

[PRESS RELEASE](#)

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Direct Selling sector supports EU initiative on Women Entrepreneurs

FEDSA, representing the direct selling industry in Europe, supports the European Network of Female Entrepreneurship and welcomes the 12 countries that today joined this European Commission initiative (see editor notes).

“Direct selling is a benchmark for women employment and women entrepreneurship in particular” says FEDSA’s Executive Director Maurits Bruggink.

“More than 4 million people are active in direct selling in the European Union, out of which close to 80% are women and self-employed. The direct selling industry is Europe’s largest provider of independent business opportunities and offers to women an alternative to a traditional job they cannot find or have lost, empowering them to develop their capacities, helping them to achieve financial independence and allowing them to work whilst taking care of their family.

“It is particularly sad to note that the current review of EU legislation on Direct Selling” continues Maurits Bruggink, *“seriously threatens the development of our sector. The proposals of the EU Presidency are similar to a minimal harmonization of our sector, which hinders the creation of an Internal Market and the development of direct selling businesses.”*

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FeDSA (www.fedsa.eu) is the leading representative body for the direct selling sector, whose members include 27 European Direct Selling Associations (DSAs), 22 of which in EU Member States. FeDSA represents directly through its corporate members and indirectly through the national associations over 1,000 direct selling companies with annual sales in excess of 20.0 billion Euro and 12 million independent direct sellers.

Direct selling is the marketing of consumer goods and services directly to consumers on a person-to-person basis, generally in their home or the home of others, at their workplace and other places away from permanent retail locations. Direct selling typically occurs through explanation or demonstration by salespeople referred to as direct sellers.

For more on European Network of Female Entrepreneurship
http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/women/ambassadors/index_en.htm
