

# ***World Marketing Summit Malaysia 2013***

## ***Aims To Address UN Millennium Development Goals***

***Kuala Lumpur, 2 July 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, the 3-day, dialogue-filled, “think-tank” congregation of minds could reshape global brand communications and corporate responsibility forever.

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 of how purpose can be injected in to a company’s DNA, elevating consumer trust in turn reducing marketing investment and maintaining the bottom-line.

India is a key market in the WMS Malaysia 2013 as World Bank reports that India accounts for one-third of the world’s poorest (400 million) and that 40 percent (217 million) of the world’s malnourished children are in India. For this reason WMS Malaysia 2013 hopes to see greater participation from Indian companies and marketers looking to inject social-purpose into their company’s DNA, and make a change without hurting their bottom-line.

The Summit, held from September 28<sup>th</sup> to 30<sup>th</sup> 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 Gjizen, Director of UNESCO Asia & Pacific; Dr Ashok Kosla, who was Al Gore’s mentor and 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; and Sanjit “Bunker” Roy of Barefoot College working together to deliver a “Better World Through Marketing”.

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