



The Direct Selling Association of Hong Kong Limited

A member of the World Federation of Direct Selling Associations

www.hkdsa.org.hk

P.O. Box No. 38182, Hing Fat Street Post Office, H.K.

ASSOCIATE MEMBER APPLICATION FORM

Please type or print all information

Section A Applicant Company Information

Company Name: _____

Company Address: _____

Switchboard: _____ Fax: _____	Website: _____
	Facebook: _____
	Twitter: _____
	Others : (Please use additional sheet.) _____

Head of Company: _____

Title : _____

Email: _____

Phone : _____

Name of Contact Person of This Application: _____

Title : _____

Email _____

Phone: _____

Section B Applicant Company Particulars

Year your company first registered in HK : _____

Ownership:

Public

Private

Year your company entered direct selling in HK : _____

Business Registration no. : _____

Please attach a copy of your Business Registration Certification

If Limited Company in Hong Kong, Year of incorporation:

_____ (mm/yy)

Current number of full time employees in HK :

as at _____ (month/year)

Current number of distributors in HK :

as at _____ (month/year)

Year _____ Number: _____

Year _____ Number: _____

Year _____ Number: _____

Section B Applicant Company Particulars

Total retail revenue in Hong Kong in the last 3 fiscal years. Please provide information of the complete fiscal year (April 1 ~ March 31 of the following year).

Year : _____ <=5 ≤ 20 > 20-50 > 50 ~ 100 >100 (HK\$ million)
% from direct selling business : _____ % from physical product : _____

Year : _____ <=5 ≤ 20 > 20-50 > 50 ~ 100 >100 (HK\$ million)
% from direct selling business : _____ % from physical product : _____

Year : _____ <=5 ≤ 20 > 20-50 > 50 ~ 100 >100 (HK\$ million)
% from direct selling business : _____ % from physical product : _____

Section C Applicant Company Particulars (Continues)

Have there been any legal actions taken against your company made by any Yes No
overseas or local government agency or regulatory body currently and /or in the last
five fiscal years (April 1 ~ March 31 of the following year)?

If yes, please provide details and current status on separate sheet.

Is there any deceptive trade practices or breach of laws or regulations allegations Yes No
made by any overseas or local government agencies or regulatory bodies against
your company currently and/or in the last five fiscal years (April 1 ~ March 31 of the
following year)?

If yes, please provide details and current status on separate sheet.

Is there any unsettled complaints or controversial business practices reported in Yes No
public against your company currently and/or in the last five fiscal years (April 1 ~
March 31 of the following year)?

If yes, please provide details and current status on separate sheet.

Section D Products and Marketing Method

Please list the product types of current and the last three fiscal years (April 1 ~ March 31 of the following year). Please send a complete set of products and associated brochures that are currently in the catalog for review. If needed, please use additional sheet.

Current : _____
Year : _____
Year : _____
Year : _____

Primary marketing method(s) (can check more than one):

Single level Party Plan Door-to-door
 Multi-level Others (e.g. direct mail, telemarketing) Please specify :

Please provide information on the compensation plan for distributors.

Year that your company officially started to accept sales representatives/members application in HK: _____ (MM/YY)

Year your company started to release sales representative / member bonus in HK: _____ (MM/YY)

Section E Terms of Guarantee / Warranty

What is the start-up cost for signing up as a sales representative / member of your company?

Start up cost : HK\$ _____

Start up cost includes : _____

(If needed, please use additional sheet.)

Sales Kit HK\$ _____ Annual Fee HK\$ _____

Any mandatory initial inventory purchases?

Yes Amount HK\$ _____ No

Does your company offer buyback all currently marketable inventory from your sales representative / member?

Yes

If yes, handling fees charged at _____% of purchase price.

No

Does your company offer a cooling-off period for products purchased or permitting customers to withdraw from the order within a certain period after placing the order. Companies and Direct Sellers offering a right of return, whether conditioned upon certain events or not, shall provide such terms in writing.

Yes, we offer _____ days cooling-off period for products purchased. No
(please attach related literature/brochure)

Are terms of product guarantee / warranty clearly stated in your sales literature?

Yes No

(please attach related literature/brochure)

Section F Parent Company Background

Company:

Ownership: <input type="checkbox"/> Public <input type="checkbox"/> Private	Founding Year:
Address:	Website:
Place of incorporation:	

Section G DSA Membership

<p>Is your parent company or subsidiary/affiliate a member of any local DSA? <input type="checkbox"/> No <input type="checkbox"/> Yes</p> <p>If yes,</p> <p><input type="checkbox"/> Parent Company Name of the DSA _____ Joining Year _____</p> <p><input type="checkbox"/> Subsidiary/Affiliate Company: _____ Name of the DSA _____ Joining Year _____</p> <p>Please use additional sheet if needed.</p>	<p>Who recommended HKDSA membership to you? (Name of person / company)</p>
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Section H Declaration

1. We understand the meaning and definition of a "Pyramid Scheme" as defined under Pyramid Schemes Prohibition Ordinance (Cap. 617 of the laws of Hong Kong) and any amendments and / or re-enactments thereof for the time being and promotion, operation and / or participation in the same is prohibited under the laws of Hong Kong. We hereby declare and undertake that our business practice is lawful, and in particular does not constitute or involve promoting, operating and / or participating in a Pyramid Scheme, and we shall not at any time in future promote, operate or participate in a Pyramid Scheme. If so required by HKDSA, we agree to submit a legal opinion issued by a solicitors' firm in Hong Kong confirming that that the compensation plans and sales practices of our business practice is not in breach of the Pyramid Schemes Prohibition Ordinance at our own costs to the reasonable satisfaction of HKDSA, and HKDSA shall not be responsible for such costs in any event regardless of the results of our application. We acknowledge that HKDSA may reject our application if we fail to submit the legal opinion as required or if HKDSA is not satisfied with the legal opinion submitted.

Signature for acknowledgement _____

Section H Declaration

2. We understand that membership in HKDSA is predicated upon acceptance of, and adherence to all rules, regulations and values adopted by HKDSA, and all amendments thereof as HKDSA may make from time to time adopt. These obligations require a level of ethical standard from companies which conform with or exceed applicable legal requirements. Our signature on this application signifies our intent to be bound by such rules and regulations, and any of their amendments. It further signifies that we have read the Articles of Association of HKDSA and Code of Conduct, and we understand what the Articles of Association and the Code of Conduct require and agree to conform with and abide by the same and all policies and standards set forth by HKDSA, and abide by the procedures for the resolution of any complaints set forth therein.

Signature for acknowledgement _____

3. We understand that this application is for the Associate Membership of HKDSA. We understand that Associate Member of HKDSA is not eligible to vote at any General Meeting of the Association or to seek or hold office as officer of the Association or member of the Committee (Board of Directors). We also understand that Associate Member of HKDSA cannot use the logo of the Association but may represent itself as an Associate Member of the Association subject to restrictions set forth by the Committee (Board of Directors). We understand and agree that Associate Member may participate in the activities of HKDSA only by invitation of the Committee (Board of Directors).

Signature for acknowledgement _____

4. We understand and agree that if we are accepted as Associate Member, we must go through a "Minimum Period" as an Associated Member before being allowed to apply for Full Membership. The Minimum Period shall typically be no less than 12 months subject to the sole and absolute discretion of the HKDSA Committee (Board of Directors).

Signature for acknowledgement _____

5. We understand and agree to pay the application fee for the application of Associate Membership of HKDSA. We understand that whether the application is successful or not the paid fee is not refundable.

Signature for acknowledgement _____

Section H Declaration

6. We understand that HKDSA is a private trade association. Membership of HKDSA is not a prerequisite for conducting direct selling in Hong Kong. HKDSA welcomes mature direct selling companies which are incorporated and operate in Hong Kong and are in agreement with and meet the values and self-regulatory rules set forth by HKDSA to apply for membership. These obligations require a level of ethical standard from companies which conforms with or exceeds applicable legal requirements. HKDSA will examine each membership application in accordance with the standards set forth by HKDSA and shall be entitled to accept or refuse any application at HKDSA's sole and absolute discretion and shall not be bound to give any reason for a refusal. We understand and agree that HKDSA is not liable for any loss, damages or compensation arising directly or indirectly from this application, and/or the acceptance or rejection of this application.

Signature for acknowledgement _____

7. We understand that in examining our membership application, HKDSA may wish to seek legal advice from third party solicitors' firm in Hong Kong before deciding whether to accept or refuse any application. We understand that HKDSA will first notify us before seeking such legal advice, and we will then have 30 calendar days to notify HKDSA whether we agree to the same or not. If we agree to the seeking of legal advice by HKDSA, we shall be deemed to have also agreed to bear all legal costs so spent by HKDSA in seeking such legal advice, and we shall reimburse HKDSA of all legal costs so spent by HKDSA within 30 calendar days upon being notified of the amount of legal costs so spent, regardless of the results of our application. In such case, we understand and acknowledge that we shall pay for all the legal costs so spent by HKDSA even if our application is eventually rejected.

If we object to the seeking of legal advice by HKDSA from third party solicitors' firm in Hong Kong within the aforesaid 30 calendar days' period, we understand that HKDSA will not seek legal advice but may reject our application accordingly. If we do not reply within the aforesaid 30 calendar days' period, we agree that we will be deemed to have withdrawn our membership application and HKDSA will cease considering our membership application and the submitted membership application fee will not be refunded.

Signature for acknowledgement _____

I, _____ (name and title), on behalf of the application company

_____ (company name and company chop), certify

that the information submitted in this application is true and correct to the best of my knowledge. I further understand that any false statements may result in denial of membership application and/or revocation of the membership.

Date _____

HKDSA

Incorporated in 1979, the Direct Selling Association of Hong Kong Limited (HKDSA) is a trade association of person-to-person marketing companies in Hong Kong. Direct Selling is the marketing of consumer goods and services directly to consumers generally in their homes or the homes of others, at their workplace and other places away from shops, usually through explanation or demonstration of the goods or services by a salesperson. In Hong Kong, there is no specific licensing requirement for conducting direct selling business. HKDSA is a private trade association. Membership of HKDSA is not a prerequisite for conducting direct selling business in Hong Kong. HKDSA welcomes mature direct selling companies which operate in Hong Kong and are in agreement with and meet the values and self-regulatory rules set forth by HKDSA to apply for membership. These obligations require a level of ethical standard from companies that conforms with or exceeds applicable legal requirements. To become members of HKDSA, companies must first apply for associate membership of HKDSA. HKDSA will examine each membership application in accordance with the standards set forth by HKDSA and shall be entitled to accept or refuse any application at HKDSA's sole and absolute discretion and shall not be bound to give any reason for a refusal. HKDSA is not liable for any loss, damages or compensation arising directly or indirectly from any membership application and/or the acceptance or rejection of the same.

ASSOCIATE MEMBERSHIP APPLICATION

This application form is for the application of HKDSA Associate Membership. Associate Membership is open for application by direct selling companies conducting direct selling business in Hong Kong. Full Membership of HKDSA is only open for application by an Associate Member who has gone through the "Minimum Period", which shall typically be no less than 12 months in accordance with the Articles of Association of HKDSA. Associate Member is not eligible to vote for, or to be voted to hold, office of the Association. Associate Member is not eligible to use the logo of HKDSA but may represent itself as Associate Member of HKDSA. Associate Members are subject to other restrictions set forth by HKDSA in its Articles of Association and other rules and regulations set forth by HKDSA from time to time.

PRIVACY POICY

All data collected will strictly be used for the purpose of processing your membership application and/or for the purpose of your membership with HKDSA (if applicable). Personal data will not be disclosed to third parties without the data subject's consent.