



DUBAI 2nd INTERNATIONAL
DIRECT SELLING FESTIVAL

DIRECT SELLING FESTIVAL 2009 IN DUBAI

DECLARED ANOTHER ROARING SUCCESS



EXHIBITION



CONFERENCE



DIRECT SELLING AWARDS

THE LEADING AWARDS FOR THE
DIRECT SELLING INDUSTRY IN THE MIDDLE EAST



THE DIRECT SELLING FESTIVAL EXHIBITION

The celebration of the recently held Dubai 2nd International Direct Selling Festival proved again that we achieved our goals in advancing the progress and establishing a stand-firm Direct Selling

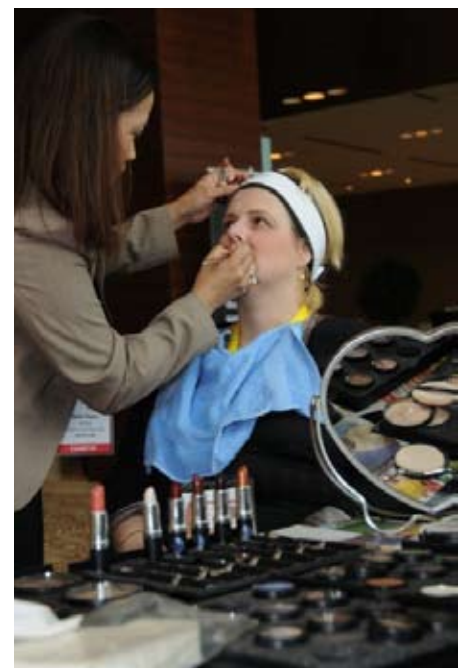
Industry in the UAE. With over 4000 visitors coming from 37 countries sharing their ideas and expertise in building awareness, relationships & introducing “right on time business opportunities” within the region, especially with

the current economical situation.

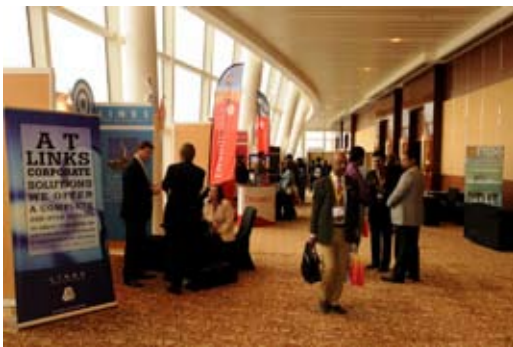
The event indeed set a platform for Direct Selling Companies to enter this vibrant market and expand their network within the region.



With 45 exhibiting companies and over 4000 visitors from 37 countries, the event was a grand success!



THE DIRECT SELLING FESTIVAL EXHIBITION





THE DIRECT SELLING EDUCATIONAL CONFERENCE

This year the educational conference 'Leaders Forum' was held with certain specific objectives in mind. As the multi-billion dollar Direct Selling industry makes inroads in MENA region it becomes important for practitioners and distributors to have access to information on various aspects of the business.



The 'Leaders Forum' provided a great opportunity to all Direct Selling Professionals as they were able to:

- Interact with industry experts from around the world
- Learn best practices and accelerate their organization's growth
- Replace conventional sales techniques
- Make rejections and objections a thing of the past
- Attract the expected results, faster and more efficiently
- Understand how to think, act and talk differently with people





The educational conference included worldwide speakers: **Benjamin Tan (Founding Member of DSA Singapore)** covering the topic of “Direct Selling, the potential power to empower people’s lives”, **Bijay Shah** (Regional Director of BNI) with “How to network effectively” and **Brian Klemmer** (Author of 4 books) with his famous topics “Be extraordinary in an ordinary world” and “Compassionate Samurai!” & **Michael Oliver** (Founder of Natural Selling), where he spoke about “How to have fearless conversations!” and how to “Build your business faster – without rejections or objections”.





THE DIRECT SELLING AWARDS CEREMONY

One of the highlights of this event was the launching of the Direct Selling Awards Ceremony. This awards was created to provide recognition of achievements and professionalism in Direct Selling industry in this region. Beauty Queen of the Philippines, (Ex Miss Philippines) Daisy Reyes assisted in presenting the awards.



Winners of the Direct Selling Awards 2009:

Excellence Award - H. E. Ali Ibrahim (Deputy Director General for Executive Affairs, Departments of Economic Development of Dubai)

Outstanding Management Award - Mr. Jijith N. K. (DXN)

Innovation in Education Award - Mr. Alex Atashkar (EMCOM Management)

Supplier Award - Mr. Tambi Fernando (Tambi Studios)

Best Direct Seller Award - Mrs. Gloria Rosete (Forever Living Products)



THE DIRECT SELLING AWARDS CEREMONY



H. E. Mohammed Ahmed Bin Abdul Aziz Al Shehi (Director General of the UAE, Ministry of Economy) officially opened this ceremony with his worm speech, he said “Direct Selling strengthens the country and economy not only by striving your own success but by offering opportunities to others”. Therefore, I congratulate each one of you here for your initiative, thrive and willingness to be a flag-bearer of the Direct Selling Industry in the region.



Today the UAE is seriously pursuing the growth of the Direct Selling Industry. The Direct Selling Educational Institute is a testament to our vision to establish the UAE as a regional hub for the Direct Selling Industry. I'm very happy to announce that the plans are currently on to form a Direct Selling Association in the UAE which will gather together all of you under one umbrella. When it comes to reality the association will be the first of its kind in Middle East and in the Arab World.



All professionals from Direct Selling industry attended this ceremony to recognise the winners of the 5 categories: Excellence Award, Outstanding Management Award, Innovation in Educational Award, Supplier Award and Best Direct Seller Award.





TESTIMONIALS

Ma'amoun Al Otabi (Luxe Generation) – “Last year, I visited Direct Selling Festival and attended the educational conference. This great experience influenced me to participate in the festival as the exhibitor. This year I see that Direct Selling Festival is better organised and offers more networking opportunities. As a very good sign for Direct Selling industry in the UAE that here is more international exhibitors.



Mark Tanyag (Forever Living Products) – “We are exhibitors at Direct Selling Festival for the second time and it is important for us to be here, because this is very good opportunity for networking. Our company is the world's largest grower, manufacturer & distributor of Aloe Vera health and beauty products as well as nutritional bee products with activities in 125 countries. At the festival we have the chance to meet all the people who are interested in our products and would like to earn additional income”.



Shanila Ashraff, 23, Indian– “I heard about Direct Selling, because few of my relatives are involved in this business. It is very interesting for me to know more about it, this is why I'm here.”





Anna Popova, 33, Russian – “In our country Direct Selling is a very popular business. We have well known cosmetic brands such as Oriflame, which is available through Direct Selling only. I’m here to see what kind of opportunities Direct Selling offers to us in Dubai, especially in the current economical situation”.

Larryboy Maglangit, 36, Filipino – “I have been visiting many exhibitions in Dubai, but this is my first time to attend Direct Selling Festival. Now I can actually see how many Direct Sellers are involved in this kind of business here. This exhibition is interesting and very well organised”.



Ali Memon (Gano Excel) – “Our company exhibiting for the second time here at Direct Selling Festival and we are one of the rapid growing direct selling companies in the Gulf. Gano Exel based in Malaysia, KSA and Dubai. Direct Selling Festival is only way of Direct Selling companies to promote their product and services, because it is only networking platform in the Middle East. Trough this festival we can extend and grow our business. Our company is looking forward to participate at this event for the next year – it is part of our business. Until Direct Selling Festival is here – we will be here.”



We will be back
in **2010**



**bigger
&
better**

**MAKE SURE TO
BE A PART OF
THE DIRECT
SELLING
REVELUTION IN
THIS REGION!**

Register today on www.directsellingfestival.com