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# TRANSPARENCY + ETHICS in a highly competitive environment

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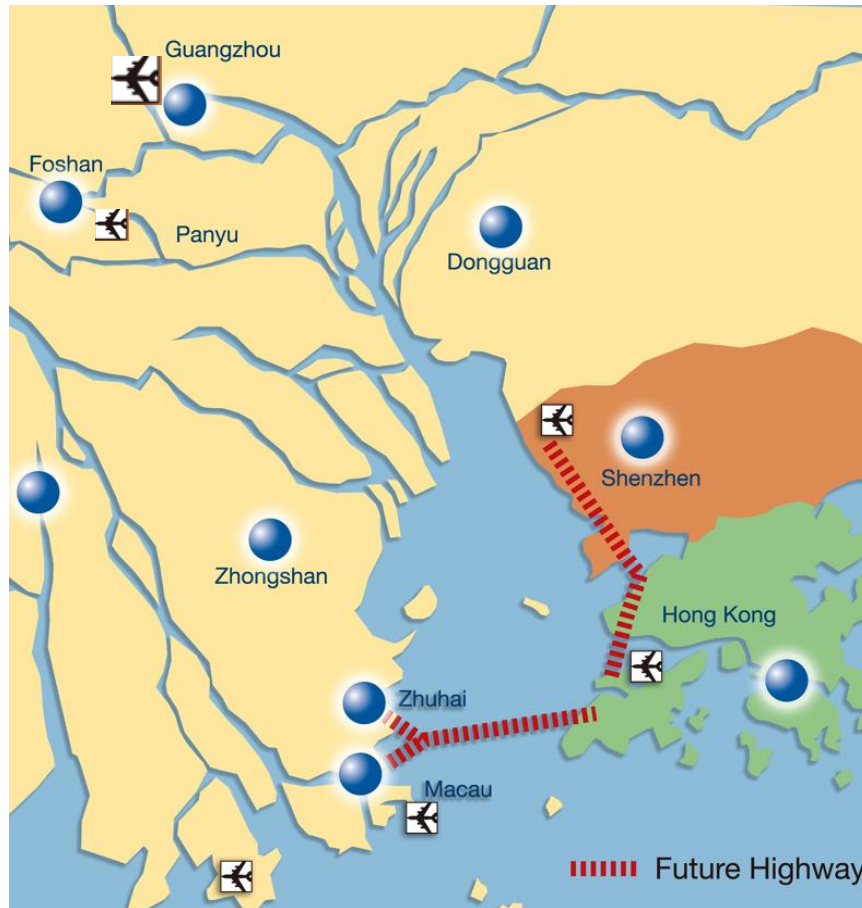


# Greater Pearl River Delta – Competitive Edge of China

## What is the key to joint-success?



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## Greater PRD

- 53 Millions Inhabitants
- 8+5 Universities
- 68 Colleges
- 6 Science Parks

## HKG-Shenzhen

- 15 Millions Inhabitants
- 8+3 Universities
- 2 Science Parks

# Against all odds !

- Bad image
- Product copying
- Product imitations
- Unreliable companies and people
- Misuse of brand names
- Tricky negotiations
- Little or no ethics



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Hong Kong 香港科技園  
Science & Technology Parks

# Laboratories + Test Facilities

## Electronics

IC Design  
Centre

IP Servicing  
Centre

Probe & Test  
Centre

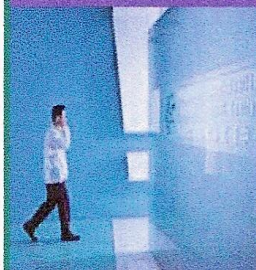
Failure  
Analysis Lab

Reliability  
Lab



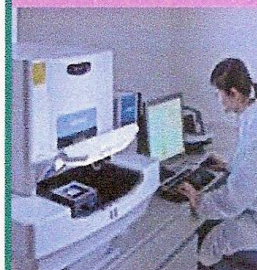
## IT / Telecoms

Wireless  
Communications  
Test Lab



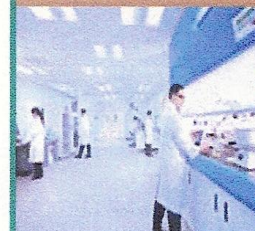
## Precision Engineering

Material  
Analysis Lab



## Biotech

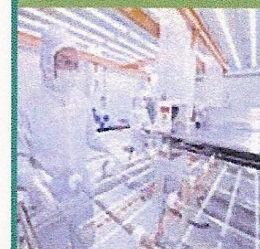
Biotech  
Support Lab



## Green Tech

Solar Energy  
Technology  
Support Centre

Solid State  
Lighting Lab



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# Transparency as a Cross-Border Mission between Hong Kong and China

## **SOME EXAMPLES:**

- Hong Kong - Shenzhen Innovation Circle
- Dupont Apollo R+D Hong Kong with Production in Guangdong Province
- SinoMab BioScience Ltd. R+D Hong Kong with Production Shenzhen
- MOU with Guangzhou Research Institute and O-M-E Technology for LED interactive certification test



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# How to achieve transparency?

**What are specific requirements for transparency in a highly sophisticated scientific and technology environment?**

- Trustworthy working environment
- Mindset for powerful synergies
- Openness of all participants
- Commitment and Willingness to share
- Clear and well understood rules
- Communication excellence
- Members of Boards and Management as role models
- Competition as a catalyst for joint success
- Dedicated and engaged staff
- Network of talents and experts
- Maximizing human trust potential
- When people see problems as opportunities

**KEY: OUTSTANDING PEOPLE**



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# What platforms are nurturing transparency?

- 
- Innovation circles
  - Cross-fertilization meetings
  - Network of Experts
  - Sharing of talent pools
  - Trustworthy Partnerships
  - Business matching
  - Industry and University Collaboration
  - Nose-to-nose with experts
  - Excellent legal system (Rule of Law)
  - Business-minded Governments

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# Ethics

## Definition by the Ethics Development Center of Hong Kong

“ The goodwill of companies and people from its commitment to transparency and accountability ”

Source: [www.icac.org.hk/hkedc](http://www.icac.org.hk/hkedc)

### NEEDS:

- Professional Integrity
- Proper handling of Ethical Challenges
- Establishing a platform of trust
- Leaders and staff are role models
- Loyal and well-paid employees
- Caring for Professors, Managers and staff
- Transparent government and policies
- Dependency on people that can “give” not “take”
- Knowing and trusting your people in your circle



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## ***TRANSPARENCY + ETHICS***

***Building trust in people and companies***

***Leaders as role models***

***Believing in joint-success***



# Transparency + Ethics

## The ball is in your court !



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Thank you