

PRCA Malaysia Signs Corporate Integrity Pledge (CIP)

Commitment towards public relations best practices

Kuala Lumpur, 10 October 2011 – The Public Relations Consultants’ Association of Malaysia (PRCA Malaysia) recently presented Mr Ravindran Devagunam, Director for the National Key Result Area (NKRA) Against Corruption, with signed pledges from its corporate members in support of the government’s drive for transparency, accountability and corporate governance.

President of PRCA Malaysia Julia Ahmad and members of the executive committee handed over the signed pledges of 14 out of 16 of the association’s corporate members to Ravindran in the Performance Management and Delivery Unit’s (PEMANDU) office in Putrajaya on October 3.

“PRCA Malaysia is proud to be a part of the pledge process, as part of the association’s continuous drive towards industry excellence and best practices,” said Julia, adding that the CIP would complement the PRCA’s Code of Ethics and Consultancy Practice Guidelines (CPGs) that govern its members. Additionally, global agencies that are corporate members are also governed by the US Foreign Corrupt Practices Act (FCPA) and the UK Bribery Act. Beyond just signing the pledge, such global agencies would have to ensure that necessary anti-corruption corporate policies and procedures are enforced and it is hoped that, through the CIP, controls within all member companies will be raised to best practice standards.”

Julia said that by answering the government’s call for companies to uphold the Anti-Corruption Principles for Corporations in Malaysia via self-regulation and joining the CIP’s register of signatories, PRCA Malaysia’s members have reinforced their commitment towards public relations excellence and best practices.

“We are wholly committed to ensuring integrity, accountability and corporate governance in the public relations industry in Malaysia as part of our efforts to ensure industry growth,” said Julia.

"We are pleased to receive the Corporate Integrity Pledges from the members of PRCAM that demonstrates their support in the fight against corruption in Malaysia," said Ravindran. "By voluntarily signing the Corporate Integrity Pledge, these companies are committing to a longer-term programme to create an effective system, to increase integrity in the Malaysian corporate sector through transparency, accountability and good governance, including anti-corruption measures," he added.

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