

**OPENING SPEECH BY
YB DATUK DR. ABU BAKAR BIN MOHAMAD DIAH
DEPUTY MINISTER OF SCIENCE, TECHNOLOGY AND INNOVATION**

**THE 14TH ASIA PACIFIC INTERNATIONAL HONESTY ENTERPRISE
– KERIS AWARD 2016**

**17 APRIL 2016 (SUNDAY)
BERJAYA TIMES SQUARE HOTEL AND CONVENTION CENTER,
KUALA LUMPUR**

Welcome and Thanks

YB DATUK CHUA TEE YONG

Deputy Minister of Finance Malaysia;

SENATOR H.E. CHHIT KIM YEAT

Vice Chairman of Commission on Foreign Affairs, International Cooperation, Media and Information, Kingdom of Cambodia;

SENATOR H.E. KEO MALY

Member of Commission on Economy, Finance and Banking, Kingdom of Cambodia;

YB DATUK DR. JOHNSON TEE

Deputy Speaker of Sabah Legislative Assembly;

YANG BERUSAHA PROF. DR. ALBERT TAN

Organising Chairman;

Participants and Award Winners;

Tan Sri, Puan Sri, Datuk Sri, Datin Seri, Datuk, Datin;

Distinguished Guests, Members of the Press; and

Ladies and Gentlemen.

A very good evening, Salam Sejahtera and Salam 1Malaysia.

1. First and foremost, I would like to express my sincerest gratitude to the organising committees who invited me for **“The 14th Asia Pacific International Honesty Enterprise – Keris Award 2016”**.

2. I am also glad to learn that this evening we have in attendance entrepreneurs hailing from various Asia Pacific's countries and also from Italy. Members of the Confinternazionalizzazione of Confcommercio, the largest business association in Italy led by their President Mr. Antonio Spinello, let us give them a very warm Malaysian welcome.

Ladies and gentlemen,

Honesty Create Trust

3. Honesty and integrity are vital principles to sustain a business or keeping a company afloat. Honesty and integrity must be given utmost priority to ensure the bond and trust between the company and customers will remain strong as ever.

4. However, meeting expectations for ethical conduct is never an easy task. We have to deliver what we have promised to the customers not only when everything went well but also in the challenging times. It is my firm belief that nothing is more important than our reputations, and nothing destroys reputations faster than ethical violations.

Integrity Equals Customer Satisfaction

5. Successful companies incorporate integrity as one of their core values. Customers will appreciate and will be satisfied if they are acquainted with the companies with integrity as this will promote professionalism. Integrity should be part of the branding exercise to win customers' hearts and loyalty. A great company will put their best effort to protect their honesty image even when it would be disadvantageous to the company's profit.

Ladies and gentlemen,

This Award Give Us a Special Meaning

6. I have been invited to many award presentations which recognise performance in terms of sales revenue, profitability or corporate achievements. But today's award is indeed very meaningful and unique, as it recognise and give recognition to companies and enterprises which have demonstrated honesty and integrity in their business modus operandi.

7. In the intense pursuit of profits with competitive environment to boot, a company or enterprise may inadvertently give less attention to the aspect of honesty in its dealings with its business partners and customers. I was made to understand that this award signifies the timeless and integral importance of honesty as a business practice. This will stimulate and encourage honest operations and subsequently set an honesty model for our society.

8. I sincerely hope that the Asia Pacific International Honesty Enterprise – Keris Award will continue to expand its influence, attract more corporate, media and institutions to actively participate by jointly promote the value of honesty.

Past Winners Included Names of World Renowned

9. For this past 13 years, more than 600 companies and entrepreneurs in Asia Pacific's region have been awarded by the so-called International Business "Oscar" Award as quoted by the CCTV of China in the year 2011.

10. Past winners included world renowned, well respected, honest and reputable corporation such as Canon, AEON Jusco, Samsung, Panasonic, China Southern Airline, Lee Kum Kee, LG, Haier, FedEx, Public Bank, Prudential and many others.

11. I am happy to note that the quality of tonight's winners indicate a continuation of this strong tradition. I was informed that the winners have gone through a stringent selection process and they are carefully selected before being awarded with the award.

12. However, we should bear in mind that this achievement is not the end. Indeed, the winners need to take pride of your victory and work hard towards maintaining and improving the good practices that have been established. Congratulations once again to all the winners and I am sure that we will be hearing about you for many years to come.

Welcome Once Again Foreign Delegates

13. I would also like to take this opportunity to welcome once again all the foreign delegates who are present here tonight. I am sure you will try your best to make contacts and build strong business relationships and partnerships with the outstanding and honest entrepreneurs. I am most certain that many of our Malaysian entrepreneurs are eager to learn more about the business environment in your countries and excited to establish business relationships.

Best Wishes and Officiate the Ceremony

14. Last but not least, I would like to applaud The Asia Pacific Top Excellence Brand Committee for their initiative and contribution to host this international event for more than a decade.

15. I was also informed that the organiser has been given the mandate by the China Sichuan Government to organise the 1st China-Indochina International Business Summit which will be held at Chengdu, China on 26 May 2016. I was made to understand many Chinese and ASEAN countries entrepreneurs, top commercial officers and industry leaders will attend the summit. I would like to urge all the entrepreneurs present here tonight to also participate in the event.

16. On that note, it gives me great pleasure to launch and officiate **“The 14th Asia Pacific International Honesty Enterprise – Keris Award 2016” Award Presentation Ceremony.**

Thank you and have a great evening.