

The Board of Global Marketing Network has confirmed the appointment of well-known Malaysia business personality Datuk Marimuthu Nadason as the inaugural Honorary President of Global Marketing Network in Malaysia.

Datuk Marimuthu Nadason is a prolific businessman and campaigner in Malaysia. Amongst his current positions he is Chief Executive Officer of ERA Consumer Malaysia, Vice Chairman of Institute of Marketing Malaysia, President of the Federation of Malaysian Consumers Associations and President of the Malaysian Association of Standard Users.

He acts in an Advisory role for a number of organisations and committees including being Chairman of National Consumer Complaints Centre, Chairman of the Consumer Research and Resource Centre, Commissioner for the National Water Services Commission and Chairman of the Industrial Standards Committee for Organisational Management Department of Standards, Ministry of Science, Technology and Innovation.

Amongst his academic qualifications, he has an MBA, an Advanced Diploma in Management and a Professional Diploma in Leadership and Management from the New Zealand Institute of Management (NZIM). He is also an Accredited Public Relation Practitioner from Institute of Public Relation Malaysia and a Certified Professional Marketeer from Asia Marketing Federation.

In 2007 he was conferred as Panglima Jasa Negara. This Federal Order and Decorations is conferred by the King on those who have shown meritorious service and is limited to 200 only. The recipient of this Award carries the title of Datuk (the equivalent of Sir).

Says Darrell Kofkin, Global Marketing Network's Chief Executive. "We are honoured and delighted that Datuk Marimuthu Nadason has accepted this important position. He has an exceptional academic and business background and has championed the cause of marketing and the consumer at the highest levels. We are very much looking forward to working with him in furthering the development of the marketing profession in Malaysia."

Datuk Marimuthu Nadason says of his appointment. "It is indeed an honour to be appointed the Honorary President of GMN Malaysia. It is commendable that GMN is working towards taking the marketing profession to a higher level worldwide whilst ensuring that it is sensitive to the needs of marketing and business professionals in the ASEAN region. I look forward in anticipation to serve the Global Marketing Network in realizing its goals and aspirations."

Datuk Nadason's appointment signals Global Marketing Network's commitment to supporting the professional development of Malaysian marketing and business professionals.

The booking period is now open for their launch conference, World Marketing Forum 2009 taking place at Legend Hotel, Kuala Lumpur on 3 December 2009 and featuring world leading global marketing authority Professor Svend Hollensen. More details can be found at www.gmnhome.com/worldmarketingforum