

# Direct Selling Leaders Unite in Brussels to Shape the Future of the Industry

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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, collaboration, and innovation, marked a significant milestone for the direct selling industry in Europe.

The conference commenced with the Astra Awards Ceremony, honouring leading direct selling companies and direct selling associations (DSAs) for their exceptional contributions in three key categories: positive impact, continued education and upskilling, and communication and outreach.

This year's event ushered in a new era for Seldia, with Beatrice Nelson-Beer, Chairperson of Seldia officially opening the Conference with a plenary speech.

**Reflecting on the event, Beatrice Nelson-Beer, Chairperson of Seldia and Chief Legal Officer at Lifeplus, stated:**

***"The Conference provided an invaluable opportunity for industry leaders, members, and advocates to unite in shaping the future of direct selling. It is crucial that we continue to drive innovation, strengthen the sector for long-term growth, and evolve to ensure a thriving industry across Europe and beyond."***



From left to right: Jon Voskuil, Managing Director Europe, Southern Africa, Australia and New Zealand for Amway; Ewa Kudlińska, General Manager of Poland and Lithuania for Mary Kay; Robert Cavitt, Chief Executive Officer for Jenkon; Imelda Vital, Executive Director of Seldia; Chris Stirk, Managing Director Europe and Africa for Herbalife; Beatrice Nelson-Beer, Chief Legal Officer of Lifeplus International and Chairperson of Seldia; Pontus Andreasson, Deputy General Counsel & Head of Global Corporate Affairs for Oriflame and Michiel Sinot, President of Europe and Africa for Nu Skin.

A highlight of the conference was the keynote speech by Isabelle Pérignon, Director for Consumers in the Directorate-General Justice and Consumers at the European Commission. She provided key insights into the EU Commission's plans to bring clarity and legal certainty to influencer marketing within the existing regulatory framework.

The conference's dynamic programme also featured a compelling session by internationally recognised innovation and digital economics expert, Professor Thierry Rayna, who discussed the shift from traditional consumers to 'prosumers'. Additional highlights included a CEO panel discussion, an expert-led session on recruitment and

retention strategies and exploring how technological advancements are shaping the future of direct selling.

**Imelda Vital, Executive Director of Seldia added:**

***"The success of the 9th European Direct Selling Conference reaffirms Seldia's commitment to driving the industry forward through collaboration, innovation, and strategic dialogue. As the direct selling sector continues to evolve, Seldia remains dedicated to advocating for a sustainable and progressive industry across Europe."***

### **Astra Award Winners**

#### **Positive Impact Award**

**Winner:** Amway

**Finalists:** Avon, Lifeplus International and Nu Skin

#### **Continued Education and Upskilling Award**

**Winner:** Avon

**Finalist:** Mary Kay

#### **Communication and Outreach Award**

**Winner:** The Baltic DSAs

**Finalists:** Avedisco (Italian DSA), Fédération de la Vente Directe

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## **About Seldia**

Seldia is committed to creating an inclusive and sustainable European marketplace where companies, direct sellers, and customers interact with confidence. Our mission is to represent the interests of our members and promote direct selling as a reliable, low-risk business opportunity for people of all backgrounds. We work with European stakeholders to advocate for the benefits of direct selling, grounded in values of freedom, trust, and personal connection, while upholding high ethical standards. As the world's oldest form of retail, direct selling continues to evolve, with personal interaction remaining at its core. Founded in 1968 and rebranded as Seldia in 2011, we are proud members of the World Federation of Direct Selling Companies and Associations (WFSDA), EuroCommerce, and the Federation of European Data and Marketing (FEDMA), driving growth and innovation across Europe.

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