

Embracing Equity on International Women's Day 2023

Campaign page: <https://www.mymarcostore.com/premium/happy-international-womens-day/>

Introduction:

International Women's Day (IWD) serves as a global platform to celebrate the social, economic, cultural, and political achievements of women while also advocating for gender equality. In 2023, Marco Corporation and Casio Malaysia took this opportunity to integrate sustainability practices into our International Women's Day celebration. By collaborating with influential figures, Dr. Kayla Teh, Nalisa Alia Amin, and Shalma Ainaa, we aimed to empower women while highlighting our commitment to engage with the women's community. This below explores how Marco Corporation and Casio's social effort aligns with our International Women's Day initiatives and the meaningful sharing of the three influencers.

Marco Corporation and Casio Malaysia understand the importance of transparency and accountability in promoting sustainable practices. Our sustainability report serves as a comprehensive overview of efforts to foster social inclusivity and embracing equity, aligning with IWD's theme of 2023. It outlines the company's commitment to sustainability and highlights the strides made towards creating a more equitable and socially responsible society.

Introducing the Influencers:



[Video: https://www.instagram.com/reel/CphRp7gp8lC/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA]

Dr. Kayla Teh: Recognized as a highly regarded dentist and prominent online figure, Dr. Kayla Teh has gained a substantial following on social media platforms through her expertise in oral care and hygiene. Additionally, her engaging content showcasing her daily life has captivated audiences. Dr. Teh's strong commitment to empowering women perfectly aligns with the objectives of Marco Corporation and Casio Malaysia for International Women's Day.

Dr. Kayla Teh's journey exemplifies the message of empowerment and encourages women to pursue their passions and defy societal norms.

Embracing equity, according to Dr. Kayla Teh, means breaking free from gender-based judgments and stereotypes. She believes that individuals should be defined by who they are rather than their gender. This philosophy resonates with Marco Corporation and Casio's commitment to inclusivity and

celebrating the strength and achievements of women. Dr. Kayla Teh's advocacy aligns perfectly with their initiatives for International Women's Day, as they aim to create a society where everyone, regardless of gender, can be respected and supported.

Her vision for the future is one where women fearlessly pursue their dreams and ambitions. She encourages women to embrace their multifaceted identities and strive for success in both their personal and professional lives. By empowering women to be the best versions of themselves, Dr. Kayla Teh contributes to Marco Corporation and Casio's IWD 2023 initiative, which seeks to inspire and uplift women, fostering a society where gender equity and self-fulfilment are embraced and celebrated.



[Video: https://www.instagram.com/reel/CphSDFpvSk/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA]

Nalisa Alia Amin: In today's digital age, social media influencers have become powerful catalysts for change and inspiration. Nalisa Alia Amin, a prominent fashion and lifestyle influencer, has emerged as a prominent figure, captivating audiences with her authenticity, self-confidence, and commitment to promoting body positivity. Through her platform, Nalisa has become a beacon of hope for individuals seeking empowerment, acceptance, and self-love.

Nalisa Alia Amin's collaboration with Marco Corporation and Casio for International Women's Day 2023 aligns perfectly with both companies's mutually shared goals of empowerment and inclusivity. Nalisa's advocacy for body positivity and embracing diversity resonates with the commitment to celebrate the unique beauty and strength of women.

By collaborating with Nalisa, Marco was able to amplify the message of empowerment and inclusivity. Nalisa's dedication to championing individuality and promoting body positivity perfectly aligned with initiatives to create a more equitable society. Collectively, it is the aim to inspire women to embrace their personal style, break free from societal norms, and drive positive change, all while promoting sustainability and environmental consciousness.



[Video: https://www.instagram.com/reel/CphSDFfpvSk/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA]

Shalma Ainaa: Shalma Ainaa is a TV host, YouTuber and an accomplished entrepreneur. As the founder of her own company, SHALS, she embodies the spirit of empowerment and balance. Shalma's commitment to breaking barriers and promoting gender equality aligns with the principles upheld by Marco Corporation and Casio.

Her drive to push herself and excel in her endeavors is a testament to her determination. Shalma believes that if men can achieve certain things, there's no reason why she can't as well. This mindset resonates with Marco Corporation and Casio's initiative for International Women's Day.

For Shalma, balance is key. She recognizes the importance of having the right balance in her personal and professional life. She values her partnership with her significant other, where they push each other to improve and highlight each other's strengths while addressing weaknesses. This balance allows them to continually strive for improvement and excellence.

Shalma's desire to see more in women reflects her belief in the power of community and support. She recognizes the need for a platform where women can share their struggles, have open conversations, and provide support to one another. By sharing her own experiences and advocating for a strong community of women, Shalma Ainaa contributes to the collective effort in empowering women and creating opportunities for growth and success. Her drive, balance, and focus on community resonate with the values upheld by Marco Corporation and Casio in the celebration of International Women's Day.

Empowering Women:

Marco Corporation and Casio Malaysia's social campaign demonstrates both companies' values in spreading message of empowering women. By integrating this into International Women's Day initiatives, we showcased how social responsibility and gender equality can go hand in hand.