



WFDSA 2026
World Congress Incheon



WFDSA
WORLD FEDERATION
OF DIRECT SELLING ASSOCIATIONS

PROGRAM GUIDE

Direct Selling: Powering Human Transformation

WFDSA 2026 WORLD CONGRESS
INCHEON, REPUBLIC OF KOREA

October 19–21, 2026

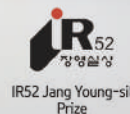
INSPIRE Entertainment Resort



Hosted by KDSA

ATOMY ABSOLUTE CellActive™ Skincare

Stop the Clock on Skin Aging



Welcome Message



Roger Barnett

Chairman, WFDSA
CEO, Shaklee Corporation

Dear Colleagues and Friends,
It is my great pleasure to welcome you to Incheon for the 18th WFDSA World Congress.
For the first time in its history, the World Congress is being held in Korea – a reflection of how much the country has contributed to the growth and leadership of our industry. Our World Congress provides a unique forum for our industry leaders to gather together, share best practices, and map out our future where we can continue to grow our impact to our customers, the families that have chosen to create a business on our platforms, and the countries in which we operate. The world is changing rapidly with the advent of AI, changing consumer preferences and evolving regulatory frameworks. But the fundamental value that we provide is only growing in importance. People want and need the health benefits of our communities, our ability to help people build skills and confidence, our proven opportunity at scale to provide flexible sources of income, all the while contributing to the local economies. That is why our theme this year, “Powering Human Transformation,” is so meaningful. In an era where so many in the workforce are disillusioned, fearful and uncertain, direct selling offers community, growth and skills development.
I hope you leave Incheon with new relationships, expanded thinking, and renewed pride in what direct selling makes possible. Behind every company and market represented here are millions of people pursuing a business on their own terms. Together we have the privilege and the responsibility to protect and strengthen that opportunity for generations to come.
Thank you for taking your time to join us. I wish you an amazing World Congress.
Warm regards,
Roger Barnett



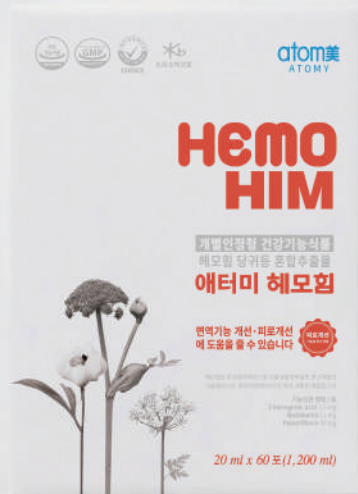
Shaila Manyam

Executive Director, WFDSA

Welcome to Incheon and the 18th WFDSA World Congress!
Our theme, “Direct Selling: Powering Human Transformation,” is about the resilience, capability and limitless potential of people to build economies, societies and skills through our industry– and so is this Congress. Over the coming days, you will hear from inspiring leaders, explore an exciting program, and connect with peers from companies, associations, government and academia.
These cross-sector conversations are where new ideas, partnerships and transformations begin. Thank you to our sponsors, the Korea Direct Selling Association for hosting us and most importantly, all of you for coming, sharing, engaging and learning about our industry. I look forward to meeting you.
With best wishes,
Shaila Manyam

Solely for Immunity Atomy HemoHIM

Completed with 8 years of national research by
Korea Atomic Energy Research Institute



Dual Functionality Approved
**Immune Support
& Fatigue Relief**

Sold Globally in
23 Countries

Accumulated Sales
3 Billion Dollars

Welcome Message



Han-Gill Park

**Co-Chair of Congress Organizing Committee
Chairperson of Korea DSA, Atomy**

Dear Colleagues, Since the World Congress in Dubai three years ago, it is already time for us to come together once again with the global direct selling family.

The Congress Organizing Committee has been working diligently to prepare this global event to ensure it is a meaningful time for direct selling industry family members from around the world to experience Korea's vibrant culture, including K-beauty, K-food, and K-pop, while reflecting together on the future of direct selling and inspiring one another. We warmly invite all of you to the Republic of Korea. We look forward to seeing you this upcoming October in Incheon, Republic of Korea.



Eun-Ja Shin

**Co-Chair of Congress Organizing Committee
President, Representative Director, Amway Korea**

Welcome to the 2026 WFDSA World Congress in Korea. It is a great honor to bring together leaders from across the global direct selling industry to discuss the future of our industry.

I hope this Congress opens new opportunities for innovation and collaboration, and serves as a meaningful milestone toward building a healthier and more sustainable future together.

Welcome Message



Won-Kyung Eo

Vice Chairperson of Korea DSA

On behalf of Korea DSA and its member companies, I warmly welcome all participants to the World Congress. Our industry adheres to regulations, promotes consumer welfare, and offers meaningful opportunities for distributors while contributing to society through donations and community support.

This Congress is a crucible where diverse experiences and cultures merge, shaping the future of global direct selling. It is where tradition meets innovation, and values such as ethics, regulation, technology, and consumer protection converge.

We are committed to ensuring the comfort and convenience of all participants, and your active engagement will make this World Congress shine even brighter. Thank you.

ABOUT WFDSA



WFDSA, based in Washington, D.C., is the global organization representing the direct selling industry around the world since 1978, bringing together leading companies, over 50 national Direct Selling Associations and key stakeholders.



The WFDSA mission is to build understanding and support for direct selling worldwide.

WFDSA supports direct selling companies and associations by:

- Developing, maintaining and promoting the highest global standards for responsible and ethical conduct.
- Advocating the industry's positions and interests with governments, media and key influencers.
- Serving as a trusted global resource for information on direct selling.
- Facilitating interaction among direct selling executives on issues of importance to the industry.

Welcome Message



Dong-II Nam

Vice Chairman, Korea Fair Trade Commission

Distinguished guests, ladies and gentlemen,

I am Dong-il Nam, Vice Chairman of the Korea Fair Trade Commission. It is my honor to congratulate you on the opening of the 18th WFDSA World Congress and to thank all industry leaders, academics, consumer groups, and experts who have joined us here in Incheon.

This congress is significant, as representatives from around the world gather to discuss the future of direct selling amid rapid social and economic change. Consumers now rely on social media reviews and online platforms, while companies adopt digital tools and artificial intelligence to connect with them. These transformations bring both opportunities and responsibilities.

To earn lasting trust, businesses must provide accurate information and avoid misleading practices. Direct selling, built on communication and trust, requires transparent conduct and ethical management more than any other industry. Sustainable growth depends not on short-term gains but on building credibility. This calls for both individual responsibility and collective self-regulation across the industry. The government will continue to support fair trade, protect consumers, and pursue policies that reflect evolving market realities. I hope this congress will be a forum for sharing experiences, strengthening compliance, and advancing ethical practices worldwide. May Korea's direct selling industry also rise to global standards and embrace change with confidence.

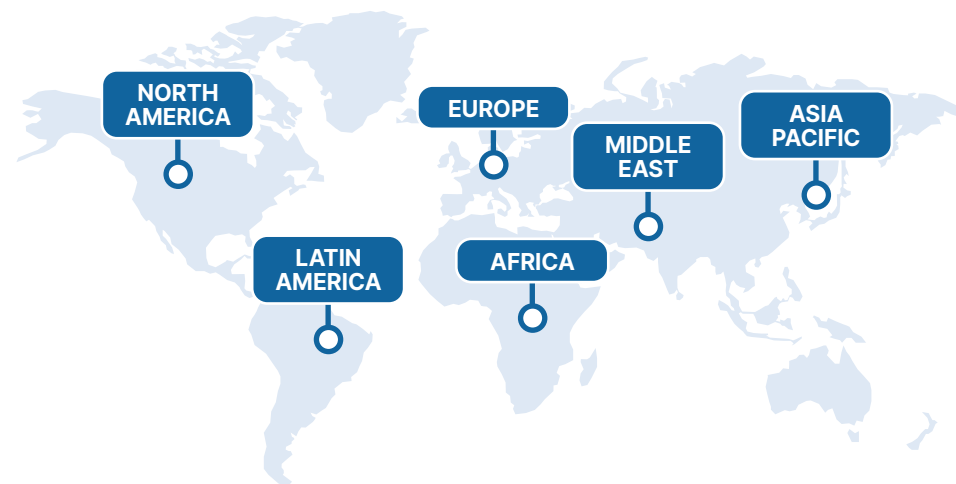
Once again, congratulations on this important gathering. I wish you fruitful exchanges, new partnerships, and continued growth for the direct selling industry.

Thank you.



A Global Federation for the Direct Selling Industry

WFDSA represents direct selling associations all around the globe as a global federation. More than 60 national and regional Direct Selling Associations. WFDSA represents the global direct selling industry in more than 170 countries.



WFDSA 2026 World Congress Incheon, Republic of Korea

The 2026 WFDSA World Congress will take place in Incheon, Republic of Korea, bringing together leaders and representatives from the global direct selling industry. Hosted at INSPIRE Entertainment Resort, the Congress provides an opportunity for the global direct selling community to connect, share insights, and explore the future of the industry together.

Pre-Congress: October 19 Incheon Half Day City Tour



OPTION 1

Songdo Waterfront & Shopping

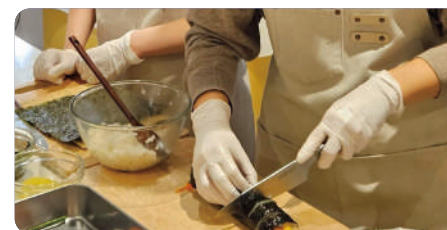
Modern · Waterfront · Shopping



OPTION 2

Yeongjong Marina & Leisure

Marine · Relax · Experience



OPTION 3

Open Port Cooking Class

History · Culture · K-Food

Welcome Reception ——— Mountain Hall, 5:30 p.m.

World Congress Agenda: Day One

Morning Sessions: October 20	
8:00 a.m.	Registration & Coffee
9:00 a.m.	Processional of VIPs; Opening Performance by SDG Crew
9:05 a.m.	Opening Remarks: Mr. Han-Gill Park , Chairman and Founder, Atomy and Chairperson of Korea DSA and Mr. Won-Kyung Eo , Vice Chairman and Executive Director of Korea DSA
9:15 a.m.	Official Opening of World Congress: Keynote Mr. Roger Barnett , WFDSA Chairman
9:30 a.m.	Welcome Speech and WFDSA Highlights Ms. Shaila Manyam , WFDSA Executive
9:45 a.m.	VIP Keynote Speaker: The Role and Vision of Direct Selling (A Platform of Trust for Shared Growth) H.E. Dr. Un-Chan Chung , Former Prime Minister of the Republic of Korea Former President of Seoul National University
10:15 a.m.	Break
10:30 a.m.	CEO Panel: Mr. Michael Nelson (CEO, Amway), Dr. Dora Hoan (Global CEO, Best World), Mr. Kevin Guest (CEO, USANA), WFDSA Chairman Mr. Roger Barnett (CEO, Shaklee, moderator)
11:00 a.m.	Spotlight Panel: The State and Future of Trade and Direct Selling in APAC Mr. Masaki Odai , Secretary-General, Japan DSA, Ms. Franciska Simanjuntak , Director of Trade Business Development, Government of Indonesia, Mr. Ryan Napierski , CEO, NuSkin (moderator)
11:30 a.m.	China Direct Selling Spotlight: Legal and Commercial Issues & Reflections on the Transformation of Direct Selling in China Professor Sun Xuanzhong , Professor at China University of Political Science and Law
12:00 p.m.	Networking Luncheon (Sponsor: Hong Kong Tourism Board)
Afternoon Sessions: October 20	
1:30 p.m.	Remarks: "The Competitive Advantage Of Direct Selling in the AI Era" Dr. Dora Hoan , Co-Founder and Global Chief Executive Officer, Best World International
1:50 p.m.	Panel: The Future of Direct Selling: Digital Transformation & AI Professor Wei Wei , Director, Center for Research in Direct Selling, Peking University, Dr Paul Seehra , Vice-President, Nutrition, Amway, Ms. Shaila Manyam , WFDSA Executive Director (moderator)
2:20 p.m.	Presentation: New Generations, New Consumer Cultures: Engaging Gen Z and Millennials McKinsey TBD
2:50 p.m.	Malaysia Spotlight Fireside Chat: The Malaysian Direct Selling Industry: Striking the Balance Between Robust Governance and Global Expansion Mr. Muhd Fairuz Abdul Halim , Deputy Undersecretary Distributive Trade and Business Division, Ministry of Domestic Trade and Cost of Living, Government of Malaysia, and Mr. Roger Barnett , WFDSA Chairman and CEO, Shaklee
3:10 p.m.	Conclusion Day One
4:00 p.m.	Transportation Departs for Dinner Venue
5:00 p.m.	Offsite Waterfront Sunset Reception, Dinner and K-Pop Performances SangSang Platform Venue

World Congress Agenda: Day Two

Morning Sessions: October 21	
9:00 a.m.	Coffee and Networking
9:30 a.m.	Opening Performance: Ara Dance Company
9:35 a.m.	Keynote: Fish out of vatn: An outsider's unexpected journey and the power of human transformation H.E. Mme. Eliza Reid , former First Lady of Iceland
10:05 a.m.	Remarks: Asia-Pacific Market Insights Mr. Marcus Sandström , CSO APAC, PM International
10:25 a.m.	Remarks: Mr. Yong-Soon Yoon , CEO, M.D., Ph.D., M.Div., Atomy Co., Ltd - A Company That Transforms and Grows People
10:45 a.m.	Quick Break
10:50 a.m.	Fireside Chat: Influencers Speak – the Power of Generations Online Lilycoco , K-Beauty Influencer, Ms. Shaila Manyam , Executive Director, WFDSA
11:20 a.m.	Korea Spotlight: K-Consumer Protection: The Infrastructure of Trust (Korea's Experience in the Direct Selling Industry) Mr. Byung-Ha Chung , Chairman of KOSSA
11:40 a.m.	Korea Market Spotlight: Innovation Builds. People Transform. (From K-Beauty Innovation to Human Transformation through Direct Selling) Mr. Joong Hyun Ahn , Founder and Chairman, RIMAN
12:00 p.m.	Networking Luncheon (sponsored by Hong Kong Tourism Board)
Afternoon Sessions: October 21	
1:30 p.m.	CEO Council C-level Only: Bilateral Meetings with Officials (Island Room) Others: Market Spotlight Panels · Cracking the EU Market and Regulations Mr. Frederic Billon , Executive Director, DSA France and Vice-President, Seldia. Mr. Oscar Cano Arias , Executive Director, Direct Selling Europe, Mr. Jochen Clausnitzer , General Manager, DSA Germany · India Market Spotlight Mr. Ratnesh Lal , Herbalife/India DSA Board Chair, Dr. Abraham Lee , Atomy/Treasurer, IDSA, Mr. Rajat Banerji , Amway/IDSA Board Member Mr. Romesh Puri , Executive Director, IDSA
3:00 p.m.	Afternoon Break
3:30 p.m.	Announcement and Brief Remarks: New WFDSA Chair
3:50 p.m.	Announcement of Next World Congress
4:00 p.m.	Conclusion Day Two
6:30 p.m.	Closing Night Cocktail: Mountain Hall
7:00–10:00 p.m.	Gala Dinner, Awards Ceremony Dress: Black Tie/National Dress

WORLD AT ITS BEST

For 36 years, BWL has helped countless individuals around the world **bring their aspirations to life.**

Through our **premium beauty, health and wellness brands**, a **proven business platform** and a **thriving global community**, you, too, can help others look and feel better and live with greater confidence - while building a **meaningful business** that spans BWL's global markets.

**HELP OTHERS THRIVE.
BUILD YOUR BWL BUSINESS.**





RIMAN

EXPERIENCE THE DIFFERENCE
A DIFFERENCE YOU'LL LOVE



Discover
RIMAN's
Brand Film



Direct Selling with Peace of Mind

MAC&CO guarantees refunds for products sold by its member companies. Reliable direct selling that protects consumer rights to the very end—MAC&CO stands with you.



MAC&CO is a consumer damage compensation institution managed and supervised in accordance with the law.



Keynote Speaker



Un-Chan Chung

Un-Chan Chung is a distinguished Korean economist who served as the 40th Prime Minister of the Republic of Korea from 2009 to 2010. He earned his bachelor's degree in economics from Seoul National University, a master's degree from Miami University, and a Ph.D. in economics from Princeton University. He spent many years as a professor of economics at Seoul National University and served as its 23rd President from 2002 to 2006. He also served as President of the Korean Economic Association and the inaugural Chairman of the Commission on Shared Growth. He currently serves as Professor Emeritus at Seoul National University and Chairman of the Korea Institute for Shared Growth.



Eliza Reid

Eliza Reid is a writer, public speaker, gender equality advocate, cofounder of the acclaimed Iceland Writers Retreat and former First Lady of Iceland. From 2016 to 2024, Eliza served in the unofficial role of First Lady while her husband was President of Iceland, during which time she served as patron of numerous organizations and was named a United Nations Special Ambassador for Tourism and the Sustainable Development Goals. She is the author of three bestselling books and continues to speak at conferences and events around the world on topics relating to gender equality, how to make an impact when you're not in charge, and storytelling for social change. Eliza has degrees from the University of Toronto (Trinity College) and Oxford University (St. Antony's College).

WHY INCHEON?

Your **ONE& ONLY** MICE Destination

Discover why Incheon is the perfect choice for your next corporate meeting



01 UNBEATABLE ACCESSIBILITY

Easy Access for Global Participants

Just 5 minutes from Incheon International Airport, Yeongjong is home to world-class venues including INSPIRE Entertainment Resort and Paradise City, with capacity for events of up to 15,000 participants. Only 20 minutes from the airport, Incheon Songdo International Conference Complex Zone offers a highly connected environment for business events.



02 COMPREHENSIVE EVENT SUPPORT

Making Your Corporate Meeting a Success

Corporate meetings with at least 100 domestic participants or 30 international participants may be eligible for financial and administrative support of up to KRW 100 million.



03 A TRUSTED PARTNER FOR THE DIRECT SELLING INDUSTRY

A Special Partnership with KDSA

In 2023, Incheon became Korea's first local government to join the Korea Direct Selling Industry Association (KDSA) as a Special Member.

Building on this partnership, Incheon successfully co-bid for the 2026 WFDSA World Congress and continues to work closely with KDSA toward its successful hosting.

Incheon also has a proven track record of attracting and supporting major direct selling events, including the Nu Skin Global Corporate Meeting in September 2024 with 11,000 participants.

04 YOUR DEDICATED MICE TEAM

Ready to Make Your Event a Success

Incheon Tourism Organization | MICE Bureau

T. +82-32-899-7438

E. veronica@ito.or.kr

Speaker



Sun, XuanZhong

Professor, China University of
Political Science and Law

Chairman, Legality & Business Leaders (Beijing)

International Consulting Co., Ltd. (LBL International)



Dora Hoan

Co-Founder, Chairman, Best World International

Dr. Dora Hoan is the Global CEO, Co-Founder/Chairman of Best World International Ltd., a Singapore homegrown company she co-founded in 1990. Under her leadership, Best World has grown into a multinational direct selling business with a presence across 27 markets worldwide.

A longstanding leader and advocate for the direct selling industry, Dr. Hoan serves as Chairman of the Direct Selling Association of Singapore and Secretary of the World Federation of Direct Selling Associations (WFDSA).

In recognition of her contributions to the global direct selling community, she received the WFDSA Distinguished Service Award in 2017.



PM-INTERNATIONAL

Worldwide market leadership
in the development and distribution of
high-quality products for health, fitness and beauty



FitLine
Experience results.



Experience results.

Speaker



Muhd Fairuz Abdul Halim

Deputy Undersecretary, Ministry of Domestic Trade and Cost of Living, Malaysia

Muhd Fairuz Abdul Halim is a senior Malaysian Public Service Officer with extensive experience in policy development, strategic planning, economic development, and regulatory affairs. He currently serves as Deputy Undersecretary of the Distributive Trade and Business Division at the Ministry of Domestic Trade and Cost of Living, overseeing policy and regulatory matters related to distributive trade, including the direct selling industry. He has held key positions at the Office of the State Secretary of Perlis, the Ministry of Energy and Natural Resources, and the Prime Minister's Department. His expertise includes regulatory development, strategic planning, industry governance, and government-industry engagement.



Marcus Sandström

CSO APAC, PM International

Marcus Sandström has more than 24 years of experience in the network marketing industry, with extensive expertise in building, managing, and expanding businesses across international markets.

With nearly 14 years at PM-International, he has been a driving force behind the exponential growth of PM-Asia Pacific. His international experience and global perspective have been instrumental in strengthening the company's presence and success across the region.

He currently serves as Chief Sales Officer for Asia Pacific.

Behind Every Transaction, KOSSA Safeguards Trust.



KOSSA provides consumers with a reliable safety net for transactions and gives direct selling companies a statutory consumer-protection mechanism that helps them build trust and operate responsibly. Together, we help create a marketplace where consumers and businesses can thrive.



Speaker



Yong-Soon Yoon

CEO, M.D., Ph.D., M.Div., Atomy Co., Ltd.

Yong-Soon Yoon is the CEO of Atomy Co., Ltd. and a medical doctor (M.D.) with extensive experience in healthcare, business, and organizational leadership. Yong-Soon Yoon served as a Visiting Scholar at the University of North Carolina School of Medicine and currently serves as President of the International Medical Cooperation Organization, contributing to international healthcare cooperation and exchange. Yong-Soon Yoon is also a board member of multiple medical-related academic societies and previously served as Director of the Planning & Coordination Office at Presbyte, demonstrating expertise across medical, academic, and organizational fields.



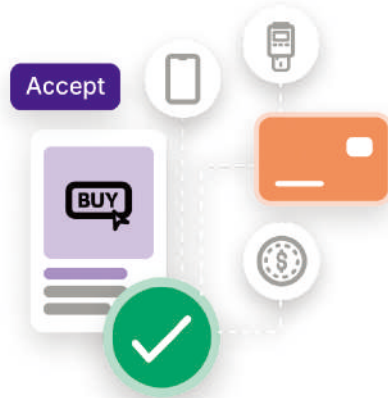
Byung-Ha Chung

Chairman, KOSSA

A legal and consumer protection expert, Byung-Ha Chung began his public service career as a prosecutor and went on to serve in senior positions, including Chief Prosecutor of the Second Public Security Department at the Seoul Central District Prosecutors' Office, Chairman of the Consumer Dispute Settlement Commission at the Korea Consumer Agency, and Inspector General of the Supreme Prosecutors' Office. He also practiced law at DR & AJU LLC. Drawing on his extensive experience across the public and private sectors, he now serves as Chairman of the Korea Special Sales Financial Cooperative Association (KOSSA), bridging government consumer protection policy and Korea's direct selling industry while strengthening consumer trust, promoting sound industry growth, and driving innovation at KOSSA through digital transformation.

Payments built for direct selling

The direct selling industry has changed significantly as digital channels have grown and shoppers have more choice in how and when they buy. Worldpay can help you manage payments across markets, protect against fraud and understand payment performance, so you can focus on your shoppers and representatives while growing your business.



Global reach, local support

Accept payments across markets and give shoppers and representatives access to the payment methods they know and use

Local payment experiences

Offer local and alternative payment methods to give shoppers and representatives more choice in how they pay

Fraud protection

Combat commission fraud with a scalable solution that works across payment providers, while also managing chargebacks, false declines and protecting revenue

Payment optimization

Improve payment performance using capabilities such as network tokens, account updater and dynamic routing

Payment data and reporting

Bring payment data together and access the information you need to track performance and make informed decisions

Streamlined payouts

Simplify payouts to representatives, making it easier to manage payments across your network

Why Worldpay?

Worldpay has the scale, technology and payments experience to support direct selling businesses around the world.

We can help you accept and optimize payments, manage fraud, understand payment performance and support payouts across markets.

That gives you more time to focus on your customers, your direct sellers and growing your business.

1. directsellingnews.com (2026)

3/5

We work with 3/5 of the world's leading direct selling companies¹

153

We handle 153 currencies to offer you localized payment options

175+

We process transactions in over 175 countries, helping you reach a global audience

94bn

We processed 94bn transactions in 2025

Speaker



Joong-Hyun Ahn

Founder and Chairman, RIMAN

Innovation Builds. People Transform.

From K-Beauty Innovation to Human Transformation through Direct Selling

He founded RIMAN on the belief that sustainable growth begins with people and that business can help individuals realize their potential and succeed together. This philosophy is reflected in the name RIMAN, combining "Re" and "Human" to represent a renewed focus on human potential. Under his leadership, RIMAN has built an integrated innovation ecosystem spanning R&D, differentiated ingredients and advanced production, while expanding its K-Beauty innovation and people-centered approach across global markets.

What is Direct Selling

Direct selling is a retail channel used by top global brands and smaller, entrepreneurial companies to market products and services to consumers.

Companies market all types of goods and services, including jewelry, cookware, nutritionals, cosmetics, housewares, energy and insurance, and much more.

The direct selling channel differs from broader retail in an important way.

It is also an avenue where entrepreneurial-minded people can work independently to build a business with low start-up and overhead costs.

Direct selling consultants work on their own, but affiliate with a company that uses the channel, retaining the freedom to run a business on their own terms.

养固健
oriherb

新平衡

Holistic Harmony

四
合
理

Four Habits

调优生活方式
实现生活平衡

Optimize Lifestyle for
Life Balance

◆ 饮食有节
◆ 起居有常
◆ 运动有度
◆ 情志有衡

- Proper Diet
- Regular Daily Routine
- Moderate Exercise
- Inner Peace



◆ 扶正气
◆ 平阴阳
◆ 调脏腑

- Optimize Qi
- Balance Yin & Yang
- Regulate Zangfu Organs*

三
调
养

Three Restorations

调理身体状态
实现身体平衡

Optimize status of health,
to achieve health balance

*Note: Zang organs (spleen, lung, kidney, liver, heart) and Fu organs (stomach, large intestine, bladder, gall bladder, small intestine)

CEO Panel



Michael Nelson

President & Chief Executive Officer
Amway



Dora Hoan

Global CEO, Co-Founder/Chairman
Best World International Ltd



Kevin Guest

Chief Executive Officer and Chairman of the Board
USANA Health Sciences, Inc



**Roger Barnett
(Moderator)**

Chairman, WFDSA
CEO, Shaklee Corporation

라라PSI 홈더마 시리즈

LALA PSI



Too good not to talk about.
Looking forward to a great exchange with all of you.



Spotlight Panel

The State and Future of Trade and Direct Selling in APAC



Masaki Odai

Director/Secretary General
JDSA



Franciska Simanjuntak

Director of Trade Business Development
Ministry of Trade of the Republic of Indonesia



Ryan Napierski (Moderator)

Chief Executive Officer and President
Nu Skin Enterprises



Herbalife
Live your best life

herbalife.com

Source Euromonitor; CH2026ed. Protein Shake as Sports Protein Powder, Sports Protein PTDs, Meal Replacement, Supplement Nutrition Drinks & Protein Supplements combined % RSP share GBO for 2025.
출처: 유로모니터; 2026년판, 스포츠 단백질 파우더, 스포츠 단백질 PTD, 식사 대용, 영양 보충 음료 및 단백질 보충제 등의; 2025년 RSP 점유율 GBO를 합산

TIENS 天狮

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BETTER LIFE**

TIENS FOUNDED IN 1992



TIENS CALCIUM SERIES PRODUCTS WON
THE 106TH PANAMA PACIFIC AWARDS IN 2021



TIENS OFFICIAL WEBSITE

www.tiens.com



OKSANA CHUSOVITINA
世界奥运冠军, 8次奥运会获奖者
Olympic champion,
8-time Olympic medalist

The Future of Direct Selling Digital Transformation & AI



Wei Wei

Director, Center for Research in Direct Selling
Peking University



Paul Seehra

Vice President, Global Nutrition, Science & Plant R&D
Amway



**Shaila Manyam
(Moderator)**

Executive Director
WFDSA

Latin America's
#1 choice
came naturally.



Natura, the leading beauty brand in Latin America, according to Euromonitor 2025

#1 Fragrances in Latin America

#1 Beauty and Personal Care in Latin America

Euromonitor International Natura Brand: umbrella brand Natura. Natura Group: Global Latest Owner. Beauty and Personal Care 2026 ed.; retail value sales (RSP), 2025 data.

TECHNOLOGY SHOULD STRENGTHEN
RELATIONSHIPS, NOT REPLACE THEM

Stronger
connections.
Easier
commissions.

더 강한 관계. 더 쉬운
커미션.



REQUEST A DEMO



Fireside Chat Influencers Speak – the Power of Generations Online



Lilycoco

Lilycoco is a Korean influencer active in beauty, fashion, health, and lifestyle.

She has served as an Adidas ambassador and collaborated with various brands and organizations, including Trip.com, the Viet Nam National Authority of Tourism (VNAT), BMW, Range Rover, and Volvo. She continues to engage in influencer activities across a wide range of fields.



Shaila Manyam (Moderator)

Executive Director
WFDSA



Market Spotlight Panel

Cracking the EU Market and Regulations



**Oscar
Cano Arias**

Secretary General,
Direct Selling Europe (DSE)



**Frédéric
Billon**

Executive Director,
French DSA



**Jochen
Clausnitzer**

General Manager,
German DSA (BDD)

Please refer to the WFDSA 2026 World Congress website
(<https://www.wfdsa2026korea.com/>) for the latest program and speaker information.

🕒 A truly golden hour 📍 Halfway across Victoria Harbour

Like *nowhere else*
on the planet.

ONLY IN
香港
HONG
KONG
Asia's World City



Mehongkong.com
Presented by Hong Kong Tourism Board

Market Spotlight Panel

India Market Spotlight



**Dr.
Ratnesh Lal**

Senior Director, Public Affairs, Herbalife India &
Chairperson, Indian DSA



**Dr.
Abraham Lee**

MD & CEO, Atomy India & Treasurer,
Indian DSA



**Mr.
Rajat Banerji**

Vice President, Corporate Affairs,
Amway & Secretary, Indian DSA



**Mr.
Romesh Puri**

Chief Advisor, Ethics and Compliance,
Indian DSA

Foyer Booths

The Foyer Booths are located in the foyer between the INSPIRE Ballroom and the Mountain Hall. They are designed for brand exposure, product display, and business consultation.

Participating Companies

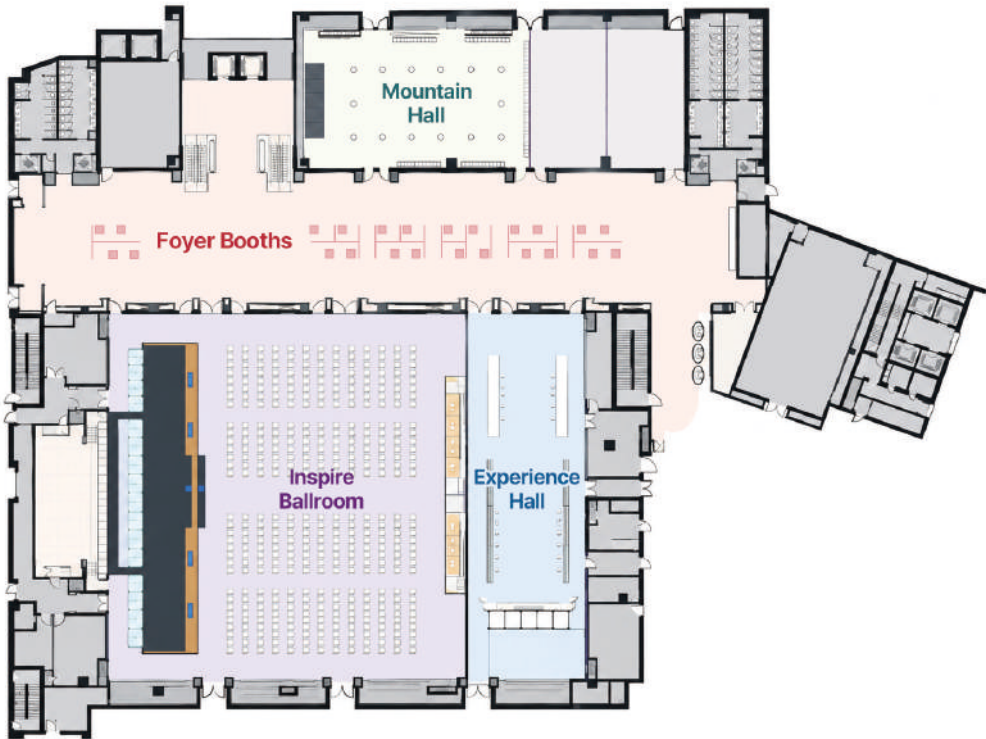
Experience Hall

The Experience Hall offers hands-on experiences of K-Beauty, K-Food, and K-Culture. Discover and enjoy the essence of Korea through various interactive programs.

	K-Beauty Experience Discover the latest beauty trends and experience Korean beauty products firsthand.	K-Food Experience Taste and explore a variety of Korean foods and beverages through interactive programs.	K-Culture Experience Enjoy diverse Korean cultural experiences and interactive content.

Exhibition Overview

K-Content Experience brings together the best of Korean beauty, food, and culture. Explore a variety of brands and experiences in the Foyer Booths and Experience Hall.



Sunset Dinner

An evening of dinner, connection, and shared experiences with fellow delegates at SangSang Platform.



- Date**
October 20
- Transportation Departs**
4:00 p.m.
- Dinner**
5:00 p.m.
- Venue**
SangSang Platform

Gala Dinner

An elegant evening at INSPIRE Ballroom, bringing delegates together for dinner, connection, and celebration.



- Date**
October 21
- Closing Night Cocktail**
6:30 p.m.
Mountain Hall
- Gala Dinner & Awards Ceremony**
7:00–10:00 p.m.
INSPIRE Ballroom

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