

Press Release



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AirAsia Foundation welcomes ASEAN-wide participation in
Inaugural Social Enterprise Event



KUALA LUMPUR, 7 Nov 2015 – AirAsia Foundation today celebrated the ASEAN Economic Community with region-wide participation in ‘**Destination: GOOD – ASEAN Social Enterprise in Kuala Lumpur**’, the Foundation’s first public event. Organised in partnership with Think City and MaGIC Social Entrepreneurship, **Destination: GOOD** also marks Malaysia’s Chairmanship of ASEAN for the fourth time in the regional association’s history.

On the occasion, AirAsia Foundation announced that it is the first corporate foundation to be accredited as an ASEAN Civil Society Organisation by the body, effective May 2015. The accreditation paves the way for AirAsia Foundation to be part of the association’s efforts in promoting, strengthening and helping realise the aims and objectives of the ASEAN Community.

The day commenced with a Conference that saw two panel discussions on the future of entrepreneurship in ASEAN and how businesses and social enterprises play complementary roles in making ASEAN more equitable, sustainable and inclusive. The opening panel was headlined by ASEAN Change makers including AirAsia Group CEO Tony Fernandes, Eu Yan Sang International Group CEO Richard Eu (SG), Sintesa Group CEO Shinta Kamdani (ID) and Premier Group Chairman and CEO Vichien Phongsathorn (TH).

“This is a special day for AirAsia and we are honoured to be joined by thought leaders who care as much about the future of ASEAN as we do. Social enterprises are part of this future as they offer the possibility of addressing social and environmental challenges sustainably. As business leaders, we play a key role in helping create an enabling environment for them to grow,” said Tony Fernandes.

A second panel of influential social enterprise incubators in ASEAN discussed achievements in the social enterprise scene in respective ASEAN countries and collaborative possibilities that foster the growth of an ASEAN Social Enterprise Ecosystem.

In the second half of the day, a Social Enterprise Marketplace kicked off featuring over 30 ASEAN social enterprises. The businesses address a range of social goals from arts to heritage conservation, from animal welfare to environmental conservation. Participants in the event were invited to interact with the social entrepreneurs and purchase ethical products and services in support of their causes. A Pitch Session by six social enterprises supported by MaGIC Social Entrepreneurship also took place concurrently.



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Among the highlights at the Marketplace were award-winning Rags2Riches, Inc. from the Philippines; Jogjakarta traditional silversmiths label group, Selaka Kotagede; Malaysia's Silent Teddies Bakery and Cambodia's A.N.D. with their unique pastel ikat created in collaboration between designers and disabled artisans.

"Today brings together our efforts to meet our objective of nurturing growth of social enterprises in ASEAN. Our support for the sector lies not only in the Foundation's grant award work but in connecting social entrepreneurs so that they are able to share their knowledge. It is also about exposing many more people unfamiliar with the sector to innovative practitioners. We thank our partners and sponsors for making this possible," said Yap Mun Ching, Executive Director of AirAsia Foundation.

Yap added that the ASEAN social entrepreneurs hosted by AirAsia Foundation to be in Kuala Lumpur will continue with a closed-door workshop from Nov 8-9, 2015, that is specially designed by AirAsia Foundation to provide them with tools and ideas to grow their businesses. Content for the workshop are provided by subject matter experts and the AirAsia Group's business partners namely, Badan Warisan Malaysia, Arts-Ed (MY), Creative Move (TH), Nosigner (JP), Liter of Light (PH), Mae Fah Luang Foundation under Royal Patronage, Google, PricewaterhouseCoopers, StartSomeGood.com, National University of Singapore's Saw Swee Hock School of Public Health, Opendream (Thailand) and Zalora.

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About AirAsia Foundation

AirAsia Foundation, the philanthropic arm of the AirAsia Group of airlines, is mandated to support the growth of social enterprises in ASEAN through grant-making and business mentorship. Established in 2012, the Foundation aims to fulfil the group's objective of giving back to the communities of ASEAN by sharing its values of entrepreneurship, equal opportunity and innovation through its activities. The Foundation currently supports 10 social enterprises in 6 ASEAN countries.

About the AirAsia Group

AirAsia is the leading and largest low-cost carrier in Asia, servicing the most extensive network with over 100 destinations. Within 14 years of operations, AirAsia has carried over 300 million guests and grown its fleet from just two aircraft to over 170. The airline is proud to be a truly ASEAN airline with established operations based in Malaysia, Indonesia, Thailand, Philippines and India, servicing a network stretching across all ASEAN countries and beyond. AirAsia was named the World's Best Low Cost Airline at the annual Skytrax World Airline Awards for seven consecutive years from 2009 – 2015. AirAsia is the first airline globally to collaborate with INTERPOL to implement the I-Checkit system to screen the passports of all its prospective passengers against information contained in the world police body's Stolen and Lost Travel Documents (SLTD) database.

About ThinkCity

Think City is a community-based urban rejuvenation organisation that seeks to increase the wellbeing of communities by creating more sustainable and liveable cities. It was established in 2009 as a wholly-owned subsidiary of Khazanah Nasional Berhad to spearhead community based urban regeneration in Penang, with a renewed mandate to expand into Kuala Lumpur and Butterworth. To successfully deliver long-term holistic solutions, Think City works closely with government, local and international agencies and the community; building effective partnerships and enhancing human capacity.

About Malaysian Global Innovation & Creativity Centre (MaGIC) Social Entrepreneurship

MaGIC Social Entrepreneurship is a unit established to help social entrepreneurs in Malaysia to create a beneficial societal and environmental impact. MaGIC SE will be engaging with multiple partners and stakeholders in the social enterprise sector to understand the different challenges, opportunities as well as assistance associated with social entrepreneurship. The Social Enterprise Blueprint is the foundation of MaGIC SE in raising the profile of social entrepreneurship and act as a pillar to its upcoming strategic initiatives in cultivating the industry.

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