

## **Asian Direct Selling Symposium for 2003**

### **Message from the HKDSA President**

Hong Kong is particularly honoured to host the first Asian Direct Selling Symposium. As a regional hub for finance, trade and transport, Hong Kong is an ideal venue for this forum.

Throughout its history, Hong Kong has characteristically promoted free enterprise with few restrictions, and this tradition continues today. The result is a prosperous society and a business environment that fosters continued development of a healthy direct selling industry.

In this context, self regulation is especially important. In our 30 years of proud history of direct selling in Hong Kong, I am pleased to say we have not encountered any major problems either with the principles of our industry or the ethics of our sales force.

This Symposium represents a good opportunity to share among us our experience in educating and managing an effective and respected sales force. It is my hope that this event will prove beneficial to the regulator as well as to the participants, and that our industry will continue to grow and prosper.

With best wishes for successful selling,

[SIGNATURE]

Angela Keung

*President*  
*Hong Kong Direct Selling Association*

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## 亚洲直销协会主席姜张丽青女士 致亚洲直销论坛代表的欢迎辞

欢迎莅临香港!

非常荣幸能在香港举办首届亚洲直销论坛。作为亚太地区的金融、商业和运输中心，香港成为本届论坛理想的举办地。

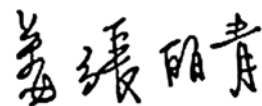
纵观香港的历史，不乏自由企业在这个相对宽松的经营环境中取得巨大成功的事例。如今的香港仍然继承了这一传统。它不仅为香港和港人带来了经济上的繁荣，也为直销业的健康发展创造了良好的营商环境。

鉴此，行业自律的重要性更加彰显。回顾香港过去三十年的直销发展史，应该说，我们在行业准则和营销人员的操守方面都未出现过任何重大的问题，这让我们骄傲不已。

本届研讨会让我们有机会围绕如何培训和管理一支有效的、受人尊敬的营销队伍这一主题交流经验。我衷心希望不仅筹办单位可以从大会中受益，所有的与会代表都能从中得到启发。祝我们的事业兴旺发达、蒸蒸日上！

顺祝

生意兴隆！



香港直销协会主席  
亚洲直销论坛联席主席  
姜张丽青 谨启