FAIRBIZ INTEGRITY HUB
Promoting a Fair Business Environment in ASEAN
WHAT IS FAIRBIZ?

Promoting a Fair Business Environment in ASEAN (FairBiz) is a regional project operating in six ASEAN countries: Indonesia, Malaysia, Myanmar*, Philippines, Thailand and Viet Nam.

Good governance underpins trade and investment and enables all businesses to flourish, fairly and with integrity.

Without it, companies are unlikely to be able to meet either their commercial targets or their Sustainable Development Goals (SDGs).

At the heart of the FairBiz project is the FairBiz Integrity Hub which brings to the business community the best international experience, innovative management skills and techniques, and practical collaborative solutions between government, business and civil society in how to create an open and transparent business environment built on trust.

FairBiz is supported by the UK Government, ASEAN Economic Reform Programme.

* Project activities in Myanmar have been suspended due to the country’s political situation.
WHAT DOES THE HUB OFFER?

The FairBiz Integrity Hub is a space for the exchange of learning about business integrity in, and between, countries within ASEAN.

Through policy dialogues and expert meetings, the Hub presents to local decision-makers the rationale for business integrity. It develops and publishes training materials and toolkits which are delivered through local trainers.

The Hub is intended to inspire leaders from government, business and civil society to develop and implement clear policies, rules and regulations fairly and efficiently.

The Hub’s knowledge products are directed primarily at local companies which can access them free-of-charge. But multinationals are equally welcome, as advisors, experts, and messengers of the best international practices.
WHAT CAN BUSINESS CONTRIBUTE?

The FairBiz Integrity Hub offers many opportunities for leaders from companies investing and trading in ASEAN to contribute to improving business standards.

Corporate leaders, investors and business executives can participate by mentoring or training local companies’ top managers.

Business leaders can provide their strategic advice on how the Hub can have a lasting impact on the business environment, by participating into the Private Sector Advisory Group.

Business executives and top government officials can work together to find solutions to integrity challenges through the Hub’s acclaimed policy dialogues and collective action initiatives.
HOW DOES BUSINESS BENEFIT?

Companies participating in FairBiz support the economies and societies in which they are operating. Alongside government, they create an enabling environment which makes it easier for them to do business. Thanks to their involvement in FairBiz they access new customers and attract new employees who share their values.

They demonstrate their commitment to business integrity, diversity and inclusion, building a sustainable economy and contributing to social development - critical aspects of building their brand and long-term presence in ASEAN and beyond.
HOW DOES FAIRBIZ HAVE IMPACT?

SMEs drive the economies of ASEAN but they are most vulnerable to corruption and unfair business practices.

Whether obtaining a permit, clearing customs, or bidding in a public tender, SMEs invariably have to confront corruption or fraud.

By bringing together stakeholders from government, private sector and civil society in a “safe space” where innovative policy and practice can be exchanged in a constructive atmosphere, the FairBiz Integrity Hub makes it possible for companies, in particular SMEs, to prosper in a business environment based on integrity, fairness and trust.
THE HUB’S SIX PLATFORMS

INTEGRITY IN GOVERNMENT INSTITUTIONS
Promoting peer-learning, knowledge sharing and support to judges and anti-corruption agencies across countries, to support their key role in upholding the rule of law.

YOUTH & ENTREPRENEURSHIP
Supporting young people to start out in their careers as employees or establishing their own businesses by providing them with skills training on ethics and business integrity.

DIVERSITY & INCLUSION
Raising awareness of companies and governments on how diversity and inclusion can have a positive impact on business performance.

GLOBAL SUPPLY CHAINS
Working with multinational companies’ supply chains and business associations to bring stronger corporate governance and internal controls to SMEs.

PROCUREMENT
Working with governments to open public procurement to more companies and to enable SMEs to compete fairly in public tenders.

IMPACT INVESTING
Raising governance standards among small- and mid-cap listed companies in the region to make them more attractive for foreign investment.

FAIRBIZ INTEGRITY HUB

APPROACH/ACTIVITIES

TRAINING LEARNINGS BEST PRACTICES RESEARCH EXPERIENCE
GLOBAL SUPPLY CHAINS

The Platform works with multinational companies’ supply chains and business associations to bring stronger corporate governance and internal controls to SMEs

BRINGING INTEGRITY TO THE SUPPLY CHAIN

One of the biggest risks for companies is the risk of non-compliance with anti-bribery laws by third party distributors and agents in the supply chain.

The FairBiz Integrity Hub provides training and tools which can be used by multinationals, business associations and governments to bring new management techniques to SMEs.

In Malaysia, the Hub is working with a multinational and a national company to pilot a new training programme for the companies in their supply chains. In Vietnam similar training is delivered by the Vietnam Chamber of Commerce.
PROCUREMENT

This Platform works with governments to open public procurement to more companies and to enable SMEs to compete fairly in public tenders

OPENING UP PUBLIC PROCUREMENT

Government purchasing is one of largest and fastest growing markets in ASEAN. However, because of uncompetitive practices, it is often one of the least accessible to SMEs.

The Hub is developing policies and training for government procurement agencies to open up their procurement to SMEs by eliminating red tape and providing a helpful interface to bidders.

In Thailand and Indonesia, our partners, CoST – the Infrastructure Transparency Project, is working with the national and provincial authorities to publish data on infrastructure projects, enabling more transparency and accountability.
IMPACT INVESTING

This Platform raises governance standards amongst small- and mid-cap listed companies in the region to make them more attractive for foreign investment.

PUTTING THE ‘G’ BACK INTO ESG

As ASEAN “builds back better” following the pandemic, a new generation of investors is channeling funds into projects that are generating a measurable, beneficial social and/or environmental impact alongside a financial return. However, the governance element, which is essential for achieving the desired impact is often neglected. The Hub is focusing on integrating governance into the investment decision-making process, influencing behavior change and creating positive impact for investors and society as a whole.
DIVERSITY AND INCLUSION

This Platform raises awareness of companies and governments on how diversity and business integrity have a positive impact on business performance.

EMPOWERING WOMEN TO COMBAT CORRUPTION

Research indicates that women-led enterprises are less likely to pay bribes. At the same time, women are often vulnerable to unfair and discriminatory business practices. Women leaders can be part of the solution to corrupt practices in business in ASEAN.

In Thailand and Indonesia, the Hub is working with local business networks to provide training and mentoring to women-led businesses to strengthen their capacity and knowledge of how to combat corruption.
YOUTH AND ENTREPRENEURSHIP

This Platform focuses on supporting young start-up entrepreneurs by providing them with skills training on business ethics and integrity.

INSPIRING YOUNG ENTREPRENEURS TO CHANGE THE WORLD

Through local business networks, supported by incubators, business angels and venture capitalists, young entrepreneurs can co-create a fair business environment for themselves and future generations.

The Hub, in partnership with UNDP’s Youth Co: Lab, has created the Business Integrity Toolkit for Young Entrepreneurs which introduces start-up companies to the main ways of preventing, detecting and taking action on corruption and other unfair practices. The Toolkit and accompanying training programmes are being rolled out in ASEAN countries and beyond.
INTEGRITY IN GOVERNMENT INSTITUTIONS

This platform works with judges, through the Judicial Integrity Network in ASEAN, and public officials, for example form anticorruption agencies, to support peer learning and knowledge exchange.

STRENGTHENING THE ENABLING ENVIRONMENT

The work carried out with the Judicial Integrity Network across ASEAN countries, as well as with national judiciaries, such as Malaysia and VietNam, aims at promoting judicial integrity and court excellence.

Businesses can only realize their full potential if governments’ laws and policies are fairly and properly enforced. The certainty of fair trials and accessible redress mechanisms are key elements for a fair business environment. Furthermore, working with other public agencies, such as the anti-corruption agencies, is key to ensuring that anti-corruption and business integrity laws, strategies and policies are well designed and implemented.