



INDONESIA MARKETING ASSOCIATION



# Communication on Engagement 2017-2018

6 November 2018

To our stakeholders:

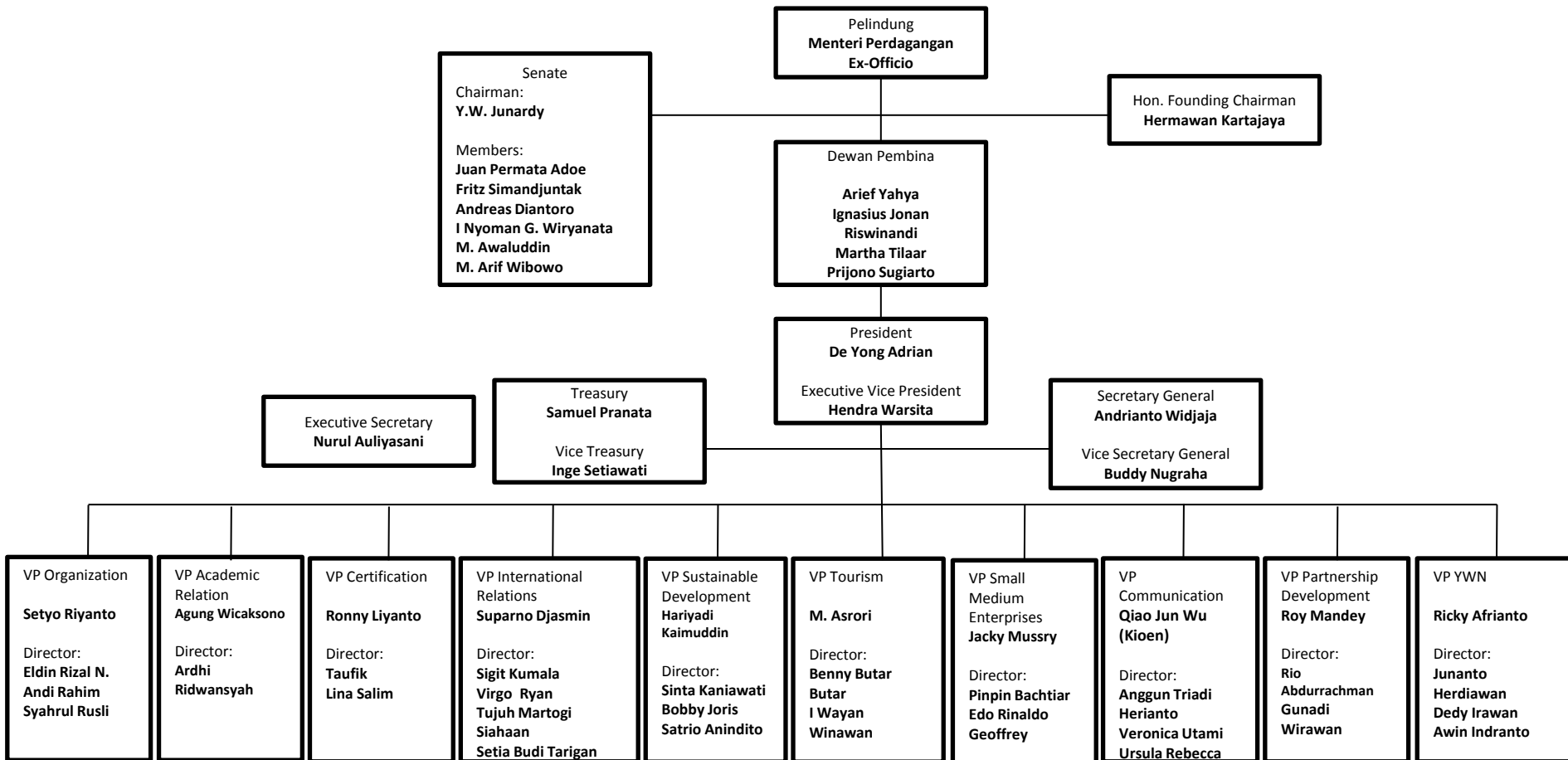
I am pleased to confirm that Indonesia Marketing Association reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome 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,  
Hendra Warsita  
*Executive Vice President*

# Organization Structure & Board of Management

## PENGURUS IMA PERIODE 2017 - 2019



1

Promote and raise awareness on “How to promote Business Sustainability and SDGs through Marketing?”

2

Initiate the engagement on SDGs implementation and develop IMA’s position strategically in SDGs area

# Target: Key Stakeholders

1

Promote and raise awareness on “How to promote Business Sustainability and SDGs through Marketing?”

Company  
(All Size)

Academic  
Institution

Business  
Association

2

Initiate the engagement on SDGs implementation and develop IMA’s position strategically in SDGs area

Government

Civil Society  
Organization

Philanthropy  
Association

# Target: Timeline



**\*Collaborative Action**

# Encourage Youth and Women through YWN Award





Thank You