

# PAN AFRICAN POSTAL UNION



**ACTION GROUP ON PROMOTION OF PHILATELY IN  
AFRICA (AGPPA)**

## **1. OPENING OF THE AGPPA COMMITTEE MEETING**

### **2.0 PARTICIPATION**

**2.1 PRESENT:** Burundi, Egypt, Gabon, Gambia, Madagascar, Mozambique, Nigeria

**2.2 ABSENT:** Botswana, Comoros, Liberia, South Africa, Tunisia

**2.3 OBSERVERS:** Angola, Burkina Faso, Cameroon, Congo DRC, Ethiopia, Guinea, Niger, Uganda.

List of participants attached as **Annex1**

### **3.0 BUREAU**

Chairman – Uganda

1st Rapporteur - Burundi

2<sup>nd</sup> Rapporteur - Egypt

### **4.0 AGENDA**

1. Opening remarks by the Chairman
2. Installation of the Bureau
3. Adoption of the Draft Agenda and work programme  
**Doc No. 01/AGPPA/ETHIOPIA/2011**
4. Review of the report of the meeting held in Livingstone, Zambia on 10-12 January 2011 and matters arising  
**Doc No.02/AGPPA/ETHIOPIA/2011**
5. Status report on implementation of the previous AGPPA Committee recommendations by PAPU Secretariat  
**Doc No. 03/AGPPA/ETHIOPIA/2011**  
Reports by member countries
6. Members' position on Egypt's proposal on the establishment of a regional philatelic museum
7. Best practices in development of philately
  - Presentation by Ethiopia
8. A global view on best practices in development of philately  
**Doc No. 04/AGGPA/ETHIOPIA/2011**
9. Any Other Business
10. Recommendations to the Council  
Copy Attached as **Annex 2**

### **5.0 OPENING REMARKS**

Uganda volunteered to Chair the meeting as the Chairman, Tunisia, was absent and the Vice Chairman, Nigeria was engaged in another meeting.

The Chairman welcomed all the participants and wished them successful deliberations.

## **6.0 ADOPTION OF AGENDA**

The agenda was adopted following proposal from Madagascar and secondment by Nigeria

## **7.0 MATTERS ARISING FROM THE MEETING OF THE PREVIOUS MEETING (LIVINGSTONE, ZAMBIA)**

The PAPU General Secretariat presented highlights of the deliberations of the previous AGPPA meeting whose recommendations focused on the following:

### **7.1 Highlights of recommendations from previous meetings**

- 1 Egypt's proposal on the establishment of a regional stamp museum and the committee's instructions to the General Secretariat to seek clarification from Egypt regarding the costs involved
- 2 Phila-Africa Stamp Exhibition to be held in Nigeria in 2011
- 3 Development of a philately template to help members of the committee and member countries in general to better understand the management of philately as a business and a hobby
- 4 The need for increased publicity for philately
- 5 Creation of sub-regional and regional philately action groups and associations
- 6 Circulation of the committee's terms of reference and code of conduct to member countries before the next meeting

## **8.0 Attendance**

Members expressed concern on low attendance despite the fact that some of them were represented in other committees, and urged the Secretariat to sensitize them to improve their attendance.

## **9.0 STATUS OF IMPLEMENTATION OF THE PREVIOUS AGPPA COMMITTEE RECOMMENDATIONS (DOC. No. 3/AGPPA/ETHIOPIA/2011)**

The General Secretariat reported as follows:

### **9.1 Remittance of 30% of PAPU 30<sup>th</sup> anniversary stamp sales proceeds to PAPU General Secretariat.**

- 1 Egypt produced a special stamp on Africa's Nobel Prize winners in honour of the anniversary and she was not expected to make any remittances as the issue was not for sale
- 2 Uganda reported that it was in the process of finalizing the sales and remittance
- 3 Nigeria and Ethiopia presented a similar position.
- 4 All the other countries were not represented

### **9.2 Zimbabwe PAPU anniversary stamp**

Zimbabwe produced its stamp in February/March 2011 and the General Secretariat will contact them for materials for publicity in the next issue of

PAPU magazine. They will also be expected to give their position on the 30% remittance.

**9.3 Members to provide information to PAPU for updating list of addresses**

- The Secretariat reported low response from members (about 25% of total membership) following a circular sent to them in October 2010 and a reminder in December 2010.

**9.4 Re-circulation of administrative and technical committees terms of reference and code of conduct**

The General Secretariat reported that this was done through a circular and PAPU website, in addition to the previous Administrative Council report (Cairo)

**9.5 Production of philatelic pull-out in the PAPU magazine**

This was done and circulated to members together with the latest issue of PAPU magazine

**9.6 Creation of sub-regional and continental groups for promotion and development of philately**

The Secretariat reported that sensitization of members was going on at the sub-regional level to ensure that the adoption of this during their ICT meetings

**9.7 Creating of the Pan African Philatelic Federation**

The Secretariat was in consultation with the UPU, WADP and other stakeholders for modalities. A report will be presented during the Nigeria workshop

**9.8 Clarification by Egypt on the establishment of a regional African philatelic museum**

Egypt received communication from PAPU Secretariat and they have prepared a response. A decision on way forward will be made after discussions

**9.9 Use of ICTs in product development**

This was an on-going activity, particularly at major PAPU ICT meetings and annual activities

**9.10 Development of personalized stamps**

Members expressed support for this initiative by some countries including South Africa, Namibia, and Tunisia and encouraged the others to follow suit.

**9.11 Consistency in attending AGPPA meetings**

The Secretariat reported that a circular was sent to member countries which were expected to give feedback. It was proposed that PAPU Secretariat should write to Ministers responsible for posts, if need be.

The committee noted the progress.

**10.0 ESTABLISHMENT OF A REGIONAL STAMP MUSEUM (BRIEF BY**

## **PAPU)**

**10.1** PAPU Secretariat gave the background of Egypt's proposal which was discussed in Kampala (2009), Yaounde (2010) and Livingstone (2011).

Egypt was expected to make a presentation to clarify certain issues including the cost of the project and proposed modalities of obtaining philatelic materials from member countries.

**10.2** Egypt made a presentation in this regard, saying that it will offer sufficient place within its museum in its headquarters in the Smart Village, Cairo. Egypt will cover the entire costs of furnishing and managing the entire project, at no cost to member countries in order to enrich the philatelic culture in Africa. However, member countries will be expected to contribute their philatelic materials to the museum through PAPU Secretariat in order to give the museum an African touch.

Members congratulated and commended Egypt for the initiative and underscored its importance in development of philately on the continent and expression of Africa's rich cultural diversity.

Member countries are free to establish similar projects in their countries as well as at the sub-regional level.

## **11.0 BEST PRACTICES IN DEVELOPMENT OF PHILATELY**

### **11.1 Presentation by Ethiopia**

Ethiopia made a presentation in power point and video show, highlighting the development of philately spanning hundreds of years. The highlights of the presentation are as follows:

- 5 The range of philatelic products
- 6 Stamp design and strategy
- 7 Marketing and sales strategy
- 8 Careful selection of printers who must be registered with UPU
- 9 Use of the World Numbering System (WNS), the recommended tool to combat illegal issues and counterfeits
- 10 Cost sharing with major/corporate clients in stamp production
- 11 Marketing of philately on the internet, international magazines and other strategic channels
- 12 The video featured the Philatelic Museum in Addis Ababa which contains historic and valuable stamps on the history of postal and socio-cultural development of the country
- 13 Selection of themes are based on the country's rich cultural heritage

Presentation is attached as **Annex 3**

Members applauded Ethiopia for the excellent presentation and recommended adoption of their example as a best practice by other member countries. Modalities will be worked out to ensure that as many countries as possible benefit from Ethiopian Postal Service Enterprise experience on bilateral basis or through PAPU meetings.

## **12.0 GLOBAL VIEW ON BEST PRACTICES IN DEVELOPMENT OF PHILATELY. (DOC. NO. 4/AGPPA/ETHIOPIA/2011**

PAPU presentation highlighted the following:

- The need to continue promotion and application of best practices and sound business principles in the philatelic sector
- The need to develop a business plan and implement it Targeting the youth who are the future of philately
- Use of internationally accepted tools including the World Numbering System (WNS) to safeguard against illegal issues
- Use of new techniques and other ICT based innovations to develop the business

See details in **Annex No 4**

## **13.0 ANY OTHER BUSINESS**

Uganda informed members on the proposed International Olympic Council's levy of 10% and 16% royalties on commemorative stamp issues by postal administrations who wish to use philately to publicize future Olympic Games. He expressed concern that this move would discourage the development of philately which is already depressed due to lack of demand.

Members requested for more time to study relevant documents in order to make informed decisions.

#### **14.0 Recommendations to the Administrative Council:**

- The Council to adopt a resolution thanking Egypt for implementing the Regional African Stamp Museum Project at their own cost, and urging member countries to make philatelic contributions to the Museum through the PAPU General Secretariat
- Member countries are encouraged to share best practices and experiences in the development of philately and safeguarding against illegal issues and counterfeits
- Member countries are encouraged to actively participate in the upcoming Phila-Africa Stamp Exhibition and Training Workshop in Nigeria and other philatelic events in order to gain experience and develop skills in philately
- Member countries are strongly advised to engage only reputable agents and printers who are registered with the UPU. They should access information on this through UPU and PAPU
- Member countries are advised to use the World Numbering System (WNS) tool

#### **15.0 DATE AND VENUE OF THE NEXT MEETING:**

Members to be advised after the Administrative Council meeting.

#### **16.0 ADOPTION OF THE REPORT**

The committee adopted the report

#### **17.0 CLOSING**

The chairman thanked member for contributions and dedication to ensure that the work of the committee was completed on time. He commended them for accepting his proposal to chair the meeting.