

# How to join Seldia as corporate member?

## 1. THE BENEFITS



Seldia corporate members contribute to shaping our collective policy positions and projects. They participate in our **CEO Council**, hold voting rights to our **General Assembly** and can apply to be members of our **Board of Directors**. Corporate members have access to:

- Our annual meetings, committees and workshops providing you with a great network.
- Seldia SQUARE, our members-only information exchange platform, compiling EU policy analysis, resources, and detailed EU country information relevant for Direct selling companies operating in Europe.
- Our monthly newsletters covering a) DSA activities in Europe and b) EU policies impacting your business.

Seldia members also appear on our website and can make use of our logo.

## 2. THE REQUIREMENTS

Seldia corporate members must:

- Be a member of at least 3 Direct Selling Associations in the wider Europe (EU, EFTA, UK, Turkey, Ukraine).
- Have an operating business with established manpower and premises in at least one European country.
- Abide by Seldia's Code of Ethics, Articles of Association and By-Laws.
- Pay their membership fees.



## 3. WHAT IS OUR MISSION?



The strategic objective of Seldia is to represent all forms of direct selling in Europe. Our mission is to **promote a favorable legislative environment allowing any responsible direct selling company to develop and grow**, while taking into account the cultural diversity of European countries in terms of consumer protection and social legislation.

## 4. HOW TO APPLY?

Interested companies should contact [seldia@seldia.eu](mailto:seldia@seldia.eu). Once completed, a detailed application form will be presented to our Ethics Committee for a compliance review. On the basis of their report, our Board of Directors will assess the application. If successful, our Board of Directors will then recommend the candidate to the Seldia General Assembly for final approval.



## 5. HOW MUCH IS IT?



Our membership fees span across 7 brackets and are proportional to the company's retail sales (excluding VAT) in the wider Europe Region. Annual fees start at 5.000€ and range up to 40.000€