

Launch of Kind Malaysia 2018 to Connect Corporates with Civil Society: Partnership for Humanity

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KUALA LUMPUR, Malaysia, July 25, 2018 /PRNewswire/ -- UBM Malaysia announced the inaugural of its Corporate Social Responsibility (CSR) project called Kind Malaysia 2018, a platform to connect corporates with civil society, in partnership with #myWorld by MITEC.

Themed "**Connecting Corporates With Civil Society - Partnership for Humanity**", Kind Malaysia 2018 will be held from 24 - 25 October 2018 at the country's largest exhibition space, Malaysia International Trade and Exhibition Centre (MITEC) aims to highlight the importance of creating a culture of kindness within corporate setups and assist them with delivering various CSR initiatives.



M Gandhi, Group Managing Director, ASEAN Business, UBM Asia introduced the concept and objective of Kind Malaysia 2018 as one of the UBM's CSR initiatives to connect corporates with civil society.



The two-day event and expo 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.

Mr M Gandhi, Group Managing Director (ASEAN Business) of UBM Asia, said, "Over the past few years, UBM has shifted our 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. The launch of Kind Malaysia allows us to harness our resources and the expertise of our employees and many business partners to make a real difference."

Event Partner, MITEC is socially, economically and environmentally responsible organisation that aims to give back to Malaysia and the community within which it is based and encourages its team members, partners and clients to get involved as they strive to produce better experiences for a better planet.

"MITEC is uniquely placed to positively impact the environment and the communities in which we operate. Through the #myWorld programme, we aim to reduce environmental impact within the context of the business events industry and initiate a globally inclusive

experience that demonstrates shared value. We are delighted to partner with UBM in cross leveraging our respective strengths towards creating a sustainable 'Partnership for Humanity' and boost our initiatives worldwide," said Mr Gunther Beissel, the Chief Executive Officer of MITEC.

Kind Malaysia will feature high-level keynotes, educational content, relationship building and dynamic exhibition space. It is now open to non-profit humanitarian organisations registered in Malaysia or credible international non-profit humanitarian organisations having projects directly benefiting Malaysian to apply for a complimentary booth before **30 August 2018**. All applications will go through the evaluation by the Advisory Board of Kind Malaysia 2018.

Among the highlights of Kind Malaysia 2018 is the presentation of the 2018 Water Air Food Awards (WAFA) under the purview of global sustainability movement based in Denmark, to recognise outstanding sustainability solutions for clean water, air and food on October 24 in MITEC.

A few elite CSR campaigns by corporates will be selected and inducted into Kind Malaysia CSR Hall of Fame to recognise corporate efforts that have made a significant impact to the society in which can be seen during the event.

For more information on the Kind Malaysia 2018, participation or to receive updates, visit www.kindmalaysia.com.

About UBM Malaysia (www.ubm.com)

UBM Malaysia is a member of UBM Asia recently became part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. UBM in Malaysia creates business growth opportunities for ASEAN and the rest of the world in a wide range of industries including Furniture & Interiors, Industrial Machinery, Renewable Energy, Power, Security, Construction, Food, Oil & Gas, Hospitality, Livestock, Beauty, Water & Wastewater Subcontracting, Environmental Technology, HVAC and Jewellery.

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