

THE LAUNCHING OF THE BUSINESS ETHICS SEMINAR

AWANA, GENTING HIGHLANDS, 27 April 1993

Permodalan Nasional Berhad (PNB) for organising this seminar on Business Ethics, a topic that is not only relevant but most appropriate given the rise in commercial and corporate crimes everywhere, including in our country. I also wish to thank the organisers for inviting me to address and to officiate this seminar on a subject that I have always regarded as crucial to the well being of our society.

2. Though we are not a culturally homogenous society, our that fairplay and that the weave its moral fabric and to make social struggles.

3. We exist in a world governed by the free market system where interests tend to obscure the long term socio economic interests and good of the community. In the pursuit of professional and economic goals, an individual will often be confronted by moral and ethical dilemmas. Some of us, based on family upbringing, religious beliefs and education may be presented that they become quite unable to distinguish the good from the bad. Excuses can always be conjured up and justification made in order that the moral and ethical values usually overcome, forgetting all the good values become easier after.