



MEDIA RELEASE

World Marketing Summit Brainchild of Marketing Guru Professor Dr. Philip Kotler comes to Malaysia

Kuala Lumpur, 23rd May 2013: The World Marketing Summit Malaysia 2013 (WMSM2013) will be held in Malaysia from 28th to 30th September 2013 at the Putrajaya International Convention Centre, Putrajaya, Malaysia. The brainchild of marketing guru, Professor Dr. Philip Kotler, the summit will boast a stellar line up of thinkers, social activists, corporate captains and agents of social change from developed and developing countries working in concert aimed at answering the clarion call **"Better World Through Marketing"**.

The World Marketing Summit (WMS) aims to create a global alliance, a collaboration that unites the best minds from the corporate sphere working in concert with the public sectors, NGOs and academia to transform and translate marketing ideas and solutions into tackling real and focused socio-economic issues raised by the United Nations under its Millennium Development Goals (MDG). The inaugural WMS was held in Dhaka, Bangladesh in March 2012 - 4,500 delegates and 70 internationally acclaimed speakers.

Dr Marceline Lemarie, Chairperson of WMSM2013 said, "We are very happy to organize WMSM2013 in Malaysia and have a vision of becoming the secretariat of the Asian hub. Hosting WMS2013 in Malaysia is a vision and long-term strategy to connect Asia with the world. Malaysia as the center of Southeast Asia, will be part of this endeavor and the summit will propel Malaysia to the forefront of social change."

"It is heartening 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 social purpose driven initiative," she added.

In the run up to the main event two projects will be organized - Project Hope which will be held on 11th June where 100 under privileged children between the age of 8 - 12, including 40 from Sabah, will showcase their arts and craft at an exclusive event at Kraftangan Malaysia in Kuala Lumpur aimed at achieving the United Nations' MDG1: Eradicating Extreme Poverty & Hunger and MDG2: Achieving Universal Primary Education.

Second will be Project Re-Thinking Actions which will be held on 25th June at Pusat Sains Negara in Kuala Lumpur where a group of 13-17 year olds will be given the opportunity to experience and learn new habits focusing on MDG7: Ensuring Environmental Sustainability.

The Summit is endorsed by Ministry of Tourism & Culture Malaysia, Malaysia Convention & Exhibition Bureau, Tourism Malaysia as well as Malaysia External Trade Development Corporation. Joining us are key corporate sponsors which include DHL Express, Shangri-La Hotel Kuala Lumpur, Staedtler, Volkswagen Group Malaysia, Malaysia Airlines, SOS Fastlane, Guinness Anchor Berhad, Expedia, Touch 'n Go, Moet Hennessy Diageo Malaysia, F&N, Qatar Airways, Coco Latini, Manoh Consulting, Alcom, Columbia Asia, My Events International, BMI Research, Union Bliss Photographers, Universiti Putra Malaysia and Karyaneka.



The 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, aomagazine.com, Real Leaders and Social Media Chambers.

WMSM2013 is inviting local and international corporations to participate in the Summit as a strategic partner or sponsor and those interested are invited to contact WMSM2013 via email : fnselva@wmsmalaysia.org or +603-9106 1600.

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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