



The European  
Direct Selling Association

PRESS RELEASE  
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Incoming Chairwoman of the European Code Administrator

After carrying out the function of Chairperson of the European Code Administrator for 10 years, Professor Emeritus Jules Stuyck has now retired. Chapeau to all his excellent work and expertise that guided the Ethics Committee across two revisions of the European Code of Conduct.

**Professor Evelyne Terryn**, professor of commercial and consumer law at **KU Leuven** is the new Chairwoman of the Ethic Committee of Seldia. A recognized expert in the field of EU consumer law, prof. Terryn is the co-director of the research institute [Consumer Competition Market](#) and the main author of [the Consumer Justice Enforcement Forum Report of 2016](#). Ms. Terryn has participated in numerous other EU and national studies on consumer law, including the recent REFIT of the European Consumer Law and has previously served as academic advisor of BEUC (Bureau Européen des Consommateurs).

The [Code of Conduct for Direct Selling](#) is regularly updated to reflect market developments. The European Code Administrator observes the application and enforcement of the European Code of Conduct throughout Europe. It consists of four members who meet regularly: three from the direct selling sector and the chairperson, who is independent from the sector. Section 3 of the European Code of Conduct provides in detail all the attributes of the European Code Administrator, under the title “Code Enforcement”.

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 17 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.

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