

# NEWSLETTER

For private circulation only

July 2019

Dear Fellow Distributors,

A warm welcome to Malaysian Direct Distribution Association (MDDA) Family.

MDDA has come a long way since 1993 and last year MDDA celebrated our 25th Anniversary in a grand fanfare at Grand Hyatt on 22nd Nov 2018, officiated by Minister of Domestic Trade and Consumer Affairs (MDTCA), YB Datuk Seri Saifuddin Nasution Ismail.

The MDDA EXCO committee has worked very hard to be recognised by MDTCA as an association to represent the voice of Direct Selling companies. MDDA is guided by our mission statement to be most distinguished self-regulating direct selling association and promote ethical, responsive and excellent business conduct in organisation culture and day-to-day practices.

As the new President for the term 2019-2021, I would like to further establish the foundation and stature of MDDA in Direct Selling Industry by having programs that is MDDA-Unique. Two programs have already been initiated which are MDDA Workshop & Intrapreneur Program.

There maybe more MDDA-Unique programs implemented that will help distinguish MDDA as an association that promotes ethical practices and healthy growth in direct selling industry. One of the areas I would be looking into is digitalising our business operations in line with today's business trend.

I look forward to working with our team of energetic EXCO members to serve and promote Direct Selling Industry to be the engine of growth for the Malaysian economy.

Thank you.

Yours sincerely,  
DATIN SYLVIA KOH  
MDDA President (2019-2021)



## ANNUAL SUBSCRIPTION

Gentle reminder to make payment for annual membership subscription before 31 July 2019. Failure to do so may cause termination of membership.



## Appointment of New Personnel in MDTCA

1. Dep. Director, Enforcement Division :  
Tn Suhaimi bin Mat Sari
2. Senior Ass. Director (Head of Direct Sales), Enforcement Division :  
Tn Mohamad Kamarol bin Mat Nor

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## Upcoming Events

⇒ MDDA ANNUAL INTERACTIVE WORKSHOP  
2019

22nd August 2019  
Saujana Hotel, Subang (TBC)  
10.00 am– 5.00pm  
Invited Speaker : NPRA, MDTCA, Ali Baba Cloud, CIMB & Bank Negara Malaysia (TBC)

## PAST EVENTS



### Dialogue Session with YB Minister MDTCA

This is an annual dialogue between MDTCA and industry players this was held on 14th March 2019, of which MDDA is invited as part of Direct Selling Industry. Ministry answered any concerns/ issues raised by Industry Associations through memorandum. MDTCA Minister also provided some insights into what MDTCA will be doing for the year .

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### CEO Dinner Talk with Standard Chartered & KPMG

Standard Chartered Bank sponsored a dinner for CEOs/senior management of MDDA Corporate Members and had a talk on Voluntary Tax Disclosure by Executive Director of KPMG Tax Services Sdn Bhd, Mr Soh Lian Seng. It was held on 27 Feb 2019. Those who attended commented it was a great night of learning with delicious dinner menu.



MDDA will be organizing more CEO gatherings this year with informative talks for MDDA Corporate Members. Keep a lookout for these CEO gatherings.