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.POST seminar

How African Posts use .POST

25 June 2020





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Your facilitators



Mr Ahmed Kada

Vice-Chair of .POST
Group and Director
of International and
Cooperation, Poste
Maroc



Mr Paul Donohoe

Digital Economy
and Trade Programme
Manager, UPU
International Bureau





The webinar is in **FRENCH**– you may also chat in **ENGLISH**

Participant phone lines will be **MUTED** (to reduce noise and interruptions)

Use the “**CHAT**” feature to ask **QUESTIONS** during the presentation

Questions will be answered after the speakers presentations

You will get the **SLIDES** and **RECORDING** by email after the session



1

Principal benefits of .POST for your postal activities

2

Case study on the creation of a virtual philatelic shop in Morocco

3

Case study on the development of a branding strategy and awareness raising in Côte d'Ivoire (Rep.)

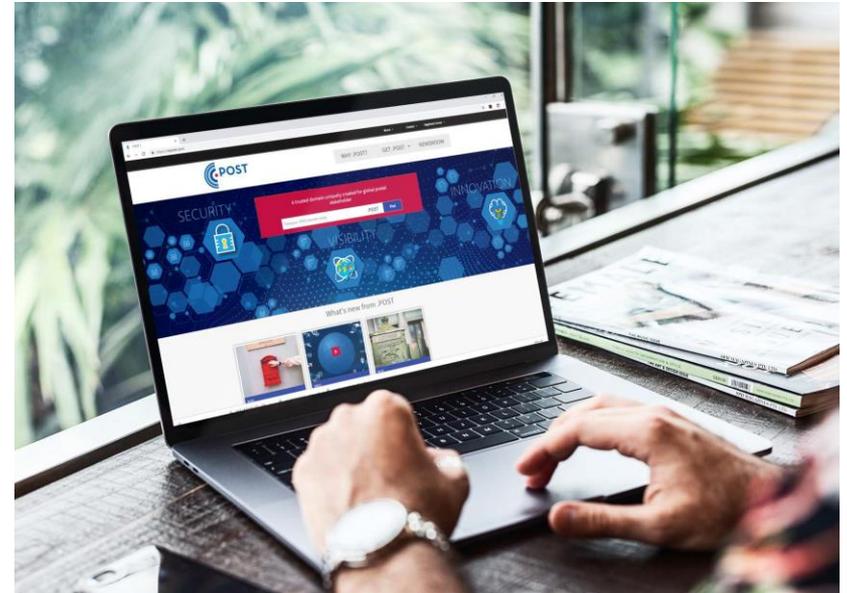




Principal benefits of .POST for your postal activities

- 1 Security and trust
- 2 Visibility and brand image

www.register.post





Security and Trust

The UPU ensures that every **owner of .POST domains is verified and adheres to the rigorous security standards required for all .POST domains.**

.POST is 100% secured by Domain Name System Security Extensions (DNSSEC), and is the most secure sTLD for postal services on the internet.

INNOVATION & GROWTH:

.POST is designed to be a space for INNOVATION where the **global postal stakeholder community** can interconnect their domains and services in a safe and trusted environment, opening up the possibility for digital postal services and business models.



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.POST PROTECTS YOU IN 5 WAYS

- 1) Protection against Denial of Service attacks (DDOS protection)
- 2) Protection against your domain being hijacked and spoofed (DNSSEC)
- 3) Protection against malicious emails from your domains (SPF and DKIM)
- 4) Encryption required for all .POST websites (HTTPS & TLS)
- 5) Verified domain (VERIFIED BY UPU)

Security monitoring of your domain name



Increase visibility with .POST websites and email addresses



Branding and Visibility

Registering your key brands and websites under .POST will give you **VISIBILITY:**

- .POST domains provide **a clear and unmistakable brand** for the global postal stakeholder community as a trusted and reliable source of postal services online.
- A .POST domain raises the profile of your organization, extends it beyond national frontiers, and provides greater opportunities for growth.



Updated RoP and DMP

The updated .POST Rules of Procedure and Domain Management Policy allow members to:

- Use **premium domain names** containing country names and alpha-2 country codes specified in the ISO 3166-1 list
- Use membership fees by DPG full members to **offset** domain name registration fees
- Register domain names that integrate the .POST TLD, where such name replicates in its entirety or to a substantial degree the trademark, trade name or service mark supporting the requested domain name (i.e. "**spanning the dot**")



Advantages of .POST policies

Policy	Benefits
All .POST domains must be signed using DNSSEC technology https://www.ietf.org/rfc/rfc4033.txt	A chain of trust for the TLD and the domain
All .POST domains with MX record should comply with the e-mail policy and use DKIM and SPF records https://tools.ietf.org/html/rfc6376 https://tools.ietf.org/html/rfc5585	Improve the trust on e-mail under .POST

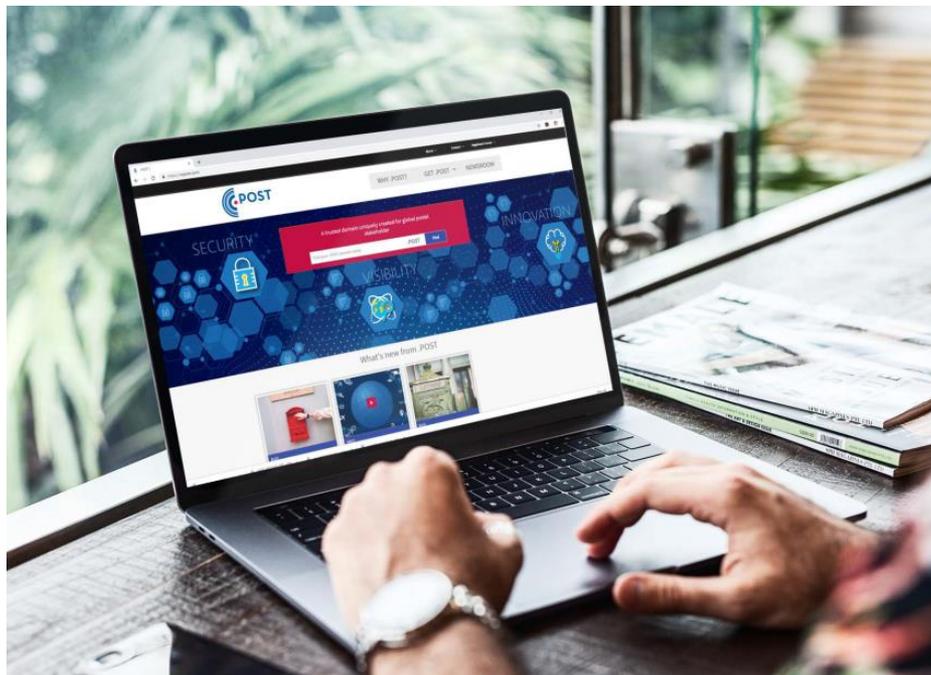


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How to register your .POST domain names



www.register.post
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Register your Domain Name



<https://register.post/>

- 1. Validate your organisation:** apply for your Community ID
<https://register.post/registrant-corner/community-id>
- 2. Request your Domain name:** submit the name request
<https://register.post/get-post>
- 3. Receive approval from the UPU** after compliance validation and public comment period.



Annual Fees (CHF)

Type	Full member (all prices in CHF)
DPG membership fee	Lvl 1-5: 5,000 - 100,000 Lvl L (LDCs): 2,500
Standard name	100 (offset against DPG membership fee)
ISO country code/name	2,500 (offset against DPG membership fee)
Security Monitoring	0 (Included in DPG fee)

DPG membership fee offset principle:

DPG Full Members can register a combination of premium and standard names up to the value of their membership fee.

e.g. DPG Level 2 = 1 premium country name and up to 75 standard names OR 2 premium country names + 50 standard names.



What can you register ?

Company and trading names

Eg. correos.post, liban.post, saudi.post, southafricapostoffice.post, postnl.post

Products names

Eg. myparcel.post, stamps.uy.post, stamps.tz.post, zimpostmall.post



nd territory names

eg. 中国.post, cn.post, Lebanon.post, lb.post, Mauritania.post, mr.post, argentina.post, ar.post,



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www.register.post



Case study on the creation of a virtual philatelic shop in Morocco

Presented by



Ms Nacira Dahim
Head of International Relations and Protocol
Poste Maroc



Africa Philately Shop: www.africaphilatelyshop.post

25 June 2020



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AGENDA

01

Context

02

Africa Philately Shop under the .POST domain

03

Africa Philately Shop: activity review

1. CONTEXT

- “South–South cooperation for Africa” initiative from the CEO Forum;
- Official launch of Africa Philately Shop on the sidelines of the 26th UPU Congress in Istanbul in October 2016;
- Commemoration of the launch with the collective issue of an “Africa Philately Shop” postage stamp during the official inauguration of the Africa Philately Portal.
 - **Countries that contributed to the launch issue:** Burkina Faso, Mauritania, Morocco and Senegal.
- Current members of the philately shop:
 - 14 countries already have products available on the Africa Philately Shop: Benin, Burkina Faso, Burundi, Central African Rep., Congo (Rep.), Côte d’Ivoire (Rep.), Guinea, Mali, Mauritania, Morocco, Niger, Nigeria, Senegal and Togo.
 - Six countries in the process of joining: Cameroon, Dem. Rep. of the Congo, Egypt, State of Libya and Tunisia

2. AFRICA PHILATELY SHOP UNDER THE .POST DOMAIN

Goal of the Africa Philately Shop:



http://www.africaphilatelyshop.post/webapp/wcs/stores/servlet/Category3_12501_14901_29151_-2_Y_detailed_0

AFRICA PHILATELY SHOP

Connexion Français Anglais

PANIER : 0 ARTICLE(S) SOUS-TOTAL : 0,00 MAD

ACCUEIL | QUI SOMMES-NOUS? | PROMOTIONS | TOP CATÉGORIES | MEILLEURES VENTES | CONTACT

CATÉGORIE

BURKINA FASO

BURUNDI

R. CENTRAFRIQUE

Rép. du CONGO

COTE D'IVOIRE

GUINÉE COTE D'IVOIRE

MALI

NIGER

MAROC

MAURITANIE

SENEGAL

TOGO

COTE D'IVOIRE

Timbres

Affichage des produits 1 - 12 sur 51 < 1 - 5 >

	Religions et croyances (Islam) 35e anniversaire de l'établissement des relations diplomatiques sino-ivoiriennes - Mosquée de Kong Architecture (Classique)	8,00 MAD	Ajouter au panier
	35e anniversaire de l'établissement des relations diplomatiques sino-ivoiriennes - Cité Interdite	9,00 MAD	Ajouter au panier
	Energie (Hydraulique) 35e anniversaire de l'établissement des relations diplomatiques sino-ivoiriennes - Barrage de Soubré	12,00 MAD	Ajouter au panier

RECHERCHE

Rechercher

toutes les catégories

lancer la recherche

COMPARATEUR

Faites glisser des produits ici pour les comparer

Effacer Comparer

SUIVI DE LA COMMANDE

2. AFRICA PHILATELY SHOP UNDER THE .POST DOMAIN

Benefits of using the African Philately Shop under the .post domain:

Brand:

Using the .POST brand strengthens the www.africanphilatelyshop.ma.post platform's image among philatelists.

Technical feasibility:

Africa Philately Shop is a sales platform for African philatelic items. The . POST domain provides a transaction space with the right technical specifications for these critical items.

Secure space:

The . POST domain can guarantee secure transactions for both the designated operator and online shoppers.

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Case study on the development of a branding strategy and awareness raising in Côte d'Ivoire (Rep.)

Presented by



Mr Ghislain Lagarde
Manager, Digital Post Business Unit
La Poste de Côte d'Ivoire

CASE STUDY: LA POSTE DE COTE D'IVOIRE



LA POSTE

Ensemble, construisons la confiance

Why did we register a .POST domain name?

La Poste de Côte d'Ivoire registered a .POST domain name to enable any person connecting to its platforms to see that they are dealing with a postal administration, increasing their confidence in the transactions they carry out there.



LA POSTE

Ensemble, construisons la confiance

Benefits of a .POST domain name

- Branding benefits

With a .POST domain, La Poste de Côte d'Ivoire shows that it belongs to a group. This strengthens our brand image among partners and customers.

- Security benefits

We believe that .POST contributes to the security of our platforms because, being managed directly by the UPU, it is inviolable.

- Commercial benefits

.POST enables us to show our partners and customers that we are linked to the principal body (the UPU).



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Your views are important to us!

The DPG secretariat will send you a link to an evaluation questionnaire to gather your views on today's seminar

Please give us your comments so that we can improve future events

<https://fr.surveymonkey.com/r/2NVMCLF?lang=en>



Register your domain now

**Submit your request on <https://apply.info.post>
3 easy steps and you are done**

Registration process overview

Registering your .POST domains is a 3-step process:

- 1. Application:** apply for your Community ID at <https://apply.info.post>
- 2. Authentication:** verification process and issuing of your Community ID
- 3. Registration:** register your domain name providing all the requested information

The registration procedure sheet is available for you in french. You will get it after the webinar .

.POST team will remain available at any time to assist you on the submission of your request .



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