

SCHEDULE AT-A-GLANCE

Tuesday, March 27

2:00 p.m. – 5:00 p.m.	International Council Meeting <i>(by invitation only)</i>
5:00 p.m. – 9:00 p.m.	Seminar Registration
6:00 p.m. – 8:00 p.m.	Congressional Reception <i>(Separate Registration Required)</i>

Wednesday, March 28

8:00 a.m. – 6:00 p.m.	Registration Open
8:00 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 9:30 a.m.	Opening General Session
9:45 a.m. – 11:00 a.m.	Roundtable Discussions
11:00 a.m. – 12:15 p.m.	Workshop Breakouts

Wednesday, March 28 (cont'd)

12:30 p.m. – 1:30 p.m.	Buffet Lunch
1:45 p.m. – 2:45 p.m.	Afternoon General Session
3:00 p.m. – 4:15 p.m.	Workshop Breakouts
4:15 p.m. – 5:30 p.m.	Workshop Breakouts
6:00 p.m. – 8:00 p.m.	Cocktail Reception

Thursday, March 29

8:00 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 9:30 a.m.	General Session
9:45 a.m. – 11:00 a.m.	Workshop Breakouts
11:00 a.m. – 12:15 p.m.	Workshop Breakouts
12:15 p.m. – 1:15 p.m.	Closing Luncheon

WEDNESDAY, MARCH 28

8:00 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 9:30 a.m. Welcome and Opening General Session: State of the International Business Environment

Now is a great time to expand your direct selling business internationally. The International Trade Administration is hard at work developing U.S. trade policy, resolving market access and compliance issues, administering U.S. trade laws and undertaking a range of trade promotion and advocacy efforts. All of these efforts further U.S. business' competitiveness in the world economy. Join us for an exciting session on how international trade can benefit your direct selling business and contributes to global economic stability.

9:45 a.m. – 11:00 a.m. Roundtable Discussions: International Hot-Spots

Following a stimulating opening session, listen and participate as senior members of the Administration's international trade staff discuss trends in various countries and geographical areas. These conversations will build upon our opening session comments and provide opportunities for table leaders to address issues in specific countries and field any questions you might have.

11:00 a.m. – 12:15 p.m. Workshop Breakouts Overcoming Operational Challenges: Case Studies

Difficult operating environments can threaten to shut down a company's business in any given market. What techniques have direct selling companies used to overcome operational challenges in various markets around the world? Past challenges, including burdensome regulations, internal bureaucracy, customs difficulties and litigation have all been sources of frustration. Listen as industry veterans share innovative approaches to these recurring challenges.

To Market, To Market: Overcoming Supplement Sales Challenges

Many companies in our industry experience challenges when distributing nutritional products worldwide. Procedures and restrictions can change from one day to the next, affecting your entire business in a given country. Company experts will share some of these challenges and discuss ways to work with local and national governments, associations and industry groups throughout the process.

12:30 – 1:30 p.m. Networking Luncheon

1:45 p.m. – 2:45 p.m. General Session II

Direct Selling in China and Taiwan

Nu Skin Enterprises has experienced notable growth in its Asian expansion. Two company experts familiar with these operations in mainland China and Taiwan will share their experiences in the area. The President of Nu Skin Taiwan, John Chou, will address the opportunities and challenges inherent in the development of the multilevel marketing industry in Taiwan, outline trends throughout the past 15 years and discuss a vision for the future. In addition, DSA International Council Chairman Rich Hartvigsen will address the company's growth in Asia with a particular focus on Nu Skin's experience in mainland China.

3:00 p.m. – 4:15 p.m. Workshop Breakouts

Handling Global Supply Chain and Operations Challenges

Today's multinational businesses must constantly evaluate the effectiveness of their distribution logistics. How do companies decide where to manufacture their products and how to distribute them? Do hub and spoke concepts work for direct selling multinationals, or are other options available for consideration? Industry leaders will discuss their innovative approaches to transporting their goods to market.

International Business Issues: Protecting Intellectual Property

The U.S. government estimates that intellectual property theft accounts for approximately \$250 billion and 750,000 jobs lost every year, though actual numbers are probably higher. What can you do if your company is affected by this issue? Experts will review global intellectual property issues and discuss the fight to protect intellectual property assets using legal means as well as public policy initiatives.



4:15 – 5:30 p.m. Workshop Breakouts Expanding Internationally: The Essentials

How does your company choose the countries in which it distributes and at what rate to enter new markets? It is proven that thorough research and advance market assessment, as well as managing risk and expectations, are crucial to success when you decide to enter new international markets. How can your company use resources such as international DSAs, government officials, consumer groups, media and interest groups to actively support your efforts internationally? Listen in on this important discussion—it could change the way you do business.

Hot Markets for Direct Selling: Japan and Korea

Japan and Korea are the second and third largest markets, respectively, for direct selling. While sales dollars make both markets attractive, each has its own challenges. Japan has a stringent Door-to-Door Sales law, and pending consumer legislation could complicate direct selling operations. Direct selling in Korea is under intense scrutiny currently due to the recent public collapse of at least one high-profile pyramid scheme. Learn more about the pros and cons of doing business in these major markets.

6:00 p.m. – 8:00 p.m. Evening Cocktail Reception

Join your colleagues for an opportunity to mix, mingle and make new contacts that could be helpful to your international business endeavors. Sponsored by VideoPlus, L.P., this event will be the perfect cap to your first day of learning and networking.

VideoPlus

THURSDAY, MARCH 29

8:00 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 9:30 a.m. General Session III

The Balancing Act: Marketing the Opportunity and the Brand

Direct selling provides an attractive income opportunity that is unprecedented in many countries and marketing this opportunity effectively is extremely important to the success of direct selling companies worldwide. However, it is clear that developing and marketing the brand are equally high priorities. This session will address the varying viewpoints in this debate and outline strategies for doing both effectively.

9:45 a.m. – 11:00 a.m. Workshop Breakouts

Focus on Developing Markets: India and Russia

India and Russia offer very different political and cultural environments for our industry, and both are growing at a healthy rate. What makes these two countries so appealing? The Indian market has experienced tremendous growth over the past several years, despite challenges still pending for multilevel marketing. Russia, too, is growing, and also presents its own challenges for our industry. Fortunately, the U.S. government offers a wide range of expertise related to both countries. Hear more about these dynamic environments during this session.

Financing and International Expansion

International ventures are expensive. The financial community, including company Boards, shareholders and Wall Street, is clamoring about international expansion. What financing opportunities are available and how can your company leverage them? Appropriate planning is the key to recovering from hefty international investments. This session will feature a financial expert with extensive experience in the direct selling industry.

11:00 a.m. – 12:15 p.m. Workshop Breakouts

Focus on Southeast Asia: ASEAN

The Association of South Eastern Asian Nations (ASEAN) has become a powerful trade alliance within the framework of international trade. As a result, many direct selling companies are thriving there. Countries in this region are popular places to begin or expand an Asian presence, but significant hurdles to public understanding of the industry still exist. Industry experts will share their experiences doing business in the region.

International Business Trends: Data Protection and Privacy

While not unique to direct selling, the issue of protecting data is a hot one sweeping across Europe. Legislators are focusing on public protection policies that could be harmful for our industry, proposing legislation including do-not-call registries and do-not-knock policies, which threaten some direct selling businesses. Learn more about this looming trend and how your company can avoid its negative impact.

12:30 p.m. – 1:30 p.m. Closing Luncheon

DOING BUSINESS IN CANADA SEMINAR

MARCH 27, 2007 • 8:15 A.M. – 3:00 P.M.

(Sponsored by the Canadian DSA)

Is your company considering doing business in Canada? Join the Canadian DSA and find out more about this close, but not necessarily similar, market.

Contact the Canadian DSA at (416) 679-8555 for more information or to register for this event.

HOTEL & REGISTRATION INFORMATION

REGISTER ONLINE FOR THE INTERNATIONAL SEMINAR AT [HTTP://WWW.DSA.ORG/2007INTERNATIONAL/](http://www.dsa.org/2007international/)

A block of rooms has been reserved at the Wyndham Washington for DSA registrants. To reserve a room, please call the hotel directly at (202) 429-1700 as soon as possible, and identify yourself as being with DSA. The special DSA rate is \$209. **Housing is not guaranteed after March 5, 2007.**

Wyndham Washington, DC

1400 M Street, NW
Washington, DC 20005
(202) 429-1700.

Cancellation Policy:

A \$50 charge will be deducted for all registration cancellations. To receive a refund, cancellations must be in writing and received by March 6, 2007. NO refunds will be made after that date. Registration fees are transferable to another delegate within your company; there is no carryover to any subsequent DSA Conference. If a substitution takes place, please contact Melissa Forde at mforde@dsa.org.