



Direct Selling
The original **social network**

Overview of Global Direct Selling Industry

Tamuna Gabilaia
Executive Director
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Bangkok, Thailand

Overview



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- Founded in 1978, voluntary, non-governmental organization
- 60 Member National DSAs around the world: Asia – 12, Europe - 30, Latin America – 16, North America – 2
- Governing Mechanism: CEO Council
- Regional Federation – SELDIA
- Doing Business in 170-plus Countries





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Objectives

- Enhance Image of Direct Selling
- Promote Highest Ethical Standards Globally
- Advocate about Women's Economic Empowerment
- Strengthen nation DSAs





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Initiatives

- Socio-Economic Impact Studies
- Consumer Education/Academic Initiatives
 - APEC CEPI (Thailand (1999-present), Philippines (2000-present), Malaysia (2001-present), Russia (2000-present), Mexico (2002-present), Korea (2005-present) Vietnam (2007-present), Peru (2008- present))
- Global Women's Economic Empowerment Initiatives (GWEE) - APEC SME Ministers program based on the CEPI model
- Global Code of Ethics Initiatives



Global Women's Economic Empowerment



DEVELOP and **SUPPORT** female entrepreneurs in the APEC Region through capacity building workshops enabling them to build and sustain new businesses and micro enterprises

Global Conditions



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- Growth expected to dropt to 3.5% in 2013
- Gains expected to 4% in 2013

Source : International Monetary Fund





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Global Conditions

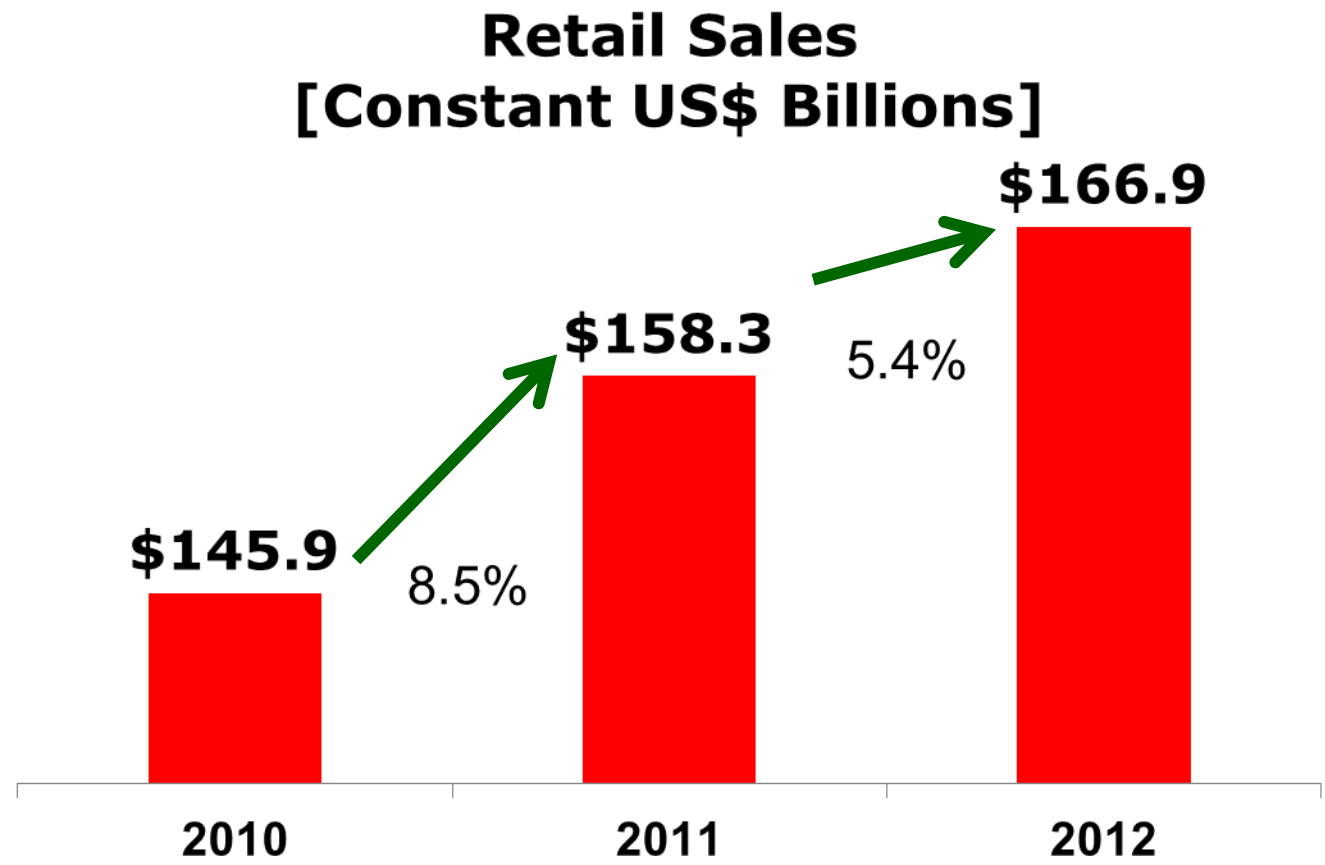
- Asia still projected at 7.5% on average in 2012-13
- Economic Activity in Middle East and North Africa expected to accelerate
- Sub Saharan Africa expected to expand at about 5.5%
- Central and Eastern Europe most affected by Euro-crisis

Source : International Monetary Fund





Global Retail Sales were UP 5.4% yoy
This follows a 8.5% increase in 2011



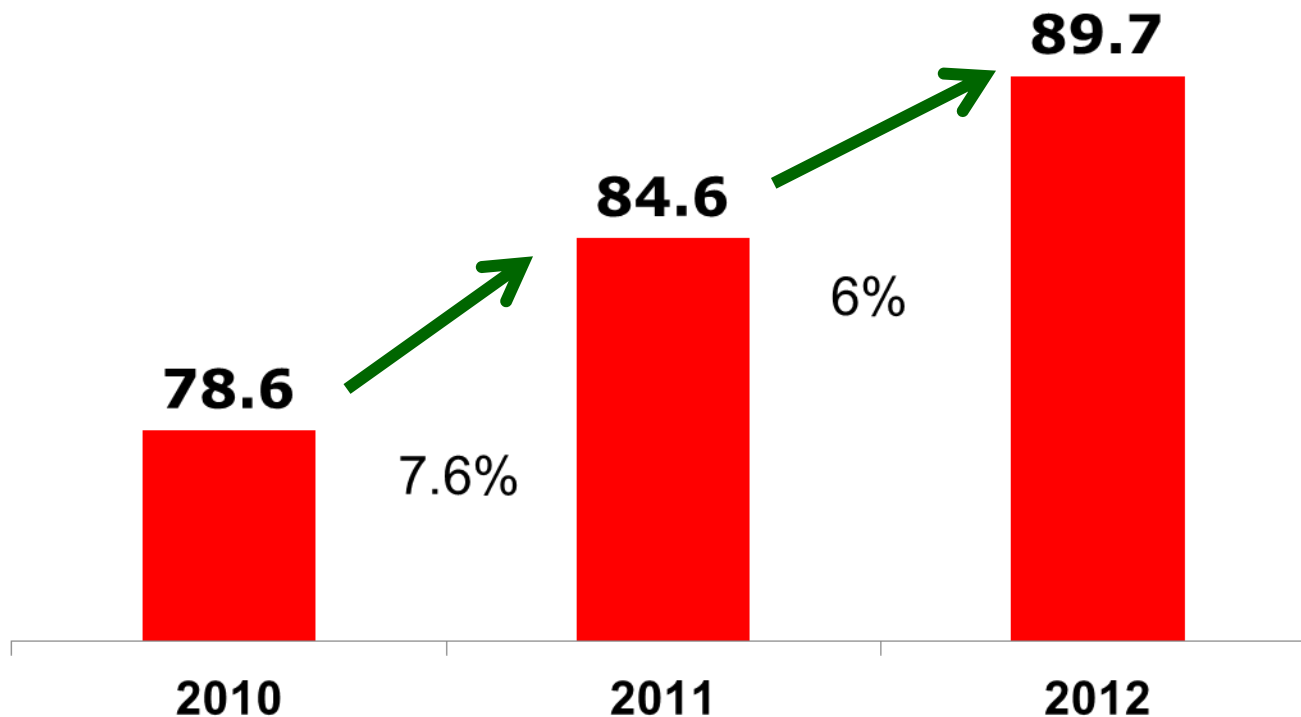
48 markets were up; 2 were flat; 10 were down



Global Sellers increased by 6% yoy

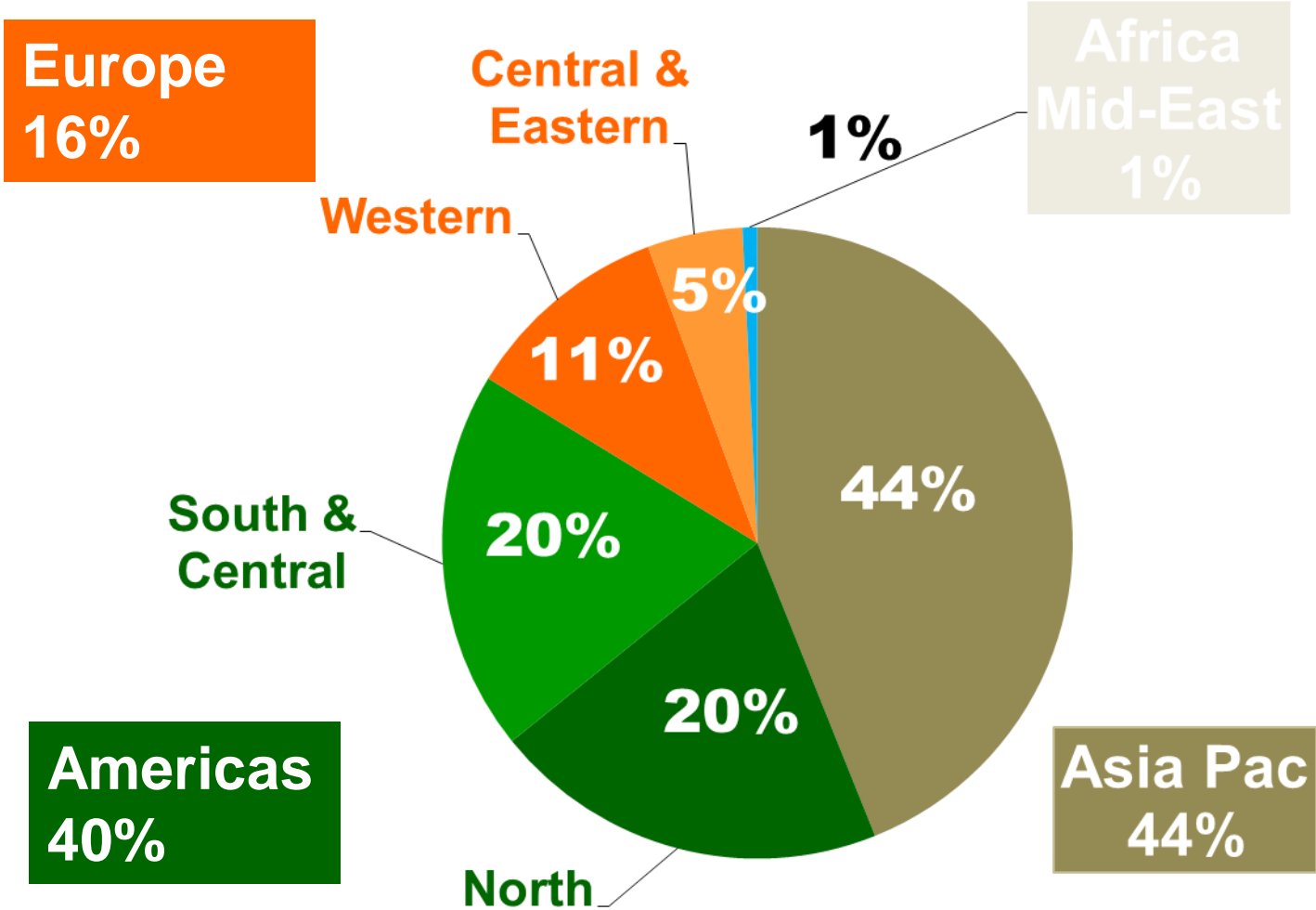
This follows a 7.6% increase in 2011

**Direct Selling Community
[in Millions]**



42 markets were up; 3 were flat; 13 were down

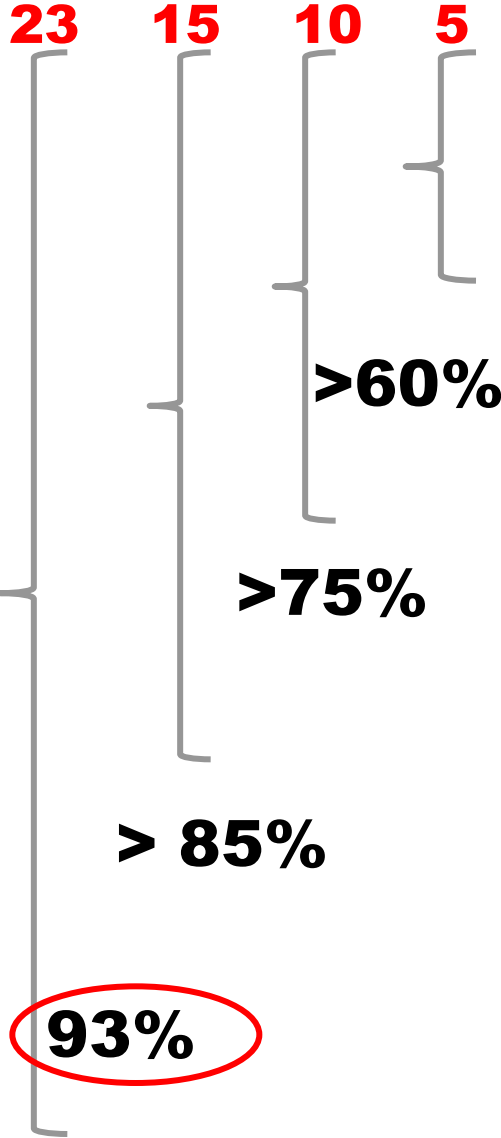
Asia is the largest region for Direct Selling



Sales Share by Region

The Top 23 countries account for 93% of global sales

TOP



RANK	COUNTRY	2012 RETAIL SALES		NUMBER OF SELLERS [MILLIONS]
		[CONSTANT US\$ MILLION]	% CHANGE [CONSTANT US\$]	
1	United States	31,630	5.9% ▲	15.9
2	Japan	22,710	-4.8% ▼	3.4
3	China	19,962	13.5% ▲	NA
4	Brazil	14,604	13.1% ▲	6.7
5	South Korea	13,273	4.3% ▲	5.0
6	Mexico	7,253	7.0% ▲	1.6
7	France	4,949	4.1% ▲	0.5
8	Malaysia	4,667	7.0% ▲	4.8
9	Russia	4,264	4.1% ▲	4.3
10	Germany	3,824	0.8% ▲	0.3
11	United Kingdom	3,160	7.2% ▲	0.4
12	Colombia	2,993	7.6% ▲	1.5
13	Taiwan	2,976	0.6% ▲	2.7
14	Italy	2,962	-4.9% ▼	0.5
15	Thailand	2,947	7.0% ▲	10.9
16	Venezuela	2,307	6.8% ▲	1.2
17	Canada	2,224	1.0% ▲	0.7
18	Argentina	1,660	12.5% ▲	0.7
19	Australia	1,508	4.0% ▲	0.4
20	Peru	1,354	11.2% ▲	0.4
21	Indonesia	1,088	11.0% ▲	9.2
22	India	1,051	22.6% ▲	4.9
23	Philippines	1,011	31.3% ▲	3.0

NEW!
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Thank you!



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