

Master Class  
DSA CANADA SERIES  
WEBINAR

# DOING BUSINESS IN CANADA

WEDNESDAY  
OCT. 18

STARTS AT 1 PM



## PETER MADDOX

*President – Direct Sellers Association of Canada*

Peter has served as the President of DSA Canada since 2018.

Passionate about promoting the growing positive impact that direct selling has on Canadian individuals and communities, as well as ensuring that the Association remains an influential representative of its member companies.



## EVENT OVERVIEW

- Two Hour Event
- Provide outline of important considerations for companies:
  - Operating in Canada
  - Contemplating opening in Canada
- Finest legal, regulatory and business minds
- Questions welcome
- Session being recorded

## SECTION OVERVIEW

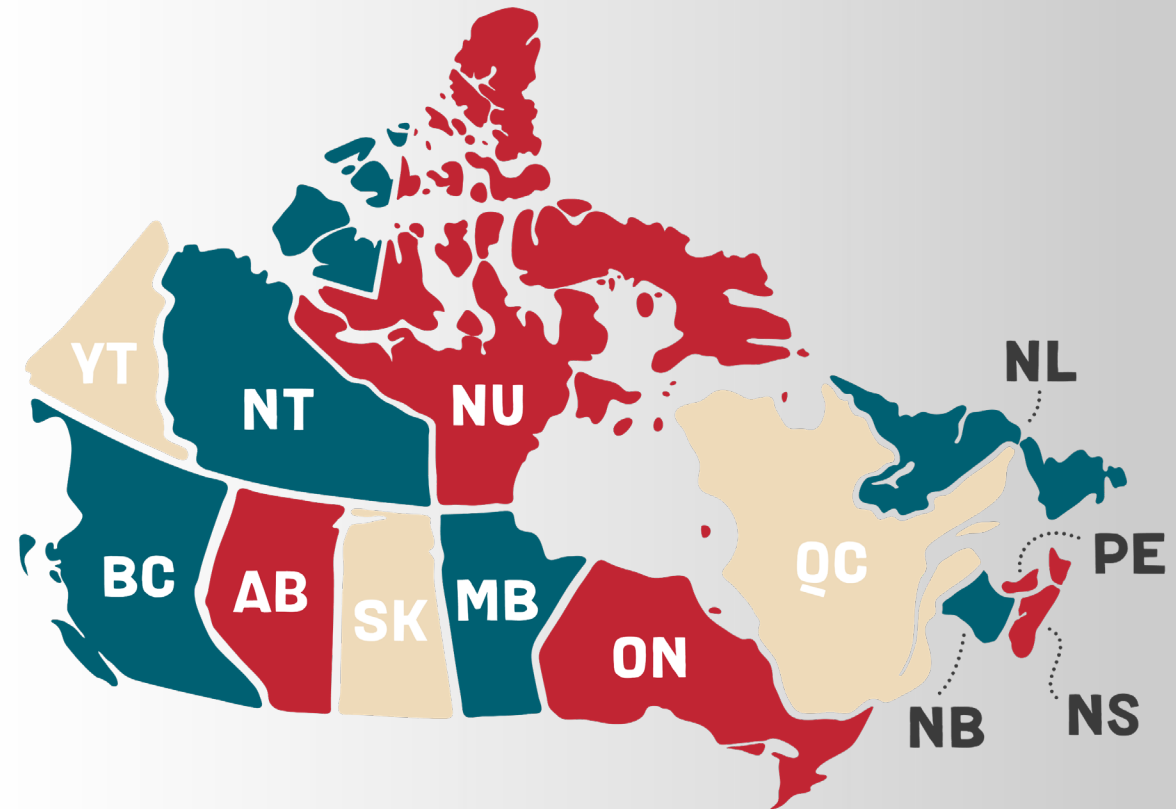
- Canada – the basics
  - Demographics and the economy
  - Geography
- 2022 direct selling statistics – total sales and ISCs
- Official languages
- Jurisdictions
- Consumer research
- About DSA Canada

## CANADA - THE BASICS

- Strong, stable market
- Familiar culture
- Pre-approvals provide certainty
- Excellent market for first expansion or for testing products and systems

### TIPS FOR SUCCESS

- Pre-plan
- Seek expertise
- Boots on the ground
- Localize
- Join the community





## DEMOGRAPHICS

- 39 million population
- 81.4 % of the population is urban
- 40.6 median age and rising
- Over 1 million immigrants in 2022



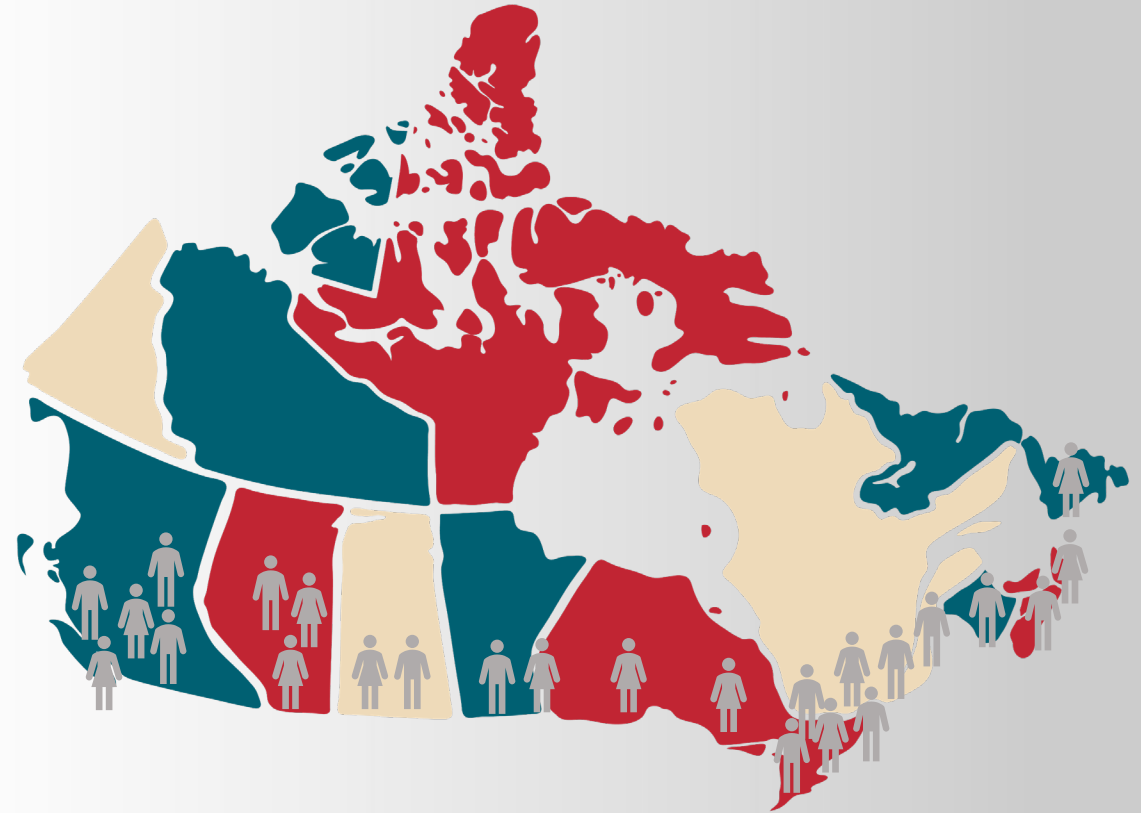
## ECONOMY

- Low unemployment, but some underemployment
- High interest rates and inflation
- Economic slowdown, recession possible



## GEOGRAPHY

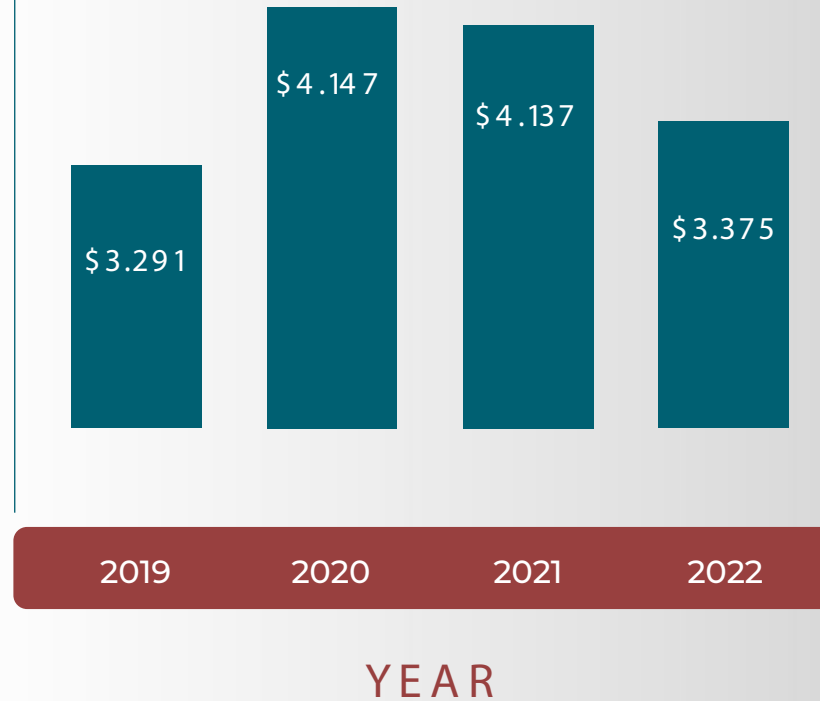
- Second largest country in the world by land mass
- 85% of population within 100 miles of the US border
- Logistics often function more efficiently South to North, rather than East to West
- Integrated market with US



## 2022 DIRECT SELLING STATS - TOTAL SALES

- Canada ranked 13<sup>th</sup> globally in direct selling sales value in 2022

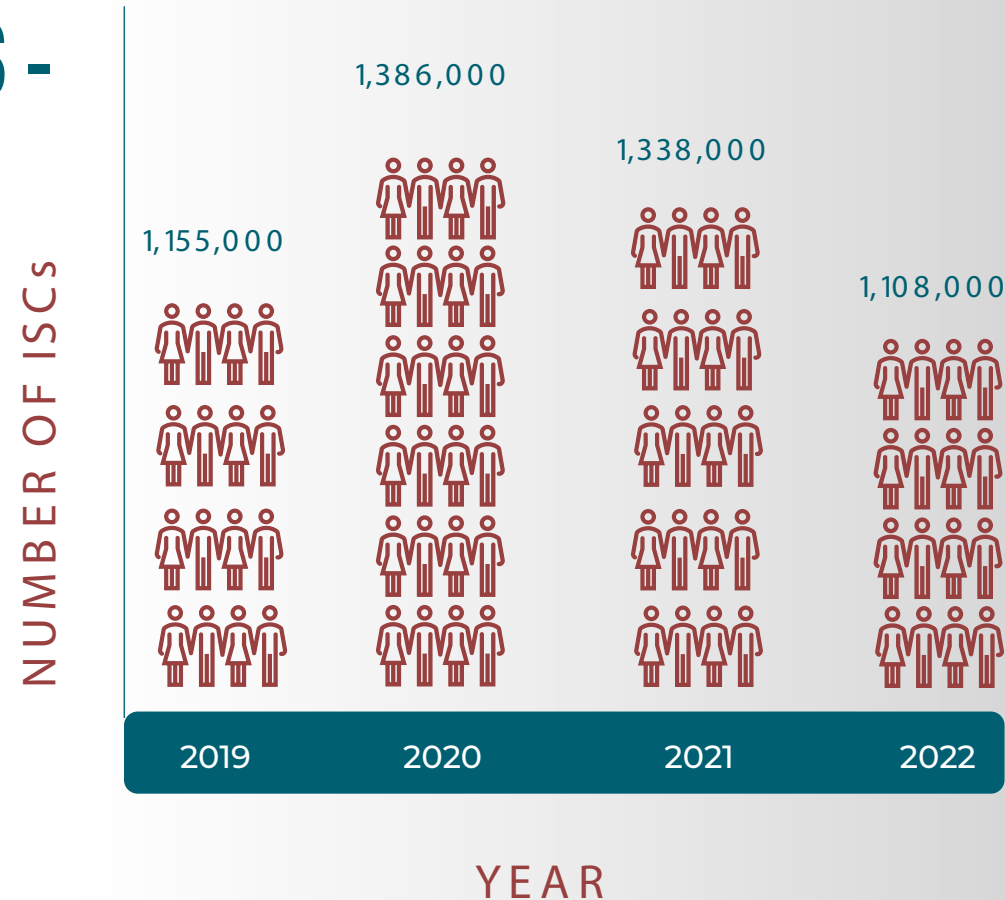
\$CAD BILLIONS





## 2022 DIRECT SELLING STATS - ISCs

- 87% Female
- 5.2% Full-Time Business Builders



## LANGUAGE

- Two official languages
  - English 80%, French 20% (mainly Quebec)
- Labeling must be bilingual

### IN QUEBEC:

- Business documents must be in French first
- In some cases, product and brand names must have a French equivalent



# CANADIAN JURISDICTIONS

## FEDERAL



- Competition Act – MLMs
- Product regulation
- Privacy

## PROVINCIAL



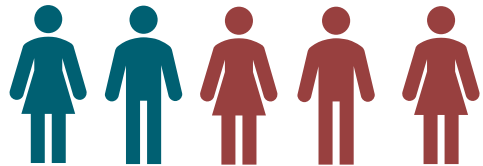
- Business registration
- Direct sales licensing
- Salesperson ID

## MUNICIPAL



- Occasional requirements

## 2022 CONSUMER RESEARCH



**2 in 5 Canadians**  
pursued opportunities  
to make additional  
income outside of their  
primary employment.

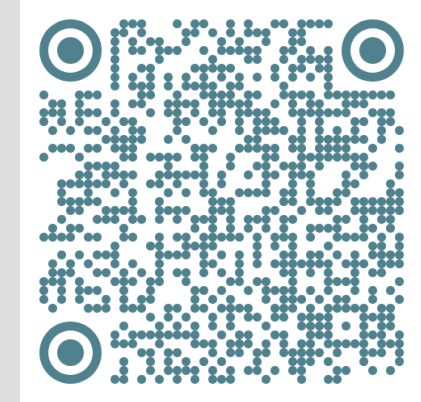


**1 in 3 Canadians**  
consider direct selling  
to be a realistic option  
for them to earn  
additional income.



**38% have a  
positive impression**  
of direct selling,  
compared to 34%  
negative; 27%  
undecided.

SCAN THE QR CODE  
TO LEARN ABOUT THE  
BENEFITS OF MEMBERSHIP



## DSA CANADA

### ADVOCACY



- Lobbying – Health Canada, Independent Contractors, USMCA, COVID Benefits
- Day on the Hill

### EDUCATION



- Annual Conference
- Seminars and Webinars
- Entrepreneur Challenge
- Scholarships

### RECOGNITION



- Code of Ethics
- Corporate and ISC Awards
- Direct Sellers Day

### SUPPORT



- Mentorship
- Resources

