

UBM Malaysia launches Kind Malaysia 2018

CORPORATE NEWS

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By Toh Kar Inn



KUALA LUMPUR: UBM Malaysia has launched its inaugural Corporate Social Responsibility (CSR) project, Kind Malaysia 2018, a platform to connect corporates with civil society, in partnership with #myWorld by Malaysia International Trade and Exhibition Centre (Mitec).

The two-day event and expo aims to highlight the importance of creating a culture of kindness within corporate setups and assist them with delivering various CSR initiatives.

Kind Malaysia 2018 will connect like-minded individuals from non-profit organisations, large corporations, and small-to-medium size enterprises to forge relationships that will demonstrate kindness towards the community.

UBM Asia Asean business group managing director M Gandhi said the launch of Kind Malaysia allows UBM to harness its resources and the expertise of its employees and business partners to

make a real difference.

“Over the past few years, UBM has shifted its community focus away from more passive philanthropic activities to more active engagement, looking to bring our expertise to bear in how we serve the communities in which we operate,” he said.

Themed “Connecting Corporates with Civil Society - Partnership for Humanity”, Kind Malaysia 2018 will be held from October 24 to 25 at Mitec and will feature high-level keynotes, educational content, relationship building and dynamic exhibition space.

Additionally, the presentation of the 2018 Water Air Food Awards (WAFA), which recognises outstanding sustainability solutions for clean water, air, and food, will be held during Kind Malaysia 2018.

Applications for a complimentary booth is now open to non-profit humanitarian organisations registered in Malaysia or credible international non-profit humanitarian organisations having projects directly benefiting Malaysians, until August 30, 2018.

All applications will be evaluated by the advisory board of Kind Malaysia 2018.

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