



# **Asia Marketing Federation**

**Communication on Engagement – Asia Marketing Federation 2016**

31 October 2016

To our stakeholders:

I am pleased to confirm that Asia Marketing Federations reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Y.W. Junardy

*President Asia Marketing Federation* **Foundation**





1991 – 1996 (JAPAN)

Mr. Michio Torii, the former President of JMA, took the initiative in the foundation of the Asia Pacific Marketing Federation (APMF) in November 1991, and served as the APMF's first presidency for two consecutive terms until March 1996. Mr. Shinji Fukunaga, the first Secretary General, was replaced by Prof. Mitsuzo Tamaki in 1992.

APMF's main goals are to promote international cooperation among Asian marketing institutions in the areas of growth and education and to exchange personnel, marketing technologies and information while fostering friendships among member organizations.

The founding members were the National Marketing Association (NMA) from Asia Pacific countries i.e. JMA, IMA, MIS, HKIM, SLIM, IMM, MAT, PMA, CIM, KMA, AMI, CMA (Taiwan) and South Africa.

Annual fee was set at US\$ 10,000 for the lead- country and US\$ 5,000 for member countries. All events paid for by APMF.

In 1994, in cooperation with MIS, APMF started Certified Professional Marketer (CPM) in Asia Pacific, the only program in Asia that certifies professional marketers with Asian perspectives and practical experience.

In 1996, JMA President Michio Torii was designated "APMF Honorary Founding President" for his dedication to the establishment and development of APMF.



1996 -1998 (AUSTRALIA)

APMF leadership moved to Australia with Mr Jens Karnoe was appointed as the new President on April 1996, and succeeded by Mr. Richard Allen. Dr. Ross Cameron was the Secretary General. Mr. Hai Hyung Cho (KMA) and Mr. Kasem Mongkolkosol (MAT) as the Vice Presidents. No activities known during this period.



1998 - 2000 (INDONESIA)

Asia in crisis beginning 1998 and no countries willing to take the leadership at the end Australia IMA took initiative to "rescue" the situation by taking over the leadership. Hermawan Kartajaya appointed the new APMF President inaugurated by princess of Japan on April 1998. No official transition and financial report from Australia. Enny Harjanto was appointed as Secretary General. She died in mid-term and replaced by Y.W.Junardy.

Considering the crisis, the annual fee was reduced at affordable level of US\$ 700 equally for all members. All events to be managed and paid by the sponsoring NMA.

APMF Foundation was established and officially registered in Jakarta with the main aim of administering the APMF account. Dr. Hooi Den Huan appointed as APMF Foundation Secretary General,

WMA Hermawan was appointed as the permanent representative for the Executive Committee at the WMA Council in 1998.



2000 - 2002 (THAILAND)

The appointment of Supat Tansathitikorn (MAT) as the new APMF President at the AGM in Bangkok on 27 June 2000. The Board was supported by Danai Tangsriviriyakul (MAT) as the Secretary General, Cheong Kun Pui (MIS) as the Vice President I and Dr. Cyrill Chow (HKIM) as the Vice President II.

MAT conducted the C21 World Marketing Conference "Breakthrough Marketing Wisdom for Global Leadership".



2002 - 2004 (HONG KONG)

Sherman Lam HKIM appointed as the new APMF President at the AGM meeting in Singapore. The late Cheong Kun Pui of MIS was appointed as Secretary General.

Part of the restructuring, member participation to APMF was reviewed. Inactive members (never attended a single meeting): AMI, KMA, MMA (Mongolia), IMM (India), MAP (Pakistan), MIB (Bangladesh) and IMM (South Africa). CMA (ROC) attended only one meeting in the last few years. The Board unanimously agreed that a Constitutional Review Committee be formed and chaired by Dr. Nard Garcia (PMA).





## 2004 - 2006 (PHILIPPINES)

Prof. J.J. Roces appointed as the new APMF President, Prof. K.K. Kamalgoda as the 1st VP and Jos Ortega as Secretary – General.

The APMF CPM Society was formalized in December 2004, with Dr. Nick Fontanilla of the Philippine Marketing Association CPM Society as the president. The national CPM societies from Sri Lanka, Hong Kong, Thailand, Indonesia and the Philippines were recognized under the APMF CPM Society.

The first APMF CPM Society Conference was held in Manila, Philippines in July 2004. The APMF CPM Society co-sponsored the ASEAN Marketing Forum in Jakarta, Indonesia in November 2005. KM Yim presented the recommended CPD model for APMF, which included 24 CPD hours per year. It was agreed that the national marketing associations will ensure the application of the program and MIS will monitor as Educational Headquarters. HKIM served as the champion for this initiative.

Indonesia organized ASEAN Conference in November 2005.

Thailand conducted the World Marketing Conference in March 2006.



2006 - 2008 (SRILANKA)

Prof. Kamalgoda appointed as the new APMF President supported by with Sarath Fernando as Secretary – General.

Recognizing the shift of global economy to Asian and especially with the decline of US and Europe and the raising of China, APMF decided to focus on Asia. APMF saw the importance of engaging Japan, China and India to take role in APMF. Discussion was held to consider changing the name from APMF to AMF to reflect the situation.

The change was reflected in The Jakarta Declaration in special meeting in Jakarta on 6 August 2007. The declaration was signed by the Honorary Patron of AMF, Patron of AMF, President of AMF and President/Chairman of National Marketing Organizations: HKIM, IMA, IMM, MAT, MIS, PMA and SLIM, the Jakarta Declaration resolved and agreed:

- To change of name of the association from Asia Pacific Marketing Federation (APMF) to Asia Marketing Federation (AMF) and Asia Pacific Marketing Federation Foundation (APMFF) to Asia Marketing Federation Foundation (AMFF)
- To adopt the new charter of the AMF and AMFF
- To appoint Prof. Philips Kotler d the proposed Charter of AMF
- To adopt the new logo of AMF
- To appoint Professor Philips Kotler as Honorary Patron and Mr. Hermawan Kartajaya Patron of AMF





2008 - 2010 (INDONESIA)

Y.W. Junardy appointed as the new President at the AGM meeting during the International Marketing Conference conducted by PMA in Manila.

Dato' Sharifah Mohammad Ismail and K M Yim appointed as the new Vice President; Hendra Warsita as the Secretary General of AMF and Prof.Dr. Andrianto Widjaja as the AMF President of CPM Alumni. Meeting also confirmed the effective date of the change of the name from APMF, APMF Foundation and CPM(AP) to AMF, AMF Foundation and CPM (Asia) respectively is the date of Jakarta Declaration on 6 August 2007.

All past Presidents of the APMF who became Governors of the AMF Foundation should become Patrons of the new AMF Foundation. They are: Hermawan Kartajaya, Supat Tansathitikorn, Sherman Lam, Prof. JJ Roces and Prof. K. Kamalgoda.

Meeting also approved its Goal for 2008 – 2010:

Further raise AMF's profile in Asia and in the world stage by

1. Strengthening further the institution
2. Revitalizing AMF Foundation; and
3. Participating in the United Nations Global Initiatives



## 2010 - 2012 (JAPAN)

Upon completion of IMA's term, Takuya Goto appointed as the new President at the AMF Annual General Meeting on 2nd June 2010 subsequently after the Asia Pacific Tri-Conference and in Bali. Ishibashi appointed as Secretary General.

Mr. Takuya Goto presented a plate that certifies AMF Honorary Fellow to Prof. Philip Kotler at the AGM meeting in Bali on 28 May 2011.

MASOK (Korea) joined and approved as new member of AMF.

Mr. Hermawan Kartajaya, WMA President, predicted stronger AMF, with MASOK and CCPIT as a prospect, would work as a leverage to reactivate WMA.



## 2012 - 2014 (JAPAN)

Takuya Goto reappointed as the President at the AGM meeting in Tokyo on 13 July 2012. Rohan Somawansa and Gwen Albarracin appointed as VP  
CCPIT (PRC) joined and accepted as new member of AMF at AMF BoM in Bangkok on 18 My 2013.



## 2014 – (JAPAN)

Takuya Goto reappointed as AMF President at the AGM meeting in Manila on 16 July 2014. Gwen Albarracin as 1st VP and Rohan Somawansa as 2nd VP.

TIMS (Taiwan) and MAC (Cambodia) joined and accepted as new member 30-31 May 2015 – FUTINA Marketing Conference and AMF BoM meeting in Foshan, China.

## **Involvement in Global Compact Initiatives**

- ✓ Promote UNGC Principles by installing UNGC Corner at Marketing 3.0 Museum in Ubud Bali
- ✓ Promote UNGC Principles in AMF Board Meetings.
- ✓ Initiated the establishment of GCN Philippines through Philippines Marketing Association, a member of AMF.
- ✓ Support and participate the Transparent Disclosure and GRI seminar in cooperation with MarkPlus, IMA and IGCN.
- ✓ Update the AMF Charter by including aspect of UNGC 10 Principles in responsible marketing.
- ✓ Promote the "Marketing with Heart" and support SME business through education and seminar in part of SDG 1 and 8.
- ✓ Conduct Marketing Excellence Award as a way to promote responsible marketing and showcase the importance of youth, woman and netizen for economic growth.