

2016

Philatelic Market Development with Chinese Characteristics  
具有中国特色的集邮市场开发

China National Philatelic Corporation

中国集邮总公司

President

总经理

Mr. Deng Huiguo

邓慧国



**China National Philatelic Corporation participates in this great event on behalf of China Post Group. I want to express sincere gratitude to organizer for providing such a wonderful communication platform. And, wishing World Stamp Exhibition and Forum great success!**

**中国集邮总公司代表中国邮政参加此次国际邮展，对主办方能够给我们提供这样的沟通平台，表示感谢。**

**同时，也祝愿本次世界邮展和论坛活动圆满成功。**



# CONTENT 目录

- **Introduction of China Post's and CNPC's Business Development Situation**  
简要介绍一下中国邮政和中国集邮的经营发展情况
- **Philatelic Market Development with Distinctive Chinese Characteristics**  
具有鲜明的中国特色的中国集邮市场开发
- **Specific Practice in Philatelic Market Development With Chinese characteristics**  
中国特色集邮市场开发的具体做法

# Introduction of China Post's and CNPC's Business Development Situation

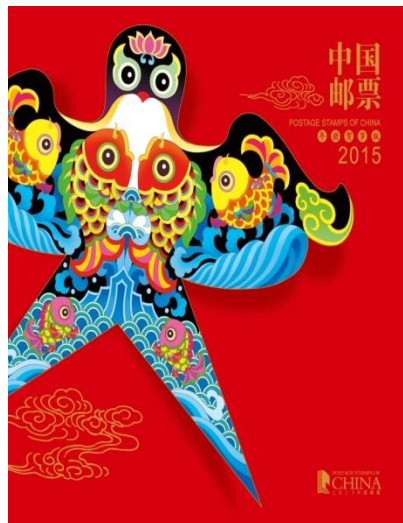
中国邮政和中国集邮的经营发展情况

1



In 2015, China Post's total revenue grew 8%, profits up 10.2%. During China's "12th Five-Year Plan" period, revenue of 2015 was more than doubled compared with 2010's, the average annual increase was 18.2%. The accumulative total profits of past five years is 25.09 billion USD, the average annual increase was 27.6%. Ranked No. 143 in "Top 500 Global Companies ranking list" of 2015 "Fortune" magazine , striving to enter the Top 100 in 2020.

2015年，中国邮政集团公司总收入同比增长8.3%，实现利润同比增长10.2%。在中国的“十二五”期间，2015年收入较2010年翻了一番多，年均增长18.2%；五年累计实现利润1631.2亿元，年均增长27.6%。在2015年《财富》“世界500强企业排行榜”中位居第143位。预计到2020年，力争进入世界500强企业前100名。



The 2015 annual revenue of China Philatelic Industry is 1.15 billion USD, compared with the same period in 2014 increased 6.19%, the gross profit margin of philatelic product is 46%, the revenue is 0.54 billion USD.

中国集邮2015年收入79.15亿元，较2014年同期增长6.19%，集邮产品毛利润率46%，有效收入35.08亿元。



# Philatelic Market Development with Distinctive Chinese Characteristics

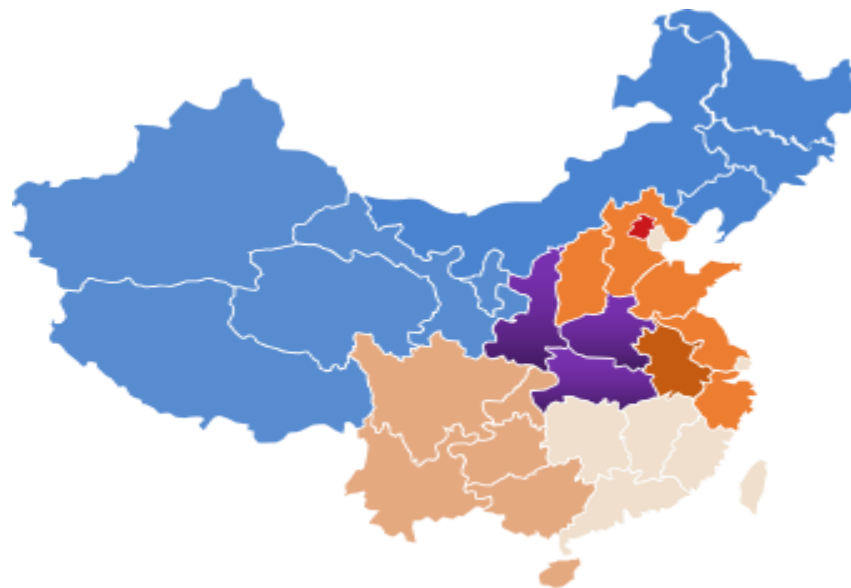
2

具有鲜明的中国特色的中国集邮市场开发。



Due to the development of new technology, the traditional postal communication reducing day by day, operation of philatelic faces significant challenges, somebody even say that Philatelic industry is a "sunset industry". How to regain vigor and vitality of the industry, and working well in philatelic market development, are the question that each practitioners need to pay attention to and think.

由于新技术的发展，传统邮政通信日益减少，集邮经营也遇到了不小的麻烦和困难，甚至很多人将其称之为“夕阳产业”。如何重新焕发起这项活动的生机与活力，进一步做好集邮市场开发，是我们在做的各位集邮从业者需要面对和思考的课题。



## 1、 National-level strategic positioning 具有国家层面的战略定位。

From macro economical points of view, the rapid development of China's culture industry has brought rare marketing opportunity to China's philatelic industry. The philatelic industry need to blend in macro economical environment, and be a important part of culture industry, then it will have huge market prospect and significant growth.

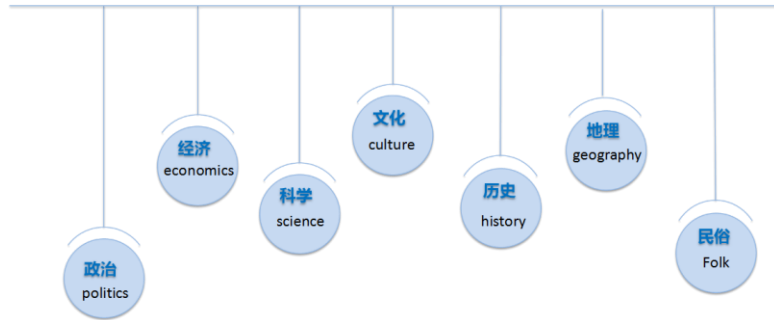
从大的经济环境来看，中国文化产业的高速发展给中国集邮带来了难得的市场机遇。集邮产业要融入大的经济环境，作为文化产业的一个重要组成部分，发展市场也非常庞大，增速明显。



**From the perspective of our own development, China Post pays high attention to the development of philatelic industry, putting forward the strategy of developing philatelic industry healthily, building philatelic culture industry chain.**

从自身发展来看，中国邮政对集邮经营发展高度重视，提出了健康发展集邮业务的战略部署，打造集邮文化产业链。

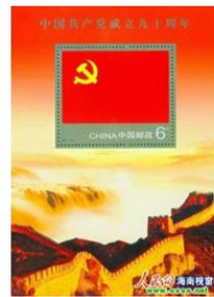




## 2、The various value of stamps have broden the space of philatelic business 邮票本身的价值属性为集邮业务发展打开了广阔的空间。

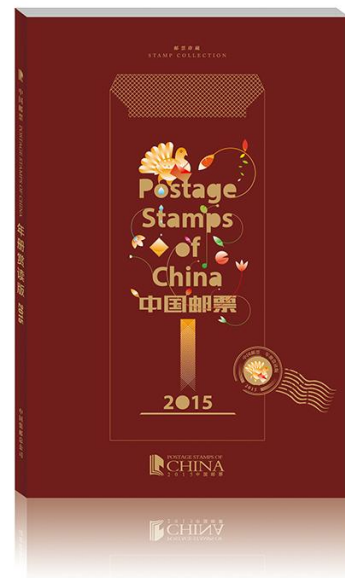
In recet years, somebody thinks that with rapid development of internet industry, the usage of stamps decreased dramatically, this thought is one-sided, it ignores the other fearures of stamps, such as national business card.

近年来有这样一种思维，认为随着互联网时代的发展，邮票的使用功能大幅降低，这种思维以偏概全，忽视了邮票作为国家名片和其他方面非常广泛的价值功能。



First, "Theme Value", China Post will issue relevant stamps on every occasion of political, economical and cultural big events happen. This special property and meaning is beyond the reach of other products, this is why we call stamps the "National Business Card".

一是主题价值。每逢国家政治、经济、文化等领域有大的事件发生，都要配合发行邮票，这种特定的意义和属性也许是一个国家的其他任何产品都无法企及的，邮票也由此被称为“国家名片”



Second, "Advertising Value", the promotion power of stamps and stamp products are very strong. The circulation of 2015 year book reaches 5.1 million , the promotion range is very extensive.

二是宣传价值。邮票和邮品的宣传功能非常强大。去年一年我们发行的年册就达到 510万册，宣传辐射面非常广泛。



Third, "Artistic Value", the artistic appeal of a classic stamp is not less than an art masterpiece, therefore, stamp is also known as "miniature art work" with high appreciating value.

三是艺术价值。一枚经典邮票的艺术感染力可能好不逊于一件艺术大作，因此邮票又被称为“微型艺术品”，艺术鉴赏价值极为深厚。

Forth, "Craft Value", the superb and unique printing and anti-counterfeiting technology of stamp are comparable to printing money technology, representing very high technology level.

四是工艺价值。邮票高超且独特的印刷工艺和防伪技术都可以与印钞工艺防伪相媲美，代表了非常高的工艺水平。



新华网





**Fifth, "Investment Value", stamp collecting is not only a hobby but also known as a collection and investment, thus forming a large group of philatelic fan and sizebale philatelic market.**

五是投资价值，集邮不仅是一种嗜好，更成为一种收藏和投资活动被千千万万集藏爱好者所关注，从而形成了庞大的集邮人群和规模可观的集邮市场。

### 3、China philately has valuable brand, abundant experience and customer base 中国集邮拥有宝贵的品牌、经验和社会群众基础。

- The product category is rich, introduced variety of innovative philatelic product  
产品类别实现了较大范围的扩充，推出了多种创新型集邮产品；
- From the perspective of income scale, average growth rate per annum reached 115%.  
在收入规模上，年均增长率达到115%；
- Formed a four-level sales network, from high to low are China National Philatelic Corporation, Provincial Level Philatelic Company, Prefecture Level Philatelic Company and County Level Philatelic Company  
在销售渠道上发展为总公司、省级集邮公司、地市级集邮公司和县级集邮公司组成的四级集邮网络；
- Opening e-commerce sales channel  
开通了电子商务等渠道；
- There are over 3 million members in National Philatelic Federation, more than 60 thousand philatelic organizations, more than 3 million people have taken the order of 2016 annual stamps  
全国集邮联合会的会员人数就达到300万之多，各地集邮组织接近6万个，去年新邮预订的人数规模也超过了300万；
- High brand awareness.  
我们拥有社会高度认可的中国集邮品牌形象。

3

## Specific Practice in Philatelic Market Development With Chinese characteristics

中国特色集邮市场开发的具体做法

Market development requires thinking innovation. We have to jump out of the traditional philatelic market to learn how the new market would react. With the help of thinking in the Internet and using the Internet marketing tools, we can find new customers, new sales channels and new markets.

市场开发需要经营思维的创新，我们必须跳出传统集邮市场去看市场。这样我们在借助互联网思维和以互联网为营销手段的时候，就可以发现新的客户、新的渠道、新的市场。





## Place clients first, continuous product innovation and upgrading

以客户为中心，不断推动产品创新和升级换代

## Leveraging of hot topics to develop hot products

抓住社会的热点题材，借势开发热销产品



Social hot spot is the focus of attention, also is the selling point of philatelic products. On July 31 last year, Beijing became the host city of the the 2022 Winter Olympics, China Post issue a commemorative stamps and CNPC issued series of phiatelic products immediately, which were so hot in the market.

社会的热点是人们关注的焦点，也就是集邮产品的卖点。去年的7月31日北京成为2022年的冬奥会的主办城市，中国邮政第一时间发行了纪念邮票。中国集邮总公司也随即发行了相关的纪念邮品，社会各界踊跃购买。



## Development of new product categories to meet the market needs.

适应市场需求，整合资源着力打造新的产品。

## The most important is: how to develop products that customers want to buy?

产品是我们的服务语言，因此打造适应市场需求，适应爱好者需求的产品成为了我们一个最大的思索和探讨。



邮票金砖  
gold stamp ingot



拜年娃娃冰箱贴  
New Year Baby Fridge magnets



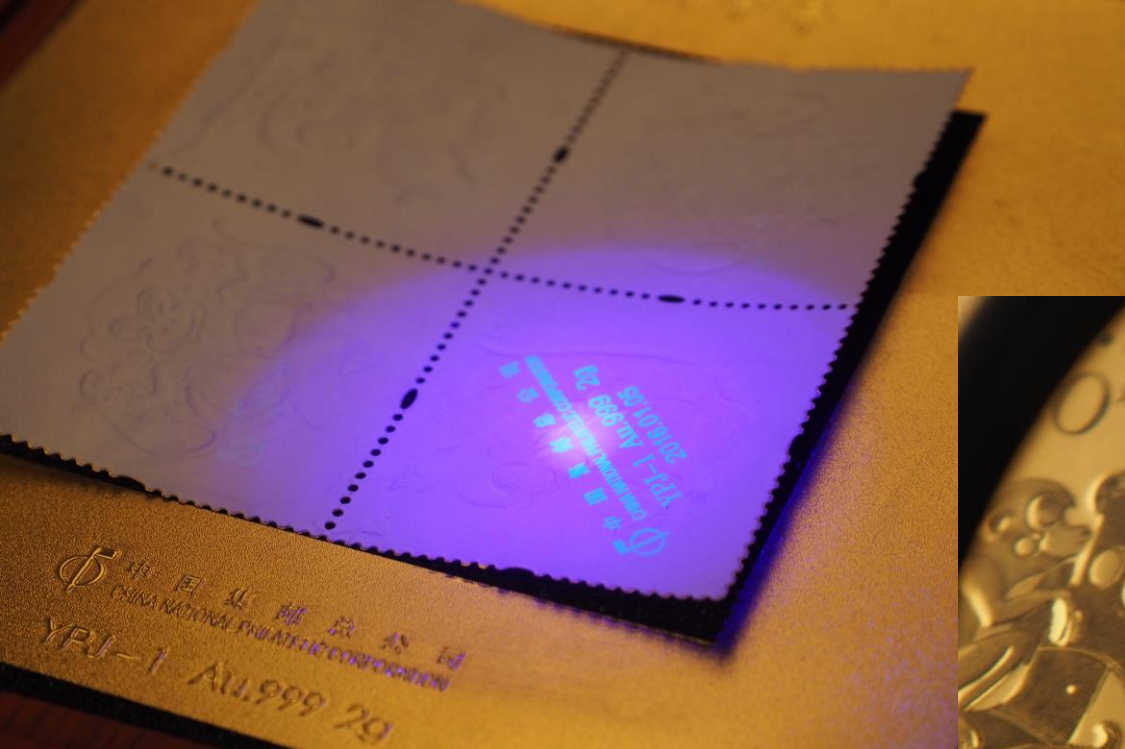
红楼梦邮票书  
a postage set featuring *A Dream of Red Mansions*



挥扇仕女图笔记本  
fan-waving traditional ladies notebooks



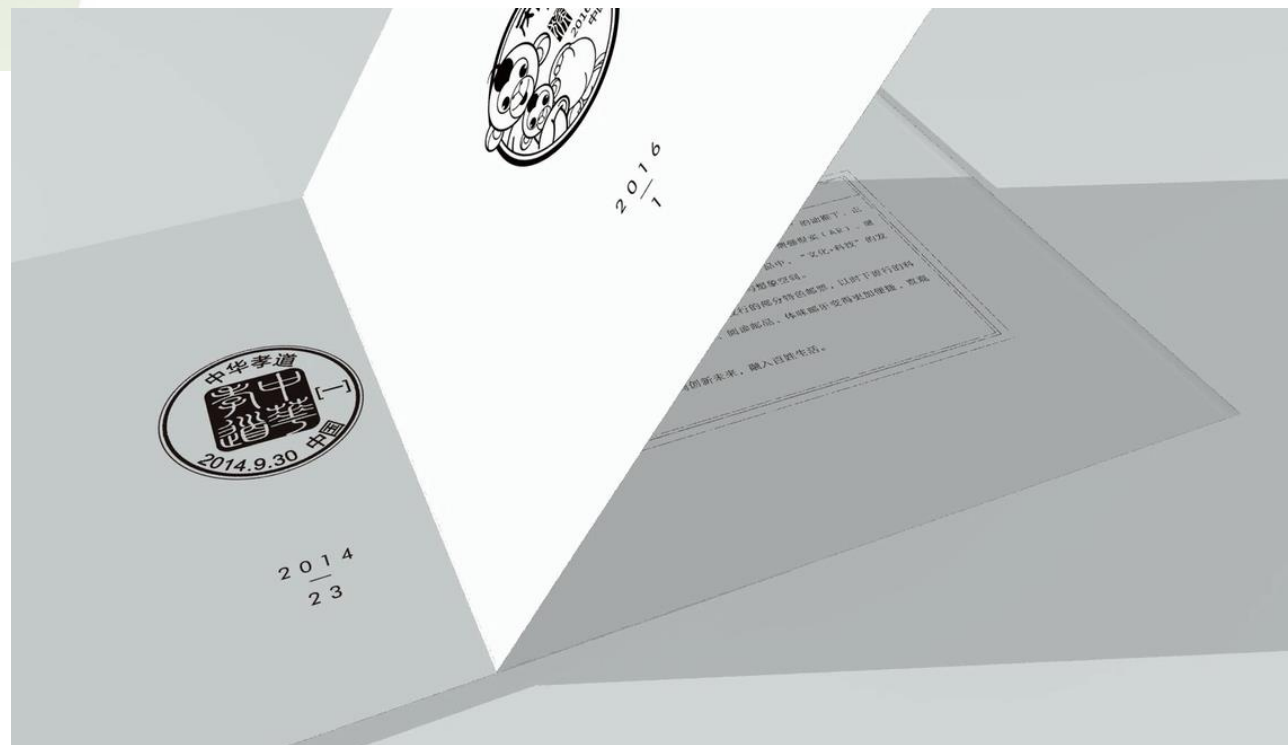
拜年娃娃抱枕  
New Year Baby pillow blankets



Gold stamps of the Year of Monkey  
《丙申年》邮票金



**New functions and new technology to enhance interaction with customers**  
通过开发新功能、运用新技术丰富产品的表现形式。



**Innovation in sales channel development, build a trinity product marketing channel**  
创新渠道建设，积极构建三位一体的产品营销新渠道。



**Innovating in modes and means to consolidate existing offline channels**  
创新方式手段，努力夯实线下固有的渠道

**China Post owns more than 100 Philately Stores and online shops of China Post are complementary to each other.**

**通过专业能力的提升，着力打造我们线下服务的平台。我们将专卖店的经营与电商业务的经营有效的对接，努力实现网络店与实体店在营销活动上的互动和营销方式上的互补。**

# Keeping up with the pace of era and actively expanding online channels

紧跟时代步伐，积极开拓线上网络渠道。



## Insisting on the opening-up principle to actively expand sales channels outside China Post.

秉持开放理念，大力拓展社会优质渠道。

In recent years, we actively carried out the “going global” development strategy, extensively communicated with international market, deepened international exchanges and cooperation and made some achievements. On the one hand, we tapped market demand to expand brand influence by hosting various events. For instance, the biennial China International Collection Expo breaks through the borders of philately, builds a comprehensive demonstration and communication platform, expands communications between philately and other collection sectors and creates opportunities for further cooperation.

近年来我们积极实施走出去的发展战略，也就是从柜台走向社会，广泛接触外部市场，深化交流与合作取得了一定的成果，举办各类集邮活动开拓市场需求，扩大品牌影响。例如我们每两年一届的集藏





## Innovation in operation modes and methods, integrated various philatelic resources 创新经营模式和方式，整合各种集邮资源

We actively made researches on running franchise operations to widely attract producers and distributors from different sectors to produce and sell franchised products with philatelic elements and forge new business growth areas through extensive publicity.

我们积极的探索特许经营业务模式，利用中国邮票的相关元素特许授权，争取更多合作伙伴加入集邮的特许生产商和销售商，打造新的业务增长点。



We have also been active in international exchanges and cooperation. We sincerely hope to further enhance the cooperation with all of you and jointly develop the philatelic industry.

我们还积极开展国际间的交流合作。我们真心希望，今后我们与在座的这种合作关系进一步的加强，共同做大集邮产业。



安徒生童话卡书

Stamp book of the Andersen's Fairy Tales



安徒生童话邮折

Stamp folder of the Andersen's Fairy Tales



安徒生童话首日封

F.D.C. of the Andersen's Fairy Tales



黑便士发行175周年珍藏套装

Stamp's Origin" collector's edition commemorating the 175th anniversary of the world's first stamp Penny Black



All the aforesaid are our considerations and exploration in the philatelic operation innovation.

以上是在近些年中创新集邮经营过程中形成的具有鲜明中国特色的集邮市场开发的探索。

I believe that high-level, in-depth international exchanges, cooperation, practice and explorations will surely boost the development of the philatelic cultures of all countries and keep a prosperous philatelic culture for a long time!

我们相信高水平、高水准、深层次的国际交流、合作、实践与探索一定会不断地推动各国集邮文化的发展，让集邮文化长盛不衰。



THANK YOU  
谢谢大家



中国集邮总公司  
CHINA NATIONAL PHILATELIC CORPORATION