



MEDIA RELEASE – FOR IMMEDIATE RELEASE

WORLD MARKETING SUMMIT TO DRIVE SOCIAL-PURPOSE AS BUSINESS DNA

Malaysia Will Host Global Social-Purpose Summit With Top Brand & Industry leaders To Promote Purpose In Business

Kuala Lumpur, 28 May 2013: The World Marketing Summit Malaysia 2013 (WMSM2013), brainchild of marketing guru Professor Dr. Philip Kotler, will unite some of the most innovative minds from the corporate, public, NGO and academia spheres to explore ways to integrate marketing solutions with affirmative action to tackle socio-economic issues outlined by the United Nations under the 8 Millennium Development Goals (MDG).

The Summit, which will be held from September 28th to 30th 2013 at the Putrajaya International Convention Centre, Putrajaya, Malaysia, will feature a stellar alliance of leaders, thinkers, and game-changers such as Professor Dr. Philip Kotler; Dr Ashok Kosla, Chairman of the Development Alternatives Group; H.E Badria Al Mulla, President of International Emirates Management for Quality; and H.R.H Price Ali Bin Al-Huseein of Jordan, Chairman of the Dream Asia, Asian Football Confederation, working in concert to deliver a **“Better World Through Marketing”**.

Key highlights at WMSM2013 include Director of Asia & Pacific, UNESCO Professor Dr. Hubert Gijzen’s keynote address on ensuring environmental sustainability, Founder of the Barefoot College Sanjit “Bunker” Roy’s address on promoting gender equality and empowering women, and panelists hailing from the likes of Coca-Cola, F&N Beverages, Novartis, International Medical Corps, Staedtler, Sharjah Department of Seaports & Customs and Hamriyah Free Zone Authority and Tetra Pak.

At the press conference to officially announce WMSM2013, chairperson of WMSM2013, Dr Marceline Lemarie, said, “This year’s Summit aims to elevate marketing from a corporate tool to a social equalizer – with industry veterans and game changers as key speakers for each topic. Discussions will focus on the eight UN MDGs of: eradicating extreme poverty and hunger; achieving universal primary education; promoting gender equality and empowering women; reducing child mortality; improving maternal health; combatting HIV/AIDS, malaria and other diseases; ensuring environmental sustainability; and creating a global partnership for development.”

“The United Nations’ MDGs are crucial for empowering communities globally and bridging the gap between the rich and the poor, the healthy and the ill, the educated and the illiterate. With a target

achievement date of 2015, the blueprint formed by the United Nations has been agreed to by all the world's countries and leading development institutions. This World Marketing Summit Malaysia 2013 will provide a platform for discussions that will deliver actionable, realistic steps that can be taken to address the disparity of fortunes in the world, in line with the eight MDGs," add Dr. Marceline.

World Marketing Summit Malaysia 2013 is made possible through the generous contributions and efforts of partners such as DHL Express, Expedia, F&N Beverages, Guinness Anchor Berhad and Volkswagen.

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

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The World Marketing Summit Malaysia 2013 (WMSM2013) aims to revolutionize 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 social causes by creating new development approaches through the lens of 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. WMSM2013 will be held from 28th to 30th September 2013 at the Putrajaya International Convention Centre, Putrajaya, Malaysia and is expected to draw 2,500 marketing leaders. More information about the summit can be found at www.wmsmalaysia.org

Caption for Picture 1: Standing front row fifth from left: World Marketing Summit Malaysia 2013 committee, Head of Strategic Partnerships, Fabian Nesan Selva, Chairperson, Dr. Marceline Lemarie (centre) and Deputy Chairman, Mr. Ng. Ghim Hwa, with corporate sponsors at the World Marketing Summit Malaysia 2013 media conference.

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