



MEDIA RELEASE

SME Corp. Malaysia's CEO Awarded Inaugural "APEC Business Ethics Lighthouse Award"

2 September 2014, Nanjing, China - YBhg. Dato' Hafsah Hashim, Chief Executive Officer of SME Corp. Malaysia was announced as the recipient of the inaugural "APEC Business Ethics Lighthouse Award" at the **APEC Business Ethics Forum: Building the Ethics Capacity of SMEs**. The award was introduced by the United States as a recognition of an individual or organisation that has served as a bright and steady light to bringing a more ethical business environment to the APEC region.

Dato' Hafsah Hashim was among the pioneers who played instrumental role in mooted codes of conducts pertaining to business ethics, along with the team from US Department of Commerce, during the 17th APEC Small and Medium Enterprises Ministerial Meeting in Gifu, Japan. Her tireless efforts and determination in forging strategic alliances with key stakeholders from the industries as well as the policy and enforcement bodies in developing codes to better align industry practices across the economies are remarkable contribution towards integration and elevation of standards across the APEC economies before eventually bridging the APEC and ASEAN platform by bringing the non-APEC ASEAN member states up to speed with the ethical conducts which is crucial towards establishing a reliable and sustainable regional/global supply chain.

She was appointed as the co-chair of the Expert Working Group (EWG) for APEC Principles for Voluntary Codes of Ethics in the Medical Device Sector In Kuala Lumpur (KL) - resulting in the formulation of the KL Principles in April 2011 which among others

accentuate the magnitude of ethical practice in ensuring decision-making relating to medical options are made in the best interest of the patients. This was a huge step to modern healthcare ethos where the principles of Integrity, Independence, Appropriateness, Transparency and Advancement were later endorsed by the Ministers in Honolulu, USA along with 2 other principles for the Biopharmaceutical as well as the Construction and Engineering sectors.

Her passion in promoting ethical practices flares on domestically whereby in close collaboration with Malaysian Anti-Corruption Agency, she continues to garner support up to the highest level of the country's administration to promote awareness and adoption of the codes by the private sector players through key industry associations within a short time span. Apart from that, she continues to give full support towards capacity building programs like the APEC Train the Trainers Workshop in Kuala Lumpur as well as the Healthcare Stakeholders Awareness High-Level Meeting in Bali, Indonesia, to ensure continuity and sustainability of inculcation and adoption of ethical business conducts.

Dato' Hafsah Hashim received the award from Ms. Lynn Costa, from the US Department of Trade, who is the Project Overseer for the **Business Ethics for APEC SMEs** initiative.

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About: SME Corp. Malaysia

SME Corp. Malaysia is a Central Coordinating Agency that formulates overall policies and strategies for SMEs and coordinates the implementation of SME Development Programmes across all related Ministries and Agencies. It acts as the central point of reference for research and data dissemination on SMEs, as well as, provides advisory services for SMEs in Malaysia. SME Corp. Malaysia also assumes the role of the Secretariat to the National SME Development Council (NSDC) which is chaired by YAB Prime Minister of Malaysia.