

# Lion Today

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## LION-PARKSON FOUNDATION AWARDS SCHOLARSHIPS



Lion Medic - Assist Fund Lends A Helping Hand

- ▶ Posim Petroleum Dealers Family Day
- ▶ Parkson Vietnam Goes Green
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- ▶ Opportunities In The New Asian Century For A Young Asian Generation



# LION-PARKSON FOUNDATION



- Recipients and their family members with the trustees at the ceremony.
- Para penerima anugerah berserta ahli keluarga bersama-sama para pemegang amanah.



- (Left photo) The recipients listening attentively to the keynote address by Puan Sri Chelsia Cheng (right photo).
- (Gambar kiri) Para penerima anugerah tekun mendengar ucapan Puan Sri Chelsia Cheng (gambar kanan).
- Dr Chua Siew Kiat (2nd from left) and Puan Sri Chelsia Cheng (4th from left) sharing a light moment with the recipients.
- Dr Chua Siew Kiat (2 dari kiri) dan Puan Sri Chelsia Cheng (4 dari kiri) berbual santai dengan para penerima anugerah.

## LGMAF LENDS A HELPING HAND



- Puan Sri Datin Coleen Herbert (6th from left) presenting the mock cheque to Professor Dato' Dr Raymond Azman Ali witnessed by some of the patients assisted by the Fund.
- Puan Sri Datin Coleen Herbert (6 dari kiri) menyampaikan replika cek kepada Professor Dato' Dr Raymond Azman Ali disaksikan oleh sebahagian daripada penerima bantuan Tabung.
- Puan Sri Datin Coleen Herbert (right) chatting with the patients.
- Puan Sri Datin Coleen Herbert (kanan) beramah mesra dengan pesakit.

# AWARDS SCHOLARSHIPS

On 18 July 2012, the Lion-Parkson Foundation awarded scholarships worth RM390,000 to 12 outstanding students pursuing their first degree in local universities. This is the 22nd year running that the Foundation is awarding scholarships to deserving students.

Foundation Chairman, Puan Sri Chelsia Cheng presented the scholarships worth RM10,000 each per annum to the students witnessed by their family members, Foundation Trustees Mr CS Tang, Dr Yulduz Emiloglu and Dr Chua Siew Kiat; and HR Director, Mr Suresh Menon.

Besides the keynote address by Puan Sri Chelsia at the event, Dr Chua Siew Kiat imparted some pertinent advice

to the students for their studies and future employment. Mr Kelvin Phuan, Senior Manager of CeDR which undertakes HR training and development briefed on the Group's internship programme and activities planned for the students during their semester breaks.

Since its launch in 1990, the Foundation has contributed a total of RM24.7 million to various charitable causes including scholarships and educational loans worth RM8 million to 378 students through various sponsorship programmes in line with the Group's aspiration to contribute to the country's educational and human resources development.

## YAYASAN LION-PARKSON ANUGERAH BIASISWA

Pada 18 Julai 2012, Yayasan Lion-Parkson telah menganugerahkan biasiswa berjumlah RM390,000 kepada 12 orang pelajar cemerlang yang mengikuti ijazah pertama mereka di universiti tempatan. Ini adalah tahun ke-22 di mana Yayasan menganugerahkan biasiswa kepada para pelajar yang layak.

Pengerusi Yayasan, Puan Sri Chelsia Cheng menyampaikan biasiswa bernilai RM10,000 setahun kepada kesemua pelajar, disaksikan oleh ahli keluarga, Pemegang Amanah Yayasan, Encik CS Tang, Dr Yulduz Emiloglu dan Dr Chua Siew Kiat; serta Pengarah Sumber Manusia, Encik Suresh Menon.

Selain ucapan daripada Puan Sri Chelsia, Dr Chua Siew Kiat turut berkongsi nasihat kepada para pelajar dalam mengharungi alam

pembelajaran dan peluang pekerjaan. Encik Kelvin Phuan, Pengurus Kanan CeDR, syarikat yang menguruskan latihan dan pembangunan sumber manusia menyampaikan penerangan mengenai program amali di Kumpulan dan aktiviti-aktiviti yang dirancang untuk para pelajar semasa cuti semester mereka.

Sejak pelancarannya pada tahun 1990, Yayasan telah menyumbang sejumlah RM24.7 juta untuk pelbagai aktiviti amal termasuk pemberian biasiswa dan pinjaman pendidikan berjumlah RM8 juta kepada seramai 378 orang pelajar sejajar dengan aspirasi Kumpulan untuk menyumbang kepada pembangunan pendidikan dan sumber manusia negara.

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## LGMAF LENDS A HELPING HAND

On 3 July 2012, the Lion Group Medical Assistance Fund (LGMAF) presented a mock cheque for RM448,036.80 to Pusat Perubatan Universiti Kebangsaan Malaysia (PPUKM) for 67 patients whom the Fund had helped in 2011.

The mock cheque was presented by Puan Sri Datin Coleen Herbert, Chairperson of LGMAF to Professor Dato' Dr Raymond Azman Ali, PPUKM Director and Medical Faculty Dean. Some of the sponsored patients were also present at the ceremony.

The fund also responded to the plight of Encik Jamil Halil who needed RM5,950 to undergo an eye laser operation to treat his condition of Diabetic Maculopathy in both eyes and cataract in his right eye. Encik Jamil works as a driver and has two schoolgoing children.

To date the Fund has disbursed a total of RM6 million to about 760 individuals and several charitable organizations for medical treatment, purchase of medication and medical equipment.



► Ms Penny Tan from the Corporate Communications Department (right) presenting the Fund's contribution to Encik Jamil for his operation expenses.

► Cik Penny Tan dari Jabatan Komunikasi Korporat (kanan) menyerahkan sumbangan Tabung kepada Encik Jamil untuk pembedaan pembedaan beliau.



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## EDITOR'S MESSAGE

Much has been said about the need for companies to balance their growth and development with their social responsibilities. Hence, once again, for the 22nd year running, our Lion-Parkson Foundation awarded scholarships to 12 deserving undergraduates from various local institutions of higher learning. The awards represent the Group's commitment to education and nation building through the pursuit of academic excellence.

The Lion Group Medical Assistance Fund, another fund set up by the Group in 1996 to provide financial treatment to needy Malaysians who require medical treatment has to date disbursed RM6 million to about 760 individuals in need of treatment, medication and/or equipment, and charitable organisations for purchase of medical equipment such as dialysis machines and therapy system.

Our participation in other charitable programmes also reflects the Group's responsibility towards the local community.

The Group is also promoting greater staff interaction through the staging of sports activities at the company and Group level. A Sports and Recreation Committee has been set up for the employees in the Head Office and companies based at the Office Tower with some interesting activities lined up.

The Group Sports and Recreation Committee will be organising the 11th Cross Country and Sports Carnival on 24 and 25 November 2012 at Wisma Lion in Banting. Do check with your HR representative on the details and we look forward to receiving overwhelming response from all our staff. So, let's start practising.

## UTUSAN PENGARANG

Banyak telah diperkatakan mengenai pembabitan syarikat-syarikat dalam mengimbangi pertumbuhan dan pembangunan mereka dengan tanggungjawab sosial. Justeru itu, untuk tahun ke-22, Yayasan Lion-Parkson sekali lagi menganugerahkan biasiswa kepada 12 orang pelajar daripada pelbagai institusi pengajian tinggi tempatan yang layak. Anugerah ini merupakan komitmen Kumpulan untuk pendidikan dan pembangunan negara seiring usaha mencapai kecemerlangan akademik.

Tabung Bantuan Perubatan Kumpulan Lion, satu lagi dana yang ditubuhkan oleh Kumpulan pada tahun 1996 untuk menyediakan bantuan kewangan kepada rakyat Malaysia yang memerlukan rawatan perubatan telah menyumbang sejumlah RM6 juta kepada seramai 760 orang yang memerlukan rawatan, ubat-ubatan dan/atau peralatan kesihatan, dan kepada beberapa pertubuhan amal bagi pembelian peralatan kesihatan seperti mesin dialisis dan sistem terapi.

Pembabitan Kumpulan dalam program amal lain juga mencerminkan tanggungjawab kita kepada masyarakat tempatan.

Kumpulan juga menggalakkan interaksi yang lebih erat di kalangan warga kerja menerusi penganjuran aktiviti sukan di peringkat syarikat dan Kumpulan. Jawatankuasa Sukan dan Rekreasi telah ditubuhkan untuk merangka aktiviti-aktiviti sukan dan rekreasi kepada para pekerja di Ibu Pejabat dan syarikat-syarikat di Office Tower.

Jawatankuasa Sukan dan Rekreasi Kumpulan akan menganjurkan Larian Merentas Desa dan Karnival Sukan ke-11 pada 24 dan 25 November 2012 di Wisma Lion di Banting. Sila dapatkan maklumat lanjut daripada wakil HR anda dan kami mengharapkan sambutan hangat dari semua warga kerja. Apa tunggu lagi, mari mulakan latihan.

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## 金狮百盛基金颁发奖学金

2012年7月18日, 迈入第22届的金狮百盛基金, 颁发总值39万令吉奖学金予12名优秀学生, 进入本地大学深造。

基金主席潘斯里陈秋霞颁发每年价值1万令吉奖学金予每位学生, 在场见证者包括学生家属, 基金信托人陈怀安、永乐多斯博士、蔡少杰博士和集团人力资源董事Mr Suresh Menon。

在仪式上, 除了潘斯里陈秋霞致词外, 蔡少杰博士也向学生们讲解有关学业与未来的就业机会。CeDR高级经理兼人力资源发展与训练负责人潘先进, 则简要的讲述集团在学期休假期间的实习训练与活动。

基金会遵照集团的心愿, 自1990年创立以来, 已捐出2,470万令吉作各种慈善用途, 包括拨出总值800万令的奖学金和贷学金给378名学生, 为国家的教育和人力发展尽一份力。



## RAMADHAN CHARITY DINNER @ MAHKOTA HOTEL



On 27 July 2012, 39 orphans from Pertubuhan Kebajikan Anak-Anak Yatim Islam Daerah Jasin and Rumah Tunas Harapan Semarak Kasih were invited to Mahkota Hotel's Ramadhan Charity Dinner. The children also received Hari Raya goodies and Duit Raya presented by General Manager, Mr Edward Lau.

Also invited to the event were corporate and government clients as a gesture of appreciation for their support for the hotel.

► Mr Edward Lau (standing behind, 3rd from right) with the guests at the dinner.

► Encik Edward Lau (berdiri baris belakang, 3 dari kanan) bersama tetamu.

## CONTRIBUTION TO LOCAL COMMUNITIES



► (Left photo) Ir Haji Sabruddin, Chairman of Community Relations Committee (right) and Encik Abu Talip, Asst General Manager - Amsteel Banting (right photo; right) presented the contributions to the representatives.

► (Gambar kiri) Ir Haji Sabruddin, Pengerusi Jawatankuasa Perhubungan Masyarakat (kanan) dan Encik Abu Talip, Penolong Pengurus Besar - Amsteel Banting (gambar kanan di kanan) menyampaikan sumbangan kepada dua wakil.



► Representatives from the local community and Steel Division companies at the event.

► Wakil daripada kelompok masyarakat tempatan dan syarikat-syarikat Bahagian Besi di majlis penyampaian sumbangan.

In conjunction with the Hari Raya and National Day celebrations, the Steel Division companies in Wisma Lion presented contributions to the local community comprising 12 villages and 13 schools from Mukim

Tanjung 12 in Banting and Kuala Langat Districts and Persatuan Nelayan Kawasan Kuala Langat. The contributions are part of the corporate responsibility initiatives by the Steel Division companies.

## AMSTEEL BANTING UPDATES

### BRIEFING ON GROUP HOSPITALISATION & SURGICAL INSURANCE SCHEME



► Full turn out at the briefing session.

► Kedatangan penuh di sesi taklimat.

Amsteel Banting with the collaboration of Lion Insurance Co Ltd, CIMB Insurance Brokers Sdn Bhd (CIBSB) and Metronic iCares Sdn Bhd (MiCares) conducted a briefing to all employees on the Group's Hospitalisation & Surgical Insurance Scheme (GH & S) on 1 August 2012.

The speakers, Mr Jimmi Lim from CIBSB, Encik Azmi and Mr Gerard from MiCares briefed on the procedures of GH & S including the entitlements for hospitalisation, surgical benefits and insurance coverage.

## AMSTEEL BANTING UPDATES

### ROLLING MILLS FAST FINISHING BLOCK UPGRADING PROJECT

In its efforts to stay abreast with global steel developments, Amsteel Mills Banting had recently upgraded its Danieli BGV block to SMS-Meer Fast Finishing Block.

The upgrading project which was completed within two months included the dismantling of the old machinery, foundation works, new piping system installation, machine installation, machine cold commissioning followed by hot commissioning and performance test.

The upgrading will enable the wire rod rolling speed to reach up to 120 meter per second as well as minimise the maintenance cost and mechanical downtime. It will also enhance the finished product quality with an excellent tolerance level of < 0.1mm while the efficient utilization of the reheating furnace will reduce the MFO fuel-oil consumption.

It was a great achievement for Amsteel Banting staff when the first bundle of wire rod size Ø 8mm was produced on 24 August 2012.



## TRAINING PROGRAMMES

As part of the ISO 9001 and 14001 requirements, 18 employees from various departments attended a 2-day "Improving on-the-Job Training" conducted by Mr Jeremy Danker of CeDR Corporate Consulting Sdn Bhd. The training was organised to enhance their skills in performing their tasks.



The "Emergency Prevention, Preparedness and Response Time" training conducted by Encik Md Sulong Jusoh and Encik Abd Rahim Hj Bahrin from KBH Management Services was held from 28 to 30 August 2012. All 26 participants were given refresher training on handling fire extinguisher, hose drill and first aid. They were also tested on coordination and response time in handling emergencies.



23 employees attended the "Permit to Work" training conducted by Encik Khairuddin Amran from KBH Management Services on 25 and 26 July 2012. They were exposed to issues relating to safety and health at the workplace such as working on heights and in confined space, nature and extent of job hazards, and limitations of work and time during which a task may be carried out.





## STEEL DIVISION

## AMSTEEL KLANG'S DIARY

### BLOOD DONATION & HEALTH SCREENING



► Overwhelming response for the health screening and (right photos) staff donating blood.

► Sambutan hangat untuk pemeriksaan kesihatan dan (gambar kanan) antara kakitangan yang menderma darah.

As part of employees well-being initiatives and to promote a healthy lifestyle amongst its employees, Amsteel Mills Klang organised a Blood Donation and Health Screening Campaign at its premises in Bukit Raja on 5 July 2012.

The campaign, jointly organised by Lions Club of Kuala Lumpur Pantai Hills, AGIH Laboratories Medical Sdn Bhd and Hospital Besar Tengku Ampuan Rahimah, Klang (HTAR)

received overwhelming response from employees including from Bright Steel (Bukit Raja), Lion Steelworks and Singa Logistics who took the opportunity to undergo the health screenings. Many also donated blood in aid of HTAR blood bank.

AGIH Laboratories also conducted two health talks entitled Silent Killers - Diabetes & Hypertensions Awareness and Prevention & Healthy Lifestyle.

## PUBLIC SPEAKING & PERSONAL GROOMING SESSIONS

Public Speaking and Personal Grooming sessions were held every 2nd and 3rd week of the month for executives to equip them with better public speaking and grooming skills.

During the sessions, participants are required to speak for five minutes on the topics given such as "Self Introduction", "My Childhood" and "My Best/Worst Experience In Life" where they will be commented on their presentation, eye contact and personal appearance.



## BADMINTON COMPETITION

### CHAMPION



60 participants took part in the Inter-Department Badminton Competition at U-One Sports Centre in Klang on 8 July 2012.

In the Men's category, Zaizul Kusnan and Shahdan Jais emerged champion while the second and third placing went to Muhammad Riduan Mohd Jaafar and Mohammad Nor Hafiz Mohammad Johari; and Husnan Marijan and Mohammad Abdul Rani respectively. Lim Yoke Yee and Wong Poh Yen topped the Women's category with Noor Aishah Sulaimi and Rohana Abdul Rahman in second place, and Norfazilah Md Razi and Noor Aznida Johari, third.

## MAJLIS BERBUKA PUASA

In conjunction with the holy month of Ramadan, Amsteel Mills Klang organised a Buka Puasa on 10 August 2012 with both Muslim and non-Muslim staff joining in to foster greater staff interaction.



# ANTARA NEWS

## BOWLING COMPETITION



**Women's Category  
Champion -  
Nurul Shafika**



**Group Category  
Champion -  
Norbianto & Salleh**



**Highest Scorer -  
Mohd Nasrul**

**A**ntara Sports Club organized a Bowling Competition at Angsana Bowl, Kompleks Pusat Bandar in Pasir Gudang on 1 July 2012.

In the Individual Category, Nurul Shafika and Norbianto emerged champion in the Women's and Men's category respectively. Roslia and Mazlina took second and third placing respectively for the Women's category while Normizairin and Salleh came in second and third respectively for the Men's category.

Norbianto & Salleh won the top placing in the Men's Team category while Nizam & Rosli and Azri & Nor Afidin came in second and third respectively. Mohd Nasrul walked away with the Highest Scorer award.

## TRAINING

**C**eDR Corporate Consulting conducted a training session on Disciplinary Process & Domestic Inquiry Procedures. The half-day program ended with a mock Domestic Inquiry session.



**C**eDR Senior Manager, Mr Kelvin Phuan briefed the managers and executives on the Performance Appraisal Review process and updated them on performance appraisal techniques.



**E**mployees from the Mechanical Steel Plant, Mechanical Rolling Mills and Rollshop Department attended the Lubricants Seminar to expose them to current development in lubricants and grease applications.



## BEST HOUSEKEEPING FOR JUNE

**T**he Mechanical Department once again emerged tops in the Best Housekeeping competition for the month of June 2012 and received a big hamper from the Head of Rolling Mills, Encik Mohd Shah Manaf. *Syabas!*



## POSIM PETROLEUM DEALERS FAMILY DAY

Posim Petroleum Marketing Sdn Bhd (PPM) organised a Family Day for its dealers at Genting Highlands on 5 August 2012. Attended by more than 1800 people, the event also saw the launching of two new Hi-Rev lubricant grades, Motor Oil HI-REV 9140 Fully Synthetics for continental

cars and Motorcycle Cycle Oils HI-REV 623 API SJ for new motorcycle engines.

PPM Executive Director, Mr Ngan Yow Chong in his welcoming speech commended the good relationship between PPM and the dealers since the beginning of Hi-Rev in 1995,

which has spawned mutual business success for all.

Guests were entertained by Hong Kong TVB artiste, Wong Cho Lam; martial arts demonstration by Shaolin exponents; and dances, games and songs by Astro artistes, Irene Thor and Seven Liew.



► Mr Ngan Yow Chong (centre) leading the team towards another successful year with the dealers.  
 ► Encik Ngan Yow Chong (tengah) mengetuai 'toast' untuk satu lagi tahun yang berjaya bersama-sama para pendedar.



► Models with the two new Hi-Rev lubricant grades.  
 ► Model menunjukkan dua gred pelincir Hi-Rev baru.



► Lucky draw first prize winner with Mr Ngan (2nd from left) and GM, Mr David Teo (right).  
 ► Pemenang pertama cabutan bertuah bersama Encik Ngan (2 dari kiri) dan Pengurus Besar Encik David Teo (kanan).



► Crowd favourite Wong Cho Lam in his element.  
 ► Wong Cho Lam menghiburkan tetamu.

## BARBEQUE-IN-THE-PARK FOR POSIM MEMBERS

About 120 Posim Sports Club members attended the barbeque-in-the-park held at Dataran Posim on 13 July 2012.

Everyone enjoyed themselves to the array of food which included the crowd's favorite, *Kambing Golek*,

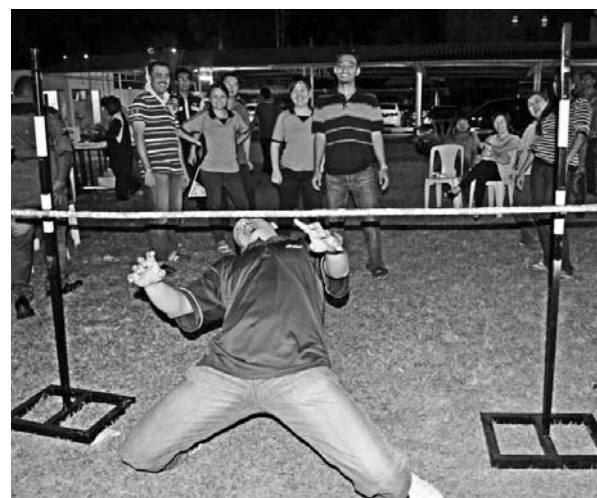
chicken, fish, prawns, squid and a variety of appetizers and desserts.

Close bonding, fun and laughter among fellow Posimers were evident as the evening stretched on with karaoke and games including Limbo Rock, Musical Chairs and Treasure Hunt.

Prior to the barbeque, a 'Challenge the Champions' competition was organised featuring games such as Ping Pong, Darts and Golf. Sports Club Advisor, Mr Ng Chin Kwan and Sports Club President Mr Kenny Chuah gave away the prizes to the winners.



► Posimers enjoying themselves at the barbeque session.  
 ► Warga kerja Posim bergembira di majlis barbeku.



# PARKSON VIETNAM: GOES GREEN TO PROTECT ENVIRONMENT



Parkson Vietnam celebrated its annual 'Go Green' with events such as Earth Hour, Planting Day, Go Bike and No Bag Day to raise awareness on environmental protection amongst its employees and customers.

Besides offering the latest fashion trends and beauty care products and services, Parkson also focuses on improving the quality of life of the people and benefiting the community through social and environmental.



► Go Green events (anti-clockwise, from top left): Earth Hour, Tree Planting Day and Go Bike.  
 ► Acara Go Green (lawan jam dari atas): Earth Hour, Hari Menanam Pokok dan Jom Berbasikal.

## SCHOLARSHIPS TO UNDERPRIVILEGED STUDENTS



► Scholarship recipients with their awards.  
 ► Para penerima biasiswa bersama anugerah mereka.



► Mr Tham Tuck Choy (right) with one of the scholarship recipients.  
 ► Encik Tham Tuck Choy (kanan) bersama salah seorang penerima biasiswa.

In conjunction with Parkson Vietnam's 5th annual Educare 2012, Parkson cooperated with Ho Chi Minh City, Hanoi and Haiphong Departments of Education to give away more than 4,000 scholarships to underprivileged students with outstanding academic performance.

This annual program reflects Parkson's commitment in helping the future generations of Vietnam to fulfill their dreams as many are currently quitting school due to

financial reasons. Educare 2012 is Parkson's support for underprivileged children to have a proper education and a better future.

Mr Tham Tuck Choy, General Director of Parkson Vietnam reiterated Parkson's goal in bringing the newest fashion trends, products and services for a fashionable lifestyle as well as fulfilling its responsibility to the Vietnamese community.



## LION BEST AT BEAUTY FAIR



- Visitors trying out the beauty products.
- Pengunjung mencuba produk kecantikan.

Lion Best Sdn Bhd showcased its Pure Lazuli Series at the Cosmobeute Asia Fair held at Putra World Trade Centre from 16 to 19 July 2012.

The Pure Lazuli Series products are suitable for everyone as the ingredients are extracted from plants' natural essence and are free from harmful chemicals.

Visitors to Lion Best's booth took the opportunity to try the facial detoxification treatment using Pure Lazuli Collagen Purifying mask which cleanses, rejuvenates and improves the complexion. It does not contain preservatives, emulsifiers, alcohol or artificial fragrance. A post-treatment scanning using a 200x super magnifying camera was conducted to detect toxic residues.

## TALK ON HEALTHY EATING HABITS



- Ms Yoon (inset) advising everyone to lead a healthy lifestyle, and a staff (right photo) checking his blood pressure.
- Cik Yoon (gambar kecil) menasihati semua untuk mengamalkan gaya hidup sihat, dan seorang kakitangan (gambar kanan) menguji tekanan darah.

Secom (Malaysia) Sdn Bhd invited Ms Yoon, a nutritionist from BP Healthcare to conduct a talk on Healthy Eating Habits to its employees on 18 July 2012. Ms Yoon spoke on the food pyramid and a healthy diet, and advised everyone to increase their intake of fruits, water, lean meat and grains and reduce on trans-

fat, sugar and salt for a healthy lifestyle. She also shared on how to read the labeling on food products.

Employees had the opportunity to check their blood pressure and buy some promotional products and supplements at a discounted price.

## REWARD FOR HIS QUICK ACTION

Secom's Security Guard, Encik Daud Demseh (right) received due recognition and reward for his quick action in putting out a fire at

a client's premises on 19 July 2012. He was on his rounds at 4 am when he noticed a tow truck on fire, and quickly put it off with a fire extinguisher.



## PAINTBALL GAME

Thirty-six participants, divided into 6 groups competed in a paintball game organised by Secom's Sports and Recreation Club on 14 July 2012 at Extreme Park, Section 13 Shah Alam.

Team Vladimir Putin won the first place and walked away with the RM300 cash prize, while Teams Hitler and Chin Peng which came in second and third took home RM200 and RM100 respectively.



## “OPPORTUNITIES IN THE NEW ASIAN CENTURY FOR A YOUNG ASIAN GENERATION”

Excerpt of the speech by Lion-Parkson Foundation Trustee, **Dr Chua Siew Kiat** at the Lion-Parkson Foundation Scholarship Awards Ceremony on 18 July 2012

“When I was asked to speak before a group of the brightest Malaysian students, I reflected on how fortunate today’s young Asian generations are with the rising of the Asian economy, and decided on the title “Opportunities in the new Asian Century for a young Asian Generation” to share with you the opportunities which lie before you.



When I started my university studies thirty years ago, Asian countries were developing countries with very low per capital income, and the dreams of most young Asians were to go overseas for education, employment and permanent residency with the hope of enjoying the American Dream in the West where the economic opportunities lie.

Today, the world economic picture has changed dramatically. With the economy of several European countries at near collapse and that of the US in decline, opportunities in the West no longer appear attractive. In contrast, the Asian economy, led by China, is fast becoming the most dominant economic power in the world.

In 2003, a report by Goldman-Sachs projected that over the next 50 years, the economies of Brazil, Russia, India and China, collectively referred to as BRIC, would play a more important role than that of the G6 which includes the US, Japan, Germany, France, the UK and Italy. Within BRIC, China was projected to overtake the Japanese economy by 2015 and the US by 2040.

Much has changed in the last 10 years, and China has since surpassed Japan to become the second largest economy in 2010, and Goldman-Sachs has since revised their forecast to predict China overtaking the US and becoming the world’s largest economy by 2026. According to a Gallup poll, 52% of Americans already think China is the leading economic power in the world today. With China’s fast ascent to becoming the world’s largest economy comes the genesis of the world’s largest consumer market with close linguistic and cultural ties to a substantial sector of our country’s population. Companies with exposure to this market will have the highest growth potential and chance of success in the shortest period of time. Jobs that are related to this market will be highly rewarding financially and upwardly mobile speedily. Job seekers who have deep knowledge of the language and culture of this market will be hotly sought after.

As young Malaysian students preparing to enter the job market in the near future, you might ask how can you prepare yourself to take advantage of this dramatic and exciting shift in the world paradigm. Here, I would offer a few humble suggestions that you may find useful:

1. Firstly, analyze what the China market needs and select disciplines that are related to meeting these

needs. I believe that China will continue to have growing demand for food to feed its huge population as well as metals and minerals to meet its growing need for housing and infrastructure development. As such, agricultural or plantation science, mining engineering and manufacturing engineering for the processing of metals and minerals, will in my opinion, be disciplines where graduates will be hotly sought after by employers. Retail management will also be highly rewarding considering the huge and growing Chinese consumer retail market.

2. Secondly, learn the Chinese language and culture. When I was growing up, my parents sent me to an English school with the hope that I could be conversant in English and be able to conduct business in English and make a living. Back then, all international trading houses as well as large corporates were either British or American, and English was naturally the business language of choice. It is strongly believed that in the coming decades, the Asian economy will increasingly be dominated by China-owned or controlled companies, and hence, Malaysians will have to interact more frequently with personnel from these companies, with the Chinese language becoming the business language of choice. Furthermore, to market and sell products or services to the largest consumer market in the world, knowing and understanding the culture of business counterparts from that country will help dissolve barriers, solidify business bonds, and close deals.
3. Thirdly, choose employment with a company with extensive knowledge, experience and exposure in the China market. You are the most fortunate group of young Malaysians as you have been selected from a large pool of applicants to be offered scholarships by the Lion-Parkson Foundation, the charity arm of the Lion Group, and thus establish a link to one of the successful Malaysian corporate groups with a strong presence in China. The Lion Group, under the leadership of visionary Chairman Tan Sri William Cheng, is one of the earliest Malaysian corporate groups to enter the China market about 20 years ago, and is today a leading Malaysian corporate group in China, having built Parkson, a most successful and recognizable retail brand in China, with an extensive network of more than 50 department stores covering all major cities. The achievements of the Lion Group’s China business signifies their deep knowledge and understanding of the country’s business culture and makes the Group one the more successful Malaysian corporate groups in the new Asian Century.

For young Malaysians who have the ambition and the courage to dare to dream, I urge you to seize the opportunity, seek internship or employment with the Lion Group upon graduation, and live the new Asian Century dream.”



## LIKOM'S PRESENTATION AT MATRADE SEMINAR



- Mr Cheng Toek Waa briefing on Likom de Mexico's (inset) operations at Matrade seminar.
- Encik Cheng Toek Waa memberi taklimat mengenai operasi Likom de Mexico (gambar kecil) di seminar Matrade.

Our computer manufacturing division under Likom Group was invited to share its investment experience in Mexico at a seminar on "Business Opportunities in Chile, Mexico & Peru: The Moment is Now" organized by Malaysia External Trade Development Corporation (MATRADE) recently.

Likom Caseworks General Manager, Mr Cheng Toek Waa spoke on the operations of Likom de Mexico which was established in 1999 in Ciudad Juarez in Chihuahua, Mexico to manufacture, assemble and distribute computer related peripherals. He elaborated on the company's operations and the rationale for Likom to invest in Mexico with the Key Success Factors contributing to the sustainability of the business being *competitive costs, speed of execution, operational excellence, customer relationship management, efficient communication channels, good teamwork between Malaysia and Mexico teams, the Asian linkage (Go Global, Act Local), early project involvement, offering value to customers, customer referrals and networking.*

In particular, Likom de Mexico enjoyed Strategic Advantages such as *competitive total cost, reduced pipeline inventory, fulfilling demand fluctuation, shorter time to market, faster response time, flexibility for customer, offering vendor managed inventory (VMI) and shorter trade cycle* which also benefited its customers.

## SPORTS AND RECREATION COMMITTEE FOR LION OFFICE TOWER

The newly set-up Sports and Recreational Committee (SRC) to organise activities for employees at Office Tower – Head Office, Property Division, Lion Best and Akurjaya, was launched on 13 July 2012 with a dinner and karaoke session.

The evening started with SRC President, Mr PK Vasu introducing the committee members followed by a

speech by HR Director, Mr Suresh Menon. In his opening address, Group Executive Director, Tan Sri Albert Cheng looked forward to more activities being organised and active participation by everyone. Tan Sri also sportingly sang the evergreen song, 'Widuri'.

Many employees showed off their karaoke prowess and everyone had an enjoyable time.



- Tan Sri Albert Cheng (above photo), Mr Suresh Menon (2nd left photo) and employees at Office Tower enjoying themselves at the karaoke and dinner session.
- Tan Sri Albert Cheng (gambar atas), Encik Suresh Menon (gambar ke-2 dari kiri) dan warga kerja di Office Tower bergembira di sesi jamuan makan dan karaoke.



# BUDGET 2012 HIGHLIGHTS

By Group Tax Department

## I. CHANGES AFFECTING INDIVIDUALS

1. Resident individual income tax rates be reduced by 1% point for chargeable income bands from RM2,501 to RM50,000. Effective date: From Year of Assessment 2013
2. To ease financial burden of parents, the Government proposes that the existing tax relief on **children's higher education** amounting to RM4,000 per person be increased to **RM6,000**.
3. Repayment of PTPTN full loan from 1 October 2012 until 30 September 2013, will be given 20% discount on the loan. Regular repayment gets a 10% discount.
4. To encourage the savings habit for education, the current relief of RM3,000 for savings in the National Education Savings Scheme (SSPN) will be increased to **RM6,000**.
5. Through the Youth Communication Package, a one-off rebate of RM200 will be provided for the purchase of one unit of 3G smartphone from authorised dealers. The initiative is for youths aged between 21 to 30 years with a monthly income of RM3,000 and below.
6. To further reduce the cost of owning the first residential property and taking into consideration the increase in price of residential property, it is proposed that the stamp duty exemption be extended to 31 December 2014 and the qualifying price of the residential property be raised to not exceeding **RM400,000**. Effective Date: For sales and purchase agreement executed from 1 January 2013 to 31 December 2014.
7. The Government will once again provide the **schooling assistance of RM100** to all primary and secondary students commencing January 2013.

## II. REAL PROPERTY GAINS TAX

1. Property owners who are not profit motivated and not involved in speculation are eligible for RPGT exemptions as follows:
  - i) RPGT exemption on gains from the disposal of one residential property once in a life time to individuals (citizens and permanent residents);
  - ii) RPGT exemption up to RM 10,000 or 10% of the net gains, whichever is higher, from the disposal of real property by individuals (citizens, permanent residents and non-citizens); and
  - iii) RPGT exemption on gains from disposal of real property between husband and wife, parent and children, grandparents and grandchildren.

In addition, RPGT is only imposed on net gains after deducting all costs involved such as the purchase price, renovation cost, legal fees and stamp duty. Effective date: 1 January 2013

## III. CHANGES AFFECTING COMPANIES

1. To provide certainty to taxpayers and in tandem with best practices, it is proposed that the **time bar for raising**

**income tax assessment or additional assessment be reduced from 6 years to 5 years.**

The time bar is not applicable for cases related to investigation, false declaration, willful late payment and negligence. The proposal will not change the requirement to keep records for 7 years in accordance with sections 82 and 82A of The Income Tax Act 1967. Effective Date: From 1 January 2014.

2. To encourage commercialisation of non-resource-based R&D findings of public research institutes, the following tax incentives are given:
  - i) A company that invests in its subsidiary company engaged in the commercialisation of the R&D findings of public research institutions is eligible for a tax deduction equivalent to the amount of investment made in the subsidiary company; and
  - ii) The subsidiary company that undertakes the commercialisation of the R&D findings of public research institutions is eligible for income tax exemption of 100% of statutory income for 10 years.

Non-resource based activities/products are subject to the list of promoted activities/products under the Promotion of Investment Act 1986. Effective date: The incentive for applications received by MIDA from 29 September 2012 until 31 December 2017.

3. Tax exemption is given on income received by annuity funds, provided that the funds receive Bank Negara's approval and are maintained separately from life funds or *takaful* family funds. Effective date: Year of Assessment 2012.
4. To reduce the burden borne by house purchasers in abandoned housing projects and to ensure that these projects are successfully revived, the following are proposed:
  - A. Banking and financial institutions  
Tax exemption on interest income received from the rescuing contractor.
  - B. Rescuing contractor
    - i) Double deduction on interest expense and all costs involved in obtaining loans to revive the abandoned project;
    - ii) Stamp duty exemption on instrument of loan agreements to finance the revival of the abandoned housing project; and
    - iii) Stamp duty exemption on instruments of transfer of land or houses in the abandoned housing project.
  - C. Original house purchaser in the abandoned project
    - i) Stamp duty exemption on instrument of loan agreements for additional financing; and
    - ii) Stamp duty exemption on instruments of transfer of the house.

Abandoned housing projects eligible for the above tax incentives must be certified by Ministry of Housing and Local Government.



**Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.24 No.3) and send your answers to the address on page 3 before the closing date: 31/10/2012. Multiple entries will be disqualified.**

# the GREAT Lion Brain Tease

Lion Today - Vol. 24 No. 4 July/August 2012

- [illegible]

NAME: (Mr / Ms) \_\_\_\_\_

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

COMPANY/DEPT (please state full address):

# CONGRATULATIONS

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

Krishnan a/l Panerselvom, Indangku Marina bt Jasni, Belinda Grace, Jalaini b Wahab, Lim Lee San, Azahari b Omar, Kuan Poh Beng, Manimaran a/l Angappan, Anbalagan a/l Machavellai & Tan Boon Kok

## Answers to the previous Lion Brain Tease

- |                        |   |
|------------------------|---|
| 1 - 9 March 2012       | 6 - IPD                                     |
| 2 - Ladies Strikes     | 7 - 27                                      |
| 3 - 14001              | 8 - third                                   |
| 4 - healthy living     | 9 - Xinqian Plaza                           |
| 5 - Taman Bukit Subang | 10 - Malaysia Career and Training Fair 2012 |



# 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

## INNOVATION AND PEOPLE IN ORGANISATIONS

**C**risis often spur innovation. During the Asian financial crisis of 1997-98, countries such as Thailand, Malaysia, Indonesia, Philippines and South Korea had to innovate to survive the crisis. On a smaller scale, innovation or innovative working is one of the few proactive strategies that an organisation can use to survive challenging times.



### What is innovation?

Is innovation about developing new products? Peter Harrison from Entheo, a UK-based innovation and change consultancy holds the opinion that in present times the focus (of innovation) will shift to cost-effective ways of optimising what we have.

Some others like Mike Addison from Procter & Gamble speak of *incremental innovation* (e.g. changing the perfume of a product), *transformative innovation* (e.g. introducing liquid detergent where only powder detergents existed before) and *disruptive innovation* (e.g. the re-invention of businesses).

### How Do Organisations Become Innovative? Innovative People!

To quote the late Steve Jobs, "Innovation has nothing to do with how many R&D dollars you have... It's not about money. It's about the people you have, how you're led, and how much you get it."

According to Professors Jeff Dyer of Brigham Young University and Hal Gregersen of Insead who carried out a six-year study on 3,000 creative executives, there are five skills that distinguish these people.

- **Associating** - the skill of making connections across seemingly unrelated questions, problems, or ideas.
- **Questioning** - the ability to ask "what if", "why", and "why not" questions that challenge the present conditions and open up other possibilities.
- **Observing** - the ability to closely observe details, particularly the details of people's behaviour.
- **Experimenting** - innovative people are always trying on new experiences and exploring new worlds.
- **Networking** - creative people are really good at networking with smart people who have little in common with them, but from whom they can learn.



In another survey reported by <sup>1</sup>NESTA, they found that motivation/personal initiative, openness to ideas, self-efficacy/confidence, original problem solving and strategic thinking were key employee characteristics that contribute towards innovative working.

### How Do Organisations Become Innovative? Innovative Work Environment!

Having the right people does not automatically mean that there is innovation in the organisation. Sometimes the barrier to innovative working is *excessive financial constraints*, at other times or in other organisations, it is the *lack of time* for individuals to innovate.

In organisations where there is a strong hierarchical structure or where leaders are risk averse and afraid of failure, the work environment can stifle innovativeness. Generally, *flatter organisational structures* and *organisational cultures that 'tolerate failure and values risk taking'* will better support innovation.

<sup>1</sup>NESTA is the National Endowment for Science, Technology and the Arts, UK. Their aim is to transform the UK's capacity for innovation. They invest in early-stage companies, inform innovation policy and encourage a culture that helps innovation to flourish.



## How Do Organisations Become Innovative? Innovative Leaders!

Leaders play a crucial role in promoting innovation. This was supported by NESTA's survey findings where four out of ten respondents identified 'managers' support and openness to innovation' and 'leaders modelling behaviours that encourage innovation' to be amongst the three top catalysts for innovative working.

How can leaders promote innovative working? Managers/ leaders will need to *allocate specific work time* for innovative individuals to develop new ideas, offer useful *feedback* to help them to focus on the practical applications of their ideas and be involved in *creative goal setting*. The leaders will also need to adopt a leadership style that is more inspiring, motivating and collaborative to keep innovative employees motivated and committed.

*"We don't have anything like line managers in our organisation; we have people who have an enabling/mentoring role. They provide support for innovative working"*  
(Jon Grieves, Ernst & Young).

### Innovate Or Die

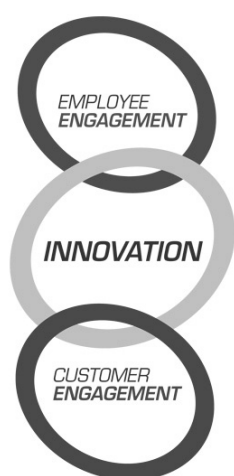
<sup>2</sup>Tom Peters used this phrase to drive home the point that innovation is critical for business survival. The kind of innovation that is needful for each organisation could be different. For some, it is the incremental innovation while for others at the other end of the spectrum is to possibly re-invent the business. Whatever the form of innovation, what is clear is that for innovation to happen in organisations, the key ingredients required are innovative people, innovative working environments and innovative leaders.

**How Do Innovators Think?** Harvard Business Review blog by Bronwyn Fryer

<sup>2</sup>Tom Peters is a well-known management consultant and seminar leader who co-authored *In Search of Excellence*.

# INNOVATION THROUGH EMPLOYEE ENGAGEMENT

**Innovation** is anything that provides benefits to a customer or employee. Brilliant ideas come from organisations that have employees who are innovative in improving their own situation or improving their service/products for the customers' benefit.



**Employee Engagement** is one of the best ways to encourage the generation of ideas. It shows the extent of employees' commitment in achieving the mission and vision of the organisation.

Antara Steel Mills Sdn Bhd, in Johor is one of the Lion Group companies that have consciously engaged with employees to obtain their innovative ideas. This was in the form of the Hostels Housekeeping & Landscape Competition which was launched on 30th May 2012. The objective of this competition was to encourage employees of all levels to work together to ensure that their hostel environment is clean, beautiful and promotes good health. The committee members who played an important role in the success of this competition were from the SHE, Security, Accounts, Production Admin, Material Control and Human Resource departments.

This kind of employee engagement activity can strengthen the relationship between employees and the management, and bridge the gap between them. It encourages cross-functional interaction and provides a channel for employees to voice their opinions and views not only on housekeeping and the environment but also on general organisational issues. When employees are engaged, they would be happy to provide improvement ideas to help their organisation.

Source: [http://en.wikipedia.org/wiki/Employee\\_engagement](http://en.wikipedia.org/wiki/Employee_engagement) & HR Department, Antara Steel Mills Sdn Bhd, Johor

### References:

NESTA Research report: December 2009. **EVERYDAY INNOVATION - How To Enhance Innovative Working In Employees And Organisations** by Professor Fiona Patterson, Dr Maura Kerrin, Geraldine Gatto-Roissard and Phillipa Coan. This report included the findings of a UK-wide survey facilitated by the Chartered Management Institute (CMI) based on 850 responses from CMI member organisations.

# Keeping You In View



**"Beware!!! We are Jack Sparrow's enemies"**

*(Urban Survival Camp for Mechatronic students at CeDR, 20-21 July 2012)*



**Senaman ibu jari**

*(Meet The Lion Circle & KRA Writing at CeDR, 24-25 July 2012)*



**"Actually, if you look at these figures, we could be relaxing beside our private swimming pool while earning passive income!"**

*(Finance For Non-Finance Executive: Applications & Implications at CeDR, 5-6 July 2012)*



**"Ladies and Gentlemen, one day there will be no more accidents on the roads. Simply because we will be travelling in a new way - we will be instantly transported from one place to another."**

*(Safety Leadership Training for Hanson Malaysia, 28 - 29 Aug 2012)*



## 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: 31/10/2012.

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

- *Lepas kelas ni, kamu berdua saya nikahkan suka tak? Tunduk suka lah tu....*

Submitted by **Azhar b Ismail**  
(Lion Steelworks Sdn Bhd - Maintenance Department)



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

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

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ANOTHER PRESTIGIOUS PROJECT BY



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