Defeating Malaria Together
Through smart investments, Asian countries have reduced the number of malaria cases and deaths by half in less than 15 years.

We are now on our way to eliminating malaria — the biggest killer disease in history — in Asia.
However…
“Drug-resistant malaria superbugs threaten a global public health disaster unless urgent action is taken to fight their spread in Southeast Asia”
Financial Times
Malaria superbugs threaten global health disaster

“It's a race against the clock — we have to eliminate it before malaria becomes untreatable again and we see a lot of deaths”
Professor Arjen Dondorp, head of the Mahidol-Oxford Tropical Medicine Research Unit in Bangkok
Malaria elimination in Asia is also a political priority.
To sustain political commitment, we need to expand the pool of champions and engage businesses and consumers.
M2030
Defeating Malaria Together
M2030, a brand to raise awareness...
A corporation wants to be part of history and eliminate malaria in Asia by 2030. The company signs up to M2030 and gains the right to use the logo and trademark for a selection of services or products.

When consumers buy the M2030-branded product, the business sends a contribution to the Global Fund.

The Global Fund uses 100% of the contribution to eliminate malaria.

The contribution helps people to prevent, detect and treat malaria. With your help, we will eliminate malaria in the Mekong region.
“M2030 is an incredibly exciting initiative, a good example of partnership that helps us do things that we could not do on our own”

Peter Sands, Executive Director
First campaign, by Shopee, on Word Malaria Day
M2030 Asia Launch in Thailand

“APLMA and DT Families Foundation team up to end malaria in Thailand”
Thank you!

Any questions?