



Destination: GOOD

The AirAsia Foundation team talks shop about the people they meet and the ideas they come across as they travel the Asean region on their unique mission: to meet social entrepreneurs and explore ways to support their growth. airasiafoundation.com



Coming Home

After popping up in many cities around Asean (plus a six-month stint at klia2), we are thrilled to find a home for our Destination: GOOD social enterprise shop.

Welcome to Destination: GOOD at REXKL, our first social enterprise hub located in a multicultural creative and entrepreneurial centre in the heart of Kuala Lumpur. We share this address with other makers, food enthusiasts, landscapers, artists and architects who provide excellent goods and services to the community.

Here's what we offer – over 400 items including accessories, clothing, home decor, stationery and organic food sourced from 30 social enterprises in Asean, with rich stories behind each product, and a challenge for our customers to abandon impulsive shopping habits and make sustainable choices.

On our shelves, you'll find: **Rags2Riches'** signature woven bags; **MUOC's** Malaysian tapir accessories, whose proceeds contribute to tapir conservation efforts; **Selaka Kotagede's** timeless silver jewellery; ornaments made by artisans in Yogyakarta, and many more.

But if there's one reason why you must absolutely visit us, it is to get hold of our exclusive collection of lifestyle products made from upcycled airline materials. Start with our best-selling **Soggy No-More** bags made from expired lifejackets and **APE Malaysia** pet toys, then check out our **GOOD/jahat/** fashion collection, first modelled by Malaysian Prime Minister YAB Tun Dr Mahathir Mohamad.

It feels GOOD to be home. See you soon!

Get Reeled In

What used to be an old cinema in Kuala Lumpur's Chinatown is now a multi-use creative space for entrepreneurs and artists. Tracing the building's roots back to 1947, REXKL transformed Rex Theatre to a cultural hub that offers lifestyle activities, art installations and pop-up shops featuring homegrown talent and novelty goods. Hang out with us at REXKL, 80 Jalan Sultan, Kuala Lumpur, or follow us on [f hellorexkl](https://www.facebook.com/hellorexkl) and [@hellorexkl](https://www.instagram.com/hellorexkl) for the latest events!



What's a 'social enterprise'?

A business that tackles social challenges and improves communities or the environment using profits from the sale of goods and services

AirAsia Foundation is an ASEAN accredited civil society organisation.



Contact Us!



Yap Mun Ching, Executive Director of AirAsia Foundation, is always on the lookout for exciting new social enterprises. Write in to foundation@airasia.com

Word Up!

Yap Mun Ching and team empower enablers, as Destination: GOOD takes flight.



No single effort by any individual or entity can effect systemic changes needed for social enterprises to thrive. We need a combination of public and private sector collaborators. This is why I am proud to name two partnerships announced recently at the opening of Destination: GOOD.

The first is with Kraftangan Malaysia, Malaysia's craft agency under its Ministry of Tourism, Art and Heritage. This exciting programme will see us leveraging our resources to bring to market the best of local craft products. Look out for our upcoming series of talks with Malaysian *adiguru* (master artisans).

Our second partnership is with multi-disciplinary engineering firm Minconsult, which will see us connect our social enterprise friends with Minconsult's CSR beneficiaries. We will also have the opportunity to bring Minconsult staff into our activities to complement assistance from AirAsia Allstars. Meet us at REXKL to find out how you can join our network of enablers!

1. Yap Mun Ching (left) signs an MoU with Dato' Dr Ir Dennis Ganendra, CEO of Minconsult. Looking on in high spirits are (from left) Tony Fernandes, CEO of AirAsia Group; Lim Guan Eng, Minister of Finance, Malaysia; and Datuk Kamarudin Meranun, Executive Chairman of AirAsia Group Berhad. 2. REXKL opens every Tuesday to Sunday from 10.00am to 10.00pm.