

# Recognising honest businesses

## Awards honour those who stay on the straight path despite challenges

By FARID WAHAB  
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IN THE face of economic uncertainty and volatile markets, it is tempting to cut corners and abandon principles in favour of profits and corporate gains.

As such, the 17th Asia Pacific International Honesty Enterprise - Keris Award 2019 was organised to recognise businesses that have managed to stay the course and uphold honesty.

Event organising chairman Albert Tan said gains obtained via dishonest practices were temporary.

"In the long run, when you are discovered engaging in dishonest business practices, you will lose trust and your business will suffer.

"It will not do to only pay lip service to honesty while one flouts

principles when tempted by temporary gains," said Tan, adding that Asia Pacific Top Excellence Brand was one of the most recognised international business awards in the region, with nominees from over 13 countries.

Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail, in his keynote speech, said great companies must deliver their products to consumers as promised, irrespective of the challenges.

"Corporations must manage their status and credibility to build trust and loyalty to win over consumers," he said.

The event saw 57 companies awarded at Berjaya Times Square Hotel in Kuala Lumpur.

The winners were judged based on five core criteria - innovation and strategies; company vision and

mission; operational efficiency; financial performance and products; and service quality.

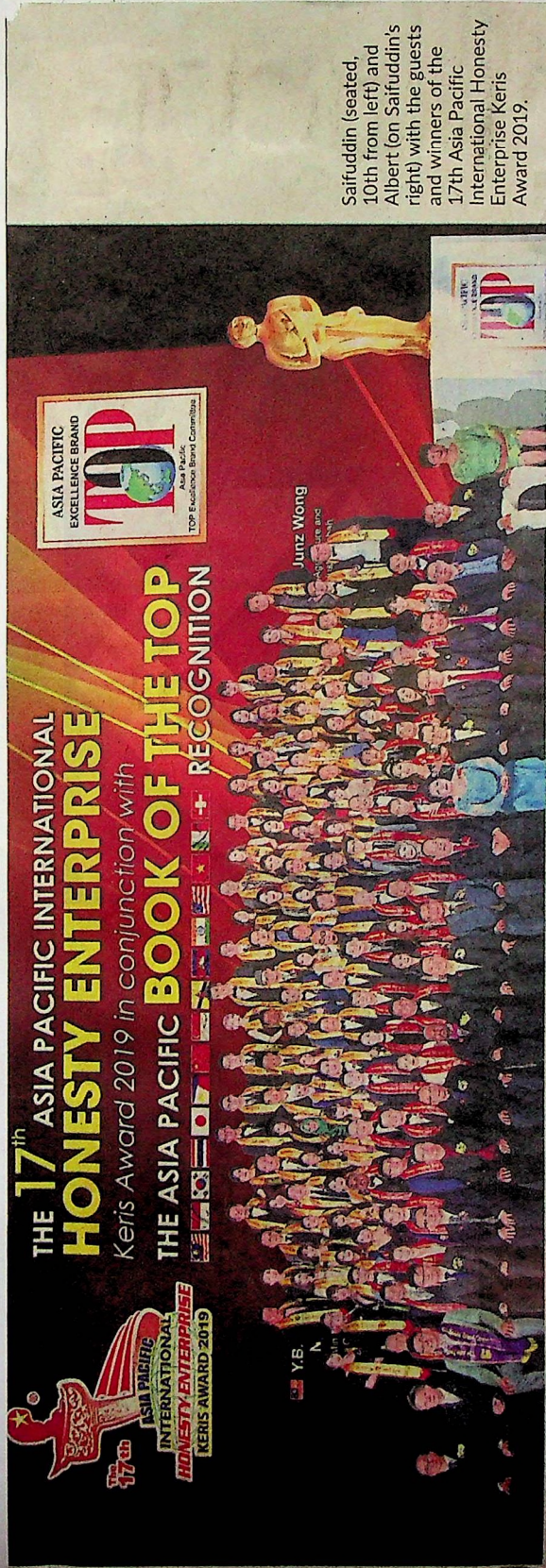
The winners will be invited by the Chinese government to participate in the upcoming International Business Summit and Trip Mission.

Also present at the event were Cambodia's Commission on Foreign Affairs International Cooperation, Media and Information vice-chairman Senator Chhit Kim Yeat.

Cambodia's senate adviser Dr Keo Maly; Sabah Youth and Sports Minister Phoong Jin Zhe; Keranji assemblyman Chong Zhenmin; Malaysia-China Business Council chief executive officer Dr. Hew Kuan Yau; Asia Pacific Top Excellence Brand Committee secretary Prof Dr Adam Tan; and Asia Pacific Top Excellence Brand Committee chairman Robert Tan.



(Front row, from seventh left) Albert and Saifuddin with the special guests after the presentation ceremony.



**17th**  
 ASIA PACIFIC  
 INTERNATIONAL  
**HONESTY ENTERPRISE**  
 KERIS AWARD 2019

THE **17<sup>th</sup>** ASIA PACIFIC INTERNATIONAL  
**HONESTY ENTERPRISE**  
 Keris Award 2019 in conjunction with  
 THE ASIA PACIFIC **BOOK OF THE TOP**  
 TOP Excellence Brand Committee

ASIA PACIFIC  
 EXCELLENCE BRAND  
**TOP**  
 Asia Pacific  
 TOP Excellence Brand Committee

Junz Wong

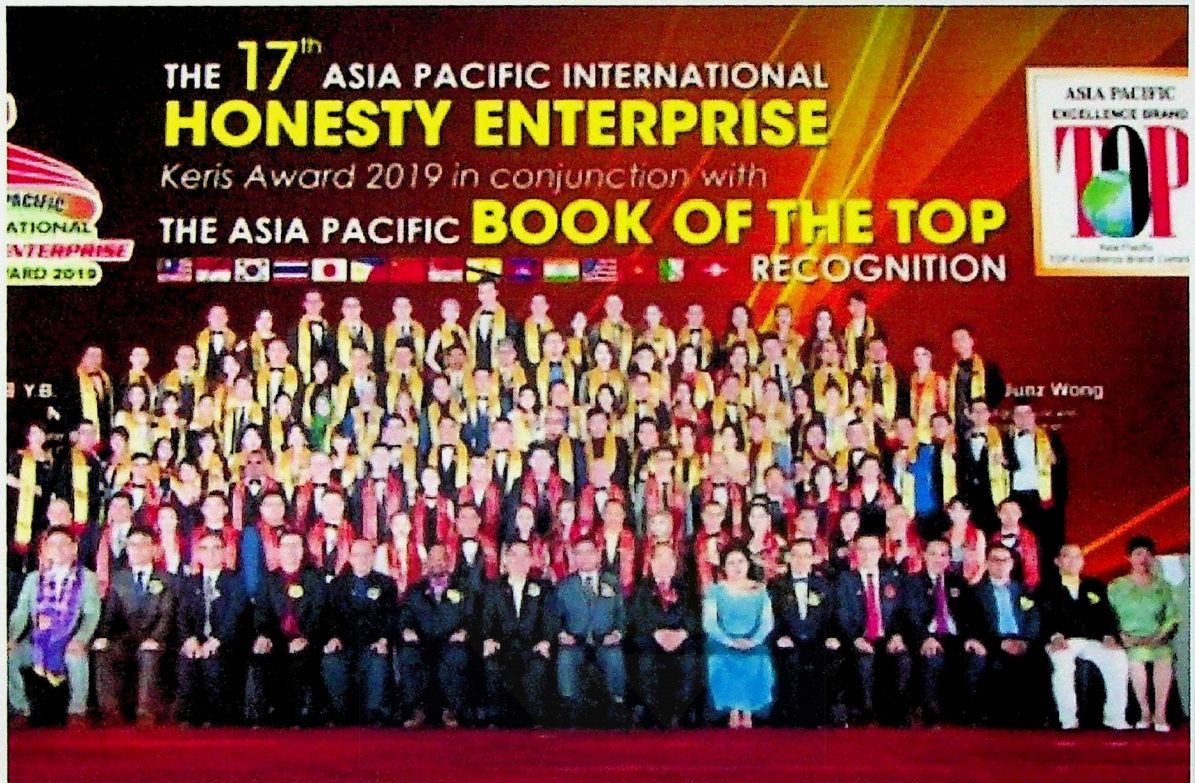
Saifuddin (seated, 10th from left) and Albert (on Saifuddin's right) with the guests and winners of the 17th Asia Pacific International Honesty Enterprise Keris Award 2019.

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METRO NEWS

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by Farid Wahab



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**Read more at <https://www.thestar.com.my/metro/metro-news/2019/06/25/recognising-honest-businesses/#TiaCIC43DTBZ7xMm.99>**

