

# OUR BRAND CHARTER

	Mind	Heart	Spirit
<b>Mission</b> Doing small contribution to the big world	<b>DOING SMALL CONTRIBUTION TO THE BIG WORLD</b>		
	Providing Solution through Consulting	Giving Insight through Research	Sharing Knowledge through Publication and Education
<b>Vision</b> To become a truly integrated knowledge-based company in ASEAN region by 2009	<b>TO BECOME A TRULY INTEGRATED KNOWLEDGE-BASED COMPANY IN ASEAN REGION BY 2009</b>		
	True Champion	Respected	Compassionate
<b>Values</b> Creating value, based on the value: THE 4Ps	<b>PASSION FOR WINNING</b>		
	Passion for Business	Passion for People Passion for Service	Passion for Knowledge