

2025

ANNUAL REPORT



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The European
Direct Selling Association

CHAIRPERSON FOREWORD

“2025 was marked by significant progress for the direct selling industry as we amplified our voice and enhanced our visibility at the European level.

In an increasingly complex regulatory landscape, Seldia has been steadfast in its mission to ensure that policymakers fully appreciate the vital role our sector plays. From fostering entrepreneurship and expanding consumer choice to nurturing valuable skills development, our industry contributes meaningfully to Europe’s economic and social fabric.

A standout moment of the year was our 9th European Direct Selling Conference held in Brussels. This gathering was more than just an event; it was a powerful demonstration of our community’s strength and unity. Bringing together companies, associations, and policymakers, the conference sparked insightful discussions about the future of direct selling - conversations that reaffirmed Seldia’s position as a trusted facilitator for dialogue between industry leaders and European institutions.

Our targeted advocacy efforts, active engagement in EU policy dialogues, and strengthened partnerships have driven meaningful progress toward a regulatory environment that champions responsible business practices while fostering innovation and sustainable growth. The flexible economic opportunities our sector provides to millions of independent entrepreneurs are a unique and valuable asset, and it is essential to be recognized and supported by EU policies.

None of these achievements would be possible without the dedication and collaboration of our members, partners, and the entire Seldia team. Together, we will continue working, in 2026 and beyond, to strengthen the industry’s visibility, credibility, and impact in Europe.”

Beatrice Nelson-Beer

CHAIRPERSON | SELDIA

MANAGING DIRECTOR | LIFEPLUS EUROPE

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ABOUT SELDIA



Seldia has been the leading association representing the European direct selling sector towards EU institutions since 1968.

It advocates for a responsible and ethical consumer-driven direct selling industry in the EU, representing almost 200 European companies that are members of our National Direct Selling Association network. Our membership encompasses:

- ▶ **14 LEADING COMPANIES**
- ▶ **25 NATIONAL DIRECT SELLING ASSOCIATIONS (DSAs)**
- ▶ **10 SERVICE PROVIDERS**
- ▶ **5.4M INDEPENDENT ENTREPRENEURS ACROSS EUROPE**

SELDIA PRIORITIES:



ADDRESS CONSUMER PROTECTION GAPS

Toward more effective enforcement



REVITALISE THE ENTREPRENEURSHIP SPIRIT

Supporting micro-entrepreneurs



FOSTER SKILLS ACROSS THE EU

Recognising direct sellers' abilities

2025 MILESTONES

NEW OFFICE LOCATION

Seldia relocated to the House of Commerce. This new location brings Seldia even closer to key stakeholders in the retail sector.

SELDIA CONFERENCE

On 18–19 March, Seldia’s 9th European Direct Selling Conference brought together industry leaders, top direct selling companies, and associations in Brussels for two days of insightful discussions.

The conference featured contributions from EU policymakers and sector experts, addressing regulatory developments, digital transformation, and the evolving role of direct sellers in Europe.

The programme also included the Astra Awards Ceremony, recognising direct selling companies and direct selling associations outstanding initiatives in positive impact, continued education and upskilling, and communication and outreach.



2025 MILESTONES



SME CONNECT

In 2025, Seldia became a member of **SME Connect**, and our Executive Director, Imelda Vital, was appointed Co-Chair of SME Connect's Working Group on Entrepreneurship, Self-Employment and One-Person Companies. This collaboration will further strengthen our efforts to support micro-entrepreneurs across Europe.



NEW CHAIRPERSON OF THE EUROPEAN CODE ADMINISTRATOR

After serving as Chairperson of the European Code Administrator for five years, Professor Evelyne Terryn stepped down following her appointment as Vice-Rector of KU Leuven. To continue strengthening the work of the European Code Administrator, **Professor Alberto De Franceschi** has been appointed as the new Chairperson. He is Professor of Private Law, Consumer and Market Law, Digital Law, and Environmental Sustainability at the University of Ferrara. He also contributes his expertise as an Italian expert to several international organisations and serves as Editor-in-Chief of the EuCML – Journal of European Consumer and Market Law.

ENGAGEMENT IN EU DECISION MAKING

Throughout 2025, Seldia was particularly active in providing input to the European institutions.

CONSUMER PROTECTION / DIGITAL

Seldia contributed to several call for evidence and public consultation launched by the European Commission including those on the [2030 Consumer Agenda](#), the [Digital Fairness Act](#), and the evaluation of the [Audiovisual Media Services Directive](#). Across these contributions, we consistently emphasised that improving consumer protection requires stronger enforcement of existing legislation, while non-binding guidance should remain the preferred tool to promote legal certainty and consistent interpretation.

In November 2025, the European Parliament adopted its own-initiative report on the protection of minors online. Earlier drafts included references that could have restricted influencer promotion of certain products relevant to the sector. However, these were not retained in the final text. Seldia contributed to this outcome through targeted advocacy carried out together with partner associations [FSE](#) (Food Supplements Europe) and [EHPM](#) (The European Federation of Associations of Health Product Manufacturers).



ENTREPREURSHIP

Seldia responded to the European Commission's public consultation on the [28th Regime](#). In its submission, Seldia stressed that the regime should be broadly accessible and not limited to start-ups and scale-ups, in order to support all business across the EU.

TRADE

Seldia submitted responses to European Commission consultations on EU-US trade measures, highlighting the potential impact on the direct selling sector. The submissions emphasised the importance of stable transatlantic trade.

EVENT PARTICIPATION 2025



Seldia participated in key events within the European direct selling sector, as well as in major Brussels-based EU policy events, addressing legislative developments and priority issues for the sector.

CONFERENCE OF DIRECT SELLING

Organised by [FVD](#) (French DSA)

DIRECT SELLING DAY

Organised by [AVD](#) (Spanish DSA)

AVEDISCO 29TH EDITION NATIONAL AWARDS

Organised by [Avedisco](#) (Italian DSA)

DSU EUROPE

Organised by [Direct Selling News](#)

THE 12TH EUROPEAN RETAIL INNOVATION SUMMIT

Organised by [EuroCommerce](#) and [Ecommerce Europe](#)

ONE PERSON COMPANY SUMMIT

Organised by [SME Connect](#)

WORKING BREAKFAST ON WOMEN ENTREPRENEURSHIP IN THE EUROPEAN PARLIAMENT

Hosted by MEP [Marion Walsmann](#) and organised in partnership with [EuroCommerce](#), [SME Europe](#) and [EPP](#)

FEDMA ANNUAL EVENT 2025 (A PATH FORWARD FOR FAIR PERSONALIZED MARKETING IN EU POLICY)

Organised by [FEDMA](#) (Federation of European Data and Marketing)

THE EUROPEAN ASSOCIATION SUMMIT 2025

Organised by [ESAE](#) (European Society of Association Executives)

SPEAKING OPPORTUNITIES 2025

Throughout 2025, our Executive Director raised the visibility of the direct selling sector and Seldia's work at key events.

DIRECT SELLING UNIVERSITY EUROPE



June 2025: During the event, Imelda delivered a presentation on the intersection of direct selling and influencer marketing, highlighting current legal requirements, self-regulation and training efforts, as well as potential new rules.

WORKING BREAKFAST AT THE ONE PERSON COMPANIES SUMMIT



October 2025: During her intervention, Imelda provided insights into the sector and emphasised the need for simpler rules, reduced administrative burdens, and stronger incentives for micro-entrepreneurship, particularly for the newly self-employed.

WORKING BREAKFAST ON WOMEN'S ENTREPRENEURSHIP



November 2025: At this event, Imelda highlighted the opportunities our sector offers to over four million women entrepreneurs in Europe, as well as the need for better incentives to encourage more women to start their own businesses.

STRASBOURG VISITS 2025

Seldia attended European Parliament plenary sessions in Strasbourg on two occasions, together with one of its corporate members, Herbalife, and partner association FSE.

These visits provided an opportunity to meet Members of the European Parliament and their advisers to present the sector, discuss initiatives supporting micro-entrepreneurship, and address policy initiatives that could affect the sector.



SELDIA COMMUNICATION



EXTERNAL NEWSLETTER

Seldia launched its external newsletter, publishing two editions in 2025. The newsletter covers topics ranging from the latest EU policy developments affecting the industry to recent socio-economic impact studies.



INCREASED SOCIAL MEDIA PRESENCE

Seldia has continued to increase its presence on social media, raising the visibility of the sector and sharing updates on Seldia's activities and engagement within the EU institutional community.

OUTLOOK FOR 2026

In 2026, Seldia will continue to strengthen the visibility of both the association and the direct selling sector within the European policy and stakeholder landscape.

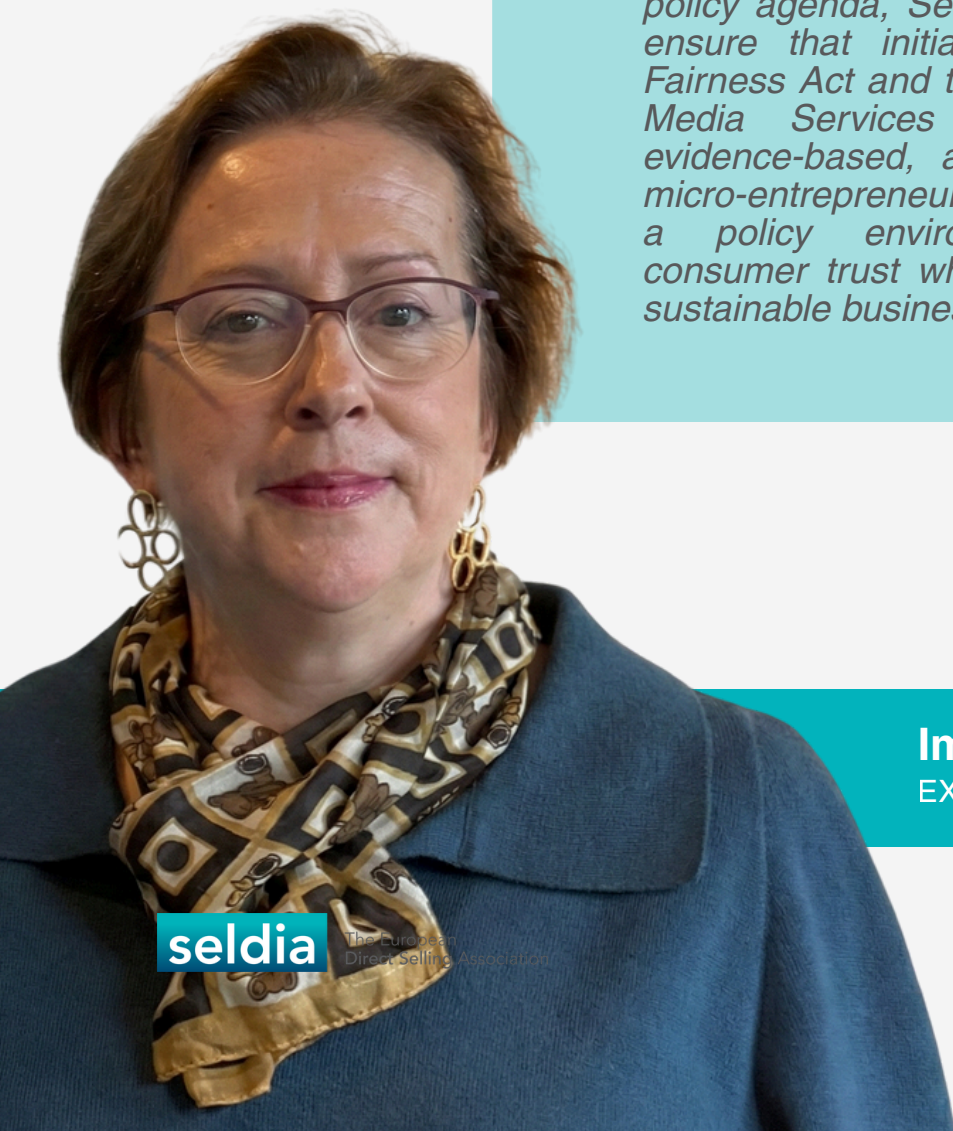
This will include intensifying outreach to EU institutions, reinforcing partnerships across the Brussels community, and expanding communication efforts to highlight the sector's contribution to entrepreneurship, skills development, and consumer choice. Seldia will also continue supporting national associations and members in ensuring consistent messaging and coordinated implementation of EU initiatives affecting the sector.

At the policy level, Seldia will remain actively engaged in key EU files shaping the digital and consumer policy landscape.

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As the EU advances its digital and consumer policy agenda, Seldia will continue working to ensure that initiatives such as the Digital Fairness Act and the review of the Audiovisual Media Services Directive are balanced, evidence-based, and supportive of Europe's micro-entrepreneurs. Our goal is to help shape a policy environment that strengthens consumer trust while enabling innovation and sustainable business growth.

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Imelda Vital

EXECUTIVE DIRECTOR | SELDIA

DSA MEMBERS



CORPORATE MEMBERS



SERVICE PROVIDERS

DiSSECT 

 exigo

 FISKA Group

 InfoTrax

jenkon
innovation


Meridian MMi
Direct Selling Industry Specialists

PAYQUICKER
Instant. Global. Payouts.

 Q4tech
mobile business solutions

 SBS LEGAL
Rechtsanwälte

NEW

UPLINE®

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SELDIA TEAM



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EXECUTIVE DIRECTOR



Maria Sanchez Rodriguez
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Caroline Legrand
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Stuart Murray
COMMUNICATIONS PARTNER



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