

COMMUNICATION ON ENGAGEMENT (COE)



Period Covered by this Communication on Engagement

From: January 1st, 2020

To: December 31st, 2021

Part I. Statement of Continued Support by the Chief Executive or Equivalent

To our stakeholders or members of AMF,

I am pleased to confirm that AMF (Asia Marketing Federation) 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 on 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,

Boojong Kim

President, Asia Marketing Federation



Part II. Description of Actions

- For academic organizations: Incorporate the UN Global Compact principles into operations and communicate progress following the Communication on Progress (COP)
 - Publish AMF Journal with academic researches and business cases
 - Train the business organization through CPM (Certified Professional Marketer) program
- For business associations: Attract new participants to the UN Global Compact through their outreach efforts and awareness raising and build communication network with companies and public organizations involved in the UN Global Compact
 - Hold AMF Marketing Awards to recognize the social responsibilities and motivate entrepreneurship of companies
- For society organization and public sector: Provide commentaries and spirits to organizations on COP and share the information and cooperate with the UN Global Compact Local Networks
 - Hold World Marketing Forum (Annual)
 - Hold ASEAN Marketing Summit (Annual)



Part III. Measurement of Outcomes

- Number of new UN Global Compact participants, individuals or organizations
- Numbers individuals and/or organizations cooperated with AMF or NMAs to further the aims of Global Compact Local Networks in Asia
- Actions taken by UN Global Compact business participants with whom AMF or NMAs engaged regarding their COP
- Partnerships formalized with mutual aims to advance the UN Global Compact principles