



UPU

UNIVERSAL
POSTAL
UNION

PHILATELIC MARKET TRENDS AND DEVELOPMENT

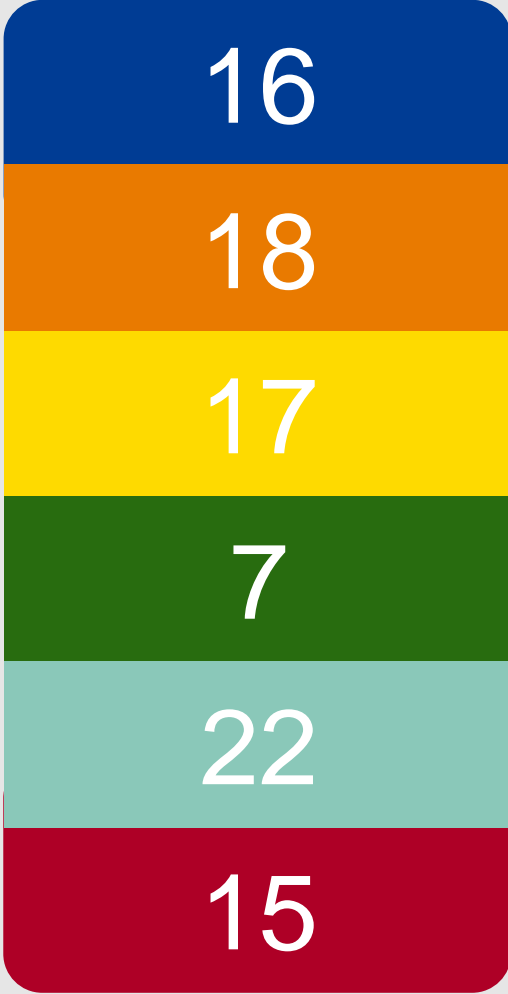


World Association for the Development of Philately (WADP)

Working Group 3

RESULTS OF THE SURVEY

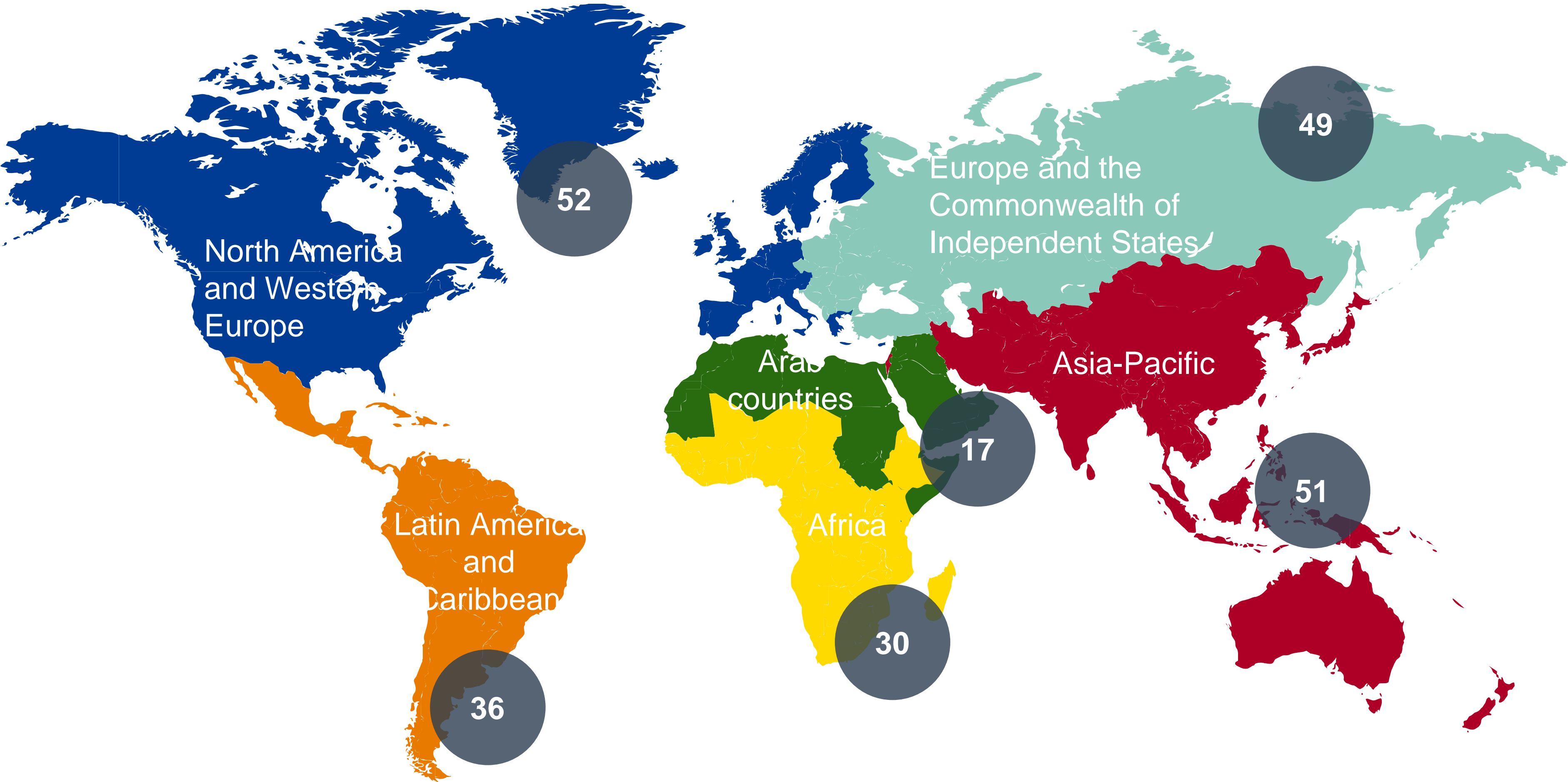
THANK YOU FOR YOUR CONTRIBUTION!



The geographical regions were defined on the basis of countries' philatelic services, which is why they differ somewhat from the regions defined in the UPU General Regulations.

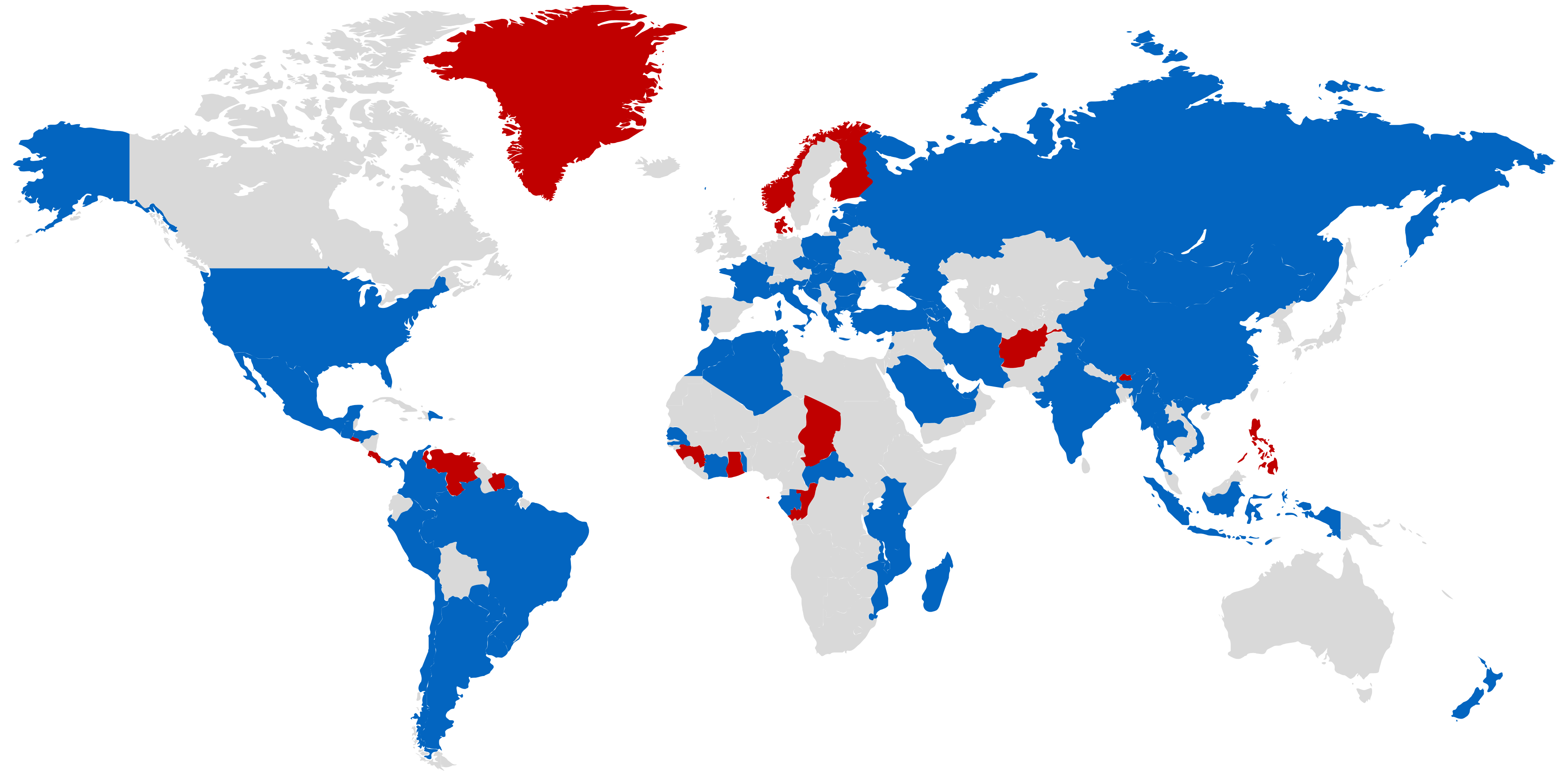
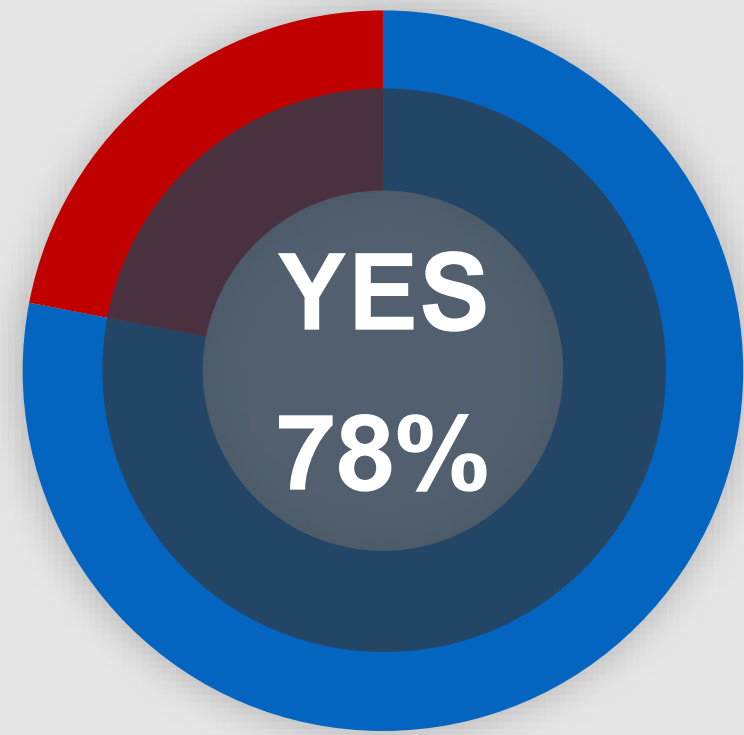
RESULTS OF THE SURVEY

Average number of postage stamps issued per year



RESULTS OF THE SURVEY

Is your country a member of the WADP Numbering System (WNS)?

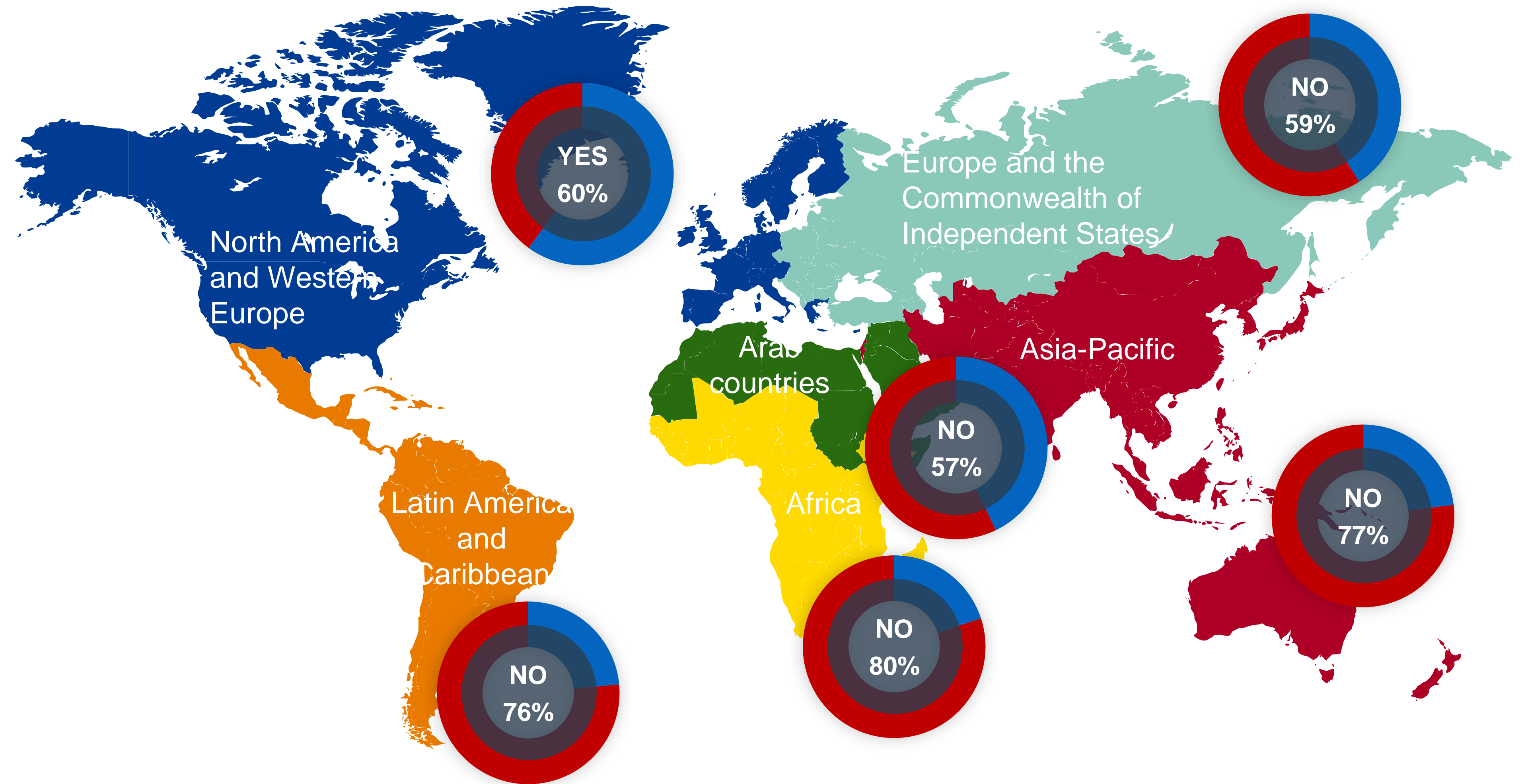
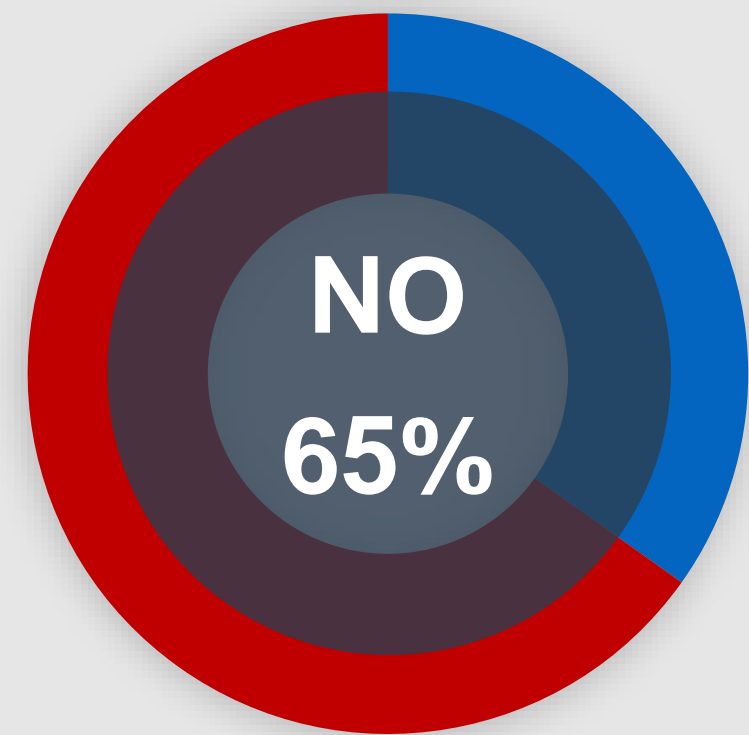


TRADE AND MARKETING



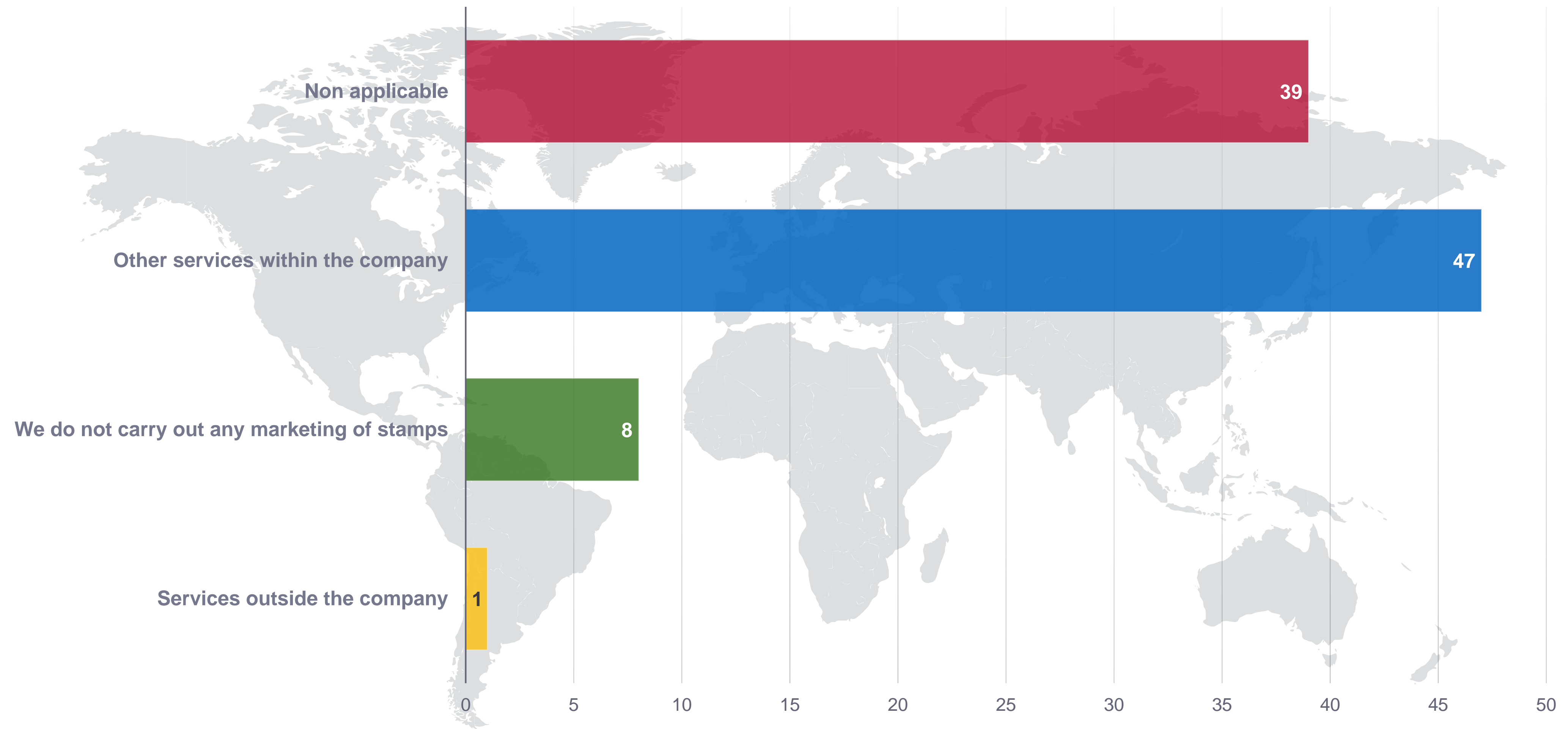
TRADE AND MARKETING

Do you have a marketing unit within the philatelic department?



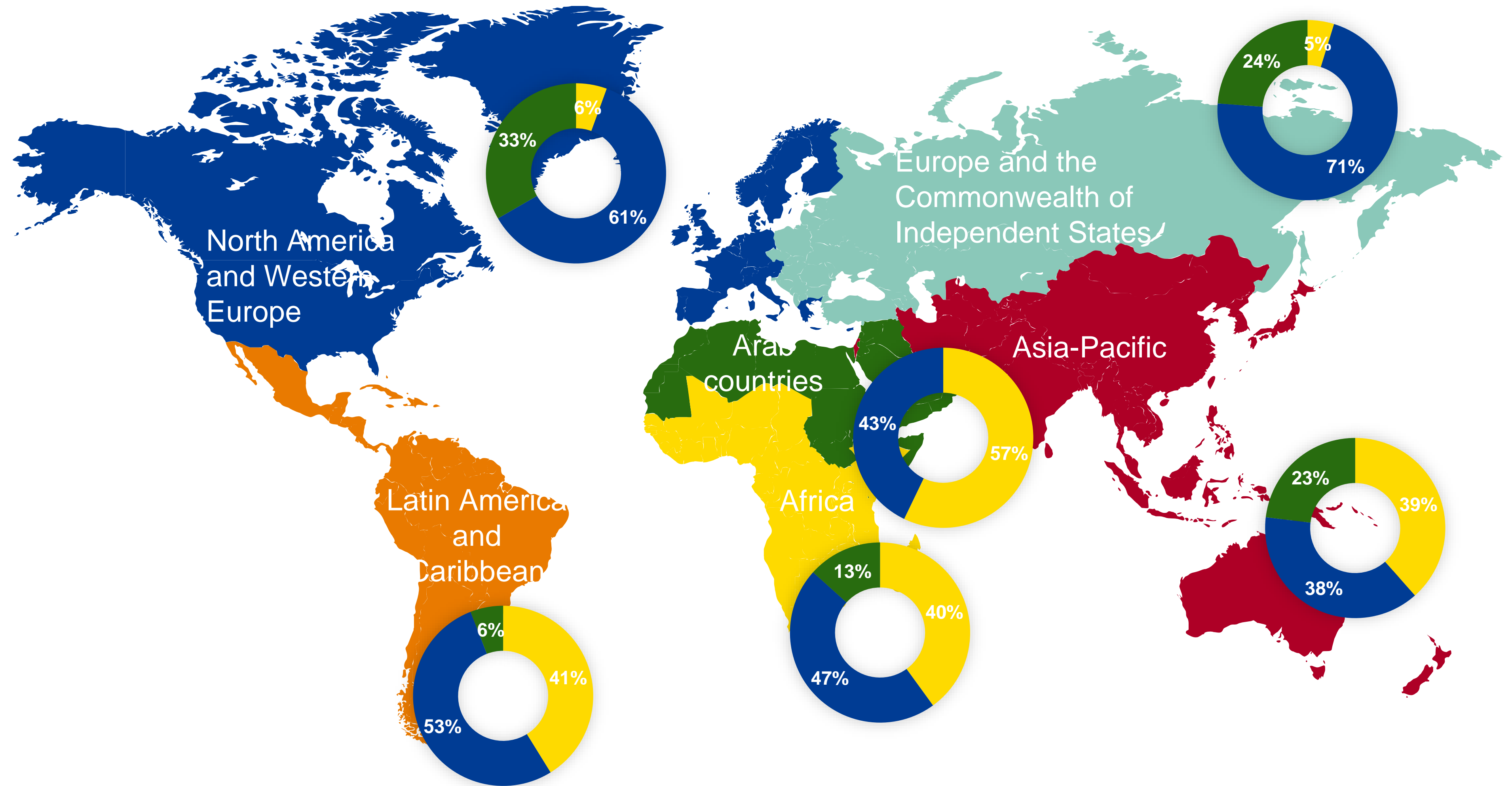
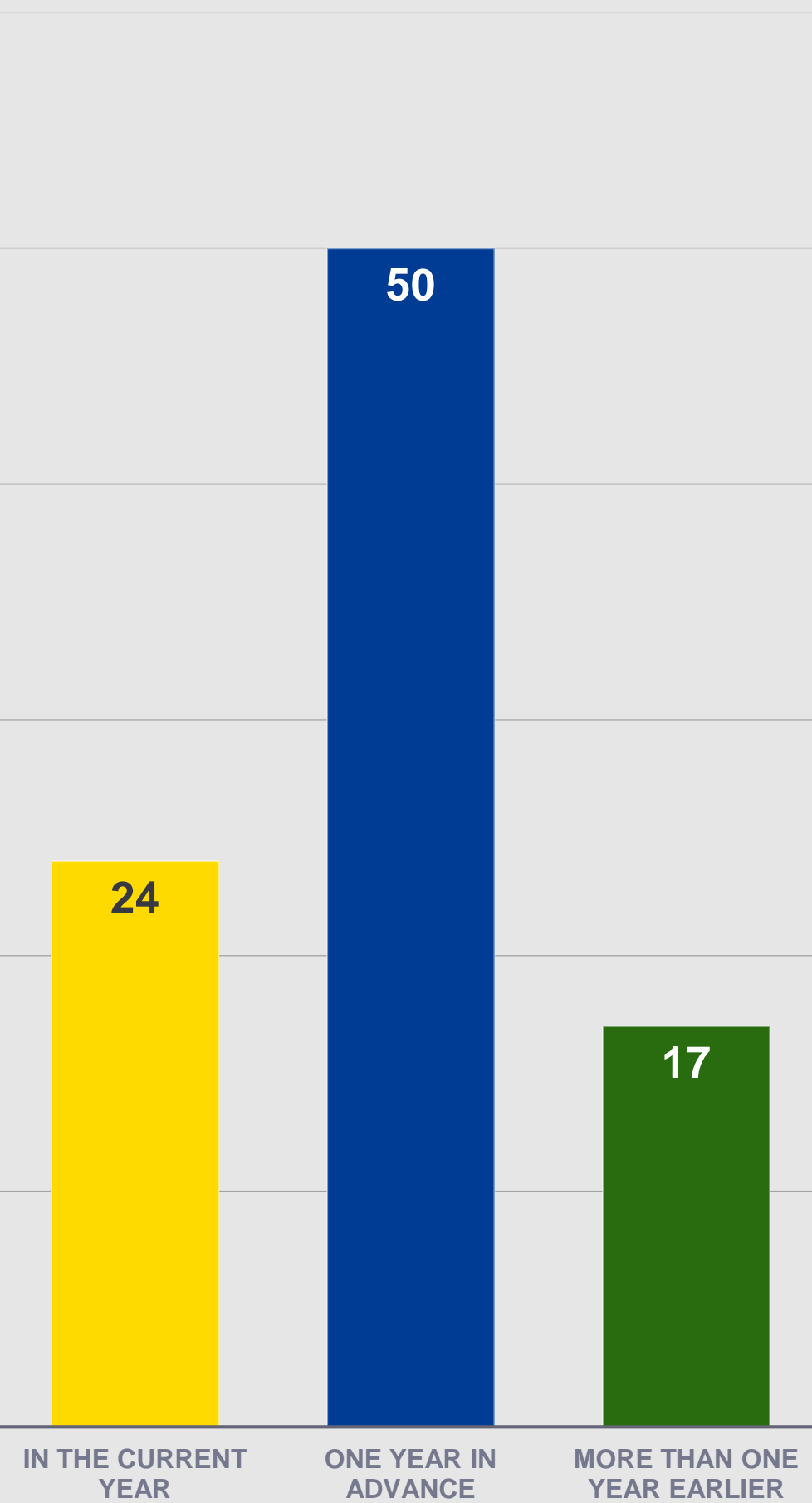
TRADE AND MARKETING

If not, who carries out philatelic marketing activities?



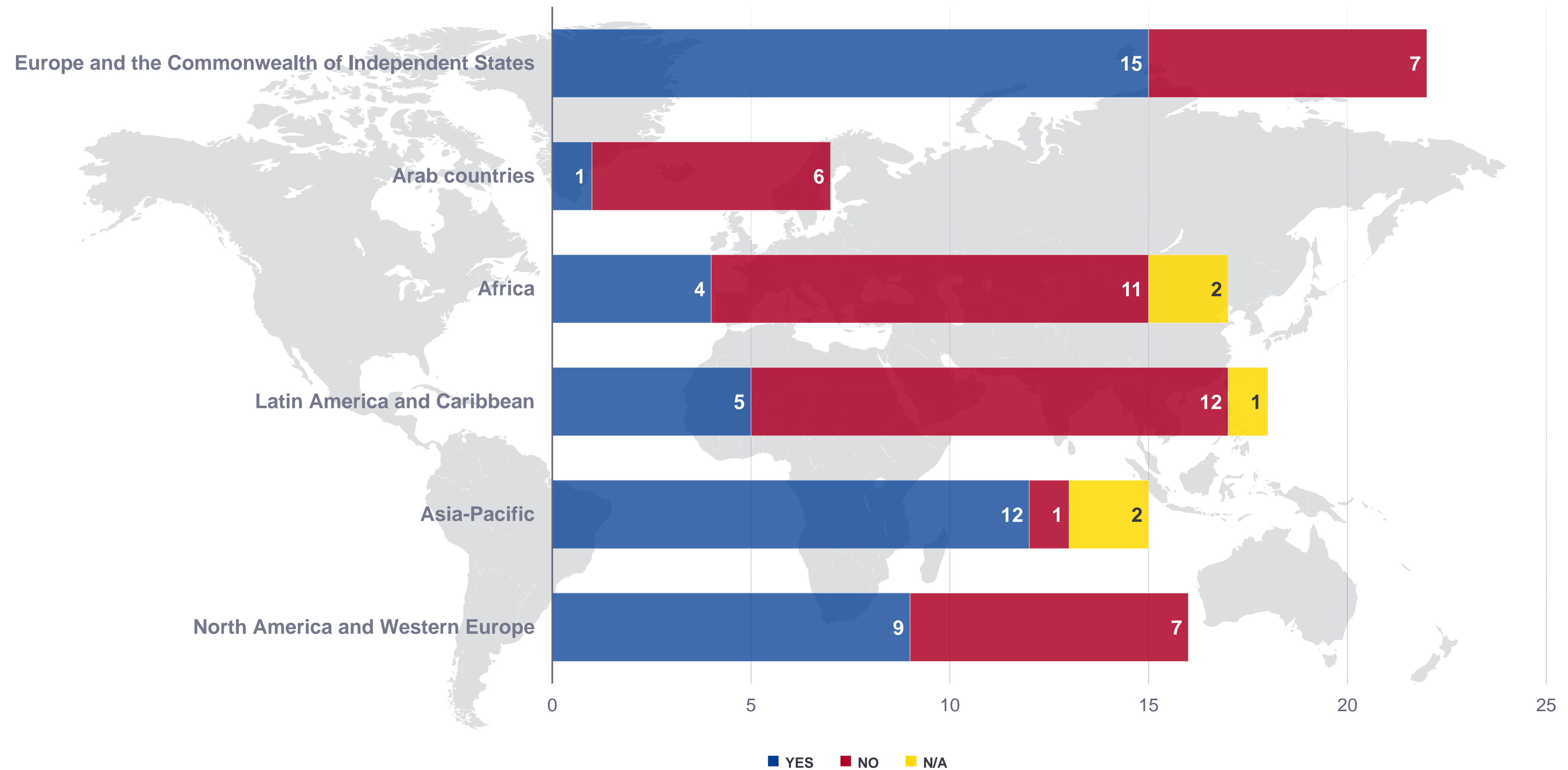
TRADE AND MARKETING

When do you plan your stamp issues?



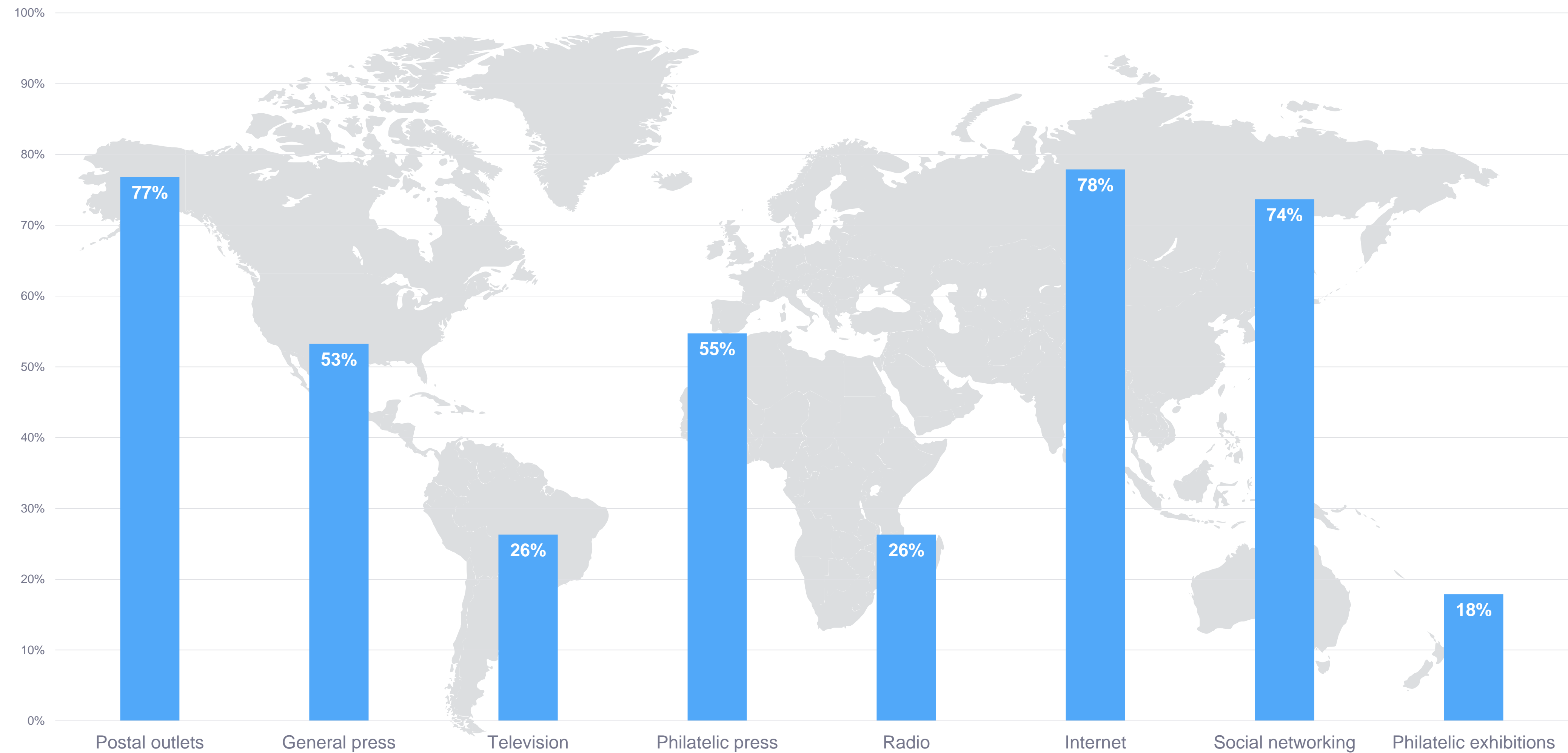
TRADE AND MARKETING

Do you issue personalized stamps?



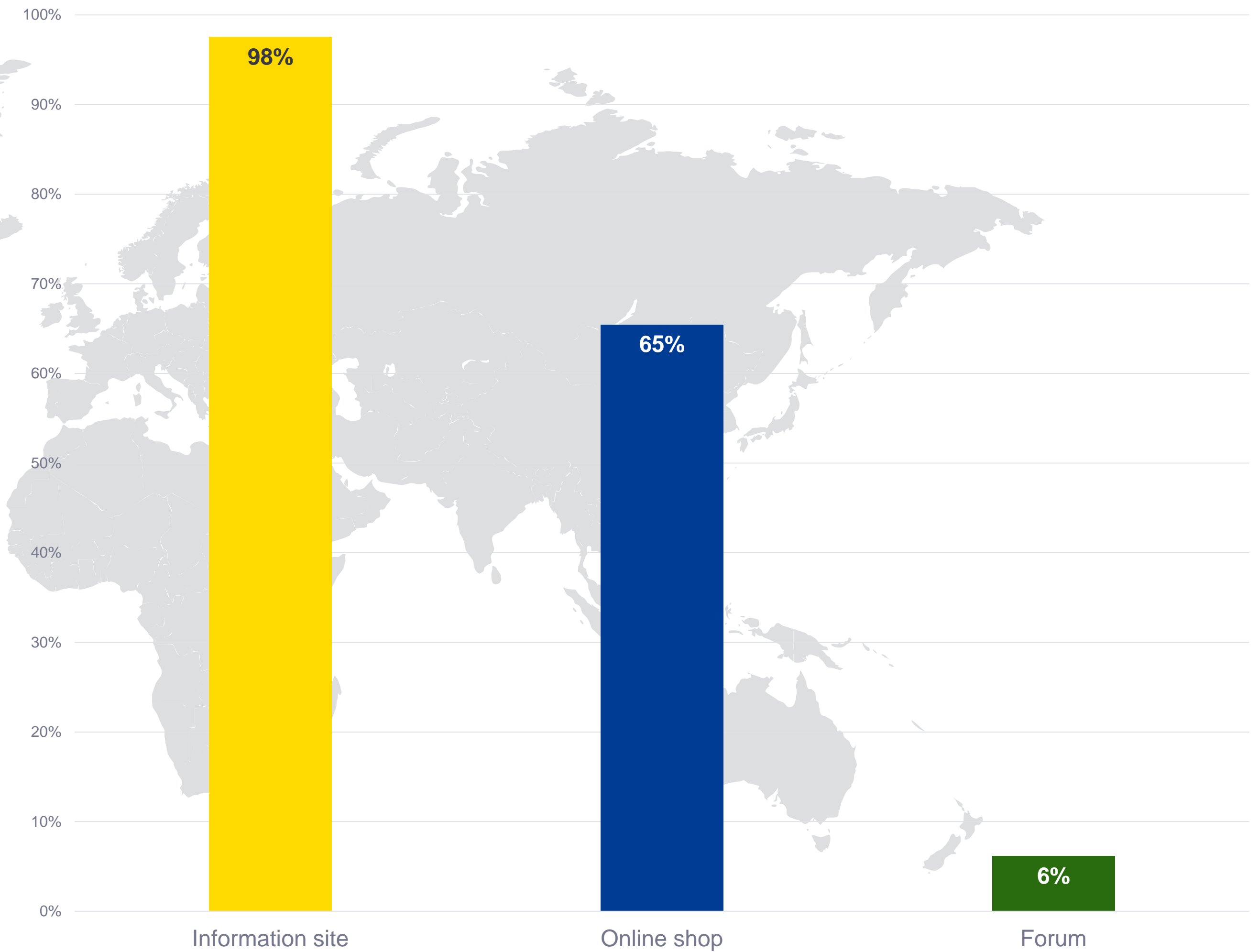
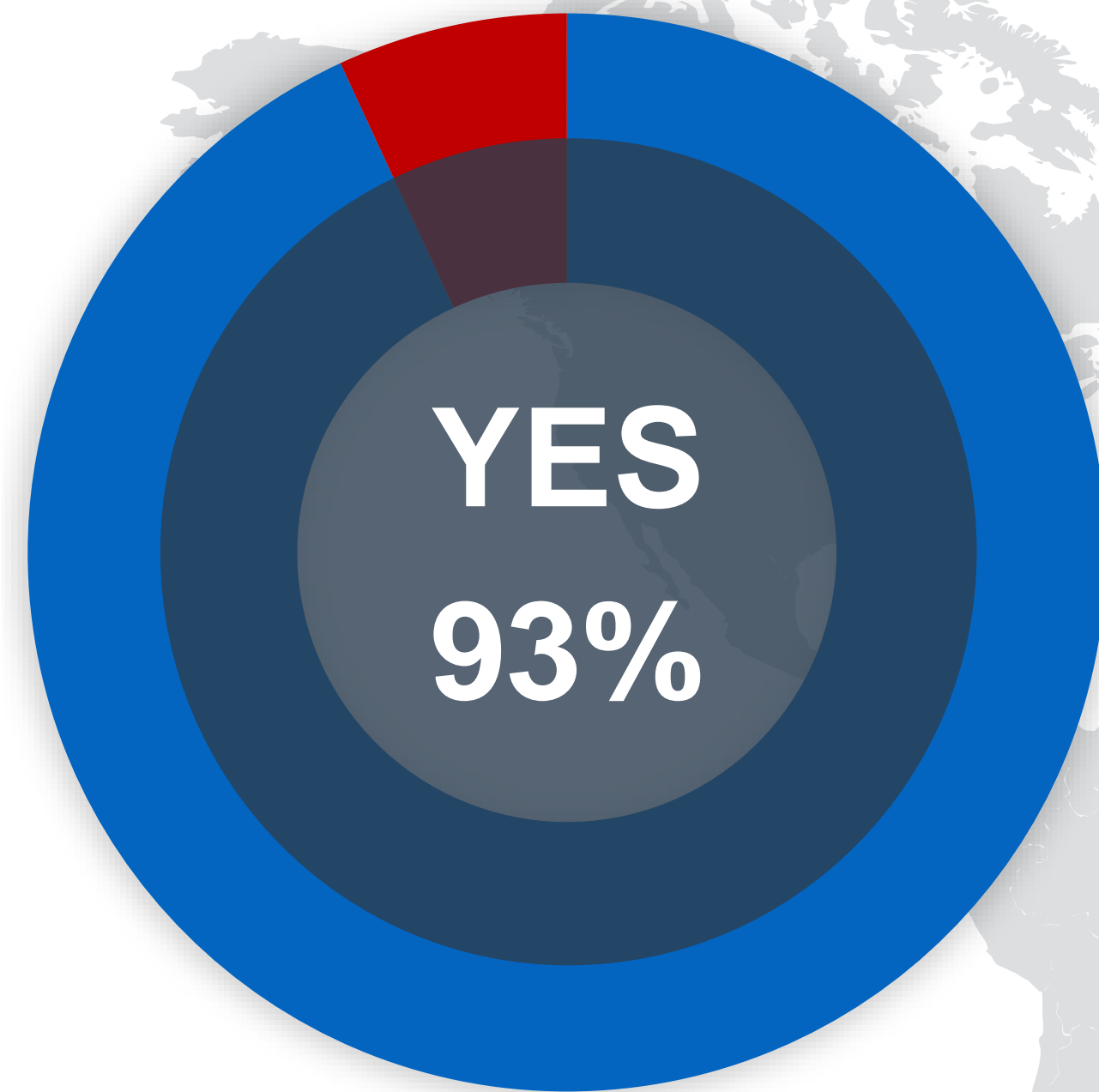
TRADE AND MARKETING

Which of the following means of communication do you use to advertise products?



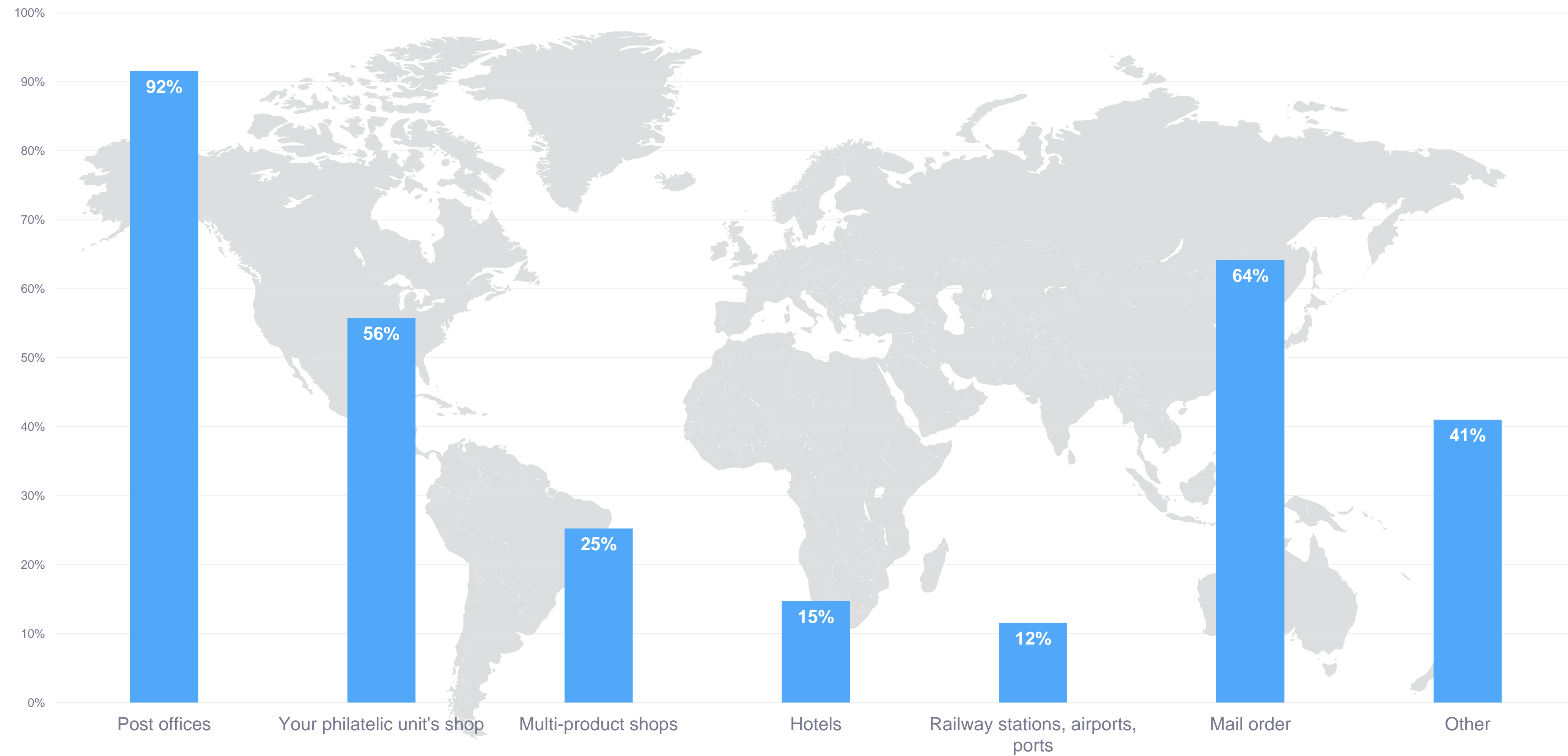
TRADE AND MARKETING

Does your company have a website?



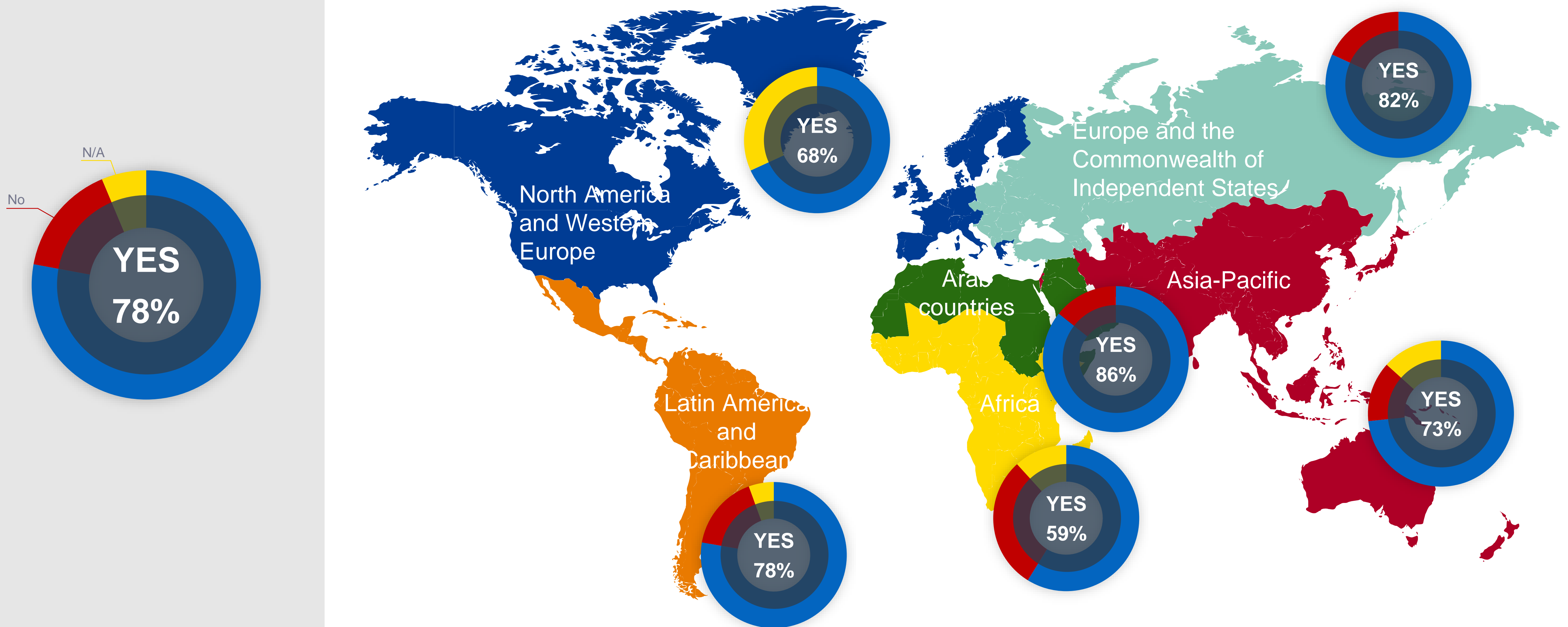
TRADE AND MARKETING

Through which distribution channels do you sell your products?



TRADE AND MARKETING

Do you have a database of your regular customers?

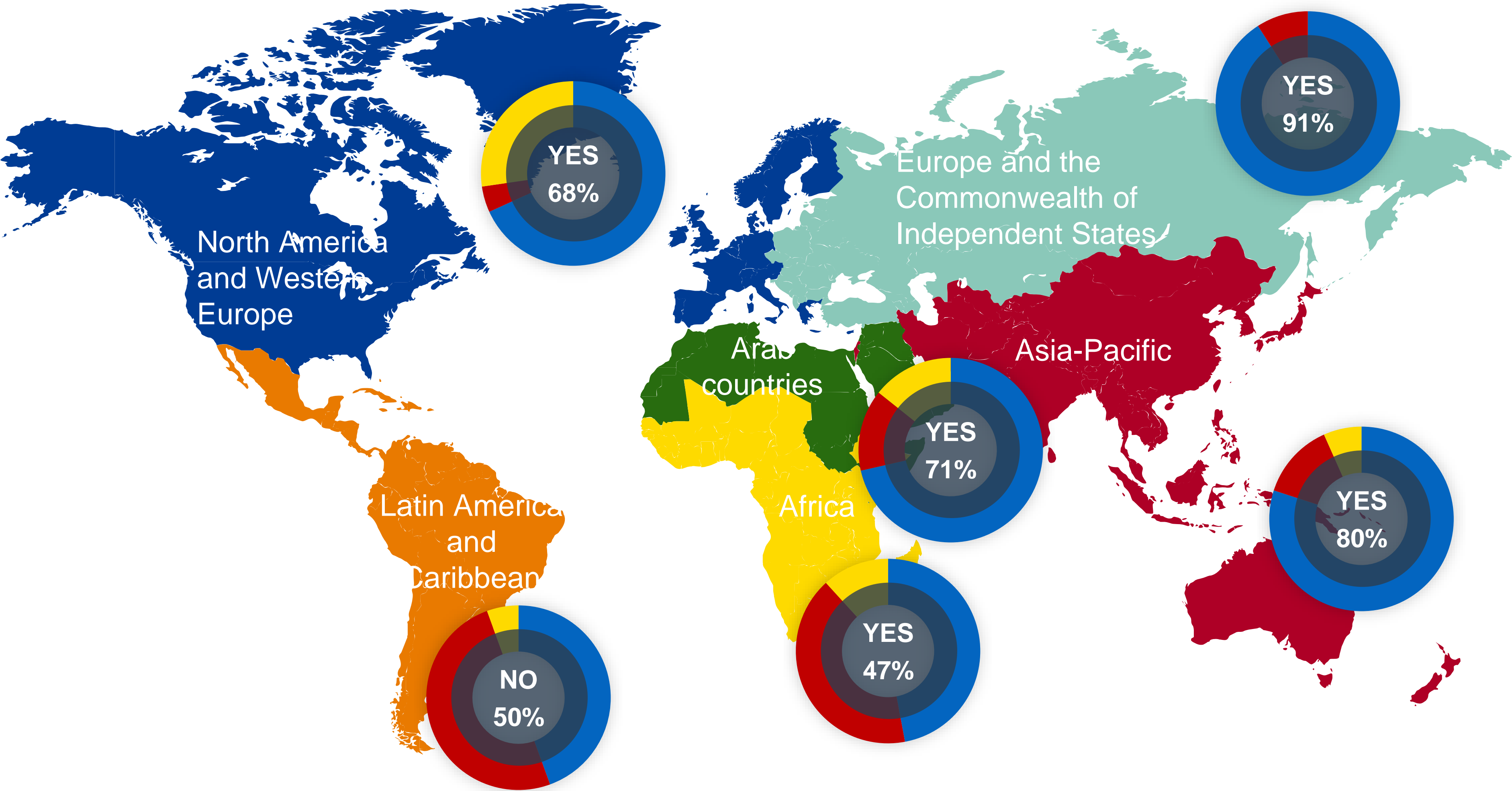
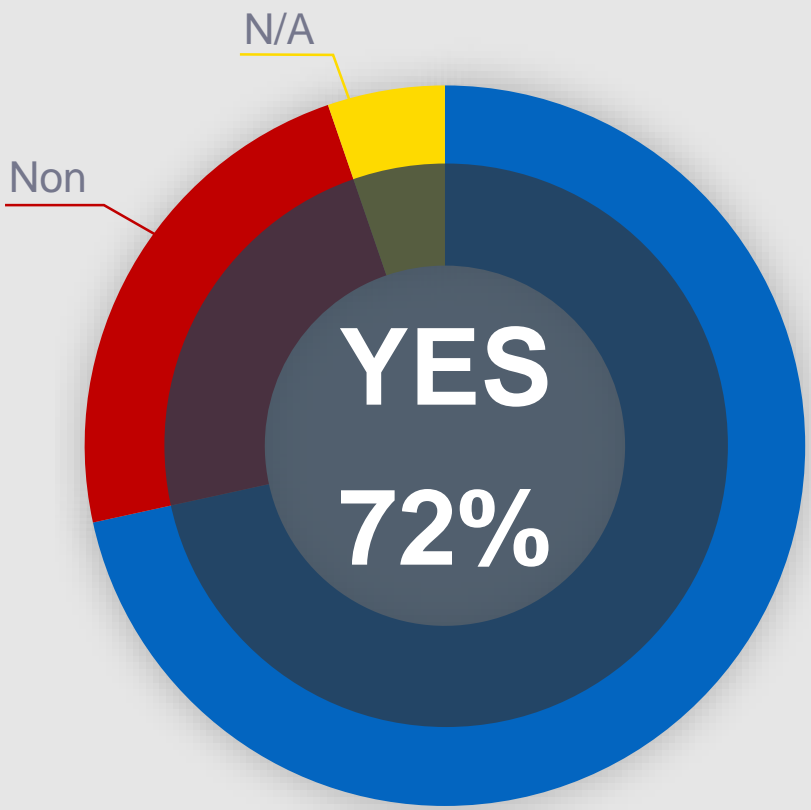


STAMP ISSUE POLICY



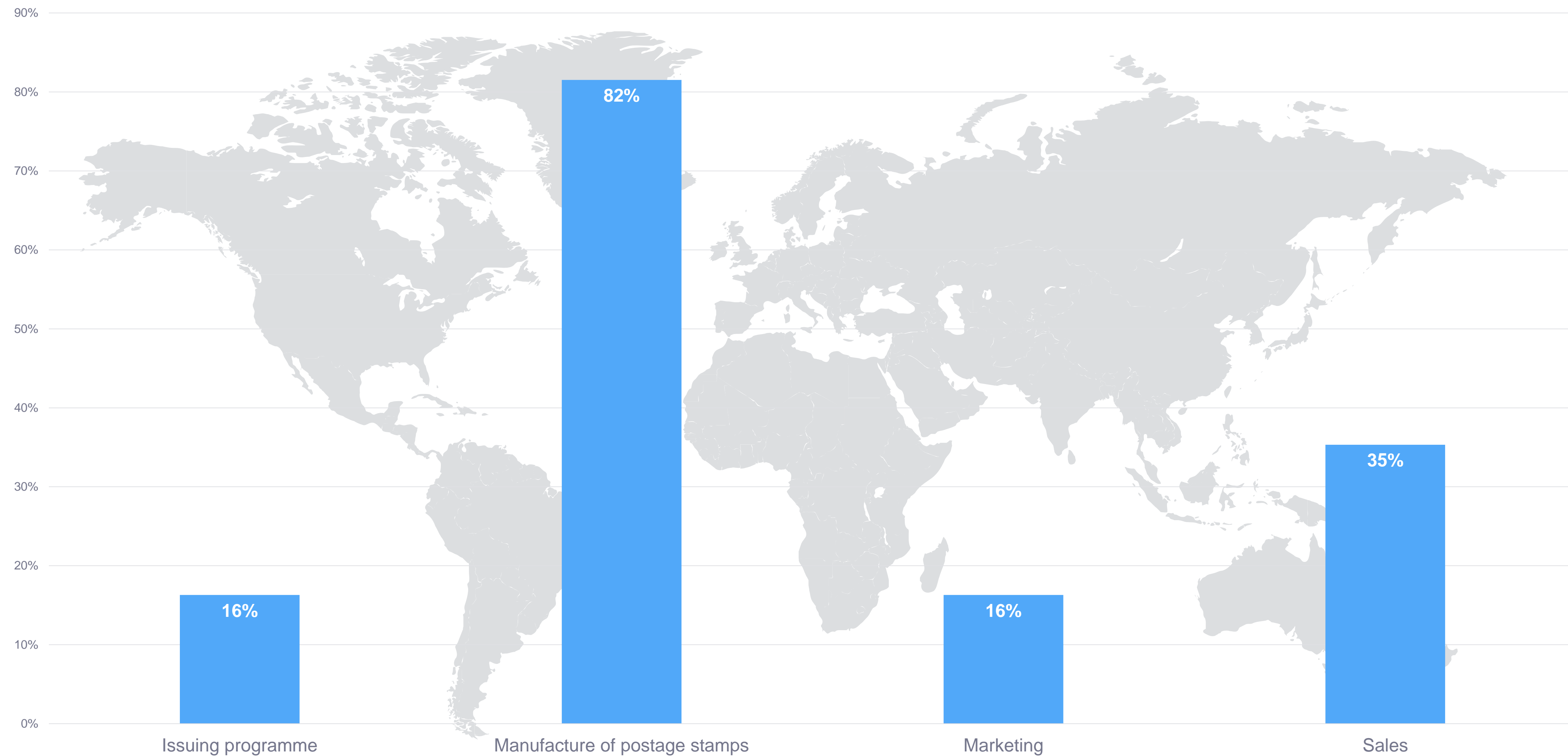
STAMP ISSUE POLICY

Does your organization issue stamps itself?



STAMP ISSUE POLICY

If you work with an agent, which part(s) of your philatelic activities do you subcontract to the agent?

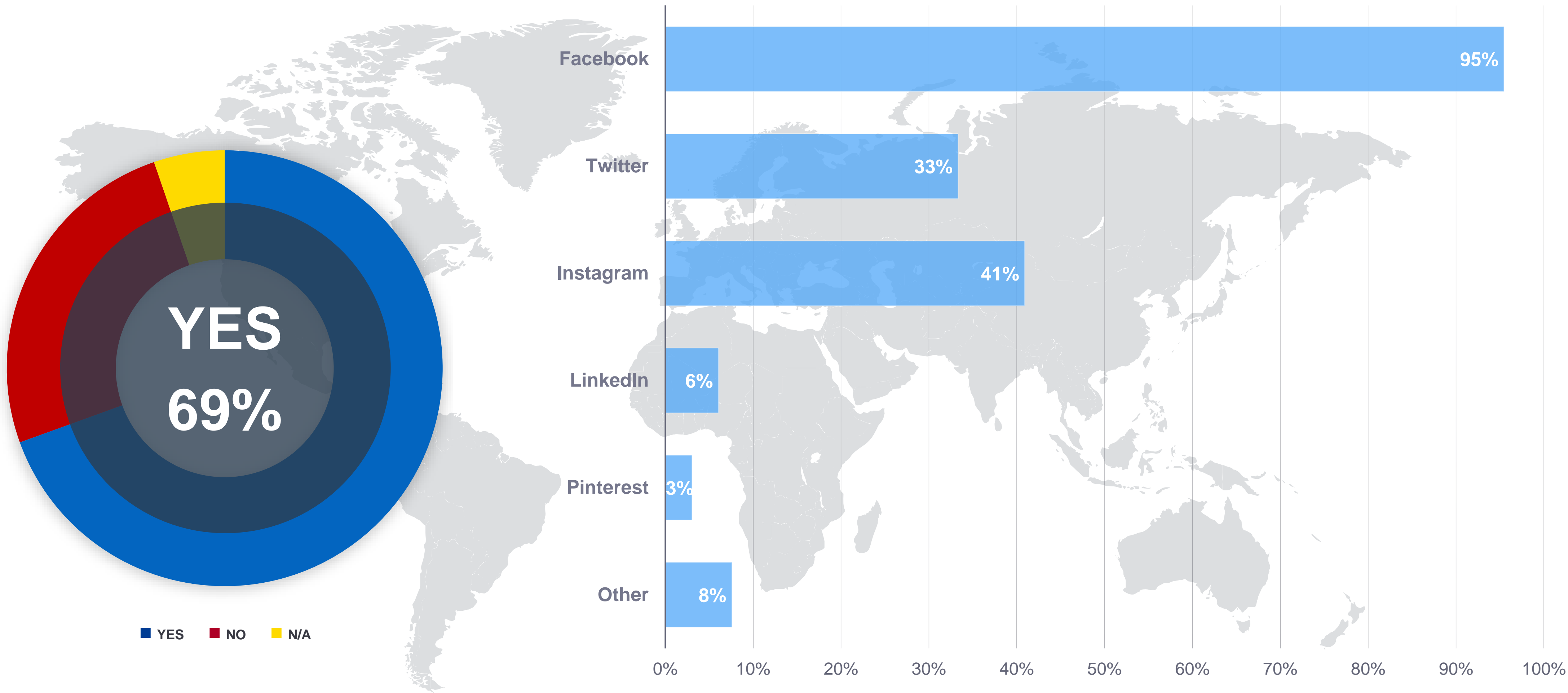


COMMUNICATION AND PUBLICATION



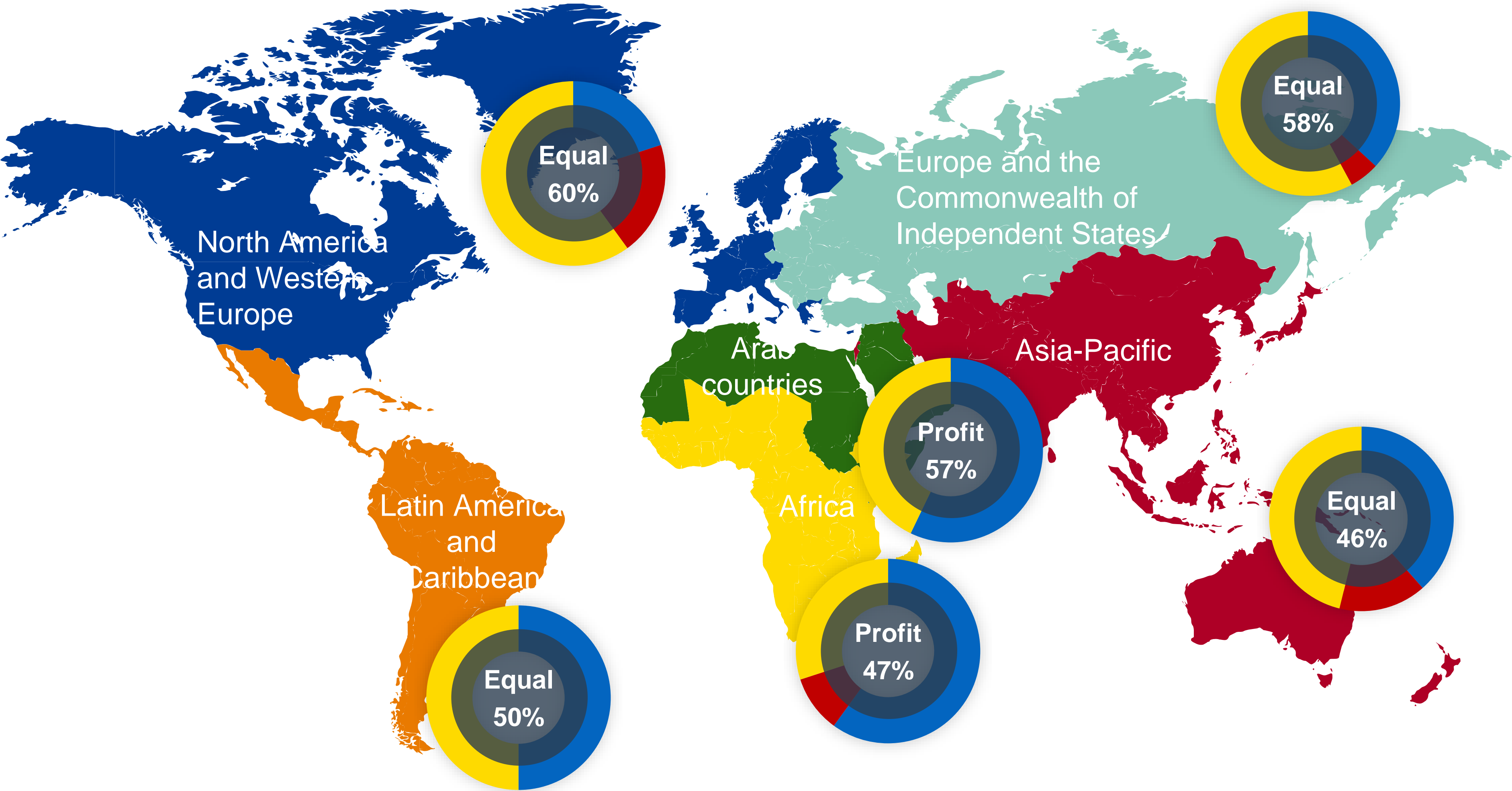
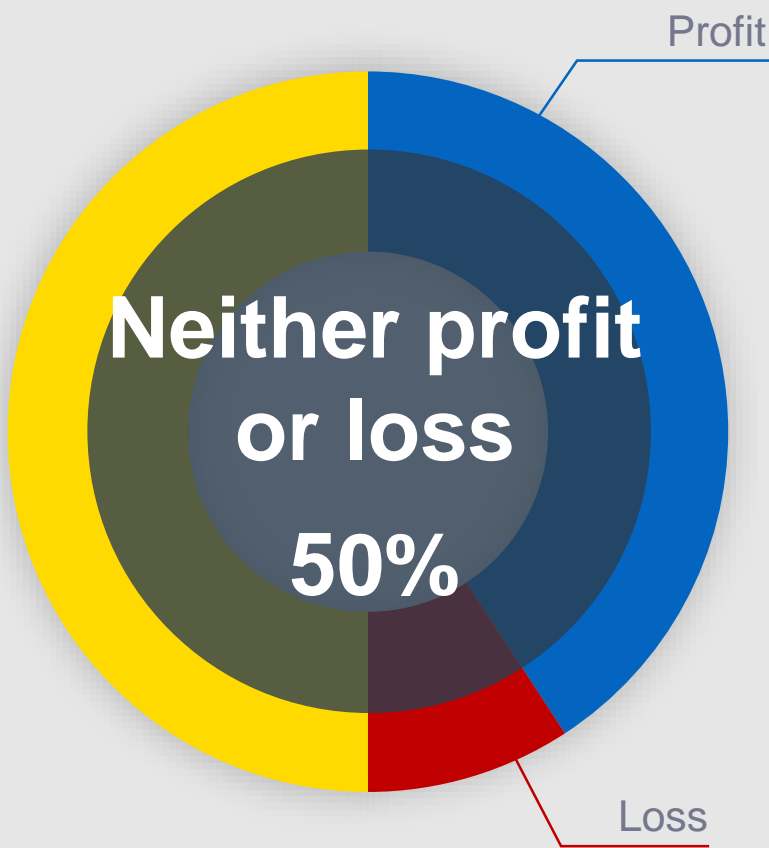
COMMUNICATION AND PUBLICATION

Do you use social networks?



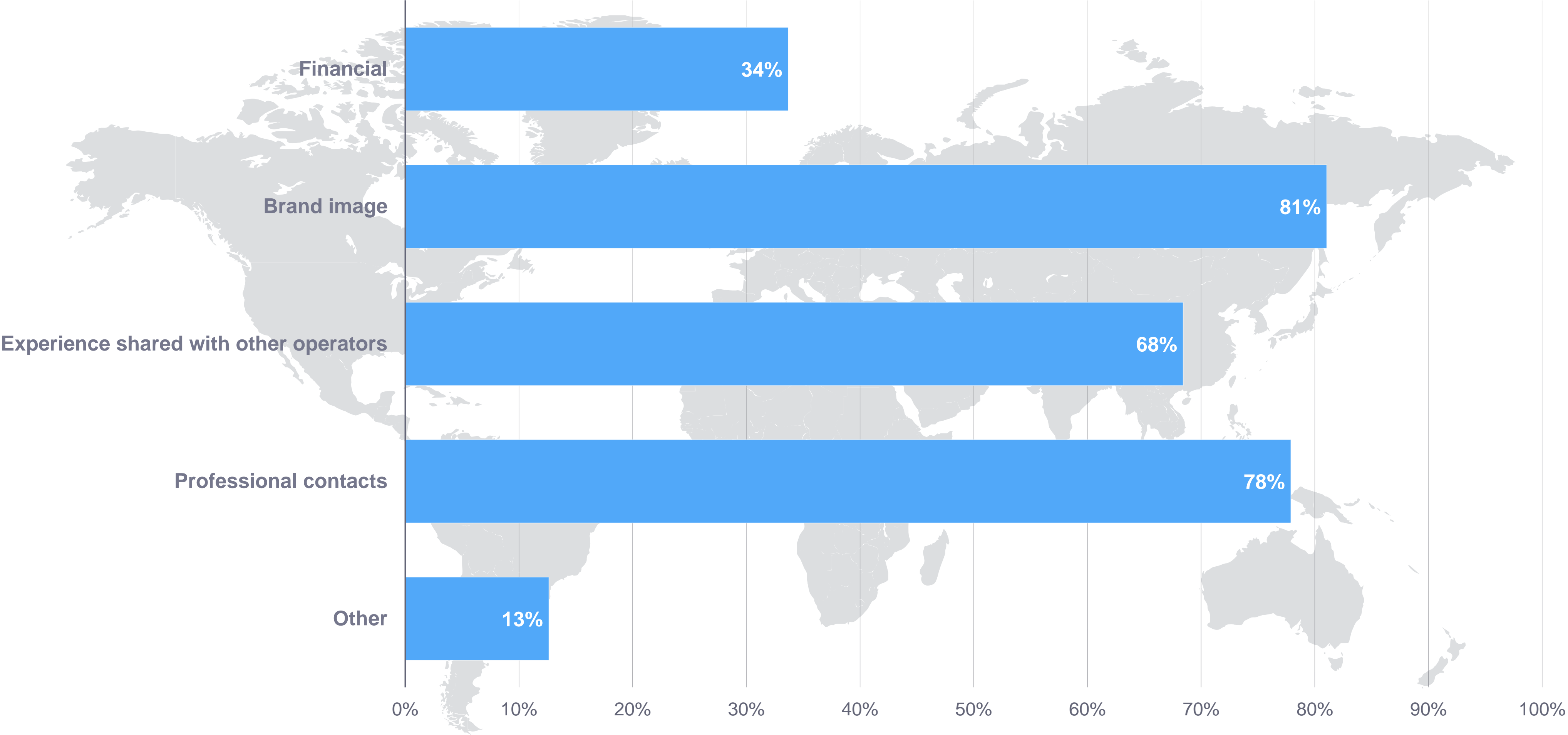
COMMUNICATION AND PUBLICATION

What is the profitability of sales made at national or international philatelic exhibitions?



COMMUNICATION AND PUBLICATION

What are the main benefits of international or national philatelic exhibitions?

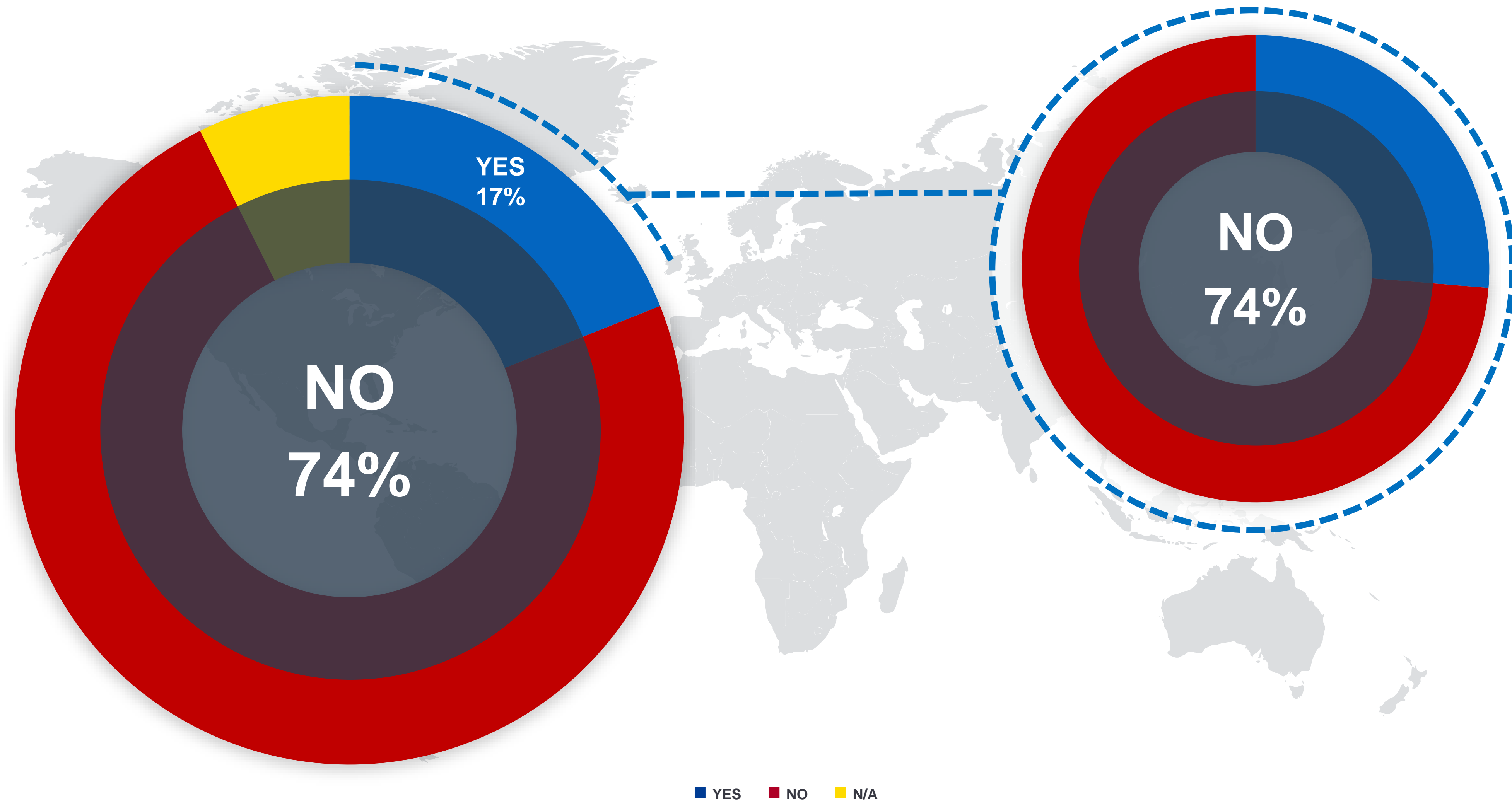


COMBATING ILLEGAL ISSUES



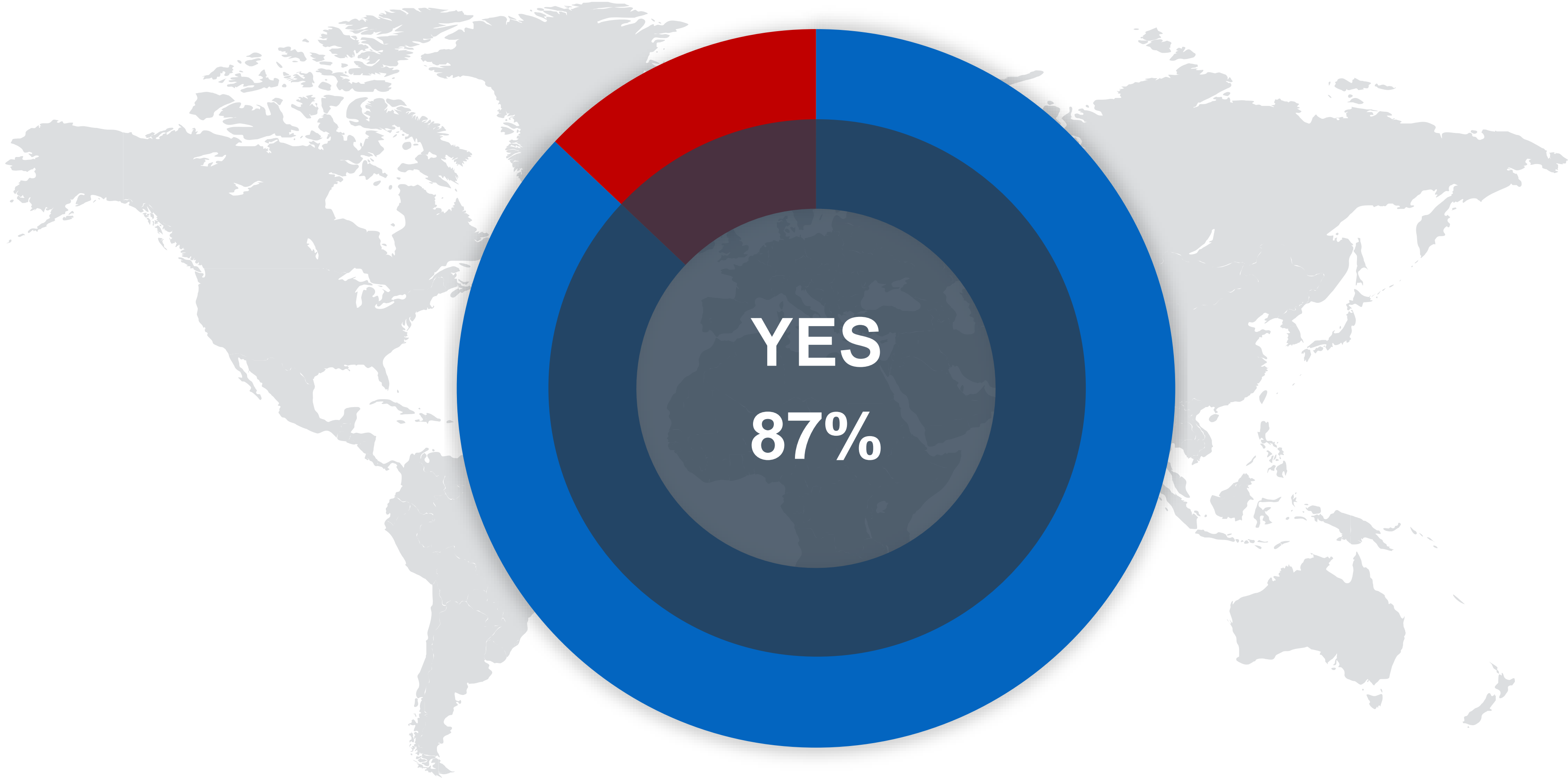
COMBATING ILLEGAL ISSUES

Does your organization face illegal postage stamp issues?



COMBATING ILLEGAL ISSUES

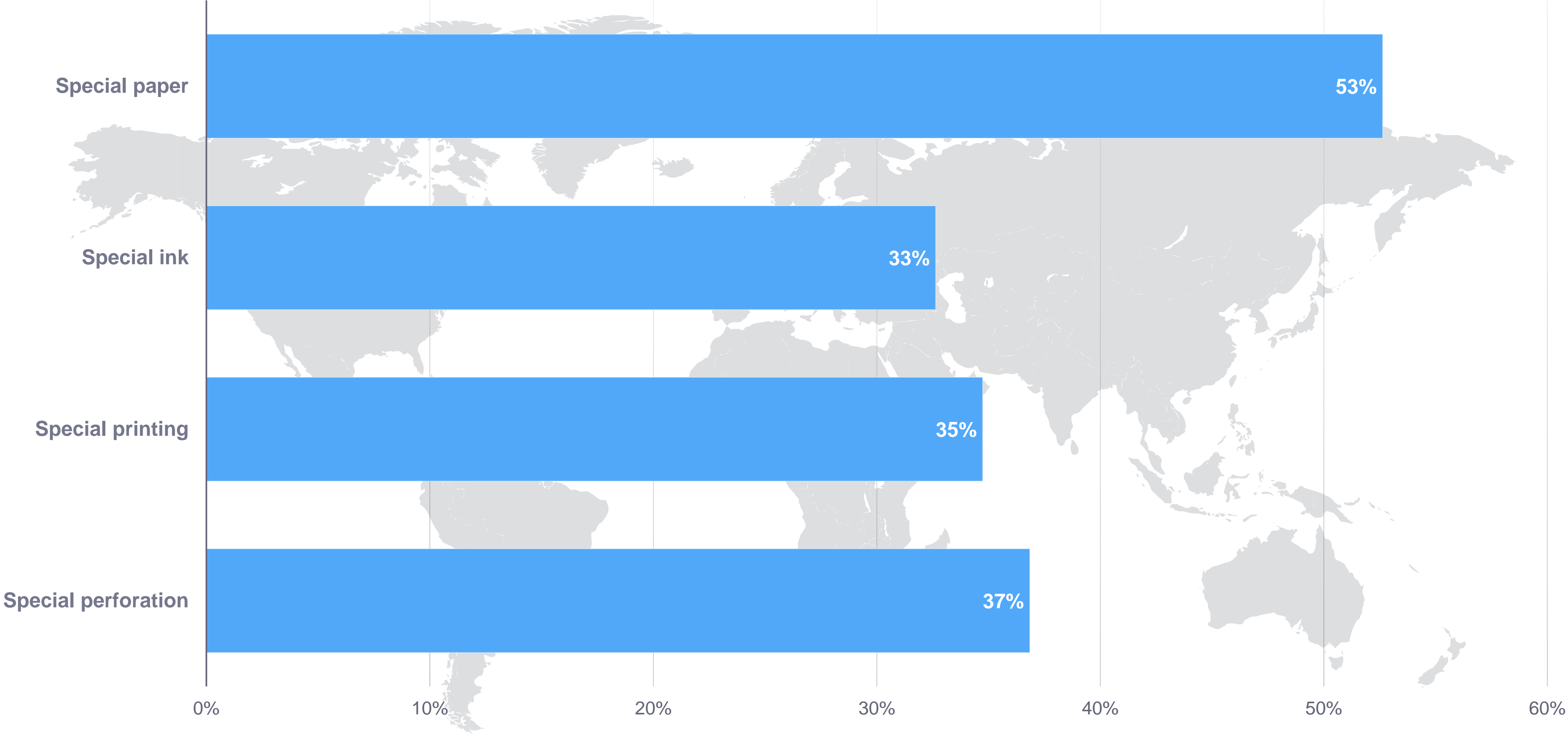
Does your country's legislation allow for legal action in case of forgery of postage stamps?



■ YES ■ NO ■ N/A

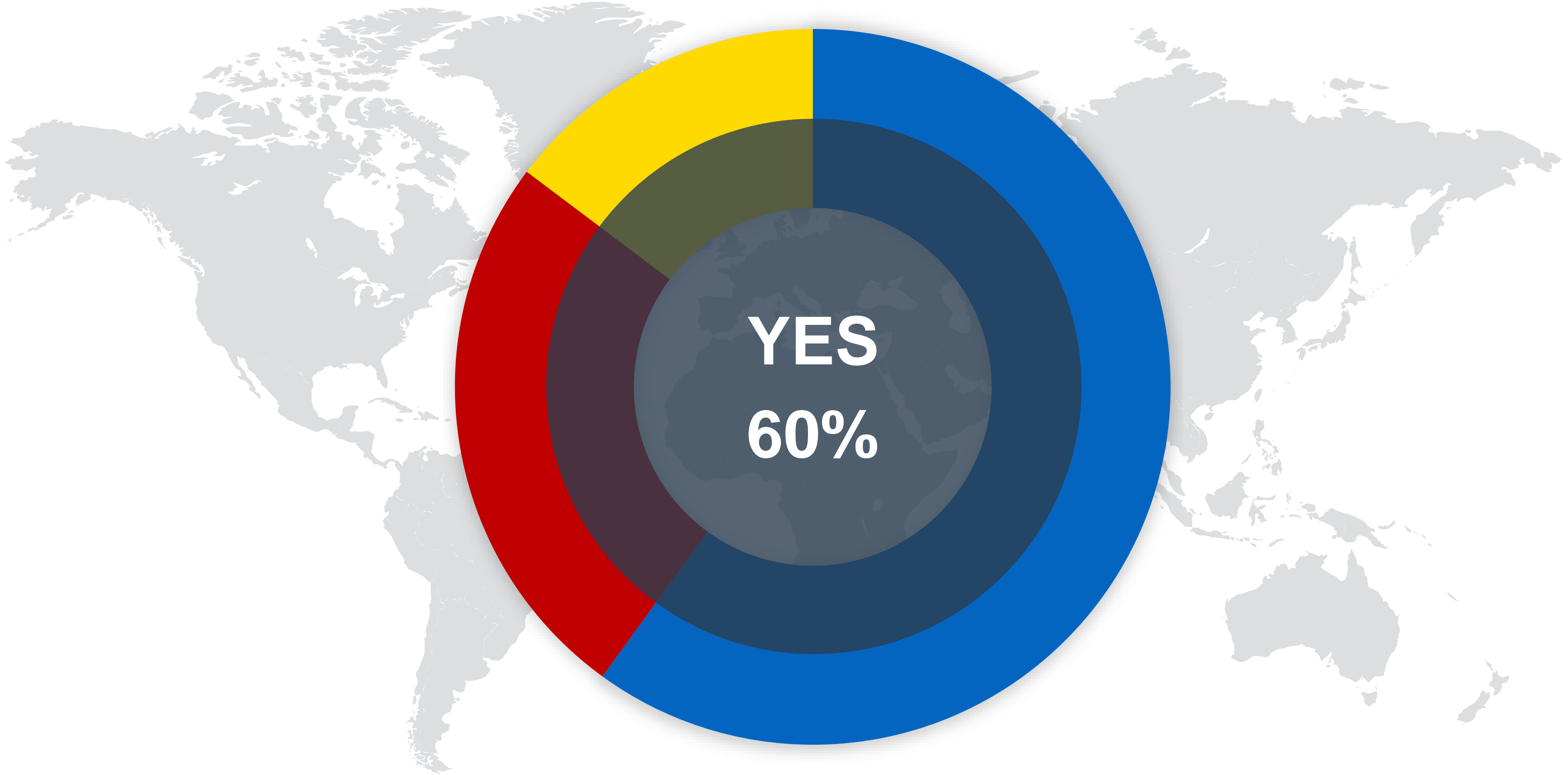
COMBATING ILLEGAL ISSUES

To combat fraud, does your organization use any of the following?



COMBATING ILLEGAL ISSUES

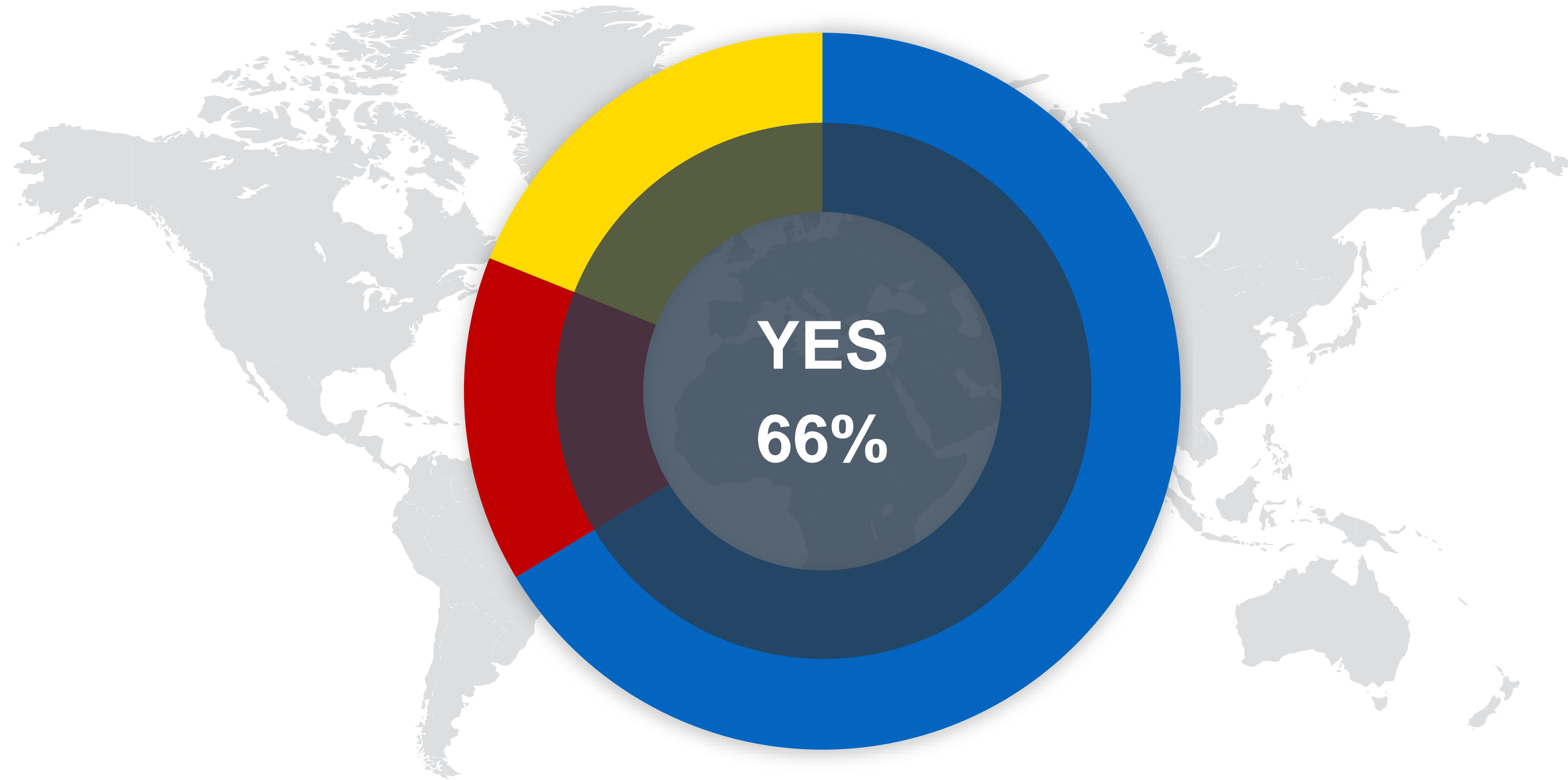
Does your organization work with a printer that guarantees the security of stamps?



■ YES ■ NO ■ N/A

COMBATING ILLEGAL ISSUES

Do you think all these security features are effective in combating fraud?



■ YES ■ NO ■ N/A



THANK YOU!

ANY QUESTIONS?

The full presentation is available by contacting the WADP Secretariat (philately@upu.int)