

PublicAffairsAsia and Food Industry Asia to honour Gold Standard in Good Governance

PublicAffairsAsia and the new industry group **Food Industry Asia** are set to honour achievement in the sphere of collaborative best practice with the 2010 Gold Standard Award for Good Governance.

The award will recognise "gold standard" performance in the governance arena by a corporation, government agency, association, NGO or multilateral institution.

The award forms part of The Gold Standard Awards 2010, which are the only programme recognising excellence in public affairs and governmental communications in Asia Pacific.

Commenting on the award, **Craig Hoy**, executive director of PublicAffairsAsia, said: "Good governance in Asia Pacific drives market growth and delivers social and economic development. This award, which is now open also to corporations, will identify gold standard achievement by a company, agency or institution driving effective change in this important area."

The award is presented in association with Food Industry Asia, the newly formed industry group representing leading food companies in the region. Commenting on the award, Bev Postma, CEO of FIA, said: "In this complex landscape of regulatory development, there has never been a better time to champion good governance. Evidence shows that if governments and businesses work openly together to develop best practice, the socio-economic rewards can be that much greater. FIA is delighted to support this opportunity to show-case examples of sustainable good governance and we look forward to celebrating the outcomes of these initiatives."

Nominations for The Gold Standard Awards opened on September 1 and close on October 15, 2010. The award will be judged by a panel of top-level public affairs and communications professionals drawn from the governmental, corporate, NGO, trade and consultancy sectors.

About PublicAffairsAsia:

PublicAffairsAsia is the network for senior government relations, public affairs and corporate communications professionals operating across the Asia Pacific region. It offers news, features, analysis and intelligence on practice and policy through PublicAffairsAsia magazine, online channels, intelligence and high level events, roundtables and conferences. It also operates the flagship Gold Standard Awards for public policy and communications.

About Food Industry Asia:

Food Industry Asia (FIA) is a non-profit society based in Singapore. As a membership organisation, it represents and promotes the views of the food and drink industry throughout the region, using science-based advocacy to help shape public policy.

Serving as a regional hub for outreach in Asia, it brings together industry leaders from the world's most successful food companies, providing a high level forum for dialogue and accord. It champions initiatives that promote sustainable growth, and supports global policies that are aligned to regional goals.

Its members share common values on food safety, international competitiveness and the delivery of public health outcomes that are relevant to their products. Together, they lend support to local industry groups in the region and reach out to stakeholders who share common values.

The FIA's founding members are successful, world-leading companies who share a commitment to deliver the highest standards in food quality and safety. Together, they form the FIA Coordinating Council, the driving force behind the FIA's mission to play a leading role in the region's economic success.

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