



Fostering a Corporate Culture of **Accountability** and **Transparency**

Outcome Report

Business Pledge: Promoting Integrity Pillar

Date: Monday, 31st January 2022

Location: Zoom Platform

Business Pledge Outcome Report

Facilitated by:

Hassan Bouadar - Vice President Legal, Regulatory and Human Resources at FedEx Express

Delivered to:

Middlesex University in Dubai

Attendees:

27 undergraduate Business Students

Key Takeaways:

The Pearl Initiative's Business Pledge programme was established in 2016 to bring Gulf Region's business leaders and students together to showcase initiatives that promote sustainable growth based on good corporate governance practices.

To underline the commitment that already exists in this region and to inspire others to act, the Business Pledge session is to call upon senior business leaders in the Gulf to commit to adhering to the principles of ethical and responsible conduct when interacting with society through meeting university students on an annual basis.

In this session, Hassan Bouadar, who is an expert in the field of "Promoting Integrity," explained to students what the main principles of integrity are, its different types and how it is directly correlated to having strong corporate governance.

Key outcome:

Main outcome of the session is to raise awareness around "Promoting Integrity" and how it is important for a strong base of corporate governance, by having leading organisations provide specific examples of the initiatives already being implemented by their businesses in the Gulf Region, to help other businesses and students see the practical implementation of corporate governance policies and the positive impact they will have on a business's growth.