

Lion Today

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MILLION DOLLAR DANCE GRAND FINALE CHARITY SHOW



Megasteel Receives
Customs Smart Partnership Award

- ▶ Thank You To All Sponsors & Donors (listing inside)
- ▶ Parkson Gurney Plaza Receives Award
- ▶ Hi-Rev/Sparx Dealers Appreciation Dinners
- ▶ Property: Twins at Damansara Heights

MILLION DOLLAR DANCE GRAND FINALE CHARITY SHOW



► Donors and sponsors at the Grand Finale Charity Show.
► Para dermawan dan penaja di Malam Penutup Tarian Amal.



► A mesmerising performance by Puan Sri Chelsia Cheng (2nd from left) and dancers (from left to right) Shireen, Toni and Natalie; and guest artistes, actor Roger Kwok from Hong Kong and Jeffrey from Malaysia.
► Pertunjukan hebat daripada Puan Sri Chelsia Cheng (dua dari kiri) dan para penari (dari kiri ke kanan) Shireen, Toni dan Natalie; serta artis jemputan, pelakon Roger Kwok dari Hong Kong dan Jeffrey dari Malaysia.



► A resident from the home for special children celebrating her birthday on stage with Puan Sri Chelsia Cheng.
► Seorang penghuni rumah anak-anak istimewa meraikan harijadi di atas pentas dengan Puan Sri Chelsia Cheng.



► Puan Sri Chelsia Cheng presenting to Roger Kwok, her calligraphic work of his TV drama (left), and Parkson redemption points to a lucky draw winner (right).
► Puan Sri Chelsia Cheng menyerahkan kaligrafi beliau berdasarkan drama TV lakonan Roger Kwok kepadanya (kiri), dan mata Parkson kepada pemenang cabutan bertuah (kanan).

MILLION DOLLAR DANCE GRAND FINALE CHARITY SHOW

The Chairman of Lion-Parkson Foundation, Puan Sri Chelsia Cheng and her daughter, Natalie Cheng staged a spectacular bellydance performance at the Million Dollar Dance Grand Finale Charity Show in Pavilion Kuala Lumpur on 8 February 2009.

Puan Sri had organised the Charity Show to raise funds to help build a centre for the handicapped and mentally disabled children. The Charity Show has more than achieved its target of RM1 million with the Lion Group chipping in by donating a 4-acre piece of land in Selangor near Banting to build the centre.

Prior to the event, Puan Sri had produced a series of 11 TV episodes entitled "Lessons for Dreams to Life" and broadcasted on TVB8. Each episode showcased a business organisation as sponsor and managed to raise a total of RM130,000.

As it is anticipated that the centre and facilities for the special children will incur more than RM1 million, Puan Sri intends to continue to raise the funds needed and urges everyone to join her in making the centre a reality.

PERTUNJUKAN AMAL PENUTUP TARIAN SEJUTA DOLAR

Pengerusi Yayasan Lion-Parkson, Puan Sri Chelsia Cheng dan anak beliau, Natalie Cheng mempamerkan satu persembahan tarian gelek yang menarik di acara Pertunjukan Amal Penutup Tarian Sejuta Dolar di Pavilion Kuala Lumpur pada 8 Februari 2009.

Puan Sri menganjurkan Pertunjukan Amal ini bagi mengutip dana untuk membina sebuah pusat penjagaan kanak-kanak istimewa. Pertunjukan Amal ini telah berjaya mengutip lebih daripada jumlah sasaran RM 1 juta. Kumpulan Lion turut menyumbang sebidang tanah seluas 4 ekar berhampiran Banting di Selangor untuk membina pusat penjagaan tersebut.

Sebelum berlangsungnya acara malam itu, Puan Sri telah menerbitkan 11 siri TV yang berjudul "Lessons for Dreams to Life" yang disiarkan menerusi saluran TVB8. Setiap episod turut memaparkan sebuah organisasi perniagaan yang menjadi penaja episod tersebut dan berjaya mengumpul sejumlah RM130,000.

Memandangkan pembinaan pusat penjagaan kanak-kanak istimewa berserta kemudahannya dijangka memerlukan lebih daripada RM 1 juta, Puan Sri berhasrat untuk meneruskan usaha mengumpul dana dan menyeru semua untuk menyertai beliau dalam menjayakan usaha murni ini.

百万元盛大慈善舞蹈表演

金狮百盛基金会主席潘斯里陈秋霞联同女儿钟惠严于2009年2月8日在吉隆坡Pavilion购物广场举办的百万元盛大慈善舞蹈表演中，以一场精彩的肚皮舞演出回馈各界善心人士。

潘斯里策划了这次慈善演出，目的是筹款兴建一所残障和智障儿童中心。金狮集团也不落后，捐献了位于万津一块4英亩的土地供建筑特殊儿童中心。这次的慈善筹款总数，突破100万令吉的目标。

较早前，潘斯里已制作了一系列共11集的电视节目《爱·霞想》并于TVB8播放，每一集皆展示作为赞助者的商业机构，并成功筹获马币13万令吉。

预计建设有关特殊儿童中心和其设施的费用，将超过马币100万令吉，潘斯里打算继续筹募所需款项并呼吁大家慷慨解囊，让特殊儿童中心的计划早日实现。

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EDITOR'S MESSAGE

Raising funds for charity is not easy even in the best of times. Getting people to part with their money, even for charity requires a strong conviction, lots of patience and a positive attitude. It is easier when the economy is doing well; businesses are flourishing and people are gainfully employed. In times of economic downturn however, when orders are less, money is scarce and cashflow is tight, fundraising becomes a real challenge. Yet it is in such difficult times that the poor and less fortunate who depend greatly on charity need our help even more.

When Puan Sri Chelsia Cheng, the Chairman of Lion-Parkson Foundation first mooted the idea of raising funds to help build a home for the handicapped and mentally disabled children in the early part of 2008, our economy was chugging along nicely. As her idea took hold and preparations for a fundraising drive got underway, the world economy tumbled and derailed the local economy as well. Despite this, the fundraising via a series of TV episodes and the Grand Finale Charity Show staged by Puan Sri more than achieved its target of RM1 million. It is due to the kind support and contributions of all donors, sponsors, friends and associates; and the determination and tireless energy of Puan Sri that this was made possible.

With the tough economic situation expected to continue, our business operations must find ways to stay on course through cost-cutting; improvements in productivity, delivery and customer service; and inventory and cashflow management. Everyone must be vigilant in reducing cost and wastage, and work hard as well as smart.

While no one can predict how soon the economy will recover, we must ensure that we are prepared and ready to seize the opportunities when the time comes. We can take heart in the words of John D. Rockefeller (1839-1937), acclaimed for modernising the oil industry and philanthropist who said during the Great Depression of the 1930's, "These are days when many are discouraged. In the 93 years of my life, depressions have come and gone. Prosperity has always returned and will again."

UTUSAN PENGARANG

Mengumpul dana untuk tujuan amal bukanlah satu perkara mudah walaupun di masa senang. Untuk membuatkan seseorang itu menghulur sumbangan memerlukan keyakinan, kesabaran dan sikap positif. Ianya lebih mudah dilakukan dalam keadaan ekonomi yang pesat, ketika peniagaan berkembang maju dan orang ramai mempunyai pendapatan yang baik. Bagaimanapun, semasa kegawatan ekonomi, apabila pesanan berkurangan, kedudukan kewangan dan aliran perbelanjaan agak sukar, usaha mengumpul dana benar-benar mencabar. Namun, ketika masa sukar inilah golongan kurang bernasib baik yang bergantung kepada sumbangan dan ehsan amat memerlukan bantuan.

Apabila Puan Sri Chelsia Cheng, Pengerusi Yayasan Lion-Parkson mula-mula mengutarakan ide untuk mengumpul dana bagi membina rumah untuk kanak-kanak cacat dan bermasalah mental, di awal 2008, kedudukan ekonomi kita masih kukuh. Ketika ide beliau dilaksanakan dan persediaan untuk mengumpul dana berjalan, ekonomi sejagat merudum dan turut menjejaskan ekonomi negara. Namun demikian, usaha mengumpul dana menerusi beberapa episod siri TV dan majlis penutup Pertunjukan Amal yang dijayakan oleh Puan Sri telah mengumpul lebih daripada sasaran RM 1 juta. Ianya menjadi kenyataan atas sokongan dan sumbangan para dermawan, penaja, rakan dan sekutu perniagaan; serta kecekalan dan kegigihan Puan Sri sendiri.

Dengan situasi ekonomi yang dijangka akan terus mencabar, kesemua operasi perniagaan kita mesti mencari jalan untuk kekal bertahan sama ada dengan mengurangkan kos; membaik pulih produktiviti, penyerahan dan perkhidmatan pelanggan; serta pengurusan inventori dan aliran tunai. Kita mesti sama-sama berusaha dengan gigih untuk mengurangkan kos dan pembaziran secara bijaksana.

Tiada seorangpun yang boleh meramalkan bilakah ekonomi akan pulih, jadi kita seharusnya sentiasa bersedia untuk merebut peluang-peluang yang muncul di depan mata. Kita boleh mengambil iktibar daripada kata-kata seorang yang disanjung kerana sumbangannya terhadap industri minyak moden dan juga dermawan, John D. Rockefeller (1839 - 1937) semasa Zaman Kemelesetan 1930an dahulu, "Ini merupakan hari-hari di mana ramai orang yang berputus asa. Sepanjang 93 tahun usia saya, kemelesetan datang dan pergi. Kemakmuran sentiasa datang kembali dan pasti menjelma lagi".

CUSTOMS SMART PARTNERSHIP AWARD FOR MEGASTEEL



- Megasteel staff reciting the pledge for the private sector led by Dato' Mustafa Mansor from FMM.
- *Kakitangan Megasteel membaca ikrar untuk sektor swasta yang diketuai oleh Dato' Mustafa Mansor dari FMM.*



- Datuk Albert Cheng (middle) receiving the award from YAB Dato' Sri Mohd Najib bin Tun Razak.
- *Datuk Albert Cheng (tengah) menerima anugerah daripada YAB Dato' Sri Mohd Najib bin Tun Razak.*

On 7 February 2009, Megasteel Sdn Bhd received the Smart Partnership Award (Customs-Private Sector Category) in conjunction with the 27th World Customs Day celebration. The award was given to Megasteel for its cooperation with Jabatan Kastam DiRaja Malaysia in organising technical training and information sharing particularly on the steel industry for Customs personnel.

YAB Deputy Prime Minister and Finance Minister, Dato' Sri Mohd Najib bin Tun Razak presented the award to Group Executive Director, Datuk Albert Cheng.

At the event, Megasteel staff also participated in the pledge for the private sector which was led by Dato' Mustafa Mansor, President of the Federation of Malaysia Manufacturers (FMM).



- Megasteel staff posing for remembrance with Datuk Albert Cheng (centre) flanked by Senior Manager - Q & A, Haji Sabrudin Suren and Marketing Manager, Haji Nazri Azizan on the left and right respectively.
- *Kakitangan Megasteel bergambar kenang-kenangan dengan Datuk Albert Cheng (tengah) diapit oleh Pengurus Kanan - Q & A, Haji Sabrudin Suren dan Pengurus Pemasaran, Haji Nazri Azizan masing-masing kiri dan kanan.*

INTER-DEPARTMENT FOOTBALL TOURNAMENT

Nineteen teams participated in the Inter-Department Football tournament organised by Steel Division Companies in Banting Sports Club on 15 February 2009.

The champion, Polis Bantuan FC from Security Department took home Parkson vouchers worth RM200 and medals while the second and third placing went Megasteel's Caster Production Department and Hamas FC from the CRMC Department respectively.



- Some of the footballers at the tournament.
- *Sebahagian daripada pemain bolasepak yang mengambil bahagian.*

VISITS TO LION STEEL COMPLEX



A delegation led by the Vice-Chairman of the People's Committee of Ho Chi Minh, Vietnam visited our Lion Steel Complex on 3 January 2009. General Manager - Production Improvement, Mr Khor Toong Yee and senior management staff briefed them on our steel operations and led them on a tour of the Complex.

In another visit to our Steel Complex, 20 members from Vietnam Steel Association were briefed on Megasteel's operations by Director-Marketing, Mr Anthony Chin followed by a plant tour. The visit was under the auspices of the Malaysian Iron & Steel Industry Federation.



A group of senior officers from the Customs Department made a familiarisation visit to Lion Steel Complex for better understanding of our steel manufacturing operations. They were briefed by Manager-Marketing, Haji Nazri Azizan and taken on a plant tour to see the manufacturing process.

LION DANCE AT WISMA LION

Our Steel Division celebrated the Lunar New Year festivities with the traditional lion dance at its premises in Banting in Selangor.

The lion dance troupe put on an entertaining performance comprising both acrobatic and traditional elements. They performed at Wisma Lion and

also made their way to Amsteel II and Megasteel Admin Building.

One 'lion' presented a platter of fruits symbolising good fortune to Group Chairman and CEO, Tan Sri William Cheng. Also present were Heads of Department and employees who cheered on the troupe's performances.



- ▶ Tan Sri William Cheng being visited by the 'lions' (left) and receiving the fruit platter (right).
- ▶ Tan Sri William Cheng menerima kunjungan 'singa' (kiri) menerima sedulang buah-buahan (kanan).

- ▶ 'Lions' in action.
- ▶ Aksi 'singa'.

SAFETY AWARENESS & BASIC FIRST AID PROGRAMME

Antara Steel Mills' Safety, Health & Environment Department is organising a monthly programme on Safety Awareness at Work Place & Basic First Aid to reiterate the importance of safety awareness and provide employees with basic first aid knowledge.

Under the programme, members of the Bomba Squad will also attend Coaching Sessions to refresh their knowledge and keep them on their toes.

The first and second sessions of the Safety Awareness & Basic First Aid

programme were conducted on 18 December 2008 and 22 January 2009 respectively while the Coaching Sessions were held on 13 January and 17 February 2009. All the sessions were conducted by Antara's internal trainers and Safety Committee members.



- Briefings by Encik Merdan, Health Supervisor & Trainer for Basic First Aid (left) and Encik Mohd Radzuan Rudin, Safety Assistant & Trainer for Safety at Work Place (right).
- *Encik Merdan, Penyelia Kesihatan & Jurulatih untuk Bantuan Kecemasan Asas (kiri) dan Encik Mohd Radzuan Rudin, Penolong Keselamatan & Jurulatih untuk Keselamatan di Tempat Kerja (kanan).*



- Encik Mat Othman (extreme right) and Encik Bonsu (extreme left), coaching the Bomba Squad members on using the safety apparatus.
- *Encik Mat Othman (paling kanan) dan Encik Bonsu (paling kiri), melatih ahli Skwad Bomba menggunakan peralatan keselamatan.*

BLOOD DONATION CAMPAIGN

About 100 employees donated blood in a campaign organised by Antara Steel Mills' Safety, Health & Environment Department and Hospital Sultanah Aminah Johor Bahru (HSAJB) on 21 January 2009.

The campaign is an annual event as part of Antara's social obligations to assist HSAJB in stocking up its blood bank.



- Antara's employees donating blood during the campaign.
- *Kakitangan Antara menderma darah ketika kempen berlangsung.*

SOCCER TOURNAMENT @ ANTARA



MY TEAM from Rolling Mill 1



OFF PEAK Team from Steel Plant

Seven teams participated in a Soccer Tournament organised by Antara Steel Mills' Sports Club which was held from end November 2008 to January 2009.

The final match held on 10 January 2009 saw Off Peak Team from Steel Plant defeating My Team from Rolling Mill 1. Noor Azli Ngadini from My Team was picked as Best Player while the highest scorer award went to Ngarantal Langan.

Lucky draws were organised at the final match. All prizes were presented by Sports Club President, Encik Mohamad Ahad Hassan.



- Encik Abd Aziz Abu Bakar (left) Off Peak team manager receiving the trophy from Encik Mohamad Ahad Hassan.
- Encik Abd Aziz Abu Bakar (kiri) Pengurus Pasukan Off Peak menerima trofi daripada Encik Mohamad Ahad Hassan.

LION DANCE AT ANTARA STEEL

Antara Steel Mills Sdn Bhd in Pasir Gudang, Johor ushered in the Year of the Ox with the traditional lion dance performance at its premises on 2 February 2009. Heads of Department and employees cheered on the troupe's performance as it was the first time Antara had organised a lion dance.

Executive Director, Mr Eric Cheng received a platter of fruits symbolising good fortune from the 'lion'.



- Mr Eric Cheng receiving the fruit platter from the 'lion'.
- Encik Eric Cheng menerima sedulang buah-buahan daripada 'singa'.



- Antara's management led by Mr Eric Cheng (centre) and General Manager, Encik Rahmat Ibrahim (right) with the 'lions'.
- Pihak pengurusan Antara bersama Encik Eric Cheng (tengah) dan Pengurus Besar, Encik Rahmat Ibrahim (kanan) bergambar dengan 'singa'.

LFIB DIRECTORS VISIT SILVERSTONE

On 17 February 2009, three Directors from Lion Forest Industries Berhad (LFIB), Dato' Dali Mahmud Hashim, Dato' Kalsom Abd Rahman and Cik Zainab Dato' Hj Mohamad visited Silverstone Berhad in Taping, Perak.

They were welcomed by Silverstone Director, Mr Paul Chan; Asst GM, Mr Mike Toh and senior management staff. The directors were briefed on Silverstone's operations by Asst GM – Finance & Admin, Mr KL Ooi and taken on a plant tour by QA Manager, Tuan Haji Nizam to see the production of tyres.



- The directors being briefed on the tyre production process during the plant tour.
- Para pengarah mendengar taklimat mengenai pengeluaran tayar semasa lawatan ke kilang.

SILVERSTONE BOWLING TOURNAMENT

Ten teams participated in the inter-department bowling tournament organised by Kelab Sukan Silverstone (KSS) recently.

Strike Roll emerged champion while the second and third placing went to Curing Cranker and Warangan Tikos respectively. Jamel b Abd Rahman won the individual champion title while Anuar B Abd Rahman and Mohd Zainuddin took the second and third placing respectively.

All winners received a cash prize and trophy presented by Production Manager, Mr Bay Soon Choy and KSS Secretary, Encik Mohd Sharif.



- Mr Bay Soon Choy (left) with the champion, Strike Roll.
- Encik Bay Soon Choy (kiri) dengan Juara, Strike Roll.



- Participants all ready at the start of the tournament.
- Para peserta bersedia untuk memulakan pertandingan.

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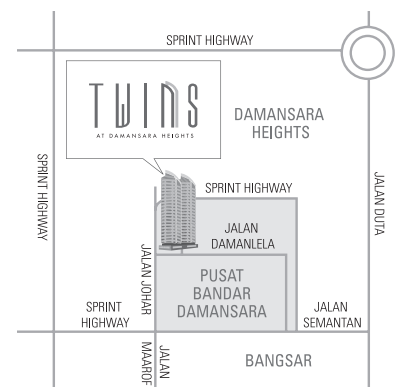
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13 YEARS AT MAHKOTA HOTEL MELAKA



Mahkota Hotel Melaka's first guests, Mr Chiang Chuk Po and Madam Lily Lee returned to their "second home" to celebrate Chinese New Year recently. They have been loyal patrons of the hotel for the past 13 years, since it commenced operations in 1996.

"I like staying here because the hotel is so hospitable and the staff are courteous and friendly," said Mr Chiang, the retired 87-year-old founder of Singapore Woodcraft Manufacturing Co. Pte. Ltd.

- From left to right: Madam Lily Lee and Mr Chiang Chuk Po with Mr Edward Lau (General Manager), Ms Tan Pui Lin (Rooms Division Manager) and Ms Cindy Lim (Senior Sales Manager).
- Dari kiri ke kanan: Puan Lily Lee dan Encik Chiang Chuk Po dengan Encik Edward Lau (Pengurus Besar) dan Cik Tan Pui Lin (Pengurus Bahagian Bilik) dan Cik Cindy Lim (Pengurus Kanan Jualan).



- The golden bulls at the hotel's lobby.
- Lembu emas yang dipamerkan di lobi hotel.

GONG XI FATT CHAI @ MAHKOTA HOTEL MELAKA

In ushering the Year of the Ox, Mahkota Hotel Melaka's artistic team decorated the hotel lobby with 2 bulls underneath a cherry-blossom tree, guarding a golden treasure box filled with Chinese gold bullions.

To commemorate the auspicious festival, a lion dance performance was organised on the third day of the Lunar New Year while the God of Prosperity welcomed guests with good fortune and luck at the hotel's lobby, on the first to third day of the new year.

PARKSON GURNEY PLAZA RECEIVES BEST CUSTOMER SERVICE 2008 AWARD

Parkson Gurney Plaza was awarded the "Best Customer Service 2008" award by CapitaLand, the management of Gurney Plaza Shopping Mall, under their Retail Hot Shop Award campaign.

The award was presented to Senior Operation Manager, Madam Lily Lee by the Chief Minister of Penang, YAB Lim Guan Eng at a ceremony.



- Madam Lily Lee (left) receiving the award from YAB Lim Guan Eng.
- Puan Lily Lee (kiri) menerima anugerah daripada YAB Lim Guan Eng.



- Recipients of the Retail Hot Shop Award with their awards and YAB Lim Guan Eng (3rd from right) on stage.
- Para penerima anugerah Retail Hot Shop Award dengan YAB Lim Guan Eng (3 dari kanan) atas pentas.

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KINTA PREMIER PRINT SDN BHD	PILOT PEN (M) SDN BHD	THE THINGZ MARKETING SDN BHD
KMC CONSTRUCTION	PLY-MART SDN BHD	TITAN (M) SDN BHD
KOH WENG THANG	POLIKLINIK MD. TOP	TOONG FONG INDUSTRIAL CO
KONG LONG HUAT CHEMICALS SDN BHD	POLILETRIK TRADING	TOP HILL AUTOMATION SDN BHD
KRISDARA TECHNICS SDN BHD	POLO MACHINERY & HARDWARE SDN BHD	TOY WORLD MARKETING SDN BHD
KUANTIBINA SDN BHD	PONEY GARMENTS SDN BHD	TREND LIVING SDN BHD
L & LM ENTERPRISE	POWER BASICS SDN BHD	TRUWATER COOLING TOWERS SDN BHD
L & T INDUSTRIES SDN BHD	POWER PROTECTION (M) SDN BHD	TWIN PREMIER SDN BHD
LACE PRODUCTS SDN BHD	POWER WELD SDN BHD	UCHIDA YOKO (MALAYSIA) SDN BHD
LAM FIE YIN	PPS MARKETING (M) SDN BHD	UF APPARELS MALAYSIA SDN BHD
LASERTECH INDUSTRIES (M) SDN BHD	PRESSPAC INDUSTRIAL SUPPLY	UMW INDUSTRIAL POWER SDN BHD
LEE HING METAL SDN BHD	PRISMA TECH. ENG. SERVICES (M) SDN BHD	UNI-TREND MARKETING
LEE HOCK CHIN	PROTRAC PROGRESSIVE SDN BHD	UNITED HARVEST SDN BHD
LEE HOCK HIN	PTP MANUFACTURING SDN BHD	UNITED PACIFIC CONTROL (M) SDN BHD
LEOW LEE FAH	PUBLIC PORTFOLIO SDN BHD	UNITED U-LI (M) SDN BHD
LI-SIN TRADING SDN BHD	PUSTAKA SRI DUNIA SDN BHD	URBAN BASE MARKETING (M) SDN BHD
LIM KENG KEE	QS INSTRUMENTS SDN BHD	VECTOR ATLANTIC SDN BHD
LINTASAN PADU SDN BHD	RAINBOW MAINTENANCE SERVICE	VERTEX SUCCESS SDN BHD
LIVING WING SDN BHD	RD AD WORKS	W. SILVER RECYCLING, INC
LSK ENGINEERING CONSULTANTS	RELIABLE AGENCIES (M) SDN BHD	WATERTEC (MALAYSIA) SDN BHD
LTS LOGISTICS SDN BHD	REMARK MEMORY SDN BHD	WE FASHION TEAM SDN BHD
LWB FORKLIFT PARTS & SERVICES	RHYTECH ENTERPRISE	WENISON HARDWARE (M) SDN BHD
M S T GOLF SDN BHD	RITZCON (M) SDN BHD	WERIT CONTEC ENTERPRISE SDN BHD
MACGICIAN DISTRIBUTION SDN BHD	SAF-TQUIP	WONG SOE MEI
MAGIC MEDIA SDN BHD	SAM PLANNERS	YAP AI TAM
MAKIN MEWAH AUTOMATION	SANTOCHEM (M) SDN BHD	YAU TAI HONG TRADING SDN BHD
MAN TRUCK & BUS (M) SDN BHD	SARA LEE (M) SDN BHD	YICK HOE FERROUS STEEL SDN BHD
MARCH RETAIL SDN BHD	SCA HYGIENE MARKETING (M) SDN BHD	YOUNG MASTER GARMENT CORP SDN BHD
MAYA TOBA SDN BHD	SCG CONTROL SOLUTION SDN BHD	YU HUNG EMILOGLU

Thank You to the rest of the donors, too many to be listed here, for their contributions of amounts of below RM500 and to the public who donated via the donation boxes placed at Parkson stores which collected RM19,300.

HI-REV/SPARX

APPRECIATION NITE 2009

Posim Petroleum Marketing Sdn Bhd (PPM) organised appreciation dinners for its dealers throughout the nation in appreciation of their tireless efforts and continuous support towards Hi-Rev and Sparx.

Dealers who achieved the targets set were awarded the Hi-Rev Best Performance Award 2009, presented by Posim Executive Director, Mr Ngan Yow Chong and PPM's GM, Mr David Teo. The increased number of award recipients this year is an indication of growth and acceptance for the Hi-Rev and Sparx in the automotive lubricants industry.

At the Klang Valley dinner held in Petaling Jaya, guests were treated to a sumptuous dinner and entertained by a magic show and entertaining performances by Malaysia's top Chinese singer, Ms Chong Mei Ling and Singapore's popular actor-comedian cum singer, Marcus. As it coincided with the Lunar New Year, the performers also rendered Lunar New Year songs which set the festive mood among the guests. Lucky guests took home prizes from the lucky draw.

Similar dinners were also held at PPM branches in Penang, Alor Setar, Ipoh, Johor Bahru, Malacca and Kuantan to acknowledge and celebrate the support and achievements of their dealers.



IPOH



PENANG



BUTTERWORTH



JOHORE



► Performances of the night.
► Pertunjukan yang menghiburkan.



► Some of the recipients of the Hi-Rev Best Performance Award 2009.
► Antara penerima Hadiah Pencapaian Terbaik Hi-Rev 2009.



► Lucky draw winners who won great prizes including LCD TV and motorcycle.
► Pemenang cabutan bertuah membawa pulang pelbagai hadiah menarik termasuk TV LCD dan motosikal.

PARKSON CHINA:

DALIAN SHISHANG

Dalian Shishang Parkson store is located at No.261, Zhongshan Road, Xigang District, Dalian in Liaoning Province of China.

With a retailing area of 30,900 square meters spreading over seven floors including a basement floor, the store offers the latest merchandise and up-to-date fashion. The store is highly popular, drawing thousands of shoppers everyday while its annual promotions are always a great attraction.

Another Parkson store in the province is Dalian Tianhe Parkson which is located at No.342-350, Minquan Street, Shahekou District, Dalian.

Dalian, compared to the ancient capital cities such as Beijing, Xian, Nanjing or Luoyang, is a relatively young city with about a 100-year history. Situated at the tip of

Liaodong Peninsular, it is a trading and financial center in northeastern China and has been dubbed the 'Hong Kong of Northern China'.

Dalian is a famous seacoast resort city with nice ocean views and good scenic spots such as Nest Cliff. Numerous bathing places and beaches are popular venues for Dalian's locals to flock to and relax.

Surrounded by the Yellow Sea and inland Bohai Sea, it has rich marine resources. The seafood in Dalian is equal to its southern counterpart in Guangzhong Province and there are numerous restaurants in the city providing a wide variety of top-quality seafood at very reasonable prices. Every August, Dalian holds the Dalian Clothing Festival which attract numerous visitors.



LION GROUP SPONSORS LION AT ZOO NEGARA

Our Group renewed its sponsorship of RM21,000 for 'Champ', an African lion at Zoo Negara for another year. The sponsorship covers feeding, medication and maintenance expenses for the lion and has been on-going since 1996. This is part of the Group's community relations programme which includes efforts to preserve our wildlife.

Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng presented the sponsorship to the Director of Zoo Negara, Dr. Mohamad Ngah at the zoo on 6 January 2009.

To date, Lion-Parkson Foundation has contributed a total of RM15.5 million to education and charitable causes. This includes scholarships and educational loans worth RM7.3 million for about 350 students since the Foundation's inception. Another community project by the Lion Group is the Lion Group Medical Assistance Fund that provides financial assistance to needy Malaysians seeking medical treatment.



- Puan Sri Chelsia Cheng presenting the sponsorship of RM21,000 for 'Champ', the African lion (inset) to Dr Mohamad Ngah.
- Puan Sri Chelsia Cheng menyerahkan sumbangan berjumlah RM21,000 untuk 'Champ' singa Afrika (gambar kecil) kepada Dr Mohamad Ngah.

CORPORATE

UPDATE

UNDERSTANDING EMPLOYER'S TAX OBLIGATIONS

About 50 people from Human Resources, Accounts and Payroll departments from Headoffice and our operating companies attended a briefing entitled 'Understanding Employer's Tax Obligations' on 27 February 2009.

The briefing by Senior Tax Manager, Mr Koh Yong Heng focussed on the preparation of Form E & EA, in particular on the exemption of 17 perquisites and benefits-in-kind.



- Mr Koh Yong Heng (left photo) briefing the Group's employees on the latest tax requirements.
- Encik Koh Yong Heng (gambar kiri) menerangkan mengenai perkembangan terkini percukaian kepada kakitangan Kumpulan.



INFO LINK

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INVESTMENT IN TRAINING: GENERAL OUTLOOK...

In today's ever-changing business climate, organisations constantly seek ways to remain competitive. Efforts to develop the knowledge, skills, and capabilities of each employee to maximise organisational impact are accelerating. Every organisation spends huge investment on workplace learning and performance (WLP).

Global Overview - USA

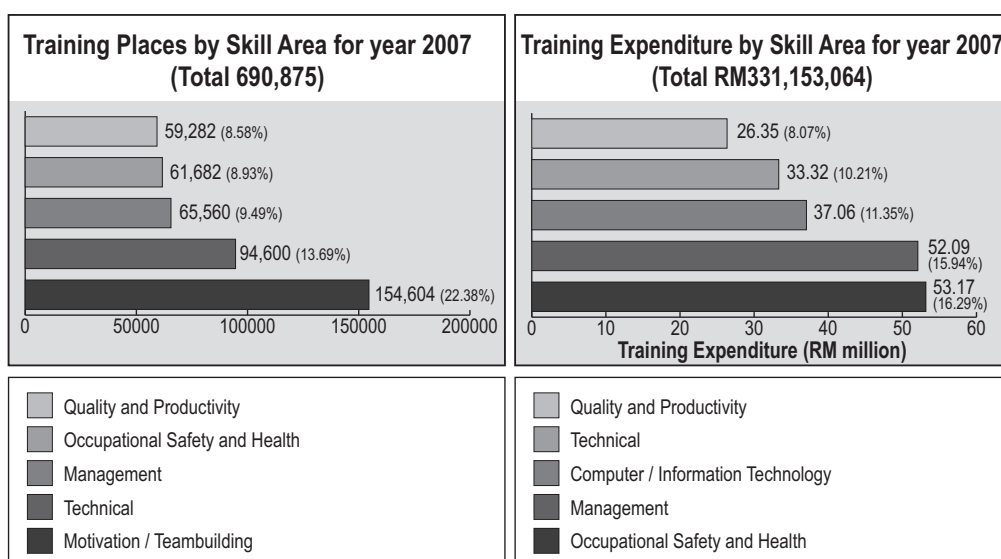
The following information will indicate the general performance of Training & Development activities in USA:-

- US organisations spent **USD 134.39 billion** on employee learning and development in 2007
- 80% of online learning is self-paced in recent years
- Costs in the delivery and consumption of learning hours are rising
- Leading contents are:
 - (1) Industry specific skills and information (14.45%)
 - (2) Process, procedures, and business practices (11.07%)
 - (3) Managerial and supervisory topics (11.00%)
 - (4) IT and systems learning content (10.24%)

Closer to home, how is the training situation in Malaysia?

Based on statistics in the 2007 Annual Report by Pembangunan Sumber Manusia Berhad (PSMB), the corporation under the Ministry of Human Resource, overseeing the Human Resource Development Fund in Malaysia, a total of **RM 331,153,064** was spent for **690,875** training places in year 2007. There is a total of 10,064,817 hours of training duration and an average of 14.57 hours of training duration per training place.

(* Only for approved SBL, SBL-Khas, PROLUS and PERLA Scheme)



How about Lion Group?

As one of the leading conglomerates in Malaysia, the Lion Group has always emphasized the importance of training and development. According to the Group's Head Office Policies & Guidelines (Section 2: Training and Development), every employee must attend a minimum number of hours of training per year. The specific number of hours shall vary according to the level of the employee but shall not be less than **27** hours per year for all clerical staff and above.

The total investment by Lion Group companies in the 2007/2008 financial year on attending CEDR's training programmes (under Core Development Programmes, Ad-Hoc and others) was **RM 782,000**. This does not include company initiated training activities with external training providers.

Here, we feature how a company in Lion Group has successfully implemented a structured developmental plan for its human resources. The company is Silverstone Bhd in Kamunting, Taiping, Perak.



Overview of training & development initiatives



As one of the major tyre manufacturers in Malaysia, Silverstone has always maintained a strong and comprehensive developmental plan for its employees. It aims to continuously transfer the latest technology and knowledge that will ultimately help to achieve the company's goals.

The training objectives of Silverstone are simple – providing employees at all levels with relevant information, knowledge and skills that will enable them to perform their job correctly, accurately, safely, effectively and in a professional manner.

Silverstone has set an average training days of **4.5 (36 training hours)** per employees per year. This is above the standard set in Lion Group's HRD Policy of 27 hours per employee per year.

Various training activities

Let's look at various developmental activities undertaken by Silverstone:

Orientation Programme

New recruits at various levels are put through a 2-day orientation programme to help them adapt to Silverstone's vision, mission and core values.

At the workers level, they will then need to undergo 3 days structured On-The-Job Training (OJT) with the respective department which will be conducted by the Labour Trainers and observed by the Section Supervisors.

For new Supervisory, Executive, Assistant Manager and Manager level intake, they will undergo 2 to 3 weeks induction session where they will be assigned to the respective departments such as production, technical, administration etc. in order for them to be familiar with the respective departmental responsibilities and functions.

Supervisory Competency Development Programme

An on-going programme is being organised for 68 supervisors (in groups of 4). 6 modules from the Lion Group Core Development Programme have been selected and tailor-made to suit Silverstone's working environment. The ultimate aim of these modules is to increase the management skills of Silverstone's frontline leaders in developing high performance teams. The 6 of modules are:

- | | |
|---|---|
| - <i>Planning and Organizing Work</i> | - <i>Managing Quality for Excellent Service</i> |
| - <i>Team Problem Solving</i> | - <i>Handling Performance Problem</i> |
| - <i>Essential Communication Skills</i> | - <i>Leading Teams Effectively</i> |

Participants will be awarded a Certificate of Competence (*after assessment process and achievement of the required competency*) for each module. Finally, the Certificate in Supervisory Skills jointly issued by CEDR/Lion Corporate Excellence Centre and Silverstone Bhd will be awarded to those who obtain competency in all 6 modules.

Frontline Competency Development Programme

For the administration and support staff, 2 groups of 34 employees have been identified to attend 5 customised modules from the Lion Group Core Development Programme. The 5 modules are:

- *Personal Work Effectiveness*
- *Communication at Workplace*
- *Problem Solving for Improvement*
- *Working Effectively in a Team*
- *Effective Customer Service.*

Participants will be awarded the Certificate in Administration Skills upon achievement of competency after assessment.

On-The-Job Training (OJT)

During OJT, the Labour Trainers will use the structured OJT Manual, Work Instruction and Standard Operation Procedure to coach employee individually. At the end of each OJT, employees will need to undergo the Performance Check-Off (PCO) evaluation to determine their level of competency in their respective task/job. This programme is used to identify and determine the skill level of employees in production areas in Silverstone.

Other Programmes

A number of short training courses has also been planned to cover a broad range of practical topics such as Quality Improvement, Process Improvement, Environment Safety & Health, MIS and Human Resource. These in-house training is held for mass groups of employees and facilitated by Section Heads and Executives on selected Saturdays.

Other ad-hoc training programmes are also organized from time to time covering areas of safety, technical, quality and teambuilding & motivation.

In conclusion, Silverstone has adopted a positive approach of showing care and concern for its employees through continuous learning and development initiatives.

KEEPING YOU IN VIEW



- What are the differences between these bottles?!
- Supervisor Core Development Programme at Silverstone Bhd – 7 Jan 2009



- Can you imagine what will happen if she didn't put out the fire?
- Fire Safety Awareness Campaign at CEDR Corporate Consulting Sdn Bhd – 12 Jan 2009



- Twinkle twinkle littler star... Let's make our own star!
- Team Problem Solving at Silverstone Bhd – 15 Jan 2009



- Finally ... the nightmare is over!!!
- The 108 hours for the HR & IR Cert have come to an end



- Trainer and trainees are celebrating the completion of the course
- HR & IR Cert at CEDR Corporate Consulting Sdn Bhd – 17 Jan 2009

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: 27/4/2009.



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

Company / Dept (please state full address):

There were no winners for 'Write A Caption' in the last issue.

RELAUNCH OF PARKSON MIRI



The re-opening of Parkson Bintang Megamall in Miri, Sarawak on 17 January is the result of the department store's metamorphosis from its 63,015 sq ft store in the then named Bintang Plaza to the current 144,500 sq ft space of pure shopping heaven.

Not only is it 130% bigger, spanning 4 floors with over 350 brands of which nearly 100 brands are exclusive to Parkson or are in Miri for the first time, it is also the largest department store in East Malaysia. This makes it a key retail landmark not to be missed by local and foreign shoppers alike.

The store indeed has much to offer, with a wider selection of cosmetics & fragrances on the ground floor, followed by the 1st floor which is dedicated to Women's & Men's fashion from apparels to accessories. The top 2 floors are filled with goodies for children and homes.

