

**Code Of Ethics For Direct Selling To Be Introduced Next Year - Ismail Sabri
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KUALA LUMPUR, Oct 8 (Bernama) -- A code of ethics for direct selling is expected to be introduced by early next year to restore the trust of the people towards direct selling companies in the country.

Domestic Trade, Cooperatives and Consumerism Minister Datuk Seri Ismail Sabri Yaakob said the code of ethics would be issued by the Malaysian Direct Distributor Association (MDDA) and Direct Selling Association of Malaysia (DSAM).

"The draft if the code of ethics is currently in the final phase. We will study the contents and guidelines in details to conform with international standards," he told reporters after launching the Melilea International Centre of Organic Wealth here.

He said the code of ethics would become a compulsory requirement for direct selling companies that operate their business through Multi Level Marketing (MLM) systems in the country.

Ismail Sabri said as of August 2011, 78 licences were issued to direct selling companies, including 27 international companies, increasing the total number of registered direct selling companies to 627.

He said many Malaysian direct selling companies, including health products distributor Melilea had managed to penetrate international markets in Singapore, Indonesia, Taiwan, Hong Kong and Australia.

Talking of the 2012 Budget that was announced by Prime Minister Datuk Seri Najib Tun Razak, Ismail Sabri said his ministry would set up a task force to monitor the price of essential goods since civil servants would receive a pay rise and bonus by end of the year.

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