

Industry Leaders Come Together to Drive Innovation in Direct Selling in Europe

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On 18-19 March, industry leaders, top direct selling companies, and associations will gather in Brussels for Seldia's 9th European Direct Selling Conference. The event will feature a packed agenda focussed on the future of the industry, driving innovation and fostering collaboration across Europe and beyond.

This year's Conference marks the beginning of a new era for Seldia, with Beatrice Nelson-Beer elected as Chairperson, and Imelda Vital appointed as Executive Director. They will be joined by a newly elected Board of Directors, which includes representatives from the Direct Selling Associations (DSAs) and corporate leaders from direct selling companies including Herbalife, Mary Kay and, Oriflame, marking an important milestone for both Seldia and the direct selling industry in Europe.

Beatrice Nelson-Beer, Chairperson of Seldia and Chief Legal Officer at Lifeplus, commented:

"The Conference offers a vital and exciting opportunity for leaders, members and advocates to come together in one space to invest in the future of the direct selling industry, strengthen the sector for long-term growth, and drive continuous innovation and evolution to ensure a thriving future across Europe and beyond."



Seldia's newly elected Chairperson, Beatrice Nelson-Beer, alongside Executive Director, Imelda Vital and the new Board of Directors.

The event features a dynamic two-day programme, including a keynote from the Director for Consumers in the Directorate-General Justice and Consumers at the European Commission, Isabelle Pérignon. She will present the EU Commission's plans to provide clarity and legal certainty within the current legal framework regulating influencer marketing.

Executive Director of Seldia, Imelda Vital added:

"I have been actively involved in the industry for 30 years and I am excited to take on the role of Executive Director at the start of the new EU institutional cycle. With competitiveness being a priority in the coming years, now is the time to foster dialogue with policymakers and key stakeholders. It is essential that they understand the direct selling sector and the benefits it brings. The Conference provides a valuable opportunity to connect, collaborate, and engage in meaningful discussions."

Other parts of the programme will include a presentation on the shift from traditional consumers to prosumers by an internationally recognised expert in innovation and

digital economics, a CEO panel discussion, an expert panel on recruitment and retention and an awards ceremony recognising DSAs and corporate members who have excelled in three different categories.

One of the programme's key focuses is examining how the industry continues to innovate and evolve. **Dan Debnam, Conference speaker and Founder of Conturae**, will discuss how AI is transforming the Direct Selling industry. He shared:

“I'm really excited to share some breakthrough announcements about AI and developments within this space and how it's going to impact the future of Direct Selling. AI is revolutionising how businesses approach training, compliance, and coaching - and the Direct Selling industry is no exception. These advancements empower distributors with personalised learning, real-time coaching, and smarter compliance solutions, helping them work more efficiently and effectively.”

If you would like to find out more about the upcoming Conference, please visit:
<https://www.edsc2025.eu/en/programme>

Find Out More

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About Seldia

Seldia 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. We have been the leading association representing the European direct selling sector towards EU institutions since 1968, encompassing 12 leading companies, 25 National Direct Selling Associations, 12 service providers, and 5

million independent entrepreneurs across Europe. Seldia is a member of EuroCommerce, the leading association representing retail trade towards EU institutions, and of other key advocacy organizations in Brussels. Besides Seldia is an active member of the World Federation of Direct Selling Associations, and maintains strong and interactive ties with the US DSA, as well as with several DSAs in other regions of the world.

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