

## World Economic Forum calls on business leaders to strive for corruption-free world

23 January 2014

Fon Mathuros, Head of Media, Communications Department, Tel.: +41 (0)79 201 0211, E-mail: [fma@weforum.org](mailto:fma@weforum.org)

- World Economic Forum launches [PACI Vanguard](#), a community of global CEOs committed to zero tolerance against corruption
- The Forum and OECD initiate collaboration for a globally harmonized anti-bribery framework
- New report, [Safeguarding Aviation and Travel Value Chains Against Corruption](#), looks at collective action on sector-specific corruption
- More information on the Partnering Against Corruption Initiative (PACI) can be found [here](#)
- For more information about the Annual Meeting, visit <http://wef.ch/Davos>

Davos-Klosters, Switzerland, 23 January 2014 – Based on a decade of anti-corruption work through its [Partnering Against Corruption Initiative \(PACI\)](#), the World Economic Forum has launched a community of top business leaders across industry – named the PACI Vanguard – committed to being the premier global business voice advocating for a more robust anti-corruption agenda. This group of 20 CEOs builds on the more than 100 leading companies that are [PACI members](#) and have signed on to the [PACI Principles for Countering Corruption](#).

The PACI Vanguard will work towards establishing a harmonized legal framework that can address corruption consistently and lead to more effective enforcement. Through a collaboration with the Organisation for Economic Co-operation and Development (OECD), Vanguard CEOs will work to support the

implementation of the [OECD Convention on Combatting Bribery](#) with G20 countries and others. In addition,

the Forum's wider PACI community has developed new [PACI Principles for Countering Corruption](#) based on a zero

tolerance policy towards corruption.

At the launch of the Vanguard, OECD Secretary-General Angel Gurría said: “ We need a global legal framework

and an effective enforcement mechanism to win the fight against corruption. It is exciting that the OECD and the

PACI Vanguard community of CEOs will work together to expand the adoption of the OECD Convention on

Combatting Bribery. This is the kind of partnership between business and government that can achieve real impact

and level the playing field in some of the most important growth markets in the world. ”

“ Corruption is a massive obstacle for inclusive growth, competitiveness and social upward mobility. It is also

a major business risk for CEOs and their companies around the world. We need strong partnerships across

industries and with governments and civil society to create a level playing field for all and to design corruption

out of the system, ” added Elaine K. Dezenski, Senior Director and Head of PACI at the World Economic Forum.

As a first step towards collective action, business leaders from the aviation and travel industry have

pledged to a mutually developed agenda to fight corruption. Their aim is to establish industry

practices that are open, accountable and responsible at the global and regional level. This year-long

project conducted by the World Economic Forum in collaboration with Deloitte, focused on the

complex corruption challenges faced in the value chains of the aviation and travel sector. Its findings

were presented in a new report: [Safeguarding Aviation and Travel Value Chains Against Corruption](#).

Among the priorities for the industry in addressing corruption concerns are facilitation payments and customs and

border administration for aviation, real estate and hotel licensing processes, and aerospace government

procurement processes.

“ The industry can set a firm stance on keeping any form of corruption and misconduct out of the system and use its competences to influence the global value chains and other stakeholders to embrace this fundamental principle, ” said Frederico Curado, President and Chief Executive Officer, Embraer and Co-Chair of the Safeguarding Aviation and Travel Value Chains Against Corruption project.

The project is a first of its kind, demonstrating how traditional competitors of an industry can come together on the key issue of corporate citizenship and social responsibility, and positively influencing the practices of billion-dollar businesses and having market-shifting impact. Building on the outcomes of the project, PACI is expected to launch a series of similar industry-focused, anti-corruption collective action projects in the ICT, infrastructure and real estate industries.

Notes to Editors

More information about the Annual Meeting 2014 is available at <http://wef.ch/davos2014>

View the best pictures from the Annual Meeting on Flickr at <http://wef.ch/davos14pix>

Access the Forum photo archive at <http://wef.ch/pics>

Watch live webcasts of sessions at <http://wef.ch/live> and on demand at <http://wef.ch/davos14video>

Watch the sessions on demand on YouTube at <http://wef.ch/youtube> or <http://wef.ch/youku>

Become a fan of the Forum on Facebook at <http://wef.ch/facebook>

Read the session summaries at <http://wef.ch/davos14sessions>

Follow the Forum on Twitter at <http://wef.ch/twitter> and <http://wef.ch/livetweet> (hashtag #WEF)

Read the Forum:Blog at <http://wef.ch/blog>

Follow the Forum on Google+ at <http://wef.ch/gplus>

Follow the Annual Meeting on a smartphone at <http://wef.ch/app>

---

The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations ([www.weforum.org](http://www.weforum.org)).



World Economic Forum, 91-93 route de la Capite, CH-1223 Cologny/Geneva  
Tel. +41 (0)22 869 1212, Fax +41 (0)22 786 2744, <http://www.weforum.org>