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## Banking on youth orchestra to hit the right notes

WITH a long history of supporting young talents in sports and arts, CIMB Bank Bhd has partnered with Malaysian Philharmonic Youth Orchestra (MPYO) to nurture the country's young musicians.

The one-year agreement will also see the bank work with government-backed investment arm MyCreative Ventures on a number of activities.

One such is a 30-day music camp for 40 MPYO members at CIMB's Akademi Nazir Razak in Bangi, Selangor.

The youth orchestra, which performed at CIMB's Artober "Art & Soul" exhibition, will also play in a concert this month to celebrate the bank's centenary and in MyCreative Ventures' "Rock 'n Riah" festival set for December.

At the event to mark the collaboration were Communications Minister Fahmi Fadzil, Malaysian Philharmonic Orchestra (MPO) chairman Datin Anita Azrina and chief executive officer Hassina Begam Abdul Gani as well as MyCreative Ventures group chief executive officer Zainariah Johari.

CIMB Malaysia country head and CIMB Bank chief executive officer Gurdip Singh Sidhu said aside from financing support given to the B40 group and micro, small and medium-sized enterprises, CIMB was committed to working alongside various communities for its 2024 corporate social responsibility programmes.

"We welcome MPYO as CIMB's latest brand partner and are pleased to support our talented young musicians so that they can receive the nurturing and exposure they deserve," he said.

Zainariah said MyCreative Ventures was deeply committed to championing Malaysian creative and artistic talents.

"At the core of this sponsorship of the young and brightest in MPYO is the emo-



(Front row, from left) Anita, Gurdip, Mohamad Fauzi, Fahmi, Ahmad Muriz, Hassina, Zainariah and Toni, (second row, from left) CIMB Rising Start Asean champion Sharifah Nurilmuhyati Syed Hussain, Azizulhasni, professional golfer Ervin Chang and National Junior Squash star Harleein Tan.

tional depth, nuances and human connection that music brings to all Malaysians.

"We believe our contributions through the Communications Ministry's *Skim Dana Padanan*, supported by the Finance Ministry, will enhance MPYO's profile and visibility," she added.

Expressing MPO's gratitude to having CIMB and MyCreative Ventures as partners in developing the youth orchestra, Hassina said, "This collaboration will cultivate music appreciation among youth in the country.

"We hope this groundbreaking partnership will be a catalyst to inspire other financial institutions as well as corporate

and government agencies to join forces with MPO in developing a culturally savvy nation."

Also present were CIMB group chief brand and marketing officer Toni Darusman, Communications Ministry secretary-general and MyCreative Ventures board member Datuk Mohamad Fauzi Md Isa and MPO Music Talent Development head Ahmad Muriz Che Rose.

To mark its centenary, CIMB has also launched the "*Kita Bagi Jadi*" campaign that it described as a social movement to spread positivity and resilience among Malaysians.

Olympian Datuk Azizulhasni Awang

and squash champion S. Sivasangari were featured prominently as icons during the campaign launch.

Gurdip said CIMB aimed to have meaningful impact on people's lives every day.

Toni said the bank would continue to deliver on its brand promise of "Moving Forward With You" and hoped "*Kita Bagi Jadi*" would be a rallying cry to inspire future generations towards excellence.

"*Kita Bagi Jadi*" also involves perks for CIMB Visa Infinite and Visa Signature credit cardholders including extra bonus points to redeem flights and complimentary access to airport lounges.

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