

Reputation Institute selects KL as first Asean hub

GLOBAL consulting firm Reputation Institute has chosen Kuala Lumpur as its first hub in the Association of South-East Asian (Asean) nations joining London, Paris, Amsterdam, Copenhagen and New York.

Copenhagen-based Reputation Institute, which has a presence in 29 countries, helps companies benchmark and manage their corporate reputations.

Russ Consulting Sdn Bhd is the exclusive Reputation Institute's associate in Asean representing the corporation in Malaysia, Singapore, Indonesia and the Philippines.

Russ Consulting managing director Rasila Hamzah said the partnership between Russ Consulting and the Danish firm



The partnership is to raise the bar for local firms in reputation management, says Rasila

marks an exciting collaborative effort in raising the bar for Malaysian companies in reputa-

tion management.

"As one of the key business cities of Southeast Asia, Kuala Lumpur is the launchpad for Reputation Institute to make its presence felt in the region's business sector," Rasila said at the institute's inaugural Asean roundtable in Kuala Lumpur yesterday.

Reputation Institute conducts the annual Global Reputation Pulse, the world's 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.