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MINISTRY OF NATURAL RESOURCES AND ENVIRONMENTAL SUSTAINABILITY



# ESG & BRANDS FORUM 2024



26 SEP 2024



BERJAYA TIMES SQUARE HOTEL

**EMPOWERING TOMORROW:**

Strategies for Building Sustainable Brands in a Circular Economy



[www.esgbrandsforum.com](http://www.esgbrandsforum.com)



## ABOUT THE EVENT

Welcome to the ESG & Brands Forum 2024 - an immersive experience designed for the forward-thinkers, innovators, and visionaries in advertising, branding, and sustainability development. Set to unfold on 26 of September at the Berjaya Times Square Hotel, our conference is more than an event; it's a dynamic platform where the brightest minds converge to learn, share secrets, and forge meaningful connections in the ever-evolving landscape of sustainable business. At ESG & Brands

Forum, we understand that true progress requires a holistic approach. That's why our event encompasses the entire spectrum of advertising, branding, and sustainability development. Gain comprehensive insights and practical takeaways that will empower you to integrate sustainability seamlessly into your business model.

### Empowering Tomorrow: **STRATEGIES FOR BUILDING SUSTAINABLE BRANDS IN A CIRCULAR ECONOMY**



### Guest of Honour **Opening Ceremony**

**YB Nik Nazmi bin Nik Ahmad**  
*Minister of Natural Resources and  
Environmental Sustainability (NRES)*



## WELCOME MESSAGE

It is with great pleasure that I welcome you all to the ESG & Brands Forum 2024 set to unfold on 26 September 2024 at the prestigious Berjaya Times Square Hotel here in the heart of Kuala Lumpur. We're excited to host this premier event on sustainable advertising, branding, and business in Malaysia - a nation deeply committed to environmental conservation and sustainable growth.

Our theme, "Creating Better Tomorrow: Strategies for Building Sustainable Brands in a Circular Economy," aligns perfectly with Malaysia's focus on harmonizing economic progress and environmental stewardship.

Our international delegates can also explore KL's fusion of traditional and modern influences, savor our renowned cuisine, and witness our nation's breathtaking rainforests and beaches.



**Shikha Kedia Bharadwaj**

*Organising Chairperson*

The ESG & Brands Forum is more than a conference - it's a convergence of global perspectives exchanging innovative ideas to shape a sustainable future through circular economic practices. Get ready to be inspired, empowered and engaged as we forge a path towards a better tomorrow for all. Let's make this year's forum a resounding success!

Selamat Datang ke Malaysia - let's drive impactful change together.

## EVENT HIGHLIGHTS

### ✓ INSPIRATIONAL KEYNOTES:

Hear from visionaries who have successfully integrated sustainability into their business models, driving positive change.

### ✓ NETWORKING OPPORTUNITIES:

Forge meaningful connections with like-minded professionals, fostering collaborations that transcend the event and contribute to a sustainable future.

### ✓ HANDBOOK LAUNCH BY G100:

Exciting handbook unveiling by G100 on branding and sustainability guidelines for small businesses, fostering visibility and growth in entrepreneurship

### ✓ SUSTAINABILITY PLEDGE DRIVE:

Encourage participating companies to commit to sustainable guidelines through pledges, fostering a collective effort towards a greener future.

### ✓ POLICY AND ADVOCACY UPDATES:

Advocate for policies and initiatives that support women's empowerment, such as promoting gender equality in the workplace, providing mentorship programs for women entrepreneurs, and supporting women-owned businesses in the supply chain.



# THREE PILLARS OF ESG & BRANDS FORUM 2024



## SUSTAINABILITY:

Explore the latest trends and strategies in sustainable development, fostering a deeper understanding of how businesses can positively impact the environment and society.



## WOMEN EMPOWERMENT:

Celebrate the pivotal role of women in leadership roles and their contributions to sustainable business practices, fostering an inclusive and empowered future.



## BRAND INNOVATION:

Explore strategies and creative approaches that help develop sustainable brands. Learn how brand innovation can be a catalyst for positive environmental and social impact.

## EVENT OBJECTIVES

Setup branding and marketing guidelines for sustainable business practices

Promote a "Vocal for Local" initiative as a sustainable business practice

Advocate for policies and regulations that support sustainable business practices



# SPONSORSHIP PACKAGES

## Main Title Sponsor Package

**RM 15,000**

- All promotional materials will include the Sponsor's Logo, including emails that are sent to local and International delegates and on social media
- The sponsor's logo will be displayed on the event website
- The sponsor's logo will be displayed on the e-Backdrop of the event
- The sponsor's logo will be displayed on the registration page of the delegates
- Acknowledgement of sponsor in the digital Final Announcement, digital Programme Book and Conference WebApp
- Acknowledgement of sponsor on all social media platforms
- The sponsoring company will be allocated a slot for speaking
- 1 tabletop to display your sustainable product/service (subject to availability)
- 7 free delegate passes

## Panel Session Sponsor Package

**RM 10,000**

- The Sponsor brand will be mentioned at the beginning of that panel session
- The sponsor's logo will be displayed on the e-Backdrop of the event only during that session
- The sponsor's logo will be displayed on the event website
- Acknowledgement of sponsor in the digital Final Announcement, Programme Book and Conference WebApp
- Acknowledgement of sponsor on all social media platforms
- One speaking slot
- 4 free delegate passes

## Platinum Sponsor Package

# RM 10,000

- The sponsor's logo will be displayed on the event website
- The sponsor's logo will be displayed on the e-Backdrop of the event
- Acknowledgement of sponsor in the digital Final Announcement, digital Programme Book and Conference WebApp
- Acknowledgement of sponsor on all social media platforms
- 1 tabletop to display your sustainable product/service (subject to availability)
- 4 free delegate passes

## Gold Sponsor Package

# RM 7,000

- The sponsor's logo will be displayed on the event website
- Acknowledgement of sponsor in the digital Final Announcement, digital Programme Book and Conference WebApp
- Acknowledgement of sponsor on all social media platforms
- 1 tabletop to display your sustainable product/service (subject to availability)
- 2 free delegate passes

**BECOME A SPONSOR**  
TO HELP CREATE A BETTER TOMORROW

For all enquiries related to sponsorships and partnerships, please contact us on the following contact number:

 **+60 17-628 0872**



# REGISTRATION FEES

CATEGORY	FEES	SCAN HERE TO REGISTER 
Local Delegates 🏠	RM 350	
International Delegates ✈️	USD 120	
Students/Senior Citizens	RM 210	

## LET'S BUILD TOMORROW TOGETHER

### Join us at ESG & Brands Forum 2024

and be a catalyst for change in the dynamic landscape of sustainable business. Together, let's shape a brighter future through innovation, collaboration, and sustainability.

For sponsorship inquiries and more information, please contact us at [sustainablebrandsforum@gmail.com](mailto:sustainablebrandsforum@gmail.com).

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