



PRESS RELEASE

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Children Express Their Hopes and Dreams through World Marketing Summit's Project Hope

Project empowers and educates children in line with United Nations' Millennium Development Goals

Kuala Lumpur, 11 June 2013: 100 children from orphanages around Malaysia today expressed their hopes and dreams through art by creatively expressing the future they wish for at Kompleks Kraf Kuala Lumpur under the auspices of Project Hope, a United Nations Millennium Development Goal (MDG) driven initiative of the World Marketing Summit Malaysia 2013 (WMSM2013). The event was well supported with a strong turnout of VIPs such as His Excellency Christian Rehren, Ambassador of Chile to Malaysia; En Mansor Abdul Latiff, General Manager of Karyaneka; Mr. Stuart Ramalingam, Director of Marketing & CSR, Asian Football Confederation; Dr Annathurai, Head of CSR, Asian Football Confederation; Christopher Huehn, CEO of Staedtler Malaysia; Yang Berusaha Dayang Habsah Abang Saufi, Director of Ethnicite Sdn Bhd; and Donne Ray of The Platters

Project Hope was conceived by WMSM2013 as a means of addressing two of the United Nations' MDGs: Eradicating Extreme Poverty & Hunger (MDG1) and Achieving Universal Primary Education (MDG2).

The children aged between 8 and 12 years old were also treated to 3 days of fun activities and unforgettable experiences, from playing football with professional footballers and coaches (courtesy of Dream Asia, Asian Football Federation), free medical checkups courtesy of Columbia Asia Hospital, Setapak and tours of Kuala Lumpur to meeting world-renown Malaysian idols.

A selection of the 100 art pieces by the children will be auctioned to participants of the World Marketing Summit Malaysia (September 28 to 30, 2013), with all proceeds channeled back to the children's homes. Additionally, the three children with the highest bids on their art pieces will receive a fixed deposit in their names which will be made available to them when they reach 18 years of age. The winner will receive RM5,000, the runner up RM2,000 and second runner-up RM1,000. WMSM2013 will continue to check in on these children, following up on their development as they grow on their journeys.

An extension of Project Hope, 8 BILLION, was also launched at the event today. 8 BILLION will address MDGs 1 and 2 on a global scale over the next two years, in a drive to increase reach and sustainability of Malaysian efforts.

According to chairperson of WMSM2013, Dr. Marceline Lemarie, "We must realise that the child of today is the leader of tomorrow; a better, brighter future is squarely in the palms of the children today. Through Project HOPE, we will inspire these children to realise their dreams and ambitions. Ensuring every child is equipped with a minimum of a complete primary education (MDG2) will empower them and help break the cycle of poverty and hunger (MDG1). In this way, WMSM2013 and its partners and sponsors are taking action against poverty, hunger and lack of education – starting with arming children of today with the tools they need to succeed."

"We thank AirAsia for flying in 40 children and their chaperons from Rumah Anak Yatim Tambunan in Sabah for this project, as well as Kraftangan Malaysia and Karyaneka for offering their beautiful Kompleks Kraf Kuala Lumpur for today's event, Pusat Latihan Kemas for providing accommodation to these 100 children and their chaperons, and Shangri-la Hotel for the children's toiletries. It is incredibly encouraging and heartening to have the support of key personalities, and to have on board key corporations as sponsors and strategic partners as well as the participation of local and international media players. We hope the list grows and welcome more corporations keen to participate in this global social purpose initiative," she added.

Project Hope is made possible through the generous contributions and efforts of partners such as Kraftangan Malaysia and Karyaneka (Venue Sponsor), AirAsia (Airline Sponsor), Staedtler (Official Stationery), 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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