



Expanding direct market distribution

CEO of WOR(1)D Global Network
Fabio Galdi speaking at a conference on direct selling

Direct selling, where profits are ethically made in proportion to both the time and cash flow invested, has become an integral part of corporate operations

Direct selling is a technique applied by WOR(1)D Global Network, a technologically innovative company that works toward improving people's lives and offering business opportunities with niche products. Fabio Galdi, the company's CEO has spoken in depth about the positive business effects of direct selling. "It is the most democratic and meritocratic business model currently existing. It offers the chance to anybody, regardless social class or cultural background, to reach personal success, doing something very simple: helping others to make their dreams come true." Galdi and his team have led the company to become one of the major and most innovative players within the market.

Galdi follows his objectives with an astute choice of products and projects, favouring innovative technologies, which improve people's lives in the renewable energy field as well as mobile technologies. He wants to revolutionise the concept

of PCs, notebooks and tablet computers through his next project, named Space, which the company will launch during its convention in Dubai in December 2014.

"We have always been passionate about this technology. We own in-house expertise in renewable energy, mobiles, miniaturisation, PCs, notebooks and tablets. Our on-going effort in this area is a proven track record in a fast-paced environment, product launches and commercialisation of innovative products worldwide continue, and we believe our new wearable technology products will truly revolutionise the concepts of the PC, notebook and tablets as we know today.

"We shall launch our first product later on this year during the International Convention held in Dubai by the World Global Network. We understand the true magnitude of this opportunity and we look forward to bringing our revolutionary, innovative, exclusive and unique wearable technol-

Top 10 GLOBAL DIRECT SELLING MARKETS

PERCENTAGE OF REGIONAL SALES



ogy products to this new emerging market and challenge Google, Epson, Sony and other significant players."

Powering the clouds

These ambitions of this global-minded manager are to be taken seriously, given the results obtained within the green energy market in partnership with Power Clouds, which started in March 2013. The impressive results have swiftly become a unique success story in the field of renewable energy production. Since Power Clouds began, there have been almost 60,000 participants from more than 100 countries, with 60,000 solar panels installed in 15-shared power plants for a value of over \$70m.

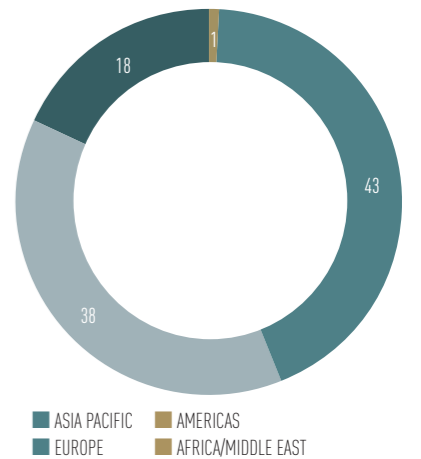
In less than 30 years almost 550 GWh of green electricity will be produced, which will represent a saving in terms of CO2 emissions equal to 275,000 tons and the equivalent of the planting of over seven million new trees. In September 2014 Power Clouds received the prestigious Solar International Award 2014 as Project Development Winner, beating highly ambitious projects developed by IKEA and the South African government.

Another successful project is AdKoin -- an innovative mobile advertising platform conceived by WOR(1)D which uses a delivery system of ADV through a screen, by receiving calls, an SMS or MMS. In this way, AdKoin approaches the market in a completely revolutionary way, competing against giants of the targeted advertising industry like Facebook and Google by allowing users to generate a small profit every time they access calls or texts.

WOR(1)D Global Network was established in 2011 by Galdi as a multinational, direct selling business with technology and communication products. The company he leads is now preparing for a UK public listing. He is also CEO and Chairman of the Board of World Assurance Group, a company listed on the OTC Market in New York, a stock market in which giants such as Adidas, Air France-KLM, AXA, BNP Paribas, Bombardier, Danone, Deutsche Telekom, EasyJet, Gazprom, Heineken, Marks & Spencer, Nintendo, Volkswagen, Yamaha, Zurich Insurance operate.

Galdi began his career as an internet and technology entrepreneur. In 1994, he created the People's Network, an internet start-up in Europe that became the second largest ISP in Italy and the fifth largest in Europe. He set up a franchising organisation with more than 60 Points of Presence (PoPs) throughout the territory, and he expanded his activity into the UK in 1996. In 1997 he successfully exited this business. He subsequently founded Mecotek International in

Fig 1 Global direct selling
PERCENTAGE OF REGIONAL RETAIL SALES



SOURCE: WORLD FEDERATION OF DIRECT SELLING ASSOCIATION Notes: 2014 figures

1997, an IT company based in Singapore serving as president and chairman of the board with the responsibility for product strategy.

In 2001, Mecotek opened two manufacturing plants in China and a further one in Thailand in 2002. At this time, he led Mecotek into a partnership with Italy's public administration in order to undertake their biggest custom-made, personal computer project, valued at more than €60m. This project was rolled out with the marines and Italian special forces. Galdi designed and mass-produced one of the first multimedia LCD-PCs in 2003 that was presented exclusively at CEBIT, which went on to secure significant sales in Europe and the US. In early 2005, he founded his first network marketing company, specialising in telecommunications and created one of the first retail, fixed and mobile-VoIP platforms, launching these consumer-based VoIP applications in Europe, Russia and Latin America.

Direct selling benefits

Galdi's developments in this fast paced environment has been guided and enlightened by the values propounded by the World Federation of Direct Selling Association (WFDSDA) (see Fig. 1), which states that "direct selling is the sale of a consumer product or service, person-to-person, away from a fixed retail location, marketed through independent sales representatives who are sometimes also referred to as consultants, distributors or other titles. Just about any product or service can be purchased through direct selling somewhere in the world. »

“ IN THE PAST, DIRECT SELLING WAS SOMETIMES IMPROPERLY EQUATED TO SCAMS LIKE THE PYRAMID SCHEMES, IN WHICH SELLERS ON THE GROUND-GENERATED PROFITS FOR MANAGERS AT THE TOP OF THE PYRAMID, FUELLING AN ILLEGAL VICIOUS CYCLE ”

“ WITH A GLOBAL REVENUE OF OVER \$178.5M AND MORE THAN 90 MILLION INDEPENDENT CONTRACTORS ON A GLOBAL SCALE, DIRECT SELLING OFFERS ENDLESS POSSIBILITIES TO AMBITIOUS ENTREPRENEURS ”



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02



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“Many people think of cosmetics, wellness products and home décor as products that are often sold through direct sales, but add to that countless other product categories including kitchen products, jewellery, clothing, organic gardening supplies, spa products, scrapbooking supplies, rubber stamps and much, much more.”

He counts on a large team of professional, highly skilled colleagues in direct selling, who come from many different walks of life. Some of them sustain that direct selling has been a valid option to America’s current retirement savings crisis, providing for the needs of the next generation in the coming years. Aware of the changing dynamic of the marketplace, Galdi stated that “money has a role in retirement, but it’s not the primary one that every one gives it. Combine that concept with eye-opening statistics estimate that half of all baby boomers are interested in starting a business, and the makings of a massive trend are in place.”

With a global revenue of over \$178.5m and more than 90 million independent contractors on a global scale, direct selling offers endless possibilities to ambitious entrepreneurs like Fabio Galdi, whose success can be attributed to an enterprising spirit as well as ceaseless commitment.

The facts and figures given in the World Federation of Direct Selling Association (WFDA) 2013 Sales Report have shown that with a constant growth over time, direct selling has increased sales by an outstanding 8.1 percent from 2013 to 2014 alone. The popularity of direct selling has spanned more than one continent, revealing the Asian-Pacific area to be a key player in regional sales and outclassing North and South America along with Europe.

In the past, direct selling was sometimes improperly equated to scams like the pyramid schemes, in which sellers on the ground-generated profits for managers at the top of the pyramid, fuelling an illegal vicious cycle. Now direct selling is unanimously acknowledged as one of the few meritocratic industries in which personal earnings are directly proportional to the binomial ethical behaviour – personal effort over the years.

As Galdi remarks, evidence shows that direct selling has been one of the few profitable options during times of crisis and recession globally, giving an opportunity to self-made business moguls to improve both lifestyle and status by starting a journey shared by many like minded people in other parts of the world.

01 WOR(I)D Global Group’s smartphone, one of the products that Galdi has developed to increase the company’s telecommunications presence

02 The Space product, designed to rival the PC and tablet computers in size and capability

03 Solar panels in the US. Over 60,000 solar panels have been installed in over 100 countries as a result of the direct selling initiative

In support of direct selling credibility, many individuals such as Donald Trump, Madeleine Albright and Richard Branson have endorsed thousands of direct sellers in Europe and the US. Among others, tycoons and decision-makers in the business world have seized an opportunity for collective profits through collective efforts.

Alongside business people from many walks of life, one of the biggest supporters of direct selling is former president Bill Clinton, who argued that “direct selling strengthens our country and our economy not only by striving for individual success but by offering opportunities to others. Direct selling is also part of a global movement that promotes enterprise and rewards individual initiative.”

In tune with these authoritative supporters of direct selling, Galdi has built his successful business ventures around the values stated in the Code of Ethics edited by the Direct Selling Association, namely honesty, privacy, transparency and intellectual honesty. This list of values paired with a winning business model, has made Galdi one of the most respected CEOs in the global arena, and makes his direct selling venture one of a kind.

Galdi’s belief is that direct selling empowers people who are from different backgrounds, ages and career levels to become entrepreneurs not only of a successful business but also of their very own selves. Everyone deserves to be given the opportunity to develop and earn, provide for their own family in a fair and competitive modus operandi.

Fighting against pyramid schemes

Galdi is combative: “Regrettably this industry, just like many others, is polluted by scammers and very often transparent businesses are jeopardised by frauds and dodgy businesses. We do not want to be associated with those who consciously operate scams in the market. Our company is on the front line in the fight against pyramid schemes.

“We need to generate awareness in those who access this industry, through hard work and a lengthy commitment sustainable results can be produced. Ethics is our utmost priority. Always beware of those who argue that this industry produces high profit with little effort. That is just rubbish. Our company provides adequate training to help our distributors to operate ethically.” The training course sellers go through is aimed at creating the best professionals in such a competi-

tive industry. Pyramid schemes have rightly been widely criticised, and they have also notoriously hindered the credibility of genuine companies.

Galdi fully embraces the values and business models of multi-level marketing in his successful business ventures, ranging from telecommunications to wearable technology. At only 32 years of age, the CEO established himself in the list of leading entrepreneurs of the next decade on a global scale.

The company is deep sense of social responsibility, and Galdi’s brother, Alfonso, in addition to his commitment as CFO of the company, has founded a philanthropic initiative, the World for People Foundation. This initiative aims at undertaking sustainable development through socially innovative projects and contributing to improve living conditions in the local economies of our world’s poorest areas. The World for People Foundation identifies and seeks to implement the most advanced technological solutions that are aimed at improving the living conditions of populations. ■

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