

PRESS RELEASE

Forum For Spouses Of ASEAN Heads Of State/Government

Empowerment Through Social Business

Kuala Lumpur, April 27, 2015 – Her Excellency Datin Paduka Seri Rosmah Mansor, wife of the Honourable Prime Minister of Malaysia hosted a special forum on *Empowerment through Social Business* in conjunction with the 26th ASEAN Summit on 27th April 2015 in Kuala Lumpur.

The forum aimed to increase awareness and to stimulate interest especially among the spouses of ASEAN Heads of State / Government on the strategic value of social business in alleviating poverty, hunger and access to basic needs. An outcome statement would be issued at the end of the forum to further enhance and intensify the community empowerment through social business approach. A total number of 495 participants from the Government, NGOs, Social Entrepreneurs, University Students, and Foreign Embassies attended the forum.

Her Excellency Datin Paduka Seri Rosmah Mansor said, “Through the sharing of concrete examples and good practices from the region and internationally, the forum aims to demonstrate how corporations which integrate non-profit models or social business into their bottom-line operations can generate revenue and social returns while returning profits to the communities in which they operate. In addition, through

advocacy it is hoped that more programmes supporting social business will be developed in the ASEAN region particularly those that involve women.

Meanwhile, Her Honourable Dato' Sri Rohani Abdul Karim, Minister of Women, Family and Community Development of Malaysia said, "The emerging field of social business is focused on the concept of using business methods and practices to achieve positive social change. It can help to resolve many social issues faced by the marginalized and disadvantaged group".

Among the speakers for this forum were Ms. Lamiya Morshed, Executive Director Yunus Centre, Bangladesh; YBhg. Tan Sri Dr. Mohd Irwan Serigar Abdullah, Secretary General of Treasury, Ministry of Finance, Malaysia; and Ms. Nurjahan Begum, Managing Director Grameen Shikka and Grameen Shakti, Bangladesh.

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