

The entrepreneurs of Central Franconia
commit themselves to

The Guiding Principles of the Honorable Merchant

The Honorable Merchant as a Person:

Commitment to value compliance

- The honorable merchant has a tolerant and liberal attitude.
- The honorable merchant keeps his/her word with the handshake as a binding act.
- The honorable merchant develops commercial judgment capabilities

The Honorable Merchant in His/Her Company:

Creating the conditions for honorable behavior

- The honorable merchant acts as a role model through all actions.
- The honorable merchant promotes honorable behavior in his business.
- The honorable merchant aims at long-term and sustainable business objectives.

The Honorable Merchant in Society and the Economy:

Comprehending and creating the framework for honorable behavior

- The honorable merchant heeds the principle of equity and good faith.
- The honorable merchant recognizes and takes responsibility for the economic and social order.
- The honorable merchant always advocates his values both in domestic and foreign trade.



THE HONORABLE MERCHANT

The economy of Central Franconia strives to be a social market economy and would like to set an example. Therefore the

artec systems Region West GmbH in Markt Erlbach

expressly embraces the principles of the honorable merchant, characterized by ethical principles, a sense of responsibility, and sustainable, long-term conduct in the context of society as a whole.

We act according to the principle of maintaining the etiquette and customs of the honorable merchant. Our enterprise thereby sets an example in public – for the economy, the region and entrepreneurship in Germany altogether.

This self-commitment is an acceptance to upholding the universal principles of the **UN Global Compact** initiative.

Nuremberg, 28th June 2017

Jens Kallien

An initiative of

