

## Senior Management

Ethical governance is pivotal in winning customer trust and helping business grow.

Management staff should serve as role model for all staff and put ethics in daily practice.

Communicate regularly with your staff and business associates to collect feedback and stay vigilant against misconduct or any unethical acts.

Adopt zero tolerance towards malpractice and corruption

If corruption is suspected, report the matter to the ICAC immediately.

Take the lead in fostering a clean corporate culture and implementing effective governance measures.

On top of trainings on product knowledge and business skills, arrange ethics trainings on laws and regulations, professional ethics, company's integrity policies, and also skills for managing staff integrity and handling ethical dilemmas.

Ensure adequate governance controls are in place, including the company code of conduct, risk management system, policies on whistleblowing and handling conflicts of interest.

Hong Kong Business Ethics Development Centre of the ICAC has all along been working together with the industry to prevent corruption and uphold the fair business environment. If you need assistance, please contact the Centre