

PRESS RELEASE

23 October 2018

We are pleased to introduce you to Paul Jarvis, the new Seldia Chairman elected on 16th of October 2018!

Originally, a banker, Paul moved into direct sales in 1995 when a client asked him to support the launch of a direct sales company in Russia. In 2006, Paul decided to pursue an interest in the development sector in East Africa, and in 2012, he participated in the launch of the company Organo Gold, a business selling coffee by direct sales into Europe, which he started in over 20 regional markets. Since 2016, as COO of the Juice Plus Company, Paul has been leading its EMEA strategy to historical growth.

Paul's vision for Seldia revolves around three key projects:

- ✓ *Working with the European Commission and other relevant EU stakeholders to ensure a favorable legislative environment for our sector, especially for the social selling model, that protects the direct selling model as a unique model in the digital marketing environment.*
- ✓ *Promoting the industry to a younger generation as a viable “uber”esque opportunity with campaigns that demonstrate how our industry is at the forefront of social selling, and addressing the millennial generation expectations regarding work and lifestyle balance.*
- ✓ *Harmonizing the national direct selling associations and modernizing their functioning towards digital technologies.*

As the newly elected Seldia Chairman, Paul would like to express gratitude to Thomas Stoffmehl, the previous Chairman, for his hard work to develop new communication tools and for strengthening the internal structure of the association.

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

SELDIA was established in 1968 and represents the direct selling industry in Europe. Seldia's mission is to represent and promote, at European level, the interests of national direct selling associations and of their members engaged in direct selling, as well as to ensure that the EU and the national policy makers in Europe are aware of the industry's benefits and advantages, and of its contributions to national economies.

For more information, please contact Seldia on seldia@seldia.eu