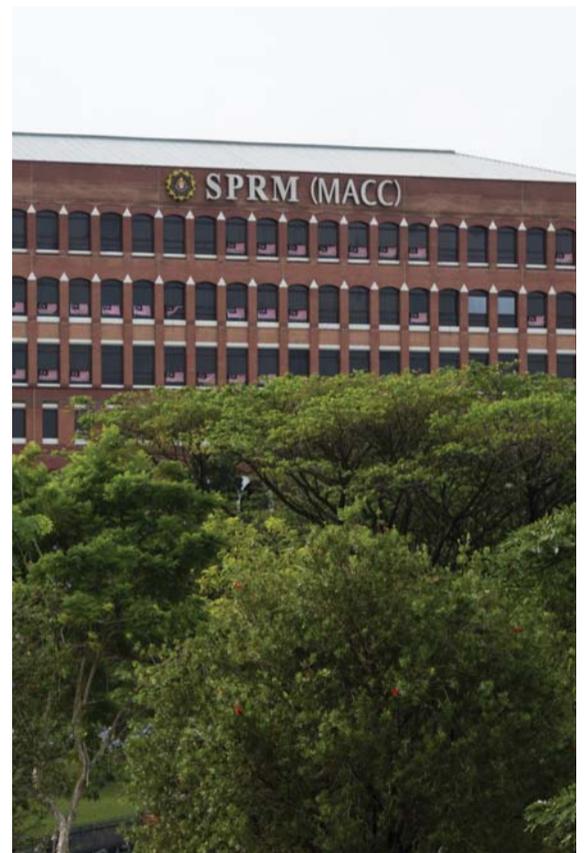


Integrity key to business survival and sustainability, say company leaders

With integrity, or a lack of, becoming a hot button issue, this event served as a timely reminder about being honorable in all business dealings



By **Susanna Lim**

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Transparency and accountability are essential for the very survival of businesses. This was the key message conveyed by company leaders at a seminar on business integrity held in Kuala Lumpur recently. Among other takeaways from top executives of local SMEs and Malaysian-based MNC's:

- A policy of "No Lies, No Cheat, No Bribes," which led an SME to walk away from many deals, and report others.
- Think of compliance not as a burden but as a differentiator to add value to your company.
- Consumers today demand transparency.
- CEO's need an uncompromising standard of integrity; business survival hinges on shareholder trust.
- The tone has to be set from the top.

Six panellists spanning top management in SMEs and MNCs each presented their thoughts on the importance of responsible business and their own companies' unique approaches in maintaining compliance:

Lim Chee Yong, executive director, Thumbprints UTD Sdn Bhd

A printing company established in 1990, Thumbprints UTD Sdn Bhd prides itself on its tagline "No Lies, No Cheat, No Bribes".

"As long as we do it right, there will be companies working with us to continue to do what is right. Integrity is about how we engage with our employees," he explains.

Every month the company holds zero-corruption dramas among the departments, and employees are casted in an ethical scenario where they portray different characters, ultimately to guide employees on compliance.

"It is difficult for a company to start in terms of compliance. There will be a lot of resistance from the younger generation because they want to do things as ▶

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*Specifications may vary from models illustrated here.