



5 seldia ANNIVERSARY

Brussels

16 & 17 October 2018

50 years of setting high standards for direct selling in Europe



The European Direct Selling Association

#Seldia50 #SeldiaHistory www.seldia.eu

## Chairman Statement

**50 years of growth,  
a milestone for direct selling**

### Table of Contents

## 2

### Chairman Statement

## 4

### EU policy advocacy

## 6

### Seldia events

Women Entrepreneurship Platform	6
Seldia "Astra" Awards 2017	8

## 10

### Appendices

Focus on external communications	10
Organisation/Structure	11
An Industry Outlook	12
National Associations Members	14
Corporate Members	16
Service Providers Programme	17

The past twelve months have been an exciting time for Seldia and our industry. As we look back on a successful year filled with important events and milestones, it is clear that the future is bright for Europe's direct selling industry.

2018 marks Seldia's 50<sup>th</sup> anniversary, bringing forth a perfect opportunity to reflect on the past and look to the future of our industry. Fifty years ago, direct selling was very different. We have adapted to modern trends, and I am proud that our industry still speaks to the needs of consumers in today's competitive market. Strong and continued growth shows that the core of our industry (personal and direct connections between companies, sellers, and customers), continues to be valued by modern consumers, who are increasingly looking for personal recommendations in a saturated marketplace.

Over the past year, Seldia has worked closely with a range of stakeholders to ensure that the voices of the 7 million Europeans who choose to be involved with direct selling are heard and promoted at the European level. As our 50<sup>th</sup> anniversary approaches, we will continue to celebrate the voices of everyone involved in direct selling and proudly communicate the



benefits of our industry to the wider world. This annual report provides excellent insight into the current status of our industry, as well as the exciting events and projects planned by Seldia to celebrate our anniversary. These will further highlight the many strengths and benefits of our sector. Our continued relevance gives me confidence that our sector will continue to grow, offering entrepreneurial opportunities to thousands of Europeans and providing many with a unique and personal way to shop.

This year also marks a change in Seldia's leadership as I step down as Chairman. I would like to extend my sincere thanks to all of our members and wider partners for the supportive and collaborative atmosphere in which I have been lucky enough to work. I am proud that our Association has continued to grow during my Chairmanship, and I step down in the hope that the next 50 years will be just as successful as the last for Seldia, our sector, and for the thousands of people who choose direct selling as part of their lives.

**Dr. Thomas Stoffmehl**  
Seldia Chairman 2016-2018



“ Over the past year, Seldia, has worked closely with a range of stakeholders to ensure that the voices of the 7 million Europeans who choose to be involved with direct selling are heard and promoted at the European level.”

**Dr. Thomas Stoffmehl,**  
Seldia Chairman 2016-2018

# EU Policy Advocacy

## New Deal for Consumers

On 11 April 2018, the European Commission published a package of legislative proposals with the aim of updating the current EU legislative framework for consumers. The package consists of two proposals: (a) a proposal for a Directive amending the current EU rules in regards to a number of issues, such as penalties, the consumer's right of withdrawal, and doorstep selling; (b) a proposal introducing, for the first time, rules on a collective redress at the EU level.

Key points of the proposals include:

- Member States would be able to restrict aggressive or misleading marketing/selling practices in the context of doorstep selling under certain requirements; they may also restrict commercial excursions.
- Consumers would no longer be able to withdraw from the contract and return goods if these goods have been used more than necessary to establish their nature, characteristics, and functioning.
- Would prohibit the practice of marketing in different Member States products as "identical", when those products have different composition and characteristics.

- National penalties for violations of EU consumer law must be effective, proportionate, and dissuasive. For unlawful acts that affect a large number of Member States (2/3 of Member States or the overall population of the EU), maximum fines would be at least 4% of the trader's turnover in the Member State or Member States concerned.
- Consumers would have the right to terminate the contract or ask for compensation if they were victims of unfair commercial practices (e.g. misled by advertisements).
- The Commission also proposes a set of minimum rules on collective redress.

The legislative package is currently discussed by the co-legislators, the European Parliament and the Council. Seldia is closely monitoring the discussions on these measures, which are considered top priority when it comes to its EU advocacy work.

### Doorstep selling

While all issues addressed in the "New Deal for Consumers" are important for Seldia members, one particular topic stands out

as particularly relevant for the direct selling sector: doorstep selling.

The Commission proposal would allow Member States to restrict or ban aggressive or misleading marketing/ selling in the context of doorstep selling if this can be justified for reasons of public policy or protection of private life.

Seldia has been very active in pursuing a campaign against this provision. In this regard, it has been meeting with various key MEPs, including the rapporteur and the shadow rapporteurs working on the proposal that deals with the issue of doorstep selling, as well as with representatives of Member States that take part in the Council. At the same time, Seldia has built a strong network that consists of other important industry associations with the objective of strengthening its negotiating power and increasing its chances of influencing the legislative process.

Seldia will continue its advocacy efforts throughout the year both within the European Parliament and the Council, focusing on the doorstep selling without overlooking other important parts of the legislative proposals.



## Online platforms

### Collective Redress

As part of the new Deal for Consumers, the European Commission proposes EU rules on collective redress that can be both injunctive and compensatory, covering a wide range of areas: financial services, product liability, travel, energy, telecommunications, and the environment.

The proposal, among others, sets out a number of minimum rules governing the qualified entities that can bring a case on behalf of consumers to the court.

Collective redress is a big issue for the industry as a whole. Seldia will closely monitor this proposal and will be an ally to all business associations and companies that work on this measure.

In late April, the Commission published a proposal on transparency and fairness on online platforms. This initiative concerns only business-to-business relations and can have an impact on direct selling companies that either sell via online platforms (such as Ebay) or fall under the definition of online platforms (for example, a website of a direct selling company can be considered an online platform).

The proposal sets out a number of requirements for online platforms, including the rule that Terms and Conditions (T&Cs) must be clear, easily available, and must clearly indicate any differentiated treatment (such as preference) that a platform may give to its own goods and services.

Seldia will closely follow the proposal in the legislative process and assess its impact on its members.

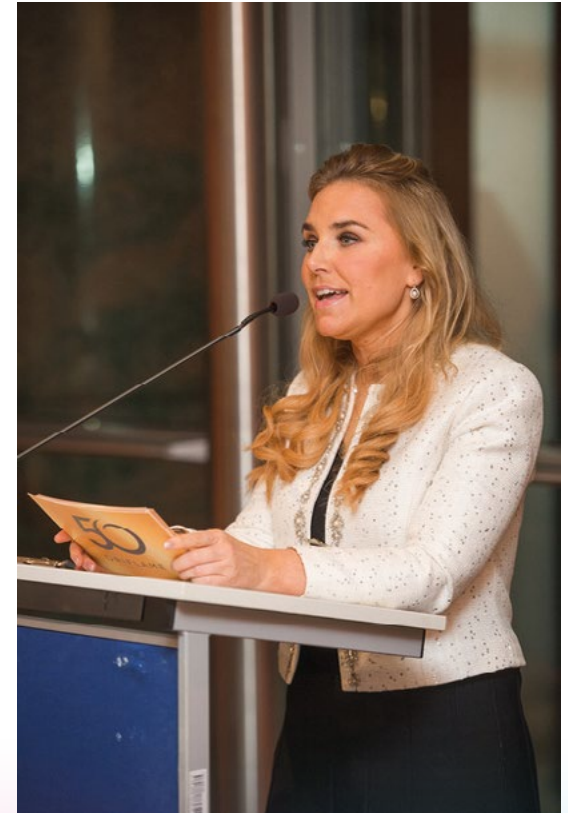
# Women Entrepreneurship Platform



The Women Entrepreneurship Platform was founded by Seldia in 2013. It is a not-for-profit organisation with the objective of raising awareness about the barriers preventing women from starting their own businesses. The WEP Secretariat was managed by Seldia until 2017 when it was transferred to Logos, an established association management consultancy in Brussels. Seldia remains actively involved in the work of WEP as one of its main sponsors.

WEP aims to be a driving force, ensuring that by 2030 women represent up to 50% of entrepreneurs in Europe, thus supporting a more inclusive society and sustainable economy.

WEP boosts a more sustainable policy and economic environment in Europe, encouraging and inspiring 5 million women entrepreneurs to start and own their own business by 2030.



Jessica Andersson, Managing Director Oriflame Scandinavia



## Lifelong Learning event at the European Parliament

On 5 December 2017, Seldia, in collaboration with the Woman Entrepreneurship Platform, organised a successful high-level dinner event on lifelong learning for women entrepreneurs in the European Parliament. Swedish MEP Anna Maria Corazza Bildt hosted the event.

The event explored the role of lifelong learning for women entrepreneurs. Mrs Corazza Bildt introduced the topic and its importance for the promotion of social mobility and the particular role it plays for women entrepreneurs.

Ms Jessica Andersson, managing director of Oriflame Scandinavia, gave an overview of the different and comprehensive Oriflame educational programmes available to direct sellers to help them thrive. She also shared some inspirational case studies of women triumphing in the direct selling business.

Other speakers included Ms Suzanne Conze, from the European Commission, who highlighted the current and future initiatives by the Commission in regards to Erasmus+ and the lifelong learning programme. Ms Britt-Marie Torstensson, of Winnet Sweden, and Ms Katja Legisa, from the Digital Leadership Institute, gave an overview of their organisations' efforts to promote lifelong learning among women entrepreneurs.

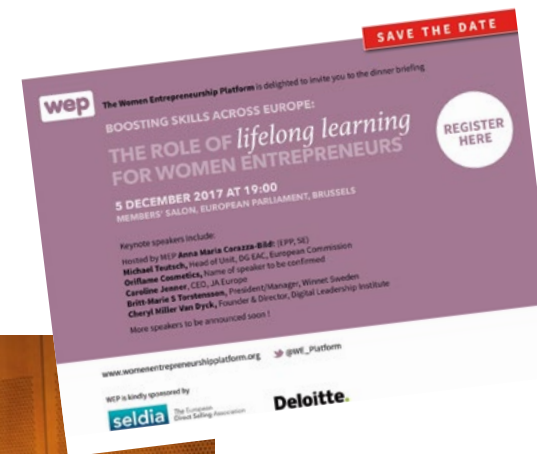
[www.womenentrepreneurshipplatform.org/](http://www.womenentrepreneurshipplatform.org/)



Marie Lacroix (Seldia) and WEP Board member Grazia Rendo



MEP Anna-Maria Corazza-Bildt, together with Jessica Andersson, Managing Director of Oriflame Scandinavia, Caroline Jenner, WEP Chairwoman, and other speakers



# Seldia “Astra” Awards 2017



From left to right : Nina Sebecic-Crnolatic, DSA of Croatia, Lynda Mills, UK DSA, Katarina Molin, Seldia, Arabelle Ferket, Dutch DSA, and Amélie Baracat-Empereur, Herbalife

The Annual Seldia “Astra” Awards aim to honour the member association and member company that have achieved the most success in raising awareness of the direct selling method of distribution, in promoting its socio-economic benefits, and in highlighting the advantages to consumers during the past year.

During the General Assembly meeting on 21 November 2017, an “Astra” Award also recognised the Best New Company of the Year, which was given to the company Ozzé Couture, represented by Laurence Longrée. The three other awards were bestowed during the awards dinner and cocktail preceding the Seldia General Assembly meeting.



Seldia Secretariat: Katarina Molin, Eirini Papadopoulou, and Marie Lacroix



Awards winners with Seldia Secretariat and Chairman Thomas Stoffmehl

Seldia Astra Awards



## Best Company Award



seldia



Astra Awards



Marie Lacroix, Seldia, Laurent Servais, Nu Skin, and Seldia's Vice Chairman Miroslaw Lubon (Polish DSA)

## 2017 Astra Awards Winners



From left to right : Laurent Servais, Nu Skin, Nina Sebecic-Crnolatac, DSA of Croatia, and Anders Berglund

## Best DSA Award



Nina Sebecic-Crnolatac, DSA of Croatia, and Seldia Chairman Thomas Stoffmehl

## Astra Hall of Fame Award



Anders Berglund, former Seldia Chairman, and Katarina Molin, Seldia.

Anders Berglund received the 2017 Seldia Hall of Fame Award in recognition of his outstanding career in the direct selling industry and his huge dedication to high ethical standards in direct selling. A former Seldia Chairman, Anders was at the origin of the Swedish DSA Code of Conduct and the first Chairman of the Seldia Ethics Committee

# Focus on external communications and independent industry data

## 3<sup>rd</sup> socio-economic study in 15 years

Over the last years, to ensure that the direct selling sector is properly understood by decision-makers and external stakeholders, Seldia has decided to become more active in the area of external communication.

In order for such material to be credible, updated facts and statistics are required. This is why Seldia launched an ambitious project in 2017-2018 in which the independent market researcher Ipsos surveyed 30,000 direct sellers in 11 European markets in order to gain a better understanding of the sector.

More specifically, the survey sheds light on:

- The profile of the people involved in direct selling in Europe (age, gender, education, etc.);
- Direct sellers' motivations for joining and remaining in their direct selling activity (financial, social, other);
- Sales methods used to attract and retain customers and which methods are considered most efficient (face2face, online tools etc.);
- Direct selling activity satisfaction levels among the sales force.

The results of this survey will be revealed at the European Direct Selling Conference (Seldia's 50<sup>th</sup> anniversary), on 17 October 2018, in Brussels.

## Social media activity

In spring 2018, Seldia revamped its digital presence by actively engaging in targeted social media campaigns.

You may find us on

Linked In [www.linkedin.com/company/seldia/](http://www.linkedin.com/company/seldia/)

Facebook [www.facebook.com/SeldiaEU/](http://www.facebook.com/SeldiaEU/)

Twitter [twitter.com/seldiaeu](https://twitter.com/seldiaeu)

and Google+ <https://goo.gl/NHuqzQ>



# Organisation/ Structure

Seldia's Board of Directors defines the policy objectives of the association and prepares the annual budget and work plan, which are approved by the General Assembly. The Board of Directors comprises: the chair of Seldia (CEO of one of its corporate members), who also chairs the Board, and seven national direct selling associations (DSA) executive directors. The Governmental Affairs Committee and the Ethics Committee support the Board in its work. In 2017, a new forum for Seldia's national direct selling associations was launched. This new DSA forum has been created to provide national direct selling associations with more targeted support in their daily work.

## Board of Directors

**Thomas Stoffmehl,**  
Chairman, LR Health & Beauty

**Mirosław Lubon,** Vice Chairman, Polish DSA

**Jacques Cosnefroy,** Treasurer, French DSA

**Arabelle Ferket,** Dutch DSA

**Lynda Mills,** UK DSA

**Augustin Roqué,** DSA of Spain

**Giuliano Sciortino,** DSA of Italy

**Gintautas Zaleckas** Baltic States DSAs

## Executive Director & staff



**Katarina Molin,**  
Executive Director  
katarina.molin@seldia.eu

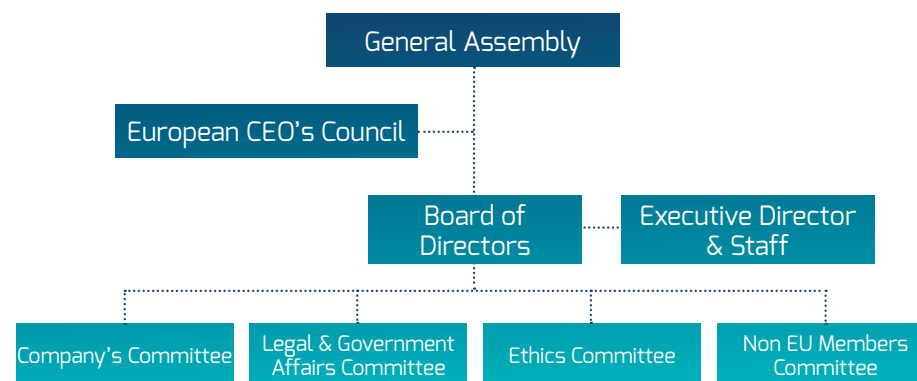


**Marie Lacroix,**  
Director Internal Affairs  
marie.lacroix@seldia.eu



**Eirini Papadopoulou,**  
EU Regulatory Affairs Manager  
eirini.papadopoulou@seldia.eu

## Organisation



## Seldia Membership



World Federation  
of Direct Selling  
Associations (WFDSA)

[www.wfdsa.org](http://www.wfdsa.org)



EuroCommerce  
[www.eurocommerce.eu](http://www.eurocommerce.eu)



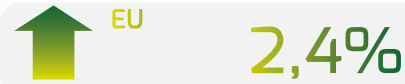
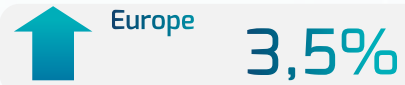
The European  
Services Forum

[www.esf.be](http://www.esf.be)

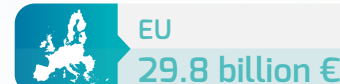
# Direct Selling in Europe An Industry Outlook

Like all retail sectors, direct selling is impacted by the current macro-socio economic downturn. However, the 2017 sales results show that the industry's retail model is still strong and that direct selling is in a good position to grow its business further in the coming years. European retail sales in direct selling have shown a constant growth over the last years – in 2017 direct selling sales grew in Europe by 3.5% and in the European Union by 2.4%

## Direct selling growth in 2017



## Sales in 2017

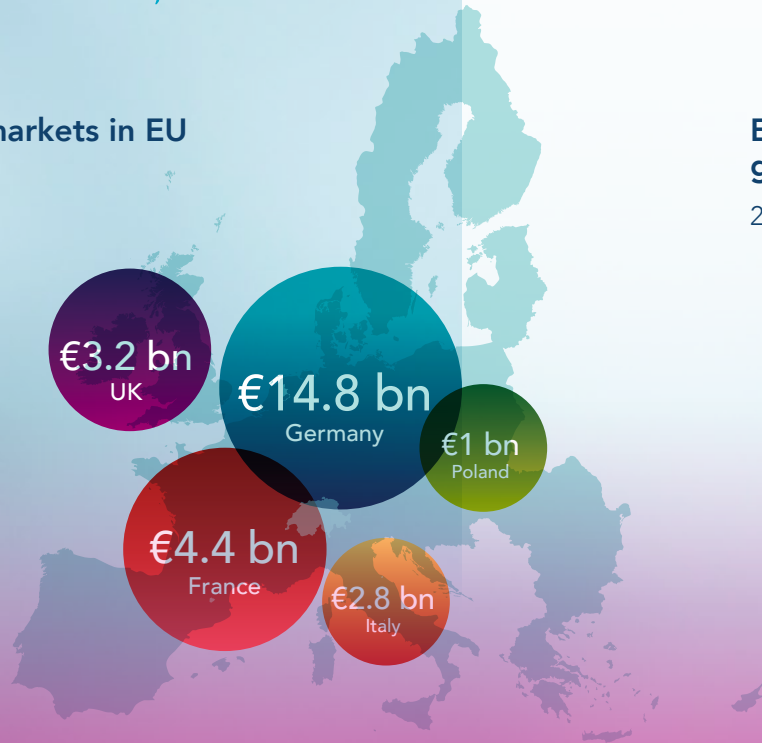


## People active in direct selling



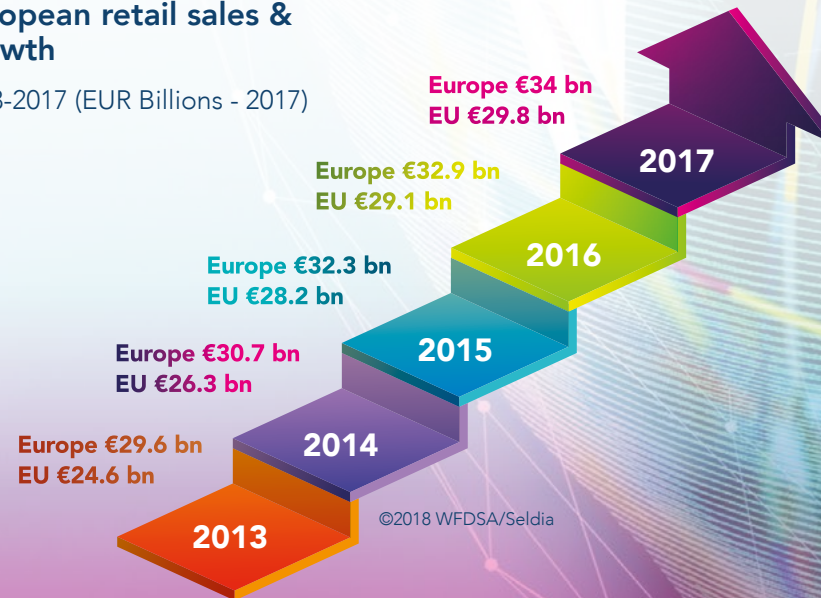
80% of people active in direct selling are part-timers

## Top 5 markets in EU



## European retail sales & growth

2013-2017 (EUR Billions - 2017)



©2018 WFDSA/Seldia

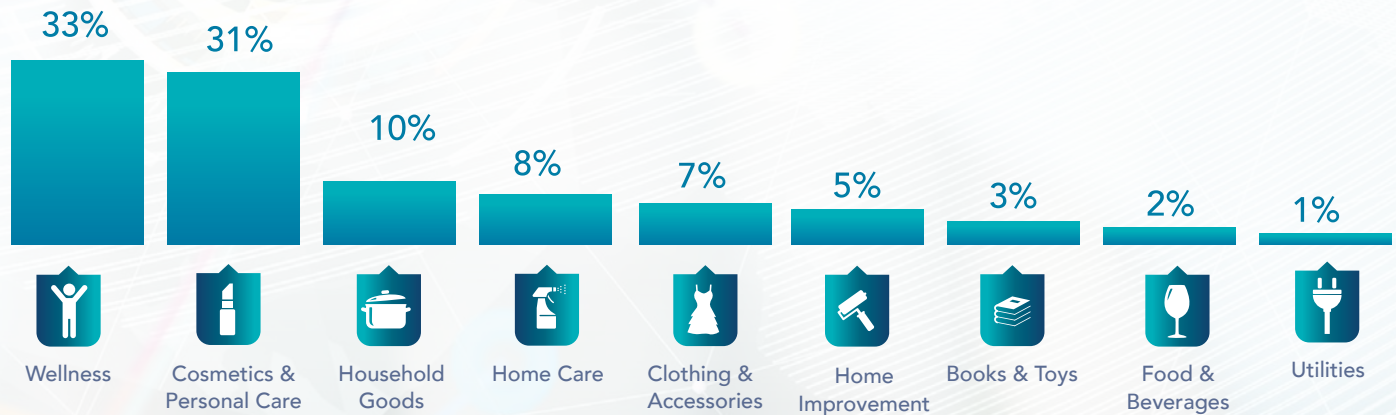


## Which products are sold via direct selling?

Direct selling is suited to the sale and distribution of almost every category of consumer goods that can be found in traditional retail locations and department stores. Wellness products remain the top category sold in direct selling with 33% of market shares, while cosmetics and personal care products make up 31% of market shares.

Other product ranges enjoy a stable growth, showing that direct selling is perfectly placed to respond to the increasing demand to provide more consumer-oriented products and services such as household goods or clothing.

## Breakdown of sales per product categories



©2018 WFDSA/Seldia

# National Associations Members

 **Bulgaria**  
Bulgarian Direct Selling  
Association (BDSA)



🏠 [www.bdsa-bg.com](http://www.bdsa-bg.com)

 **Estonia**  
Estonian Direct Selling  
Association (EDSA)



🏠 [www.edsa.ee](http://www.edsa.ee)  
✉ [info@edsa.ee](mailto:info@edsa.ee)

 **Hungary**  
Direct Selling Association  
of Hungary (KESZ)



🏠 [www.dsa.hu](http://www.dsa.hu)  
✉ [office@dsa.hu](mailto:office@dsa.hu)

 **Latvia**  
Latvian Direct Selling  
Association (LTTA)



🏠 [www.tta.lv](http://www.tta.lv)  
✉ [tta@tta.lv](mailto:tta@tta.lv)

 **Croatia**  
Croatian Direct Selling  
Association (HUDP)



🏠 [www.hudp.hr](http://www.hudp.hr)  
✉ [info@hudp.hr](mailto:info@hudp.hr)

 **Finland**  
Direct Selling Association  
of Finland (ASML)



🏠 [www.asml.fi](http://www.asml.fi)  
✉ [info@asml.fi](mailto:info@asml.fi)

 **Ireland**  
Direct Selling Association  
of Ireland (DSAI)



🏠 [www.dsai.ie](http://www.dsai.ie)  
✉ [Office@dsai.ie](mailto:Office@dsai.ie)

 **Lithuania**  
Lithuanian Direct Selling  
Association (LTPA)



🏠 [www.ltpa.lt](http://www.ltpa.lt)

 **Czech Republic**  
Direct Selling Association  
of Czech Republic (AOP)



🏠 [www.osobniprodej.cz](http://www.osobniprodej.cz)  
✉ [info@osobniprodej.cz](mailto:info@osobniprodej.cz)

 **France**  
Direct Selling Association  
of France (FVD)



🏠 [www.fvd.fr](http://www.fvd.fr)  
✉ [info@fvd.fr](mailto:info@fvd.fr)

 **Italy**  
Direct Selling Association  
of Italy (AVEDISCO)



🏠 [www.avedisco.it](http://www.avedisco.it)  
✉ [avedisco@avedisco.it](mailto:avedisco@avedisco.it)

 **Luxembourg**  
Direct Selling Association  
of Luxembourg (AVD)



🏠 [www.avd.lu](http://www.avd.lu)  
✉ [info@avd.lu](mailto:info@avd.lu)

 **Denmark**  
Direct Selling Association  
of Denmark (DSF)



🏠 [www.disafo.dk](http://www.disafo.dk)  
✉ [info@disafo.dk](mailto:info@disafo.dk)

 **Greece**  
Hellenic Direct Selling  
Association (HDSA)



🏠 [www.esafo.org.gr](http://www.esafo.org.gr)  
✉ [info@esafo.org.gr](mailto:info@esafo.org.gr)

 **Kazakhstan**  
Direct Selling Association  
of Kazakhstan



🏠 [www.dsa.kz](http://www.dsa.kz)  
✉ [info@dsa.kz](mailto:info@dsa.kz)

 **Norway**  
Direct Selling Association  
of Norway (DF)



🏠 [www.direktesalgforbundet.no](http://www.direktesalgforbundet.no)  
✉ [post@direktesalgforbundet.no](mailto:post@direktesalgforbundet.no)





**Poland**  
Polish Direct Selling  
Association (PSSB)



🏠 [www.pssb.pl](http://www.pssb.pl)  
✉ [info@pssb.pl](mailto:info@pssb.pl)



**Slovakia**  
Direct Selling Association  
of Slovakia (ZPP)



🏠 [www.zpp.sk](http://www.zpp.sk)  
✉ [zpp@zpp.sk](mailto:zpp@zpp.sk)



**The Netherlands**  
Direct Selling Association  
of the Netherlands (VDV)



🏠 [www.directeverkoop.nl](http://www.directeverkoop.nl)  
✉ [vdv@directeverkoop.nl](mailto:vdv@directeverkoop.nl)



**Portugal**  
Direct Selling Association  
of Portugal (IPVD)



🏠 [www.ipvd.pt](http://www.ipvd.pt)  
✉ [info@ipvd.pt](mailto:info@ipvd.pt)



**Slovenia**  
Direct Selling Association  
of Slovenia



🏠 [www.dsa.si](http://www.dsa.si)  
✉ [info@dsa.si](mailto:info@dsa.si)



**Turkey**  
Direct Selling Association  
of Turkey (DSD)



🏠 [www.dsd.org.tr](http://www.dsd.org.tr)  
✉ [info@dsd.org.tr](mailto:info@dsd.org.tr)



**Romania**  
Direct Selling Association  
of Romania (ACVD)



🏠 [www.acvd.ro](http://www.acvd.ro)  
✉ [contact@acvd.ro](mailto:contact@acvd.ro)



**Spain**  
Direct Selling Association  
of Spain (AEVD)



🏠 [www.avd.es](http://www.avd.es)  
✉ [avd@avd.es](mailto:avd@avd.es)



**Ukraine**  
Ukrainian Direct Selling  
Association



🏠 [www.uds.org.ua](http://www.uds.org.ua)  
✉ [uds@uds.org.ua](mailto:uds@uds.org.ua)



**Russia**  
Direct Selling Association  
of Russia (APP)



🏠 [www.rdsa.ru](http://www.rdsa.ru)  
✉ [info@rdsa.ru](mailto:info@rdsa.ru)



**Sweden**  
Direct Selling Association  
of Sweden (DF)



🏠 [www.directsellingsweden.se](http://www.directsellingsweden.se)  
✉ [info@directsellingsweden.se](mailto:info@directsellingsweden.se)



**United Kingdom**  
Direct Selling Association of  
the United Kingdom (DSA)



🏠 [www.dsa.org.uk](http://www.dsa.org.uk)  
✉ [info@dsa.org.uk](mailto:info@dsa.org.uk)

# Corporate Members



[www.acninc.com](http://www.acninc.com)



[www.amway.com](http://www.amway.com)



[www.captaintortuegroup.com](http://www.captaintortuegroup.com)



[www.energetix.tv](http://www.energetix.tv)



[www.herbalife.com](http://www.herbalife.com)



[www.juiceplus.com](http://www.juiceplus.com)



[www.kyani.net](http://www.kyani.net)



[www.lrworld.com](http://www.lrworld.com)



[www.marykay.com](http://www.marykay.com)



[www.morinda.com](http://www.morinda.com)



[www.natura4ever.com](http://www.natura4ever.com)



[www.nlstar.com](http://www.nlstar.com)



[www.nuskin.com](http://www.nuskin.com)



[www.global.oriflame.com](http://www.global.oriflame.com)



[www.ozzecouture.com](http://www.ozzecouture.com)



[www.partylite.com](http://www.partylite.com)



[www.pm-international.com](http://www.pm-international.com)



[www.stelladot.com](http://www.stelladot.com)



[www.usana.com](http://www.usana.com)



# Service Providers Programme

The Service Providers Programme is designed for companies that provide products and/or services to the direct selling industry and that would like to offer their services to direct selling businesses in Europe.

## Objectives

- Facilitate contacts and exchange of information between Seldia's Service Providers and direct selling companies entering one or more European markets;
- Develop a database of contacts amongst European suppliers of products/services to the direct selling industry;
- Increase Seldia's visibility by enlarging the scope of its services.

## How it works

Companies interested in becoming a Seldia Service Provider should submit an application to Seldia.

*“ We feel that Seldia does a great job in creating an environment in which suppliers can meet and talk with direct selling companies. We believe that our marketing investment is well spent with Seldia”*

**Allan Bell**, Director  
PAN European Solutions Limited

# Service Providers

## Executive search & consultancies

Meridian Germany  
www.meridian-germany.de



PAN European Solutions Limited  
www.paneurosolutions.com



Meridian Mmi Ltd  
www.meridian-associates.eu



Fiska Group  
fiskagroup.com



Pam Anthony Recruitment  
pamanthony-recruitment.co.uk



## Digital, technologies, & online payment solutions

DirecTech Labs  
www.directtechlabs.com



Hyperwallet  
www.hyperwallet.com



Krato  
www.krato.com



International Direct Selling Technology Corporation - IDSTC  
www.idstc.com



NetworkYou  
www.NetworkYou.com



Worldpay  
www.worldpay.com/global



## Legal

Sidley Austin LLP  
www.sidley.com



## Software & web solutions

Jenkon  
www.jenkon.com



Upline  
www.upline.de



## Incentives, logistics, and corporate gifts

DB Schenker  
www.dbschenker.com



Saxoprint  
www.saxoprint.com



Swarovski  
corporategifts.swarovski-professional.com







seleidia

The logo for Seldia, featuring the word "seldia" in a lowercase, sans-serif font. The text is white and is set against a semi-transparent, light blue rectangular background. The background of the entire page is a vibrant gradient of blue, green, and yellow, with several abstract, multi-line graphic elements that resemble stylized paths or data lines in various colors (yellow, blue, red) scattered across the upper and middle sections.

# seldia

design by inextremis.be (mp5805)

**Seldia aisbl**

Avenue de Tervueren 14  
1040 Brussels, Belgium

tel: +32 (0)2 736 10 14  
fax: +32 (0)2 736 34 97

[www.seldia.eu](http://www.seldia.eu)  
[seldia@seldia.eu](mailto:seldia@seldia.eu)

[www.seldia.eu](http://www.seldia.eu)