



## Direct Selling Committee Action Plan 2013

### **Leadership Team**

Board Liaison:	Sesto Vecchi, Russin & Vecchi, Managing Partner
Chair:	Ha Thi Quynh Tram, Finance Manager, Oriflame
Vice Chair:	Nick Jonsson, General Director, Sophie Paris Vietnam
Code of Ethics' Administrator	Tran Ngoc Han (Russin & Vecchi)
Legal advisor:	Trinh Hong Quang (ATIM)
AMCHAM Coordinator:	Amy Nguyen; Vince Vo, Thuy Nguyen

### **Active Committee Members:**

Tamuna Gabilaia	World Federation of Direct Selling Associations (liaison)
How Kam Chiong	Amway Vietnam Company Ltd.
Dang Ngoc Thu Ha	Amway Vietnam Company Ltd.
Thao Nguyen	Avon Cosmetics Vietnam Ltd.
Jansen Ching	BWL
Tang T Xuan Kim (Miki)	BWL
Le Thi Kim Thoa (Kathy)	BWL
David Wong	Elken
Tuan Le	Elken
Hien Truong	Elken
Ong-ea Panaudomsin	Nu Skin
Vo Thi Kim Chi	Nu Skin
Ly Le Phuong	Nu Skin
Nguyen Quyet Thang	Herbalife
Nguyen Hong Truong Cuu	Herbalife
Thuy Nguyen	Sophie Paris Vietnam
Nguyen Thi Hai Yen	Tahitian Noni
Pham Thi Nguyet Loan	Tahitian Noni
Ha Pham	Tahitian Noni
Thanh Nguyen	Tahitian Noni
Binh Do	ATIM
Meliana Widjaja	Tupperware

### **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.

### **2013 Goals and Objectives**

1. ***Broaden Membership:*** Broader membership of Committee to include more major direct selling companies (Tupperware...)
2. ***Code of Ethics:***
  - Revise the Code of Ethics to adapt with the latest version of WfDSA (in 2013);
  - Continue to enhance the self-commitment to the Code of 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" on amendment of the existing Decree 110 such as:
  - Registration/licensing procedure for the opportunity meeting/event in Direct Selling;
  - Licensing procedure for the advertising activities in cosmetics and wellness/supplement food;
  - Notification procedure for promotional programs in Direct Selling;
  - Other key issues raised by Committee's Members.
5. **Speakers:** Identify and invite relevant and interesting speakers from Direct Selling Industries, Government for the upcoming year. EMPHASIS in 2013 will be on building market image of Direct Selling, and highlighting the economic development potential as demonstrated by results in Thailand, Malaysia, Singapore, etc.
6. **AVDSC page on AmCham Website: Update AVDSC page on AmCham website to introduce to other Direct Selling Associations and potential members.**
7. **Community event:** Raise awareness and attention from members for social charity events. Collaborate with many famous charity projects to support the Vietnamese children and/or women.
8. **Monthly meetings:** Committee will discuss or present a topic concerning Direct Selling laws and regulations. Committee will invite a relevant speaker/VIP/guest from the competent authorities.

### **Networking – Industry Event**

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

Jan	Monthly meeting to discuss Action Plan 2013 and review WFDSA's statistical survey Discuss media plan
Feb	Monthly meeting to discuss how to work with MoIT on revision of Direct Selling Law Discuss media plan
Mar	Monthly meeting to prepare for meeting with MoIT to discuss on DS law Prepare for media plan Attend 2 <sup>nd</sup> Asean DSA President Meeting
Apr	Meeting with MoIT on DS Law
May	Media campaign
Jun	Media campaign
Jul	Meeting with DoIT's Rep to discuss an opportunity to organize an DS Education event for provincial DoIT Media campaign: Prepare AVDSC presentation for AmCham Scholarship Program
Aug	Prepare for Direct Selling Industry event for provincial DoIT Media campaign: Prepare AVDSC presentation for AmCham Scholarship Program
Sept	Direct Selling Industry event for provincial DoIT Media Campaign: Present at Information Session of AmCham Scholarship
Oct	Organize an DS Education event for provincial DoIT
Nov	Meeting with VIP (name and topic to be confirmed) Media campaign: Attend AmCham Scholarship Award Ceremony Interview with HTV (to be confirmed)
Dec	Year end meeting and Party Attend AmCham Governors' Ball

