016, for managers; and
- emotional health, in an Emotional Wellness Workshop for managers and frontline supervisors held in February 2017.

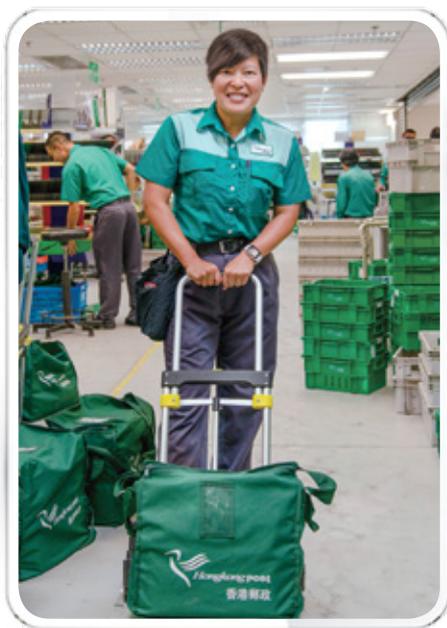
In the first half of 2017, we collaborated with the Civil Service Training and Development Institute (CSTDI) to revamp the training courses we provided to our frontline supervisors. In addition, we conducted a range of tailor-made training courses on performance appraisal together with supervisory accountability and integrity management, sensitivity to issues and crisis management, and activity-based leadership training.

我們十分重視在部門推動學習文化，所以持續鼓勵並支持同事透過自學和兼讀模式進修，包括：

- 舉辦夜間英語、普通話和電腦課程；以及
- 鼓勵員工申請培訓資助。

職業安全與健康

香港郵政根據部門的職業安全及健康政策和「安全管理制度」，致力維持一個安全、健康的工作環境。我們定期為前線人員和經理級人員舉辦職安健培訓課程，並為各運作單位和總部內各組別進行安全審核，確保符合所有規管要求和「安全管理制度」的規定。在整個團隊共同努力下，香港郵政的僱員受傷個案由2015年的195宗減少至2016年的167宗。



We attach great importance to sustaining a learning culture, and have continued to encourage and support our staff in self-learning and part-time learning, for example by:

- organising evening English, Putonghua and computer courses; and
- encouraging staff members to apply for a place in the training sponsorship scheme.

OCCUPATIONAL SAFETY AND HEALTH

At Hongkong Post, we strive to maintain a safe and healthy working environment in line with our Occupational Safety and Health Policy and our Safety Management System. We regularly organise training in occupational safety and health matters for our frontline staff and managers. We also conduct regular safety audits at our operational and headquarter units, to ensure that they comply with all regulatory requirements as well as with our own Safety Management System. The committed effort by the entire workforce resulted in a decrease in employee injuries, from 195 cases in 2015 to 167 cases in 2016.



群策群力 Empowering Our Team

郵政體育會

郵政體育會為香港郵政的員工及其家屬舉辦各式各樣的康樂體育活動。在2016/17年度，體育會舉辦的活動包括興趣班、本地旅遊和運動比賽。這些活動深受同事歡迎，並加強團隊精神。



位於銅鑼灣加路連山道的郵政體育會會所用地即將交還政府。有見及此，我們在2017年2月26日在會所舉行一連串告別活動，包括拔河和盆菜宴。當日有500位同事參加，藉此機會向會所道別，並對會所多年來給部門同事留下的美好回憶致意。服務香港郵政員工接近八十載的郵政體育會會所於2017年3月正式關閉。



嘉許出色員工

香港郵政在顧客服務方面持續表現出色。在2016/17年度，部門員工在顧客服務方面獲得下列的獎項及表揚：

- 高級郵差劉智平先生工作表現傑出，在香港優質顧客服務協會舉辦的「優質顧客服務大獎2016」中榮獲「傑出個人獎（外勤服務）」銅獎；
- 尖沙咀郵政局局長譚孟秋先生獲香港管理專業協會頒發「第48屆傑出推銷員獎」；以及
- 年內，香港郵政收到約1 100封市民和客戶的嘉許信，表揚部門7 000多名員工提供卓越服務。

POST OFFICE RECREATION CLUB (PORC)

The PORC organises a variety of sport and recreational activities for the staff of Hongkong Post and their families. In 2016/17, these activities included special interest classes, local tours and sports competitions. They were all received enthusiastically by staff, and fostered a good team spirit among our workforce.

The site of our PORC Clubhouse at Caroline Hill will shortly be returned to the Government. On 26 February 2017, a series of farewell events were held at the Clubhouse, including a tug of war and a “Big Bowl Feast”. The 500 participants took the opportunity to bid farewell to the Clubhouse and express their gratitude for having such a wonderful place to make and share departmental memories. The Clubhouse, which has served the staff of Hongkong Post for nearly 80 years, was officially closed down in March 2017.

RECOGNITION OF OUTSTANDING STAFF

Hongkong Post continues to excel in customer service. In 2016/17, the following staff received special recognitions for their outstanding contributions in customer service:

- Senior Postman Mr. LAU Che-ping’s outstanding performance earned him the Individual Award (Field & Special Service) – Bronze Award in the Customer Service Excellence Award 2016, organised by the Hong Kong Association for Customer Service Excellence;
- Mr. TAM Man-chau, Postmaster of Tsim Sha Tsui Post Office, won “The 48th Distinguished Salesperson Award”, organised by The Hong Kong Management Association; and
- during the year, around 1 100 commendations have been received from the public and the customers in recognition of the quality service provided by some 7 000 Hongkong Post staff members.

