

OCT.
2026



TRUST REBUILT.
STORIES RETOLD
ASIA REIMAGINED



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TRUST

A MODERN-DAY HOLY GRAIL

*"It was the best of times, it was the worst of times,
it was the age of wisdom, it was the age of foolishness,
it was the epoch of belief, it was the epoch of incredulity,
it was the season of light, it was the season of darkness,
it was the spring of hope, it was the winter of despair."*

Dickens' words, written nearly two centuries ago, ring truer than ever today. In the age of AI, we're seeing ever-increasing amounts of information and disinformation swirl, with one barely distinguishable from the other. As that boundary blurs, and old brand-building models become passé, touchpoints are becoming less important than having trust points.

Research backs this up too. According to the Kantar BrandZ Global Report 2026, brands that are strong on trust **grow 2.5x faster** than weaker brands in the same sector, regardless of marketing budget. As consumer markets such as Asia's evolve to a higher plane, trust is becoming as vital a front to win on as product quality or price, and consumers are increasingly electing to go with brands that they believe in.

Most Trusted Brands of Asia exists to celebrate these champions of trust. And now, in its Asia edition, it finds a most fascinating new home in Malaysia.



MALAYSIA

WHERE ASIA CONVERGES

Trust is local before it becomes global. And there are few places in Asia that embody the continent's diversity, ambition, and interconnected future as naturally as Malaysia.

For its seventh edition, Most Trusted Brands of Asia finds a compelling new home in Malaysia—a nation that sits at the crossroads of Southeast Asia, connecting East Asia, South Asia, and the broader ASEAN region. Long celebrated for its multicultural identity, business-friendly environment, and strategic location, Malaysia offers something increasingly valuable in today's fragmented world: the ability to bring Asia together.

As ASEAN continues to emerge as one of the world's fastest-growing economic regions, Malaysia has positioned itself at the centre of this transformation. With strong trade relationships across China, India, Japan, South Korea, Indonesia, Singapore, Thailand, and Vietnam, the country has become a preferred destination for regional headquarters, innovation hubs, manufacturing investments, and cross-border commerce.

More importantly, Malaysia represents the new face of Asian growth—diverse, digitally connected, resilient, and increasingly driven by trusted brands that understand local consumers while thinking globally.

For a platform dedicated to celebrating trust across Asia, there could hardly be a more authentic setting.



WHERE TRUSTED ASIAN BRANDS GROW

Malaysia's own success story is one built on consistency rather than spectacle. Global brands have long chosen the country as a regional base because it combines economic openness with cultural understanding, technological capability with manufacturing excellence, and innovation with stability.

Whether it is the rise of ASEAN's digital economy, the acceleration of cross-border commerce, or the growing influence of Asian consumer brands on the global stage, Malaysia has quietly become one of the region's most important engines of sustainable business growth.

For CMOs, brand custodians, and business leaders, Malaysia offers something increasingly rare a market where East meets West, developed economies meet emerging opportunities, and trust becomes the common language across cultures.

It is precisely the environment where conversations around brand credibility, customer confidence, and long-term reputation become most meaningful.



ASIA BECKONS ANSWER THE CALL

Most Trusted Brands of Asia 2026 will see Asia's most influential brand custodians, marketing leaders, and business decision-makers converge for a day of strategic dialogue, high-impact recognition, and curated peer connection. Building on the platform that spotlighted such storied brands as Tata Cliq, Mahindra Susten, Kone, Hettich, Godrej, Konica Minolta, Tata Motors, TP-Link, TVS, LIC of India, and many more, the event now embraces Asia in all its glory.

THE EVENT WILL COMPRISE

- Keynote addresses from senior CMOs and brand leaders
- Panel discussions exploring trust's many facets in high-growth markets
- Fireside conversations with leaders who are writing the brand-building playbook
- Curated networking sessions connecting decision-makers from across Asia
- An exclusive recognition ceremony honouring custodian of brand trust across Asia

WHO SHOULD ATTEND

- Chief Marketing Officers, Chief Brand Officers, and C-Suite leaders
- Senior marketing, communications, and brand professionals
- Heads of Content, PR, and Customer Experience
- Communications agencies, brand consultancies, and creative leaders
- Multinational brands building their Asian presence

The next chapter of brand leadership is being written in Asia, and Most Trusted Brands of Asia is where that story gets told at scale.

KEY HIGHLIGHT



**EXCLUSIVE
ASIA EDITION**



**10+
INDUSTRY SPEAKERS
& BRAND GURUS**



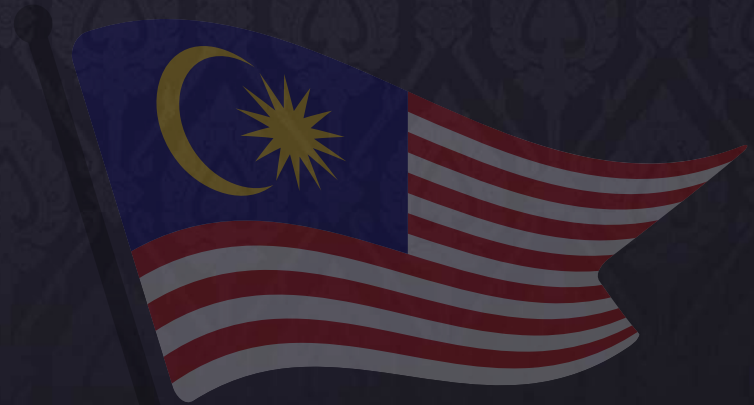
**20+
INDUSTRY
REPRESENTATIVE**



**40+
BRAND
RECOGNITION**



**70+
BRAND
PARTICIPATION**

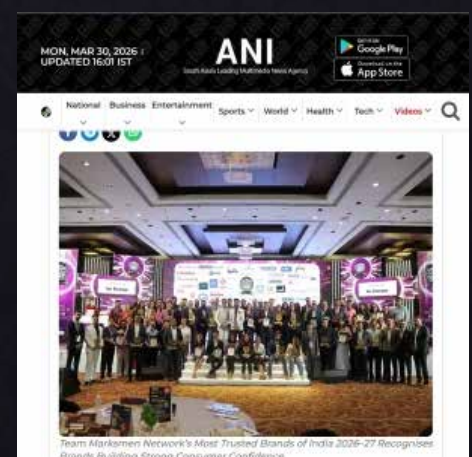
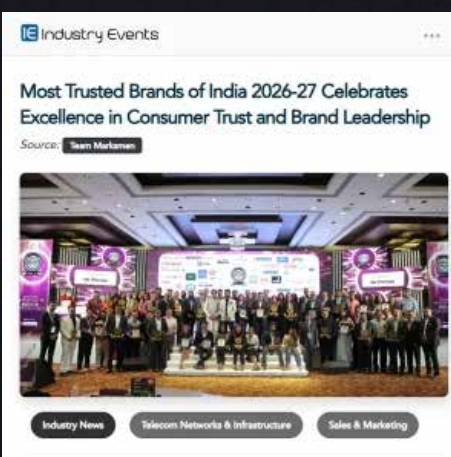
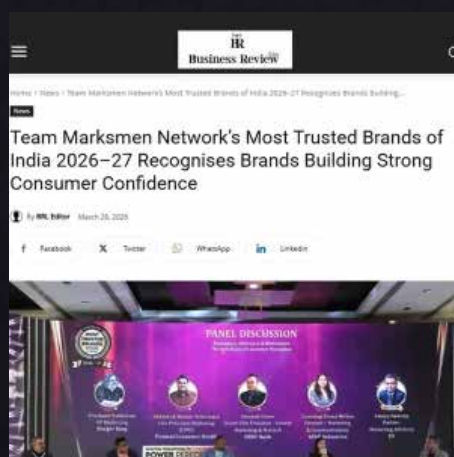
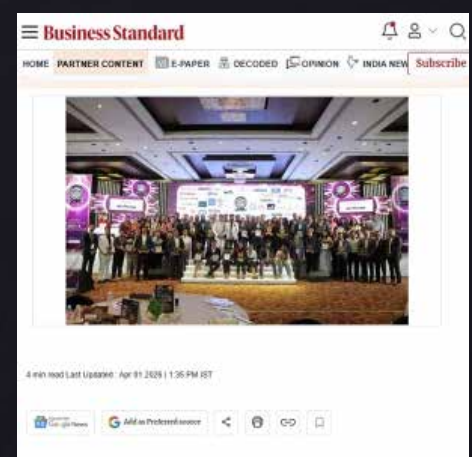
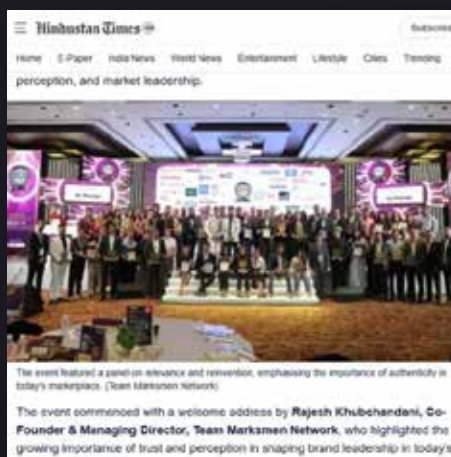
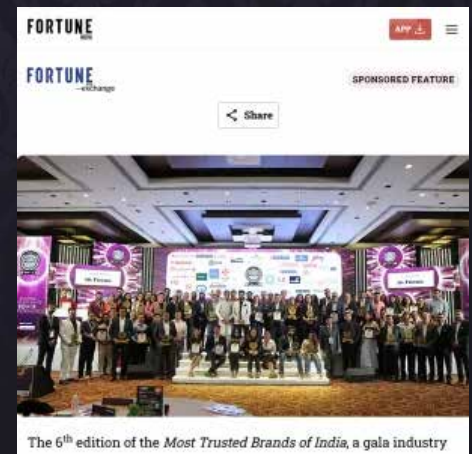


AGENDA

Time	Session	Topic
09:30 AM – 10:30 AM	Registration & Networking Breakfast	The Trust Exchange – Curated networking with Asia's leading CMOs, Brand Leaders, CXOs and Marketing Innovators
10:30 AM – 10:35 AM	Welcome Address	Trust Rebuilt. Stories Retold. Asia Reimagined. Setting the stage for a new era of brand leadership
10:35 AM – 10:50 AM	Opening Keynote	The New Currency of Growth: Why Trust Has Become Every Brand's Greatest Competitive Advantage
10:50 AM – 11:15 AM	Leadership Fireside Chat	From Legacy to Leadership: How the World's Most Trusted Brands Earn, Lose and Rebuild Trust
11:15 AM – 12:10 PM	CXO Panel Discussion	Trust in the Age of AI: Authenticity, Transparency and Human Connection in the Next Decade of Brand Building
12:10 PM – 01:00 PM	Recognition Ceremony	Honouring Most Trusted Brands of Asia 2026
01:00 PM Onwards	Networking Lunch	Building relationships that shape the future of Asian business

MEDIA COVERAGE (INDIA EDITION)

POST EVENT PRESS RELEASE



PRINT COVERAGE



TELECAST



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LOGO AMPLIFICATION



GLIMPSES (INDIA EDITION)



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