

KL becomes first Asean city in the Reputation Institute network

KUALA Lumpur has joined the ranks of world-class business capitals like London, Paris, Amsterdam, Copenhagen and New York as the first Asean city in the global Reputation Institute (RI) network. RI, with a prominent presence in 29 countries, is a world leader and pioneer in helping businesses benchmark and manage their corporate reputations.

Russ Consulting Sdn Bhd is the exclusive RI associate in Asean, representing the corporation in Malaysia, Singapore, Indonesia and the Philippines. Its managing director Rasila Hamzah said the partnership between Russ Consulting and RI marked an exciting collaborative effort in raising the bar for Malaysian companies in reputation management.

"As one of the key business cities of South-East Asia, Kuala Lumpur is the launchpad for RI to make its presence felt in the region's business sector," she said at the inaugural RI Asean Roundtable in Kuala Lumpur yesterday.

The event was launched by Loong Caesar, head of EU-Malaysia Chamber of Commerce and Industry's corporate social responsibility sector committee.

RI conducts the annual Global Reputation Pulse, the world's most largest reputation study that observes how the general public rates 1,000 companies in 24 industry categories. With over 30,000 respondents across 29 countries, the results are published in numerous publications worldwide. "The Global Reputation Pulse uses RI's own Reptrak Method to track 23 key performance indicators focused on seven areas that research has proven to be effective in garnering stakeholders' support," said Nicholas Trad, managing partner of RI corporate headquarters in Copenhagen. — *Bernama*