



The European
Direct Selling Association

PRESS RELEASE

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As we continue to monitor closely the Covid-19 situation in Europe and globally, we wish to express our empathy and solidarity to everyone affected by the pandemic. In these troubling times, it is important to stay alert and act preemptively, as we believe it is everyone's responsibility to care for themselves and the people around them.

The direct selling community is a people industry and therefore, protecting the health of both consumers and the people working in the sector is our top priority. We remain committed to respecting and acting in accordance with all governmental instructions and guidance from market and emergency authorities at both national and European level. On our end, we are ready to take a step further to slow down the spread of the virus as much as possible, thus we have paused activity on a number of levels.

At our office in Brussels, we moved all physical meetings planned for 2020 to the virtual space. Already at this stage, the [8th European Direct Selling Conference](#) planned for 12-13 May 2020 in Brussels has been postponed until later this year. Our companies are also taking measures to help prevent the spread of the virus.

In this context, we call on national and European authorities to consider postponing the application of incoming legislation on businesses that is not related to the pandemic, given that at this stage all the resources are allocated to respect the pandemic-related restrictions. We also welcome the measures taken by the EU and national governments to support businesses and microentrepreneurs that have been heavily impacted by the pandemic. Last but not least, we hope to see similar measures being widely adopted across Europe.

In these difficult moments, it is important for the EU and national leaders to send a signal of solidarity and maintain a climate of trust within the business community, the backbone of our economy. We trust this will indeed be the case and we remain committed to collaborating with official authorities.

Seldia Chairman,

Philippe Jacquelinet