

Maybank goes all about H.E.R

It was all about women's empowerment at the recent Maybank Health, Empowerment and Richness (H.E.R) Day as over 1000 women turned up recently for this community event organised by Maybank Group.

The event, held at Zebra Square, Kampung Pandan in conjunction with the Breast Cancer Awareness Month included a host of activities focused on women, such as the health talks, personal grooming, wealth management and financial planning as well as tips on entrepreneurship, which is in line with the government's effort to recognise and enhance the contribution of women in the national agenda.

Participants were given a chance to meet inspiring personalities as well as learn and exchange ideas with experts who were specially invited to speak at the event. They included seasoned entrepreneur Dato' Hazimah Zainuddin, a Director of Matrade; Linnet Lee, CEO of the Financial Planning Association of Malaysia (FPAM); Wendy Lee, the founder of Chapter One Asia, a brand image consultant firm, and medical practitioners from Gleaneagles and Parkway Hospitals.

Four seminars were conducted by the experts, covering topics such as "The Latest Trends: Treatment for Breast Cancer", "Entrepreneurship: A Success Story", "Things About Personal Finance Every Woman Should Know: Real Case Study", and "Creative Grooming for A Busy You."

The event, organised by Maybank's Women Mentor Women (WMW) Council, also saw a range of products and services made available to help create awareness among women of the opportunities available to empower themselves. These included various financial and investment products and services specifically targeted to women, as well as health, personal care and lifestyle products. In total, 28 booths were set up.

Nora Manaf, Maybank Group Chief Human Capital Officer and Executive Advisor to WMW, in her welcoming speech thanked the WMW council for making an impact to the society. "Together, we are a louder voice for positive change and improvements to better livelihood and quality of life for women. Collaborations like these are key to breaking barriers and advancing women to help them make an impact. We sincerely hope that the time we invest together here helps women discover purpose and path, and from there, enable them to map their path to wholeness," she said.

Nora added that the acronym H.E.R. was deliberately chosen because opportunities for improving all aspects of health, empowerment and richness are liberating, and in line with Maybank's mission of humanising financial services.

"You may ask what it takes to empower women. My answer has always been it starts with the woman and the decision she makes to view challenges as opportunities and to brave the hurdles. But of course, barriers need to be systematically removed. Inspiration, education and support are critical. Education on a wide range of issues from financial literacy to a healthy lifestyle, support and programmes to help women return to the workplace and confidently navigate their work life are all key to achieving independence and being empowered for a better future," said Nora.

She also said that the event was a strong reminder of women's role in society. "It offers insights on how women can continuously take charge of their personal or career development, financial standing, and personal wellbeing. Hillary Clinton, the former first lady of the US and a candidate for the 2016 Presidential election once said, "Women are the largest untapped reservoir of talent in the world."

Nora said, "We should create the right environment for women to prosper and as women, we must lean in and grasp the opportunities to realise the change faster. Be bold, be brave and disrupt for a better future for all - that is what I firmly believe in. When you allow yourself to experience and explore avenues to bring out the best in you, you will then realise your unlocked potentials and the way forward is always brighter."

Eligible visitors received giveaways worth a total of RM150,000 including shopping vouchers, door gifts, discounts on homeware, cookware, branded skin care and cosmetics, as well as branded bags.

The Maybank WMW Council was formed in 2014 and works within the organisation to support the development of women across the Bank, including increasing representation of women in top management. The Council also has a business agenda to support business in delivery of products and services to female consumers.