



The European  
Direct Selling Association

Brussels, 09 May 2022

**The European Direct Selling Conference gathers in Brussels, and hosts fundraising for education and entrepreneurship in Ukraine.**

On 10 and 11 May, Seldia will host the 8th European Direct Selling Conference in Brussels under the theme of “Infinite evolution”.

After a two-year hiatus due to the pandemic, the fully hybrid event will bring together 155 delegates over two days in Brussels and online.

“The past years have profoundly changed our sector. The Conference will be an opportunity to take stock and look to what is ahead for direct selling in Europe. And to meet in person, at long last” said Beatrice Nelson-Bier, President of Seldia.

Laure Alexandre, Seldia’s Executive Director added “Such gatherings are a moment for us to reflect on our sector, but also to broaden our views. We will hear from 18 panellists, from 14 nationalities. 8 speakers are not from the direct selling sector. Particular attention has been paid to gender balance, as 10 panellists are women”.

In lieu of the traditional Seldia Astra Awards Gala dinner, Seldia will be hosting a Benefit Dinner in support of education and entrepreneurship in Ukraine. Seldia will be calling on private and corporate donations until 15 June 2022 to support:

- Junior Achievement Europe (JA Europe) Ukraine Appeal, the largest non-profit in Europe dedicated to preparing young people for employment and entrepreneurship.
- “Rebuilding Hope” Fund for The Ukrainian Direct Selling Association

The donations will be shared equally between these and will be open until 15 June. Further details can be found and donations can be made to <https://donate.jaeurope.org/seldia/>

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**Notes to the editor**

Seldia, The European Direct Selling Association was founded in 1968 and gathers 25 European Direct Selling Associations, 15 Direct Selling companies and service providers to the direct selling sector.

Direct selling is the marketing and sale of consumer goods and services directly to consumers on a person-to-person basis, traditionally in their home or the home of others, or any other places away from permanent retail premises, and now increasingly digitally. Direct selling typically occurs through explanation or demonstration by independent sales persons referred to as direct sellers.