



Current committee member companies



HERBALIFE.



RUSSIN & VECCHI

AVDSC

**AmCham Vietnam
Direct Selling Committee**

ETHICAL - TRUSTWORTHY - RELIABLE



Reference websites

<http://www.amchamvietnam.com/group/41/detail>
<http://www.wfdsa.org>
<http://www.qlct.gov.vn>
<http://www.amway.com.vn>
<http://www.vn.avon.com>

<http://www.herbalife-vietnam.com>
<http://Oriflame.com.vn>
<http://www.nonivina.com.vn>
<http://www.russinvecchi.com>



Amcham Vietnam - Direct Selling Committee
Amcham Vietnam in HCMC
New World Hotel, 76 Le Lai, District 1, 3rd Floor, Room 323.
Tel: 84 8 3824 3562 Fax: 84 8 3824 3572
Email: contact@amchamvietnam.com

Licence No. 187-2010/NXBT/05-05-HD
Date: 05/11/2010
Quantity printed: 2000
Printed by: Anh Duy Printing Company



What is Direct Selling (Multi-level sale)?

According to Article 3.11 Vietnam's Competition Law

Direct Selling (Multi-level Sale) means an approach of marketing to retail goods, which meets the following conditions:

- a/ The marketing to retail goods are conducted through a multi-level and multi-branch network of participants in the multi-level sale;
- b/ Goods are marketed by participants in the Multi-level Sale (Direct Selling) directly to consumers at the customers' homes, working places or other places other than regular retail places of the enterprises or participants;
- c/ Participants in the Direct Selling (Multi-level Sale) enjoy commissions, bonuses or other economic benefits from the sale results of their own and of lower-level multi-level sale participants within the network which is organized by themselves and approved by the multi-level sale (Directs Selling) enterprises.

Benefits of Direct Selling (Multi-level Sale)

http://www.wfdsa.org/about_dir_sell/?fa=benefitsDS

Research shows some of the most popular reasons people choose Direct Selling (Multi-level Sale) are:

- Direct Selling is a good way to meet and socialize with people.
- Direct Selling offers flexible work schedules.
- Direct Selling is a good way to earn extra income.
- Direct Selling is a good way to own a business.
- Earnings are in proportion to efforts.

Anyone can do it:

- There are no required levels of education, experience, financial resources or social status.
- People of all ages and from all backgrounds have succeeded in Direct Selling (Multi-level Sale).
- Direct sellers are independent contractors. You're your own boss, which means you can:
 - Work part-time or full-time - you choose when and how much you want to work.
 - Set your own goals and determine yourself how to reach them.
 - Earn in proportion to your own efforts. The level of success you can achieve is limited only by your willingness to work hard.
 - Own a business of your own with very little or no capital investment.
 - Receive training and support from Direct Selling (Multi-level sale) company.

Annually, the global Direct Selling Industry (Multi-level Sale) earns the revenue of more than 114 billion USD and brings income to over 65 millions of people all over the world.

AmCham Vietnam Direct Selling Committee (AVDSC) is a committee consisted of representatives from Direct Selling companies who are AmCham members and this committee has frequent meetings and discussions.

Major goals of Direct Selling Committee:

1. Promote public relations and expand media to consumers, government authorities and media agencies for better understanding of Direct Selling (Multi-level Sale) industry.
2. Cooperate with government authorities in forming positive law regulations in order to protect consumers.
3. Popularize criteria, normal practices of Direct Selling (Multi-level Sale) industry and protect consumers.
4. Apply international standardized Code of Conduct and promote voluntary commitment from Direct Selling (Multi-level Sale) companies.

The committee encourages and warmly welcomes participation from other companies.

Since 2009, AVDSC has implemented the Committee's Code of Conduct.

The Code of Conduct is dedicated for Direct Selling (Multi-level Sale) individuals and organizations in Vietnam in order to 1) encourage standardized business norms, 2) express attempt and determination to protect customers, and 3) promote voluntary commitment.

The Code of Conduct assigns a framework about:

- Code of Conduct toward Customers
- Code of Conduct toward Direct Selling Representatives
- Code of Conduct among Direct Selling Companies
- Implement effectiveness

This Code of Conduct is based on the policies updated on October 2008 by World Federation of Direct Selling Association (WFDSA). All current member companies volunteer to commit to the implementation of the Code of Conduct during their time of operations in Vietnam.

Free download Vietnamese and English versions of the Code of Conduct are available on AmCham's website:

<http://www.amchamvietnam.com/event/1110/detail>

What is the World Federation of Direct Selling Association?

WFDSA is a federation consists of 58 national Direct Selling Associations and one regional federation - Federation of European Direct Selling Associations (DSAs).



WFDSA is willing to build understanding and support for direct selling industry all over the world, pursues the top code of conducts which are applied in the global market, strongly approves cooperation with local government, consumers and academic, consolidates domestic and regional Direct Selling Associations management.

In Vietnam, WFDSA provides guidelines and technical support relating to this industry to AmCham Vietnam Direct Selling Committee.