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Finance Minister Lim Guan Eng (second from right), AirAsia Foundation executive director Yap Mun Ching (second from left), AirAsia Group executive chairman Datuk Kamarudin Meranun (right) and AirAsia Group chief executive officer Tan Sri Tony Fernandes at the launch of 'Destination GOOD' physical store in REXKL, Jalan Sultan, Kuala Lumpur. NSTP photo by MOHAMAD SHAHRIL BADRI SAALI

KUALA LUMPUR, 23 AUGUST -AirAsia Foundation opened its first social enterprise hub, Destination: GOOD, whichretails more than 400 responsibly and ethically produced handcrafts sourced from over 30 social enterprises from around Asean.

More than a shop, it aims to be an exchange that fosters collaboration between Asean social entrepreneurs and community-based enterprises. "In the last seven years, we have awarded 24 grants to innovative Asean social enterprises to help them grow," said AirAsia Foundation executive director Yap Mun Ching.

To expand social entrepreneurs' reach there is a need to create broad-based platforms to speak to new markets and audiences.

Through Destination: GOOD, Yap hopes to make social enterprise goods and services accessible to anyone seeking sustainable travel and lifestyle solutions.

The opening ceremony was officiated by Finance Minister Lim Guan Eng, who was joined by AirAsia Group executive chairman Datuk Kamarudin Meranun and AirAsia Group chief executive officer Tony Fernandes.

Also present were 10 of AirAsia Foundation's Malaysian social enterprise partners, including The Basikal, Langit Collective and The Picha Project. AirAsia Foundation also signed Memoranda of Understandings (MoU) with

Kraftangan Malaysia to bring local crafts to a new audience and with Minconsult Sdn Bhd, the AirAsia philanthropic arm's first corporate partner, to jointly fund more social enterprises.

There was also a fashion showcase of the new GOOD/jahat/ travel-themed collection by AirAsia Foundation and Malaysian conceptual design house Projek Jahat. Made using upcycled AirAsia materials, the 12-piece ensemble was launched in conjunction with the Kuala Lumpur Fashion Week 2019. All pieces from this collection are now available at Destination: GOOD.

Over the past two years, AirAsia Foundation has operated Destination: GOOD as a pop-up store in various locations, including klia2. This is the first time the shop will have a permanent address. Its new home, REXKL, formerly the iconic Rex Cinema, which has been transformed into a multicultural creative and entrepreneurial hub.

Like REXKL, Destination: GOOD seeks to promote culture and foster a sense of community.