



UNITED STATES FOREIGN TRADE INSTITUTE

CODE OF ETHICS

As a consulting institution dedicated to advancing international bilateral trade, investment, new technologies, education, and global cooperation, we are committed to upholding the highest ethical standards. Our work with worldwide governments, private industries, universities, and institutions requires integrity, professionalism, respect for human rights, and a commitment to the well-being of all citizens. This Code of Ethics serves as our guiding principles, ensuring that our actions are consistent with our core values of transparency, equity, and mutual respect.

I. COMMITMENT TO INTEGRITY AND TRANSPARENCY

- a. **HONESTY IN COMMUNICATION:** We are committed to honest and transparent communication with clients, partners, and stakeholders. We provide accurate and complete information, ensuring that all previously authorized parties involved are well-informed.
- b. **FAIRNESS IN BUSINESS PRACTICES:** We ensure that all business practices are conducted fairly and avoid any actions that could lead to conflicts of interest or unfair competitive advantage.
- c. **TRUTHFUL REPORTING:** We provide truthful, complete, and transparent analyses, reports, and recommendations to clients, ensuring no data or information is intentionally withheld or altered.
- d. **ACCOUNTABILITY:** We take responsibility for our actions and decisions. We aim to maintain an open culture where individuals feel empowered to raise concerns regarding ethical issues without fear of retaliation.
- e. **CONFIDENTIALITY:** We uphold the confidentiality of all proprietary and sensitive information obtained in the course of our work, entrusted to us by clients and partners, never using such information for personal gain or unauthorized purposes and safeguarding proprietary data by adhering to privacy laws and regulations.

II. PROFESSIONALISM AND COMPETENCE

- a. **EXCELLENCE IN SERVICE:** We uphold the highest standards of professional competence, continuously seeking to enhance our knowledge and skills to better serve our clients and the communities in which we work. We ensure that all engagements are executed with dedication, thoroughness, and attention to detail. We meet or exceed the expectations set out in our agreements with clients.
- b. **CONTINUOUS LEARNING:** We encourage ongoing professional development and staying informed about global trends, regulatory changes, and innovations relevant to our consulting work.
- c. **GLOBAL COLLABORATION:** We are committed in understanding different cultures and language barriers to facilitate companies and entrepreneurs from various countries and different cultures to establish their operations in the North American marketplace. We encourage collaboration and actively working with governments, industries, universities, and institutions to achieve shared goals, fostering diplomatic relations and innovation in all areas.

Page 1



UNITED STATES FOREIGN TRADE INSTITUTE

III. PROMOTION OF BILATERAL TRADE AND INVESTMENT

- a. **ETHICAL BUSINESS DEVELOPMENT:** We promote trade and investment opportunities that are ethical, inclusive, and sustainable, striving to ensure that our efforts contribute positively to the economic development of all participating nations.
- b. **EQUITABLE OPPORTUNITY:** We strive to ensure that bilateral trade benefits all stakeholders equitably, focusing on mutual growth, understanding, and economic prosperity.

IV. COMMITMENT TO EDUCATION AND NEW TECHNOLOGIES

- a. **PROMOTION OF INNOVATION:** We are dedicated to promoting the development and ethical use of new technologies, ensuring they are employed in a manner that enhances the quality of life and respects human rights.
- b. **EDUCATIONAL INITIATIVES:** We encourage partnering with academic institutions to support educational initiatives that foster knowledge-sharing, skill development, and technological literacy, with the aim of uplifting all communities.
- c. **ACCESS AND INCLUSION:** We work to expand access to educational opportunities, particularly in underserved regions, helping bridge the digital divide and ensuring that everyone has the tools necessary for success.

V. COMMITMENT TO INNOVATION AND POSITIVE CHANGE

- a. **CREATIVE PROBLEM-SOLVING:** We encourage innovation in providing sustainable and forward-thinking solutions to global challenges faced by our clients, fostering progress that benefits both their organizations and society at large.
- b. **ADAPTABILITY:** We embrace change and adapt swiftly to new technologies, methodologies, and global shifts, always positioning our clients at the forefront of emerging opportunities.
- c. **LONG-TERM VISION:** We prioritize long-term gains over short-term benefits, promoting strategies that lead to lasting positive change and sustainable growth for our clients and stakeholders.

VI. DIPLOMATIC RELATIONS AND ADVOCACY

- a. **RESPECTFUL ENGAGEMENT:** In our diplomatic work, we are committed to respectful engagement with all governments, organizations, and individuals. We recognize the value of dialogue and collaboration as the foundation of effective international relations.
- b. **CONFLICT RESOLUTION:** We promote peaceful conflict resolution and seek to bridge divides through diplomacy, collaboration, and the promotion of shared interests.
- c. **ADVOCACY FOR GLOBAL WELFARE:** We advocate for initiatives that improve the well-being of citizens, supporting policies and programs that advance social, economic, and environmental justice on a global scale.

Page 2



UNITED STATES FOREIGN TRADE INSTITUTE

VII. COMPLIANCE WITH LAWS AND REGULATIONS

- a. **LEGAL ADHERENCE:** We strictly comply with all applicable international, national, and local laws, regulations, and industry standards in the regions we operate in.
- b. **ANTI-CORRUPTION AND ANTI-BRIBERY:** Our consultants and partners are prohibited from offering, giving, soliciting, or accepting any bribe, kickback, or unethical inducement in the course of business dealings.
- c. **FAIR COMPETITION:** We uphold principles of fair competition and refrain from engaging in or endorsing any anti-competitive practices that could harm market fairness or transparency.

VIII. ENVIRONMENTAL RESPONSIBILITY

- a. **SUSTAINABLE PRACTICES:** We recognize our responsibility to protect the environment and are committed to incorporating sustainability into all aspects of our work. We aim to minimize the environmental impact of our activities and promote sustainable development.
- b. **ENVIRONMENT ACTION:** We actively support and participate in initiatives aimed at addressing environment, promoting the use of renewable resources, and working with partners who share our commitment to environmental stewardship.
- c. **CORPORATE SOCIAL RESPONSIBILITY:** We integrate corporate social responsibility principles into our projects, encouraging stakeholders to adopt environmentally friendly practices.

IX. COMMITMENT TO ETHICAL DECISION-MAKING

- a. **ETHICS IN LEADERSHIP:** Our leadership is committed to setting an example of ethical behavior, ensuring that our institution remains a model of integrity and respect for the values expressed in this Code.
- b. **TRAINING AND AWARENESS:** We provide ethics training for our staff and partners, ensuring that everyone understands their ethical obligations and is equipped to make informed decisions.
- c. **CONTINUOUS IMPROVEMENT:** We are committed to continually reviewing and improving our ethical practices, incorporating feedback from stakeholders and adapting to new challenges in our field.

X. ACCOUNTABILITY AND RESPONSIBILITY

- a. **CLIENT-CENTERED APPROACH:** We place the needs and interests of our clients at the forefront, ensuring that every decision and recommendation we provide is aligned with their long-term success and ethical business practices.
- b. **CONFLICT OF INTEREST:** We are vigilant in avoiding conflicts of interest and ensure that all decisions are made with impartiality. Personal or financial interests should never compromise the quality and objectivity of our consulting services.



UNITED STATES FOREIGN TRADE INSTITUTE

- c. **ACCOUNTABILITY FOR ACTIONS:** We take full responsibility for our actions and decisions. In case of any errors, we are committed to timely disclosure, rectification, and making necessary adjustments to uphold our clients' trust.

XI. CORPORATE SOCIAL RESPONSIBILITY (CSR) AND SUSTAINABILITY

- a. **ETHICAL IMPACT ON COMMUNITIES:** We prioritize projects and recommendations that contribute to the well-being of communities, the environment, and the broader society. We avoid projects that might lead to social harm, environmental degradation, or unethical exploitation.
- b. **SUSTAINABLE PRACTICES:** We promote sustainability and corporate social responsibility, encouraging clients to adopt environmentally conscious and socially beneficial practices in their operations.
- c. **HUMAN RIGHTS ADVOCACY:** We stand firmly against any activities that violate human rights. We will not engage in business with clients or projects that support or enable such violations.

XII. RESPECT FOR HUMAN RIGHTS AND NON-DISCRIMINATORY PRACTICES

- a. **NON-DISCRIMINATION:** We do not tolerate discrimination on the basis of race, gender, religion, sexual orientation, nationality, disability, or any other characteristic. We are committed to fostering a nondiscriminatory environment at all levels of leadership within the institution and encourage our partners to do the same.
- b. **COMPREHENSIVE PRACTICES:** We seek to create an environment that supports all individuals regardless of cultural, linguistic, or socioeconomic background, ensuring equal opportunities for growth and participation.
- c. **SUPPORT FOR HUMAN RIGHTS INITIATIVES:** We actively support human rights initiatives and prioritize projects that contribute to the well-being and dignity of all people, recognizing the value of each individual.
- d. **COMMITMENT TO WELL-BEING:** In all of our projects, we ensure that the human impact is considered, working toward solutions that uplift communities and promote the health and welfare of citizens worldwide.

XIII. PROHIBITION ON POLITICAL AND RELIGIOUS INVOLVEMENT

- a. **NEUTRAL STANCE:** Our institution maintains a strict policy of neutrality regarding political and religious matters. We refrain from engaging in or endorsing any political or religious activities, ensuring that our focus remains on fostering international trade, investment, innovation, education, and global well-being without bias.
- b. **RESPECT FOR DIVERSE BELIEFS:** We respect the political and religious beliefs of all individuals and organizations. Our commitment is to maintain an impartial environment, ensuring our work is not influenced by political or religious agendas.



UNITED STATES FOREIGN TRADE INSTITUTE

XIV. CULTURAL SENSITIVITY AND LOCAL AWARENESS

- a. **ADAPTATION TO LOCAL NEEDS:** We are committed to understanding and adapting to the cultural, economic, and social contexts of each country or region where operations are conducted. We show respect for local practices while aligning them with global standards.
- b. **LOCAL STAKEHOLDER ENGAGEMENT:** We involve local communities and stakeholders in project planning and implementation, ensuring their voices are heard and their needs are met.

XV. PARTNERSHIP AND SYNERGY WITH GLOBAL ORGANIZATIONS

- a. **COLLABORATION WITH INTERNATIONAL BODIES:** We partner with recognized international organizations and other global entities to advance shared goals like sustainable development, technology transfer, and poverty reduction.
- b. **MUTUAL CAPACITY BUILDING:** We are committed to building capacity within partner organizations to ensure sustainable progress, empowering local entities to continue initiatives beyond initial consulting engagements.

XVI. CONFLICT SENSITIVITY AND RISK MANAGEMENT

- a. **RISK ANALYSIS AND MITIGATION:** We conduct comprehensive risk analyses before undertaking projects in politically or socially sensitive regions to minimize negative impacts.
- b. **EMERGENCY PREPAREDNESS:** We ensure that we are prepared to respond effectively to unforeseen challenges such as natural disasters or political instability, demonstrating resilience and responsibility.

XVII. ETHICAL USE OF DATA AND TECHNOLOGY

- a. **DATA PRIVACY AND PROTECTION:** We are committed to protecting the privacy of individuals' data collected during projects, ensuring compliance with international standards such as General Data Protection Regulation (GDPR).
- b. **TECHNOLOGY FOR SOCIAL GOOD:** We use emerging technologies responsibly, ensuring they are employed to enhance societal welfare while respecting human rights.

XVIII. HEALTH AND SAFETY STANDARDS

- a. **WORKPLACE SAFETY:** We ensure the physical and mental well-being of employees and partners by upholding workplace safety standards, particularly in challenging environments.
- b. **MENTAL HEALTH SUPPORT:** We provide resources to support mental health for employees working under stressful or challenging conditions, particularly in international settings.



UNITED STATES FOREIGN TRADE INSTITUTE

XIX. ETHICS IN SUPPLY CHAIN MANAGEMENT

- a. **SUSTAINABLE SOURCING:** We ensure that supply chains are ethical and sustainable, avoiding partnerships with entities that engage in exploitative labor practices.
- b. **SUPPLIER DIVERSITY:** We work with a diverse array of suppliers, including those from underrepresented communities and economically disadvantaged regions.

This Code of Ethics serves as a foundation for all our activities and interactions. It is our commitment to conduct business in a manner that is ethical, transparent, and respectful of all individuals and communities. By adhering to these principles, we aim to contribute to creating a more equitable, prosperous, and sustainable world.

We believe that ethical business practices are the foundation for long-term success and trust with our clients, partners, and society.