



# How Thai firms walk the talk

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*Enterprise  
with Integrity*



# From honor-based system, the CAC has developed more robust certification process i.e.

- Requirement of supporting e-doc
- Set up Certification Committee to review applications
- 18 months timeframe for companies to apply for certification, which need to be renewed every 3 years
- To introduce advanced checklist in

# Tipping points



- **Joining by industrial groups (such as banks and other in the financial sector)**
- **Support from other parties (such as SEC and Thai Investors Association)**
- **CAC members act as 'Change**

# Ways forward: the 4 pillars



1. Sectoral approach and SMEs
2. Citizen monitoring of government services
3. Streamline processes of public services to mitigate corruption risks
4. Recognize good performers through brand awareness