



# MEDIA ADVISORY

## Five companies raise the bar on Ethics and Integrity

On 16 August 2016, **Intel Corporation, B. Braun, Keysight, Motorola Solutions** and **SilTerra** collaborated in a **'Promise of Integrity'** event to spearhead an initiative on ethics and integrity; with the aim to raise the bar in operating with uncompromising integrity.

### **Why are ethics and integrity important in business?**

Good corporate governance is the foundation of a solid business practice. Operating ethically is key to business sustainability and drives long-term growth. It also ensures a robust business environment that encourages healthy competition. This drives productivity and increases efficiency, moving the entire ecosystem, and the country up the value chain.

### **What is this initiative about?**

The five participating companies – Intel, B. Braun, Keysight Technologies, Motorola Solutions and SilTerra – share the same corporate values when it comes to operating with uncompromising integrity. This shared platform enables the companies to proliferate the same high levels of governance and compliance to their suppliers.

Today's event signifies the commitment of these companies to lead the way in upholding the highest standards of integrity. The companies will collaborate with one another to share their ethics standards and best practices with their suppliers.

### **What do the companies hope to achieve?**

The core of the collaborative framework is the jointly developed Promise of Integrity, a concrete expression to continually abide by the highest ethical business practices. In this leadership role, the companies aim to transform the local ecosystem into a globally compliant and internationally competitive business environment.

These are some of the key points of the Promise of Integrity:

- Adopt a positive culture that upholds unparalleled integrity to create a conducive business environment and compliance with codes of ethics
- Be truthful, forthright and demonstrate high ethical standards in all situations
- Prohibit corruption in the business place and in all relationships
- Provide secure and accessible channel through which violations are reported in confidence and without fear of reprisal
- Ensure fair and equal opportunity within our supply chain ecosystem

### **How will the promises made during the event be fulfilled?**

The companies will collaborate with each other and across their supplier base on ethics best practices. Ethics Workshops will be organized to ensure that the objectives of the initiatives are communicated and embraced by the workforce, as well as to understand



how all parties can work together to build a conducive business environment that upholds unparalleled ethical practices.

The companies also plan to work with relevant stakeholders on some of the initiatives. This will be followed by activities and events to sustain the momentum of the commitment, rallying peers and supplier bases to join the cause.

### **Key quotes from participating companies:**

#### **Intel**

*"Uncompromising integrity and professionalism have been the cornerstones of Intel's business. At Intel, we hold ourselves to the highest standards of corporate governance and business ethics. Intel Malaysia is excited about the signing of this promise which will serve as a compass that guides the actions of our employees and business partners, ensuring consistent and steadfast integrity as we build trusted relationships in our business community."* - **Robin Martin, Corporate Vice President, Technology and Manufacturing Group**

#### **B. Braun**

*"At B. Braun, we are fully committed to upholding the highest ethical standards. To us, compliance does not only mean complying with laws and legal requirements, but also embracing the universal ethical values of Integrity, Fairness and Sustainability. B. Braun is delighted to participate in the signing of this Pledge. Through our efforts, may a strong culture of integrity be nurtured, which is the bedrock of success for the business community."* - **Anna Maria Braun, President, Asia Pacific**

#### **Keysight**

*"One of Keysight's core values is operating with uncompromising integrity – it is built in our DNA, imbued by our founders Bill Hewlett and Dave Packard 77 years ago. From this foundation we have built a test & measurement company that is recognized for its highest adherence to ethics, integrity and compliance. Our customers have come to know and trust Keysight's commitment in delivering solutions of the highest value and quality that are fully compliant with global corporate governance guidelines. To uphold this trust, it is imperative that our partners operate with the same levels of integrity as Keysight. We are pleased to lead the way in sharing our best practices and helping lay the groundwork for an ethical and productive supply chain ecosystem. This will create a conducive business environment, elevating the local ecosystem to compete globally."* - **Chan Keng Cheong, Vice President, Global Procurement & Materials**

#### **Motorola Solutions**

*"Our purpose at Motorola Solutions is to provide technology solutions which enable our public safety and commercial customers work more safely and productively. We are strongly committed to doing business the right way, both legally and ethically – with our customers, with our partners, with our colleagues and with the world at large. Motorola Solutions Malaysia is pleased to participate in the signing of the Promise of Integrity which will serve as a vital guide in ensuring the highest ethical standards in our business community."* - **Dr. Hari Narayanan, Managing Director, Penang Operations**



## **SiITerra**

"SiITerra prides itself as an exemplary corporate citizen. We believe and support this commitment to elevate business consciousness towards high standards of integrity and ethical practices. This reaffirms our organization's continuous pursuit towards creating a level playing field. It is imperative that ethics and integrity must remain high on the priority list to create a healthy and competitive market. Our hope is that others will join us and embrace this initiative that helps strengthen the pillars of a sustainable economy." - **Firdaus Abdullah, CEO**

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