

21 September 2011

## **PRESS RELEASE**

### **Direct Selling Industry celebrates Annual Conference**

- ...EU industry presents 7.1% growth**
- ...MEPs underline women empowerment**
- ...Direct Selling presents 1<sup>st</sup> European Ombudsman**

Today, over 100 participants from industry, government and stakeholders' organisations gather in Warsaw to celebrate the 1<sup>st</sup> Annual Round Table on the Future of Direct Selling, which is held under auspices of the Polish Minister of Economy, Mr. Waldemar Pawlak.

#### **Industry Growth Figures**

At the conference, Seldia announces its latest industry data, which showed a 7.1% growth of sales volume in 2010. The number of direct sellers has grown to an astonishing 4.5 million, 82% of whom are women. The opportunities that the industry offers to women in particular are highlighted at the conference, where 8 out of 12 speakers are woman.

#### **Woman Empowerment**

The growth of the industry was welcomed during the interventions by Members of the European Parliament Mrs. Malgorzata Handzlik and Mrs. Anna Maria Corazza Bildt. Both MEPs have closely been involved with the industry - Mrs Handzlik as rapporteur on the Services Directive and Mrs Corazza Bildt as rapporteur for the Retail Market Report.

#### **Panel On Social Media**

Avon highlights that social media is clearly an opportunity not to be missed, more than a threat to our business model. The strategy must be well thought off and Zoe Cairns has shown that it is not only an opportunity for the multi-national companies, but that there are easy ways for even the individual distributor to optimise sales.

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## On consumer legislation

One of the important messages to take home from this panel is the need to talk to your authorities about how the new European Consumer Rights Directive will be implemented into national law.

## On self-regulation

The direct selling sector is ahead of the pack with the introduction of a new European Direct Selling Ombudsman. It will deal with both B2C complaints as well as B2C complaints with a cross-border dimension that for some reason cannot be dealt with by the national Code Administrator.

The next Annual Round Table will be on 3 October 2012.

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## Notes to the editor

**SELDIA ([www.seldia.eu](http://www.seldia.eu))** is the representative body for the direct selling sector in Europe, whose members include 27 European Direct Selling Associations (DSAs), 22 of which in EU Member States. SELDIA represents directly through its corporate members and indirectly through the national associations over 1,000 direct selling companies with annual sales in excess of 40 billion Euro and 12 million independent direct sellers.

**Direct selling** is the marketing of consumer goods and services directly to consumers on a person-to-person basis, generally in their home or the home of others, at their workplace and other places away from permanent retail locations. Direct selling typically occurs through explanation or demonstration by salespeople referred to as direct sellers.

**Industry statistics** for 2010 were released today and can be found at [www.seldia.eu](http://www.seldia.eu).

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