



Media Release

Global Marketing Experts to Address Maternal Health Concerns at World Marketing Summit Malaysia 2013

Kuala Lumpur, 19 July 2013: One of the key focus areas of the upcoming World Marketing Summit Malaysia 2013 (WMSM 2013) will be to address the United Nations Millennium Development Goal 5 (MDG5): Improve Maternal Health. The United Nations found that the mortality ratio in developing regions is still 15 times higher than in the developed regions.

Rebecca Milner, Vice President of Institutional Advancement for [International Medical Corps](#), is one of the four speakers invited to speak on MDG 5. Founded in 1984, International Medical Corps has since been on the ground saving lives within hours of the world's [biggest emergencies](#).

“Of the approximately 350,000 women who die each year while pregnant or giving birth, 99% live in developing countries. Factors that contribute to this include low awareness of family planning, poor nutrition, shortages of trained health personnel and limited access to well-equipped health facilities and obstetric care,” said Ms. Milner.

“To address these issues, we need to provide more than just the provision of services. Individuals need to adopt new behaviors to increase health and safety, and communities must work to abandon harmful practices and transform social norms. Marketing helps us build awareness and engage in targeted advocacy and educational outreach, ultimately changing the behaviors and attitudes that affect socio-economic outcomes at the individual, community, national and global level. The World Marketing Summit Malaysia 2013 is the place for us to implement this goal at a global level and I commend them for their leadership of this worthy endeavour”.

The Summit, which will be held at Putrajaya International Convention Centre (PICC), Malaysia, from Sept 28 – 30, will see the congregation of approximately 2,500 of the most innovative minds from various industries coming together to explore ways to achieve the UN’s 8 Millennium Development Goals (MDGs). Ms. Milner, who will be leading the session on MDG 5 during the summit, will be joined by Dr. Raj Karim, President of Malaysian AIDS Council and May Lamont, Program Head of Soroptimist International.

For more information on the summit, please visit <http://wmsmalaysia.org/>. Public can also get the latest updates on the summit by following @WMSMalaysia2013 at Twitter and <https://www.facebook.com/WMS2013> at Facebook.



About World Marketing Summit Malaysia 2013

The World Marketing Summit Malaysia 2013 (WMSM 2013) aims to revolutionise the way we think, live and act as an INDIVIDUAL and within our COMMUNITY, NATION and in the GLOBAL context. It is a global marketing collaboration that aims to redefine the future of marketing by creating new development approaches through marketing.

The Summit is a legacy of the World's most influential marketing guru Professor Dr. Philip Kotler, with the vision that it will be an annual gathering of thinkers, social activists, corporate captains - agents of social change from developed and developing countries working in concert to address and devise actionable solutions with measurable objectives.

PARTNERS – who will walk the talk. PEOPLE – who share the vision to create "A Better World Through Marketing". REACHING OUT – to make a REAL DIFFERENCE.

WMSM 2013 plays an important role in guiding the future of marketing in embracing the human mind, heart and spirit and at its heart lies the all-important.

The World Marketing Summit works to create global shifts in human behaviour through marketing strategies that impact society and our lives.

The Summit in 2013 will be held from 28th to 30th September 2013 at the renowned Putrajaya International Convention Centre and is expected to draw up to 2,500 delegates and a stellar list of marketing world leaders. More information about the Summit can be found at www.wmsmalaysia.org

Issued on behalf of World Marketing Summit (Malaysia) Sdn. Bhd. by Edelman PR Worldwide Sdn Bhd.

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