

Lion Today

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CROSS COUNTRY 2010



- ▶ MIKASA's Groundbreaking Ceremony in Vietnam
- ▶ Parkson Opens 2 New Outlets in China
- ▶ 2011 Budget Highlights
- ▶ Tyre Care & Safety

CROSS COUNTRY 2010



- ▶ Aerobics time (above) with flag-off by Tan Sri William Cheng, and away they go!
- ▶ Sesi senamrobik (atas) serta pelepasan oleh Tan Sri William Cheng.



- ▶ The winning duet from Antara who received the Idol trophy.
- ▶ Pemenang duet dari Antara yang menerima trofi Idol.



- ▶ The management staff joining in the joget lambak.
- ▶ Kakitangan pengurusan menyertai joget lambak.



- ▶ The overall champion - Antara Steel Mills' GM, Encik Rahmat Ibrahim (right) receiving the trophy from Tan Sri Albert Cheng (left).
- ▶ Pemenang keseluruhan - Antara Steel Mills, Ketua Pengurus, Encik Rahmat Ibrahim (kanan) menerima trofi dari Tan Sri Albert Cheng (kiri).

MIKASA'S GROUNDBREAKING CEREMONY IN HO CHI MINH CITY



- ▶ Tan Sri William Cheng (8th from left), Mr Lionel Cheng (2nd from left) and C&T Corporation's President - CEO, Mr Tran Kim Chung (4th from left) with Lion Group and C&T Group officials at MIKASA's groundbreaking ceremony in Ho Chi Minh City.
- ▶ Tan Sri William Cheng (8 dari kiri), Encik Lionel Cheng (2 dari kiri) dan Presiden - CEO Perbadanan C&T, Encik Tran Kim Chung (4 dari kiri) bersama para pegawai dari Kumpulan Lion dan Kumpulan C&T semasa Majlis Pecah Tanah MIKASA di Bandar Ho Chi Minh.



- ▶ Artist's impression of the 15-storey MIKASA project comprising 1, 2 and 3 bedroom apartments.
- ▶ Gambaran artis bagi projek 15 tingkat MIKASA, menempatkan apartment berkamar tidur 1, 2 dan 3.

CROSS COUNTRY 2010

More than 1,600 participants from our operating companies and the Head Office gathered at Stadium Perbandaran Pasir Gudang on 3 October 2010 for the Group's 10th Cross Country Run hosted by Antara Steel Mills Sdn Bhd.

The flag-off by our Group Chairman and CEO, Tan Sri William Cheng saw the participants in the Men's Open category streaking away followed by the runners in the Men's Veteran, Women's Open and lastly, the Women's Veteran category.

Group Executive Director, Tan Sri Albert Cheng; Posim Executive Director, Mr Ngan Yow Chong who is also the Chairman of the Group Sports and Recreation Committee; Antara Executive Director, Mr Eric Cheng; Directors, GMs, managers and staff were also present to cheer the runners.

Prizes in the form of medals, Parkson vouchers and comforters were awarded to the top three winners while consolation winners received Parkson vouchers and comforters each. The overall Champion award went to Antara Steel Mills which will keep the Tan Sri William Cheng Challenge Trophy until the next run. Amsteel Mills Klang won the Best Contingent award.

Lucky staff walked away with Silverstone tyres, Parkson vouchers, room stay vouchers in Mahkota Hotel, electrical appliances, lubricants, hampers and other products in the lucky draw. Nor Razman and Faridah Sulaiman, both from Antara won the special prize of RM500 Parkson vouchers each contributed by Tan Sri William Cheng.

Earlier, Antara hosted a welcome dinner followed by a karaoke competition with 13 duets taking part. 1st place went to the duet from Antara Pasir Gudang, 2nd place to Amsteel Klang and 3rd place to Amsteel Banting.

See you at the next run in Megasteel, Banting.

LARIAN MERENTAS DESA 2010

Lebih dari 1,600 peserta dari syarikat-syarikat operasi dan Ibupejabat berkumpul di Stadium Perbandaran Pasir Gudang pada 3 Oktober 2010 bagi acara Larian Merentas Desa Ke-10 yang dianjurkan oleh Antara Steel Mills Sdn Bhd.

Pengerusi dan CEO Kumpulan, Tan Sri William Cheng melepaskan para peserta bagi kategori Terbuka Lelaki, diikuti Lelaki Veteran, Terbuka Wanita dan akhir sekali Wanita Veteran.

Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng; Pengarah Eksekutif Posim Mr Ngan Yow Chong, yang juga merupakan Pengerusi Jawatankuasa Sukan dan Rekreasi Kumpulan; Pengarah Eksekutif Antara, Mr Eric Cheng; para Pengarah, Pengurus Besar dan kakitangan hadir memberi sokongan kepada para peserta.

Pemenang tempat tiga teratas menerima hadiah berupa medal, baucer Parkson dan selimut gebar manakala pemenang saguhati menerima

selimut gebar setiap seorang. Antara Steel Mills muncul sebagai juara keseluruhan akan menyimpan Piala Pusingan Tan Sri William Cheng sehingga pegantungan larian pada tahun hadapan, manakala Amsteel Klang memenangi hadiah Kontigen Terbaik.

Kakitangan yang bertuah membawa pulang tayar Silverstone, baucer Parkson, penginapan di Hotel Mahkota, perkakas elektrik, minyak pelincir, hamper dan lain-lain produk dalam cabutan bertuah. Nor Razman dan Faridah Sulaiman, kedua-duanya dari Antara memenangi hadiah khas berupa baucer Parkson bernilai RM500 setiap seorang sumbangan Tan Sri William Cheng.

Antara terlebih dahulu menganjurkan jamuan makan malam dan pertandingan karaoke yang menyaksikan 13 kumpulan duet mengambil bahagian, bagi mengalu-alukan kedatangan para peserta. Kumpulan duet dari Antara Pasir Gudang berjaya muncul sebagai pemenang manakala tempat kedua dan ketiga masing-masing dimenangi oleh Amsteel Klang dan Amsteel Banting.

Jumpa lagi di larian yang akan datang di Megasteel, Banting.

2010越野赛跑

逾1千600名来自我集团营运公司及总部的参赛者，于10月3日集聚在巴西古当市体育场，参与由安达钢铁厂举办的第十届越野赛跑。

我集团主席及执行长丹斯里钟廷森主持挥旗礼，男子公开组先展开竞跑，紧接着女子公开组、男子宿将组以及女子宿将组。

集团执行董事丹斯里钟荣锦，宝森执行董事颜友将（同时也是集团运动和康乐委员会主席）、安达执行董事钟廷豪、各总经理、经理及职员们都纷纷出席为参赛者打气助威。

前三名胜出者皆获颁发奖牌、百盛礼券以及棉被，而安慰奖优胜者也各获

得百盛礼券和棉被。勇夺全场总冠军的安达钢铁厂将保留丹斯里钟廷森奖杯，直到下一届的竞跑。巴生合营钢铁厂则赢得了最佳队伍奖。

此外，筹委会也在当天进行了幸运抽奖活动，让在场的幸运儿赢走了银石轮胎、百盛礼券、马六甲皇冠酒店住宿礼券、电器、润滑油、礼篮以及其他奖品。两项特别大奖由安达的Nor Azman和Faridah Sulaiman抽中，各赢得了由丹斯里钟廷森赞助的马币500令吉礼券。

较早前，安达为参与者举办了欢迎晚宴，随后还有余兴节目卡拉OK竞赛，共有十三对人参与。安达巴西古当赢得冠军，巴生合营钢铁和万津合营钢铁分别夺得亚军和季军。

2011年万津的美佳钢铁厂见。

MIKASA'S GROUNDBREAKING CEREMONY IN HO CHI MINH CITY

Our Group Chairman & CEO, Tan Sri William Cheng and the Property Division's Executive Director, Mr Lionel Cheng attended the groundbreaking ceremony for the Group's pilot property project in Vietnam – MIKASA luxury apartments on 13 October 2010. Local party dignitaries and heads of various local authorities were present at the event which was enlivened with acrobatic lion and dragon dance performances.

MIKASA is being developed by Ngyuen Hong Joint Stock Company, a joint venture between the Group's Parkland Saigon Ltd. Co. and the C&T Group in Ho Chi Minh City

(HCMC). The 15-storey development comprises 156 units of 1, 2 and 3 bedroom apartments on a 3,400 square meters site in the Govap District of HCMC, which is a 20 minutes drive from downtown Saigon and 10 minutes from HCMC International Airport.

MIKASA is tagged the "new urban chic" with a signature skypool and gymnasium at the roof top. It enjoys good connectivity to the central business district with the new Tan Son Nhat-Binh Loi Expressway currently under construction. The foundation works for MIKASA started in early October 2010 and is scheduled to be completed in 20 months.

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EDITOR'S MESSAGE

The Group held its tenth Cross Country in Pasir Gudang, Johor on 3rd October. 10 years after its inception in 2001, the excitement of organizing and participating in the annual run is just as keen. The task of organizing the Sunday morning run and the welcoming dinner plus karaoke competition the Saturday night before is a responsibility which rotates among the bigger companies every year, with preparations by the host company starting about 6 months beforehand. Similarly, the participating companies are equally earnest in preparing for the run with practices in running, marching, singing etc for their staff after work. The healthy dose of rivalry and competition amongst the companies keep everyone on their toes!

This year's run was no different; everyone came equally determined to do their best and have a fun time while doing so. From the minute the Lion Idol karaoke competition started after dinner on Saturday night, it was clear the stakes had gotten higher with the dazzling performances complete with colourful costumes, props, back-up dancers and special effects of smoke and mystery. Inevitably, in any competition or race, there will be winners and losers; awards for those who succeed and words of commendation and encouragement for the rest to do better next time.

The Lion-Parkson Foundation is building a home for handicapped and mentally disabled children on a piece of land donated by the Lion Group in Banting. The home will provide accommodation, training and recreational facilities for 110 children under the first phase and another 109 children under the second phase. Construction of the home is expected to commence soon and with the first phase targeted to be completed in mid-2012. The idea to build a home for the special children came about after visits to some welfare homes by Foundation Chairman, Puan Sri Chelsia Cheng two years ago. Most of the homes were very cramped with little or no facilities and were operating in rented premises. She decided to help build a home with learning facilities for the children and staged a dance performance which raised RM1.9 million to provide the initial funds for the project.

Whilst focusing on our business activities and operations, we need to be mindful of our social responsibilities too. Engaging the community and caring for the less fortunate is important as we do not operate in a vacuum and need the support and goodwill of all to do well.

UTUSAN PENGARANG

*K*umpulan telah menganjurkan Larian Merentas Desa ke 10 pada 3 Oktober. 10 tahun selepas penubuhannya pada 2001, keceriaan perancangan dan penglibatan dalam larian tahunan ini tampak lebih jitu. Tugas merancang larian pada pagi Ahad dan jamuan makan malam pada malam sebelumnya yang turut diselitkan dengan pertandingan karaoke, merupakan satu tanggungjawab silih berganti bagi syarikat-syarikat besar pada setiap tahun yang mana syarikat yang menjadi tuan rumah melakukan persiapan 6 bulan sebelum bermulanya acara. Begitu juga dengan syarikat-syarikat yang menyertai akan juga bersungguh sungguh mempersiapkan kakitangan masing-masing dengan larian, kawad kaki, nyanyian dan sebagainya selepas waktu kerja.

Larian tahun ini tiada banyak bezanya; setiap peserta hadir dengan semangat untuk melakukan yang terbaik sambil bergembira. Pertandingan Lion Idol yang bermula selepas jamuan makan malam, jelas sekali memperlihatkan pertandingan yang mencapai tahap yang tinggi dengan persembahan yang memukau lengkap dengan kostum, prop, penari latar dan kesan khas asap dan misteri. Yang pasti dalam setiap pertandingan mahupun perlumbaan tentulah ada menang kalahnya; anugerah kepada yang menang dan kata-kata perangsang kepada yang lain untuk terus melakukan yang terbaik pada masa akan datang.

Yayasan Lion-Parkson akan membina rumah bagi kanak-kanak cacat dan terencat akal di atas sebidang tanah di Banting yang di sumbangkan oleh Kumpulan. Rumah berkenaan akan menempatkan penginapan, kemudahan rekreasi dan latihan bagi 110 kanak-kanak di bawah fasa pertama manakala 109 lagi kanak-kanak di bawah fasa kedua. Kerja-kerja pembinaan rumah tersebut akan dimulakan dalam masa terdekat dan fasa pertama dijangka siap pada pertengahan 2012. Ide bagi membina rumah berkenaan hadir setelah Pengerusi Yayasan, Puan Sri Chelsia Cheng melakukan lawatan ke beberapa lokasi seumpunya dua tahun yang lalu. Sebahagian besar rumah berkenaan terlalu padat manakala kemudahannya terbatas atau tiada langsung malah beroperasi di premis sewa. Puan Sri berhasrat untuk membina rumah yang lengkap dengan kemudahan pembelajaran bagi kanak-kanak berkenaan dengan mengadakan persembahan tarian yang berjaya mengumpul RM1.9 juta bagi menyediakan dana awal bagi projek berkenaan.

Disamping memberi tumpuan kepada aktiviti perniagaan dan operasi, kita seharusnya sentiasa lebih peka tentang tanggungjawab sosial. Terlibat dengan komuniti dan mengambil berat terhadap yang kurang berkemampuan adalah sangat penting kerana kita bukanlah katak di bawah tempurung, kita memerlukan sokongan dan dorongan dari semua untuk melakukan yang terbaik.

AMSTEEL MILLS SDN BHD – KLANG OPERATIONS

HARI RAYA OPEN HOUSE BY SECURITY DEPARTMENT

The Hari Raya Open House hosted by Amsteel's Security Department at its Bukit Raja premises on 20 September 2010 was attended by Police Officers from Shah Alam District led by DSP Kamaruddin bin Ismail, Head of Crime Investigation Department; Klang District Senior Investigation Officer, ASP Chua Hang Loung. Amsteel Security Manager, Mr Lee Keang Hong and other managers played host to the visitors and staff who attended the function.



► (Left to right / Kiri ke kanan): DSP Kamaruddin bin Ismail, Mr Ramamurthie, ASP Chua Hang Loung, Encik Zamri Husin and Mr Lee Keang Hong.

BEST CONTINGENT AT 10TH CROSS COUNTRY
3 TIMES IN A ROW

► Every reason to cheer for - Amsteel Mills (Klang) contingent in full spirits at the 2010 Lion Group Cross Country.

► *Sentiasa ceria - kontingen Amsteel Mills (Klang) dengan penuh semangat menambahkan keceriaan Larian Merentas Desa 2010.*

► Ir Dr Loh Fook Guan, Mr Chen Kwong Fatt and Heads of Department posing with the Cross Country winners.

► *Ir Dr Loh Fook Guan, Encik Chen Kwong Fatt bersama-sama Ketua-ketua Jabatan bergambar bersama pemenang larian.*

Kudos to Amsteel Mills who were once again voted the Best Contingent during the 10th Lion Group Cross Country 2010 at Pasir Gudang, for 3 consecutive years. The first was in Taiping organised by Silverstone while the second was in Shah Alam jointly organised by Amsteel and Parkson Corporation. A High Tea reception was thrown for all the participants in appreciation of their dedication, commitment and hardwork in coordinating the march-pass, cheerleading and karaoke competition.

VISIT BY TAYLOR'S UNIVERSITY STUDENTS

40 students accompanied by lecturers, Dr Obai Younis Taha Elamin and Dr Roslina Ismail from Taylor's University, visited Amsteel Mills – Klang on 19 October 2010 and were greeted by Director-Works, Ir Dr Loh Fook Guan and General Manager, Mr Chen Kwong Fatt. Ir Dr Loh briefed the students on the plant operations while Mr Chen gave some tips on the important values of working life and career opportunities in Amsteel as well as other Steel Division companies in the Group.



► Amsteel management and the students in a group photo.

► *Pengurusan Amsteel bergambar kumpulan dengan para pelajar.*



► Dr Roslina Ismail (centre) presenting some brochures to Ir Dr Loh Fook Guan with (from left) Ms Kwa Seok Leng, Mr Chen Kwong Fatt and Dr Obai Younis Taha Elamin.

► *Dr Roslina Ismail (tengah) menyampaikan brosur kepada Ir Dr Loh Fook Guan turut sama (dari kiri) Cik Kwa Seok Leng, Encik Chen Kwong Fatt dan Dr Obai Younis Taha Elamin.*

AMSTEEL MILLS SDN BHD – BANTING OPERATIONS

INTER-DEPARTMENT MARCHING COMPETITION

Seven teams from various departments displayed their energy, creativity and strategy in the inter-department Marching Competition on 2 September 2010. Aimed at keeping fit, vigilant, healthy, enthusiastic and disciplined, participants underwent a month's training prior to the competition.

A great combination from Quality Assurance, Material Control and Rolling Mill departments emerged champion under the command of Mohd Radzil b Suhaimi, who also won the best Commander title. 1st runner-up for both team and commander went to Steel Melting Plant under Commander Firdus b. Zakaria @ Ya; while 2nd runner-up for both team

and commander went to Vehicle Workshop department led by Commander Mohd Effendi b. Thahar.

The champion received a trophy, framed certificate and individual canteen coupons, whilst the 1st and 2nd runners-up each received a trophy and individual canteen coupons.



► Champion / Juara.



► 1st Runner-up / Kedua.



► 2nd Runner-up / Ketiga.

HARI RAYA GATHERING

The Hari Raya Aidilfitri feast held on 5 October 2010 was celebrated by all Malay, Chinese and Indian staff, with sumptuous hari raya delicacies and entertaining activities such as the "anyam ketupat" competition and karaoke session. The highlight saw General Manager (Works), Mr Pong Chung Kuan going onstage to perform a hari raya song, followed by Assistant General Manager, Encik Abu Talip with the song *Satu Hari Di Hari Raya*. It was a joyous occasion shared by everyone.



► In the spirit of Hari Raya, everyone turned up in baju Melayu and Kurung.

► *Semangat beraya, semua kakitangan hadir berbaju Melayu dan Kurung.*



FUTSAL TOURNAMENT

On 24 October 2010, Amsteel Banting organised a Futsal Tournament at Zetcom Futsal in Olak Lempit, Banting with 4 groups of 16 participating teams in a knock-out system. Waka-Waka team emerged as champion after beating 7 Diamonds team during the penalty kicks in the final. 2nd runner-up went to G. Boyz (B), while Skuad Belasahan was 3rd runner-up.



► Champion / Juara: Waka-Waka (left), 1st Runner-up / Kedua: 7 Diamonds F.C. (centre) and 2nd Runner-up / Ketiga: G. Boyz F.C. (right).

BLOOD DONATION AT ANTARA JOHOR

On 21 October 2010, Executive Director, Mr Eric Cheng and General Manager, Encik Rahmat Ibrahim launched Antara's blood donation campaign followed by a talk on healthy lifestyle by Dr Shamsul Maali from Health Department Johor Bahru. 128 of Antara's employees donated their blood in this worthy cause.



- ▶ Launching by Executive Director, Mr Eric Cheng (2nd from right) accompanied by GM, Encik Rahmat Ibrahim (2nd from left).
- ▶ Majlis Pembukaan oleh Encik Eric Cheng, Pengarah Eksekutif (2 dari kanan) ditemani oleh Encik Rahmat Ibrahim, Pengurus Besar (2 dari kiri).



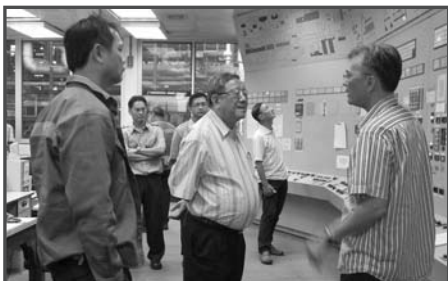
ANTARA'S SAFETY TRAINING

45 employees participated in the monthly safety program for September and October. Since December 2008, a total of 448 employees have attended the new Safety Program, which represents 62% of the total workforce. By consistently exposing the employees to safety issues, it is hoped that they will be more aware of their own and others' safety with the ultimate goal being to reducing the industrial accident rate in the company.



- ▶ S.H.E. Supervisor, Encik Mohd Radzuan conducting the Safety Training Program.
- ▶ Encik Mohd Radzuan, Penyelia S.H.E. menjalankan program latihan keselamatan.

ANTARA LABUAN'S 18TH ANNIVERSARY DINNER



- ▶ Mr Anthony Pang (right) briefing Tan Sri William Cheng on HBI Plant's operation with senior Plant Manager, Mr Anthony Wong looking on.
- ▶ Encik Anthony Pang (kanan) memberi penerangan tentang operasi kilang HBI kepada Tan Sri William Cheng, sambil diperhatikan oleh Encik Anthony Wong, Pengurus Kilang.



- ▶ Anniversary cake-cutting by Tan Sri William Cheng (centre) and Antara HBI's senior managers.
- ▶ Acara memotong kek ulang tahun oleh Tan Sri William Cheng (tengah) beserta pengurus-pengurus kanan Antara HBI.



- ▶ Group photo with the Production team at the dinner.
- ▶ Gambar berkumpul bersama pasukan pengeluaran semasa jamuan.

Antara Labuan celebrated its 18th anniversary on 16 October 2010 with a staff dinner attended by Group Chairman and CEO, Tan Sri William Cheng who had earlier visited Antara's HBI Plant in Labuan. Welcomed by General Manager, Mr Anthony Pang and management staff, Tan Sri toured the plant which is recognized as

among the best operating direct reduction plants in the world and known for its reliability and trusted for quality and delivery. Antara's in-house capabilities have enabled the company to provide technical training to similar plants in Libya, Qatar and Perwaja; besides helping to set up Lion DRI Sdn Bhd in Banting.

CONTRIBUTION TO SCHOOLS AND VILLAGES

In conjunction with the Merdeka day celebration and the holy month of Ramadhan, 13 schools and 11 villages from Mukim Tanjung 12, Banting and Kuala Langat District received monetary and from our Steel Division companies in Wisma Lion on 3 September 2010. The contribution was also extended to the Persatuan Nelayan Kawasan Kuala Langat, and were handed over by the steel companies' representatives during their iftar program at Wisma Lion.



► Mr Lee Weng Lan (left) of Megasteel handing over the donation.

► *Wakil dari Megasteel, Encik Lee Weng Lan (kiri) menyampaikan sumbangan.*



► Ir Maamor bin Mahat (left) of Secomex with the company's donation.

► *Wakil dari Secomex, Ir Maamor bin Mahat (kiri) menyampaikan sumbangan.*



► Mr Wong Min Seong (left) handing over Compact Energy's donation.

► *Encik Wong Min Seong (kiri) menyampaikan sumbangan dari Compact Energy.*



2010 ADIL FITRI CELEBRATION

The spirit of Aidilfitri celebration brought together the staff in Megasteel, Amsteel Banting, Compact Energy, Lion DRI and Secomex Manufacturing on 29 September 2010. Everyone feasted on the variety of traditional and modern hari raya delicacies.



VISIT BY KLSCCCI



► Tan Sri William Cheng welcoming the delegation to Wisma Lion.

► *Tan Sri William Cheng menyambut delegasi ke Wisma Lion.*

On 30 October 2010, 50 members from the Kuala Lumpur & Selangor Chinese Chamber of Commerce and Industry (Women's Wing) visited Wisma Lion and Megasteel plant. Mr Lee Weng Lan, Senior Plant Manager briefed the group on Megasteel's operations while Ms Lim Lee Suan, HSE Executive briefed them on the safety measures before the plant tour to the Hot Roll Production Area, Furnace and Quality Control Department.

After the visit, the delegation adjourned to the project site for the proposed Home for Handicapped & Mentally Disabled Children to be built by Lion-Parkson Foundation in Banting.

BAKIS ACTIVITIES: RAMADHAN IFTAR & VISIT TO ORPHANAGE HOME

About 200 Muslim employees of Silverstone Bhd attended the iftar held weekly for the first 3 weeks of Ramadhan. The annual event started at 7.00pm and ended with a "tazkirah" after the special prayers at 10.30pm. Attendees were served with specially prepared meals which included *Beriyani* and *Nasi Tomato*, and home cooked meals brought by some of the staff.



► Some of the employees at the iftar.
► *Sebahagian kakitangan semasa berbuka puasa.*

In the fourth week of Ramadhan, BAKIS held a similar function at the Al-Hidayah Orphanage Home in Bukit Gantang. Apart from breaking fast with the children, BAKIS presented *duit raya* and school bags to them. The Home's management also received monetary donations from the committee members headed by its President, Saudara Najmi Hassan.



► BAKIS President, Saudara Najmi Hassan giving away 'duit-raya' and school bags to the children.
► *Presiden BAKIS, Encik Najmi Hassan menyerahkan duit raya dan beg sekolah kepada kanak-kanak.*



► Group photo of the children and BAKIS committee members.
► *Gambar kumpulan bersama dengan penghuni dan ahli jawatankuasa BAKIS.*

RAYA OPEN HOUSE

Close to 500 employees including the management led by GM, Mr Mike Toh, attended a Raya Open House at the company's club-house on 7 October 2010. There was a sumptuous spread of hari raya delicacies such as *lemang*, *rendang*, *ketupat*, *roti jala*, chicken curry and *laksa* besides the traditional raya biscuits to keep everyone happy.



► Employees from various races enjoying the food at the Open House.
► *Kakitangan dari pelbagai kaum menikmati hidangan di Rumah Terbuka.*

9TH SILVERSTONE 4 X 4 JAMBOREE



► VIPs officiating the start of the event.
► *VIP bersama-sama melancarkan pembukaan acara.*

15 vehicles battled it out at the 9th edition of the Melaka Silverstone Hock Tyre 4 x 4 Jamboree, which drew about 1200 visitors and clubs around the country to Kawasan Perindustrian Cheng in Melaka.

Tan Eng Joo, the event favourite did not disappoint the crowd with his new buggy and tackled the man-made terrain like a true champion. He completed all six special stages (SS) in a record time of 23.69 seconds ahead of second-placed Chong Yoke Sang by almost three minutes. Vignesvaran came in third.

Eng Joo walked away with the Silverstone trophy and a set of Silverstone tyres worth RM3,000, while the 2nd and 3rd place winners took home RM2,500 worth of tyres each. SS winners were awarded cash prizes of RM300 and RM200 for first and second placings.

The 4 x 4 Jamboree was officiated by Melaka Exco member, Datuk Seah Kwi Tong witnessed by Encik Mohd Nizam Dawood, *Penghulu Kawasan Paya Rumpit*; Mr Lim Choo Hock, President of Melaka 4 x 4 Sports Club and Mr Tan Song Chye, Silverstone's GM-Sales & Marketing.

Having been involved in Malaysian motorsports for some time now, Silverstone sponsors local events and talents including rally champion, Karamjit Singh.



► Competitors at various stages of the gruelling competition.
► *Peserta melalui pelbagai peringkat yang sukar semasa pertandingan.*

PARKSON OPENS TWO NEW OUTLETS IN CHINA

Parkson opened its 46th and 47th stores in China in September 2010



Sun Palace Parkson, opened on 3 September 2010, is located at Northeast Third Ring Road, Chao Yang District in Beijing; an exclusive business area near to a mature residential area with a large population. There are over 20 upscale communities nearby with a customer base of about 3 million people. It is near the International Exhibition Center and possesses a good transportation network with metro line 13 at Light Hee Mun Station and metro line 10 at Shao Yao Ju Station, a mere 5 minutes away.

Sun Palace Parkson occupies seven floors with a built-up of 44852m² and brings a new shopping experience to the people of Chao Yang District. It carries a wide range of well-known brands, giving shoppers a diverse range of choices and fashion.

The 47th store namely Wuxi New District Parkson, was opened on 29 September 2010. This new store occupies 20,000m² at Baolong surrounded by amenities ranging from shopping, travel, recreation, entertainment, culture, gourmet, leisure, sports to international style apartments and a city square. Wuxi New District Parkson offers a new retail concept of wide-ranging merchandise categories, exciting brands and impeccable service to create a new shopping experience for its customers.

Wuxi New District is located in Wuxi, an old city in Jiangsu Province, China. Wuxi borders Changzhou to the west and Suzhou to the east. It is one of the top business cities in China and was ranked third best by Forbes in 2008.

“ACTIVATE ASIA: VIETNAM IN VIEW” SEMINAR



► Tan Sri William Cheng (5th from right) and Mr Tham Tuck Choy (extreme right) with officials and speakers at the seminar on Vietnam.
► Tan Sri William Cheng (5 dari kanan) dan Encik Tham Tuck Choy (paling kanan) dengan pegawai dan pembicara pada seminar berkaitan Vietnam.

The Kuala Lumpur & Selangor Chinese Chambers of Commerce and Industry (KLSCCCI) organized a seminar on “Activate Asia: Vietnam in View” on 21 October 2010, assisted by the Associated Chinese Chambers of Commerce and Industry Malaysia (ACCCIM) and the Vietnamese Embassy in Kuala Lumpur, to help Malaysian businesses gain better insights into business opportunities in Vietnam. Our Group chairman and CEO, Tan Sri William Cheng who is also the President of KLSCCCI and ACCCIM delivered the opening address at the seminar.

The Group’s Retail Division saw the potential of Vietnam as promising in 2003 and opened the first Parkson store on 29 June 2005 in Ho Chi Minh City, changing the retail landscape with great shopping and innovative events. Today, there are 6 Parkson stores in Vietnam with an additional store opening in December 2010.

Among Parkson’s key success factors shared by Parkson Vietnam’s CEO, Mr Tham Tuck Choy at the seminar were:

- Over 98% of the operations in Parkson are managed by local staff who have better understanding of the needs and tastes of the local people.
- It is important to establish relations with local business communities. The testimonies by L’Oréal’s General Manager, David Ennes, and VID Public Bank’s Anh Nguyen Khoa Dieu Anh emphasise their long and fruitful relationships with Parkson due to the latter’s professionalism and expertise.



► Mr Tham Tuck Choy speaking on Parkson Vietnam’s success factors.
► Encik Tham Tuck Choy bercakap mengenai faktor kejayaan Parkson Vietnam.

- Offering non-stop excitement is also one of the essential elements to attract shoppers. Parkson operates an active and highly differentiated promotional calendar with storewide sales, department promotions and festive celebrations.
- Parkson promotes a robust loyalty program via its Parkson Privilege Card that aims to build loyalty amongst its top shoppers. Card holders can accumulate and convert points to shopping vouchers and enjoy special discounts and sale previews.
- Maintaining a close relationship with top spending customers who are rewarded via a VIP day whereby the Parkson store is closed specially for VIPs to shop and enjoy exclusive deals.
- Unique services are also crucial with Parkson being the first to introduce valet parking for its customers, shuttles to airports and concierge services, taking customer service to a whole new level.
- Through its Corporate Social Responsibility program, Parkson has launched two initiatives, namely its Educare Program since 2007 which has awarded over 7,500 scholarships, and Go Green Program in 2009 with the introduction of bio-degradable shopping bags and participation in community projects to preserve the environment.

Parkson’s innovative marketing and unparalleled customer service programs have garnered many awards for the Parkson brand in Vietnam such as:

- “Most favorite brand” for 4 consecutive years from 2006-2009
- “Most famous brand” in Vietnam 2008
- “Leading Tourist Shopping Center Vietnam 2009”

THE GUITARIST FROM SILVERSTONE



Having performed twice during the Group's Cross Country event, the first in Taiping in 2008 and recently in Pasir Gudang at the 10th Cross Country, Ku Amarzuki bin Ku Ahmad of Silverstone Bhd wowed the audience with his guitar-playing skills and energetic performance.

Born in Kamunting, Perak on August 3rd 1984, under the 'Leo' horoscope, Marzuki has been seriously pursuing music, particularly the guitar, since he was 18. Having reached grade 6 for guitar and possessing the ability to read music notes, it has give him the advantage to venture into other instruments such as the keyboard. Currently he owns a Fender electric guitar, Yamaha acoustic guitar and a Casio keyboard.

Marzuki who is attached to Silverstone's finished goods warehouse at its premise in Taiping says to improve and

perfect his skills, he would head for two studios either in Kamunting or in Taiping town after his shift has ended, for his practices ever since he joined the company in 2008.

The eldest of four siblings and single, Marzuki is often invited to perform at weddings, corporate dinners and family days, playing his own compositions and favourite numbers from well known musicians especially his local idol namely the late M.Shariff, Man Kidal (Lefthanded) and Joe (Wings); and international superstars, Steve Vai and Slash (Guns N' Roses). The amateur composer has currently compiled 6 Malay pop, hard rock & Indie songs such as Sandiwara Mu, Kenangan Cinta, Cinta Terindah, Hanya Kau Dan Aku.

Marzuki will certainly continue to electrify the stage and his audiences with his music with his constant practices, his keen ear and nimble fingers.

RETAIL & TRADING

DIVISION

POSIM BADMINTON TOURNAMENT 2010

On 30 October 2010, Kelab Sukan, Rekreasi dan Kebajikan POSIM organized a Badminton Tournament at the Supercourts Badminton Centre in Subang Jaya. The event saw 30 staff from the Shah Alam head office and its branches forming 10 teams to compete in the Mens's double, 4 teams in the Women's double and 8 teams in the Mixed double categories.

	Double (Men)	Double (Women)	Double (Mixed)
Champion	Kenneth Er & Ken Chee 2 medals + RM200.00	Norazlin & Nor Aqmar 2 medals + RM100.00	Kenneth Er & Cheong Lei Ting 2 medals + RM100.00
1st Runner-Up	Eric Chie & Winson 2 medals + RM150.00	Rusnita & Weni 2 medals + RM80.00	Mad Noor & Rusnita 2 medals + RM80.00
2nd Runner-Up	Mad Noor & Mat Hajarul 2 medals + RM100.00	Maisarah & Noralisa 2 medals + RM50.00	Dawson Chai & Norazlin 2 medals + RM50.00

2011 BUDGET HIGHLIGHTS

The Prime Minister and Minister of Finance, YAB Dato' Sri Mohd Najib Tun Abdul Razak presented the 2011 Budget on 15 October 2010. The Budget themed "Transformation Towards a Developed and High-Income Nation" emphasised on the following 4 key strategies with some of the tax measures laid out as follows:

1. Reinvigorating private investment

2. Intensifying human capital development

3. Enhancing quality of life of Malaysians

4. Strengthening public service delivery

- Relief of RM6,000 given to resident individuals for contributions made to the Employee Provident Fund and life insurance premium be extended to contributions made to the Private Pension Fund.
- Widening the scope of tax relief for parents' medical expenses of RM5,000 to include expenses on day care centres, employment of caretakers for parents and other daily needs.
- Allowing 50% stamp duty exemption on instruments of transfer and loan agreement for first time house buyer who purchase a house not exceeding RM350,000.
- Abolishing import duties ranging from 5% to 30% on approximately 300 items of tourism products and daily use products.
- Increasing service tax rate from 5% to 6% effective from 1 January 2011. The scope of service tax will be widened to include paid television broadcasting services.
- The existing Investment Allowance incentive and exemptions for import duty and sales tax on imported broadband equipment for last mile broadband service providers be extended until 31 December 2012.
- Exempting mobile phones from sales tax.
- Allowing 100% exemption for both import duty and excise duty until 31 December 2011 for hybrid cars, electric cars as well as hybrid and electric motorcycles.
- Increasing the exemption of excise duty from 50% to 100% on national vehicles purchased by disabled persons.
- Extension of the existing Investment Tax Allowance incentive, Pioneer Status incentive and exemption of import duty and sales tax for those involved in the generation of energy from renewable sources or engaged in energy efficiency activities.
- The existing incentives for food production activities be extended for another 5 years until 2015.
- Allowing tax deduction on expenditure incurred on the issuance of Islamic securities which adopt the principles of Murabahah and Bai' Bithaman Ajil based on tawarruq.
- Allowing double deduction on takaful contributions for export credit takaful.

The main focus of 2011 Budget is on a macro economy with not much of tax measures affecting individuals and companies directly. Overall, the announcements on tax issues are mainly for housekeeping and fine-tuning of the existing tax system.

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: 31/12/2010.



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The winning captions for last issue's photograph are as follows:

- "Lu! apa lagi tengok. Kasi masuk sudah lah."

Submitted by **Azlina bt Khamis**
(Amsteel Mills Sdn Bhd - Rolling Mill)

- "Ah... Yo... Yo... 'Coupling' La Cepat! Ini bukan kilang aje boleh terbakar; hati aku pun boleh 'terbakar' tau."

Submitted by **Azhar b Ismail**
(Lion Steelworks Sdn Bhd - Maint & Eng)



Name: (Mr / Ms): Tel. No.:

Company / Dept (please state full address):



TYRE CARE & SAFETY



SILVERSTONE
The science of full contact™

The following are some basic information on tyre care and maintenance to obtain maximum tread life and performance from tyres to ensure maximum operational driving safety according to Silverstone Berhad.

- **Inspect Your Tyres**

Periodically inspect your tyres for cuts, chips, embedded objects or unusual bulges, as a preventive measure to safeguard against sudden and unexpected tyre failure

- **Ensure Sufficient Tread Depth**

When a tyre's tread wears down to less than 1.6mm, it should be replaced as soon as possible. Tyres have tread-wear indicators which appear across the grooves of the tread pattern when the 1.6mm limit is reached

- **Check Tyre Inflation Pressure**

Tyre Inflation pressures should be checked regularly when the tyres are cold. After checking, ensure that the valve caps are replaced as they provide secondary air seal to keep dirt and moisture out of the valve cores

- **Rotate Your Tyres**

Regularly rotating your car's tyres will help you achieve more uniform wear and longer overall tread life. Follow your vehicle owner's manual recommendation or as a general guideline, rotate your tyres every 10,000km

- **Avoid "Tyre Mixing"**

It is advisable to avoid mixing different tyre types due to varying construction. It is also dangerous to mix tyres of different sizes and aspect ratios

- **Do Not Overload**

Tyres are designed to carry a specific maximum load. Do not exceed this maximum load as it can lead to premature tyre failure. The maximum load capacity can be found on the tyre sidewall

- **Changing Tyre Sizes**

If you wish to change to a different rim or tyre size, it is best to consult your tyre technician as any change can affect your speedometer readings

- **Reduce Speed During Rain**

When driving on wet roads, reduce your speed, as driving too fast can cause tyre to aquaplane (The tyre tread loses contact with the surface of the road due to a film of water)

- **Maintain Correct Air Pressure**

An under-inflated tyre builds up excessive heat and results in unnecessary tyre stress and irregular

wear. An over-inflated tyre wears excessively in the centre of the tread. Under-inflation and over-inflation can result in premature tyre failure

- **Spare Tyre**

Most cars today carry a space-saver tyre as a spare. This tyre should be used only to get to the nearest tyre outlet and should not be used over longer distances or speeds exceeding 80kph

- **Check The Balancing**

If you experience excessive vibration transmitted from the tyres to the steering wheel, get a qualified technician to check the balancing as this can result in an uncomfortable ride and cause excessive mechanical stress on the suspension and steering systems

- **Check The Alignment**

Hitting a pothole or kerb can affect your car's alignment and result in uneven tyre wear. Have a qualified technician check the wheel alignment periodically to ensure that your car is properly aligned

Tyres are the only parts of the vehicle which are in contact with the road; therefore safety in braking, steering, cornering and acceleration depends greatly on these four patches of rubber. It is highly recommended that the tyres on your vehicle be checked regularly and maintained in good condition to obtain economic and safe performance.





INFO LINK

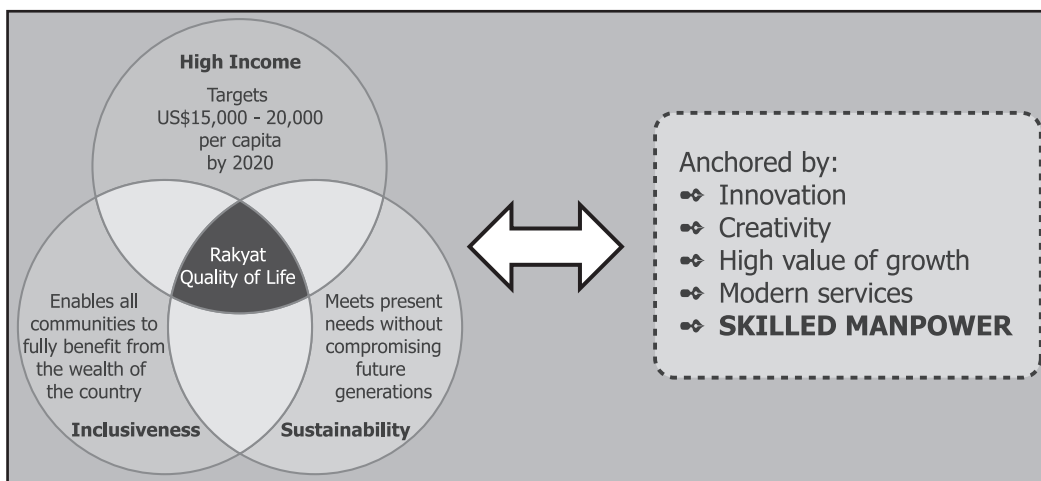
CEDR Corporate Consulting Sdn Bhd

No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan. Tel: 03-33447310 Fax: 03-33447315

GEARING HUMAN CAPITAL DEVELOPMENT TOWARDS ACHIEVING HIGH INCOME ECONOMY

In the recent Pembangunan Sumber Manusia Berhad (PSMB) Conference 2010, the topic of conversation geared around human capital development and ways to put Malaysia back on the world map in terms of its global competitiveness. Malaysia is striving to be a Market-Led, Well-Governed, Regionally Integrated, Entrepreneurial and Innovative country by 2020. This will be achieved under the New Economic Model:

New Economic Model



So this brings us to the question...

What is your company's
Competitive Advantage?

The answer >>

YOUR PEOPLE!!

Some of the points highlighted in the conference discussed ways to enhance competencies through innovative human resource development. The key factors are as follows:

ALIGN your human resources to company's strategic goals

- Find the right people
- Retain talents
- Pay & benefits are competitive
- Training culture

COMMITMENT – gain loyalty by walking the talk

- Hire the right people
- Hire people for attitude; train for skills
- Identify talent & succession plan
- Targeted training for fast-track employees

UNDERSTANDING – measure employee involvement through means of communication; listening as opposed to talking

- Culture, competencies, skills, attitude

TOOLS – provide tools / training to ensure workforce is able to deliver what is required

- Build up resource, identify training needs, develop a plan

EXPECT them to deliver & reward them well

- Placement of talent and follow through
- Track progress
- Reward performance
- Corrective action

It is clearly evident that our country's focus in the upcoming years is to develop our precious human capital. Many companies have already begun the transformation of increasing the number of skilled workers within the organization through a systematic approach of training and development. A good example of this can be found in our next article on page 16.

QUALITY WORKFORCE LEADS TO QUALITY PRODUCTS

As a trusted consumer brand in many households, a factory in Shah Alam believed that when the workforce is well-trained and assessed consistently, effective skills transfer will take place and the standardised work practices will ensure the quality of its products.

This was why this factory began its journey in developing Competency Based Training (CBT). In 2004, they selected CEDR Corporate Consulting (then known as S.I.T Corporate Learning Centre) for its experience in setting up training and assessment systems, to do a pilot project with one of their departments.

First Milestone: Pilot CBT project

For the pilot project, a group of senior operators were taken off the production line for more than 3 months. This team was assigned to learn how to develop task breakdown and assessment tools as well as how to train and assess other operators. All these activities were new to them and it created some anxiety amongst them.

Knowing their fears and reservations, the CEDR trainers adapted the training, coaching and practical sessions to their level. With the assistance from a temporary clerk and continuous support from the management, the team members persevered in their preparation of the training and assessment documents. They also overcame their initial stage fright when conducting training and assessment.



The pilot project team

Implementing the CBT System

Following the positive signs from the pilot project, 3 team members from the pilot project were selected to form a special group. Instead of operating the machines at the production floor, they were given a new role in their department – as full-time CBT trainers and assessors.

From then on, task breakdowns and assessment tools for different types of machines were developed. Conducting training sessions and assessments for the operators became routine tasks for this special group. They set up the initial CBT records system and ensured that the department workforce was competent.



CEDR training session with pilot project team

Due to the encouraging results in the first department, the other departments in the factory also started their CBT projects with CEDR.

CBT and ISO Certification

In 2008, the factory decided to replace their work instructions with the task breakdown (pictorial work instructions) and to include the assessment tools as part of their documentation for ISO. Each department was required to update/ review the task breakdowns and assessment tools periodically for the on-going audits.

In addition to that, new operators were required to complete the CBT training and assessment within 6 months, with the assessment checklist being used as a supporting document for confirmation. Besides involving the senior operators, this factory also recognised the role of their frontline managers in monitoring the CBT system in their respective departments and engaged CEDR to train them accordingly. At the same time, a training executive was hired for the specific role of aligning and standardising the CBT implementation in all departments as well as ensuring that all CBT documents in digital format were securely stored.

CBT Accelerates TPM Implementation

When the factory began to implement Total Productive Maintenance (TPM) in 2009, the CBT task breakdown came in handy. Due to the availability of detailed task breakdowns, they were able to skip a time-consuming step – line mapping for the processes and therefore **speeded up their implementation of TPM.**

With the task breakdown as reference, corrective action required at the production floor could be identified and reassigned to the operators (after they had been trained to do so). The faster response time by operators would then translate into a longer meantime between failure and better control of losses.

Integration of CBT with Quality Systems and Career Pathways

CEDR has trained a number of Subject Matter Experts in this factory and other companies. It is noteworthy that no other factory or company has integrated the CBT with their other systems e.g. quality systems/ initiatives such as ISO, as thoroughly as this factory.

The job of an operator in this factory has evolved with the growing demands of their industry. A few years ago, a new category of operators (at a new job grade) was created. This new category of operators is responsible for not only the operation of the assigned machine but also for the **basic maintenance** of the machine. CBT manuals were developed by fitters for the training and assessment of this new category of operators. In the near future, this category of operators will be trained to be CBT trainers and assessors in their department. CBT has become an important area of involvement for operators who want to move on to the next level of their career in this factory.

Benefits of CBT Integrated with Other Systems

The integration of CBT with other systems, be it quality systems or performance management systems in a company will definitely increase the impact of training and assessment on the company's operations. It is when training and assessment are implemented in isolation from the other initiatives in the company that the impact is sometimes not seen.

Training and assessment are not meant to be an end in itself, i.e. it is not the 'destination'. However, training and assessment can be powerful 'enablers' or 'pathways' for a company to reach their goal of producing quality products.

(This article was written by CEDR in the spirit of Knowledge Sharing; to share CEDR's experience with companies outside the Lion Group for the benefit of the Lion Group companies.)

COMMUNITY RELATIONS

GROUNDBREAKING CEREMONY FOR HANDICAPPED & MENTALLY DISABLED CHILDREN'S HOME

Lion-Parkson Foundation held a groundbreaking ceremony on 30 October 2010 for the construction of a home for handicapped and mentally disabled children in Banting, Selangor. The home to be built on a 4.17 acres piece of land contributed by the Lion Group will house the children who are now staying in rented premises in Ampang Jaya and children from other centers. The groundbreaking was officiated by Foundation Chairman, Puan Sri Chelsia Cheng; Handicapped and Mentally Disabled Children Association Johor Bahru Chairman, Tuan Haji Mohd Farid Bin Dato' O/K Haji Hassan and Vice-President Mr S Jeevah; Lion Group Chairman & CEO, Tan Sri William Cheng, and Foundation Trustee and Group Director, Mr CS Tang.

The home in Banting will be built in 2 phases; with the 1st phase costing RM3.5 million to provide accommodation,

training and recreational facilities for 110 children, and is expected to be completed by the middle of 2012. Under phase 2, additional blocks including an old folk's home and orphanage will be put up. This will add another 109 beds making a total of 219 beds for the special children, 96 beds for senior citizens and 96 beds for orphans.

The initial funds for the 1st phase came from a series of TV programs in 2008 and the Million Dollar Dance Grand Finale Charity Show in February 2009, both produced by Puan Sri Chelsia Cheng, which raised RM1.9 million. In view of the costs involved, the Foundation plans to carry out additional fundraising for the balance required. The groundbreaking was witnessed by members of the Kuala Lumpur & Selangor Chinese Chamber of Commerce and Industry, and officials from Lion Group and Handicapped & Mentally Disabled Children Association Johor Bahru.

KEEPING YOU IN VIEW

Teambuilding for Revenue Valley, Port Dickson



With all these straws, I think we can build our 'Straw House'.



Looks like Spiderman has been busy here...

"You don't want to make me angry. You won't like me when I'm angry". Well, maybe this guy thinks he is the Hulk.



The double masked clown showing off some tricks.



The longest human production line transporting water.. Come on, faster, faster!



CBTE Assessor, CeDR Training Room

◀ Continued from page 17

COMMUNITY RELATIONS



- ▶ (Left photo) Puan Sri Chelsia Cheng thanking everyone who contributed to the fundraising for the Home, and (right photo) pushing the lever to operate the backhoe in the groundbreaking ceremony.
- ▶ (Gambar kiri) Puan Sri Chelsia Cheng berterima kasih kepada semua yang memberi sumbangan kepada Rumah, dan (gambar kanan) mengendalikan jentera semasa majlis pecah tanah.



- ▶ Seated (2nd from left): Mrs S. Jeevah, Mr CS Tang, Puan Sri Chelsia Cheng, Tan Sri William Cheng, Tuan Hj Mohd Farid Bin Dato' O/K Hj Hassan and Mr S. Jeevah with guests at the site.
- ▶ Duduk (2 dari kiri): Puan S. Jeevah, Encik CS Tang, Puan Sri Chelsia Cheng, Tan Sri William Cheng, Tuan Hj Mohd Farid Bin Dato' O/K Hj Hassan dan Encik S. Jeevah dengan para tetamu di tapak pembinaan.

TAKE US
HOME FOR
THE HOLIDAYS!

GRAB US
AT PARKSON!



Give Fabulous Gifts.

A Christmas Sale Special.

20 Nov '10 till 2 Jan '11



Give A Perfect Gift

Shopping for gifts is now a breeze with this shiny little card. Parkson Gift Card, gifting made simple for you.



Give Love. Give Hope

Visit our charity tree in-store, pick a child's wishcard and buy him/her a gift. Make a wish come true this Christmas.



Assorted designs

Giving You A Gift

Receive a FREE Musical Carousel with purchase of RM800 & above storewide. (RM500 for purchases made with Parkson Elite Card)

Terms and Conditions apply. All offers are valid while stocks last at Parkson Pavilion, KLCC, 1 Utama and Gurney Plaza from 1 Dec '10 - 2 Jan '11.

A blast from the past this Christmas. Collect them all!

Get the collectors' edition Tom-Toms and Beat Bots tin toys with storewide purchase of RM100 and above in a single receipt*. RM33 for a set of 3 (or RM11 each).



Tommy



Terry



Timmy

Tom-Toms available
from 20 Nov '10.



Planta
BlueBot



Major-Domo
SilverBot



Dross
YellowBot

Beat Bots available
from 11 Dec '10.

On Her: Sisley Poncho, RM250. Mazzard Scarf, RM39.90.
On Him: Kent Shirt, RM189. United Colors Of Benetton Sweater, RM250.

All merchandise available at selected Parkson stores only. Terms & conditions apply.



PARKSON Pavilion • KLCC • 1 Utama • Gurney Plaza

KUALA LUMPUR

- KLCC
- OUG Plaza
- Pavilion
- Sungei Wang Plaza
- The Mall

PUTRAJAYA

- Alamanda Putrajaya Shopping Centre

SELANGOR

- 1 Utama
- Klong Parade
- Plaza Metro Kajang
- Selayang Mall
- Subang Parade
- Sunway Pyramid Shopping Mall
- Wisma Etonic, Rawang

N. SEMBILAN

- Petani Parade, Sungai Petani
- 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 (opens on 25 Nov '10)

SARAWAK

- Riverside Complex, Kuching
- The Spring, Kuching
- Bintang Megamall, Miri
- Wisma Sanyan, Sib

SABAH

- 1 Borneo, Kota Kinabalu
- Wawasan Plaza, Kota Kinabalu

LABUAN

- Financial Park, Labuan Complex

Parkson Pavilion
Overall Best Retail Outlet 2009/2010

MRA
MALAYSIAN RETAILERS ASSOCIATION

mmvb
MALAYSIA'S MOST VALUABLE BRANDS 09

Customer Service: **1300 88 0828**

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