

WORLD MARKETING SUMMIT MALAYSIA 2013 GATHERS GLOBAL EXPERTS TO EXPLORE BRAND MARKETING AS A SOCIAL EQUALIZER

Summit aims to create a better world through marketing by addressing the UN Millennium Development Goals

Kuala Lumpur, 4 July 2013: World Marketing Summit (WMS), brainchild of marketing guru Professor Dr. Philip Kotler, will see some of the most innovative minds from the corporate, public, NGO and academic spheres coming together to explore ways to achieve the UN's 8 Millennium Development Goals (MDGs) by integrating brand marketing with affirmative action as a solution to tackle socio-economic issues on a global scale. Held in Malaysia this year and not to be missed by any brand professional, the 3-day, dialogue-filled, "think-tank" congregation of minds will potentially reshape global brand communications and corporate responsibility for good.

In 2010, UN Secretary General Ban Ki-Moon reported that the achievement of the 8 MDGs by the targeted 2015 was unlikely, exhorting that a paradigm shift was needed. Enter Philip Kotler and WMS – leveraging Brand Marketing to cement the relationship between profit and purpose, concurrently elevating marketing from a corporate tool to a social equalizer.

WMS Malaysia 2013 will achieve two goals. Firstly 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 lives. Secondly, this is a gathering and collective 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. In essence, delegates will see real business examples of how you can make a social purpose contribution without hurting the 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 Gjizen, 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/>.