

JSC Marka – Russian Market Overview. Tendency & Challenge

Philatelic conference on
e-Philately



U.P.U. | UNIVERSAL
POSTAL
UNION

22 September 2018, Venetian Macao Convention and
Exhibition Centre, Macao (People's Republic of China)





JSC Marka In Glance

History

- ▶ 1857 – Foundation Year
- ▶ First Russian Stamp
- ▶ First USSR Stamp



Today

- ▶ 100 % State Owned
- ▶ Network - 37 Branches in Russia
- ▶ 92 million stamps & sheets per Annum
- ▶ 105 million other philatelic products
- ▶ 130 – New stamps & sheets per Annum
- ▶ Sales - 1,5 Billion Rubles



Sochi



• 37 Branches





Russian Market Evaluation Philatelic Club or Social Network ?

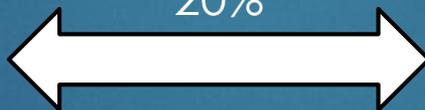
Matured Collectors



60 % & Down



20%



Newcomers

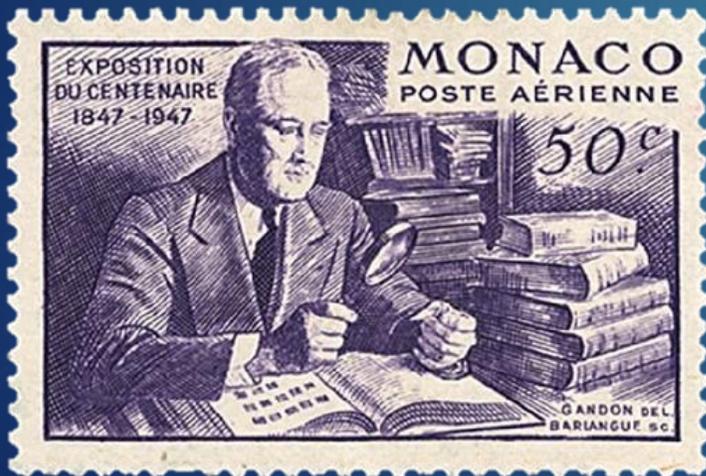


20 % & Up



Driving Forces for Stamp E-Commerce in Russia

- ▶ EBay Growth Factor– Achievements and Problems 
- ▶ Social Networks – Instrument of Sales or Collectors Support ?  
- ▶ Mental similarity & co-existence of stamp collectors and modern bloggers



“The collecting of stamps bring untold millions of people of all nations into greater understandings of their world neighbours”.

Francis Spellman

Let's help them do it

**Thanks for kind
attention**