



ESG & BRANDS FORUM 2025

Smart Growth: Inclusive & Sustainable Branding

In Conjunction With
G100 Brand Leadership Summit



25 September 2025



AICB Centre of Excellence, KL



FIRST ANNOUNCEMENT

Presented by:



Welcome Message

It is with great pleasure that I welcome you all to the ESG & Brands Forum 2025 in collaboration with G100 Brand Leadership Summit, set to unfold on 25 September 2025 at the AICB Centre of Excellence, here in the heart of Kuala Lumpur. We're excited to host this premier event on inclusive and sustainable advertising, branding, and business in Malaysia, a nation deeply committed to environmental conservation and sustainable growth. Our theme, "Smart Growth: Inclusive and Sustainable Branding," and "Purpose-led Brands" align perfectly with Malaysia's focus on harmonising economic progress and environmental stewardship.

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



Shikha Kedia Bharadwaj
Organising Chairperson EBF 2025



About the Event

The ESG & Brands Forum (EBF) returns for its second edition in collaboration with G100 Brand Leadership Summit on 25 September 2025 at the AICB Centre of Excellence in Kuala Lumpur.

With the themes "Smart Growth: Inclusive & Sustainable Branding" and "Purpose-Led Brands," the forum will explore how brands can align profitability with purpose by integrating ESG principles into their business strategies.

Expect actionable insights through expert panels, keynote sessions, real-world case studies, and networking opportunities. From inclusive narratives to global sustainability standards, the event is a must-attend for brand leaders, marketers, and ESG advocates looking to build resilient, responsible brands.

Join us in shaping the future of sustainable branding.

A Green Venue For A Green Event

Strategically located at the heart of KL's financial hub and supported by Bank Negara Malaysia, the **AICB Centre of Excellence** is designed for impact. With a proven track record in ESG leadership, this elegant venue perfectly aligns with our mission of driving sustainable and inclusive branding.





Why Attend EBF 2025

If you're someone building a brand, shaping strategy, or driving sustainability, this forum is for you. Let's talk openly about what works, what doesn't, and what's next. Come be part of the change at ESG & Brands Forum 2025—because how we grow, matters. Here's what we are bringing for you this year:

- ✓ Networking Sessions
- ✓ Panel Sessions & Fireside Chats
- ✓ Showcase Zone for Conscious Brands
- ✓ Sustainable Business Leadership Recognition
- ✓ Global Leadership Summit on Purpose-Led Brands
- ✓ Launch: Handbook for Low Carbon Events Strategies

Smart Growth



Encouraging business models that balance financial goals with long-term responsibility.

Inclusive Branding



Highlighting brand stories that reflect diversity, equity, and a sense of belonging.

Sustainable Practices



Focusing on strategies that reduce environmental impact and drive ethical progress.

Who Should Attend



Government & Regulators



Corporate Leaders & Brand
Representatives



ESG & Sustainability Experts



Media & Influencers



Industry Professionals & Executives



Investors & Academics

Event Objectives

To develop a guideline on how brands can authentically integrate sustainability into their business models.

1

To showcase best practices, case studies, and innovations in sustainable & purpose-led branding.

2

To provide a networking platform for industry leaders, policymakers, and ESG professionals.

3

To position Kuala Lumpur as a hub for sustainable business conversations and thought leadership.

4



#EBF2025

Where Brand Purpose Meets
Sustainable Progress

REGISTRATIONS ARE OPEN!

Visit www.esgbrandsforum.com

Tentative Programme

ESG & Brands Forum 2025

25 September 2025 , Thursday

TIME	SESSION
8:15 AM	Registration
9:00 AM	Opening Ceremony Kickstarting ESG 2025 with a welcome from the organisers and a glimpse into the day's objectives, celebrating a shared vision of responsible, value-driven branding.
9:45 AM	Opening Keynote: The Future of Sustainable Branding Discover how sustainability is redefining brand value, trust, and relevance in a conscious consumer era. This keynote explores the future of branding where purpose and impact lead the narrative.
10:00 AM	Morning Tea Break & Networking
10:30 AM	Fireside Chat: The Role of AI & Technology in ESG Reporting This fireside chat explores how AI and emerging technologies are transforming ESG reporting. Discover tools that enhance transparency, data accuracy, and compliance for future-ready businesses.
11:00 AM	Panel 1: Regulatory & Investor Perspectives on ESG Disclosure This panel explores how evolving ESG regulations and investor expectations are shaping the future of corporate disclosures. Learn what regulators, fund managers, and businesses expect — and how transparency can drive both compliance and brand trust.
11:30 AM	Panel 2: ESG Marketing – Engaging the Conscious Consumer Explore how brands are winning hearts and minds by aligning marketing with ESG values. This panel dives into strategies for authentic storytelling, purpose-driven campaigns, and building trust with conscious consumers.
12:00 PM	Networking Lunch
1:00 PM	Post-Lunch Movement Activity Get energised with a fun body movement session like Zumba or stretching – a short wellness break to recharge for the afternoon sessions.

1:15 PM	Keynote 2: Greenwashing vs. Genuine ESG: The Road to Transparency This keynote unpacks the growing scrutiny around ESG claims and the fine line between purpose and performance. Learn how brands can build credibility through honest, transparent, and verifiable sustainability practices.
1:35 PM	Panel 3: How B2C Brands Are Walking the Talk on Sustainability This panel highlights how leading B2C brands are turning sustainability promises into real action. Hear insights on strategies, challenges, and the impact on consumer trust and loyalty.
2:10 PM	Keynote 3: Building Future-Ready Talent: Embedding ESG, Digital Skills & Tech Innovation in Education and Workforce Development This keynote explores how circular economy principles, digital literacy, and emerging technologies can be embedded into education and workforce strategies.
2:30 PM	Panel 4: Happy People, Stronger Brands: Why Tech-Enabled Work-Life Balance Matters in ESG In today's fast-paced, hyper-connected world, technology can either be a stressor or a solution. This panel explores how forward-thinking brands are leveraging technology.
3:00 PM	Panel 5: Green Finance Reimagined: How Sustainability and Technology Are Driving Smart Investments This panel explores how green finance is evolving from a cost center to a strategic investment powered by technology.
3:30 PM	Tea Break
4:00 PM	Keynote 4: ESG 4.0: Digitizing Sustainability for the Circular Brand Economy Where ESG meets automation, analytics, and AI to power performance and perception.
4:20 PM	Panel 6: Style with a Conscience: Making Sustainability the New Standard in Fashion This panel explores how fashion brands are embracing sustainability through ethical sourcing, circular design, and transparent storytelling. Discover how conscious fashion is reshaping industry norms and consumer expectations.
4:50 PM	Panel 7: Circular Economy & Sustainable Supply Chains This panel explores how circular economy principles and responsible supply chains are reshaping business models. Discover strategies for reducing waste, increasing resilience, and driving long-term sustainability.
5:20 PM	Closing Ceremony

To keep up with the updated programme & speaker list, visit our website- esgbrandsforum.com

Registration Information

Category	Fees
Local Delegates	RM 350
International Delegates	USD 120
Students/Senior Citizens	RM 210

This event is 100% HRDC Claimable



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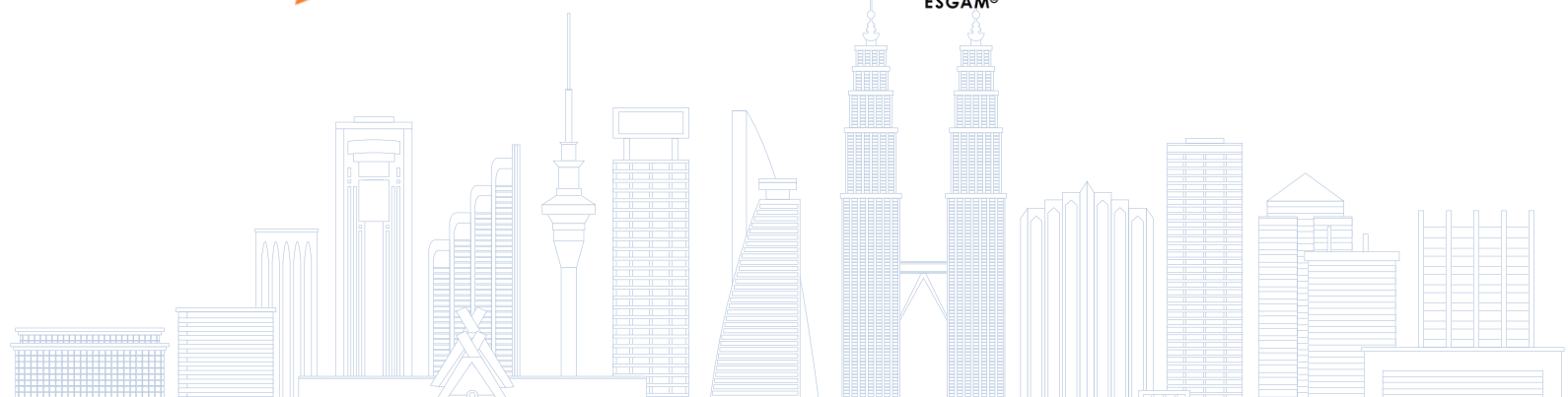
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Glimpses From Our Past Event

The first edition of the ESG Brands Forum in 2024 was officiated by **YB Nik Nazmi bin Nik Ahmad**, the Minister of Natural Resources and Environmental Sustainability (NRES).

100+

Participants

25+

Sponsors & Supporters

20+

Speakers

8+

Sessions

5+

Countries



Organising Committee



**Shikha Kedia
Bharadwaj**

Organising
Chairperson



**Datin Dr (H.C) Hajah
Hartini Binti Osman**

Founding
Advisor



**Kayatthri
Krishnasamy**

Co- Chair- ESG &
Brands Forum



**Jennifer
Ahluwalia**

Co- Chair- G100 Brand
Leadership Summit



**Faith
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Secretariat



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Event Secretariat

C/O Anderes Fourdy Sdn Bhd

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