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MALAYSIA-CHINA BUSINESS FORUM IN BEIJING



LAUNCH BY PM'S WIFE AT PARKSON BEIJING



- ▶ Scholarships & Loans From Lion-Parkson Foundation
- ▶ LGMAF Aids PPUKM Patients
- ▶ Security At The ATM

MALAYSIA-CHINA BUSINESS FORUM IN BEIJING



► At the Malaysia-China Business Forum.
► Sekitar Forum Perniagaan Malaysia-China.



► Exchange of MoU between Tan Sri William Cheng (3rd from left) and Exim Bank of China representative, witnessed by Dato' Sri Mohd Najib (2nd from right).
► Bertukar Perjanjian Persefahaman antara Tan Sri William Cheng (3 dari kiri) dan wakil Exim Bank China disaksikan oleh Dato' Sri Mohd Najib (2 dari kanan).

LAUNCH BY PM'S WIFE AT PARKSON BEIJING



► Datin Seri Rosmah Mansor signing the guest book witnessed by Puan Sri Chelsia Cheng; and (inset) delivering her speech.
► Datin Seri Rosmah Mansor menandatangani buku tetamu disaksikan oleh Puan Sri Chelsia Cheng; dan (gambar kecil) menyampaikan ucapan.



► Top photo: Tun Rahah (left), Datin Seri Rosmah Mansor and other guests touring the store accompanied by Puan Sri Chelsia Cheng (right).
► Gambar atas: Tun Rahah (kiri), Datin Seri Rosmah Mansor dan para tetamu untuk lawatan sekitar stor yang diiringi oleh Puan Sri Chelsia Cheng (kanan).



► Left photo: Puan Sri Chelsia Cheng receiving a memento from Datin Seri Rosmah Mansor.
► Gambar kiri: Puan Sri Chelsia Cheng menerima cenderamata daripada Datin Seri Rosmah Mansor.

MALAYSIA-CHINA BUSINESS FORUM IN BEIJING FORUM PERNIAGAAN MALAYSIA-CHINA DI BEIJING

Our Group Chairman & CEO, Tan Sri William Cheng attended the Malaysia-China Business Forum in Beijing, China on 4 June 2009 which was held in conjunction with the visit to China by our Prime Minister, YAB Dato' Sri Mohd Najib Abdul Razak.

Tan Sri William who is also the President of the Associated Chinese Chamber of Commerce & Industry of Malaysia was appointed Leader of the Business Delegation from Malaysia at the Forum which was attended by more than 800 industrialists, entrepreneurs and government officials from both countries. The Forum was held to promote investment opportunities and encourage greater cooperation and bilateral trade between the two countries.

The Forum included an Exchange of MOUs between the Malaysian and Chinese business communities which was witnessed by YAB Dato' Sri Mohd Najib. There was an exchange of MOU between Lion Blast Furnace Sdn Bhd represented by Tan Sri William and Mr Lin Hon Kuen, General Manager – Corporate Planning and Exim Bank of China.

Pengerusi Kumpulan dan CEO, Tan Sri William Cheng menghadiri Forum Perniagaan Malaysia-China yang diadakan di Beijing, China pada 4 Jun 2009 sempena lawatan Perdana Menteri, YAB Dato' Sri Mohd Najib Abdul Razak ke China.

Tan Sri yang juga merupakan Presiden Gabungan Dewan Perniagaan Cina dan Industri Malaysia dilantik sebagai Ketua Delegasi Perniagaan dari Malaysia ke Forum yang dihadiri oleh lebih 800 orang ahli perniagaan dan industri serta kakitangan kerajaan kedua-dua negara. Forum ini diadakan bagi mempromosi peluang-peluang pelaburan dan menggalakkan kerjasama dan hubungan dua hala antara kedua-dua negara.

Di Forum ini, komuniti perniagaan Malaysia dan China bertukar Perjanjian Persefahaman disaksikan oleh YAB Dato' Sri Mohd Najib. Lion Blast Furnace Sdn Bhd yang diwakili oleh Tan Sri William Cheng dan Pengurus Besar – Perancangan Korporat, Encik Lin Hon Kuen bertukar Perjanjian Persefahaman dengan Exim Bank China.

LAUNCH BY PM'S WIFE AT PARKSON BEIJING PERASMIAN OLEH ISTERI PERDANA MENTERI DI PARKSON BEIJING

In a separate programme on 4 June 2009, Parkson Beijing hosted a visit by the Prime Minister's wife, YABhg Datin Seri Rosmah Mansor who officiated the launch of Parkson's newly renovated Shoes and Leather Department in conjunction with the 15th Anniversary of Parkson China. YABhg Datin Seri Rosmah accompanied by the Prime Minister's mother, YABhg Tun Rahah Mohd Noah and some of the Ministers' wives were received by Puan Sri Chelsia Cheng, the wife of our Group Chairman & CEO.

In her speech, YABhg Datin Seri Rosmah congratulated Tan Sri William on his foresight in bringing Parkson to China and developing it into an extensive network of more than 40 stores in 27 major cities.

After the launch, Puan Sri Chelsia together with Parkson China's CEO, Mr Chew Fook Seng and COO of Parkson Northern Region, Mr Low Kim Tuan led the distinguished visitors on a tour of the store.

Di acara berasingan pada 4 Jun 2009, Parkson Beijing menganjurkan satu lawatan untuk isteri Perdana Menteri, YABhg Datin Seri Rosmah Mansor yang turut merasmikan Bahagian Kasut dan Barangan Kulit yang baru diubahsuai sempena ulangtahun ke-15 Parkson China. YABhg Datin Seri Rosmah diiringi oleh ibu Perdana Menteri, YABhg Tun Rahah Mohd Noah dan beberapa isteri Menteri disambut oleh isteri Pengerusi Kumpulan & CEO, Puan Sri Chelsia Cheng.

Dalam ucapannya, YABhg Datin Seri Rosmah mengucapkan tahniah kepada Tan Sri William atas pandangan jauh beliau dalam menerajui Parkson ke China dan seterusnya mengembangkan rangkaian Parkson kepada lebih 40 buah stor di 27 bandaraya utama.

Puan Sri Chelsia bersama CEO Parkson China, Encik Chew Fook Seng dan COO Wilayah Utara Parkson, Encik Low Kim Tuan mengiringi para tetamu kehormat untuk lawatan sekitar stor.

北京马中商业论坛

我们集团主席及执行长丹斯里钟廷森出席了于2009年6月4日在中国北京举行的马来西亚-中国商业论坛，并被委任为马来西亚企业商界代表团的领导人。丹斯里钟廷森也是马来西亚中华工商联合会总会会长。

该项论坛是配合我国首相拿督斯里纳吉访问中国而举办的，以促进投资机会及鼓励更多的合作，并增进两国之间的双边贸易。马中两国共

有逾800名工业家、企业家、政府官员出席论坛。

马中商业论坛包括了马来西亚和中国企业商家互相交换谅解备忘录，并由拿督斯里纳吉见证。丹斯里钟廷森和企业策划部总经理练汉权先生代表金狮高炉私人有限公司与中国进出口银行在论坛上互相交换了谅解备忘录。

首相夫人在北京百盛主持推介仪式

在当天举办的另一项节目中，北京百盛为配合中国百盛十五周年纪念而进行翻新的鞋类和皮革部门，邀请了首相夫人拿汀斯里罗斯玛主持推介仪式。我们集团主席及执行长夫人潘斯里陈秋霞接待了拿汀斯里罗斯玛等贵宾，随行的还有首相的母亲敦拉哈以及一些部长夫人。

拿汀斯里罗斯玛在她的演讲中祝贺丹斯里钟廷森高瞻远瞩的带领百盛

进军中国市场，并将它打造成一个遍布在27个主要城市并拥有超过40间商店的广泛网络。

推介仪式后，潘斯里陈秋霞联同中国百盛首席执行官周福盛先生及首席运营官刘敬锻先生引领贵宾们游览北京百盛商店。

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Parkson Sungei Wang Plaza:
The New Heart Of Shopping

EDITORIAL

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EDITOR'S MESSAGE

The official visit by Prime Minister, YAB Dato' Sri Mohd Najib Abdul Razak to China from 2-5 June 2009 served to endorse the cordial relations and growing bilateral trade between the two countries. In 2008, Malaysia exported US\$18.96 billion (or RM70.1 billion) of commodities and goods to China which represented 9.5% of our total exports, and imported US\$20.6 billion (or RM76.2 billion) of Chinese products which was about 13.2% of our total imports. This shows the growing importance of China as our trading partner and the business opportunities to be tapped.

The Lion Group started investing in China in 1992 and opened the first Parkson department store in Beijing two years later. As one of the first foreign department store chains to be established in China, it is today, one of the premier retail operators in the country, with more than 40 department stores in 27 major cities. Its success in China is due to its commitment to grow the business for the long term, the support and cooperation of its business partners, suppliers and the authorities; creating innovative marketing programmes to build customer loyalty, and being open and sincere in all its business dealings to achieve a win-win situation for all parties.

Besides Parkson, the Group also has investments in the automotive, tyre and property sectors in China.

For the 20th year running, the Lion-Parkson Foundation awarded scholarships and interest-free loans to several youths pursuing undergraduate studies in the local universities. As the quality of life improves and our standard of living goes up, more and more youths are aspiring to better themselves through the pursuit of further studies. Our Foundation is glad to be able to help those financially in need in order to achieve their goals. The other community arm of the Group is our Medical Assistance Fund which provides financial aid to those in need of medical treatment. The Fund attended the annual cheque presentation ceremony at Hospital Universiti Kebangsaan Malaysia which receives patients from all over the country, several of whom had been sponsored by our Fund for treatment at the hospital.

UTUSAN PENGARANG

Lawatan rasmi Perdana Menteri, YAB Dato' Sri Mohd Najib Abdul Razak ke China daripada 2- 5 Jun 2009 menandakan sokongan ke atas hubungan mesra dan peningkatan perdagangan dua hala antara kedua-dua negara. Pada tahun 2008, Malaysia mengeksport US\$18.96 billion (atau RM70.1 billion) komoditi dan barangan lain ke China, mewakili 9.5% daripada jumlah eksport, dan mengimport US\$20.6 bilion (atau RM76.2 bilion) produk China, yakni kira-kira 13.2% daripada keseluruhan jumlah import. Ini menunjukkan peningkatan kepentingan China sebagai rakan dagangan, justeru peluang perniagaan mesti diterokai.

Kumpulan Lion mulai melabur di China pada tahun 1992 dan membuka stor Parkson pertama di Beijing dua tahun selepas itu. Sebagai salah satu rangkaian pasaraya asing yang pertama dibuka di China, hari ini Parkson merupakan satu peruncit utama di sana dengan lebih 40 buah stor di 27 bandaraya utama. Kejayaannya di China disebabkan oleh komitmen untuk mengembangkan perniagaan bagi jangka masa yang panjang serta sokongan dan kerjasama daripada rakan niaga, pengedar dan pihak berkuasa; merangka program pemasaran yang inovatif bagi membina kesetiaan pelanggan dan telus serta ikhlas dalam menjalankan urusan niaga bagi mencapai situasi menang-menang untuk semua pihak.

Di samping Parkson, Kumpulan turut melabur dalam sektor automotif, tayar dan hartanah di China.

Untuk tahun ke-20, Lion-Parkson Foundation menawarkan biasiswa dan pinjaman tanpa faedah kepada beberapa orang pelajar yang melanjutkan pelajaran mereka di institusi pengajian tinggi tempatan. Seiring peningkatan kualiti dan gaya hidup, lebih ramai pelajar beraspirasi memperbaiki diri dengan melanjutkan pelajaran ke peringkat yang lebih tinggi. Yayasan kita gembira dapat membantu mereka yang memerlukan bantuan kewangan mencapai matlamat hidup. Kumpulan juga membantu mereka yang memerlukan bantuan kewangan mendapatkan rawatan perubatan menerusi Tabung Bantuan Perubatan Kumpulan Lion. Sekali lagi, Tabung ini menghadiri majlis tahunan penyampaian cek di Hospital Universiti Kebangsaan Malaysia yang menerima pesakit daripada seluruh pelosok negara, di mana beberapa orang daripadanya mendapat sumbangan daripada Tabung kita.

VISITS TO LION STEEL COMPLEX



A group of 18 students majoring in Safety and Health Management from Universiti Teknologi Mara in Shah Alam visited Megasteel to obtain some insights on safety and health compliance in its operations. They were briefed by Mr James Wong from the Safety Department.

Five analysts and fund managers were briefed on the status and prospects of the steel industry in the current economic situation by Chief Treasurer, Ms Ginni Yap. Present to receive them were our Group Chairman & CEO, Tan Sri William Cheng; and Mr Wong Weng On and Mr Lee Weng Lan from our steel operations who led the visitors on a tour of the Steel Complex.



A group of 52 participants attending the SEAISI (South East Asia Iron & Steel Institute) Conference & Exhibition 2009 visited our Steel Complex on 21 May 2009. They were briefed on our steel operations by Director of Marketing - Mr Anthony Chin and taken on a tour of the complex.

TRAINING ON BASIC FIRE FIGHTING

A total of 87 staff from the Lion Steel Complex's Emergency Response Team recently participated in a series of fire fighting training organised by Megasteel Sdn Bhd's Fire and Rescue Section.

They were given hands-on training on fire fighting methods including hose handling. The participants also went through a mock drill to assess their response in the event of emergency. The Banting Fire and Rescue Station provided the fire fighting gear and equipment for the drill.



- Participants preparing for their training (top) and group photo of the participants and trainers (bottom).
- Para peserta bersedia untuk latihan (atas) dan gambar berkumpul para peserta dan jurulatih (bawah).

FIRE FIGHTING AND FIRE DRILL EXERCISE

Amsteel Klang's Safety, Health and Environment Department recently conducted a Fire Fighting and a Fire Drill Exercise at its plant and office premises respectively. The exercise was a success with everyone evacuating the premises within three minutes after the alarm was sounded.



► Staff handling the hose to put out the fire.
► *Kakitangan menggunakan hos untuk memadam kebakaran.*



► Waiting for the roll call.
► *Menanti untuk 'roll call'.*

EVENING TALKS AT AMSTEEL KLANG

Amsteel Klang's Human Resource Department has been organising a series of Evening Talks lasting for 1 ½ hours

where the Heads of Department share their knowledge and views with the executives and supervisory group staff.



Ms Kwa Seok Leng

Human Resource Department - "Domestic Inquiry Procedures".



Mr Raymond Tan

Purchasing Department - "Purchasing Procedures".



Mr Ramamurthie

Central Workshop - Electricity Application Guidelines: "Do's" and "Don'ts" on Home Appliances.



Mr Low Seng Wah

Accounts Department - "How to Interpret Annual Reports".



Mr Loo Chay Boon

Material Administration - "International Ferrous Scrap Specification Guidelines".

STEEL DIVISION SPORTS & RECREATION CLUB: SUNGAI KLAH HOTSPRINGS PARK TRIP



► Members and their families enjoying themselves at the park.
► *Ahli dan keluarga mereka bergembira di Taman Air.*



Steel Division Sports & Recreation Club organised a one-day trip to Sungai Klah Hot Springs Park in Sungkai, Perak on 24 May 2009.

The trip received overwhelming response from members and their families with a total of 10 buses (7 from Klang and 3 from Banting) ferrying about 400 people. Everyone was

treated to breakfast at Wisma Café before the buses were flagged off by Amsteel Director - Work, Ir Dr Loh Fook Guan and General Manager, Mr Chen Kwong Fatt.

Karaoke and "Tekateki" games were organised on board the buses. Members and their families enjoyed themselves dipping in the big cool mountain spring pool and the hot spring pools. Everyone had a great time.

MONTHLY COACHING SESSIONS AT ANTARA



- Encik Mohamad Ahad Hassan presenting his talk on safety issues.
- *Encik Mohamad Ahad Hassan memberi penerangan mengenai isu-isu keselamatan.*

Antara Steel Mill's monthly safety and first aid programmes which started in December 2008 will run until the end of this year. These programmes are compulsory for all employees to ensure that everyone practices safety at the workplace every day and as of June 2009, six sessions have been conducted.

The trainers are Safety Assistant, Encik Mohd Radzuan Rudin for Safety Awareness; and Medical Supervisor, Encik Merdan Md Sam and Medical Assistant, Encik Azhar Kadir for Basic First Aid. Chairman of Works Committee, Encik Mohamad Ahad Hassan also presented a talk on safety issues.

..... FIRE FIGHTING

Since January 2009, Antara's Bomba Squad members have been actively involved in the monthly Coaching Sessions conducted by Encik Mat Othman Amat Yasin, Safety Assistant from the Safety, Health & Environment Department.

Senior members, Encik Bonsu Hj. Salam, Encik Mohd Baha Pauzan and Encik Othman A. Kadir take turns to assist Encik Mat Othman in the theory and practical sessions which require members to review the fire protection system as well as the tools and

techniques for putting out fire and rescue operation. In the practical section, an officer from Balai Bomba & Penyelamat Pasir Gudang tests participants on the 'Kawad Hose Drill'.



- Final instructions from Encik Azizul before the Kawad Hose Drill (left photo); and participants in action.
- *Arahan akhir daripada Encik Azizul sebelum Kawad Hose Drill (gambar kiri); dan para peserta sedang beraksi.*

..... FORKLIFT REFRESHER COURSE

A one-day refresher course on Competence Forklift Driving & Safety Skills was held on 9 June 2009. All forklift drivers in Antara are required to attend a refresher course every two years in order to renew their Forklift License.

The session was conducted by Encik Abu Hashim who is a certified Forklift Assessor from the Transport Training Center in Adelaide, Australia and has been conducting numerous training and assessment courses for NIOSH throughout Malaysia.

Participants were tested on the theoretical aspects and their driving skills. The driving test was very stringent as the participants had to drive through an obstacles course, perform tight figures, manage the load while moving forward and during reversing, pick up some loads for unloading at different stacking height.



- Encik Abu Hashim assessing one of the participants' driving competency.
- *Encik Abu Hashim sedang menguji kecekapan salah seorang pemandu forklift.*

SILVERSTONE PARTICIPATES IN EXPO IN IPOH

Silverstone Berhad took part in a 5-day expo "Kempen Beli Barangan Malaysia" organised by the Ministry of Domestic, Trade and Consumer Affairs at Dataran Majlis Bandaraya Ipoh from 29 May to 2 June 2009.

A total of 156 companies and manufacturers participated in the expo which was officially opened by the Deputy Minister, Datuk Tan Lian Hoe. Apart from displaying its range of tyres, Silverstone's booth was the crowd puller as it also displayed a Hayabusa F3 racing car and rally car. The crowd especially the children took the opportunity to have their photos taken with the racing cars.



- Guests attracted to the Hayabusa F3 racing car on display at Silverstone's booth.
- Tetamu tertarik dengan kereta lumba Hayabusa F3 yang dipamerkan di booth Silverstone.

BLOOD DONATION DRIVE AT LIKOM



- Likom staff doing their part at the blood donation drive.
- Kakitangan Likom menderma darah.

More than 50 employees from the Likom Group of Companies donated their blood in a donation drive organised by Hospital Melaka at Likom's canteen on 16 June 2009. All donors were given 10 ESS points as a token of appreciation for their support and contribution.

CROSS COUNTRY RUN 2009

The Group Sports and Recreational Committee with host companies, Parkson Corporation Sdn Bhd & Amsteel Mills Sdn Bhd will be organising its 9th Cross Country Run to be held at Stadium Panasonic, Shah Alam, Selangor on **15 November 2009**. Attractive prizes in the form of Parkson vouchers, hampers and medals await the winners of the four categories: Men's Open, Ladies' Open, Men's Veteran and Women's Veteran. Look out for the publicity posters and get the details from your HR departments. So start practising now and see you at the run!



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HERITAGE MELAKA CLASSIC GOLF TOURNAMENT

Tiara Melaka Golf & Country Club (TGMCC) played host to a Professional Golf Championship, the Heritage Melaka Classic from 9 to 12 June 2009 with an international field of 134 professional golfers from Malaysia, Thailand, Singapore, Philippines, Indonesia, Myanmar, Vietnam, Brunei and sponsored invites from India, Japan, Korea and Australia. The event with a USD50,000.00 purse was co-presented by the Mercedes Benz Tour and ASEAN PGA.

Among the big names were Danny Chia, Ben Leong and Airil Rizman from Malaysia, Lam Chih Bing and Mardan Mamat from Singapore, Thaworn Wiratchant and Wisut Artjanawat from Thailand, and Antonio Lascuna, Mars Pucay and Juvic Pagunsan from Philippines. The overall champion was Thaworn Wiratchant of Thailand with a four days 12-under par 276, scores of 69, 69, 70 & 68 while the second and third placings went to Singaporeans Lam Chih Bing (11-under) and Mardan Mamat (10-under) respectively.

In recognition of its contribution to the state's tourism efforts, the event was supported by the Malacca State Government with the Chief Minister, Datuk Seri Mohd Ali Mohd Rustam sponsoring the challenge and winner trophies, attending the ceremonial tee-off and giving away the prizes to the winners.



- Overall champion:
Thaworn Wiratchant of Thailand.
- Juara keseluruhan:
Thaworn Wiratchant dari negara Thailand.

UPDATE ON CHINA PROPERTY DIVISION

8 June 2009 marked the official commencement date of building works for "D' Venice Residence" project in Changshu City, China by its main contractor, M/s Suzhou Yong Chun Construction Development Co., Ltd.



- Building works commencement ceremony attended by Changshu Lion Management, its consultants and main contractor, with Mr Loke Mun Kit, Changshu Lion General Manager and Mr Shen Yong Qing, Legal Representative of Main Contractor (6th and 5th from left respectively).
- *Majlis memulakan pembinaan dihadiri oleh pengurusan Changshu Lion konsultan dan kontraktor utama, dengan Pengurus Besar Changshu Lion, Encik Loke Mun Kit dan Encik Shen Yong Qing, Wakil Perundangan Kontraktor Utama (masing-masing 6 dan 5 dari kiri).*



On 16 June 2009, an agreement for Main Building Contract was signed between Changshu Lion and Suzhou Yong Chun represented by the respective companies' General Manager, Mr Loke Mun Kit (2nd from right) and Legal Representative, Mr Shen Yong Qing (2nd from left).

PARKSON CHINA: ANSHAN



Parkson Anshan mall is located at No.88, Erdao Street in the flourishing commercial center in front of Anshan Station in Tiedong District, Anshan.

With a floor space of 43,401 square meters over seven floors including a basement which houses the supermarket section, the store offers a wide range of popular internationally branded goods, 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, chalking up sales records. Anshan Parkson has been performing remarkably well since its opening in 2001.

Anshan is the third largest prefecture level city in Liaoning Province. It is situated in the central area of the province, about 92km south of Shenyang, the capital of Liaoning. Among the attractions in Anshan is Mt. Qianshan which is also known as the 'mountain of 1000 lotus flowers'. Located 18 kilometers southeast of the city, the mountain is a noted attraction for its scenic areas with numerous tourist spots, including buildings from the Sui and Tang dynasties. The 70-meter tall sitting Maitreya Buddha is a spectacular sight here.

Another attraction is the Jade Buddha Garden which was built in the 1990s to preserve the largest jade Buddha in the world. The 7.95-meter high Buddha is engraved from the 261 tons of Jade King discovered in Xiuyan Man Autonomous County. The Jade Buddha Pavilion which houses the Jade Buddha is the grandest building in the garden, at the height of 33 meters.



OFFICIAL LAUNCH OF ECM 2009

Our Group participated in a mini showcase organised by the Chinese Chamber of Commerce & Industry of Kuala Lumpur & Selangor (KLSCCI) in conjunction with the Chamber's Official Launch and Agreement Signing Ceremony for Expo Cintai Malaysia 2009 (ECM 2009).

The event was officiated by the Minister of International Trade and Industry, Datuk Seri Ismail Sabri Yaakob who witnessed the agreement signing ceremony and later viewed the mini showcase.

Amongst the products on display were steel bars and wire rods from Amsteel Mills, hot briquetted iron from Antara Steel Mills, direct reduced iron from Lion DRI and hot rolled coils from Megasteel; lubricant and motor accessories from Posim Petroleum Marketing; Vitarite and other health supplements from Lion Best and computer circuit boards and plastic parts from Likom. Posters on our Property Division, Parkson and Silverstone tyres were also displayed.

ECM 2009 will be held at Malaysia International Exhibition and Convention Centre (MIECC) in Seri Kembangan, Selangor from 2 to 6 December 2009.



- Official launching of ECM 2009 by Datuk Seri Ismail Sabri Yaakob (4th from left).
- Perasmian ECM 2009 oleh Datuk Seri Ismail Sabri Yaakob (4 dari kiri).



- Datuk Seri Ismail Sabri Yaakob (holding brochure) stopping by at our booth with its display (right) of products and posters from our operating companies.
- Datuk Seri Ismail Sabri Yaakob (memegang brosur) melawat 'booth' kita (kanan) yang mempamerkan produk dan poster daripada syarikat-syarikat operasi.



SESAISI FRIEND AWARD FOR GROUP ED

On 18 May 2009, our Group Executive Director, Datuk Albert Cheng was bestowed the South East Asia Iron and Steel Institute (Seaisi) Friend Award in recognition of his outstanding service

rendered to the Institute. Deputy Minister of International Trade and Industry, Datuk Jacob Dungau Sagan presented the Certificate of Award to Datuk Albert on behalf of Seaisi.



- Datuk Albert Cheng (left) receiving the award from Datuk Jacob Dungau Sagan (centre), and in a group photo (2nd from left) with the other awards recipients and Seaisi officials.
- Datuk Albert Cheng (kiri) menerima anugerah daripada Datuk Jacob Dungau Sagan (tengah) dan gambar kenangan (2 dari kiri) bersama penerima anugerah lain dan pegawai-pegawai Seaisi.

SCHOLARSHIPS & LOANS FROM LION-PARKSON FOUNDATION

Lion-Parkson Foundation recently awarded financial assistance totalling RM224,000 to 8 students pursuing their education in local universities based on their academic performance, extra-curricular activities and leadership qualities.

Of the 8 students, two received scholarships while another six received interest-free educational loans, each valued at RM7,000 per year. This is the 20th year running that the Foundation is presenting awards to deserving students

Foundation Chairman, YBhg Puan Sri Chelsia Cheng who presented the awards to the students said in her speech, "We hope that our contribution will help students be free of

financial constraints and be able to focus on the pursuit of excellence; not only in terms of academic achievement but also in terms of leadership qualities and other personable qualities with single-minded commitment".

The Lion-ASM Foundation was launched in 1990 to administer and disburse funds for various needs such as education, charity and scientific research. To date, the Foundation has sponsored a total of about 360 students through various sponsorship programmes worth RM7.52 million. In addition, the Foundation has also contributed another RM8.13 million towards other causes, making a total contribution of RM15.65 million to date.



- The Trustees sharing a light moment with the recipients.
- Pemegang Amanah bermesra dengan para penerima.



- Awards recipients with Lion-Parkson Foundation Trustees (seated from left) Mr CS Tang, Puan Sri Chelsia Cheng and Madam Gooi Sui Guet.
- Para penerima anugerah bersama Pemegang Amanah Yayasan Lion-Parkson (duduk dari kiri) Encik CS Tang, Puan Sri Chelsia Cheng dan Puan Gooi Sui Guet.

LGMAF AIDS PPUKM PATIENTS



- Jen Tan Sri Dato' Zain Mahmud Hashim (b) (2nd from left) and Prof. Dato' Dr Lokman Saim (4th from left) with PPUKM officials and some of the patients sponsored by the Fund.
- Jen Tan Sri Dato' Zain Mahmud Hashim (b) (2 dari kiri) dan Prof. Dato' Dr Lokman Saim (4 dari kiri) serta pegawai PPUKM dan pesakit yang ditaja oleh Tabung.

The Lion Group Medical Assistance Fund (LGMAF) presented a mock cheque for RM447,626 to Pusat Perubatan Universiti Kebangsaan Malaysia (PPUKM) on 12 May 2009 for 51 of its patients who had been assisted by the Fund in year 2008. These patients suffered from various ailments such as heart disease, autoimmune disease, cancer, throat and respiratory related ailments, including a few in need of knee and hip implants.

LGMAF Chairman, Jen Tan Sri Dato' Zain Mahmud Hashim (b) presented the mock cheque to the Hospital Director, Prof. Dato' Dr Lokman Saim. A few of the sponsored patients were also present to witness the event.

To date the Fund has disbursed a total of RM4.75 million being sponsorship of medical treatment to about 561 individuals, and purchase of medical equipment for several charitable organisations.



SOMETHING BOTHERING YOU?

by Serene Yap, Human Resources Manager, Property Division

Serene holds an MBA (Distinction) in General Management. She is a Competent Communicator certified by Toastmasters International and a certified Master Class Trainer.

It's not easy to stay optimistic in these challenging times with bad news constantly hitting the newswires. Some say there is always opportunity in any crisis, but it is hard to believe, isn't it? And worst of all, it hits you when you were just beginning to enjoy the fruit of the seed you sow for the past few years. You feel that life is so unfair to you. You ask, "Why now?" and "WHY ME!"

Let's take a look at the great tennis icon Arthur Ashe. Arthur Ashe was the first black American tennis player to be selected in 1963 to represent the United States in the Davis Cup competition. He went on to greater heights in tennis by winning the US Open in 1969 and then Wimbledon in 1975. His career ended at 36 when he had a heart attack, and while in hospital contracted the HIV virus through a tainted transfusion during heart surgery.



You would have asked, "why me", but Arthur reacted differently. *"In the world, almost 50 million children start playing tennis; 50 reach Wimbledon and 2 to the finals. When I was holding the Wimbledon trophy, I never asked 'Why me?' And today in pain, I should not be asking 'Why me?'"*

"I cried for a pair of new shoes, until I saw a man with no legs."

John Coutis was born with a severe disability that rendered his legs useless. John defied medical opinion by refusing to die. Today John speaks all around the world, to over 1,045,000 people throughout corporate and community Australia, and 870,000 people overseas. John said that his full time job is to block out negatives. *"If I had listened to the destructive and hurtful language tossed my way through ignorance, lack of kindness or knowledge, I would not have achieved the things I have done or be where I am today."*



Now, what was bothering you again?

The ball is in your court. You need to make your choice. You can either choose to blame everyone for your misfortune and stay down, or bravely stand up tall and move forward.



W. Mitchell

W. Mitchell once guided passengers up the famous hills of San Francisco, as a strong and entertaining cable-car gripman. At the height of his youth, he met with a fiery motorcycle accident that left him with 65% degree burns on his body and deformed his fingers. Undefeated by the blazing motorcycle accident, he took up flying lessons. But, a plane crash a few years later left him paralysed!

He learned to take responsibility for the countless changes in his life. Confined to life in a wheelchair, he firmly held on to his feisty nature. It was "his" uphill journey and he was determined to maintain control, cope with the changes, and prosper. Mitchell insisted that **"It's not what happens to you, it's what you do about it."**

"Before I was paralyzed there were 10,000 things I could do. Now there are 9,000. I can either dwell on the 1,000 I've lost or focus on the 9,000 I have left." - W Mitchell -

Mitchell proves, beyond a doubt, that setbacks can be transformed into exciting new starting points. Mitchell moved forward to be the founding chairman of a \$65 million company, a two-term mayor and congressional nominee, a radio host and television personality, published author, Speakers Hall of Fame inductee who has spoken in over 30 countries, invited to the White House by five United States presidents, continues his love of piloting airplanes and outdoor activities, and currently serves as president of the International Federation For Professional Speakers.

When I met Mitchell in 2005 or early 2006 (cannot remember the specific year) in Kuala Lumpur, I asked him, "What is your biggest challenge in life now?" Mitchell surprisingly answered, *"going to the bathroom, sometimes the hotel bathroom floor is very slippery."* Don't we all have the same challenge with the hotel's slippery bathroom floor?

You have so much more than them, so be glad for what you have. **As much as we wish that life can be smooth sailing, it is during the hard times and perseverance that your character will grow.** Always remember that bad times are a subtle way by nature to make us stronger so as to face bigger challenges in the future!

"If you deliberately plan to be less than you are capable of becoming, then I warn you that you'll be deeply unhappy for the rest of your life. You will be evading your own capacities, your own possibilities." - Abraham Maslow -

..... SECURITY AT THE ATM:

A word of advice from SECOM (M) Sdn Bhd, Provider of electronic & physical security services

Millions of ATM transactions are successfully carried out every day around the world without problems or interference by criminals and fraudsters. The ATM has been used safely for over three decades and has a proud safety and service record throughout that period. Only a tiny fraction of criminal incidents occur at ATMs in comparison to the huge volume of usage at the more than 1.2 million ATMs worldwide.

While ATMs have added some convenience to our lives, a few risks have also popped up. ATMs give criminals another opportunity to get at your money, and you should take steps to reduce your risk. Most of us can stay out of trouble with simple common sense, but you should periodically review some proven tactics.

Most of you would have read in the news about theft, robbery, vandalism inside and outside the ATM. To avoid being a victim, it is important to take the following precautions:

- Avoid exposing your ATM PIN
- Avoid going to ATM in a secluded area or night time without the presence of others including security guard
- Check the surrounding vicinity for suspicious loiterers
- To park your car at a secured area – most victims were attacked after they left the ATM and were walking towards their car. Lock your car immediately once you enter it
- To count your money in case it is short and remember to remove your ATM card
- Keep your transaction slip for proof – you can request your bank for CCTV playback for further evidence
- Some victims are tail-gated till they reach their house or another destination – always check your rear mirror
- Do not wear a cap, dark spectacles (sunglasses) or other head coverings – this is to enable the CCTV to capture a good image of the user in the event of any dispute
- Avoid keeping money in the car which is left unattended
- Do not give your ATM card and/or PIN to another person
- Avoid withdrawing large sums of cash – some ATMs can dispense between RM 3,000—RM 5,000
- For those depositing large sums of cash into the cash deposit machine, you should take extra precautions
- Carry a pepper spray if necessary for self protection





INFO LINK

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SENIOR MANAGEMENT & EFFECTIVE TRAINING

Most organizations use their training investments about as strategically as they deploy their office supplies spending. And the impact on customer satisfaction, cost containment or quality improvement is just as ineffective.

One of the biggest causes of wasted training dollars is ineffective methods. Too often, companies rely on lectures ("spray and pray"), inspirational speeches or videos, discussion groups and simulation exercises.

While these methods may get high marks from participants, research (ignored by many training professionals) shows they rarely change behaviour on the job. Knowing isn't the same as doing; good intentions are too easily crushed by old habits. Theoretical or inspirational training do not make a lasting impression approach most of the time.



Another way of wasting dollars is failing to link training with organizational strategies and day-to-day management behaviour. What happens in the classroom and what happens back on the job are often worlds apart.

Trainees learn which hoops to jump through, pledge alliance to the current management fad, give their enthusiastic "commitment" to building "the new culture," get their diploma - and then go back to work.

Done properly, training can be a key strategic tool:

- Use training technologies to build how-to skills that are highly relevant and immediately applicable. Research clearly shows far more people act themselves into a new way of thinking than think themselves into a new way of acting.

Training that produces tangible results starts by changing behaviour - which ultimately changes attitudes. Most executives and many professional trainers (who should know better) get this backward.

- Follow-up on training sessions with on-the-job coaching and support from managers. A Motorola Inc. study has found that those plants where quality improvement training was reinforced by senior management got a \$33 return on every dollar invested. Plants providing the same training with no top management follow-up produced a negative return on investment.

An earlier Xerox Inc. study showed only 13 percent of skills were retained by trainees six months after training if managers failed to provide coaching and support as the skills were being applied.

And Western Gas Marketing Ltd. of Calgary uses its performance appraisal system to hold managers accountable for applying the principles that have been taught to them.

- Build training around organizational objectives and strategies. Trainees should immediately see the connection between their new skills and where the organization is going. This makes training more relevant - and gets everyone focused on applying their new skills to the organization's key priorities and goals.



- Another key principle is practiced by Vancouver-based Finning Ltd., the world's largest Caterpillar dealer. Chief executive James Shepard and his executives are not only first in line for service and quality training, but they are also the trainers delivering sessions to their people.



This trend to "cascade" training down from senior management snaps everyone to attention. Training attendance problems disappear. Results-oriented executives jettison all the nice-to-do, but irrelevant training. Trainees don't cross their arms and ask "Is the organisation really serious about this stuff?"

In addition, managers achieve a deeper level of skill development when they teach others and are put on the spot to practice what they are now preaching.

Naturalist William Henry Hudson once observed: "You cannot fly like an eagle with the wings of a wren." Most training efforts never get off the ground because the methods don't change behaviour or the training is poorly delivered and integrated by the organization.

The waste of money is tragic for such a vital investment in competitiveness - and ultimately Malaysia's standard of living.

Article adapted from
<http://jimclemmer.com>



TOP LEARNING PRIORITIES OF ORGANISATIONS

The importance of training effectiveness has ratcheted up significantly in the last year, as organisations look for ways to affect the transfer of learning and ultimately the bottom line.

Measuring the impact of training programs goes hand-in-hand with increasing effectiveness, and was mentioned by 28 percent of companies as a top priority. This number is consistent with last year, as despite the large number of materials written about training measurement, most organisations continue to struggle with the process. Although there has been an intense focus on measuring the business impact of training, most organisations measure tactical aspects such as completions and volumes—things that are relatively easy to measure, but aren't very valuable.



The current hype over measurement will continue in the short term as organisations define their

measurement plans (i.e., what to measure and when). Ultimately, most companies will choose a few programs for measuring business impact, those that are worthy of the time and resources required for this effort.

Reducing costs/improving efficiencies is also near the top of the list, as one of the top two priorities this year. This number is roughly equivalent to last year's.

One area that has come to the forefront this year is integration with performance and competency management initiatives. Part of the reason is that, driven by the shortage of talent, organisations are focusing more closely than ever on career development programs. These talent-driven learning initiatives are multi-year, multi-class programs that require integration of learning activities with competencies and job families.

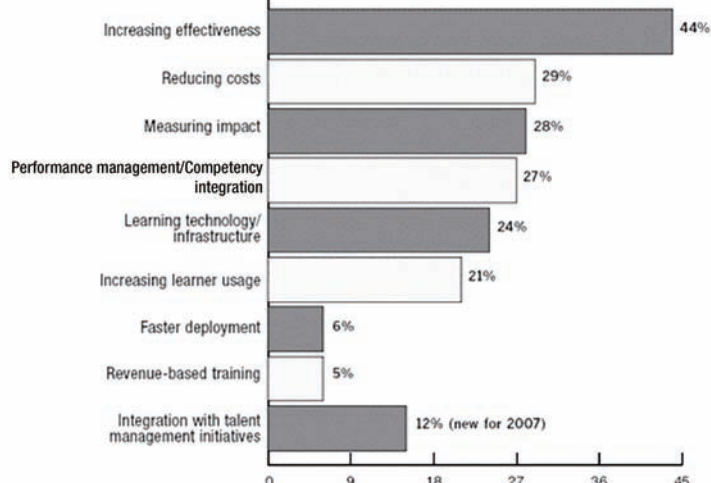
Ultimately, many companies would like to integrate all of their performance, talent, and learning activities. This has created a category of HR applications we now call "talent management." In



addition to learning, performance, and competencies, “talent management” includes other HR activities such as recruiting and succession planning. Although just 12 percent of organisations today view this as a top priority, we expect this area to grow in importance over the next few years.

Adapted from Industry Report, Training Magazine Nov/Dec

Top learning priorities



Usage of learning tools and technology



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: 28/8/2009.



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

Company / Dept (please state full address):



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

- “Alamak! Kerasnya kek ini macam batu bata, macam mana aku nak potong! Adoi! Sakitnya pinggang dan lutut aku”

Submitted by **Goh Siow Kiam** (Parkson Mahkota Parade - Operations Dept)

- “Selamat Hari Jadi tuan!! Semoga tuan akan lebih ber”sinar” dari yang biasa pada hari-hari mendatang”

Submitted by **Muhammad Fithri Surady** (Megasteel S/B - HR & Administration Dept)



"Gosh, what a small print. I can't see the figures on this report"
Interpretation of Financial Reports For Non-Financial Managers at CEDR Corporate Consulting Sdn Bhd, 29 May 2009



"Time is running out, we need to solve this puzzle as soon as possible"
Certificate in Admin of Training at CEDR Corporate Consulting Sdn Bhd, 14 - 15 April 2009



"This is the latest fashion in Malaysia. Do not hesitate to buy one for your loved ones"
Personal Work Effectiveness for Amsteel Mills Sdn Bhd at CEDR Corporate Consulting Sdn Bhd, 8 - 9 April 2009



"Come on, throw out any ideas ... we need more"
CBTE Instructor Certification at CEDR Corporate Consulting Sdn Bhd, 20 - 23 April 2009



"This is the best training I have ever attended and I would recommend it to all my friends"
CBTE Instructor Certification at CEDR Corporate Consulting Sdn Bhd, 20 - 23 April 2009



BUY A CARD IN AID OF LGMAF

The Corporate Communications Department is printing and selling a 4-in-1 card, comprising greetings for the four main festivals; Deepavali, Hari Raya, Christmas and Lunar New Year together with Year 2009 calendar and public holidays to raise funds for the Lion Group Medical Assistance Fund (LGMAF).

The card is priced at RM1.50 and we welcome everyone to buy it. To order, please appoint a co-ordinator for your company or department. The deadline for orders is **31 July 2009**.

For orders and inquiries, please contact Corporate Communications Department at tel. no. 03-2162 2155 ext. 2501.

Buy a card and contribute to LGMAF set up to help Malaysians in need of medical treatment.



PARKSON SUNGEI WANG PLAZA: THE NEW HEART OF SHOPPING



Customers, young and old waited excitedly outside Parkson Sungei Wang Plaza as early as 9 am on 15 May 2009 for the official re-opening of the store which had been closed for 6 weeks to undergo a major renovation.

Parkson Sungei Wang is a landmark store, being one of the earliest stores to be opened in the 80's and is still going strong today. The "new" bright and cheery Parkson Sungei Wang Plaza occupies a total of 118,000 sq ft of retail space over 3 floors and carries more than 400 brands of merchandise with nearly 65 brands that are new and exclusive to Parkson.

To celebrate the re-opening of the store, shoppers were entertained by a lion dance and treated to a galore of promotions with 10X BonusLink Points, BonusLink Lucky Spin, Free shopping vouchers, bi-weekly Purchase-with-Purchases items, and a special Gift-with-Purchase. 100 early bird shoppers who spent more than RM100 were rewarded with RM100 Parkson vouchers and surprise goodies.

Parkson is also set to launch two more new stores – in Kota Bahru Trade Centre, Kelantan in July, and 1 Borneo, Sabah in August, this year.