

Round table on

Marketing in stamps: design and printing



UNIVERSAL
POSTAL
UNION

31 March 2017, Caulfield Racecourse
Melbourne (Australia)



Programme

14:00 Opening and welcome speeches

– Mr. Louis VIRGILE
Philately and IRC Program Manager
UPU International Bureau

Mr. Artyom ADIBEKOV
President of the World Association for the Development
of Philately – CEO, JSC "MARKA"
Federation of Russia

Session 1

14:20 Marketing of Stamps in Russia

– Mr. Artyom ADIBEKOV
CEO, JSC "Marka" and WADP President
Federation of Russia

14:40 Presentation by Tunisia

– Ms. Olfa MOKADDEM
Head of Commercial Services at La Poste Tunisienne
Tunisia

15:00 Presentation by All-China Philatelic Federation

– Mrs. CHANG Yue
Chief of Exhibition Division of ACPF, State Post Bureau
People's Republic of China

15:20 South American Philately, towards an innovative identity

– Mr. Leandro CORREA
Graphic Designer – Graphic Production Manager
Argentina

15:40 Questions (end of session 1)

15:50 Coffee Break

Session 2

16:10 Beautiful stamps from a beautiful island

– Ms. Melanie GOUZINIS
Head of Philatelic at Jersey Post
Jersey

16:30 Innovative philately

– Mr. Bruno DELMER
Sales Manager
Cartor Security Printing

16:50 Marketing – Social Media

– Mr. Michael ZSOLT and Mrs. Louisa CARROLL
Manager, Philatelic and Manager Collector Services at Australia Post
Australia

17:10 Questions (end of session 2)

17:20 Conclusion and end of the seminar