

A rare Anniversary

– 40 years of service in the direct selling industry

DR. Karlheinz J. Ossig, CEO of Meridian Deutschland, will be celebrating his 40th anniversary in the direct selling industry this year. Dr. Ossig started his career in 1969 in the German direct selling sector of the highly reputed Bertelsmann company, where his admiration and passion for direct selling first started.

Despite suffering a culture shock when he changed from his first employment at a researching pharmaceutical company with high ethical standards, to an encyclopedia seller and book club advertiser, he has remained a life long advocate of the direct selling industry. Dr Ossig switched from the book company to wine direct sales at Gerhardt in Nierstein, an industry he found more appealing! There he introduced the learning and ethics he had acquired at Bertelsmann. This in turn led to the founding of a wine club and the highly respected Vinotours Company, which is a travel agency for educational wine tours.

Driven by his ambition to further his career, he became owner and CEO of a consulting company, and today Meridian Deutschland has become a reliable service partner of the direct selling industry. Dr. Ossig's main focus in support of international direct selling, lies in the areas of executive search, restructuring programmes and merger and acquisition projects. He is also recognised for aspiring to consolidate and strengthen the industry and for not being afraid to tear down barriers!

As a member of the Direct Selling Association and its International Council, he is always up to date when it comes to branch and local news, and is constantly looking out for international contacts and trends.

With these objectives, he established the 'Round Table' talks in Munich and later the 'Forum Direktvertrieb' in Frankfurt in the 1990's. Under his lead, the 'Forum Direktvertrieb'



grew into the business association 'Unternehmensverband Direktvertrieb e.V. (UV-DV)'

Now in 2009, Dr. Ossig has dedicated 40 years of his life and career to the direct selling industry. As a token of his appreciation for the years of trust, cooperation and enjoyment of working with colleagues and business leaders within the industry, Dr. Ossig invited CEO's of highly respected direct selling companies to two exclusive 'Dinnertalks'. Dinner guests included representation from LH Health and Beauty Systems, Mary Kay, Energetix, and Forever Living Products as well as many more. Both dinners were held in prestigious luxury hotels, in Munich and Frankfurt respectively.

Also invited to both dinners was one of the most renowned marketing experts in Germany, Prof. Dr. Anton Meyer of the Maximilian University in Munich. Along with business leaders from within the German direct selling industry, they discussed the status of the industry as a whole, as well as cooperative approaches for tackling the current challenges together until late into the evening.