



Corporate Expert Provides Roadmap for Performing with Integrity

WASHINGTON, June 12, 2008 – Transparency International–USA (TI-USA) and the Center for Strategic & International Studies (CSIS) today co-hosted a panel discussion featuring Ben Heineman, Jr. on his new book, *High Performance with High Integrity*. Mr. Heineman, the former GE Senior Vice President, General Counsel and Secretary was joined in the panel discussion by Fannie Mae President and CEO Daniel Mudd and *Wall Street Journal* Deputy Washington Bureau Chief David Wessel.

Drawing on more than two decades of experience advising GE CEOs and senior management, Heineman underscores the risks created by internal pressures to meet financial goals and the external pressures of operating in countries with weak rule of law, endemic corruption and pervasive conflicts of interest. This timely “Memo to the CEO” provides a road-map of principles and practices for embedding integrity into corporate systems and creating a culture of integrity.

It also calls for broader corporate engagement in public policy to expand rules that promote integrity. Noting that “public official bribery, extortion, and misappropriation are a cancer inside companies, impede state building, retard economic development, and distort competition by imposing illicit costs,” he cites the example of US corporate support for Transparency International and its efforts to have major exporting nations make foreign bribery a crime.

Nancy Boswell, Transparency International-USA President and CEO, welcomed the new book, calling it “a ‘must read’ for corporate executives that will foster corporate integrity and raise international business standards. We are honored to have Ben Heineman’s vital support for our mission.”

Mr. Heineman is Distinguished Senior Fellow at Harvard Law School's Program on the Legal Profession and a Senior Fellow at the Belfer Center for Science and International Affairs at Harvard's Kennedy School of Government. Mr. Heineman is a member of the Board of Directors of TI-USA and a Trustee of CSIS.

Video and audio files from the event are available on <http://www.csis.org/events/>.

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Transparency International-USA is the U.S. chapter of Transparency International, the Berlin-based non-profit, non-partisan organization founded in 1993 to curb corruption in international transactions. Through its network of chapters in over 90 countries, TI encourages governments to implement effective anti-corruption laws and policies, promotes reform through international organizations and raises public awareness.

The Center for Strategic and International Studies (CSIS) is a bipartisan, non-profit organization founded in 1962 and headquartered in Washington, D.C. It seeks to advance global security and prosperity by providing strategic insights and policy solutions to decision makers.