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## Sateri CEO underscores importance of sustainability in Economist Intelligence Unit video

Sustainability and responsible production are vital to Sateri as a leading viscose producer and to the future of all companies as demands grow for more accountability and transparency, CEO Tey Wei Lin says in the “Sourcing Transparency” documentary video produced by the Economist Intelligence Unit.

Starting at the 4:35 mark of the 15-minute video – [growthcrossings.economist.com](http://growthcrossings.economist.com) – Mr Tey emphasises Sateri’s commitment to being an industry leader and the importance of having the right mindset to ensure sustainability is an integral part of sourcing, production and distribution along the entire supply chain.

“Being sustainable is the only way to go,” he says. “In fact, it is our licence to operate.”