



communications
& digital technologies

Department:
Communications & Digital Technologies
REPUBLIC OF SOUTH AFRICA



International Philately Exhibition by the Federation International de Philatelie (FIP)

8 -12 NOVEMBER 2022

Cape Town International Convention Centre



BACKGROUND

- In October 2019, the Ministry of Communications and Digital Technologies received correspondence from the Federation International de Philatelie regarding South African Government to consider hosting the Philatelic Exhibition in March 2019.
- This was in line with the granted decision by the International Stamps Exhibition during the 75th FIP Congress held on 2 December 2018 in Bangkok, Thailand for South Africa through Department to co-host this event.
- Due to COVID-19 pandemic and lockdowns that global countries were facing, South Africa had to postponed the event to 8-12 November 2022 and venue still be Cape Town ICC
- The Federation International de Philatelie and South Africa Federation International Philatelic Organisation proposed SA through Department and South African Post Office to co-host this event in working together with FIP International and Nationally for this event.
- The FIP exhibitions its an annually event hosted in different countries to showcase stamps that have been collected across the world depicting some of the critical historic, cultural and development of countries.



BACKGROUND



- The theme for the Cape Town 2021 exhibition is “Road to Democracy” where stamps collectors will showcase some of the stamps that have been collected depicting historic moments, individuals, and events that played key roles in the road leading to democratic South Africa.
- It should be noted that the Former Deputy President Kgalema Motlanthe (South Africa) and his Foundation have accepted to be the Chief Patron of the International Philatelic exhibition to be held in Cape Town in 2022.
- The Department as mandated; was to consult with key international multilateral organisation on postal matters i.e. PAPU and UPU to consider to form part of this event.
- Consultation was followed on high level with SG of PAPU and DG of UPU for involvement to this event.
- Consideration was agreed of hosting an African Philatelic workshop on the 9th November 2022, led by PAPU and UPU.
- During the UPU Session 1 in April 2022, it was agreed by DG of UPU and SG of UPU to form part with South African Government to host this event and programme to be developed.

Implementation Plan for Africa Philatelic Workshop

Purpose

- South African Government through Department, Pan African Postal Union, Universal Postal have To develop, manage, and promote ICT policies and strategies at International level through public ICT diplomacy; and promote the efficiency and international competitiveness of the South African ICT industry to increase partnerships and investments.

Functions

- Build strategic relationships with other administrations and international organisations
- Effectively develop, manage & promote ICT policies and strategies in multilateral forums & programmes.
- Pursue, manage, & implement strategic ICT bilateral programmes to increase partnerships & investments, to promote ICT policies & strategies, as well as improve SA's global ranking
- Organise and promote initiatives to attract investment and develop partnerships
- Provide strategic ICT advisory on Future technologies & programmes (emerging international electronic communications developments, trends and best-practice) to support the South Africa's digital economy
- Participate in relevant international & regional fora, negotiations, conferences & meetings and influence/ contribute to international governance, policies, programmes & standards in favour of the development agenda & National interest.
- Influence regional, continental and Global Postal Policies, Strategies Standards and Programmes.
- Facilitate training programmes, and host visits from overseas representatives and delegations as well as international meetings and events
- Facilitate industry and community stakeholder input into formulating South Africa's positions on relevant issues of international significance
- Strategies for gaining support on International proposals and contribution documents, on policy, regulatory and technical issues to ITU, UPU, AU, SADC, BRICS, etc



Stamps are high profile



Pres
Mandela's
90th birthday,
2008

AFRICA:

Africa is a massive and diverse continent and it should be a melting pot of ideas

There is room for unity, collaboration and mutual support in:

Promoting philately and stamps

Stamp product development

Sharing costs

Sharing data bases

Perhaps there is a need for the formulation of a common vision for Philately in Africa

Vision

To be a leader in philatelic product design, production, sales and innovation.

How can this be changed to reflect a common vision for the promotion of Philately in Africa?

Stamp production

- To design and produce stamps for the country for operational use
- To design and produce stamps for the stamp collecting market
- To design and produce stamps that have a universal appeal
- To produce stamps as part of the country's heritage and financial framework

- To enhance and promote the image of the country through stamps
- To produce stamps that reflect the people, culture, history, geography, landscape, fauna and flora
- To produce stamps that highlight the country's economic, technological and social achievements
- To showcase the country's role and achievements on the international arena

The Purpose of Philatelic Services

- To promote the educational value of stamps
- To stimulate investment in stamps
- To enable the safekeeping of stamps
- To sell stamps and be profitable

- **Philatelic Foundation of South Africa**
SAPO
- **Philatelic Federation of South Africa**
SAPO – Member of Management Committee
- **South African Philatelic Dealers Association**
SAPO – Member
- **Unaffiliated clubs**
- **SAPO clients**
- **Mailing houses**

Internal forces:

- Limited income from Philatelic Bureaus – expectations of high costs
- Lack of prioritisation of Philately
- Politicisation of stamps
- Irrelevance of stamp themes

External forces:

- E-mails – low visibility of stamps, low stamp sales
- Social Media
- Low reliance on the postal service
- Loaded school curriculum

- Stamps have reached the sink or swim stage in the world
- Whilst we were still learning about stamps, the train was already leaving the platform
- Should we fold arms and decry the advent of technology?
- We have to embrace it.

Tool used

Online questionnaires

Questionnaire via our digital magazine

Questionnaire via our postcards at branches

Utilising exhibitions to gauge interest, e.g. for a digital stamp issue

Placing advertisements in magazines and newspapers

The following sectors are our target markets:

Main

- **Serious traditional stamp collecting segment** – they are the reason for our existence
- **Souvenir segment** – tourists and conference and trade delegates
- **Academics** – increasing the educational and artistic awareness of stamps
- **Foreign markets** – the total worldwide philatelic market is estimated at about US\$10 billion
- **Youth and Novice segment** – they are the future – also education
- **Thematic (occasional) segment** – stamps can add a unique value to their interests

The following sectors should be our target markets:

additional

- **Grannies segment** – “when last did you feel that warm, fuzzy feeling from receiving an e-mail?”
- **Corporate market** – using stamps for (direct) marketing
- **Government** – stamps can be used to promote many of the assets of a country such as tourism
- **Entertainment** - games industry
- **Designers** – material, décor, etc.

Digital marketing – reach large groups of new clients

- **Reduced cost:** The business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as television, radio, newspapers and magazines.
- **Simple to measure:** Unlike traditional methods one can see in real time what is, or is not, working for the business online and adapt very quickly to improve results.
- **Far greater exposure:** the business can be seen anywhere in the world from one marketing campaign, the cost to do this using traditional methods would be considerable.

Marketing of stamps and promoting Philately

External

SAPO website
Link to PFSA website
SAPO Facebook
Emailer
Posters
Catalogue
Setempe
What's News
Media releases
Exhibitions, shows,
Stamp launches, etc.

Internal

Touching Base
Intranet



Design Indaba 2013

Promote stamps and stamp collecting through:

- Close relations with local stamp clubs
- Identifying business opportunities
- Exhibitions at branch offices
- Working closely with Branch Managers to promote stamps – also training
- Stands/exhibitions at philatelic, educational, hobby, art, tourism, launches etc.

Universities and Colleges

- **Running design competitions in general student population - Onderstepoort**
- **Running design competitions for students at art faculties**
- **Promoting the inclusion of stamps in the university curriculum**

Museum and Heritage Centre

- **The museum is affiliated to the Tshwane Tourism Board – advantageous**
- **School visits to the museum**

Why is a Mobile App better than browsing the Mobile Web? It's much faster.

Apps are popular with business owners and their customers. With today's market going mobile, Apps help you keep pace

It takes a second to launch a Mobile App. It can take up to several minutes for a Mobile Web site to load in an area with bad reception.

Personalised stamps

A personalised stamp is a postage stamp where a picture or photograph can be added to the stamp by a member of the public through the Post Office website. These stamps are ideal for birthdays, weddings, etc. Countries that provide a similar service include Australia, Canada, France, Germany, the Netherlands, the UK, the USA and Namibia.



Basic valid stamp. Empty stamps will not be sold.



The basic stamp printed with the personal images sent via the website by clients. This is what clients will receive from Philatelic Services after ordering and payment through the website.

Corporate stamps

Corporate stamps are custom-produced for the business sector, and is printed in larger quantities, i.e. 15 000 sheets or more. Businesses are able to use these stamps in brand-building and on their corporate mail.

Examples from the past:



Innovative stamp design



World Post Day – Post delivered by hand



Questions?