

Lion Today

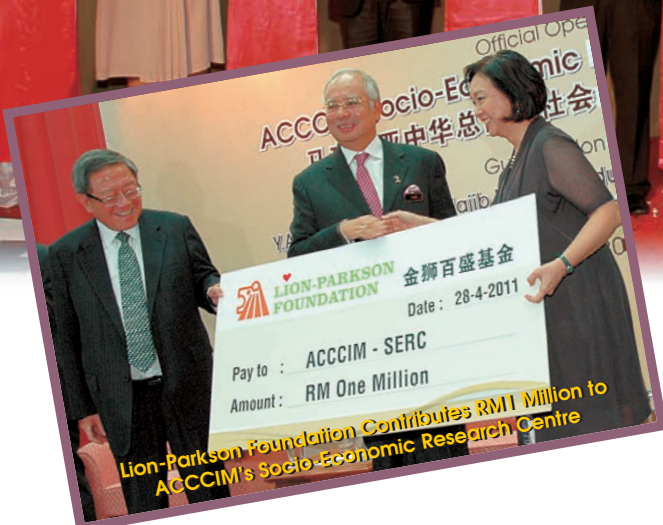
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PARKSON YUEYANG, CHINA



PARKSON PARAGON, VIETNAM

LỄ KHAI TRƯƠNG PARKSON PARAGON
GRAND OPENING 22.04.2011



- ▶ Buddy Program at Amsteel Klang
- ▶ Tiara Melaka Voted 7th Best Golf Course
- ▶ Lion Group in Malaysian Career & Training Fair
- ▶ Calligraphy Sale Raised RM200,000 For Students

PARKSON YUEYANG MOVES TO BIGGER PREMISES



OPENING OF PARKSON PARAGON, VIETNAM



► Parkson Vietnam GM, Mr Tham Tuck Choy welcoming guests and shoppers to the new Parkson Paragon in Ho Chi Minh City.

► Pengurus Besar Parkson Vietnam, Encik Tham Tuck Choy mengalu-alukan kedatangan para tetamu dan pembeli-belah ke Parkson Paragon baru di Bandar Ho Chi Minh.

PARKSON YUEYANG MOVES TO BIGGER PREMISES

Parkson opened its doors in Yueyang in Hunan in late 2003 and has become a popular shopping destination and industry leader with its high quality service concept and good sales performance. In a move to further enhance its business, Parkson Yueyang relocated to bigger premises in Light Macro Commercial Plaza along Desheng North Road on 16 April 2011.

The new store covering 4 floors over 25,475 m² is one third larger than the previous one and will be bringing in more international and domestic brands to offer its customers a greater variety of merchandise and an enjoyable shopping experience. This will be complemented by the opening of facilities offering food and beverage, leisure and entertainment, and a cinema in the plaza soon.

Yueyang is located in the northern part of Hunan Province which is adjacent to Hubei and Jiangxi Provinces. It has 2,500 years of history as a cultural centre with growing economic strength as the second largest city after the provincial capital of Changsha in Hunan.

PARKSON YUEYANG BERPINDAH KE PREMIS LEBIH BESAR

Parkson telah dibuka di Yueyang di Hunan pada akhir tahun 2003 dan sekali gus menjadi destinasi popular membeli belah dan pemimpin industri dengan konsep perkhidmatan berkualiti tinggi serta prestasi jualan yang baik. Parkson Yueyang berpindah ke premis lebih besar di Plaza Komersial Light Makro di Utara Jalan Desheng pada 16 April 2011.

Gedung terbaru mempunyai ruang niaga empat tingkat dengan keluasan 25,745 m², satu pertiga lebih besar dari gedung sebelumnya. Dengan membawa masuk lebih banyak jenama antarabangsa dan domestik, para pelanggan ditawarkan dengan pelbagai barangan serta pengalaman membeli belah yang menyeronokkan. Disamping itu, ia akan dilengkapi dengan tempat makan, rekreasi dan hiburan serta sebuah pawagam yang akan dibuka di kompleks tersebut.

Yueyang terletak di bahagian utara Wilayah Hunan yang bersempadan dengan Wilayah Hubei dan Jiangxi. Ia mempunyai 2,500 tahun sejarah sebagai pusat kebudayaan dengan kekuatan pertumbuhan ekonomi sebagai bandar kedua terbesar selepas ibu kota Changsha di Wilayah Hunan.

岳阳百盛迁入更大的广场

百盛于2003年入驻位于湖南省的岳阳，它以优质的经营服务理念和良好的销售业绩，成为受欢迎的购物目的地及行业之首。为了扩大生意，岳阳百盛于2011年4月16日搬迁至更宽阔的地方，那就是位于得胜北路的光宏广场。

新店拥有四层楼，涵盖25,745平方米，面积比以前大出1/3。将引进更多国际和国内知名品牌，让顾客有更多商品选择及尽情购物。此外，综合性的餐饮、休闲、娱乐和电影院也即将在广场内开业。

岳阳位于湖南省北部，与湖北、江西两省相邻。它是一座2,500多年历史的文化名城，综合经济实力仅次于省会长沙，居湖南第二位。

OPENING OF PARKSON PARAGON

Parkson opened its 7th store in Vietnam on 15 January 2011. Dubbed the new pearl of South Saigon, Parkson Paragon is the 5th store located in Ho Chi Minh City and is set to bring the latest in fashion, beauty, lifestyle and entertainment to the residents of Phu My Hung as well as those in district 7 and neighbouring areas.

With a total area of about 15,000 m² over five floors, Parkson Paragon is specially designed to showcase the top brands and best services including a megastar cinema complex, food court and supermarket.

After 5 years of operating in Vietnam, Parkson has emerged as the leading department store chain with 7 stores and will continue to develop more stores and renovate existing ones to meet the growing demand of the Vietnamese market.

PEMBUKAAN RASMI PARKSON PARAGON

Parkson membuka gedung ketujuh di Vietnam pada 15 Januari 2011. Dikenali sebagai mutiara baru Saigon Selatan, Parkson Paragon merupakan gedung Parkson kelima yang terletak di bandaraya Ho Chi Minh. Parkson Paragon menawarkan fesyen dan hiburan terkini, seiring dengan gaya hidup penduduk di Phu My Hung serta penduduk-penduduk sekitar daerah ketujuh tersebut.

Parkson Paragon mempunyai ruang niaga lima tingkat dengan keluasan keseluruhan 15,000 m². Ia direka khusus untuk mempamerkan jenama terkenal dan perkhidmatan terbaik yang mengrangkumi kompleks pawagam, tempat makan serta pasaraya.

Selepas lima tahun beroperasi di Vietnam, Parkson telah muncul sebagai rangkaian gedung terulung dengan 7 gedung dan akan terus membangunkan lebih banyak gedung serta membuat pengubahsuaian gedung sedia ada bagi memenuhi permintaan pasaran Vietnam.

帕拉冈百盛开业

百盛于2011年1月15日在越南开了第七间分店。南西贡被称为新明珠港，帕拉冈百盛是胡志明市的第五间百盛分店，它的设置，为富美兴、第七区和邻近地区的居民带来最新时尚、美容、生活及娱乐。

帕拉冈百盛共有五楼，总面积15,000平方米。它经由特别设计以展现商场的顶级品牌和最佳服务，此外它也包含巨星电影院、美食广场和超市。

在越南经营了五年后，七家百盛已成为领先的百货连锁店。百盛将会开发更多商店和装修现有的商店，以迎合越南市场日益增长的需求。

CONTENTS

1 RETAIL & TRADING DIVISION

Parkson Yueyang Moves To Bigger Premises
Opening Of Parkson Paragon

4 STEEL DIVISION

Steel Division Sports & Recreation Club's
24th AGM

Inter-Department Football Competition
Inter-Department Bowling Competition

Amsteel Mills Klang

- The Buddy Program
- Amsteel In Aid Of Students
- Staff Appreciation Dinner
- Inter-Department Bowling Competition
- Football Friendly Match With Kansai Paint

Amsteel Mills Banting

- Inter-Department Games

Antara Steel Mills

- Steel Plant Launches 5S Housekeeping
- Installation Of Payslip Kiosk
- Joins MPPG Sports Carnival
- Training Program - Monthly Safety Program
- On-Job-Training

Megasteel - Industrial Visits

9 COMPUTER DIVISION

Sepak Takraw Competition

10 RETAIL & TRADING DIVISION

Automechanika Show

Fun-Filled Day For Posim Sports Club Members

10 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

Tiara Melaka Voted 7th Best Golf Course

11 CORPORATE UPDATE

Lion In Malaysian Career & Training Fair

Lion-Parkson Foundation Contributes RM1 Million To ACCCIC's Socio-Economic Research Centre

Workshop On FRS 139 Financial Instruments

12 COMMUNITY RELATIONS

Parkson-Tsinghua University Research Paper Awards

Calligraphy Sale Raised RM200,000 For Students

13 FEATURE COLUMN

Thank You From Isiah Ooi

14 STAFF COLUMN

My Colleague, My Buddy, In Amsteel Klang

16 INFOLINK

Attracting And Recruiting People

Managing Employee Relations

19 RETAIL & TRADING DIVISION

Parkson Shop 2 Win - Shop More 2 Win More

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EDITOR'S MESSAGE

In the previous issue of Lion Today, we had featured the talk by our Group Chairman & CEO, Tan Sri William Cheng, to the students at Universiti Tunku Abdul Rahman (UTAR) under the university's "Entrepreneurial Experience Sharing" program. Entrepreneurs from different sectors are invited by the university to share their thoughts and experience in business which will provide invaluable opportunities for the students to learn and gain insights from these highly knowledgeable and experienced business leaders or mentors.

Closer to home, Amsteel Mills Klang had launched a Buddy Program in July 2010. Under this 6-month long program, a new recruit will be paired with an existing staff who will help the new staff to learn the ropes and settle in more quickly and easily. This is certainly a good move to help new staff be familiar with and assimilate into the working environment and corporate culture with less growing pains. At the same time, it allows the existing staff playing 'buddy' to the new staff to extend their horizons in taking on a mentoring and guiding role. When I joined Amsteel Mills (then known as Amalgamated Steel Mills) many years ago, a few non-technical staff and I were fortunate to come under the wings of a senior manager with a background in Metallurgy and experience in steelmaking. He prepared lecture notes and spent a few hours each week teaching us the fundamentals of steelmaking, classroom-style. This helped us to understand and appreciate the intricacies of our steel business and greatly shortened the learning curve for us to be able to do our work.

As maintaining a healthy balance between work and play is important, our operating companies are organizing sports and recreational activities for their staff with family members also joining in some of the trips and outings. This serve to foster better relations amongst the staff including with staff of sister companies as well through the inter-company games held. All these and the positive feedback from participants of Amsteel's Buddy Program are featured in the following pages.

UTUSAN PENGARANG

Dalam isu Lion Today yang lepas, kita memaparkan ceramah Pengerusi Kumpulan & CEO, Tan Sri William Cheng kepada para pelajar Universiti Tuanku Abdul Rahman di program Perkongsian Pengalaman Usahawan anjuran universiti berkenaan. Pihak universiti telah menjemput usahawan daripada pelbagai sektor untuk berkongsi pengalaman dan buah fikiran. Usaha ini memberi peluang kepada para pelajar untuk menimba ilmu, meminta nasihat dan mengambil pedoman daripada para mentor dan usahawan yang kaya pengalaman ini.

Sementara itu, Amsteel Mills Klang telah melancarkan 'Program Buddy' pada bulan Julai 2010. Di bawah program selama 6-bulan ini, kesemua rekrut baru akan dipasangkan dengan staf sedia ada untuk membantu serta membimbing orang baru ini membiasakan diri dengan persekitaran kerja dengan mudah dan segera. Ini adalah satu usaha murni untuk membantu orang baru menyesuaikan diri dengan budaya dan persekitaran kerja dengan selesa. Pada masa yang sama, ia juga membolehkan pekerja sedia ada yang menjadi 'buddy' kepada orang baru tersebut meluaskan pengalaman mereka menerusi peranan sebagai mentor dan penyelia. Semasa saya mula bekerja di Amsteel Mills (dulunya dikenali sebagai Amalgamated Steel Mills) bertahun dahulu, beberapa orang pekerja bukan teknikal dan saya sendiri bertuah kerana dibimbing oleh seorang Pengurus Kanan yang mempunyai latar belakang dalam Metalurgi dan pengalaman dalam pembuatan besi keluli. Seperti belajar di dalam bilik kuliah, beliau telah menyediakan nota dan meluangkan masa beberapa jam seminggu mengajar kami asas pembuatan besi keluli. Usaha gigih beliau telah membantu kami memahami seni pembuatan dan perniagaan besi keluli serta memendekkan proses pembelajaran bagi membolehkan kami melaksanakan tugas dengan sempurna.

Untuk mengekalkan keseimbangan antara bekerja dan bersuka ria, syarikat-syarikat operasi kita telah menganjurkan pelbagai aktiviti sukan dan rekreasi untuk warga kerja serta ahli keluarga mereka. Usaha ini telah menjalin hubungan yang lebih mesra sesama warga kerja termasuk dengan warga kerja syarikat operasi yang lain. Kami paparkan kesemua ini serta maklumbalas positif mengenai Program Buddy dalam isu kali ini.

STEEL DIVISION SPORTS & RECREATION CLUB'S

24TH AGM

The Lion Group (Steel Division) Sports & Recreation Club held its 24th Annual General Meeting on 3 March 2011 at Amsteel Mills Klang. It was attended by our Group Chairman & CEO Tan Sri William Cheng, Group Human Resource Director, Mr Suresh Menon and Amsteel Director - Works, IR Dr Loh Fook Guan.



- The huge turnout at the AGM.
- Orang ramai yang hadir di Mesyuarat Agung Tahunan.



In his speech, Tan Sri William Cheng expressed his happiness at seeing the good rapport and interaction of the employees from the steel companies through the sports and recreation activities organized by the Club, and looked forward to the continuing involvement, commitment and support by all for the Club's activities and in embracing the core values of our Group of Companies.

- Tan Sri William Cheng (2nd left) with (from left) Amsteel Klang General Manager, Mr Chen Kwong Fatt; Sportswoman of the Year, Cik Noor Aznida binti Johari of Amsteel Klang; Sportsman of the Year, Encik Mokhsin Moktar of Megasteel, and Amsteel Klang Senior Manager - HR, Ms Kwa Seok Leng.
- Tan Sri William Cheng (2 kiri) dengan (dari kiri) Pengurus Besar Amsteel Klang, Encik Chen Kwong Fatt; Sportswoman of the Year, Cik Noor Aznida binti Johari dari Amsteel Klang; Sportsman of the Year, Encik Mokhsin Moktar dari Megasteel dan Amsteel Klang Pengurus Kanan Sumber Manusia, Cik Kwa Seok Leng.

INTER-DIVISION

FOOTBALL COMPETITION

The Inter-Division Football Competition was held at Stadium Jugra in Banting on 20 March 2011. 4 teams from the various companies took part in the competition with the winners as follows:



Champion : Amsteel Banting



1st Runner-Up : Lion DRI



2nd Runner-Up : Megasteel

INTER-DIVISION

BOWLING COMPETITION

17 April 2011 saw 66 participants from the various steel companies in the Inter-Division Bowling Competition at Ampang Superbowl, The Summit, USJ. The winners were:



Women's Category Champion - Bright Steel A
Haizanina Azura bin Ismail, Kasmilah Bt Md Asran and Noor Khalillahwati bt Ahmad with Amsteel Senior Manager - HR, Ms Kwa Seok Leng (2nd left).



1st Runner-Up - Amsteel Banting A
Afdzayanti Bt Adam, Ng Sze Cheng and Tan Siew Geok with Ms Kwa Seok Leng (2nd left).



2nd Runner-Up - Amsteel Klang B
Kalavally a/p Ramasamy, Jayaletchumy a/p Muniandy and Ambika a/p Harry with Ms Kwa Seok Leng (2nd left).



Men's Category Champion - Megasteel B
Mohamad Rizal bin Timyati, Faizal bin Sapari and Mokhsin bin Moktar with Ms Kwa Seok Leng (left).



1st Runner-Up - Megasteel A
Zulkefli bin Ismail, Azeman bin Ali and Batumalai a/l Palaniveloo with Ms Kwa Seok Leng (3rd left).



2nd Runner-Up - Bright Steel B
Mohd Mazlan bin Mohd Amin, Misman bin Rohid and Jaini bin Muhammad.

AMSTEEL MILLS KLANG

The Buddy Program



► The new staff with their buddies and the Management/ Kakitangan baru dengan 'buddies' mereka dan pihak Pengurusan:

1st row from left/Baris 1 dari kiri - Goh Jyh Min, Alfred Ng, Tew Jin Hau, Isaac Fua.

2nd row from left/Baris 2 dari kiri - Jenny Jong, Chen Kwong Fatt, Low Chieng Chong, Stephanie Wong, Rita Chan and IR Dr Loh Fook Guan.

3rd row from left/Baris 3 dari kiri - Wong Poh Yen, Heng Wey Fong, Lam Ging Hung, Tenesh a/l Kanaga Sevai, Rubentheran Viyapuri.

Amsteel Klang has started a 'Buddy Program' where a new hire is assigned to a "buddy" (an existing staff) to guide and assist the new hire for the first 6 months upon joining the company. It kicked off on 1 July 2010 with the first batch of new hires. On 17 March 2011, a Buddy Appreciation Session was organised to express the management's appreciation to the buddies who have successfully assisted the first batch of new hires to adapt to Amsteel's working environment. (More on Buddy Program on page 14).



► Ir Dr Loh Fook Guan (2nd right) presenting the cheque to Mr Wong Koon Yoon witnessed by Mr Chen Kwong Fatt (3rd left) and the association's members.

► Ir Dr Loh Fook Guan (2 kanan) menyampaikan cek kepada Encik Wong Koon Yoon disaksikan oleh Encik Chen Kwong Fatt (3 kiri) dan ahli-ahli persatuan.

AMSTEEL IN AID OF STUDENTS

As in previous years, Amsteel Mills Sdn Bhd contributed RM2,500 to the Taman Klang Residents Association's Scholarship Fund recently. The contribution will help finance poor members' children who have done well in their studies. Amsteel's Director - Works, Ir Dr Loh Fook Guan presented the cheque to the Association's President, Mr Wong Koon Yoon witnessed by GM, Mr Chen Kwong Fatt, and the association's members.

STAFF APPRECIATION DINNER

A staff Appreciation Dinner was held over two nights on 18 & 19 April 2011 at Klang Executive Club to thank all the staff for

their hard work and dedication in achieving a New Record for Highest Daily Production of 36 heats on 15 January 2011. Despite the rising cost of utilities, Amsteel Klang has managed to increase its productivity, reduce costs and inventory, and improve quality, operating efficiencies and production yield as follows :-



► Amsteel Heads of Department led by Director - Works, Ir Dr Loh Fook Guan (2nd left) kicking off the Appreciation Dinner with a rousing start.

► Ketua-ketua Jabatan Amsteel diketuai oleh Pengarah - Kerja, Ir Dr Loh Fook Guan (2 dari kiri) melangsungkan Makan Malam Penghargaan dengan penuh semangat.



► Staff arriving for the Appreciation Dinner on the 2nd night.

► Kehadiran kakitangan pada malam ke-2 Majlis Makan Malam Penghargaan.

Best Records in		
Steelmaking Plant	- Highest Productivity	: 36 Heats
	- Highest Monthly Billets Production	: 85.228MT
Rod Mill	- Highest Production Operation Ratio	: 91.77%
	- Lowest Monthly Cobble	: 0.065%
Bar Mill 1	- Highest Yield	: 99.1%
Bar Mill 2	- Highest Operation Ratio	: 93.28%
	- Lowest Monthly Misroll	: 0.05%



► The Appreciation Dinners on both nights were well-attended by all the staff.

► Kehadiran kakitangan yang memberangsangkan pada kedua-dua malam Majlis Makan Malam Penghargaan.

AMSTEEL MILLS KLANG INTER – DEPARTMENT BOWLING COMPETITION

Amsteel Klang held an Inter-Department Bowling Competition at Sunway Mega Lanes, Sunway Pyramid on 27 March 2011. 127 participants took part in the Competition which comprised of Individual and Group Categories, with the results as follows:

INDIVIDUAL CATEGORY



► Top Scorers - Men's Category / *Markah Tertinggi Kategori Lelaki*: Champion / *Juara* - Ong Sze Boon (BM1) (left photo), 1st Runner-Up / *Kedua* - Zainal bin Mohammed (RM1) (middle photo) and 2nd Runner-Up / *Ketiga* - Tham Yeow Chin (RS) (right photo).



► Top Scorers - Women's Category / *Markah Tertinggi Kategori Perempuan*: Champion / *Juara* - Lo Kar Fai (HR) (left photo), 1st Runner-Up / *Kedua* - Ng Soo Hoon (Store) (middle photo) and 2nd Runner-Up / *Ketiga* - Azlia bin Nor Azlan (Material Control) (right photo).

GROUP CATEGORY



► Group Category / *Kategori Kumpulan*: Champion / *Juara*, 1st Runner-Up / *Kedua* and 2nd Runner-Up / *Ketiga*.

Group Category	
Champion	Azrul Azwan bin Ar Azmi (BM1) Mohd Azeli bin Mohamad (SMP) Mohd Fairuz bin Basir (QA) Mohd Azizi bin Waziz (RM1)
1 st Runner-Up	Ong Sze Boon (BM1) Mohd Alif bin Ahmad (MC) Mohd Shahil bin Che Hassan (Sec) Zahrin bin Shah Rani (RS)
2 nd Runner-Up	Zainal bin Mohammed (RM1) Mohd Yusof bin Ithnin (Lion Tooling) Ganasean a/I Veeran (BM2) Azli bin Naseron (RM1)

FOOTBALL FRIENDLY MATCH WITH KANSAI PAINT

Amsteel had a football friendly match with neighbour, Kansai Coatings Malaysia Sdn Bhd on 22 April 2011 at Stadium Sultan Sulaiman, Klang, to foster better relationship with each other. The match ended 3-1 in Amsteel's favour.



► Amsteel Senior Manager - Human Resource, Ms Kwa Seok Leng presenting a souvenir to Kansai Paint Malaysia's Managing Director, Mr Dicky Hooi at the start of the friendly match.
► *Pengurus Kanan Amsteel - Sumber Manusia, Cik Kwa Seok Leng menyampaikan cenderamata kepada Pengarah Urusan Kansai Paint Malaysia, Encik Dicky Hooi di permulaan perlawanan persahabatan.*

AMSTEEL MILLS BANTING INTER-DEPARTMENT GAMES



Amsteel Banting organised inter-department bowling and sepak takraw competitions in Superbowl, Banting on 10 April, and in Wisma Lion on 24 April respectively. The results were as follows:

Group	Bowling	Score
Champion	Simex Cargo (Industrial Vehicle Workshop or IVW)	1126
1 st Runner-Up	Pasti Lurus (IVW)	1057
2 nd Runner-Up	Fuse Blow (SMP Electrical)	1047

Individual (Male)	Name	Score
Champion	Hisam Abu Hasim (IVW)	339

Individual (Female)	Name	Score
Champion	Lee Siew Bee (HR)	233



Sepak takraw	Group
Champion	Ganden (IVW)
1 st Runner-Up	Rejam Habis (SMP)
2 nd Runner-Up	Classic Maxima (Rolling Mill)

- Participants at the sepak takraw court in Wisma Lion.
- Peserta-peserta berada di gelangang sepak takraw Wisma Lion.

ANTARA STEEL MILLS STEEL PLANT LAUNCHES 5S HOUSEKEEPING

As part of Antara's 5S Housekeeping and Training Program for 5S Auditors organised by Training Section and SHE Department launched in early 2011, the Steel Plant has initiated its 5S activities comprising housekeeping, 5S Poster & Slogan Competition and 5S Roadshow from 12 to 14 April.

The roadshow was launched by General Manager, Encik Rahmat Ibrahim on 14 April attended by Steel Plant

management comprising Mr Yip Hoon Wey, Encik Abd Aziz Ab Bakar and Encik Ahmad Rafidi Mohd Daud, and staff.

Prizes were presented to the cleanest department in the plant and office, and the winner of the poster & slogan competition, Encik Zainuri Saibani. To ensure the continuing success of the 5S programme, fifteen 5S Auditors cum Safety Auditors have been appointed to conduct periodic audits in the Steel Plant.



- Some of the entries for the 5S Poster & Slogan Competition.
- Sebahagian daripada penyertaan bagi Pertandingan 5S Poster dan Slogan.



- Encik Rahmat Ibrahim (right) presenting the prize for the cleanest workshop - Hydraulic (left photo) and cleanest office - Electrical (right photo) in the Steel Plant.
- Encik Rahmat Ibrahim (kanan) menyampaikan hadiah untuk bengkel paling bersih - Hydraulic (gambar kiri) dan pejabat paling bersih - Electrical (gambar kanan) di Kilang Keluli.



- 5S Auditors cum Safety Auditors of the Steel Plant.
- Juruaudit-Juruaudit 5S merangkap Keselamatan Kilang Keluli.

INSTALLATION OF PAYSLIP KIOSK

On 15 March 2011, Executive Director, Mr Eric Cheng launched the Payslip Kiosk located at the Cafeteria in Antara. With the kiosk, employees can view and print their current month payslip and the previous month payslip for banking or other purposes without having to go to Payroll Section. This will also help Payroll personnel to reduce their workload in printing and distributing the payslips.



- Executive Director, Mr Eric Cheng (right) with General Manager, Encik Rahmat Ibrahim (left) unveiling the payslip kiosk.
- Pengarah Eksekutif, Encik Eric Cheng (kanan) dan Pengurus Besar, Encik Rahmat Ibrahim (kiri) memperkenalkan kiosk slip gaji.

ANTARA JOINS MPPG SPORTS CARNIVAL



- ▶ Bonsu Salam with Mohd Nordin Hamid represented Antara in the Team matches.
- ▶ *Bonsu Salam dan Mohd Nordin Hamid mewakili Antara dalam perlawanan pasukan.*



- ▶ Hang Tuah Mohamed in action in the Individual matches.
- ▶ *Hang Tuah Mohamed beraksi dalam perlawanan perseorangan.*

Antara Steel Mills participated in the ping pong tournament under the year-long Majlis Perbandaran Pasir Gudang (MPPG) Sports Carnival 2011. Antara was represented by Hang Tuah Mohamed, Abd Rahman Abd Malek and Mohd Nordin Hamid in the Individual matches and Bonsu Salam and Mohd Nordin Hamid in the Team matches. In the final match on 19 March 2011, Antara won 3rd place out of the 20 competing teams.

TRAINING PROGRAM - MONTHLY SAFETY PROGRAM

Antara's SHE Department has resumed the Monthly Safety Training Program which started in December 2008. A total of 36 employees participated in the program in March 2011, with 77% of the employees having attended the program since its commencement.



- ▶ Training on First Aid & CPR by Medical Assistant, Encik Azhar.
- ▶ *Latihan Pertolongan Cemas & CPR oleh Pembantu Perubatan, Encik Azhar.*



- ▶ Participants from Group 23 with the trainer, SHO Mohd Radzuan.
- ▶ *Peserta-peserta dari Kumpulan 23 dengan jurulatih, SHO Mohd Radzuan.*

ON-JOB-TRAINING

The Security Department, Steel Plant Mechanical Department and Rolling Mills are continuing with their formal On-Job-Training (OJT) sessions for the year.



- ▶ OJT for Security Guards / AP by Major (R) Azli Misbah.
- ▶ *OJT untuk Pengawal / AP oleh Major (R) Azli Misbah.*

Security Department has conducted 4 OJT sessions from January to March 2011 by Department Head, Major (R) Azli Misbah, and AP Corporal Raman Othman. These sessions covered refresher courses on Basic Security, Responsibilities as Security Guard / AP, Investigation and Bomb Handling.

Steel Plant Mechanical Department has conducted 2 sessions of OJT on Understanding Hydraulic System 100MT Ladle Furnace by experienced Fitter, Encik Bonsu Salam. A total of 55 employees attended the sessions.



- ▶ OJT for Steel Plant Mechanical Department by Encik Bonsu Salam.
- ▶ *OJT untuk Kilang Keluli Jabatan Mekanikal oleh Encik Bonsu Salam.*



- ▶ OJT for Rolling Mills by Encik Mohd Shah.
- ▶ *OJT untuk Kilang Menggulung Keluli oleh Encik Mohd Shah.*

Rolling Mills Manager, Encik Mohd Shah Manaf used the OJT sessions to explain work procedures to the key people in the Finishing Line. These sessions are conducted as a refresher for the staff and also to serve as a platform for both management and employees to discuss ways to upgrade their knowledge and increase job efficiency.

MEGASTEEL - INDUSTRIAL VISITS

Megasteel played host to several groups of visitors from the industry, banking and educational sectors who were interested to know more about steelmaking and related operations.



28 March 2011: Delegation from Boon & Cheah / Engineering / Consultancy were welcomed and briefed by Tuan Haji Sabrudin bin Suren, Senior Manager - QA, and Lee Weng Lan, Senior Manager - Caster & HSM before touring the plant.



29 March 2011: Group Chairman & CEO, Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng and senior management staff welcomed and accompanied a group of bankers on a tour of Lion Steel Complex.



7 April 2011: Universiti Teknologi Mara Shah Alam students at Wisma Lion before proceeding to see the tubewell underground water resources within the steel complex.

SEPAK TAKRAW COMPETITION

Likom participated in the Sepak Takraw competition involving all the factories in Malacca which was held in Kompleks Belia & Sukan Ayer Keroh on 2 April 2011. It was organized by PKNM Industries Committee with the purpose to foster better relationships amongst all the factories in Malacca through sports.

28 companies participated in the event with Likom emerging champion after a tough fight against Petronas. Likom was runner-up last year and the champion this year. *Congratulations to Likom's Sepak Takraw team and keep it up!*



► Likom's victorious sepak takraw team.
► Pasukan juara sepak takraw Likom.



AUTOMECHANIKA SHOW

Lion Petroleum Products Sdn Bhd participated in Automechanika Malaysia 2011 which was held in Kuala Lumpur Convention Centre from 31 March to 2 April 2011. About 300 local and international companies participated in this international trade fair for automotive parts, equipment and service suppliers.

Lion Petroleum displayed its range of HI-REV lubricant products, HBS management accounting software and the AutoBoss V30 autoscanner from USA, as part of its brand promotion and product awareness drive.

FUN-FILLED DAY FOR POSIM SPORTS CLUB MEMBERS

POSIM Sports Club organised a family outing for its members to Sunway Lagoon Theme Park, on 30 April 2011. 36 participants including some of the staff's children gathered at the water theme park and enjoyed a fun-filled day with visits to the zoo, Wild Wild West theme

park and the fun fair. Games were played in the pool with teams holding their breath underwater and sprinting or wading backward in chest-deep water. The winners who swam away with cash prizes were:

Longest Dip (holding breath underwater)

Winner: Tan Khai Jieh, Hassanazli Bin Margono, Berchman A/L Krishnasamy, Muhammad Khairi Bin Nor Ismail & Siti Amalina Binti Azman

Runner-up: Cheong Lei Ting, Eric Chie Weng Yein, Chan Lee Lee, Muhammad Fariz Bin Zulkifly & Muragasvaran A/L Poongavanam

Sprinting Backward (racing in chest-deep pool)

Winner: Cheong Lei Ting, Eric Chie Weng Yein, Chan Lee Lee, Muhammad Fariz Bin Zulkifly & Muragasvaran A/L Poongavanam

Runner-up: Neela A/P Dwara Raju, Kanchana A/P Rajagopal, Usha Devi A/P Rajagopal, Kalai Selvi & Selvaraja

It was a day of fun, thrills and laughter among colleagues who are also good friends.



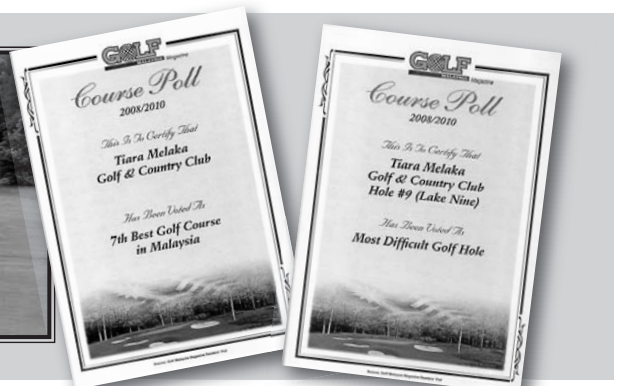
TIARA MELAKA VOTED 7TH BEST GOLF COURSE

Tiara Melaka Golf & Country Club was voted 7th Best Golf Course in Peninsular Malaysia in the Golf Malaysia Course Poll 2008-2010 by Golf Malaysia Magazine. It was placed 13th in the previous 2006-2007 poll. It added another feather to its cap with its Lake 9th hole being

voted 'Most Difficult Golf Hole' in the recent poll. Winning these accolades will spur the management to work harder for further improvement and to continue to give the club's members and customers an enjoyable round of golf.



► Tiara Melaka's challenging Lake 9th hole.
► Cabaran 'Lake 9th hole' Tiara Melaka.



LION IN MALAYSIAN CAREER & TRAINING FAIR

'Excellent Teamwork' in practice sums up the Lion team's contribution at the Malaysian Career & Training Fair (MCTF) held at Mid Valley Mall from 15 – 17 April 2011. Group HR Director, Mr Suresh Menon has been promoting his vision of HR synergy and collaboration between HR teams in the operating companies and Group HR. Starting this year, the issues of Talent, HR Policy, Industrial Relations and Learning are discussed and followed up at monthly Functional Network meetings involving HR staff. An issue discussed at the Talent Network is the challenge of Talent Acquisition and retention, leading to our Group's participation at MCTF 2011.

The coming together of the steel and retail divisions in one booth is a first for the Group; the booth was manned by staff from Amsteel Klang and Banting, Megasteel, Parkson, Blast Furnace Project, SECOM and Group HQ with Mr Kevin Phuan of CEDR as the organizing committee chairman.

The "yield" was significant... more than 3000 CVs were received from job seekers. Though it was a daunting task for the 53 staff who manned the booth over 3 days, the teamwork spirit and collaboration of all on duty was pure adrenaline. Everyone acted as good ambassadors to attract talent to the Group. Besides the HR staff, plant engineers and frontline retail executives came along to explain the merits of pursuing a career with the Group from a "hands-on" perspective.

The work does not end with the career fair. After the fair, there are significant and urgent efforts to track, short-list and arrange interviews. Securing more than 3000 CVs is not a good result in itself. The measure of success will be the number of talents who are finally recruited and stay contributing to the success of the Group.

The road to achieve a preferred employer status is challenging and requires a compelling Employee Value Proposition that meets current and future needs of job seekers i.e. competitive salary and fringe benefits, conducive work environment, good bosses and colleagues, and a place to learn, develop and grow.

Job opportunities with The Lion Group can be found at:
www.lion.com.my/careers



LION-PARKSON FOUNDATION CONTRIBUTES RM1 MILLION TO ACCCIM'S SOCIO-ECONOMIC RESEARCH CENTRE

The Associated Chinese Chambers of Commerce & Industry of Malaysia (ACCCIM) under the leadership of our Group Chairman & CEO, Tan Sri William Cheng, has established a Socio-Economic Research Centre (SERC) to serve as a think-tank for ACCCIM and carry out studies and research on issues affecting the economy and business community. This will provide ACCCIM with up-to-date information for its submission of views and proposals to the Government, and offering of assistance and guidance to members and the business community.

SERC was officially opened by YAB Dato' Sri Mohd Najib bin Tun Abdul Razak, the Prime Minister of Malaysia on 28 April 2011 at ACCCIM's premises in Kuala Lumpur. In his speech, the Prime Minister commended ACCCIM on its initiative in setting up SERC which will help to complement the Government's efforts to accelerate Malaysia's economic growth.

The Prime Minister witnessed the handing over of contributions of RM1 million each by Lion-Parkson

Foundation and other sponsors towards the fundraising for setting up the Centre.



► YAB Dato' Sri Mohd Najib bin Tun Abdul Razak commending ACCCIM (left photo) and receiving Lion-Parkson Foundation's contribution of RM1 million from Foundation Chairman, Puan Sri Chelsia Cheng witnessed by ACCCIM President, Tan Sri William Cheng (right photo).

► YAB Dato' Sri Mohd Najib bin Tun Abdul Razak memuji ACCCIM (gambar kiri) dan menerima sumbangan Yayasan Lion-Parkson berjumlah RM1 juta daripada Pengerusi Yayasan, Puan Sri Chelsia Cheng disaksikan oleh Presiden ACCCIM, Tan Sri William Cheng (gambar kanan).

WORKSHOP ON FRS 139 FINANCIAL INSTRUMENTS



A Workshop on Practical Application of FRS 139 Financial Instruments: Recognition and Measurement, was held at the Group Head Office on 4 and 5 April 2011 in the morning sessions. The Group's accountants and staff from Group Tax and Group Legal attended the workshop which was conducted by Ernst & Young whose Director-Assurance, Ms Ng Yee Yee covered the following:

- A quick overview of FRS 139 requirements
- Classification of financial assets & liabilities
- Derivatives and embedded derivatives
- Measuring provision for doubtful debts
- Capturing fair value of inter-company balances
- Capturing fair value of financial guarantees

PARKSON-TSINGHUA UNIVERSITY RESEARCH PAPER AWARDS

In conjunction with Tsinghua University's centennial celebration, Parkson China collaborated with the Beijing-based university to organise the first "Parkson-Tsinghua Journal Research Paper Award" for research papers on History of Twentieth Century China and Overcoming The Earthquake Era.

Four papers won the grand prize of RMB20,000 each while thirteen papers won the first prize of RMB10,000 each. The awards are sponsored by Parkson China to promote social and cultural development and were presented to the winners by the Chairman of Lion-Parkson Foundation, Puan Sri Chelsia Cheng and Tsinghua University officials on 19 April 2011. The winning papers are published in the university's journal. Tsinghua is striving to become a world-class university and the research work and papers published by the university play an important role in its advancement.



► Puan Sri Chelsia Cheng (5th from left) with Tsinghua University officials and award winners.

► Puan Sri Chelsia Cheng (5 dari kiri) dengan pegawai Tsinghua University dan pemenang anugerah.

CALLIGRAPHY SALE RAISED RM200,000 FOR STUDENTS



- Puan Sri Chelsia Cheng (seated, 3rd left) with Foundation trustees, officials and students from the 4 schools.
- Puan Sri Chelsia Cheng (duduk, 3 kiri) dengan Pemegang Amanah Yayasan, pegawai dan pelajar dari 4 buah sekolah.

Lion-Parkson Foundation (LPF) had organized a Chinese New Year Calligraphy Charity Sale in aid of needy students in four schools namely, Kuen Cheng High School, Confucian Private Secondary School, Chong Hwa Independent High School and Tsun Jin High School.

At the press conference on 8 March 2011 attended by the Foundation's trustees and officials and students from the 4 schools, LPF Chairman, Puan Sri Chelsia Cheng announced the amount of RM 200,000 raised from the sale to be given to deserving students selected by the schools to help pay for their education fees. 1,000 calligraphy pieces contributed by Puan Sri Chelsia; renowned calligrapher, Mr Kerk Won Hoo and other calligraphy experts, Mr Kerk's students and students from the 4 schools were sold at prices ranging from RM20 to RM10,000 at 9 participating Parkson outlets in the Klang Valley namely in Pavilion, Sungei Wang, KLCC, The Mall, OUG Plaza, Selayang Mall, Sunway Pyramid, Subang Parade and 1 Utama, and at Confucian School.

FEATURE COLUMN

Thank You from Isaiah Ooi

Words of appreciation and advice from our ex-colleague, Isaiah KL Ooi who underwent an operation recently to remove a clot from his brain:

"On 7 April 2011, I went to Sunway Medical Centre to see the urologist as part of the complete check-up which I did in January 2011 in the Heart Institute. Since my brother-in-law's clinic was nearby, I dropped in to say hello to him. I told him that 5 weeks ago, I had gone to Malacca and had slipped in the toilet and knocked my head against the wooden door. As the knock was not very painful, I did not take it seriously. However, from the doctor's point of view, knocks on the head cannot be taken lightly and my brother-in-law suggested that I go for an MRI (Magnetic Resonance Imaging) scan. I took his advice and immediately went for the scan. When the results came out, we discovered that a clot had begun to form. It was a new clot and theoretically, not too difficult to remove. The surgery was arranged for 8am on 12 April. I sent out a lot of SMSes to ask for prayer support from both Christian and non-Christian friends, for I believe in the power of prayer. The operation was successful and was completed within 45 minutes without any complication. I was taken back to the normal ward and by 12 noon, I was up having my lunch. There was no pain and no vomiting. Everyday, my wife and sons prayed for me by the bedside. I too prayed a lot.

Originally, I was supposed to be discharged on Friday (15 April). On Thursday evening, my brother-in-law sent me for pre-discharge MRI scanning. However, he discovered that there was still the clot inside my brain not fully drained. This was a bad sign. This meant that I had to go through another operation which caused me great anxiety. I did not have the strength to go through another operation,

plus the budget for it. After hearing the bad news, my family and some friends fasted and prayed for me. Then on Saturday evening, when my brother-in-law checked on me again, he found that the clot had been fully drained. He declared that I could go home on Sunday. This was indeed very good news and a miracle for me. It also let me experience firsthand, the power of prayer!

I would like to thank the management of Silverstone and all my friends, family members (especially my second brother), FGB brethren, my former BCM (Bible College of Malaysia) Principal and classmates, church pastors and elders who visited me, sent flowers and called up to offer support and encouragement. It really warmed my heart. Besides the doctor's skills and nurses' excellent care and service, all the above formed part of the healing and recovery process for me.

I would also like to thank Dr Lee Foo Chiang who has operated 3 times on my head, and every time it was successful, especially this time. Last but not least, I would like to thank my wife who took care of me with so much love, patience and sacrifice. She is an excellent nurse and secretary (she held my hand-phone throughout my stay in the hospital), and wonderful wife. From my personal experience, I would strongly advise anyone who falls down and knocks his/her head that they must go for a brain scan."



MY COLLEAGUE, MY BUDDY, IN AMSTEEL KLANG



Amsteel Mills Klang Operations started a 'Buddy Program' in July 2010 whereby a new recruit is assigned to an existing staff who will be the new staff's buddy for 6 months to help and guide him/her around the workplace. This program is to be lauded for helping the new staff to be familiarised with the company, its people and work environment in a very supportive and interactive manner. The 1st batch of new recruits under the program have certainly benefitted from it judging from their comments below:



Alfred Ng, Mechanical (Buddy: Goh Jyh Min)

I would like to thank Buddy JM Goh as he has guided me throughout Amsteel especially on ISO140001. He is a great guy; informative and responsible although he needs to attend to two new 'buddies' at the same time. The Buddy Program is a good program for new recruits as it helps us to interact amongst colleagues and break the barrier plus we get a lunch meal!

Heng Wey Fong, RMR Production (Buddy: Goh Jyh Min)

As fresh graduates, we have to start from zero and with our Buddy's guidance it helps. My Buddy helped me to adapt to the new working environment and gave guidance in completing the tasks and other matters. The Buddy Program is a good program for all newcomers.



Low Chieng Chong, BM1 Production (Buddy: Lam Ging Hung)

My Buddy helped me to adapt to the new working environment. He is very responsible, knowledgeable and informative about the rolling process. Under my Buddy's guidance, I learned to familiarize myself with the process very fast. For the past six months, I already feel that I am part of Amsteel's family because I have made new friends amongst the colleagues my Buddy introduced me to.

Rubenthuran Viyapuri, S & P (Buddy: Fairuz)

The Buddy Program is a successful one because as a fresh employee, there's a lot to learn. As a fresh employee, we are looking forward to who is going to keep us informed, who is going to follow-up with us and the Buddy is the one to help us. The objective of the Buddy Program itself is to help the new hire and they've done well in terms of technical knowledge as well as creating interest and social interaction under the program. I would like to thank the Management for initiating the Buddy Program and my Buddy, Encik Fairuz. The best part of Buddy Program is we have Buddy's Lunch once a month. It is a good way to unwind ourselves and to talk about our interests besides work.



Tenesh a/I Kanaga Sevai, Purchasing (Buddy: Stephanie Wong)

During this whole 7 months, I've learned a lot from everyone. I have learned basically how to handle things at the workplace. My Buddy taught me that I have to balance the work in the office and plant, and to understand my colleagues in order to achieve better work results. I would like to take this chance to thank HR that I can participate in this Buddy Program. I also want to thank my Buddy, Stephanie.

Tew Jin Hau, SMP CCM (Buddy: Chuah Jean Hock)

Buddy Program is very successful because I am able consult my Buddy on a lot of things that I don't know; without anyone to guide, we won't know what's going on in the Steelmaking Plant. Besides work, we also talk about our interests. The Buddy Program is necessary for all fresh and new employees. It helps them to adapt and be comfortable in their position. Another good thing about Buddy Program is the free lunch; lunch together can strengthen ties with each other while enjoying the meals.



Wong Poh Yen, Operation Improvement (Buddy: Rita Chan)

Buddy Program is a good program for all new hires. When I first joined Amsteel, I felt very lonely but with a good Buddy, I have overcome it. My Buddy guided me throughout the whole orientation session, fed me with all the necessary information and helped me to adapt to this new culture and environment. Thank you for my Buddy's patience, guidance, assistance and friendliness.



INFO LINK

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ATTRACTING AND RECRUITING PEOPLE

In a business organisation, the Marketing department's role could be described as carrying out active brand-building activities designed to:

- Attract / acquire a customer
- Retain / maintain a customer

so that the organisation could enjoy profitable business growth.

What has the Marketing function got to do with attracting and recruiting people? Plenty, especially when potential employees have a wide choice of employers to work for.



MARKETING THE EMPLOYER BRAND

Ana Maria Santos of Brand Learning, a marketing consultancy that has done award-winning work on global recruitment, believes that there are many parallels between Marketing and Human Resource (HR) and there are many practical approaches that HR can learn from Marketing in attracting and recruiting people.

According to her, HR needs to create and manage an employer brand that is relevant and differentiated in attracting its target candidates as well as connecting with existing employees to meet their needs. The employer brand must stand out from the competitors, must have clear candidate benefits and must be kept fresh and competitive over time. These are the same challenges faced by marketers and very much what effective marketing is all about.

EMPLOYEE VALUE PROPOSITION (EVP)

The set of benefits that an employer wants to offer to its target employees and candidates is sometimes referred to as the Employee Value Proposition (EVP). The EVP helps the business organisation differentiate itself from its competitors. A business organisation could be offering specific EVP for distinct groups of candidates or employees with different needs and behaviours e.g experienced executives/ managers and new graduates. The EVP could and should include benefits beyond financial compensation. The non-financial benefits could include a positive work environment, development opportunities, etc.

EVP FOR THE NEW GRADUATES – THE GEN Y

The new graduates entering the Malaysian workforce are part of the Millennial generation or otherwise known as Gen Y (it is generally accepted that the Gen Y are those born in the 1980s). The PricewaterhouseCoopers Malaysian HR Advisory team carried out a survey on the characteristics of Malaysian Gen Y employees based on 346 of their Gen Y employees in 2009. Part of their findings is summarised below. What would the Employee Value Proposition (EVP) for this generation of employees look like?

Some key characteristics of the Malaysian Gen Y workforce

- They aspire to develop themselves in a variety of roles and organisations
- They desire and expect to be mobile throughout their career lifetime
- They are independent, and value the flexibility to balance between work and personal life
- Issues of sustainability and climate change are of major concern, and will affect their career choices

The PricewaterhouseCoopers survey findings and the authors of the book *'Recruit or Die: How Any Business Can Beat the Big Guys in the War for Young Talent'* have several recommendations on how to attract young employees and retain them in the business organisation. Among their recommendations for employers are:

- Put in place mentoring, coaching and succession planning programmes
- Engage the employees - they want to be heard, so communicate with them regularly and open up channels for them to air their views
- Empower the young employees by giving them meaningful and challenging work
- Provide flexibility in work arrangements that allow them some balance between work time and personal time
- Provide opportunity for young employees to meet people / network throughout the organisation
- Provide development opportunities to strengthen their skills and their resumes on a frequent basis

ROLE OF HR IN RECRUITMENT: MARKETING & BRANDING

Traditionally, the role of HR in recruitment has been to manage the administrative part of the whole recruitment process. However, with the changing role of HR in the business organisation to that of a business partner, HR may now need to lead a 'marketing and branding' approach to recruitment.



Using this approach, HR will need to work closely with the operations departments and the management to identify the EVP for distinct groups of employees. HR will also play a critical role in ensuring that the EVP is communicated and implemented consistently by the managers, the top management and the HR department during all interactions with the employees.

Attracting, recruiting and retaining people is important to the business organisation's bottom-line results as having the right people, at the right time in the right positions will propel the business organisation (*read The Lion Group*) to greater heights of business success.

MANAGING EMPLOYEE RELATIONS

One important part of managing employee relations is ensuring employees are being treated fairly by their supervisors / managers. A human resource (HR) professional plays a vital role in building a bridge of communication between the supervisors / managers and their subordinates where disciplinary problem and poor performance require formal procedures to be invoked.

Communication on company's policies and procedures

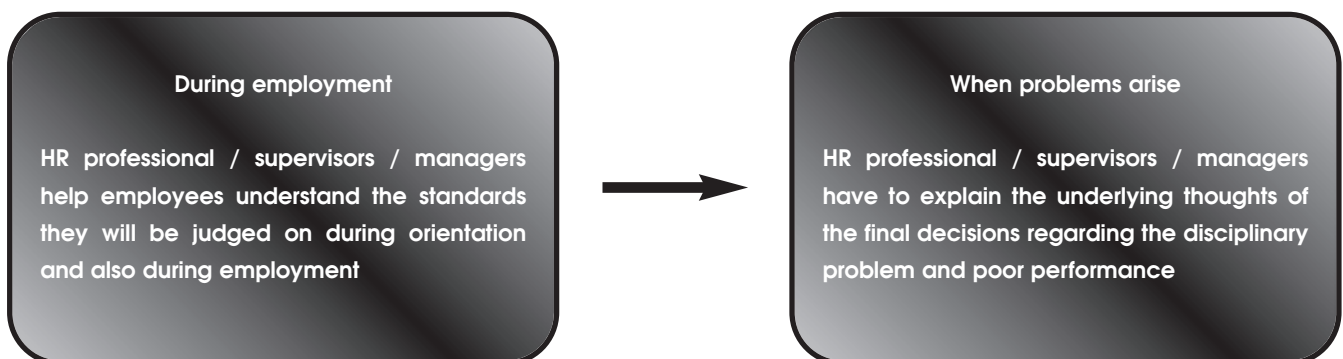
Most of the disciplinary problems arise from a lack of communication. Companies communicate to their employees through induction/orientation, which could include employee handbooks, safety manuals, labour contracts and standard operating procedures. However, if the employees do not fully comprehend the policies and procedures at hand, most often than not, the companies are setting them up for failure, unintentionally.

Communication and perception of the concept 'Fair'

For the employees to feel that they're being treated fairly, companies need to understand that everyone has different interpretation of fairness. The HR professional can help to find a common perception of fairness throughout the organisation. The perception of fair treatment depends on expectation clarity and explanation.

The HR department, with support of supervisors / managers should make sure that employees know up front what standards they will be judged upon and the penalties for failing to do so. This expectation clarification acts as a consensus between management and employee to ensure things are not left to interpretation.

They should also ensure that all parties involved and directly affected understand why final decisions regarding the disciplinary problem and poor performance are made by explaining the thinking underlying those decisions.



Without proper communication between the employer and the employees, misunderstandings arise, productivity decreases and even the chance of lawsuits increases.

Consequently, the HR department, with the support of supervisors/managers should and must act as the vehicle that drives communications within an organization.

KEEPING YOU IN VIEW

Leading Team Effectively for Megasteel Sdn. Bhd., 15-16 March 2011



- Tons of ideas to put in, but not enough space!
- "I trust you'll hold my hand (or rope) and lead me to the light."

Empowered Coaching, 1 April 2011



- Everyone is giving their full attention and listening intently to the trainer.

Malam Transformasi for 1st Intake of Mechatronic Students, 1 April 2011



- "Yes, we will transform."



- After 8 months of hard work, finally we can celebrate the end of our classroom studies!

Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 30/6/2011.

The winning caption for last issue's photograph is as follows:

- Aku suruh engkau lari!!!
bukannya suruh engkau
'pintal'...

Submitted by **Zaiviyah bt Khairi** (Lion Steel Works Sdn Bhd - HR Dept)



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Name: (Mr / Ms): Tel.

No.:

Company / Dept (please state full address):

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- Alamanda Putrajaya Shopping Centre

SELANGOR

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- Klang Parade
- Plaza Metro Kajang
- Selayang Mall
- Subang Parade
- Sunway Pyramid Shopping Mall
- Wisma Etonic, Rawang

N. SEMBILAN

- Seremban Parade
- Terminal 1 Shopping Plaza
- MELAKA**
- Mahkota Parade
- Melaka Mall
- JOHOR**
- Holiday Plaza, Johor Bahru
- Square One, Batu Pahat
- Kluang Parade

KEDAH

- Petani Parade, Sungai Petani
- KELANTAN**
- Kota Bharu Trade Centre
- PERAK**
- Ipoh Parade
- PAHANG**
- Berjaya Megamall, Kuantan
- East Coast Mall, Kuantan

PULAU PINANG

- Gurney Plaza
- Prangin Mall
- Sunway Carnival Mall
- 1st Avenue
- SARAWAK**
- Riverside Complex, Kuching
- The Spring, Kuching
- Bintang Megamall, Miri
- Wisma Sanyan, Sib

SABAH

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- Wawasan Plaza, Kota Kinabalu

LABUAN

- Financial Park Labuan Complex



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