

# **SIA - Asia's most admired company**

In the Asia's most Admired Companies 1996 survey, conducted by "Asian Business", Singapore Airlines topped the list for the second year in a row. The other top ten companies in order of selection were Samsung Co., San Miguel Corp., Siam Cement, Charoen Pokphand, McDonald's Acer, Jollibee, Hewlett Packard and Coca-Cola. The companies were judged against criteria such as overall admirability, product and service quality, contribution to the local economy, record as an employer, growth potential, ethics and honesty.