

# Perceptions of Compliance in the Asia Pacific Region

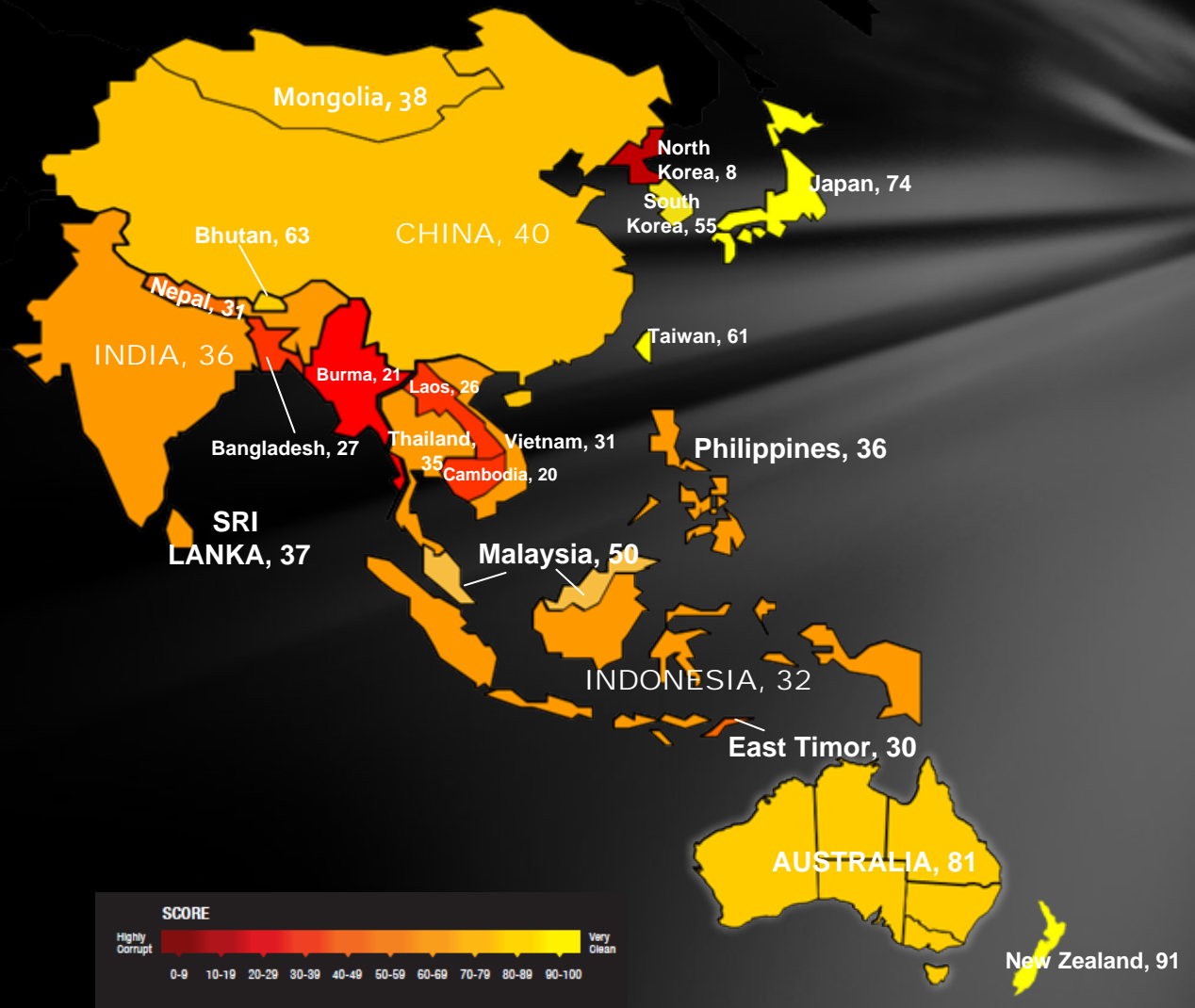
*Abdul Luheshi*

# *DISCLAIMER*

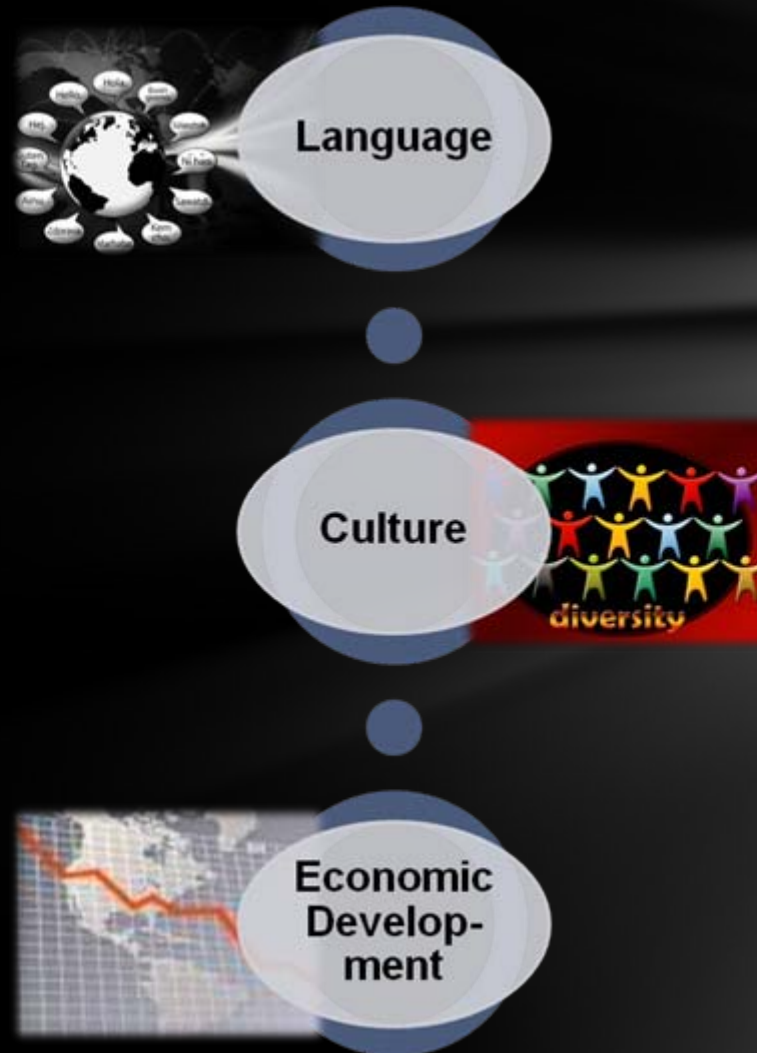
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# A diverse region

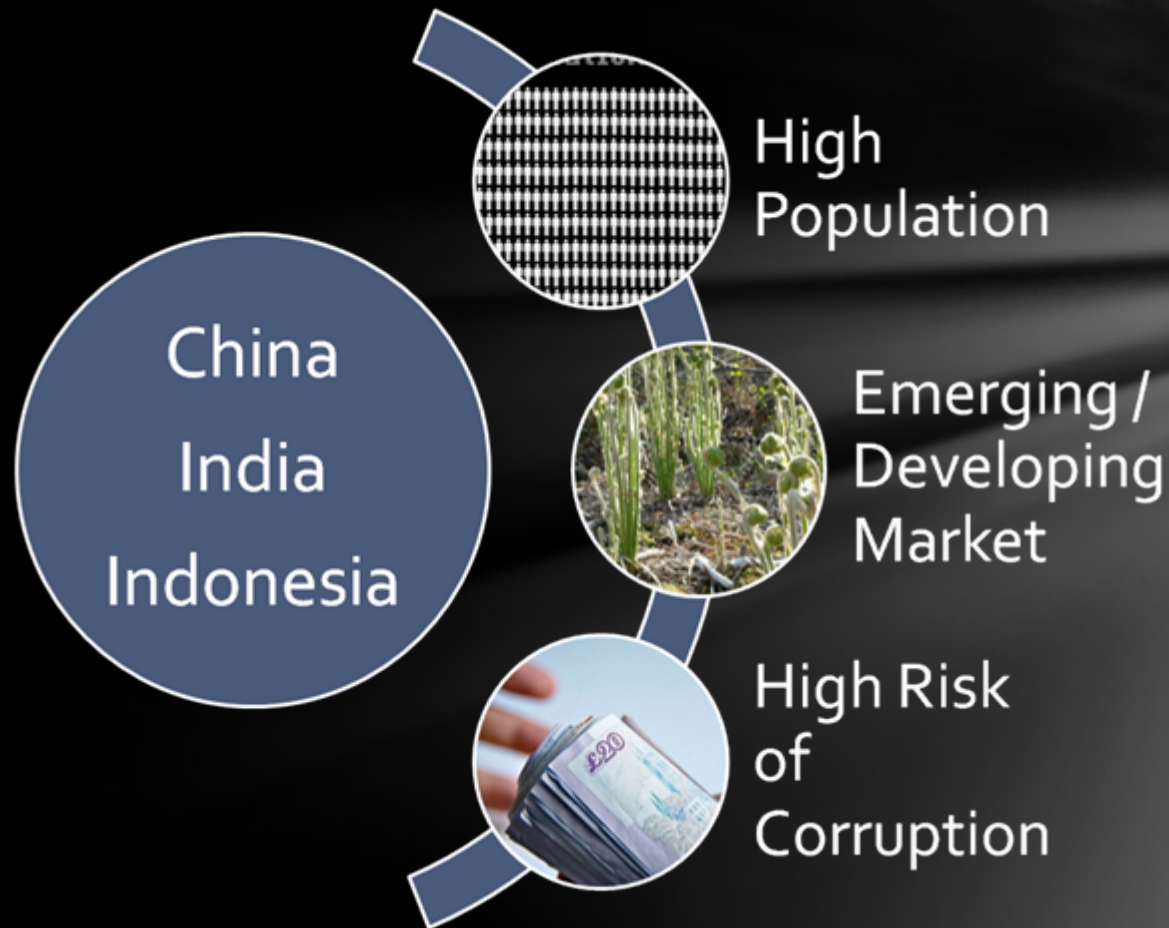
*Country Corruption Perception Index, 2013 (Transparency International)*



# APAC is a vast and distant region, far from the standards and norms of the West



# The key developing markets are amongst the highest risk to operate in



# Endemic Corruption is a Root Cause Leading to Business Risk

Touches all  
levels of  
society

A way of life

Culturally  
acceptable

Top to Bottom

Inconsistent  
enforcement

Also, outdated business practices continue to be used



# Commercial pressures are intense



Highly competitive  
markets



Uneven competitive  
landscape



High expectations



Internal systems, processes and data  
are weak

Poor Transparency



Lack of documentation



Sporadic data



# Compliance programs are challenged to keep up



# What is the Answer?

**1. LEADERSHIP ACTION**

**2. Compliance Programs**

# 1. LEADERSHIP ACTIONS

- ⚡ Recognise / acknowledge the existence of corruption: risk and reality
- ⚡ Build a business strategy that takes risks into account
- ⚡ Recruit / engage mid-level support
- ⚡ Make ethics a **PRIORITY!**

## 2. Compliance Programme

- ⚡ Do the basics RIGHT
- ⚡ Focus on impact rather than activity
- ⚡ INFORM, DETECT, CORRECT
- ⚡ Contribute to business leadership
  - ⚡ Support innovation
  - ⚡ Input into recruitment
  - ⚡ Be FACT-based

THANK YOU