



Direct Selling Committee Action Plan 2016

Leadership Team

Board Liaison: Kimberley Andrews, Finance Director, Mead Johnson Nutrition
Chair: Ha Thi Quynh Tram, Managing Director-Oriflame
Vice Chair: TBC
COE' Administrator: Tran Ngoc Han (Russin & Vecchi)
Legal advisor: Trinh Hong Quang (ATIM)
AMCHAM Coordinator: Amy Nguyen

Active Committee Members:

Tamuna Gabilala World Federation of Direct Selling Associations (liaison)
Thuy Ngo Lam - Amway Vietnam Company Ltd.
Nguyen Bui Khanh – Amway Vietnam Company Ltd.
David Wong - Elken
Tuan Le – Elken
Ong-ea Panaudomsin - Nu Skin
Vo Thi Kim Chi Nu Skin
Ly Le Phuong - Nu Skin
Linh Ly – Nu Skin
Nguyen Quyet Thang - Herbalife
Han Hoang – Herbalife
Duyen Le – Herbalife
Dao Le – Herbalife
Pham Thi Nguyet Loan - Morinda Bioactives
Nguyen Hoai Thanh - Morinda Bioactives
Tram Ha – Oriflame
Laura Le - Sunrider
Pondaag Sianne – Tupperware Vietnam
Do Thi Linh Trang - Tupperware Vietnam
My Ly – Perfect Global
Tien Huynh – Perfect Global
Yuna Phan – Perfect Global
Christopher Kim – Unicity
Mai Ngoc Lan – Unicity
Nguyen Than Duc Hanh, ATIM

Mission Statement

“To protect, serve and promote the effectiveness of member companies and the independent business people they represent. To ensure that the marketing by member companies of products and/or the direct sales opportunity is conducted with the highest level of business ethics and service to consumers.”

The Committee meets on the **2nd Friday every month** in the AmCham office and at hotel locations depending upon the topic, speaker and availability.

2016 Goals and Objectives

1. **Broaden Membership:** Broader membership of Committee to include more major direct selling companies.

2. **Code of Ethics:**

- Continue to enhance the self-commitment to the Code of the member companies.
- Enhance the role of Code Administrator regarding code of ethics.

3. **Continue develop relationships with Government, Business, Vietnam MLM Association and Media, and understanding on their part of the positive contributions to Vietnam's social economic development that direct selling companies can make, especially in providing employment and business opportunities for women.**

4. **Position Paper(s):**

- Practice and guideline for new DS law.
- Other key issues raised by Committee's Members.

5. **Speakers:** Identify and invite relevant and interesting speakers from Direct Selling Industries, Government for the upcoming year. Continue working on building market image of Direct Selling, and highlighting the economic development potential as demonstrated by results in Thailand, Malaysia, Singapore, etc.

6. **AVDSC page on AmCham Website: Update AVDSC page on AmCham website to introduce to other Direct Selling Associations and potential members.**

7. **Community event:** Raise awareness and attention from members for social charity events. Collaborate with many famous charity projects to support the Vietnamese children and/or women.

8. **Monthly meetings:** Committee will discuss or present a topic concerning Direct Selling laws and regulations. Committee will invite a relevant speaker/VIP/guest from the competent authorities.

Networking – Industry Event

To promote our committee's role and its member company's image in the industry

- Q1 Introduce action plan 2016 for implementation.
Discuss about Circular / decree for Direct sales law
Proposal for changing DS law.
TET activity.
Committee Chair /Vice Chair to attend Asian DSA Working Group (Mar – Indonesia)
Committee's Representative to attend APP 2016 (Mar-Australia)
Sponsor for Direct Selling Industry event. MOIT/VCA will conduct the event for provincial DoIT + DS Companies at HCMC (Mar)
- Q2 Media campaign.
Committee Chair /Vice Chair to attend Committee Chair meeting Q2 to update Committee activities and seek for the cooperation with other Committees
- Q3 Sponsor for Amcham Scholarship
Media for Scholarship
Committee Chair/Vice Chair to attend Committee Chair meeting Q3 to update Committee activities and seek for the cooperation with other Committees
- Q4 Meeting with VIP
Media campaign for DS
Committee Chair/Vice Chair to attend Committee Chair meeting Q4 to update Committee activities and seek for the cooperation with other Committees
Attend AmCham Governors' Ball
Year End Party