

EXECUTIVE COUNCIL 2025

Establishing a Philatelic Gallery at the APPU Bureau

Memorandum by the APPU Bureau

1. Subject Establishing a Philatelic Gallery at the APPU Bureau	References/ Paragraphs § 1 to 7
2. Decisions expected The EC is invited to: - approve the proposal for the establishment of the Philatelic Gallery at the APPU Bureau	 § 1 to 7

1 Introduction:

1.1 Article 109 of the APPU General Regulations mandates that the APPU Bureau keep an up-to-date collection of the postage stamps issued by the member countries. Stamps and other philatelic items released throughout the membership stand as distinguished symbols of cultural identity, reflecting the rich history, notable achievements, and remarkable diversity of the Asia-Pacific region. To harness this philatelic heritage and actively promote philately across the region, the APPU Bureau proposes to establish a Philatelic Gallery at its campus in Bangkok.

1.2 This proposal aligns directly with the Key Focus Areas and Work Proposals for the Bangkok Cycle of the APPU, as approved by the APPU Executive Council (EC) in 2024, specifically:

WP 4.6.1: Taking proactive actions to promote philately, raising awareness, and organizing initiatives that encourage the collection and appreciation of postage stamps.

2 Objective:

2.1 The APPU campus welcomes over 300 participants annually through its capacity-building programs and workshops. Additionally, the campus regularly receives high-level delegations from member countries, diplomatic representatives, and international experts, including those from the wider Universal Postal Union (UPU) membership and the UPU International Bureau (IB).

2.2 Establishing a Philatelic Gallery at the APPU campus will:

- i. **Promote regional philately** by showcasing the artistic, cultural, and historical value of member country stamps.
- ii. **Create an educational platform** for postal trainees and professionals to appreciate the evolution and significance of postage stamps.
- iii. **Strengthen APPU's role** as a regional hub for postal heritage preservation and cultural exchange.
- iv. **Enhance the visitor experience** by offering a unique and curated cultural feature within the APPU campus.

3 Current Progress and Member Contributions:

3.1 At the 2024 APPU Executive Council meeting, an appeal was made requesting all member countries to send the stamps they had issued in previous years to help build up the APPU philatelic collection. The Bureau is pleased to note that many countries responded positively and have shared recent stamps with the APPU Bureau. These contributions now form the foundation of the proposed Philatelic Gallery.

3.2 Additionally, a dedicated room has already been earmarked within the APPU campus for this purpose, and preliminary activities have begun to set up the gallery. The APPU Bureau is actively working on the design and preparation phase to ensure the establishment of the gallery at the earliest.

4 Scope of the Philatelic Gallery:

4.1 The gallery will:

- i. Display collections of stamps from all APPU member countries, organized thematically or chronologically.
- ii. Include historical philatelic materials, first-day covers, and special editions where available.
- iii. Feature interactive or digital displays explaining the stories behind key stamp releases.
- iv. Provide a dedicated space for rotating or temporary exhibits aligned with major postal events, special themes/ anniversaries, or regional themes.

5 Budget, Funding, and Procurement:

5.1 The expected budget for establishing the Philatelic Gallery is USD 5,000 and will primarily cover:

- i. Purchase of display materials (frames, cabinets, panels, lighting).
- ii. Renovation and preparation of the designated room.
- iii. Minor curation, labeling, and setup work.

5.2 As a result of the prudent financial management adopted by the Bureau in 2024, the Bureau has been able to save around USD 10,000 from the administrative section budget of the Union in 2024, which was automatically deposited in the Administrative Section Reserve Fund. It is proposed to allocate USD 5,000 from the savings of 2024 towards the establishment of the philatelic gallery.

5.3 Procurement for the gallery setup will follow the general procurement rules and procedures of the Bureau for the acquisition of goods and services.

6 Implementation Plan:

6.1 The plan for the Philatelic Gallery is proposed to be implemented in three phases:

- i. Phase 1 (ongoing): Space preparation and planning.
- ii. Phase 2 (next 6 months): Collection update, display setup, and curation.
- iii. Phase 3: Formal launch of the Philatelic Gallery, ideally aligned with a major APPU or international postal event.

7 Conclusion:

7.1 The establishment of a philatelic gallery at the APPU campus represents a meaningful step toward promoting philately in the Asia-Pacific, celebrating the postal and cultural heritage of our diverse member countries, and enriching the APPU's role as a center for learning, appreciation, and exchange. It will serve as an educational and cultural asset for both internal and external stakeholders. With an allocated budget of USD 5,000, this initiative is feasible and aligned with the Union's mission to promote philately and postal awareness. Approval of the Executive Council is sought to allocate USD 5,000 towards the establishment of the philatelic gallery at the Asian-Pacific Postal Union.

7.2 Further, APPU member countries are also requested to continue providing complete annual sets of postal stamps issued in their country, share background materials or brief descriptions highlighting the significance of important stamp issues, and consider contributing additional philatelic memorabilia or items suitable for the rotating exhibit section.