

25th Anniversary Event of the Hong Kong Business Ethics Development Centre

Master of Ceremony

Hi, good afternoon. Ladies and gentlemen, welcome to the 25th Anniversary Event of the Hong Kong Business Ethics Development Centre.

We have many work partners and friends joining this livestreaming event today to celebrate the Centre's Silver Jubilee together.

I just want to say hello everyone. Welcome to all of you and thank you very much for being with us here! Everyone just gives everybody a big round of applause. Thank you.

To kick-start today's programme, I would like to invite Mr Simon Peh, Commissioner of the ICAC to give us the welcoming remark. Commissioner please.

Mr Simon Peh, SBS, IDSM

Good afternoon Chairman, BEDAC members and all the friends joining us online.

It is my great pleasure to welcome you all to this live-streaming Anniversary Event of the Hong Kong Business Ethics Development Centre.

2020 is a year full of challenges and uncertainties, especially for the business sector in Hong Kong. In addition to the economic and societal hardship caused by trade tensions and social unrest, we have also witnessed the tremendous impact of COVID-19 to the business sector as well as the whole society. Nevertheless, we are pleased to see the resilience and wisdom of many business organisations in reacting to crises, adjusting to changes and continuing their efforts to overcome the challenges. While one may suggest that the ability to adapt, transform and

innovate will become the key to business success in the new normal, I would like to emphasize that behind all these attributes, the basic value of business integrity would continue to play a deciding role in sustaining your business and the fair business environment that we all cherish.

Over the years, the Centre has remained committed to promoting business ethics as the first line of defence against corruption. With the support of major business chambers, the Hong Kong Ethics Development Centre was established 25 years ago under the auspices of the Community Relations Department of the ICAC and rebranded as Hong Kong Business Ethics Development Centre in 2015 to better reflect its scope of service. With this unwavering mission and solid foundation, the Centre has promoted ethical governance and disseminated integrity messages extensively to more than ten thousand business organisations and over a million business practitioners, who found the exchange useful and inspiring.

Furthermore, the holistic anti-corruption strategy of the ICAC in combating corruption at all fronts has successfully kept corruption at bay and brought about a change of culture. As revealed in the 2019 ICAC Annual Survey, corruption is uncommon in Hong Kong and public tolerance of corruption remains very low. Over 98% of the survey respondents said they had not come across corruption in the past 12 months. And on a 0 to 10 rating scale, the mean score of corruption tolerance is only 0.3, which is very close to zero tolerance. Also, about 82% of the respondents said that they were willing to report corruption and 96% of them supported the work of the ICAC. All these findings affirmed that the probity culture has already been deeply rooted in the community with a remarkable change of tide from passive tolerance of corruption to active rejection over the past few decades.

In the international arena, Hong Kong has been consistently ranked as one of the least corrupt places in the world. For examples, TRACE's Bribery Risk

Matrix, which measures bribery risks that a business organisation may encounter in different places, ranked Hong Kong as the 10th least bribery risk among the 200 territories and the best in Asia. In Transparency International's Corruption Perceptions Index released last year, Hong Kong is ranked the 16th least corrupt place among 180 territories.

Low bribery risks facilitate an open, fair and competitive market and increase investors' confidence. In 2020, Hong Kong is ranked the world's second freest economy in the Index of Economic Freedom and the 5th most competitive economy in the World Competitiveness Yearbook released respectively by the Heritage Foundation and the International Institute for Management Development. In fact, through the ethics promotion work of the Centre, the ICAC has been helping the local business sector in living up to the international standard in corporate governance and in sustaining the competitive edge of Hong Kong as a whole.

Although we are confident to say that Hong Kong remains a clean and fair place for doing business, there leaves no room for complacency. While the global economy remains volatile and uncertain, it has also given Hong Kong an impetus to reassess our strengths and weaknesses and to prepare ourselves for new opportunities. As a dedicated graft-fighting agency in Hong Kong, the ICAC will, as always, remain vigilant in combating corruption through enforcement, prevention and education. The Centre will also strive to adapt to the new environment and explore more effective means to enhance the governance of business organisations and the integrity standard of practitioners.

Ladies and gentlemen, there is a saying "The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails." As a business leader, your role is more important than ever in navigating your business through the stormy weather of today's turbulent times. And your commitment to ethical practices and fortifying an integrity culture in

your respective fields is the key to sustaining a level-playing field for business. With the compass of integrity firmly held in place, I am confident that we can sail through the storm and emerge stronger and better.

Thank you.

Master of Ceremony

Thank you very much Mr Peh. Thank you once again.

The work of the Centre is steered by the Hong Kong Business Ethics Development Advisory Committee (also known as the BEDAC), comprising ten major chambers of commerce in Hong Kong.

Professor Cliff Sun, Chairman of the BEDAC is with us here today. He will be here to tell us more about the work of the Centre and some of its achievements over the past 25 years. Professor Sun, please.

Professor Cliff Sun, BBS, JP

Commissioner, fellow members, ladies and gentlemen,

It is my great honour to officiate at this 25th Anniversary Event of the Hong Kong Business Ethics Development Centre.

The Centre is a very unique organisation, which is the pioneer of public-private partnership in promoting business and professional ethics in Hong Kong. With the engagement of ten major business chambers through the Hong Kong Business Ethics Development Advisory Committee, the Centre has been staying in the forefront of the business world in providing up-to-date and tailor-made services and products to different sectors for fortifying the integrity culture in the local business community.

As a veteran member who have joined the Advisory Committee for almost a decade, I am proud to see that the seeds of integrity planted by the

Centre were well rooted in the business community and have been flourishing. Over the years, more than 10,000 business organisations, ranging from startups to listed companies, have used the Centre's services to enhance their capabilities in resisting corruption and integrity building. Even more encouraging is that over one million business practitioners and professionals have attended anti-corruption and ethics training coordinated by the Centre and learnt about the importance of ethical leadership, corporate governance, professional ethics and above all, abiding by law.

Integrity is the bedrock principle of professional behaviour. Over 70 trade and professional bodies including major ones in the construction, insurance and finance industries and the accountancy and governance sectors have recognised the Centre's integrity training as their continuing professional development programmes or incorporated ICAC messages in their professional qualifying exams.

To address the ethical concerns and cope with the diverse education needs of specific industries or sectors, the Centre has developed over 2,000 training and reference materials for different targets and made them easily accessible through the Centre's website, which has attracted over 48 million hits so far.

Apart from disseminating the anti-corruption messages extensively to the business community, the Centre has never lost sight of the need to develop in-depth integrity education programmes for specific sectors and industries which play important roles in our economy. Some highlights in the last five years include the three-year Ethics Promotion Programme for Listed Companies and the on-going two-year Ethics Promotion Campaign for the Insurance Industry. In collaboration with related regulators, government departments, professional and trade organisations, the Centre promoted ICAC's corruption prevention services to all listed companies and insurance companies in Hong Kong to enhance the

integrity standard of professionals, business leaders and practitioners and entrench the probity culture in the business sector. Both programmes attracted highly positive responses from listed companies and insurance companies and received favourable feedback from service clients and training targets.

As the saying goes, “To start a business is difficult but to sustain the business is even harder.” While the Centre has made some remarkable achievements over the past two and a half decades, we must continue to strive for improvement and breakthrough in our ethics promotion work to better meet the needs of different targets, particularly during this time when most businesses have been affected by the economic downturn. For the Centre, the product being promoted is a belief – the belief that business ethics is the key to business success and benefits all stakeholders. It is also a virtue – the virtue of integrity that individual business leaders and practitioners should adhere to at both good and bad times.

A fair and clean business environment is the result of joint efforts by all stakeholders in advancing such belief and upholding this virtue. I therefore would like to appeal for your continuous support to the Centre’s ethics promotion work so as to sustain the hard-earned reputation and the competitive edge of Hong Kong.

Dear friends, 25 years is another milestone for the Centre and we thank you for being a part of our ethics journey. Together, let’s embrace ethics and enjoy greater success for more years to come!

Thank you.

Master of Ceremony

Thank you very much Professor Sun.

The Centre could not have reached this remarkable milestone without the

guidance of our BEDAC members, especially the former members who have laid the foundation for its ethics promotion work.

We have taken this opportunity to reconnect with a few of our former members. So everyone, let's take a look at what they have to say to us:

Mr Anthony Nightingale, CMG, SBS, JP

Happy anniversary, HKBEDC. As the Past Chairman of the Advisory Committee, I deeply appreciate the hard work and the professionalism that the Centre has undertaken over the past 25 years.

Dr Choi Koon-Shum Jonathan, GBS, BBS, JP

Over the years, the Centre has remained committed to promoting business ethics and professional integrity. I and many members of The Chinese General Chamber of Commerce are deeply honoured to have taken part in it. I would like to extend my warmest congratulations on the 25th anniversary of the Hong Kong Business Ethics Development Centre.

The HON Leung Kwan-Yuen, Andrew, GBM, GBS, JP

Thanks Hong Kong Business Ethics Development Centre for its untiring efforts in fortifying the business and professional ethics of different trades and industries during the past 25 years. On this special occasion, I wish the Centre even greater success in the years to come.

Dr Lo Man-Tuen, GBS, SBS, BBS, JP

Congratulations on the 25th birthday of the Hong Kong Business Ethics Development Centre. I hope all of us can work together and add impetus to the anti-corruption work in Hong Kong.

Mr Ting Woo-Shou, Kenneth, SBS, JP

Happy Birthday, you are one of the most important pillars of Hong Kong. The Federation of Hong Kong Industries and the business community will continue to support your work.

Mr Wu King Cheong, Henry, BBS, JP

It's my pleasure and honor to take part in the meaningful work of the Hong Kong Business Ethics Development Advisory Committee at its early stage. I wish the Hong Kong Business Ethics Development Centre a greater success in the future.

The HON Ng Wing-Ka, Jimmy, BBS, JP

Thanks for the efforts of the Hong Kong Business Ethics Development Advisory Committee and its contribution to Hong Kong over the past 25 years. I am sure that the Hong Kong Business Ethics Development Centre will continue to nurture a good business environment for Hong Kong.

Prof Wu Ting-Yuk, Anthony, GBS, JP

Business ethics is an important pillar for a clean and fair business environment in Hong Kong. Together, let's embrace business ethics and enjoy success in the years to come.

Master of Ceremony

Thank you so much for your greetings and words of encouragement. Your continued support really means a lot to us.

Our current team of BEDAC members has also been very supportive to the Centre's work as well. So please allow me to introduce our members and representatives to you. Joining us here today we have:

Ms Queenie Tsui, Director of Communications & Government Affairs of The American Chamber of Commerce in Hong Kong, who is attending on behalf of Ms Tara Joseph

Mr David Graham, Executive Director of The British Chamber of Commerce in Hong Kong

Mr Johnny Yu, Vice Chairman of the Chinese General Chamber of Commerce, who is attending on behalf of Ms Connie Wong today

Dr Wingco Lo, Vice President of The Chinese Manufacturers' Association of Hong Kong

Mrs Talida Brauner, Director of The European Chamber of Commerce in Hong Kong

BEDAC Chairman, Professor Cliff Sun, Honorary President of Federation of Hong Kong Industries

Mr Zhang Xialing, Vice Chairman & President of The Hong Kong Chinese Enterprises Association

Mr George Leung, Chief Executive Officer of The Hong Kong General Chamber of Commerce

Mr Masakazu Yagyu, Secretary General of The Hong Kong Japanese Chamber of Commerce and Industry

Mr V Santha Ram, Executive Director of The Indian Chamber of Commerce Hong Kong, who is attending on behalf of Mr Raj SITAL and finally last but not least we have

Mr Ho Wai-chi, Director of Community Relations of the ICAC

So everyone, ladies and gentlemen, please do say hi and wave to our viewers online for everyone that's watching. Thank you so much.

Well, I have a very important task for our members today. As I mentioned before, it is our silver jubilee, the Centre takes the opportunity to rejuvenate its logo in order to give it a fresh new look and also to

reinforce its brand identity.

So we are going to have a very simple yet meaningful ceremony to launch the Centre's new logo that we have. But before we do that, let's also invite ICAC Commissioner to join our members up here. Mr Peh please do join us.

Now, we can see each of our guests is actually holding a light ball that is yet to be illuminated. We will do that when we count to three. So everyone, ladies and gentlemen and the audience. Would you like to count with me. So let's get ready One, two, three...

The colorful light balls signify the support of different trades and sectors to the work of the Centre in upholding business ethics for powering a brighter Hong Kong.

Perfect. Thank you so much everyone.

Well, the Centre evolves over times but the mission, which is reflected in the new logo design, actually remains the same.

As we can actually see the Centre's new logo, is showing on the screen right now, is a combination of the letter "E" and "B". The letter "E" which also resembles the Chinese character "正", represents "ethics, fairness and integrity".

If you are looking on the screen right now, the letter "B" which reflects the Centre's work focus of the business sector.

The intertwining of the two letters conveys the meaning that "Ethics is pivotal to business success" as well as "vitality and sustainability" that is portrayed by the fresh green color tone of the logo.

The whole essence of it is actually manifested in the new publicity tagline “Embrace Ethics, Enjoy Success”.

And speaking about success, I would like to introduce to you a major on-going campaign that we have, that is, “Integrity for Success” Ethics Promotion Campaign for the Insurance Industry. It is one of the large scale ethics promotion campaigns organised by the Centre for different sectors in recent years.

And of course, we are very very glad to have our supporting partners joining with us today, that is including the Insurance Authority, which is actually the co-organiser of the Campaign.

Dr Moses Cheng, the Chairman of the Insurance Authority has a message for us. So everyone please check it out.

Dr Cheng Mo-chi, Moses, GBM, GBS, JP

Honesty and integrity are indispensable attributes for business leaders and professionals, including practitioners in the insurance industry. A high probity standard also sustains the healthy development of the industry in opening up new opportunities. The Hong Kong Insurance Authority has been according a high priority to enriching the integrity culture of the insurance industry, and I am delighted to have the Hong Kong Business Ethics Development Centre as our valued partner on this front.

In 2019, the Insurance Authority joined hands with the Centre and 12 industry organisations to launch a two-year “Integrity for Success” Ethics Promotion Campaign for the Insurance Industry. Under the Campaign, a full range of integrity-building services and products, such as training courses and materials, and a dedicated ethics- promotion website were developed. And these have been widely promoted to all insurance companies. So far, more than 340 insurance companies have adopted the anti-corruption services offered by the ICAC. Over 5,000 insurance

intermediaries have completed the ICAC's integrity training. And the ethics-promotion website has recorded 30,000 hits. With the relentless effort of the Centre and the staunch support of the industry, I am confident that the momentum of the Campaign will continue and lead to more successful outcomes.

On this auspicious occasion of its 25th anniversary, I would like to congratulate the Centre for its remarkable accomplishments over the years. I would also like to thank the Centre for its dedication and invaluable support for different sectors and industries in cultivating an ethical business culture.

Despite the many adversities that we are facing today, business ethics will always be a core value sustaining Hong Kong's competitive edge in the global arena. And it would be the value that the Centre and the Insurance Authority would be joining hands to promote. On this note, I would like to wish the Centre continual success and many more fruitful years ahead. Thank you!

Master of Ceremony

Thank you, Dr Cheng.

The Campaign would not be successful without the support from our close allies. Representatives of the 12 supporting organisations are joining us online right now. So let's say hi and say a few words to our viewers. Maybe take 10 seconds to say hi.

While I am introducing all of them one by one, we have here

Mr Vernon Cheuk, President of General Agents and Managers Association of Hong Kong. Please say a few words to us.

Mr Vernon Cheuk

General Agents and Managers Association of Hong Kong thank you the Centre for serving and protecting Hong Kong in the many 25 years to come. Thank you everyone.

Master of Ceremony

Thank you.

Next is Ms Stella Yu, Immediate Past President of Hong Kong Chamber of Insurance Intermediaries

Ms Stella Yu

Congratulations. Congratulations on the 25th anniversary of the Hong Kong Business Ethics Development Centre. We look forward to having close collaboration with you in the future.

Master of Ceremony

Thank you.

Mr Kenneth Chan, Vice Chairman of Hong Kong General Insurance Affairs Association Ltd.

We just make sure that the microphone is turned up because we cannot hear you right now.

Mr Kenneth Chan, would you like to say a few words to us?

Mr Kenneth Chan

Congratulations and happy birthday to the Center's 25th anniversary. I wish the Hong Kong Business Ethics Development Centre will continue to shine, thank you.

Master of Ceremony

Thank you.

Mr Harley Kwan, President of Hong Kong Insurance Intermediaries Association

Please don't forget to turn on your microphone.

Just make sure that we have everything in place, and we will move on to the next person for now.

That is Mr Andy Fung, Chairperson of Hong Kong Insurance Practitioners General Union

Mr Andy Fung

A fair, open and clean business environment puts Hong Kong on the world map. Hong Kong Insurance Practitioners General Union congratulates the Hong Kong Business Ethics Development Centre on its 25th anniversary. Happy birthday!

Master of Ceremony

Thank you.

Mr Ray Lee, Chairman of Institute of Financial Planners of Hong Kong

Mr Ray Lee

Hello everyone. The Institute of Financial Planners of Hong Kong congratulates the Hong Kong Business Ethics Development Centre on its 25th anniversary. We wish you every success in the years to come and join hands with the industry to entrench the professional ethics and integrity culture.

Master of Ceremony

Thank you.

Professor Simpson Poon, Principal of Institute of Professional Education And Knowledge

Professor Simpson Poon

Hello everybody. The Institute of Profession Education And Knowledge is delighted to be a valued partner of the Hong Kong Business Ethics Development Centre to promote business ethics in our professional training. To mark the 25th anniversary of the Centre, we hope to foster closer tie with the Centre to building up ethical corporate culture. Thank you.

Master of Ceremony

Thank you.

Mr Simon Kwan, Chairman of Professional Insurance Brokers Association

Mr Simon Kwan

Hello everyone.

Master of Ceremony

Yes, we can hear you. Please go on.

Mr Simon Kwan

The Professional Insurance Brokers Association congratulates the Hong Kong Business Ethics Development Centre on its 25th anniversary. We hope the Centre will help more corporations enhancing their ethical standards in the future. Thank you.

Master of Ceremony

Thank you.

Mr Patrick Chan, Chairman of The Hong Kong Confederation of Insurance Brokers

Mr Patrick Chan

Hello everyone. Insurance is built on integrity and the industry is committed to protecting your future. On behalf of The Hong Kong Confederation of Insurance Brokers, I congratulate to the silver jubilee of the Hong Kong Business Ethics Development Centre.

Master of Ceremony

Thank you.

Ms Selina Lau, Chief Executive of The Hong Kong Federation of Insurers

Ms Selina Lau

Happy birthday. The relation with the HKBEDC went way back between the Federation of Insurers and we are very happy to be a partner of your work. And we co-launched the first E-CPD programme on ethics management for the industry last year. We hope to have more collaborations with you. Happy birthday and happy anniversary!

Master of Ceremony

Thank you.

Next is Dr Tony Lee, President of The Hong Kong Society of Certified Insurance Practitioners Limited

Dr Tony Lee

Congratulations to the Centre on your 25th anniversary. We will continue collaborating with the Centre to promote integrity in the industry for its sustainable development. Thank you.

Master of Ceremony

Thank you.

Mr Henry Cheng, President of The Life Underwriters Association of Hong Kong

Mr Henry Cheng

Good afternoon everyone, I'm Henry Cheng, President of LUA. On behalf of LUA, I congratulate the Hong Kong Business Ethics Development Centre on its 25th anniversary. I hope the Centre will keep on promoting integrity to the business community and enhancing the society's awareness to business ethics. Thank you.

Master of Ceremony

Thank you, actually I think that's it for everybody right now. Thank you so much to all of you. Let's give them a big round of applause for both online and offline. Thank you for their support and commitment in entrenching a probity culture in the insurance industry. Thank you once again.

With the support of the industry, the Centre has developed a number of products under this Campaign, including:

an e-learning portal on professional ethics for new joiners,

and also an online CPD course for licensed intermediaries, and also

an Ethics Promotion Website for the Insurance Industry, with a host of training and anti-corruption resources

The ICAC has also been providing customised services for individual insurance companies and integrity training to practitioners to enhance their awareness to professional ethics.

So please do feel free to contact the Centre for their free services.

"Alone we can do so little. Together we can do so much." It is actually a

very meaningful concept that we hear all the time.

The Centre is very grateful to have many many professional bodies as well as industries organisations of different trades and sectors as our close partners in promoting professional and business ethics over the years.

Coming up we have another session that is on Zoom that we see on the screen right now

And we are also very honoured to have some of their senior management joining us today to share their thoughts on collaborating with the Centre on ethics promotion work. With us we have the following guests. So everyone just like before, please do take about 10 seconds and say something to our audience online and offline

First, we have Mr Barry Tong, President of Association of Certified Fraud Examiners Hong Kong Chapter.

Mr Barry Tong

On behalf of the ACFE Hong Kong Chapter, I would like to congratulate the 25th anniversary of the Centre. Over the past years, ACFE Hong Kong Chapter works closely with the Centre in organising ethical and anti-bribery and corruption related training events. We really hope that we will continue the collaboration in the many years to come. Thank you very much.

Master of Ceremony

Thank you.

Next is Mr Wilfred Tsui, Vice President of Association of China Appointed Attesting Officers

Mr Wilfred Tsui

Hello everybody. On behalf of Association of China Appointed Attesting Officers, I congratulate the 25th anniversary of the Centre. Our association strongly recognises the mission of the Centre in promoting probity and ethics development of Hong Kong. We will continue to invite the Centre to explain the importance of business ethics and share the latest development with our members, so as to uphold Hong Kong's status as an International Financial Centre.

Master of Ceremony

Thank you.

Ms Ruby Hon, Chief Executive Officer of Estate Agents Authority

Ms Ruby Hon

Hi everyone. Congratulations to the Hong Kong Business Ethics Development Centre on your 25th anniversary. We look forward to further collaboration with you for the betterment of the estate agency industry in Hong Kong.

Master of Ceremony

Thank you.

Ms Maria Ng, Acting Assistant Secretary-General of Hong Kong Council for Testing and Certification

Ms Maria Ng

Hello everyone. We are very thankful for the Centre's dedicated support in organising seminars on professional ethics for the testing & certification industry. We look forward to continuing our partnership and we wish HKBEDC every success in the future.

Master of Ceremony

Thank you.

Ms Carrie Leung, Chief Executive Officer of The Hong Kong Institute of Bankers

Ms Carrie Leung

Hello everybody. The Hong Kong Institute of Bankers' collaboration with the HKBEDC has sustained the highest ethical standard and professionalism of the banking sector. Thank you and congratulations again for the remarkable contribution to Hong Kong as an international financial centre.

Master of Ceremony

Thank you.

Ms Samantha Suen, Chief Executive Officer of The Hong Kong Institute of Chartered Secretaries

Ms Samantha Suen

Good afternoon everyone. On behalf of The Hong Kong Institute of Chartered Secretaries, we wish to congratulate the Hong Kong Business Ethics Development Centre every success and congratulations on your 25th anniversary. We will continue to collaborate for the next 25, 50 and 75 years and so on.

Master of Ceremony

Thank you. Definitely looking forward.

Sr Winnie Shiu, President of The Hong Kong Institute of Surveyors

Sr Winnie Shiu

Congratulations. Wishing the Hong Kong Business Ethics Development Centre continued success in promoting business and professional ethics.

Master of Ceremony

Thank you.

Mr Peter Mok, Head of Strategic Partnership of The Hong Kong Science and Technology Parks Corporation

Mr Peter Mok

Good afternoon everybody. Representing over 900 tech companies in Hong Kong Science Parks, the innovation and technology sector growing rapidly in Hong Kong. And business ethics is very important for all these companies in the future development. Congratulations to the HKBEDC for successful developing of very strong ethical business culture and environment in the past 25 years. We wish it every success in the years to come and we shall work more closely together. Thank you.

Master of Ceremony

Thank you.

Next is Dr Gordon Tsui, Chairman of Hong Kong Securities Association

Dr Gordon Tsui

Hello everyone. Happy birthday to the Hong Kong Business Ethics Development Centre on your 25th anniversary!

Master of Ceremony

Thank you. That is perfect. A lot of people don't realize it is actually a birthday that we're celebrating as well. Thank you for that.

Dr Gordon Tsui

Hong Kong Securities Association will continue collaborating with the Centre to promote professional and business ethics in the financial industry.

Master of Ceremony

Thank you.

Ms Melissa Pang, President of The Law Society of Hong Kong

Ms Melissa Pang

Happy birthday to Hong Kong Business Ethics Development Centre. Law Society is one of the trusted partners. In unity we march on promoting ethics and integrity.

Master of Ceremony

Thank you. Ms Melissa. Love the prop that you have.

Last but not least we have Ms Wings Mok, General Manager (Industry Relations and Development) of Travel Industry Council

Ms Wings Mok

Hello everyone. Congratulations on the 25th anniversary. I would like to thank HKBEDC for providing training to the tourist guides and tour escorts on upholding the professionalism. I look forward to more collaborations with you in the future. Congratulations and thank you.

Master of Ceremony

Thank you to all of you. Thank you and yes, again, happy birthday, 25th birthday it is.

All our partners share a common goal that strives to uphold the highest standards of ethical behaviour in their respective trades or sectors. Bravo, everyone, a big round of applause to all of you. Good job, thank you so much everyone.

To enhance the anti-corruption capacity of business organisations and

ethical awareness of business practitioners, the Centre has been producing a wide array of resources as well as products.

I would like to share with you some new products that the Centre has developed lately.

Well, first of all, it has revamped its website with enriched content including thematic webpages for different sectors and on different topics, updated anti-corruption information, reference materials and training resources.

Not only that, the Centre has also registered a trademark for the ETHICS PLUS, which is a model that is developed by the Centre to help business practitioners resolve ethical dilemmas at work and it has been used in the ethical decision making workshops for professionals.

One more thing is to help frontline employees tackle ethical challenges at workplace, the Centre has developed an Ethical Fitness Checklist for Business Practitioner.

Oh yes, one more, there is a Corporate Health Checklist for Business Organisation is also produced to help management assess its corporate capability in preventing corruption and malpractices.

These are just some of the resources produced by the Centre. So everyone please do take the liberty to go check them out on the Centre's website. I am sure you will find the information very useful and also very practical.

For business organisations out there which would like to know more about the Centre's services, the following video that we have for you might give you some of the answers that you are looking for.

The clean business environment that we are enjoying today is actually a

concerted effort of various parties in the business community which all embrace the common value of integrity.

To commemorate today's event and also to demonstrate the passion and commitment of all parties in upholding business ethics in Hong Kong, I would like to invite all our guests to chant the Centre's new tagline together.

Our guests online, please do have your props ready, your logos, your slogans ready and join us for this remarkable group photo that we are having. We are going to have a virtual group photo featuring everyone on screen, so please make sure you have your props and that your face is showing clearly to the camera.

Give everyone a moment, just double check so that it's not blocking your face. Alright everyone, I am just going to join right here. I can find myself a beautiful spot, there is lots of people. This is a great photo. Just to make sure that everything is good. Make sure you have your props ready. Let me just get a double ok on that. Is everything ok? Ok everyone, please stay where you are. I will make sure I am not blocking anyone.

So let's chant the tagline together when I count from 1 to 3.

Everyone, let's count together with me ◦ 1, 2, 3..." Embrace Ethics· Enjoy Success"!

Alright everyone, this is a beautiful group photo, please stay where you are. You are doing great, the photo looks fabulous. Everyone just with me right now, please remain where you are and take one more photo. I just want to say well done everyone and thank you so much for your participation. A big virtual round of applause to you all. Thank you so much.

How time flies in 25 years, so is this half an hour event. It is very great to have your company today to witness the Centre's moving on to a whole new chapter. And we also look forward to having you along in our ethics journey and to achieve greater success together as a team.

Finally, we would like to acknowledge and say thank you to the following guests for joining the event with us. Thank you once again, goodbye all of you and have a good evening.