



The European  
Direct Selling Association

**PRESS RELEASE**  
**27 June, 2019**

### **SELDIA NEWLY ELECTED CHAIRMAN**

We are pleased to introduce you to Philippe Jacquelinet, the new Seldia Chairman elected by the General Assembly on 21<sup>st</sup> of June 2019, succeeding to Paul Jarvis (The JuicePlus Company).

An entrepreneur, Philippe founded together with his wife Lilian their company Captain Tortue Group, which is a Seldia member for more than 10 years. Besides chairing the French DSA for two terms and being a member of its Board of Directors, Philippe used to be the Seldia Chairman between 2009 - 2012, leading then the association through important changes such as changing its name from FEDSA to Seldia and reorganizing its internal structure. For five years, he is also the Chairman of the World Federation of Direct Selling Association (WFDSA) Ethics Committee.

#### Notes to the editor

**SELDIA ([www.seldia.eu](http://www.seldia.eu))** is the representative body for the direct selling sector in Europe, whose members include 28 European Direct Selling Associations and 19 multinational corporate members.

**Direct selling** is a method of marketing and retailing goods and services directly to the consumers, in their homes or other location away from permanent retail premises. Direct selling is usually conducted in a face-to-face manner, either where products are demonstrated to an individual or a group. Direct selling can also be a catalogue left with the consumer, where the direct sales representative calls later to collect orders. Unlike direct marketing or mail order, direct selling is based principally on personal contact with the consumer.

**Contact:** Marie Lacroix  
SELDIA Acting Executive Director  
Tel. +32 (0) 2 736 1014  
[Marie.lacroix@seldia.eu](mailto:Marie.lacroix@seldia.eu)