

— Motivation for good business practice

# PM: Form honest traders' clubs

KUALA LUMPUR, Thurs. — The Prime Minister suggested tonight that businessmen set up clubs open only to the honest among them.

He said this would motivate those wanting to be members to practise good business ethics.

"It is imperative that the business community has its own code of ethics," Datuk Seri Dr Mahathir Mohamad said at a dinner hosted by Edaran Otomobil Nasional (EON) at the Shangri-La Hotel here.

He said businessmen would find it easy to get loans or collect capital from the public if they were known for their integrity and sense of responsibility.

In the end, he added, the whole nation would benefit from these honourable characteristics.

He said the Government, having "no sympathy" with dishonest business-

men, would do its part by continuing with its "clean-up operations".

Dr Mahathir reminded his audience that certain people once known for their business brilliance had now been exposed as cheats.

Because of them, Malaysians had become fearful of investing their savings as business capital in companies or co-operatives, he added.

## Real success

This being the age of public companies, he said, it was important that company directors and managers were trustworthy.

"Such companies need honest non-partisan directors and managers to look after public funds and they would have to follow certain procedures before spending money," he said.

"Present cases of criminal breaches of trust are due to officials

who use shareholders' and investors' money as if it was their own."

Dr Mahathir also spoke on the Proton Saga, saying its real success would be known once the Government withdrew local support or when it had penetrated foreign markets outside the Government's special attention.

He said it was in fact already a success, appealing to both moderate and high-income earners.

He attributed this to the car's attractive low prices and EON's hard work and effective marketing strategies.

He hit out at Proton dealers who "chickened out" when the car lost its market appeal and sales were down, but grumbled about poor treatment when sales went up.

"A good businessman will sink or swim with a product," he said.