

Section:	Direct Selling Festival
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Direct Selling booms as result of global financial crises

With the economic tsunami engulfing the world, there is hardly any city or community that has escaped the global recession.



Mr. Poorya Montaseri, Founder of Direct Selling Educational Institute in Dubai, said:

'Long gone are the days of 'a job for life' and the retrenchments are a happening across the board - from the very bottom to the very top. So what does a person approaching middle age, with experience but without a job do? The good news is - Direct Selling.'

Direct Selling is one of the largest growing industries in the world and best of all it grows in a recession! Already a formidable industry with a turnover of over \$110bn, and successfully supporting a global workforce in excess of 61 million people - it is an industry that will see huge growth, especially in the current financial situation. Direct Selling is all about the 'redistribution' of sales revenue - with the slices of the profit pie going to the 'many' rather than the 'few'. It was the way business was done for centuries before the large corporations went global.

Renowned Direct Selling companies such as Herbalife and Oriflame are looking to enter Dubai market, Mr. Montaseri. Although market leaders such as Forever Living Products, DXN, SISEL, Amega Global, Power Plus and SEANET already operate in Dubai, many more firms are preparing to move in. Dubai's rising cost of living and the current economic situation is seen as potential trigger for many residents to use direct selling to supplement their income.

Direct selling offers flexible work schedules and does not require any particular level of education, experience, financial resources or physical condition, which makes it very appealing to people who want to earn an extra income. Direct sellers are independent contractors who can work part-time or full-time, they set their own goals and determine how to reach them.

DSEI will be organizing Dubai 2nd International Direct Selling Festival to feature the opportunities available through Direct Selling in the UAE.

Notes and Media Contacts

About Direct Selling Industry:

Direct Selling is a dynamic, vibrant, rapidly expanding channel of distribution for the marketing of products and services directly to consumers. A powerful engine for growth, Direct Selling is a great option for those people who love to be their own boss, or aim to translate their free time to earning time. The industry nurtures over 60 million beneficiaries across the globe. Low initial investments, and a sure income that's proportional to the work done, stand as its specialties.

About the Organisers:

DSEI - Direct Selling Educational Institute , is a Dubai-based company with several years experience in the 'Direct Selling' industry, providing MICE services to different Direct Selling Companies located in this region. DSEI along with Linkviva Events held Dubai 1st International Direct Selling Festival in May 2008 which was a great success with 45 exhibiting companies, 3000 visitors and was inaugurated by Mr. Al Shehi, the Undersecretary to the Ministry of Economy of UAE.

DSEI is working under the supervision of Department of Economic Development and the legislation is expected to be announced shortly.

Media contact:

Niousha Ehsan
Business Development Manager
DIRECT SELLING FESTIVAL
Linkviva FZ L.L.C
Dubai Media City
P.O. Box 502068
Dubai, U.A.E
Tel: +971 4 3678192
Fax: +971 4 3604560

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AME Info FZ LLC - PO Box 502100, Al Thuraya Tower 1, 20th Floor, Dubai Media City United Arab Emirates
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - press@ameinfo.com - <http://www.ameinfo.com>