



PRESS RELEASE

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Project “Re-thinking Actions” Empowers Orphans To Make A Difference In Environmental Sustainability

Kuala Lumpur, 26 June 2013: 85 orphans aged 13 to 17 around Malaysia (Rumah Anak Kesayanganku KL and Rumah Kebajikan Anbu Illam), including 23 from Miri, Sarawak (Miri Methodist Home and Rumah Anak Kesayangan Kami), are empowered as judges of eight companies’ CSR initiatives to address one of the United Nations’ Eight Millennium Development Goals (MDGs): Ensure environmental sustainability (MDG7) at the World Marketing Summit Malaysia 2013’s (WMSM2013) Project ‘Re-thinking Actions’.

Speaking at the launch of the project at Pusat Sains Negara, Dr. Marceline Lemarie, Chairperson of WMSM2013 said: “There is a rationale behind the selection of 85 orphans as judges. Across all markets, they are the most ‘brand neutral’ party and are generally not heavily exposed or involved to various brand promotional activities. As future consumers, we hope that the orphans will understand the concept of good brands and good corporations”.

Grounded with the fundamental thinking that environmental sustainability is essential in achieving economic and social growth, Project ‘Re-thinking Actions’ aims to encourage Malaysia’s future consumers to participate in the development of businesses’ CSR initiatives while educating them the importance of re-thinking their actions on the impact to the environment.

“As a country develops, it is unavoidable that environmental degradation issues will arise. As citizens of the world, it is imperative for all to re-think their actions to the environment. Project ‘Re-thinking Actions’ is not only here to resolve, but also to encourage all to work together in developing the best programme to address the arising issues. Businesses cannot be working in silos anymore and disregard the feedback from the public as the delivery of a better world rests on public – private partnership. My sincere appreciation to all participating businesses that have shared their programmes for feedback and educate our young future leaders,” continued Dr. Lemarie.

“The 85 orphans will kick-start Project ‘Re-thinking Actions’ by casting their votes on a nationwide survey to select the company with the best MDG7 initiative. The orphans will be judging a number of selected companies’ CSR initiatives, among which are Maybank, Badan

Warisan and Green Technology. The survey will resume till mid-September 2013 and announcement of the winner (with the most votes) will be made during the World Marketing Summit Malaysia 2013 in Putrajaya International Convention Centre, September 28 – 30, 2013,”

“The MDG7 is what we hope to address in this project. In total, there are eight international development goals that all 189 United Nations (UN) member states and at least 23 international organisations have agreed to achieve by the year 2015. The MDGs focus on three major areas of Human development (humanity): bolstering human capital, improving infrastructure, and increasing social, economic and political rights, with the majority of the focus going towards improving basic standards of living,” added Dr. Lemarie.

Project “Re-thinking Actions” is made possible through the generous contributions and efforts of partners such as Pusat Sains Negara (Venue Sponsor), Petronas, Staedtler, F&N, Volkswagen Group Malaysia, Manoah Consulting, Alcom, BMI Research, Columbia Asia, Jim Liaw Photography Studio, AOS Conventions & Events, Dream Asia and Asian Football Confederation.

The World Marketing Summit Malaysia 2013 is supported by Ministry of Tourism & Culture Malaysia, Malaysia Convention & Exhibition Bureau, Tourism Malaysia as well as Malaysia External Trade Development Corporation. Other partners and sponsors include DHL Express, Shangri-La Hotel Kuala Lumpur, Staedtler, Volkswagen Group Malaysia, Malaysia Airlines, SOS Fastlane, Guinness Anchor Bhd, Expedia, F&N, Touch ‘n Go, Moet Hennessy Diageo Malaysia, Qatar Airways, Coco Latini, Manoah Consulting, Alcom, Columbia Asia, My Events International, BMI Research, Union Bliss Photographers, Universiti Putra Malaysia and Karyaneka. Principal Host Broadcaster is Astro and Astro Awani and media partners include The Malaysian Reserve, MSN Malaysia, Expatriate Lifestyle, SME Magazine, Malaysiakini, KiniBiz, Al-Atheer Newspaper, ASWAQ Magazine, Business Circle Magazine, Chinese Advertising Magazine, GAYA Travel Magazine, BERNAMA, Malaysia Tatler, The Leaders International, Real Leaders and Social Media Chambers.

For more details on the Summit or registration and sponsorship opportunities, please visit <http://wmsmalaysia.org/>.

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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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Captions

Image 1: Committee Members of World Marketing Summit Malaysia 2013 and its Partners & Sponsors

Image 2: Project Re-thinking Actions - Corporations Working Together With Future Leaders To Ensure Environmental Sustainability