

**SPEECH BY
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**AS GUEST-OF-HONOUR AT
ASIA HONESTY AWARD 2015**

**02 DECEMBER 2015
PULLMAN HOTEL, BANGSAR, KUALA LUMPUR**

Y.B. DATUK DR. ABU BAKAR MOHAMAD DIAH

Deputy Minister of Science, Technology and Innovation

Y.BHG. DATO' SERI PADUKA PROF. DR.ROBIN TAN

Founder and President of the Asia Excellence Entrepreneur Federation

Distinguished guests,
Ladies and gentlemen.

Good evening.

1. First of all, I would like to thank the organiser, **Asia Excellence Entrepreneur Federation (AEEF)**, for inviting me to be a part of this grand and prestigious occasion. It gives me great pleasure to be here tonight for the **Asia Honesty Award 2015**.
2. I would like to congratulate AEEF for its commitment in organising this event for the third year. Having honesty and integrity in the workplace is one of the most important qualities of great leadership in business. Hence, this is indeed a great effort by AEEF to emphasise and reinforce the importance of honesty and integrity in conducting business.
3. Having award like this is important to help raise awareness of integrity and promote the discipline of honesty, and at the same time, to celebrate the success of leading international and local brands.
4. To all the recipients of the Asia Honesty Award this evening, I would like to congratulate you for your hard-earned success.

Ladies and gentlemen,

5. Honesty is gold. Even a little white lie may affect your relationship with customers.

6. English writer Douglas Adams once said, "To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."
7. A lot of enterprises depends and focuses on social network in their businesses. It may lead to a snowball effect where respect, trust and communication issues are connected. This is a precious virtue that should not be faded away with the progress of time.
8. In the past few years, most of the developing countries including Malaysia, are facing challenges in economic and financial distress. I supposed we all experienced some hard times. As a huge sector of the Malaysia economy, tourism is responsible to ease the prolonged slowdown of economy.
9. In order to accomplish our goal, all of you can lend a helping hand by taking into account the ethical dimension in making business decisions and developing policies and practices, thus promoting and penetrating the value and concept into the organisations and related fields.
10. We need to work together to impress and attract more visitors to the country by providing a fine and better environment among tourism and other sectors, such as handicraft, accommodation, food, sports and other creative industries. Along with our outstanding products and services, I believe honesty will pay back with a high reputation and return customers in the long run.
11. Therefore, I believe that with the cooperation between the Ministry of Tourism and Culture and the small and medium enterprises, we can create a strong boost in economic growth and gain collateral benefits from tourism investment. By working hand in hand, we will be able to build a better tomorrow for us and our future generation.

Ladies and gentlemen,

12. In conclusion, once again, I would like to congratulate Asia Excellence Entrepreneur Federation for successfully organising this Asia Honesty Award 2015. I hope they'll continue to organise this important event annually. Besides, it can also help boost Malaysia's tourism.
13. I hope all the international recipients will make the most of your time here to discover the many interesting sights and sounds of the country. Shoppers should take note that we are currently celebrating the **1Malaysia Year-End Sale**. It started on **14 November** till **4 January 2016**, offering **nearly two months** of attractive bargains and special deals.

14. On that note, I would like to congratulate all the recipients of the awards. We treasure your past contributions and look forward with great expectation to your future performances.

Thank you.