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

heba-tec GmbH
in Burgthann/Ezelsdorf

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, 16th November 2012

Dipl.- Ing. Helmut Baumeister

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IHK Nuremberg Chamber of Commerce and Industry

THE GLOBAL COMPACT