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PRESS RELEASE

2011/2012 Industry Awards
per aspera ad astra

At the occasion of its Annual General Assembly and the Round Table on the Future of Direct Selling, Seldia handed out the awards for achievements to the European direct selling sector in 2011/2012.

AVON received the award for direct selling organisations for 125 years of leadership and contribution to the good image of the industry.

PBBS, the Polish DSA received the award for direct selling associations for its contribution to the restructuring of Seldia and its co-hosting of the 1st Annual Round Table on the Future of Direct Selling.

The awards were handed by Seldia Chairman Philippe Jacquelinet.

Notes to the editor

SELDIA (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.

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