



Direct Selling Committee Action Plan 2011

Leadership Team

Board Liaison:	Chris Twomey, CEO & General Director of ACE Insurance
Chair:	Le Ly, Legal Manager, Avon Cosmetics Vietnam Limited
Past Chair:	Shane Harrison, General Director, Tahitian Noni International
Secretary:	TBC
Code of Ethics' Administrator	Tran Ngoc Han
AMCHAM Coordinator:	Amy Nguyen

Active Committee Members:

Tamuna Gabilaia	World Federation of Direct Selling Associations (liaison)
How Kam Chiong	Amway Vietnam Company Ltd.
Pham Thi Phuong Thao	Amway Vietnam Company Ltd.
Belinda Koh	Avon Cosmetics Vietnam Ltd.
Ha Thi Quynh Tram	Oriflame
Nguyen Quyet Thang	Herbalife
Phan Quoc Cong	ICP
Pham Thi My Hanh	ICP/Beauté Cosmétique S.A.
Nick Jonsson	Sophie Paris Vietnam
Chau Nguyen	Sophie Paris Vietnam
Pham Thanh Hang	Tahitian Noni

Mission Statement

"To protect, serve and promote the effectiveness of member companies and the independent business people they represent. To ensure that the marketing by member companies of products and/or the direct sales opportunity is conducted with the highest level of business ethics and service to consumers."

The Committee meets on the **third Tuesday every month** in the AmCham office and at hotel locations depending upon the topic, speaker and availability.

2011 Goals and Objectives

1. **Broaden Membership:** Broader membership of Committee to include more major direct selling companies (Nuskin).
2. **Code of Ethics:** enhance the implementation of the Code which is self-committed by the member companies
3. **Develop relationships with Government, Business, Vietnam MLM Association and Media, and understanding on their part of the positive contributions to Vietnam's social economic development that direct selling companies can make, especially in providing employment and business opportunities for women.**
4. **Position Paper(s):** Address in a series of Direct Selling Committee "position papers" key issues such as:
 - Commission payments in direct selling industry is capped at 10% of total deductible expenses of the business, which should not be subject to;
 - Non deductibility of business expenses of the individuals who are our independent sales representatives/distributors (e.g. location rental, travelling expenses), which should allow a corporate to sign up as sales representative/distributor of a direct selling company

instead of individual only or deductible expenses in PIT of such individual (proposed by Tahitian Noni)

- Other key issues raised by Committee's Members.

5. **Speakers:** Identify and invite relevant and interesting speakers from Direct Selling Industries for the upcoming year. EMPHASIS in 2011 will be on building market image of Direct Selling, and highlighting the economic development potential as demonstrated by results in Thailand, Malaysia, Singapore, etc.

Networking – Industry Event

To promote our committee's role and its member company's image in the industry

Jan	Monthly meeting plus New Year gathering for member companies
March	collaborate with VNMLM/MoIT/MoF to organize the final discussion on 10% A&P cap
April, 6	Association Performance Seminar for the Asia/Pacific Region (KL, Malaysia)
Aug	Collaborate with WFDSA and relevant local association to organize the APEC CEPI (Consumer Education and Protection Initiative) Conference. (Topic to be advised)
Oct/Nov	TBC