

**Malaysia To Host 2013 World Marketing Summit**  
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KUALA LUMPUR, April 17 (Bernama) -- Malaysia has won the bid to host the 2013 World Marketing Summit (WMS) at the KL Convention Centre here from March 1 to 3 next year, staving off a strong challenge from China, India, Qatar and Mauritius, it was announced here Tuesday.

The decision to choose Malaysia was made by one of the world's foremost marketing gurus and WMS founder, Prof Philip Kotler, and the WMS board in Chicago recently.

Malaysia's bid to host was made by Dr Marceline Lemarie, CEO of the Katchi Group, which specialises in outdoor advertising, and Kotler, who is renowned for his marketing principles and marketing books, said Kuala Lumpur was chosen as the host because the Malaysian bid had the vision to look beyond 2013.

Dr Lemarie told a media briefing here that the heart of Malaysia's bid was based on establishing an Asian hub in not only hosting WMS 2013 but also to create a powerful Asian marketing network with Malaysia as its nerve centre.

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