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MARKETING INSTITUTE OF SINGAPORE TRAINING CENTRE BRINGS WORLD MARKETING SUMMIT TO SINGAPORE FOR THE FIRST TIME

*Landmark partnership with World Marketing Summit Group to host WMS 2017:
New Marketing Strategies in Disruptive Times*



Dr Fahim R. Kibria, Executive Director, World Marketing Summit Group (L) with Mr Roger Wang, President, Marketing Institute of Singapore Training Centre (R), at the launch of the World Marketing Summit 2017

Singapore, 22 August 2017 – Marketing Institute of Singapore Training Centre (MIS Training Centre) is set to host the **World Marketing Summit 2017 (WMS 2017)** in Singapore. The event will be held in Singapore for the first time on **4 December 2017**, and will bring together Professor Philip Kotler, known in the industry as the Father of Modern Marketing who developed the “4Ps” Marketing, as well as other world-renowned marketing gurus to address the marketing topics most relevant to marketers today.

The World Marketing Summit 2017, organised by **Marketing Institute of Singapore (MIS)**, was officially announced today at an inauguration ceremony represented by **Mr Roger Wang, President, Marketing Institute of Singapore Training Centre** and **Dr Fahim R. Kibria, Executive Director, World Marketing Summit Group**.

“This partnership is a first between MIS Training Centre and World Marketing Summit Group, bringing the coveted World Marketing Summit to the Singapore stage, providing an opportunity for Singaporeans to meet and hear from the Father of Modern, and Future Marketing, Professor Philip Kotler, LIVE in Singapore,” says **Mr Roger Wang, President, MIS Training Centre**, speaking at the official launch today. “MIS has been at the forefront of offering up-to-date marketing, management and leadership education for the Singapore market. This landmark partnership advances us towards providing unique, innovative and trend-setting marketing insights for our clientele, MIS members and members of the public. We are particularly thrilled to be playing a pivotal role in shaping and nurturing the future leaders of Singapore and the region at large by bringing one of the world’s most prestigious summits to Singapore.”

“The world of marketing has evolved rapidly since the turn of the century with the advent of new technologies and digitisation. Singapore is a great role model to rest of world. The hosting of the World Marketing Summit in Singapore offers local and regional marketers the opportunity to learn from some of the best marketing leaders from around the world, in order to create a better society for its future generations by adopting the 21st century marketing,” says **Dr Fahim R. Kibria, Executive Director, World Marketing Summit Group.**

World Marketing Summit 2017: New Marketing Strategies in Disruptive Times

The theme of this year’s summit is ‘*New Marketing Strategies in Disruptive Times*’. Digital Revolution and emerging new technologies are changing the way consumers interact with brands, which in turn provide avenues for marketers to reach target consumers across a myriad of digital channels. In the connected world we live in, successful marketing will require connected, personalised and real-time customer experience.

Key highlights for this year’s summit in Singapore include the presentation of **Kotler Awards** and **Digital Marketing Excellence Award**. Kotler Awards recognises genuine mastery in the field of marketing by celebrating exceptional achievements of marketing professionals. The award is also a tribute to the Father of Modern Marketing, Professor Philip Kotler. Meanwhile, Digital Marketing Excellence Award awarded by Marketing Institute of Singapore, recognises excellence across Digital Marketing industry.

The annual World Marketing Summit brings together global experts to discuss the most pressing issues faced by the world, including marketing, business and economics impacting poverty, health and the environment. Now into its sixth annual edition, the event in Singapore this year will feature key speakers including **Professor Philip Kotler, Marc Oliver Opresnik, Marketing Professor, Luebeck University of Applied Sciences, Germany,** and **Salva López, Entrepreneur and International Artiste.**

The **World Marketing Summit 2017** will be held at **Grand Copthorne Waterfront Singapore** on **4 December 2017**. For event and registration details, visit www.wms2017sg.com. Registration to the summit will commence on 23 August 2017.

In 2016, MIS partnered Kotler Impact to offer Kotler Business Programme (KBP), a unique and innovative online programme. KBP is the only global business programme under the brand name of a management guru, offering first-class education in countries across the globe. It is a certified training programme, exclusively delivered by top brass from academia and the corporate sphere, including world-renowned marketing guru, Professor Philip Kotler.

Find out more about MIS Training Centre at www.mis.edu.sg.

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About Marketing Institute of Singapore (MIS)

Founded in 1973, the Marketing Institute of Singapore (MIS), a not-for-profit organisation, is the National Body for Sales and Marketing. For over 44 years, the institute has played a leading role in the provision of training, learning and development programmes to professionals and corporations in Singapore and around the region. The Institute continues to serve the Marketing and Sales fraternity to fulfil its mission of “Connecting a community of Marketers” by creating ample networking opportunities for its members. MIS offers Membership, Corporate Training and Networking events to give students and members an all-rounded experience beneficial to their career development and skills and knowledge upgrading.

About Marketing Institute of Singapore Training Centre

Marketing Institute of Singapore Training Centre, the training arm of Marketing Institute of Singapore, has to-date trained and educated numerous marketing, sales and business professionals, many of whom hold respectable key positions across various industries today.

About World Marketing Summit (WMS)

The World Marketing Summit (WMS) is an independent global organisation, headquartered in Toronto, Canada, committed to creating a better world for our future generations through marketing. WMS was created in 2010 by Professor Philip Kotler, popularly known as a marketing guru, who has initiated global movements through marketing strategies that inspire change in human behaviour; leading to a positive impact on society and living.

WMS has a strong drive to improve the state of the world by engaging global and community leaders in marketing and business, research and academics, politics and society, women and gender, to ensure sustainable business growth of products and services and thus improve the lives of people across the globe.

WMS works in different continents including Asia and North America and plans to expand its projects in Europe and Africa. It strives to be objective and independent and is not tied to any political, partisan or national interests. WMS's marketing and business initiatives include an annual marketing summit, seminars, research, an annual journal, and academic courses and programmes.