

11 September 2008

H.E. Ban Ki-moon
Secretary-General
United Nations
New York, NY 10017
USA

Dear Mr. Secretary-General,

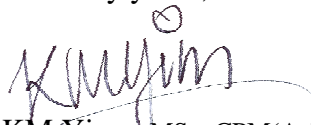
I am pleased to confirm that Hong Kong Institute of Marketing (HKIM) supports the ten principles of the Global Compact with respect to human rights, labour, environment and anti-corruption. With this communication, we express our intent to advance those principles within our sphere of influence, and will make a clear statement of this commitment to our stakeholders and the general public.

HKIM has organized the first Brand-with-a-Conscience Award in May 2008; the Award provides an effective platform for the Hong Kong business, public and non-profit organizations to improve their awareness of ethical, humanitarian, social or environmental areas of community and to recognize brands with outstanding achievements of them in their move towards higher standard and better practice aligning with the world. There are six principles of Business Conscience are Business Ethics, Corporate Governance, Fair Trade and Business Practices, Caring Work Environment, Environment Care, and Community Care.

The six principles of Business Conscience has coincidentally matched with your ten principles of the Global Compact promoted, which we are sharing the same mission to encourage responsible business practices to build trust and social capital, contributing to broad-based development and sustainable markets.

HKIM would give full support to the United Nations Global Compact. We would continuous to promote the ten principles of the Global Compact in order to raise the awareness and knowledge for the community.

Sincerely yours,



KM Yim MSc, CPM(Asia), ProM, FHKIM
Chairman
Hong Kong Institute of Marketing