



Direct Selling Committee Action Plan 2015

Leadership Team

Board Liaison: Kimberley Andrews, Finance Director, Mead Johnson Nutrition (Vietnam)
Chair: Ha Thi Quynh Tram, Finance & Corporate Affairs Director-Oriflame
Vice Chair: Pham Thi Nguyet Loan, Compliance Manager - Morinda
COE' Administrator: Tran Ngoc Han (Russin & Vecchi)
Legal advisor: Trinh Hong Quang (ATIM)
AMCHAM Coordinator: Amy Nguyen

Active Committee Members:

Tamuna Gabilaia World Federation of Direct Selling Associations (liaison)
Thuy Ngo Lam - Amway Vietnam Company Ltd.
Thuy Doan – Amway Vietnam Company Ltd.
Jansen Ching -BWL
Le Thi Kim Thoa (Kathy) - BWL
David Wong - Elken
Trinh Phan – Elken
Thuy Hoang - 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
Theresa Huong – Sunrider
Laura Le - Sunrider
Le Kim Tu – 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
Do Thi Thanh Binh 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.

2015 Goals and Objectives

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

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| Q1 | <p>Introduce action plans 2015 for implementation.
 Discuss about Circular / decree for Direct sales law.
 How to implement new Direct sales law.
 Committee to attend AmCham Board Meeting to report 2015 plan and promote event with MoIT/Seek for Board's support.
 Committee Chair/Vice Chair to attend Committee Chair meeting Q1 to update Committee activities and seek for the cooperation with other Committees</p> |
| Q2 | <p>Sponsor for Direct Selling Industry event. MOIT/VCA will conduct the event for provincial DoIT + DS Companies.
 Media campaign.
 Committee Chair /Vice Chair to attend Committee Chair meeting Q2 to update Committee activities and seek for the cooperation with other Committees</p> |
| Q3 | <p>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</p> |
| Q4 | <p>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
 Attend AmCham Scholarship Award Ceremony
 Year End Party</p> |