



# **Asia Marketing Federation**

**Communication on Engagement – Asia Marketing Federation 2018**

6 November 2018

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**





### **3rd Asia Marketing Excellence Awards**

Companies from around Asia that have excelled in the field of marketing are eligible to send in their applications to the Asia Marketing Excellence Awards (AMEA) not later than 31st March 2017. The competition will culminate in a grand awards ceremony to be hosted in Mongolia in September 2017 by the Mongolia Marketing Association.

The 1st and 2nd AMEA was held successfully in 2015 and 2016 with over 80 companies vying for awards from countries all over Asia. It recognized companies in the Asian Region who strive for marketing excellence that reflect admirable qualities of innovativeness and ingenuity. It encouraged companies to view their customers not as mere consumers, but as human beings with minds, hearts and spirits, who are constantly on the lookout to address the anxieties and desires of their stakeholders.

The Asia Marketing 3.0 Award was presented to a company with a well defined corporate culture which is incorporated in its vision, mission and values, and is reflected in its marketing strategies which specially consider the consumers' need in mind, heart, and spirit. It also includes marketing strategies which addresses consumer demands for collaborative, cultural and spiritual marketing approaches and are reflected in the growth of market share, volume and net income.



Asia Marketing Federation

# 8 TOP TRENDS OF MARKETING IN ASIA 2018

## **Published Special Report – AMF Top Trends of Marketing in Asia 2018**

This report was created by the Founder and Patron of the Asia Marketing Federation (AMF), Mr. Hermawan Kartajaya and the members of Asia Marketing Federation.

This publication can be downloaded through <http://asiamarketingfederation.org/special-report/>

## **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.
- ✓ Conduct Youth, Woman, Netizen (YWN) Award as a way to promote responsible marketing and showcase the importance of youth, woman and netizen for economic growth.