

# Lion Today

VOL. 21 NO. 5 SEPTEMBER / OCTOBER 2009 FOR INTERNAL CIRCULATION ONLY [www.lion.com.my](http://www.lion.com.my)

## LION PROPERTY & PARKSON IN LAUNCH OF 1<sup>ST</sup> AVENUE AND ANCHOR TENANCY AGREEMENT



- ▶ Antara Launches Employee Suggestion Scheme
- ▶ KMA & LMSB Sign Agreement With Swedish Motor
- ▶ Updates From Likom Mexico And China Property
- ▶ "Secrets Of Change" - Manager Series Programme

## LION PROPERTY & PARKSON IN LAUNCH OF 1<sup>ST</sup> AVENUE AND ANCHOR TENANCY AGREEMENT



- ▶ Parkson Chief Operating Officer, Mr Toh Peng Koon (left) and Mr Bernard Loh, Director-Portfolio Management of Pramerica Real Estate Investors (Asia) Pte Ltd signing the Anchor Tenancy Agreement on behalf of Parkson and 1<sup>st</sup> Avenue respectively, witnessed by (standing from 2nd left to right) Dato' Sonny Ho, Managing Director of Belleview Group; YAB Tuan Lim Guan Eng, Ms Victoria Shigehira Sharpe, CEO of Pramerica; and Mr Lionel Cheng, Lion Property Division Executive Director.
- ▶ Ketua Pegawai Operasi Parkson, Encik Toh Peng Koon (kiri) dan Encik Bernard Loh, Pengarah Portfolio Management dari Pramerica Real Estate Investors (Asia) Pte Ltd masing-masing menandatangani Perjanjian Penyewa Utama bagi pihak Parkson dan 1<sup>st</sup> Avenue disaksikan oleh (berdiri kedua dari kiri ke kanan) Dato' Sonny Ho, Pengusaha Pengarah Kumpulan Belleview; YAB Tuan Lim Guan Eng, Cik Victoria Shigehira Sharpe, CEO Pramerica; dan Encik Lionel Cheng, Pengarah Eksekutif Bahagian Hartanah Lion.

## CONGRATULATIONS TO OUR GROUP EXECUTIVE DIRECTOR, TAN SRI ALBERT CHENG ON HIS CONFERMENT



Our Group Executive Director, Datuk Albert Cheng being conferred the Panglima Setia Mahkota (PSM) award which carries the title 'Tan Sri' by DYMM Seri Paduka Baginda Yang Di-Pertuan Agong, Tuanku Mizan Zainal Abidin in conjunction with His Majesty's 47th birthday recently.



Tan Sri Albert Cheng and Puan Sri after the tea reception hosted by DYMM Seri Paduka Baginda Yang Di-Pertuan Agong, Tuanku Mizan Zainal Abidin following the conferment ceremony at Istana Negara in Kuala Lumpur.

**O**ur Property Division together with Asian Retail Mall II Limited and Belleview Group are jointly developing 1<sup>st</sup> Avenue, Penang's highly anticipated city centre retail mall located in the heart of Georgetown on Magazine Road in Penang. The mall is expected to open in the third quarter of 2010.

The official launch of 1<sup>st</sup> Avenue Mall on 3 November 2009 was witnessed by the Chief Minister of Penang, YAB Tuan Lim Guan Eng. The event also saw the Signing of Anchor Tenancy Agreement between Parkson Corporation and 1<sup>st</sup> Avenue Mall, which confirms Parkson as the anchor tenant of the mall.

The brand new Parkson department store which will be known as Parkson 1<sup>st</sup> Avenue will occupy 92,233 sq ft of retail space over 4 floors from the ground to the 3rd floor. It will house a fully international branded beauty hall, with

floors dedicated to Women's and Men's fashion from apparel to accessories; children wear and home furnishing. Parkson 1<sup>st</sup> Avenue will complement the product offerings of existing outlets on the island and will provide a bigger variety, catering to a wider segment of consumers, Penangites and tourists alike.

The opening of this new Parkson Department Store at 1<sup>st</sup> Avenue Mall will create employment opportunities for about 350 people in Penang.

"1<sup>st</sup> Avenue Mall is being conceptualized, developed and managed by a group of people that have a lot of experience and understanding of the Malaysia retail industry. Coupled with its prime city location, I am confident that 1<sup>st</sup> Avenue Mall will be among the best shopping centers in the region when it opens its doors to the consumers" said Parkson's Chief Operating Officer, Mr Toh Peng Koon.

## LION PROPERTY & PARKSON DI MAJLIS PELANCARAN 1<sup>ST</sup> AVENUE DAN MENANDATANGANI PERJANJIAN PENYEWA UTAMA

**B**ahagian Hartanah kita serta Asian Retail Mall II Limited dan Belleview Group telah bersama-sama membina 1<sup>st</sup> Avenue, sebuah kompleks membeli-belah yang dinantikan di pusat bandar Pulau Pinang terletak di Jalan Magazine di tengah-tengah bandaraya Georgetown. Kompleks membeli-belah ini dijangka akan dibuka pada suku ketiga 2010.

Majlis pelancaran rasmi 1<sup>st</sup> Avenue Mall yang berlangsung pada 3 November 2009 telah disaksikan oleh Ketua Menteri Pulau Pinang, YAB Tuan Lim Guan Eng. Majlis ini juga menyaksikan acara menandatangani perjanjian penyewa utama di antara Parkson Corporation dan 1<sup>st</sup> Avenue Mall, bagi mengesahkan Parkson sebagai penyewa utama kompleks ini.

Stor terbaru Parkson yang akan dikenali sebagai Parkson 1<sup>st</sup> Avenue mempunyai ruang niaga seluas 92,233 meter persegi merangkumi 4 tingkat daripada tingkat bawah sehingga tingkat 3. Ia menawarkan sebuah dewan kecantikan jenama

antarabangsa, serta setiap satu tingkat untuk fesyen dan aksesori Wanita dan Lelaki, pakaian dan barangan kanak-kanak serta perkakasan rumah. Parkson 1<sup>st</sup> Avenue akan membantu menyediakan penawaran barangan daripada stor Parkson sedia ada di Pulau Pinang dan memberi lebih banyak pilihan kepada segmen pengguna yang lebih besar, baik warga Pulau Pinang mahupun pelancong.

Pembukaan stor Parkson di 1<sup>st</sup> Avenue Mall akan membuka peluang pekerjaan kepada kira-kira 350 orang.

"1<sup>st</sup> Avenue Mall telah dikonsep, dikembangkan dan diuruskan oleh sekumpulan orang yang berpengalaman luas dan amat memahami industri peruncitan di Malaysia. Dengan lokasi utama di pusat bandar, saya yakin 1<sup>st</sup> Avenue Mall akan muncul sebagai antara pusat membeli-belah terbaik di rantau ini apabila ia mula membuka pintu kepada pengguna kelak," kata Ketua Pegawai Operasi Parkson, Encik Toh Peng Koon.



### 金狮产业与百盛推介1st Avenue购物广场及签署主要租户租约

我们的房地产部联同Asian Retail Mall II有限公司及佳景集团共同发展位于乔治市市中心 Magazine路的1st Avenue广场，是槟城市中心备受期待的零售商场，预计将于2010年第三季度新张启业。

槟州首席部长林冠英受邀见证1st Avenue广场于11月3日举办的推介礼及百盛机构与1st Avenue广场签署主要租户租约，证实了百盛作为该商场的主要租户。

这崭新的百盛百货商场将称为1st Avenue百盛，占据4层楼由底层至第三楼层，总零售面积为9万2,233平方尺。它将设置一个全为国际品牌的美容厅，其余楼层另设有女装部及男装部从服装到服装饰品、童装部及家居，一应俱全。1st Avenue百盛将补充槟岛上现有商店的产品供应，并将提供更多样化的品类，以迎合更广泛的消费群、槟城居民及游客。

新的百盛百货商场开设在1st Avenue广场，将提供约350个工作机会给槟州居民。

百盛机构首席营运员杜炳灼先生说，"1st Avenue广场正在概念化、发展及由一群拥有丰富经验及了解马来西亚零售行业的专业人士管理，加上其位于市中心的优越位置，我深信当1st Avenue广场投入营业后，将成为该区域最棒的购物中心之一"。

► Model of 1<sup>st</sup> Avenue Mall coming up in Georgetown, Penang.

► Model 1<sup>st</sup> Avenue Mall yang akan dibuka di Georgetown, Pulau Pinang.

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## EDITOR'S MESSAGE

Our Property and Retail Divisions are teaming up with two other parties in developing 1<sup>st</sup> Avenue in Penang to be the state's city centre retail mall located in the heart of Georgetown. The mall with Parkson as the sole anchor tenant is targeted to open in the third quarter of next year with the aim of creating an urban oasis for the locals and visitors. Parkson 1<sup>st</sup> Avenue will offer a wider variety of merchandise to complement that of existing outlets and cater to the increasing number of consumers. This collaborative venture was sealed in a ceremony for the launch of the mall and signing of anchor tenancy agreement recently.

The opening of two new Parkson stores in Lanzhou and Changshu in China in August and September respectively are continuing to deliver on Parkson's premise of introducing a modern shopping concept featuring trendy, up-to-date fashion and foreign brands into China. The two new outlets promise a whole new shopping experience for customers and their families with a trip to the shopping mall being a family outing for many whether in China, Malaysia or elsewhere nowadays. The total number of Parkson outlets now stand at 84 with 35 in Malaysia, 44 in China and five in Vietnam.

The recent festivities of Hari Raya and Deepavali in the country saw many of us celebrating with our Muslim and Hindu friends. Our companies also joined in the festivities by having get-togethers for their staff and in the case of Mahkota Hotel, hosting a breaking of fast for the less fortunate. Similarly, the Steel Division companies in Banting shared the spirit of Ramadan by making some monetary contributions to the schools and villages nearby. While it is a joy to receive, it is a blessing to be able to give.

## UTUSAN PENGARANG

*Bahagian Hartanah dan Peruncitan kita telah bekerjasama dengan dua pihak lagi untuk membangunkan 1<sup>st</sup> Avenue di Pulau Pinang, sebuah kompleks membeli-belah di tengah pusat bandaraya Georgetown. Parkson merupakan satu-satunya penyewa utama di kompleks yang dijangka akan menjadi titik tumpuan bagi warga tempatan serta pelancong dan akan dibuka pada suku ketiga tahun hadapan. Parkson 1<sup>st</sup> Avenue akan menawarkan rangkaian luas barangan bagi melengkapi stor-stor sedia ada dan memenuhi kehendak pengguna yang semakin bertambah. Usahasama ini dimeterai di satu majlis yang diadakan baru-baru ini bagi melancarkan kompleks tersebut serta menandatangani perjanjian penyewa utama.*

*Pembukaan dua stor baru Parkson di China iaitu di Lanzhou dan Changsu masing-masing dalam bulan Ogos dan September merupakan kesinambungan Parkson dalam memperkenalkan konsep membeli-belah moden yang menawarkan fesyen terkini serta jenama asing ke China. Dua stor baru ini menjanjikan pengalaman membeli-belah baru untuk pelanggan serta ahli keluarga mereka di mana kunjungan ke kompleks membeli-belah kini merupakan aktiviti keluarga untuk ramai orang tak kira sama ada di China, Malaysia atau di mana jua. Stor Parkson kini berjumlah 84 buah dengan 35 di Malaysia, 44 di China dan lima di Vietnam,*

*Sambutan Hari Raya dan Deepavali baru-baru ini menyaksikan ramai rakyat Malaysia merayakannya bersama-sama rakan-rakan beragama Islam dan Hindu. Syarikat-syarikat kita juga turut menganjurkan pelbagai acara untuk kakitangan manakala Hotel Mahkota misalnya telah menganjurkan majlis berbuka puasa bersama-sama golongan kurang bernasib baik. Begitu juga dengan syarikat-syarikat Bahagian Besi di Banting yang berkongsi kemurnian bulan Ramadan dengan memberi sumbangan wang tunai kepada sekolah-sekolah dan kampung-kampung berdekatan. Benarlah seperti kata-kata "Tangan yang memberi adalah lebih baik daripada yang menerima".*

# HAPPENINGS AT MEGASTEEL

## CONTRIBUTION TO SCHOOL AND VILLAGES



In conjunction with the Merdeka Day celebration and the holy month of Ramadan, a total of 13 schools and 11 villages in the Kuala Langat district received monetary contributions from our Steel Division companies located at Wisma Lion in Banting, Selangor. The contribution under our Community Relations programme was handed over by Committee Chairman and Senior Manager QA, Haji Sabrudin Suren, and other committee members at the Buka Puasa event organised by the recipients.

## HARI RAYA AND DEEPAVALI OPEN HOUSES

### HARI RAYA OPEN HOUSE



In true Malaysia tradition, a Hari Raya and Deepavali Open Houses were held on 7 September and 3 November 2009 respectively at Wisma Lion. Guests were treated to a variety of traditional and modern dishes that are usually served at these festivals.

### DEEPAVALI OPEN HOUSE



# LAUNCHING OF EMPLOYEE SUGGESTION SCHEME



- Mr Eric Cheng presenting certificates and awards to (from left to right) Madam Suzanne Tham - Accounts, Tuan Haji Husin Kamal Alias - Material Control and Encik Zuraiddi - Purchasing for their departments' suggestions.
- *Encik Eric Cheng menyampaikan sijil dan wang tunai kepada (dari kiri ke kanan) Puan Suzanne Tham -Accounts, Tuan Haji Husin Kamal Alias - Material Control dan Encik Zuraiddi - Purchasing untuk cadangan daripada jabatan masing-masing.*



- Encik Rahmat Ibrahim presenting Certificates of Appreciation to the employees who had submitted their suggestions.
- *Encik Rahmat Ibrahim menyampaikan Sijil Penghargaan kepada mereka yang menghantar cadangan.*

In its efforts to increase productivity, Antara Steel Mills Sdn Bhd has launched its Employee Suggestion Scheme (ESS) on 26 October 2009 to enable employees to contribute their ideas or suggestions.

Antara's Director, Mr Eric Cheng who launched the event urged all employees to actively participate in the scheme and suggested that each department contributes at least an acceptable idea every month. Ideas need not be restricted to one's own department but could include other departments too.

At the launch, Mr Eric Cheng and General Manager, Encik Rahmat Ibrahim presented awards to the Accounts Department, Material Control Department and Purchasing Department for their ideas on generating extra income and cost savings for the company. 30 employees also received Certificates of Appreciation in a recent competition organised to reduce medical leave and medical costs.

## ANTARA'S PRELIMINARY CROSS COUNTRY 2009



- Off they go...
- *Para peserta memulakan larian.*



- The winners with their hampers presented by Encik Mohammad Ahad.
- *Para pemenang menerima hamper daripada Encik Mohammad Ahad.*

Antara Steel Mills Sdn Bhd's Sports Club organised preliminary preparations for the Cross Country 2009 which will be hosted by Amsteel Mills Sdn Bhd and Parkson Corporation Sdn Bhd on 15 November 2009 at Shah Alam Stadium.

The preliminaries were held at Bukit Layang-Layang in Pasir Gudang which is well-known for the yearly World Kite Festival. Participants competed in four categories; Men Open, Female Open, Male Veteran Open and Female Veteran Open.

Winners from the 1st to 6th placing in all categories received hampers for their efforts while all participants were eligible for five lucky draws. All prizes were presented by Sports Club President, Encik Mohammad Ahad Hassan.



- Sports Club AJK with the banner for Cross Country 2009.
- *AJK Kelab Sukan bersama kain rentang yang disediakan untuk Larian Merentas Desa 2009.*

# MURAL PAINTING AT AMSTEEL KLANG



- Tan Sri William Cheng signing the plaque, accompanied by Ir Dr Loh Fook Guan (right) and Mr Chen Kwong Fatt.
- Tan Sri William Cheng menandatangani plak diiringi oleh Ir Dr Loh Fook Guan (kanan) dan Encik Chen Kwong Fatt.

In efforts to beautify its premises, staff of Amsteel Mills in Klang namely Azizon (BMI), Zainal (RM1), Zahari Salleh (SMP), Mohammad (SMP), Salihin (Scrap), Lim Shin Yih (MIS), Yap Heng Tat (MIS), Nizam (MIS) and Tew Loo Hui (Main coordinator) created a mural painting depicting several lions on a wall opposite Wisma Amsteel.



- Tan Sri William Cheng and Mr Chen Kwong Fatt (standing left and right respectively) with the mural artists.
- Tan Sri William Cheng dan Encik Chen Kwong Fatt (berdiri masing-masing kiri dan kanan) bersama para pelukis mural.

Our Group Chairman & CEO, Tan Sri William Cheng visited the mural accompanied by Amsteel Director - Works, Ir Dr Loh Fook Guan and GM, Mr Chen Kwong Fatt, and signed the plaque embedded onto the man-made tree trunk beside it.



- (Left to right / Kiri ke kanan): 1st Runner Up / Naib Juara - Mohammad bin Abdul Rani (SMP), Champion / Juara - Arizal bin Saadon (HR) and 2nd Runner Up / Ketiga - Ng Sam (Rollshop).



- Some of the participants.
- Antara peserta.

## KARAOKE COMPETITION

A total of 30 participants including Heads of Department took part in the preliminary round of Amsteel Mills Klang's Inter-Department Karaoke Competition which was held on 9 October 2009.

Out of the 30, 10 were selected for the final round. Arizal Saadon emerged as champion while Mohammad Abdul Rani and Ng Sam were the first and second runner-up respectively.



- Mr Chen Kwong Fatt (2nd from right) presenting the trophy to Arizal Saadon witnessed by Ms Kwa Seok Leng (left) and Ir Dr Loh Fook Guan (right).
- Encik Chen Kwong Fatt (2 dari kanan) menyampaikan trofi kepada Arizal Saadon disaksikan oleh Cik Kwa Seok Leng (kiri) dan Ir Dr Loh Fook Guan (kanan).

## BAKIS ORGANISES RAYA OPEN HOUSE

More than 500 employees attended the Hari Raya Open House organised by Badan Kebajikan Islam (BAKIS) Silverstone at the company's Club House on 15 Oct 2009.

Crowd favourites such as lemong, rendang ayam, lontong, roti jala, laksa and modern and traditional cookies were served. Among those present were Assistant General Manager, Mike Toh; Senior Manager-HR, Khairudin Zaman; and other senior management staff. Popular Raya songs played by the company's own deejay, Shukur Yang added to the festive spirit.



► Employees helping themselves to the food.  
► Para pekerja menjamu selera.

## INTER-DEPARTMENT FUTSAL TOURNAMENT

Bias FC 'A' from Tire Room Bias Department emerged champion in the Inter-Department Futsal Tournament 2009 organised by Silverstone's Sports Club after defeating their neighbour department, team Haikal 'B' from Tire Room Radial in a very close fight in front of 300 spectators.

The third placing went to Lagend SPI who beat Jojoben 'A'. A total of 12 teams took part in the one-day event held at Pusat Futsal Purnama in Kamunting. Prizes were given away by Warehouse Manager, Encik Zulkapli Karim.



► BAKIS committee members.  
► Ahli Jawatankuasa BAKIS.



► Bias FC 'A' with Encik Zulkapli (right).  
► Bias FC 'A' bersama Encik Zulkapli (kanan).

## KMA & LMSB SIGN AGREEMENT WITH SWEDISH MOTOR

Kinabalu Motor Assembly Sdn Bhd (KMA) and Lion Motor Sdn Bhd (LMSB) signed a "Vehicle Assembly Agreement" with Swedish Motor Assemblies Sdn Bhd on 8 September 2009.

CEO of KMA and LMSB, Mr David Chai signed on behalf of the companies while Swedish Motor Assemblies was represented by its Managing Director, Mr Hans Gustavsson.

With the signing of the agreement, KMA and LMSB, the franchise holders of JAC and Dong Feng commercial trucks respectively have appointed and authorized Swedish Motor Assemblies to assemble these light commercial trucks at its plant. The first batch of trucks is scheduled to be assembled in November 2009 and completed one month later.



► Mr David Chai and Mr Hans Gustavsson (5th & 6th from left respectively) with their organisations' officials, and (inset) the Dong Feng truck.

► Encik David Chai dan Encik Hans Gustavsson (masing-masing 5 dan 6 dari kiri) bersama wakil daripada organisasi berkenaan, dan (gambar kecil) trak Dong Feng.



# HAPPENINGS AT LIKOM MEXICO



- Mr Chow Kim Ming (left) and Mr Michael Chan (in striped shirt) celebrating with Likom Mexico staff.
- *Encik Chow Kim Ming (kiri) dan Encik Michael Chan (berbaju belang) meraikan kegembiraan bersama kakitangan Likom Mexico.*



- Mr Adan Vazquez, Production Manager (left) and Mr Azmi, Operation Manager (right) at the automated machines.
- *Encik Adan Vazquez, Pengurus Pengeluaran (kiri) dan Encik Azmi, Pengurus Operasi (kanan) di hadapan mesin.*

On 16 September 2009, employees of Likom Mexico celebrated the nation's Independence Day and had a staff party to commemorate the successful commissioning of the company's automatic production line in the metal assembly department.

A group of technicians led by Vice President, Mr Michael Chan started the automation project in May 2009 upon completion of a study identifying some press and bending machines as viable and cost effective to be automated. After some testing and trial runs, the team was successful and the project is in line with the company's policy of continuous improvement to enhance its operational efficiencies.

At the celebration party, the winners of the inter-department men's football and the women's volleyball matches received their trophies from President & CEO of Likom Caseworks USA Inc, Mr Chow Kim Ming and Mr Michael Chan.

## PROPERTY CHINA UPDATE



The China Property Division had a kick-off meeting on 21 September 2009 for the implementation of its computerisation system for its operations. The computerisation project is expected to be completed in one to two months' time under the charge of the System Administrator, Mr Ng Chieng Ee (in white shirt and tie) and his team.

# MAHKOTA HOTEL MELAKA'S RAMADAN CHARITY

A total of 56 orphans from Rumah Anak-Anak Yatim Miskin Al Nuriah (PAYASUM) in Paya Rumput, Melaka were invited to break fast with Mahkota Hotel Melaka's management and staff at Spices Restaurant on 3 September 2009. They were also presented with cookies and duit raya.

A cash donation of RM 1,000 collected from the hotel's guests and staff was presented to PAYASUM's official, Tuan Haji Khadzil bin Jantan. Each year the hotel organises the Ramadan charity event to share the joy and happiness of the festive season with the underprivileged from different orphanages in Melaka.



- The Hotel's General Manager, Mr Edward Lau (left) handing over the contribution to PAYASUM's representatives.
- Pengurus Besar Hotel, Encik Edward Lau (kiri) menyerahkan sumbangan kepada wakil PAYASUM.

## PROPERTY DIVISION'S NEW OFFICE

The Property Division head office moved into their new 'home' at No. 1 Jalan Nagasari, Off Jalan Raja Chulan in Kuala Lumpur on 29 September 2009. The moving-in was auspiciously heralded by two prosperity 'lions'.

The Property head office is occupying four floors in the 16-storey Office Tower which is near Istana Hotel and located strategically in the Kuala Lumpur Commercial Business District. It is easily accessible by private and public transport with a monorail station nearby.

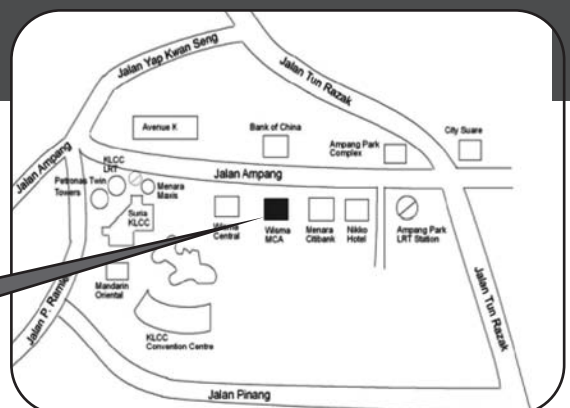


## AKURJAYA'S NEW OFFICE

Akurjaya Sdn Bhd has moved to its new office at the following address with its telephone and fax numbers remaining the same:

Suite 15.03, Level 15  
Wisma MCA  
163, Jalan Ampang  
50450 Kuala Lumpur  
Tel : 03-21647063 (Hunting Line)  
Fax : 03-21647033  
E-mail : akurjaya@streamyx.com

WISMA  
MCA



## LION-PARKSON FOUNDATION CONTRIBUTES TO:- THE HANDICAPPED AND MENTALLY DISABLED CHILDREN ASSOCIATION



- Puan Sri Chelsia Cheng (left) presenting the contribution to Mr S. Murugaiyah @ Jeevah, to build a home for special children in Selangor.
- Puan Sri Chelsia Cheng (kiri) menyampaikan sumbangan kepada Encik S. Murugaiyah @ Jeevah untuk membina sebuah rumah khas kanak-kanak di Selangor.

Lion-Parkson Foundation is contributing RM3.3 million to the Handicapped And Mentally Disabled Children Association Johor Bahru to help the Association build a similar home in Selangor. The RM3.3 million comprises a cash donation of RM1.4 million to purchase a piece of land of 4.17 acres in Banting, Selangor, and another RM1.9 million to build a home cum learning centre for the special children, under the first phase. The home is proposed to be built over three phases and when fully completed, will be able to accommodate 300 children.

The RM1.4 million is being contributed by our operating companies while the RM1.9 million was raised from the 'Million Dollar Dance Grand Finale Charity Show' staged by the Foundation's Chairman, Puan Sri Chelsia Cheng on 8 February 2009 at the Bintang Circle, Pavilion Kuala Lumpur.

Puan Sri Chelsia Cheng presented a cheque for RM320,000 being the initial payment of the Foundation's contribution to the Vice President of the Handicapped And Mentally Disabled Children Association Johor Bahru, Mr S. Murugaiyah @ Jeevah on 13 October 2009.

### & BAKTI

The Foundation responded to the appeal from the Association of Wives of Ministers and Deputy Ministers (BAKTI) for contribution of daily necessities to be channeled to victims of the recent earthquake in Indonesia, and typhoon in the Philippines as well as the refugees in Palestine.

Our Group Chairman and CEO, Tan Sri William Cheng and the Foundation's Chairman, Puan Sri Chelsia Cheng handed over the Foundation's contribution to BAKTI Chairman, Datin Seri Rosmah Mansor, the wife of the Prime Minister of Malaysia.

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## UPCOMING EVENT : CALLIGRAPHY EXHIBITION

The Foundation will be assisting four secondary schools in Kuala Lumpur to organise a Chinese New Year Calligraphy Exhibition which will be held from 30 January to 1 February 2010.

The works will be contributed by the students from these schools, and renowned calligrapher Mr Kerk Won Hoo and students from his calligraphy classes, including Puan Sri Chelsia Cheng, the Foundation's Chairman.

Proceeds from the calligraphy works and Chinese brush paintings on sale will be donated to poor and needy students in the four schools.

A media briefing was held to publicise the exhibition and encourage the public to contribute their calligraphy works and to purchase the works on display during the exhibition, for a good cause. Present were Puan Sri Chelsia Cheng; Foundation's Trustees, Mr CS Tang and Madam Gui Sui Guet; the principals and representatives of the four schools, and Mr Kerk Won Hoo who also conducted a calligraphy workshop for the students.



- From left: Puan Sri Chelsia Cheng and Tan Sri William Cheng presenting the Foundation's contribution to Datin Seri Rosmah Mansor witnessed by BAKTI members.
- Dari kiri: Puan Sri Chelsia Cheng dan Tan Sri William Cheng menyerahkan sumbangan Yayasan kepada Datin Seri Rosmah Mansor disaksikan oleh ahli BAKTI.



- From right: Puan Sri Chelsia Cheng, Mr CS Tang, Madam Gui Sui Guet, Mr Kerk Won Hoo and a school official holding the calligraphy work penned by Puan Sri Chelsia Cheng and Mr Kerk at the media briefing.
- Dari kanan: Puan Sri Chelsia Cheng, Encik CS Tang, Puan Gui Sui Guet, Encik Kerk Won Hoo dan seorang wakil sekolah menunjukkan hasil kaligrafi Puan Sri Chelsia Cheng dan Encik Kerk.

# SHOP, COLLECT, REDEEM AT PARKSON

Parkson Corporation Sdn Bhd and Glowmark, the company that brought in the Nevio by Tivoli cookware range recently organised a tea party for the media which included a cooking demonstration by Celebrity Chef Amy Beh.

Chef Amy whipped up a 5-course meal namely Green Salad with Walnut, Lamb Stew, Chicken Soup, Spaghetti with Smoked Salmon in Creamy White Sauce and Chocolate Banana Cake without breaking a sweat, all cooked with the multi-purpose cooker at Zang Toi Café in Parkson Pavilion.

Nevio by Tivoli cookware, an exclusive range of Italian-designed, hard anodized, non-stick cookware are available for redemption now until 15 February 2010 only, exclusively at all Parkson Malaysia stores nationwide as part of the department store's SHOP COLLECT REDEEM program.

Shoppers will receive a "Redemption Stamp" for every RM30 spent in a single receipt. Collect 15 Redemption Stamps (or 10 Redemption Stamps for Bonuslink members) to redeem up to 4 pieces of Nevio by Tivoli cookware at a special price.



► Chef Amy whipping up the 5 - course meal for the media.  
► Chef Amy memasak 5 hidangan untuk para media.

## SAMRAH AIDILFITRI AT PARKSON SUNGEI WANG

In conjunction with Hari Raya Aidil Fitri festivities, 21 underprivileged children from Rumah Amal Belaian Kasih were taken on a shopping spree at Parkson Sungei Wang on 3 September 2009.

Accompanied by five popular artistes, namely The Fabulous Cat, Imran Ajmain, Nurul, Diana Danielle and Liyana Jasmay, the children had a fun-filled time selecting their Raya clothing and shoes at the children's department in the store.

"It is our pleasure to bring cheers to the less fortunate. An additional 24 sets of Baju Raya were handed over to the home for the children who were unable to attend the event" said Ms Ang Ya Hap, Operations Manager of Parkson Sungai Wang store.



► The artistes helping the children to select shoes for Hari Raya.  
► Artis membantu anak-anak memiliki kasut untuk Hari Raya.

# TYRE CARE AND SAFETY

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

## 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

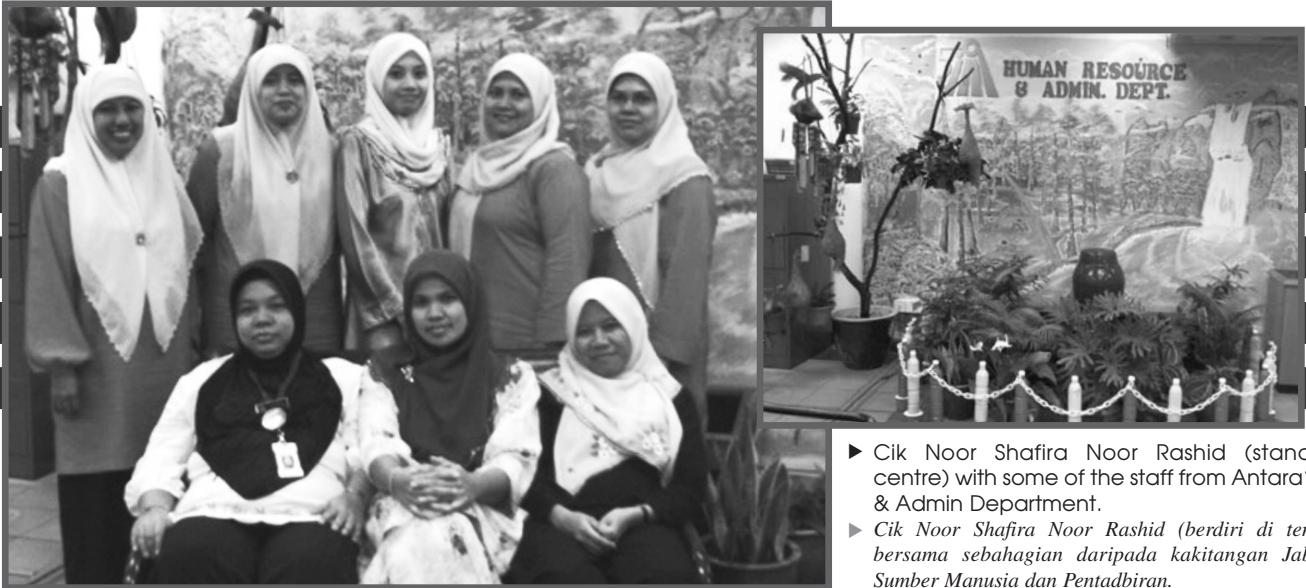
Hitting a pothole or kerb can affect your car's alignment and result in uneven tyre wear. Have a qualified technician check the wheel alignment periodically to ensure that your car is properly aligned.

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 tyres on your vehicle be checked regularly and maintained in good condition to obtain economic and safe performance.

\*For further information please contact  
Mr Goh Teong Wah, Assistant Technical Controller,  
Silverstone Berhad at Tel: 05-891107

# MY INDUSTRIAL TRAINING EXPERIENCE

- NOOR SHAFIRA NOOR RASHID, UNIVERSITI PUTRA MALAYSIA



► Cik Noor Shafira Noor Rashid (standing, centre) with some of the staff from Antara's HR & Admin Department.

► Cik Noor Shafira Noor Rashid (berdiri di tengah) bersama sebahagian daripada kakitangan Jabatan Sumber Manusia dan Pentadbiran.

Industrial training is part of the course requirements in order for students to complete their first degree and subsequently receive their scroll on convocation day. Institutions of higher learning today place great emphasise for the students to not only equip themselves with good academic results, but also have hands-on experience in their course of choice to enhance their potential to prospective employers.

I am grateful that Antara Steel Mills Sdn Bhd in Pasir Gudang opens its doors and welcomes students to fulfill their course requirements. For three months, I had the invaluable experience under the guidance of Human Resource and Administration Manager, Mr Tan Boon Min who with his utmost patience and sincerity, imparted and shared his knowledge and experience, besides motivating and inspiring me.

My short stint at Antara was an eye-opener into the 'real' working life which is a vast difference from my student life. The staff at the HR department are all very helpful and ever willing to share their knowledge on office administration and maintenance, canteen management, industrial relations and many others. I was also exposed to the in-house training unit and learned the aspects of conducting training, from its initial planning to implementing and evaluating a programme.

The best part was the opportunity to see the steel

operations. From the scrap bay, I was taken on a plant tour to the Rolling Mills where I was given an overview on the steelmaking process and the technology and systems used. Having been in a steel plant has given me a different perspective on factories' operations altogether.

I now realise that a manager's job is not confined to preparing reports and overseeing the operations and departments to ensure that the organisation's vision and mission are adhered to and the production targets are met. The employer is also responsible to provide a safe and healthy environment for its employees. A caring employer also plans the career path for its employees through training and motivation programmes, and organises events for the employees to participating. It is true when people say 'A happy employee is a productive employee'.

I still have a lot to learn, yet the three-month stint at Antara was unique and special to me. I would like to take this opportunity to express my gratitude to the management of Antara for accepting me to do my practical training and giving me this wonderful experience; and to all staff for the cooperation and assistance rendered to me. Last but not least, my heartiest thanks to Mr Tan Boon Min and all HR and Admin Department staff for their guidance and assistance. I believe that my experience at Antara will be beneficial to developing my future career."

**Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.21 No.4) and send your answers to the address on page 3 before the closing date: 31/12/2009. Multiple entries will be disqualified.**

# the GREAT Lion Brain Tease

**Lion Today - Vol. 21 No. 5 September/October 2009**

1. Felda Rally Team won three trophies and emerged overall Champion in the Malaysian Rally Championship (MRC) Round 3 using ..... tyres.  
a. Bridgestone                                      b. Goodyear Dunlop                                      c. Silverstone
2. Parkson 1 Borneo is Parkson's ..... outlet in Kota Kinabalu.  
a. 1<sup>st</sup>                                      b. 2<sup>nd</sup>                                      c. 3<sup>rd</sup>
3. Lion Group donated ..... to help Typhoon Morakot victims in Taiwan.  
a. RM50,000                                      b. RM100,000                                      c. RM150,000
4. Which of the following companies won the Challenge Trophy in the Telephone Courtesy Campaign 2008?  
a. Antara Steel Mills                                      b. Likom Group                                      c. Mahkota Hotel
5. Amsteel is conducting ..... dance classes every Thursday as part of its Sports and Recreation Club's weekly activities.  
a. Para Para                                      b. Poco Poco                                      c. Hip Hop
6. A delegation from Uzbekistan visited Silvertone's plant in ..... recently.  
a. Kuala Lumpur                                      b. Shah Alam                                      c. Taiping
7. The Property Division head office has moved to its new office at Jalan Nagasari effective ..... .  
a. 09/09/2009                                      b. 19/09/2009                                      c. 29/09/2009
8. Parkson opened a new department store on 15 August 2009 in which shopping mall?  
a. East Coast Mall, Pahang                                      b. Kota Bahru Trade Centre, Kelantan                                      c. Berjaya Megamall, Pahang
9. .... emerged as champion in the Landscape Competition held in Antara Steel Mills.  
a. Weighbridge & Delivery                                      b. Steel Plant                                      c. Furnace, Rolling Mill 1
10. In 2008, ..... of our staff had undergone leadership-related training conducted by CEDR.  
a. 238                                      b. 248                                      c. 258

NAME: (Mr / Ms)

TEL. NO.: \_\_\_\_\_

COMPANY/DEPT (please state full address):

# CONGRATULATIONS

### Prize winners of the previous Lion Brain Tease:

Tiong Ching Pau, Ravi a/I Velu, Danny Bago, Ambika Harry,  
Noriham Abd Jalil, Halifah bt Halim, Sia Shang Yuen,  
Doreeny Elma Awi, Ang Chin Sing & Neela a/p Dwara  
Raju

## Answers to the previous Lion Brain Tease

- |   |  |
|---|--|
| 1 - RM7,000   | 6 - 27                                       |
| 2 - 8 June 2009                                       | 7 - two years                                |
| 3 - Exim Bank of China                                | 8 - Iris                                     |
| 4 - Sungai Klah Hot Springs Park<br>in Sungkai, Perak | 9 - YABhg Datin Seri<br>Rosmah Mansor        |
| 5 - Expo "Kempen Beli<br>Barangan Malaysia"           | 10- Pusat Perubatan<br>Universiti Kebangsaan |



# 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

## LION GROUP'S "SECRETS OF CHANGE" - MANAGER SERIES PROGRAMME -

Our Senior Management gurus have done a remarkable and astonishing job with the 73 managers who attended the "Secrets of Change" from June till October 2009'. These gurus have imparted to the managers invaluable lessons and knowledge that they themselves have acquired in the course of leading and managing their companies over the years.

A vast range of topics was covered ranging from *Leadership & Management*, *Planning & Innovation*, to *Costing & Marketing*. To add greater value, Harvard Business case studies were also used as discussion and presentation tools. In a nutshell, the "Secrets of Change" transferred these invaluable pointers to the attendees:



The feedback received from participants also proved that our Lion Group leaders have many invaluable and functional "secrets" for success to be handed down.

## Who are these GURUS, you may ask? *Well the secret is definitely out...*



Mr Lai Chin Yang  
GM, Megasteel Sdn Bhd



Ir. Dr. Loh Fook Guan  
Director of Works, Amsteel Mills Sdn Bhd



Facilitated by: Mr Kelvin Phuan  
Senior Manager, CEDR Corporate Consulting  
for Mr Chen Kwong Fatt  
GM, Amsteel Mills Sdn Bhd



Mr Frankie Chai Kian Chong  
GM, Secom (M) Sdn Bhd



Mr Cheng Toek Waa  
GM, Likom Group



Mr David Teo Chor Pheow  
GM, Posim Group

See you for Round 2...

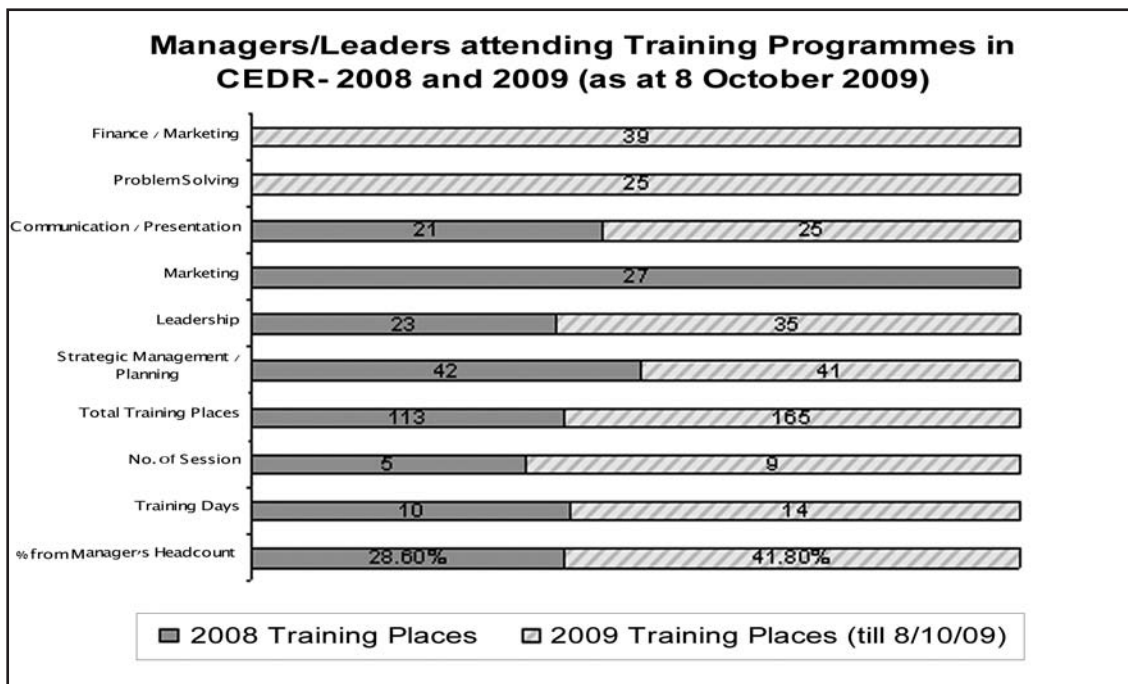
STARTING in December !!



## Let's have a look at Lion Group's managers and leaders participation in classroom training organized by CEDR ...

A number of 113 training places were taken up by our managers in 2008, and 165 in 2009 (till early October 2009). In 2009, we have trained more managers with the introduction of the "Secrets of Change" series as well as other managerial programmes specially designed to cater to the specific needs. New efforts and programmes were put in place, expecting more managers to be developed and nurtured to face the current business challenges and to take opportunity in preparing for economic recovery.

Statistics of Managers/Leaders attending Training Programme in CEDR- 2008 and 2009 (as at 8 October 2009):



## Lessons in managerial leadership development from the world's best...

Fortune worked with human resources consultants, Hewitt Associates and RBL Group to rank the world's companies that do the best job of developing strong leaders and managers. Their research listed the following top 10 best companies at developing leadership:

1. General Electric, Fairfield, CT, U.S.
2. Procter & Gamble, Cincinnati, OH, U.S.
3. Nokia, Espoo, Finland
4. Hindustan Unilever, Mumbai, India
5. Capital One Financial, McLean, VA, U.S.
6. General Mills, Minneapolis, MN, U.S.
7. McKinsey
8. IBM, Armonk, NY, U.S.
9. BBVA, Bilbao, Spain
10. Infosys Technologies, Bangalore, India

The Fortune article "How top companies breed stars" provides some insight into how these companies go about developing leadership.

- Invest time and money
- Identify promising leaders early
- Choose assignments strategically
- Develop leaders within their current jobs
- Be passionate about feedback and support
- Exert leadership through inspiration
- Encourage leaders to be active in their communities
- Make leadership development part of the culture

Extracted from Fortune Magazine, George Ambler on Monday, October 8, 2007.

# KEEPING YOU IN VIEW



- We meet people and share thoughts. Well, sometimes we share food too...
- **F&N Train-the-Trainer, 21-23, 26-27 May 2009**



- The learning is always enlightening, as we listen and observe others
- **Manager Series Programme – Secrets of Change, 30 June 2009**



- There are times we are sceptical...
- **Nestle FLM Competency Based Operation Training System, 13-14, 20 October 2009**



- We will sort things out by gentlemen's discussion
- **Manager Series Programme – Secrets of Change, 30 June 2009**



- It is challenging to make people listen and agree with us
- **Lead Team Effectively, 29-30 July 2009**



- But we never fail!
- **Problem Solving and Decision Making, 10-12 June 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: 31/12/2009.

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

- "Padan muka, biarkan hang kat situ dulu! Siapa suruh pengsan waktu 'Makan Time'."

Submitted by **Albert Toh** (Tiara Melaka Golf & Country Club - Food & Beverage Dept)

- "Bro, kau relax dulu yer. Jap lagi ambulans datang. Kau jangan menangis pulak. Kita orang nak pi minum jap. Inilah dugaan. Dugaan! Dugaan! Dugaan!"

Submitted by **Zahzariah bt Abd. Hammed** (Akurjaya Sdn Bhd - Marketing Dept)



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.....

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

Company / Dept (please state full address): .....



# PARKSON OPENS IN LANZHOU AND CHANGSHU, CHINA

Lanzhou Parkson which opened in mid-August 2009 is situated at the prime location of Qingyang Road, one of Lanzhou City's most active business centers.

Lanzhou Parkson is a comprehensive integrated store with a built-up area of 36,000 square metres over 5 floors, including a 9,000 square metres carpark with 300 parking bays. The high-end departmental store carries a wide range of well-known brands, latest and up-to-date fashion, popular cosmetics, gold and jewellery items to cater to middle and upper level customers.

Lanzhou, the capital of Gansu Province is poised to enjoy accelerated economic development especially with the emergence of a leading retail chain with the opening of Lanzhou Parkson.



Changshu Parkson located at Henglong Mall at Fangta commercial circle, the primary business area in downtown Changshu was opened on 17 September 2009.

With a built-up area of 23,623 square metres over four floors, Changshu Parkson caters to middle level urban customers in line with the store's slogan of "joy, health, vigor and style". Customers are able to enjoy an all-round one-stop shopping experience with the store's innovative marketing strategies, up-to-date fashionable and popular brand merchandise.

Changshu is located at the Golden Triangle of Chang Jiang Delta (also called Yangtze River Delta) in southeast Jiangsu province with Shanghai in the east, Suzhou in the south and Wuxi in the west. Changshu is a well-known national historical and cultural region and an emerging industrial city and harbour.

