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Honesty is cornerstone of all success

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Honesty is cornerstone of all success David Thien KUALA LUMPUR: Senate Deputy President Senuloi' Daluk Seri Dr Mohamad Ali launched the 11th Asia Pacific International Honesty Hook of Records, in conjunction with the 11th Asia Pacific Hook of the TOP Recognition Award Presentation Ceremony, at the Intercontinental Ballroom, here, recently. "Honesty is the cornerstone of all success," said Dr Mohamad Ali said in his address. "Honesty relates to both words and actions. (I)ncat companies and entrepreneurs deliver what they have promised to the customers, not only in the good times, but also in the challenging times." In my view, there is no excuse or moral basis for a company to be involved in dishonest practices," he said. Dr Mohamad Ali said it does not pay to be dishonest. "It may appear in the beginning that disguised malpractices can be tolerated for short-term gains." However, a company which values its image will endeavour to protect that image, although in doing so, it may be disadvantageous to the company's bottom line. "Profit is undoubtedly the ultimate goal of all businesses, but it pays to be honest. It's as simple as that. Honesty is always the best policy, and it will continue to stay so, for all times to come." If there is a key performance indicator (KPI) for the corporate world, then I suppose honesty is a very crucial KPI. World-renowned international corporations are carefully and diligently managing their credibility in order to win the consumers' hearts and loyalty, and eventually build VIPs and event organisers in a group photo. Up their international status. "That is why top corporations compete by branding, and the top brands compete by credibility. Good branding and winning public accolades are the key elements of today's corporate success and trustworthiness," said Dr Mohamad Ali. Meanwhile, Honorary Chairman of Asia Pacific TOP Excellence Award Committee and CEO of Melaka Creen Technology Corporation, Datuk Wira Dr Abu Bakar, who is former Deputy Minister of Science, Technology and Innovation, said in his speech: "Branding is the soul of a corporation. Branding is also the pillar that supports the existence and sustainability of a corporation. By observing the branding, you will understand the culture, tradition and the spirit of a company. It is a reputation; a wide recognition; a promise and a responsibility. "A company without branding is a company without vitality and sustainability. You can create better market efficiency only when you emphasise more on branding and improve your marketing strategy. "With globalisation, rapid growth in communication and technology, the market has never been more competitive. It is not easy to survive and stand out of the crowd, especially after the Covid-19 pandemic outbreak. "Every entrepreneur has been pondering day and night on how to sustain their brand and maintain its brand leader position in order to compete and stay ahead of the competition, not only locally but also internationally. "As the adage goes, 'Go Brand, Go Big, or Go Home'," Dr Abu Bakar said. Organising chairman Datuk Prof. Dr Albert Tan, said: "There are many award presentations which recognise performance in terms of sales revenue, profitability or corporate achievements. But today's award is indeed very different and unique as it recognises and honours companies and enterprises which have demonstrated honesty and integrity in their business operations. "After stringent selection criteria in this outstanding entrepreneur list, we have added another 118 winners. With the support of many Asia Pacific municipal governments, business associations, professional organisations and media corporations, this award has grown by leaps and bounds. "It has become one of the largest, most represented and recognised international business awards in the Asia Pacific region. We are the only ones recognised by international organisations from 10 countries and nominees from more than 13 countries in

this region."Dr Albert said t h e Asia Pacific International Honesty Book of Records has been hailed as t h e International Business Oscar Award by China Central Television (CCTV).

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