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## PRESS RELEASE

# Seldia supports calls for more EU action on Female Entrepreneurship

### ...sharp debate at European Parliament...

Today, over 100 participants from the European Parliament, government and stakeholders' organisations gathered in Brussels for the luncheon debate in the European Parliament on Female Entrepreneurship, hosted by Italian Member of European Parliament Barbara Matera, and organised by Seldia, the European Direct Selling Association.

*"Flexible job opportunities and new entrepreneurial ventures help single mothers and the young unemployed female population to regain economic independence"* said Barbara Matera, MEP for PPE and Vice-Chair of the Committee on Women's Rights and Gender Equality. *"It is not about social or gender arguments"* adds Madi Sharma, Member of the Economic & Social Committee, *"the economic argument is the relevant one. To get us out of the crisis, women entrepreneurs can generate much economic development"*.

The economic value was underlined by Gail Reynolds, who started a business at early age and who's business as distributor of Avon products continues to grow despite the crisis. Gail, notwithstanding her start as a single mother, managed to create a €10 million business today.

Two important elements that came up several times today were the continuous need for education and the development of female entrepreneurs' networks. The latter, according to Isabella Lenarduzzi of the female network "Jump" allow women to network and to seek advice and mentorship from other, more experienced business women.

*"We need to increase pressure on governments to do more in terms of policy and support measures, which are currently at a desperately low level."* concludes Maurits Bruggink, Seldia Executive Director, *"We needs vision and perseverance and Barbara Matera has shown with this initiative that she is the right women to push the agenda on Female Entrepreneurship."*

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Notes to the editor

**Photos** of this event can be found at [Seldia's Facebook](#) page.

**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.

**European Parliament Exhibition on Female Entrepreneurship** – Seldia will organise a 3-day exhibition at the European Parliament on Female Entrepreneurship in the week starting 19 February 2013. This exhibition will be hosted by Polish Member of the European Parliament Malgorzata Handzlik.

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