

“Crypto stamps and NFT: what future models for Posts and philately?”:

Inovation, steps to the future

Perspectives from Romania

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Agenda:

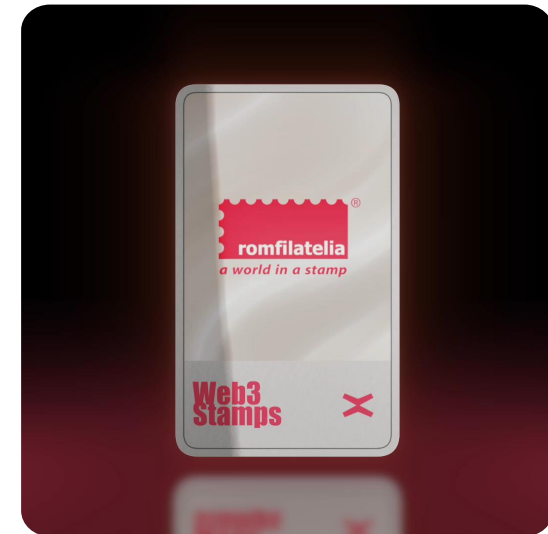
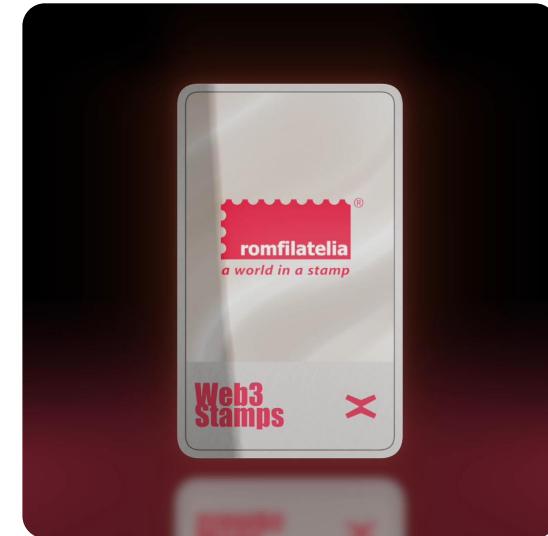
1. Crypto stamps & NFT: general overview:
 1. Romania's insights
 2. Worldwide insights
2. Conclusions – view at-a-glance
3. Strategic thinking - next steps proposals



1. Crypto stamps & NFT: general overview:

1. Romania's insights

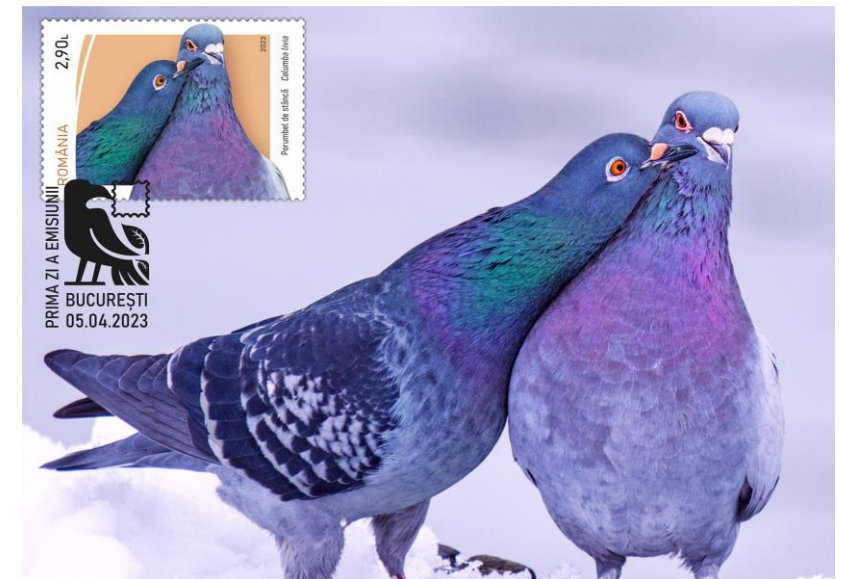
- Lack of laws and regulations
- Romfilatelia: 2023 – the first 15th NFTs
 - April 2023, on the National Institute for Research & Development in Informatics government platform together with institutional partners
- Romanian philatelists profile:
 - 50+ years
 - Soft skills & competencies
 - Passion for classical philately



1. Crypto stamps & NFT: general overview: 1. Romania's insights

➤ Romanian philatelic principles:

- Stamp is an efficient communication instrument
- Stamp is a thumbnail view of the country's cultural, artistic and historical patrimony
- Stamp is an instrument for mass communication, education, and especially worldwide promotion
- Stamp represents history, art, spirituality, beauty of nature, sport, outstanding personalities and many other areas



1. Crypto stamps & NFT: general overview:

2. Worldwide insights

- 2022 - 2023 WADP Innovation in Philately workgroup survey:
 - Qualitative & quantitative research method (15th questions survey)
 - 97 countries answered

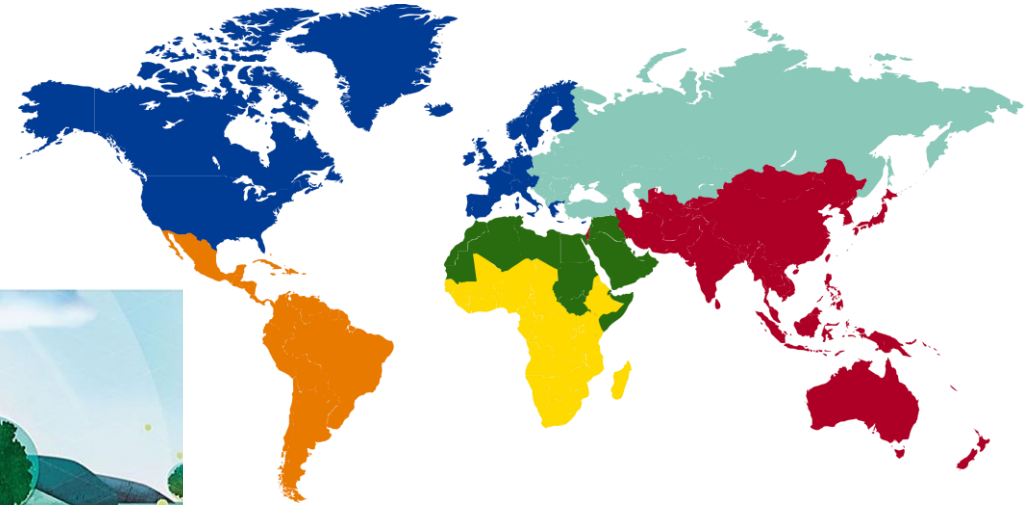
- Survey results:
 - *only 31% of countries consider that Crypto stamps and NFT will have a 'strong' impact in their countries*
 - 78 countries did not issue a Crypto stamp
 - 79 countries did not issue a NFT token
 - 52 countries will not release a virtual stamps in 2022/2023
 - 58 countries believe that a new group of collectors will be attracted.



1. Crypto stamps & NFT: general overview:

2. Worldwide insights

- **Q15:** Please describe any relevant aspects/provide comments in relation to virtual stamps in your country (trends, impact etc.).
- **A15:** top conclusions:
 - **Macau:** "Virtual stamps and traditional stamps are quite different. It is not easy to change the market from traditional stamps to virtual stamps. We may extend the virtual stamp to another sector, the youth. However, we may need to pay much more effort to open this market."
 - **Croatia:** "Croatian Post started a project to exchange cryptocurrencies in several post offices, so we came up with the idea that issuing crypto stamps could be some additional promotion of the cryptocurrency business. apart from philatelists we have gained (get) new younger buyers inside crypto world. Also, good promotion of Croatian philately. The cryptostamp project is important for the development of this relatively new industry in Croatia, (and also for putting Croatia on the blockchain world map)."
 - **Aland:** "It's such a crypto jungle out there. We're awaiting a crypto stamp standard from UPU. We're having a difficult time understanding the crypto world and the crypto stamp world. Can it possibly?"
 - **UNPA:** "No crypto stamps have been issued in the USA. There are still restriction in some cities and/or states in the USA to buy and trade crypto currencies."



2. Conclusions – view at-a-glance

- Lack of laws and regulations at national and international level:
 - Law 8/1996: Copyright and intellectual property
 - National Agency of Fiscal Administration booklet on the tax treatment of income earned by individuals from NFT trading (only for individuals and not for companies)
- New markets opportunity: new technologies => new customers => new markets;
- Lack of strategic new markets approach.



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2. Conclusions – view at-a-glance

- Is it possible to attract new customers?
- Is it possible to navigate into a “Blue Ocean” environment?
- Is it possible reinvent the philatelic field?



**România,
Membru Fondator al
Uniunii Poștale Universale**

Extras din *Tratatul de înființare a Uniunii Poștale Universale /*
Extract from the Universal Postal Union /
Foundation Treaty

1874

George I. Labovary
(1838 - 1909)
Director General,
Ministerul Poștelor și Telegrafului /
General Director,
Ministry of Post and Telegraph

Monumental UPU din Berna, Elveția
(realizat de René de Saint-Marcceaux) /
UPU monument in Bern, Switzerland
(by René de Saint-Marcceaux)

**Romania,
Founding Member of
the Universal Postal Union**

1892
1974
Centenarul Uniunii Poștale Universale /
Centenary of the Universal Postal Union

1999
Ziua Mărcii Poștale Românești
125 de ani - Uniunea Poștală Universală /
Romanian Postage Stamp Day
125 Years - Universal Postal Union

2004
Al 23-lea Congres al UPU /
23rd Congress of UPU

2004
Congrese UPU în Filatelic /
UPU Congresses in Philately

design: romfilatelia



3. Strategic thinking - next steps proposals

- Marketing strategic
 - Awareness (promotion, training etc)
 - Campaigns (examples: discounts - B2C, B2B)
- Unitary business strategy
 - Relevant business plans
 - Researches (qualitative and quantitative)
 - Return on investments plans
- Laws and regulations



Q & A

THANK YOU!

