

<Press Release>

MAA elects new President and Vice-President for new 2022-2024 term

Claudian Navin Stanislaus was elected as the President of the Malaysian Advertisers Association (MAA) at its Annual General Meeting in Petaling Jaya recently. Navin is the Head of Communication & Consumer Marketing for BABA PRODUCTS (M) SDN BHD

Javed Jafri was elected as MAA's Vice President. He is the Media and Digital Hub Lead for Malaysia, Singapore, Myanmar, Cambodia and Laos from Unilever (M) Holdings Sdn Bhd.

Navin and Javed will be leading MAA's newly-elected council members from Coca Cola Far East Ltd, Genting Malaysia Berhad, GrabTaxi Holdings Pte Ltd, Heineken Malaysia Berhad, Maxis Broadband Sdn Bhd, Mondelez Malaysia Sales Sdn Bhd, Nestle Products Sdn Bhd, Procter and Gamble (M) Sdn Bhd and Tune Group Sdn Bhd.

"The MAA has always played an advocacy role on behalf of advertisers in Malaysia, engaging the various Ministries and Regulatory Bodies, as well as fellow industry stakeholders; from media owners, media and creative agencies and digital players, to ensure that the channels of communication and cooperation are always active in the pursuit for a conducive environment for brands to thrive without compromising consumers' rights. This is something we hope to build on in the coming term as the past couple of years has restricted greater working relations somewhat". Navin said in a statement.

"The MAA will be reaching out to other trade associations too, and seek opportunities to work together on initiatives that can benefit the industry, especially the SME sector which is critical to the growth of the economy.," he added.

MAA was found in 1964 as the single body representing the interest of advertisers in all areas of commercial communications. The industry body represents 60 major advertisers with a collective ad spend of about RM 5 billion.

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