INDUSTRY | REVIEWS AND RECOMMENDS

Direct Selling Festival

We invite all networkers and industry experts to the official launch of the industry at Direct Selling Festival Expo & Conference

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DIRECT SELLING FESTIVAL
OUR COMPANY PHILOSOPHY
It all started with a dream……

The dream of a couple who are people of integrity coupled with a passion for the industry.

Mr. Poorya Montaseri and Mrs. Niousha Ehsan wanted people to have a chance at realizing their dreams within a professionally regulated industry.

The direct selling industry is a multi-billion dollar industry which has enabled people of all walks of life to realize their dreams. Sadly, it can also be used by unscrupulous people to catch unsuspecting people.

Out of a passion to create the platform for individuals to gain access to global, legitimate and sustainable companies, grew the Direct Selling Educational

Institute and the Direct Selling Festival.

With much research and strategic planning the vision mission statement has been drawn up together with the objectives which they aim to achieve, which are as follows:

Vision:

- To increase professionalism of the Direct Selling Industry in the Middle East
- To establish Dubai as the business capital and leader for developing the Direct Selling Industry in the region.

Mission:

- To develop the DSEI as an economic driver and educational center in support of Dubai's strategic growth plan

Objectives:

1. To expand the understanding of the Direct Selling Industry as it operates in Middle East.
2. To attract and educate Direct Selling practitioners and distributors in the process of building and managing their Direct Selling Businesses.
3. Full and referral consulting services to Direct Selling / Network Marketing companies interested in entering Middle East markets and establishing legal identities here.
4. Work with Government officials and regulators in defining legitimate industry practices, policies and procedures.
5. Define and reinforce a Code of Ethics for the Direct Selling Industry in the region.
6. Assume a leadership role in organizing and managing educational Conferences and Exhibitions for the Direct Selling Industry in this region.
7. DSEI will work with Direct Selling Associations around the world and with World Federation of Direct Selling Association –WFDSA.
8. DSEI will in fact expand programs and activities to deal with changing industry conditions around the world

The DSEI is now working closely with the Dubai Government to establish a professional framework within which the Direct Selling Industry is regulated thereby safeguarding the people working in this industry.

The Direct Selling Festival Exhibition will be the official launch of the industry and aims to showcase a varying spectrum of Direct Selling companies so that people can make informed choices about which company to join. With such a variety of companies offering opportunities from health care products to travel people can choose which business best suits them.

Competition is always healthy and this is all about creating ethical competition, said Mr. Poorya Montaseri, Founder of DSEI.

> ***He emphasized that people are different and there is no opportunity that is best for everyone hence we aim to provide a platform of legitimate companies where people can make their own choice of which company to join.***

We are proud to say that part of our dream has already come true since this has proven to be a tremendous success. The Direct Selling Festival consists of a 2 day Exhibition and a 3 day conference featuring industry experts such as Dr. Charles W King, Tim Sales and Dr. Ellie Drake, with +50 companies exhibiting from around the world and over 5,000 visitors this promises to be a watershed event in the Direct Selling Industry in the region.

We have a fertile soil here and we need to plant good seeds – legitimate companies with ethical structures. Out of this will grow powerful, healthy plants which will feed a lot of hungry people who have a desire to live better lives and to actualize their dreams.

So in a nutshell our organizations' philosophy is to make sure that the right seeds are planted in this fertile soil so to grow fruitful plants.

We invite all networkers and industry experts to the official launch of the industry at Direct Selling Festival Expo & Conference which will take place on 17th – 19th May 2008 at Jumeirah Beach Hotel in Dubai.
www.directsellingfestival.com