

## **World Marketing Summit Malaysia 2013 Aims to Address UN Millennium Development Goals**

KUALA LUMPUR, Malaysia, July 4, 2013 - In 2010, UN Secretary General Ban Ki-Moon reported that the achievement of the 8 MDGs by the targeted 2015 was unlikely, noting that a paradigm shift was needed in order to address the 8 global societal needs. Enter Philip Kotler and his brainchild, [World Marketing Summit](#) which aims to leverage Brand Marketing to cement the relationship between profit and purpose, concurrently elevating marketing from a corporate tool to a social equalizer.

Held in Malaysia this year, WMS Malaysia 2013 targets two goals. It will provide a roadmap on how to meet the 8 UN MDGs, resulting in a signed declaration charting marketing's role in improving 8 billion future lives. This is a gathering and representation of the world's best marketers, sharing insights and case studies on how purpose can be injected into a company's DNA, elevating consumer trust in turn reducing marketing investment and maintaining the bottom-line.

While China has achieved or is within reach of achieving all Millennium Development Goals according to World Bank, over 170 million people still live below the US\$1.25-a-day international poverty line in China and only India has a greater number of poor. For this reason, the organizer hopes to see more Chinese companies and marketers attending WMS Malaysia 2013. It would serve as a wonderful final push for success in China and these successes would prove to be an inspirational case study of how businesses can inject social-purpose into their DNA without hurting their bottom-line.

The Summit, which will be held from September 28th to 30th 2013 at Putrajaya, Malaysia, features a stellar alliance of thought leaders including Professor Dr. Philip Kotler; Minister Dr. Bernard Kouchner, Founder of Doctors Without Borders; Professor Dr. Hubert Gijzen, Director of UNESCO Asia & Pacific; Dr Ashok Kosla, who was Al Gore's mentor and is Chairman of the Development Alternatives Group and "Nobel" prize winner for environment; H.E Badria Al Mulla, President of International Emirates Management for Quality; H.R.H Prince Ali Bin Al-Huseein of Jordan, Chairman of the Dream Asia, Asian Football Confederation; Sanjit "Bunker" Roy of Barefoot College and Dr. Mitch Besser, Founder of Mothers2Mothers working in concert to deliver a "Better World Through Marketing".

Due to limited availability, the Summit requires registration at <http://wmsmalaysia.org/>.

Sasha Yap  
+603-2287-8689 ext. 206  
[sasha.yap@edelman.com](mailto:sasha.yap@edelman.com)

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