

24 September 2024

## Seldia Campaign for the 2024-2029 mandate of the EU institutions

Seldia, the European Direct Selling Association, has officially launched its 2024-2029 manifesto, presenting a vision to foster a competitive Single Market that is both socially responsible and conducive to the growth of the Direct Selling sector across the EU.

We call on EU institutions to:

- Harmonise consumer protection rules and strengthen enforcement by establishing clear, uniform consumer protection standards and equipping regulatory bodies with stronger tools and additional resources.
- Support entrepreneurship by reducing administrative burdens, and implementing tax incentives, along with programs that provide funding, training, and resources.
- Acknowledge Direct Selling as a valuable provider of skill development by recognising in-company trainings programs for direct sellers.

Click [here](#) to read the full manifesto.

Additionally, Seldia has developed resources to provide insights into how Direct Selling works and what sets it apart from other business models.

Key aspects of Direct Selling:

- It operates in a unique way. Personalised services and high-quality products are sold directly to consumers by independent sellers without the additional investment costs associated with traditional retail.
- Direct Selling adapts to consumers' preferences and digital advancements using a range of channels both online and offline.
- Direct contact and personal connection between sellers and customers, which might be facilitated by digital tools, are the core of Direct Selling, regardless of the method.

Discover more about Direct Selling and our campaign on our [dedicated webpage](#).

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**About Seldia:**

Seldia is the European umbrella association giving a voice to the Direct Selling sector by representing 25 national associations, 12 companies, 12 service providers, and 5.3 million European entrepreneurs.

Since 1968, Seldia has promoted and represented the interests of its members at the European level.