

Round table on Marketing in stamps: design and printing

Melbourne (Australia)

31 March 2017

Plan

Philately in the arabes countries

Introduction

I- General data

II- Philatelic facts in Arab countries

III- Aspects of innovation in philately in Arab countries

Philately in Tunisia

I- General data

II- Aspects of characteristics of Tunisian philately

III- The philatelic frame within Tunisian Post

Conclusion

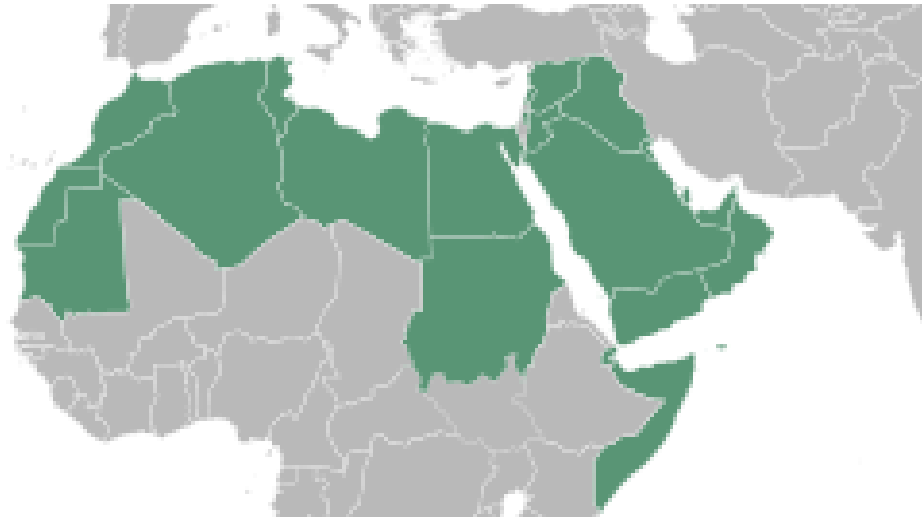
Introduction

- ❑ According to **Robert STOLS**: «Philately is one of the most beautiful passions . It satisfies the curiosity and the romantic desire of knowing the faraway countries. It contributes in diminishing the distance between nations and generations»,
- ❑ Since the appearance of the Penny Black in 1840, the first philatelists called "timbromans" emerge, philately takes flight, specializations are diversified and skills are refined, it becomes the universal hobby most shared in the world,
- ❑ In arab world, this passion came to existence with the birth of the first postage-stamps in the region: Egypt on 1862 and Tunisia on 1888, the rest of arab countries will produce their postage-stamps in the beginning of the 20th century.

General informations

□ The Arab world: 22 countries

- Superface: 13,3 millions of square kilometres,
- Population: 378 million inhabitants,
- 7 countries are members of FIP, other countries have their own philatelic associations,
- Regional expositions : the arab stamp exhibition, Regional exhibition in the Golf countries,...



Some philatelic facts in Arab countries

2 categories of countries:

1- countries where philately is deactive:

- Although the philatelic history of these countries is very rich in themes and products, economic, social problems and wars prevented it from developing
- Absence for certain countries of philatelic activities, exhibitions, planning, organized sales, ...
- Presence of an active civil society (clubs, associations, ...),
- Unorganized and unprotected philately (countries victims of illegal stamps)

Philately in Arab countries and in Tunisia



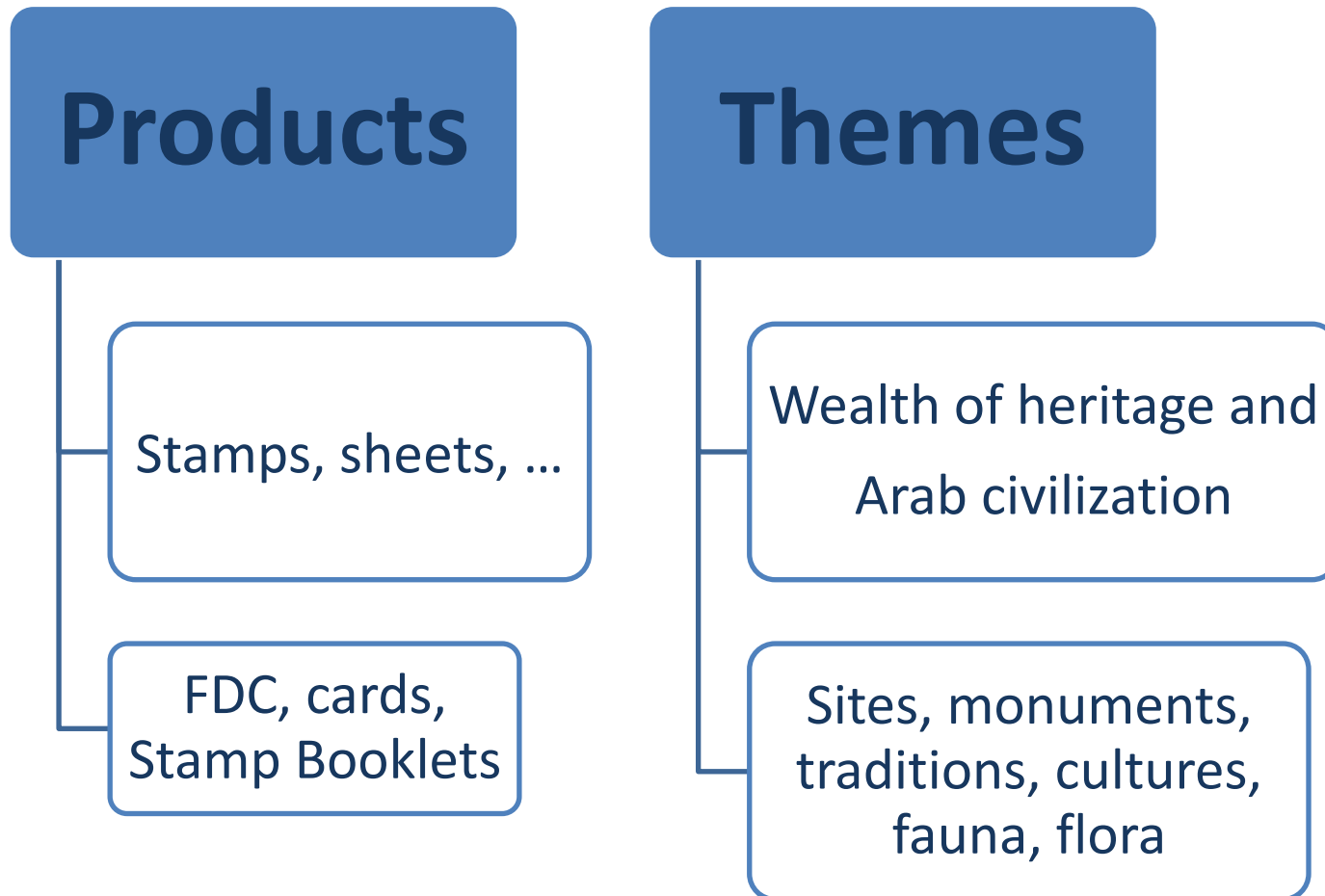
Some philatelic facts in Arab countries

2- Countries where philately is active:

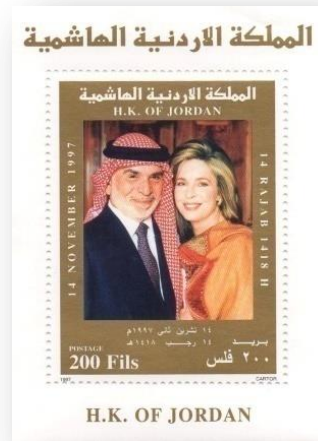
- Golf countries, Liban, Egypt, Tunisia, Algeria, Jordan and Morocco,
- Organization well established within the Post Office (Services, centers ..)
- Planning, sales, exhibitions, websites, social networks,
- Diversification of support activities, products, printing techniques, innovation, ...

Innovation's aspects of arab philately

1- Diversification in :



Philately in Arab countries and in Tunisia

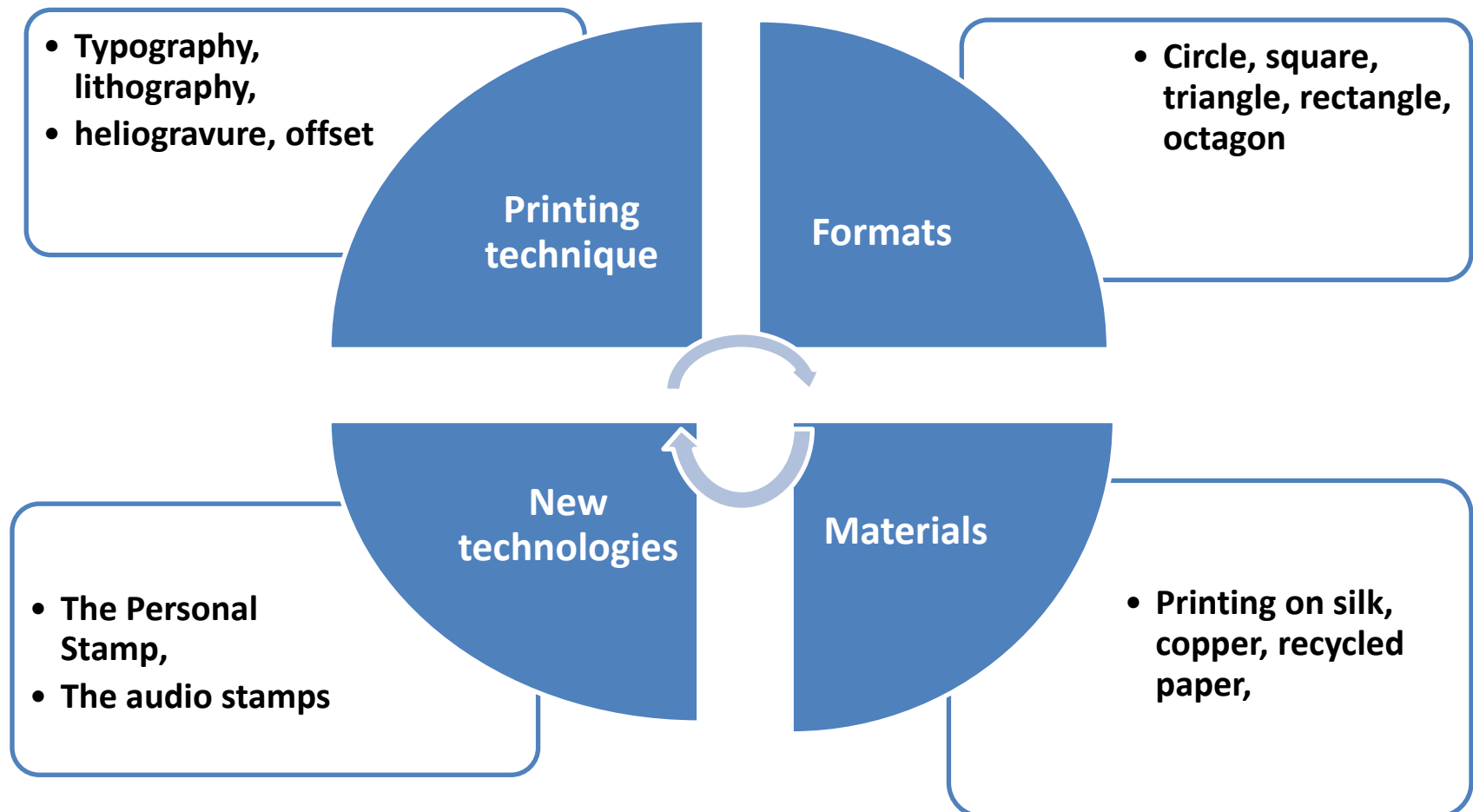


Philately in Arab countries and in Tunisia



Innovation's aspects of arab philately

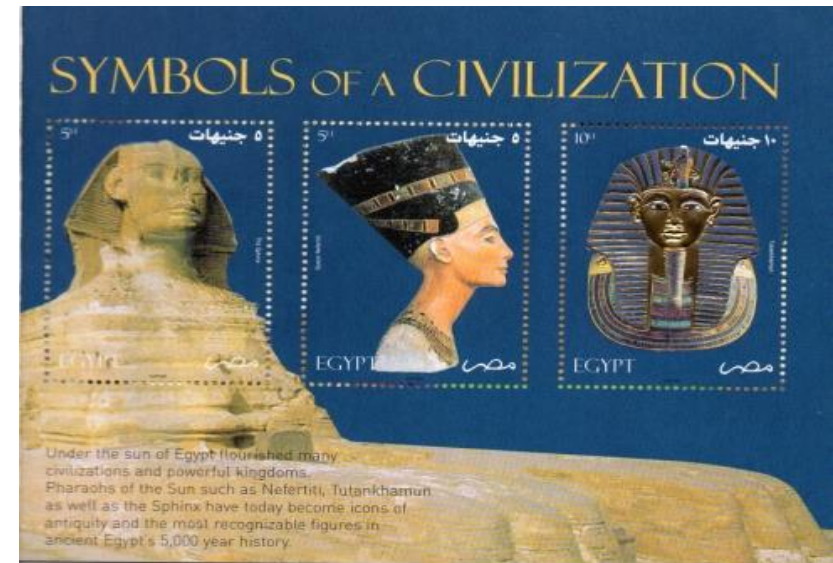
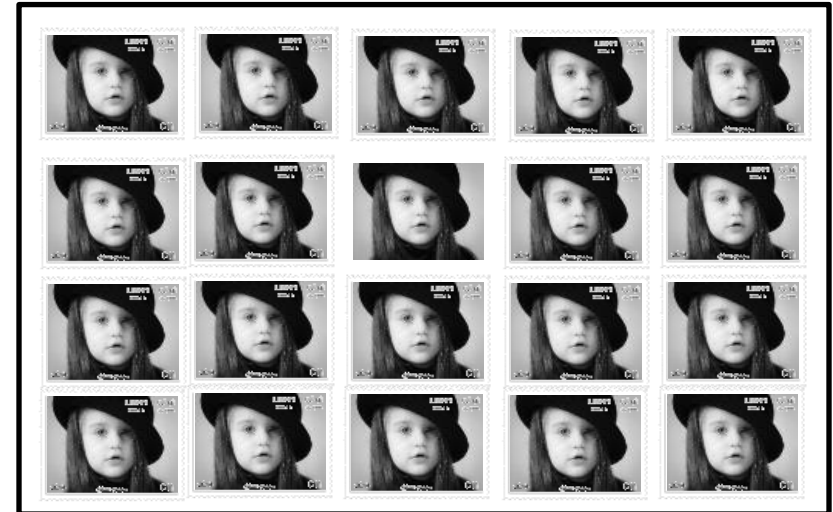
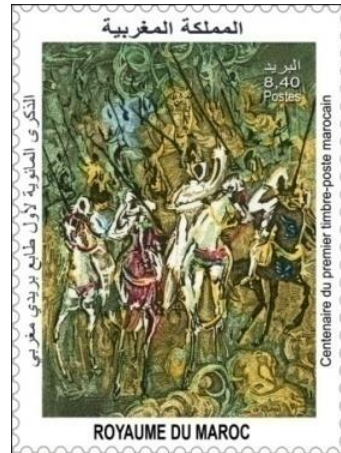
1- Diversification in :



Philately in Arab countries and in Tunisia

Personal Stamp

audio stamps



Philately in Arab countries and in Tunisia



Printing on silk



Printing on copper

Philately in Tunisia

1- General data:

- ❑ Tunisian Republic – Capital: Tunis,
- ❑ Population: 11 millions – 164 000 km²,
- ❑ 0.5 % of the population are philatelists,
- ❑ 6 philatelics associations and more than 83 clubs,
- ❑ 1st postage-stamp: 01-07-1888.



Philately in Tunisia

II- Aspects of Tunisian philately:

- ❑ The Tunisian philatelic patrimony: a treasure dating back more than a century,
- ❑ A rich and diverse national collection: in form, in products, in printing technique,
- ❑ Themes recounting the historical value of the country:
 - 1st Arab and Muslim country to abolish slavery (1847)
 - 1st Arab and Muslim country to adopt a constitution (1861)



Philately in Tunisia

II- Aspects of Tunisian philately :

- 1st Arab and Muslim country to issue a banknote (1847)



- 1st Arab and Muslim country to represent a woman on a postage stamp in 1926



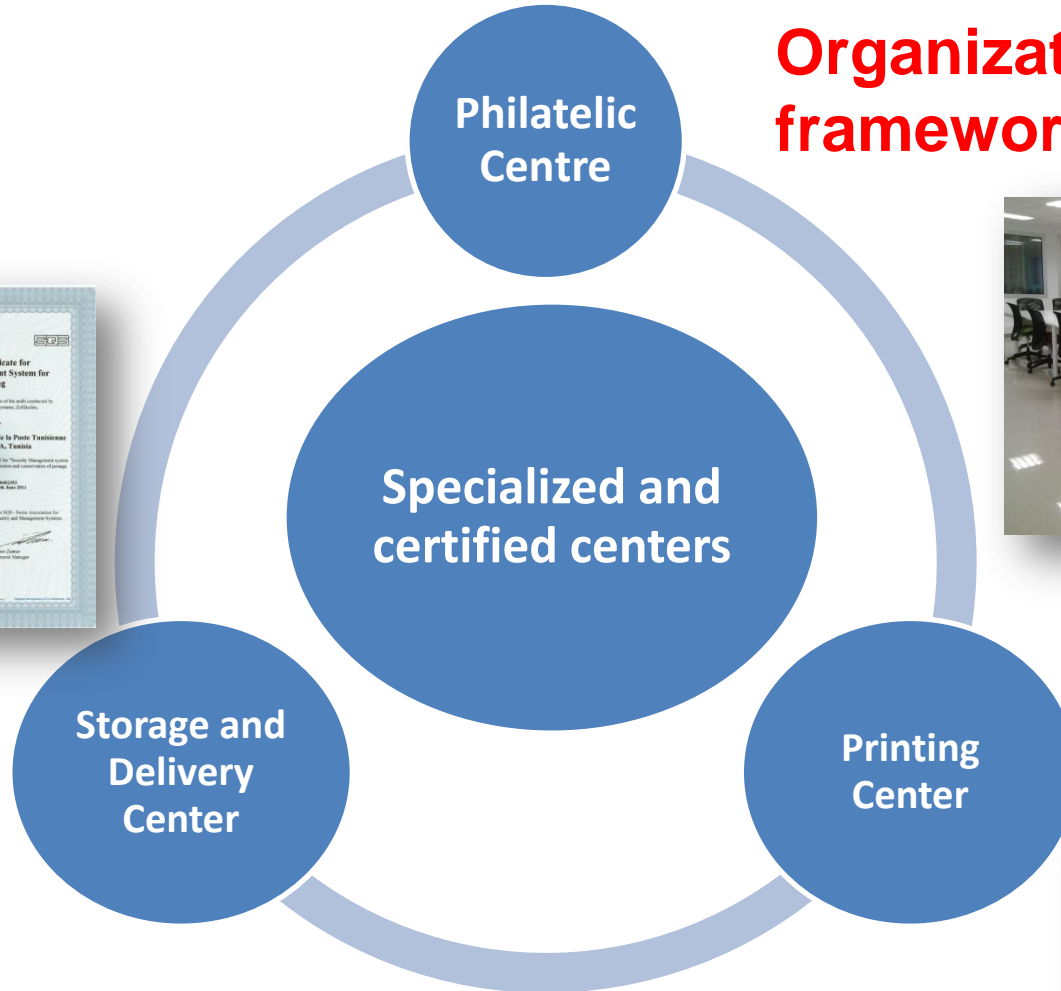
- 1st Arab country to prohibit polygamy (1956)



Philately in Arab countries and in Tunisia

III- The Philatelic Framework in Tunisia

Organizational framework



III- The Philatelic Framework in Tunisia

Organizational framework



III- The Philatelic Framework in Tunisia

Relational framework



Culture

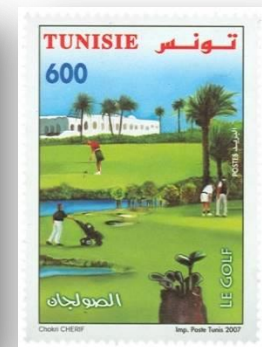
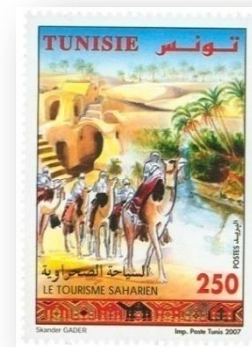


Higher Education

Partnership with Departments

Education

Tourisme



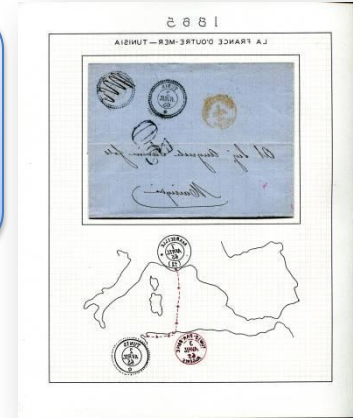
III- The Philatelic Framework in Tunisia

Relational framework

Partnership with philatelic associations

Partnership with cultural organizations

Partnership with the media



The City of Sfax Capital of Arab Culture 2016



Post Office of the City of Sfax

Philately in the arabes countries and in Tunisia

Forum on Philately in the Arab Region - Tunisian Post and UPU (Sfax - TUNISIA December 2016)



Arab Stamp Exhibition (Sfax - TUNISIA December 2016)



Conclusion

- ❑ Philately promotes peace, it is a means of bringing nations and peoples together,
- ❑ In the Arab region, philately is a potential to be improved on condition of having the will, there is still a lot of work to do to make it prosperous,
- ❑ At the last meeting of the APCC, Tunisia presented a suggestion: to transform the Arab Stamp exhibition into an international philatelic stamp market, an opportunity for all the actors of the trade all over the world to be present (operators, printers, associations , Clubs, philatelic press, ...)
- ❑ Since 2013, Tunisian Post has been implementing a strategic plan for the development of philately (infrastructure, legal framework, marketing strategy, renovation and reopening of the Post Museum).

Thank you for your attention



Olfa MOKADDEM
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Head of the Post Museum
Tunisian Post