

Lion Today

VOL. 24 NO. 6 NOVEMBER / DECEMBER 2012 FOR INTERNAL CIRCULATION ONLY www.lion.com.my

OPENING OF BANTING HOME FOR HANDICAPPED & MENTALLY DISABLED CHILDREN



2012 Cross Country in Banting

- ▶ New Year Message From Group Executive Chairman
- ▶ Property Division Signs Agreement With Melaka State
- ▶ Parkson Opens New Stores In Malaysia, China and Indonesia
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OPENING OF BANTING HOME FOR HANDICAPPED & MENTALLY DISABLED CHILDREN



- Guests at the event listening to (inset) Puan Sri Chelsia Cheng delivering her speech.
- Tetamu yang hadir mendengar (gambar kecil) Puan Sri Chelsia Cheng menyampaikan ucapan.



- From left to right / Dari kiri ke kanan: Mr V. Rajamanikam, Puan Sri Chelsia Cheng, Dato' Lee Chong Wei, Tuan Haji Mohd Farid and Tan Sri William Cheng.



- Plaque unveiling by Dato' Lee Chong Wei and Puan Sri Chelsia Cheng at the Home's opening.
- Dato' Lee Chong Wei dan Puan Sri Chelsia Cheng membuka tirai plak di Pembukaan Pusat Penjagaan.



- Puan Sri Chelsia Cheng receiving from Dato' Lee Chong Wei his contribution of RM100,000 in support of Lion-Parkson Foundation's activities.
- Puan Sri Chelsia Cheng menerima sumbangan daripada Dato' Lee Chong Wei berjumlah RM100,000 untuk aktiviti-aktiviti Lion-Parkson Foundation.



- Puan Sri Chelsia Cheng and a resident of the Home presenting a painting by Puan Sri Chelsia herself to Dato' Lee Chong Wei.
- Puan Sri Chelsia Cheng dan salah seorang penghuni Pusat Penjagaan menyerahkan cenderamata lukisan Puan Sri Chelsia kepada Dato' Lee Chong Wei.



- 7-year-old son of Dato' Ter Leong Yap in a badminton match with Dato' Lee Chong Wei that raised funds for the Foundation.
- Anak Dato' Ter Leong Yap yang berusia 7 tahun beraksi dengan Dato' Lee Chong Wei yang menyumbang kepada LPF.



- Dato' Lee Chong Wei and Puan Sri Chelsia Cheng sharing some light moments with the children.
- Dato' Lee Chong Wei dan Puan Sri Chelsia Cheng bermesra dengan penghuni Pusat Penjagaan.

The Home for Handicapped and Mentally Disabled Children built by Lion-Parkson Foundation (LPF) in Banting, Selangor was officially opened by National Shuttle, Dato' Lee Chong Wei on 4 November 2012.

LPF Chairman, Puan Sri Chelsia Cheng; Lion Group Executive Chairman, Tan Sri William Cheng; Handicapped & Mentally Disabled Children Association Johor Bahru Chairman, Tuan Haji Mohd Farid Dato' O/K Haji Hasan, and Handicapped & Mentally Disabled Children Association Johor Bahru Founder-President, Mr V. Rajamanikam were present at the function.

The home was built for the children who were previously staying in rented premises in Ampang Jaya, which is a branch of the Handicapped & Mentally Disabled Children Association Johor Bahru. Located on a 4.17 acres piece of land worth RM1.2 million donated by the Lion Group with the construction cost of RM2.2 million borne by LPF, the home can accommodate 100 children.

The funds to build the home came from a series of TV programs in 2008 and the Million Dollar Dance Grand Finale Charity Show in February 2009, both produced by Puan Sri Chelsia, which raised RM1.9 million.

In her keynote address, Puan Sri Chelsia thanked all sponsors and donors for their kind support and generosity, the project consultants who provided complimentary services and everyone who worked so hard to make the home a reality. She also thanked Dato' Lee Chong Wei for his kind donation of RM100,000 towards the Foundation in support of its activities.

At the event, Dato' Ter Leong Yap, the President of the Kuala Lumpur and Selangor Chinese Chambers of Commerce and Industry, pledged RM1,000 to LPF for every successful shot returned by his seven year old son and he himself in a badminton game with Dato' Lee Chong Wei, which netted RM26,000 for the Foundation.

PEMBUKAAN PUSAT PENJAGAAN KANAK-KANAK KURANG UPAYA DAN TERENCAT AKAL DI BANTING

Pusat Penjagaan Kanak-kanak Kurang Upaya dan Terencat Akal yang dibina oleh Yayasan Lion-Parkson (LPF) di Banting, Selangor telah dibuka secara rasmi oleh Pemain Badminton Kebangsaan, Dato' Lee Chong Wei pada 4 November 2012.

Pengerusi LPF, Puan Sri Chelsia Cheng; Pengerusi Eksekutif Kumpulan Lion, Tan Sri William Cheng; Pengerusi Persatuan Kanak-kanak Kurang Upaya dan Terencat Akal Johor Bahru, Tuan Haji Mohd Farid Dato' O/K Haji Hasan, dan Presiden Pengasas Persatuan Kanak-kanak Kurang Upaya dan Terencat Akal Johor Bahru, Encik V. Rajamanikam turut hadir.

Pusat penjagaan ini dibina untuk kanak-kanak yang sebelum ini tinggal di sebuah premis yang disewa di Ampang Jaya, iaitu cawangan Persatuan Kanak-kanak Kurang Upaya dan Terencat Akal Johor Bahru. Dibina di atas sebidang tanah seluas 4.17 ekar bernilai RM1.2 juta sumbangan Kumpulan Lion, kos pembinaan berjumlah RM2.2 juta ditanggung oleh LPF. Pusat ini mampu menampung 100 orang kanak-kanak.

Dana untuk membina pusat penjagaan ini datang daripada beberapa siri program TV pada tahun 2008 dan Pertunjukan Amal Tarian Sejuta Dolar pada Februari 2009, kedua-duanya diterbitkan oleh Puan Sri Chelsia dan berjaya mengutip RM1.9 juta.

Dalam ucapnama beliau, Puan Sri Chelsia mengucapkan terima kasih kepada semua penaja dan para dermawan atas sokongan dan kemurahan hati mereka, perunding projek yang telah menyediakan perkhidmatan secara percuma dan semua individu yang bekerja keras untuk menayakan pembukaan pusat penjagaan tersebut. Beliau juga mengucapkan terima kasih kepada Dato' Lee Chong Wei yang telah menderma sebanyak RM100,000 kepada LPF untuk menayakan aktiviti-aktivitinya.

Pada majlis itu, Dato' Ter Leong Yap, Presiden Dewan Perniagaan dan Industri Cina Kuala Lumpur dan Selangor berikrar menyumbangkan RM1,000 kepada LPF bagi setiap servis badminton oleh anak beliau yang berusia tujuh tahun diikuti oleh dirinya yang berjaya dikembalikan oleh Dato' Lee Chong Wei dan sebanyak RM26,000 disumbangkan kepada LPF.

雪兰莪残障与智障儿童之家开幕典礼

2012年11月4日，由金狮百盛基金在雪兰莪州万津兴建的残障与智障儿童之家正式开幕。开幕礼由国家羽球健将拿督李宗伟主持。

出席者计有金狮百盛基金主席潘斯里陈秋霞，金狮集团执行董事长丹斯里钟廷森，新山残障与智障儿童协会主席Tuan Haji Mohd Farid Dato' O/K Haji Hasan以及新山残障与智障儿童协会创办人兼总裁Mr V. Rajamanikam。

此儿童之家原是为之前居住在Ampang Jaya一间租屋内的儿童而兴建的，这间屋子也是新山残障与智障儿童协会的分会。由金狮集团捐出的新家，占地4.17英亩，价值120万令吉，而建筑成本220万令吉则由基金捐献。新家可容纳100名儿童。

用于兴建新家的款额，是2008年一系列的电视节目和2009年2月“百万元盛大慈善舞蹈表演”所筹获，而上述节目皆由潘斯里陈秋霞制作，并成功筹获190万令吉。

在潘斯里的致词中，她感谢所有的赞助商以及公众人士的大力支持及慷慨解囊，同时也谢谢工程顾问提供免费服务以及所有付出努力使这新家落成的人士。她也向慷慨捐献10万令吉给基金以及支持这项活动的拿督李宗伟致谢。

在开幕礼上，吉隆坡暨雪兰莪中华总商会会长拿督戴良业和他7岁的儿子各自与拿督李宗伟对打羽球，并承诺每成功接获一球，将认捐每球1千令吉给基金。而他们共筹得2万6千令吉捐给基金。

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NEW YEAR MESSAGE

FROM

GROUP EXECUTIVE CHAIRMAN

2012 saw our steel manufacturing operations continuing to be adversely affected by the global economic recession with severe impact on the steel market and prices. This was further compounded by the rampant duty-free imports of steel grades that can be produced locally which had eroded our market share and threatened the survival of local steel mills. In addition, the rising costs of production especially cost of raw materials and utilities namely electricity and natural gas had also affected our steel businesses.

We hope that the authorities will act quickly to announce the National Steel Policy outlining the measures to assist the entire value chain of the steel industry, both upstream and downstream, to safeguard the interests of the local manufacturers.

To help overcome the increasing cost of raw materials, we are exploring opportunities in iron ore and coal mining which will enhance our steel operations and create substantial value-add from extraction of the ore to finished product. The newly set-up Mining Division will spearhead the Group's venture into the mining and trading of mineral resources such as iron ore and tin, in Malaysia and elsewhere.

Our retail arm, Parkson celebrated its 25th anniversary in 2012 with its rapid growth over the years due to its continuous innovation, vision and customer-first philosophy. It opened 7 new stores in 2012 with 4 in China, 2 in Malaysia and 1 in Indonesia, and also extended its reach to Sri Lanka through the acquisition of a stake in the country's leading fashion retailer, Odel PLC which owns a chain of 17 stores. This adds up to a total of 126 stores operated by Parkson in these countries including Vietnam.

In 2013, Parkson will be opening new stores in Cambodia and Myanmar, and will continue to offer its customers a comprehensive range of merchandise for the whole family through its collaboration with well-known international brands as well as established Asian and regional brands.

Under the Economic Transformation Program (ETP), the Government is keen to build 20 shopping malls in China and Vietnam which will also carry and promote Malaysian products. In response to this and given our expertise in mall management, we are planning to build several malls in China, Malaysia and other countries in the region over the next 10 to 15 years. These malls will each have retail space of 1.6 million to 3.2 million square feet to serve the local residents and tourists with F&B, entertainment and recreation such as spa and learning centres for teaching music and dance, among others.

We are optimistic and confident in the shopping mall business having already built 5 shopping malls in Malaysia, and owning 8 malls in China and one in Vietnam as well as the KL Festival City mall in Setapak, Kuala Lumpur.

These new lifestyle concept shopping malls will be part of the integrated commercial developments to be undertaken by our Property division, with the first being the Waterfront City project in Melaka.

In the Agriculture sector, we have acquired about 100,000 hectares of land in Cambodia and Indonesia for oil palm and rubber cultivation as well as the planting of cash crops which can be harvested within a short period to provide additional revenue.

Our Malaysian economy is forecasted to grow at 5.6% in terms of Gross Domestic Product in 2013 which will be mainly driven by domestic consumption and investment and improving regional demand. We hope that the implementation of projects under the ETP and the 10th Malaysia Plan can be expedited to help boost domestic growth with increased demand for building materials including steel products, while the continuing stimulus measures by the Government including financial assistance for eligible households and students will spur consumer spending and benefit the retail sector.

Our operations must be resilient and look for opportunities in an increasingly

tough and challenging environment. Our resources and facilities must be in place and our business processes innovative and agile to adapt to new ideas and practices in order to remain sustainable.

I would like to express my heartfelt thanks to all our staff for your continuing hard work and dedication to enable the Group to carry on despite the obstacles and challenges faced. My appreciation also goes to all our customers, business associates, shareholders, directors and the government authorities for their continuing support and cooperation. I wish you all a happy new year.

Tan Sri William Cheng

MESEJ TAHUN BARU

DARI

PENGERUSI EKSEKUTIF KUMPULAN

Tahun 2012 menyaksikan operasi pembuatan keluli terus terjejas oleh kemelesetan ekonomi global berikutan keadaan pasaran dan harga keluli yang teruk. Keadaan ini diburukkan lagi dengan import bebas-cukai yang berleluasa bagi gred keluli yang boleh dikeluarkan di dalam negara, seterusnya menghakis bahagian pasaran kita dan mengancam operasi kilang keluli tempatan. Di samping itu, kos pengeluaran yang semakin meningkat terutama kos bahan mentah dan utiliti iaitu elektrik dan gas asli juga menjejaskan perniagaan keluli kita.

Kita berharap pihak berkuasa akan segera bertindak untuk mengumumkan Dasar Keluli Kebangsaan yang menggariskan langkah-langkah untuk membantu keseluruhan rantaian nilai industri keluli, baik hulu dan hilir, bagi melindungi kepentingan pengeluar tempatan.

Untuk membantu mengatasi peningkatan kos bahan mentah, kita mencari peluang dalam perlombongan bijih besi dan arang batu yang akan meningkatkan operasi keluli kita dan mewujudkan nilai tambah ketara daripada pengekstrakan bijih untuk produk siap. Bahagian Perlombongan yang baru ditubuhkan akan menerajui usaha Kumpulan dalam bidang perlombongan dan perdagangan sumber mineral seperti bijih timah dan bijih besi di Malaysia dan di tempat lain.

Dalam sektor peruncitan, Parkson yang menyambut ulang tahun ke-25 pada tahun 2012 pesat berkembang sejak beberapa tahun berikutan inovasi yang berterusan, wawasan dan falsafah pelanggan diutamakan. Pada tahun 2012, Parkson telah membuka 7 stor baru dengan 4 di China, 2 di Malaysia dan 1 di Indonesia, dan turut meluaskan kehadirannya ke Sri Lanka dengan pengambilalihan pegangan dalam peruncit fesyen terkemuka di negara itu, Odel PLC yang memiliki rangkaian 17 buah stor. Ini menjadikan keseluruhan stor yang dikendalikan oleh Parkson berjumlah 126 di negara-negara ini termasuk Vietnam.

Pada tahun 2013, Parkson akan membuka stor baru di Kemboja dan Myanmar, dan akan terus menawarkan rangkaian barangan yang menyeluruh kepada para pelanggan menerusi kerjasama dengan jenama terkenal antarabangsa serta jenama Asia dan serantau.

Di bawah Program Transformasi Ekonomi (ETP), Kerajaan berhasrat membina 20 buah pusat membeli-belah di China dan Vietnam yang juga akan memasarkan dan mempromosikan produk Malaysia. Sebagai tindakbalas dan kepakaran kita dalam pengurusan pusat membeli-belah, kita telah merancang untuk membina beberapa buah pusat membeli-belah di China, Malaysia dan negara-negara lain di rantau ini dalam tempoh 10 hingga 15 tahun akan datang. Setiap sebuah pusat membeli-belah ini akan mempunyai ruang runcit seluas 1.6 juta hingga 3.2 juta kaki persegi untuk menawarkan penduduk tempatan dan pelancong dengan F & B, hiburan dan rekreasi seperti spa dan pusat pembelajaran muzik dan tarian, antara lain.

Kita optimis dan yakin pada perniagaan pusat membeli-belah setelah membina 5 buah pusat membeli-belah di Malaysia, dan memiliki 8 buah pusat membeli-belah di China dan masing-masing satu di Vietnam dan Festival KL City di Setapak, Kuala Lumpur.

Pusat membeli-belah dengan konsep yang menengahkan gaya hidup baru ini akan menjadi sebahagian daripada pembangunan komersil bersepadu yang bakal dimajukan oleh Bahagian Hartanah kita, dengan projek Waterfront City di Melaka akan dibangunkan terlebih dahulu.

Dalam sektor Pertanian, kita telah memperolehi kira-kira 100,000 hektar tanah di Kemboja dan Indonesia untuk penanaman kelapa sawit dan getah serta tanaman kontan yang boleh dituai dalam tempoh yang singkat untuk memberi pendapatan tambahan.

Ekonomi Malaysia diramal akan berkembang sebanyak 5.6% dari segi Keluaran Dalam Negara Kasar pada tahun 2013 yang akan didorong terutamanya oleh pertumbuhan domestik dan pelaburan dan meningkatkan permintaan serantau. Kita berharap pelaksanaan projek-projek di bawah ETP dan Rancangan Malaysia Kesepuluh (RMK-10) boleh dipercepatkan untuk membantu meningkatkan pertumbuhan domestik dengan peningkatan permintaan untuk bahan binaan termasuk keluli, manakala langkah-langkah rangsangan yang berterusan oleh Kerajaan termasuk bantuan kewangan bagi isi rumah dan pelajar yang layak akan merangsang perbelanjaan pengguna dan memberi manfaat kepada sektor peruncitan.

Operasi kita mesti berdaya maju dan mencari peluang berikutan persekitaran yang semakin sukar dan mencabar. Sumber dan fasiliti kita mesti berada di landasan yang sepatutnya dan proses perniagaan kita memperkenalkan sesuatu yang baru dan tangkas sesuai dengan ide-ide dan amalan baru dalam usaha untuk kekal mampan.

Saya ingin mengucapkan terima kasih kepada semua kakitangan atas kegigihan dan dedikasi anda sekalian yang membolehkan Kumpulan kekal beroperasi walaupun berhadapan dengan halangan dan cabaran berterusan. Saya juga merakamkan penghargaan kepada para pelanggan, rakan perniagaan, pemegang saham, pengarah dan pihak berkuasa kerajaan atas sokongan dan kerjasama mereka yang berterusan. Selamat Tahun Baru.

Tan Sri William Cheng

PARKSON CARES EDUCARE 2012

Parkson Corporation together with Siri Jayanti Association and Yayasan Maha Karuna kicked off the Parkson Cares EduCare 2012 charity program at the KL Festival City Mall on 22 November 2012.

Launched by Lion-Parkson Foundation Trustee, Dr Chua Siew Kiat; Educare Chairman Venerable Siri Wimala and Parkson General Manager of Operations, Mr Loh Chai Hoon, the charity program saw all 39 Parkson stores nationwide acting as collection centres for customers and the public to drop off school uniforms, school bags and shoes, stationery and other essentials for needy school children across the country.

In his speech, Dr Chua says, "Parkson supports Educare which helps equip needy students with essential school items and motivates them to do well with the kind contributions and caring act displayed by the public".

At the **Handover Ceremony** on 13 December 2012, Dr Chua and Mr Loh presented a mock cheque for RM12,000 being Parkson's contribution to EduCare and handed over the collection of school items by Parkson stores to Venerable Siri Wimala.



- ▶ (Left photo) Dr Chua Siew Kiat delivering his speech, (right photo) from left to right: Mr Loh Chai Hoon, Dr Chua and Venerable Siri Wimala launching Parkson Cares Educare.
- ▶ (Gambar kiri) Dr Chua Siew Kiat menyampaikan ucapan, (gambar kanan) dari kiri ke kanan: Encik Loh Chai Hoon, Dr Chua dan Venerable Siri Wimala melancarkan Parkson Cares Educare.



- ▶ Venerable Siri Wimala, Dr Chua and Mr Loh Chai Hoon putting in school essentials for needy students.
- ▶ Venerable Siri Wimala, Dr Chua dan Encik Loh Chai Hoon memasukkan peralatan sekolah untuk murid-murid yang memerlukan.



- ▶ Dr Chua Siew Kiat (centre) and Mr Loh Chai Hoon (right) handing over the school items to Venerable Siri Wimala.
- ▶ Dr Chua Siew Kiat (tengah) dan Encik Loh Chai Hoon (kanan) menyerahkan peralatan sekolah kepada Venerable Siri Wimala.

CONTRIBUTION TO FLOOD VICTIMS' CHILDREN



- ▶ Affected staff and their children with the school items presented by Mr Pong Chung Kuan (centre) and Encik Roseli Mansor (far right).
- ▶ Kakitangan mangsa banjir dan anak-anak bersama barangan sekolah yang disampaikan oleh Encik Pong Chung Kuan (tengah) dan Encik Roseli Mansor (paling kanan).

As a caring employer, our Group extended a helping hand to the employees in the Steel Division companies in Banting who were affected by the floods which hit several villages in Mukim Tanjung 12

recently. The Group donated school items purchased from Parkson to the employee's school-going children in time for the new school term.

About 60 employees and their family

members attended the presentation ceremony held at Wisma Lion on 28 December 2012. The items were handed over by General Manager - Works, Mr Pong Chung Kuan and HR Manager, Encik Roseli Mansor.

STEEL DIVISION SPORTS & RECREATION CLUB

AGM

Steel Division Sports & Recreation Club - Banting Operations held its 2nd Annual General Meeting on 19 December 2012 at Wisma Lion.

GM - Works, Mr Pong Chung Kuan and Senior Manager, Mr Lee Weng Lan were elected as the Club's President and

Vice President respectively for year 2012/13.

In his speech at the AGM, Director - Works, Ir Dr Loh Fook Guan commended members for their participation in all the activities organized and hoped that everyone will continue to support the Club.



► Ir Dr Loh Fook Guan (seated 6th from left) with Mr Lee Weng Lan and Mr Pong Chung Kuan (seated 4th and 5th from left respectively) and other new office bearers.

► Ir Dr Loh Fook Guan (duduk 6 dari kiri) dengan Encik Lee Weng Lan dan Encik Pong Chung Kuan (masing-masing duduk 4 dan 5 dari kiri) bersama ahli jawatankuasa yang baru dilantik.



► Huge turnout at the AGM.

► Kehadiran yang memberangsang semasa AGM.

INTER-COMPANY FUTSAL



► Men's Category: Champion / Juara Kategori Lelaki - Amsteel Banting B.



► 1st Runner-Up / Kedua - Lion DRI.



► 2nd Runner-Up / Ketiga - Amsteel Klang.



► Women's Category Champion / Juara Kategori Wanita - Amsteel Klang.

13 teams, comprising 10 in the Men's Category and 3 in the Women's Category competed in the Inter-Company Futsal Competition held on 16 December 2012 at The Roof Futsal, Meru.

In the Men's Category, Amsteel Banting B emerged champion while Lion DRI and Amsteel Klang came in second and third respectively. Amsteel Klang won in the Women's Category.

MEGASTEEL UPDATES

FUTSAL TOURNAMENT

17 teams competed in the Inter-Department Futsal Tournament organised by Megasteel Sports and Recreation Club on 9 December 2012 at Zetcom Ole Futsal, Olak Lempit.

Safety FC from Megasteel's Rollshop Department emerged champion after beating Bujang Compact from Compact Energy while the third place went to Bulat from Blast Furnace.

Sports and Recreation Club President, Encik Mohd Rosli Yaacob gave away the prizes to the winners.



► Champion / Juara - Safety FC.

INTER-DEPARTMENT BADMINTON MATCH



► Champion / Juara - Azlan and Dahlamena.



► Participants in high spirit.
► Peserta menunjukkan semangat kesukanan yang tinggi.

Doubles duo Azlan and Dahlamena beat 11 others to emerge champion in the inter-department badminton match organised by Megasteel's Caster Department on 30 November 2012.

The prizes for the match were sponsored by Director - Works, Ir Dr Loh Fook Guan; GM - Works, Mr Pong Chung Kuan and Senior Manager - Caster, Mr Zhaomin.

AMSTEEL KLANG'S DIARY

DEEPAVALI CELEBRATION



► Lighting the Diwali lamps.
► Menyalakan lampu Diwali.



► In Deepavali festive mood.
► Gembira meraikan Deepavali.

TTrue to the meaning of Deepavali, *the Festival Of Lights*, Amsteel Klang celebrated the festival with the lighting of the auspicious Diwali lamps by Group HR Director, Mr Suresh Menon; Director of Works Ir Dr Loh Fook Guan and Senior General Manager Mr Chen Kwong Fatt recently.

Led by Senior Manager, Mr V Ramamuthie; the event was organised by the Central Engineering Department and the Indian staff of the company. Guests were treated to tasty Indian delicacies.



VISIT TO SHELL REFINERY

40 staff from Amsteel Klang visited Shell Refinery Plant in Port Dickson on 4 December 2012 to learn about Shell's Health, Safety, Security and Environment practices; and took the opportunity to exchange views on work processes in the two companies.

HAPPENINGS @ AMSTEEL BANTING

DEEPAVALI CELEBRATION



► 'Light up' ceremony to officiate the event.
► Upacara menyalakan lampu untuk merasmikan acara.



► Indian staff in their traditional attire.
► Kakitangan India berbaju tradisional.



► Male employees parading in the 'Best Sari' event.
► Kakitangan lelaki dalam acara 'Sari Terbaik'.

On 13 December 2012, Amsteel Banting celebrated Deepavali with the "light flow" ritual with Director- Works, Ir Dr Loh Fook Guan; General Manager - Works, Mr Pong Chung Kuan and Heads of Department performing the "light up" ceremony to officiate the event.

To add to the festive mood, the Indian staff came in their traditional attire. Everyone helped themselves to the delicious food served and enjoyed the exciting activities held such as Head Carry Bottle Competition, "Deepavali" word in Tamil for non-Indian employees, Best Sari by male employees and lucky draws.

SHE CAMPAIGN

The Safety, Health & Environment Campaign jointly organised by Hospital Tengku Ampuan Rahimah, Klang (HTAR), Columbia Asia Hospital, KPJ Klang and Metronic iCares Sdn Bhd (Micares) was held on 5 and 6 December 2012.

Amsteel staff took the opportunity to undergo the free health screenings provided such as Body Mass Index and blood screening. A total of 160 staff donated blood in aid of HTAR blood bank.



► Waiting to undergo health screening.
► Menunggu giliran untuk menjalani saringan kesihatan.



► Employees donating blood.
► Pekerja menderma darah.

KPJ Klang's Consultant Cardiologist, Dr Ravinderjit Singh and Columbia Asia Hospital Medical Officer, Dr Wan Mohd Jalalullah gave talks on 'Heart Attack', and 'Bronchial Asthma Symptoms and Effects' respectively.

AUDIOMETRIC TEST PROGRAM 2012

277 employees participated in the Audiometric Test organised by Amsteel Banting on 7 and 10 December 2012.

The test which is in compliance with the Factories & Machinery (Noise Exposure) Regulation 1989, is important in establishing that an employee's hearing is not at stake as occupational hearing loss is one of the leading causes of work-related disorders. Amsteel Banting has adopted noise management control measures in its plant and the test is important to gauge the success of the program.



► Audiometric test in progress.
► Ujian Audiometrik sedang berlangsung.

ANTARA STEEL MILLS

HEALTH TALK & BLOOD DONATION CAMPAIGN

Antara Steel Mills' Safety, Health & Environment Department organised a Health Talk and Blood Donation Campaign on 12 December 2012.

A physiotherapist from Hospital Penawar, Encik Muhamad Lifizan bin Haili presented an interesting talk on "Back Pain"

and shared useful information on proper ergonomics to prevent back pain, with the staff.

In conjunction with the campaign, 96 employees participated in the blood donation drive held in collaboration with Tabung Darah, Hospital Sultanah Aminah Johor Bahru.



- Encik Muhamad Lifizan presenting his talk on "Back Pain".
- Encik Muhamad Lifizan menyampaikan ceramah mengenai "Sakit Belakang".



- GM Encik Rahmat Ibrahim (front row) and staff at the event.
- GM Encik Rahmat Ibrahim (baris depan) dan kakitangan di acara pembukaan.



- Staff donating blood.
- Kakitangan yang menderma darah.



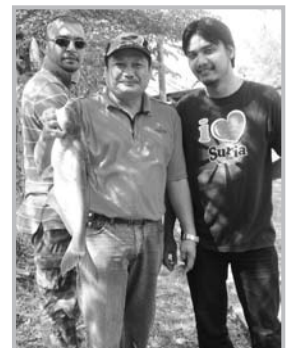
BRIGHT STEEL'S FISHING COMPETITION



- All looking forward to a big haul.
- Kesemua peserta mengharapkan hasil tangkapan yang besar.

Bright Steel Group Sports and Recreation Club organised a fishing competition at Kolam Pancing Putera in Rantau, Klang on 18 November 2012.

50 members and their family members joined in the outing. Abdullah Abu Bakar from Baby Coil Section emerged the winner in the 'Largest Catch' category.



- Abdullah Abu Bakar proudly displaying his catch.
- Abdullah Abu Bakar menunjukkan hasil tangkapan.

PROPERTY DIVISION SIGNS AGREEMENT WITH MELAKA STATE



- ▶ Tan Sri William Cheng (right) exchanging documents with Datuk Zainal Hussin, witnessed by Datuk Wira Mohd Ali Rustam.
- ▶ Tan Sri William Cheng (kanan) bertukar dokumen dengan Datuk Zainal Hussin disaksikan oleh Datuk Wira Mohd Ali Rustam.

Property Division signed an agreement with the State Government of Melaka for the purchase of a piece of land near Bandar Hilir on 5 December 2012.

The land is earmarked for a mixed development project comprising a shopping mall, hotel and serviced apartments which will commence work in 2013.

Senior GM, Mr Liew Choon Yick signed on behalf of Property Division while the State Government was represented by Director of State Planning Unit, Datuk Zainal Hussin; witnessed by Chief Minister, Datuk Wira Mohd Ali Rustam and our Group Executive Chairman, Tan Sri William Cheng. Also present were Property Division Managing Director, Mr Young Pey Feei and Project Manager, Mr Chan Choon Peng.

MAHKOTA HOTEL DIARY HUAMIN PRIMARY SCHOOL TRIP

On 26 November 2012, Singapore's Huamin Primary School hockey team comprising 16 students, 4 teachers and a coach stayed at Mahkota Hotel Melaka for their educational trip cum training camp outing to Melaka.

The outing was a reward for the team emerging second in the "2012 National Inter-Primary Schools Hockey Championship", as well as to prepare them for the coming tournaments. The team had two friendly matches with Sekolah Palembang Melaka.



- ▶ Huamin Primary School students and teachers in Melaka.
- ▶ Para pelajar dan guru Sekolah Huamin di Melaka.

"CUTI-CUTI 1 MALAYSIA ON 2 WHEELS" FLAG-OFF

The "Cuti-Cuti 1 Malaysia on 2 Wheels Big Bike Rally Southern Expedition 2012" entourage comprising 50 bikers and 30 supporters stopped by Mahkota Hotel Melaka recently.

They were on a 6-day expedition through Selangor, Negeri Sembilan, Melaka and Johor which started on 25

November 2012. To mark the continuation of their expedition, General Manager, Mr Edward Lau flagged off the bikers from the hotel premises on 30 November 2012.

Bikers from Indonesia and Singapore also joined their local counterparts to encourage local tourism and promote Malaysia as a motorcycle tour destination.



- ▶ Mr Edward Lau (3rd from right) flagging off the bikers.
- ▶ Expedition members with Mahkota Hotel management and staff.
- ▶ Encik Edward Lau (3 dari kanan) melepaskan para penunggang motosikal.
- ▶ Rombongan Cuti-Cuti 1 Malaysia bersama pengurusan dan kakitangan Mahkota Hotel.



HAPPENING

January - February

- A. Parkson Pavilion emerged 'Overall Best Retail Outlet' and "Overall Best Department Store" for Year 2011/12 in the awards presentation organised by the Malaysian Retailer Association.
- B. 1st Avenue Mall, a joint venture project between Lion Group with Belleview Group and Asia Retail Market II Limited, a subsidiary of Pramerica Real Estate Investors (Asia) Pte Ltd, was officially opened by Chief Minister of Penang, YAB Tuan Lim Guan Eng on 10 January 2012.
- C. Lion-Parkson Foundation contributed RM20,000 to 1Malaysia Grand Charity Concert which was organised on 14 February 2012 to raise funds to help the underprivileged.



March - April

- D. KL Festival City Mall, located in Setapak, Kuala Lumpur was officially opened on 9 March 2012.
- E. Parkson China signed a tenancy contract with Qinghai XinQian Group, owner and developer of Xinqian Plaza in Xining, Qinghai Province for the rental of five levels of retail space totalling 36,000 square metres.
- F. Jinan Parkson, the third Parkson store in Shandong, China was opened on 29 April 2012.



May - June

- G. Taiyuan Changfeng Parkson, the second Parkson store in Shanxi Province, China was opened on 30 May 2012.
- H. On 30 May 2012, Parkson Group signed a leasing agreement with Lippo (Karawaci) Group for retail space in The St Moritz mall which will be opened in September 2013 in Jakarta, Indonesia.
- I. On 15 May 2012, our Group signed an MoU with the Youth Skills Development Division under the Ministry of Youth Affairs and Sports for technical collaboration with Institut Kemahiran Belia Negara nationwide.
- J. Directors of our public listed companies attended a half day training session on 30 May 2012 as part of Bursa Malaysia's statutory requirements.
- K. Lion Petroleum Product Sdn Bhd participated in the Metaltech 2012 tradeshow at Putra World Trade Centre from 15 - 19 May 2012.
- L. Parkson Retail Group Managing Director, Datuk Alfred Cheng was on the CEOs Panel at the Global Department Store Summit 2012 in Paris, France on 10 and 11 May 2012.



May - June



M

M. The second batch of students sponsored by Megasteel for undergraduate studies at University of Science and Technology, Beijing had their convocation ceremony on 15 June 2012.

July - August



N

N. For the 22nd year running, Lion-Parkson Foundation awarded scholarships worth RM390,000 to 12 undergraduates.

O. Lion Group Medical Assistance Fund presented a mock cheque for RM448,036.80 to 67 Pusat Perubatan Universiti Kebangsaan Malaysia patients whom the Fund had helped in 2011.

P. Amsteel Mills Banting upgraded its Danieli BGV block to SMS-Meer Fast Finish block which enables the wire rod rolling speed to reach 120 meters per second, and minimises maintenance cost and mechanical downtime. The first bundle of wire rod, size 8mm, was produced on 24 August 2012.

September - October



O

Q. Changshu Lion successfully handed over 195 units of its Phase 1C- Paris Precinct apartments to purchasers. The project was completed four months ahead of its scheduled completion date of 30 December 2012.



P

R. Nanning MixC Parkson, the 53rd Parkson store in China was opened on 16 September 2012.

S. Lion Asiapac Ltd signed an MoU with Yangzhou Economic Development Zone for the development of the Yangzhou LinGang project on 14 September 2012.

T. Parkson Corporation celebrated its Silver Jubilee with a gala dinner on 22 October 2012 graced by YAB Prime Minister, Dato' Seri Najib Tun Razak and his wife, YABhg Datin Seri Rosmah Mansor.

U. On 31 October 2012, Lion-Parkson Foundation presented a mock cheque for RM183,385 being proceeds from the 2012 Chinese New Year Calligraphy Charity Sale to 67 students from 4 independent schools in Kuala Lumpur.



Q



R



S



T



U

PLAZA MERDEKA, MALAYSIA



On 29 November 2012, Parkson unveiled its 3rd store in Kuching; Parkson Plaza Merdeka which is its 5th store in Sarawak and the 39th store in Malaysia.

The launch started with a breakfast reception for guests followed by a speech by General Manager of Operations,

Mr Loh Chai Hoon; a ribbon-cutting ceremony and a lion dance performance.

Located in the heart of Kuching's tourist district, the 12,554 sq metres store spread over four levels, offers local, Asian and international brands as well as exclusive brands available only in Parkson.

PARKSON PAVILION WINS MRA EXCELLENCE AWARD



Parkson Pavilion once again won the Best Department Store award in the 2012/2013 Retail and Courtesy Excellence Awards organised by Malaysian Retailer Association (MRA) to honour retail outlets that have displayed excellence in retail services and achieved customers' satisfaction.

Parkson Pavilion Assistant Store General Manager, Ms Chin Lee Yearn received the award from the Secretary-General of the Ministry of International Trade and Industry, Dato' Dr Rebecca Sta Maria and MRA President, Mr Raymond Teo who is also Parkson's Chief Operating Officer at the awards ceremony.

► (Left to right / Kiri ke kanan): Parkson Pavilion Assistant Store General Manager, Ms Chin Lee Yearn; Parkson Operations Manager, Mr Lim Wee Luen and Parkson Pavilion Senior Store Manager, Puan Zaiton Pakkir.

OPENS IN

CHANGZHOU XINBEI, CHINA

Changzhou Xinbei Parkson, the 54th Parkson store in China was opened on 19 December 2012.

Strategically located at Foundcity International Plaza in the centre of Xinbei District in Jiangsu Province in the midst of a high end residential area, the store is conveniently accessible by numerous transportation facilities.

With a retail area of 35,800 sq metres encompassing five floors, Changzhou Xinbei Parkson offers the latest fashion styles, high end brands and a variety of fine dining restaurants to meet shoppers' needs.



CENTRO SOLO, INDONESIA

Centro Solo Paragon Lifestyle Mall, the 8th Centro store in Indonesia was officially opened on 1 November 2012.

With a total floor size of 8,156 square metres over two floors, the store offers the latest lifestyle and fashion trends from well-known international brands to popular local ones including Solo home-grown brands.

Solo, a beautiful city in Central Java is also known as The City of Batik. With the opening of Centro Solo Paragon Lifestyle Mall, the people of Solo will be able to keep abreast with the latest lifestyle and fashion trends.

Since its establishment nine years ago, Centro Department Stores have successfully forged its name as one of the favourite shopping destinations in Indonesia. It also operates a Kem Chicks supermarket.



POSIM UPDATES

BADMINTON TOURNAMENT

27 people participated in the Badminton Tournament organised by Posim Sports and Recreational Club on 1 December 2012.

In the Men's Double, Noor Mad Jisin & Soo Wai Seong took the first place while the second and third place went to Dawson Chai Min Hoong & Kenneth Er Hok Kim and Jackson Wong Chee Hoong & Siow Yuen Seong respectively.



► Champions in the Men's Double (left) and Mixed Double (right).
► Juara Bergu Lelaki (kiri) dan Bergu Campuran (kanan).



► Posim's shuttlers.
► Para pemain badminton Posim.

Weni Wisianah Bangali & Mickey Tan Hwing Khi came in first in the Women's Double while the second and third placing went to Nor Sazila bt Kushairi & Norazlin bt Ibrahim and Yap Chien Wen & Karen Yian May Leng respectively.

Kenneth Er Hok Kim & Karen Yian May Leng emerged champion in the Mixed Double Category while Noor b Mad Jisin & Nor Sazila bt Kushairi and Dawson Chai Min Hoong & Mickey Tan Hwing Khi were second and third respectively.

The Men's Single and Women's Single titles were won by Noor Mad Jisin and Norazlin Ibrahim respectively with Kenneth Er Hok Kim and Hazrine Had as the respective runners-up.

FISHING EXPEDITION

30 members participated in the fishing expedition organised by Posim Sports Club on 20 and 21 October 2012 at Kampong Nelayan Telok Gong in Klang.

The fishing enthusiasts, many of them armed with new fishing gear, stayed in two chalets erected in the middle of the sea and caught plenty of fishes such as *gelama pisang*, *pari*, *siakap*, *duri* and *ikan buntal*.

The freshly caught fish were barbequed and everyone had a good time enjoying their catch and are looking forward to another such expedition.

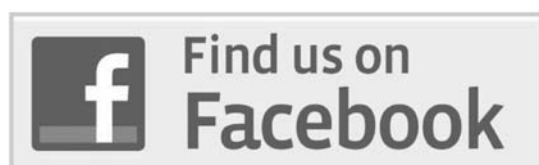


► Fishing enthusiasts at the pier.
► Kaki pancing di jeti.



► Hoping to land a good catch.
► Mengharapkan hasil tangkapan yang baik.

HI-REV'S FACEBOOK



facebook.com/hirevjunction

In its efforts to get closer to its customers and dealers and to better serve them, Hi-Rev has launched its Facebook and QR code. Do visit Hi-Rev's FB and click LIKE on their fanpage.



SECOM

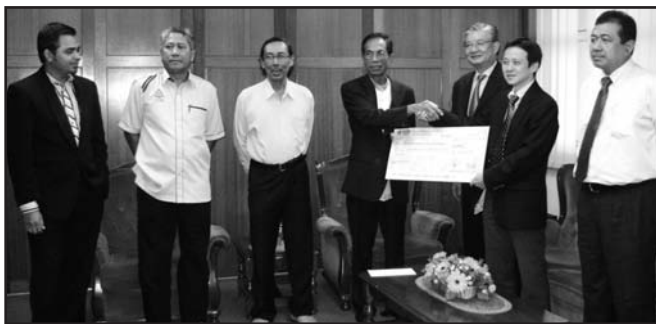
QUICK ACTION BY SECURITY STAFF

Quick action by two Secom staff, Encik Rohim Rosli and Encik Sahhari Hussaini who are stationed at the Office Tower in Kuala Lumpur managed to put off a fire in one of the eateries at the premises on 27 November 2012.

Encik Rohim acted swiftly to put out the fire with the fire extinguisher while Encik Sahhari contacted the fire brigade. Their quick action saved the restaurant owner from suffering substantial losses and earned them a letter of commendation from the building management.



- Building Manager, Mr KK Koh (left) presented the letter of commendation to Encik Rohim (left photo) and Encik Sahhari (right photo).
- *Pengurus Bangunan, Encik KK Koh (kiri) menyampaikan tanda penghargaan kepada Encik Rohim (gambar kiri) dan Encik Sahhari (gambar kanan).*



- From left / *Dari kiri*: Encik Haidi Mohamed Ali, Dato' Tajudin Md Isa, Dato' Anuar Bashah, Dato' Amir Sulaiman, Mr Frankie Chai, Mr Kenji Ishida and Encik Sabardin.

DECLARES DIVIDEND

Secom (Malaysia) Sdn Bhd declared a dividend of 15 sen per share for the financial year ended 30 June 2012.

General Manager Mr Kenji Ishida presented the dividend cheque to shareholder, Koperasi Polis Diraja Malaysia (KPDM) which was received by its Chairman, Dato' Amir Sulaiman on 30 November 2012. Also present were Secom's Director/Advisor Mr Frankie Chai; KPDM CEO, Encik Haidi Mohamed Ali; Deputy Director Commercial Crime Investigation Department, Dato' Tajudin Md Isa and KPDM Director, Dato' Anuar Bashah.

CORPORATE

UPDATE

HEAD OFFICE DEEPAVALI AND CHRISTMAS PARTY



- Best Dressed (from left): Ms Angelina Tan, Ms Jessie Lee and Mr Daniel Chew.
- *Pakaian terbaik (dari kiri): Cik Angelina Tan, Cik Jessie Lee dan Encik Daniel Chew.*



- Entertaining performances by the staff.
- *Persembahan yang menghiburkan daripada kakitangan.*



Employees at Office Tower had a fun-filled evening at the Deepavali and Christmas Celebration party organised by the Social and Recreational Committee on 14 December 2012.

Many staff turned up sportingly dressed according to the theme of 'Bling Bling'. Mr Daniel Chew from Share Registration Department emerged Best Dressed while Ms

Angelina Tan from Property Division and Ms Jessie Lee from Treasury Department were second and third respectively.

Mr Looi Yut Wah, Encik Mohd Yazid Yasin and the Dazzlers entertained everyone with their rendition of hit songs and dances, with everyone enjoying themselves to the food served and games held. Lucky staff walked away with the lucky draw prizes.

NOISE HAZARD AT WORKPLACE

By Safety, Health & Environment Department, Antara Steel Mills, Pasir Gudang

What is Noise?

Sound is what we hear. Noise is unwanted sound, especially a loud and undesirable one which can be hazardous to a person's hearing if he or she is exposed long and often enough.

There are three major types of noise in a workplace:

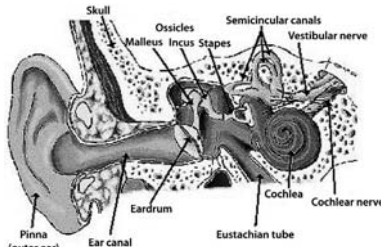
- Continuous:** constant and stable noise over a period of time e.g. from grinder, broiler or powered equipment
- Intermittent:** has perceptible gaps between repetition
- Impulse:** short burst or loud noise which can last more than one second e.g. from impact tools, punch presses or use of explosives

How Can It Affect Workers?

a. Auditory Effect

Exposure to prolonged and excessive noise level can cause chronic noise induced hearing loss, which is a permanent sensor neural condition that cannot be treated medically. It is initially characterised by declining sensitivity to high frequency sounds, usually at frequencies above 2000Hz. Later, the hearing loss proceeds for lower frequency sounds. If the exposure is continuous for a long period of time, it can result in permanent hearing loss. In this case the nerve hairs in the cochlea (inner ear) become damaged and eventually die. Another symptom experienced is ringing sound in the ear (tinnitus).

On the other hand, short exposure to extremely loud noise (above 140 d(B)) such as in an explosion, can cause instant deafness due to mechanical rupture of the eardrum or dislocation of the bones in the middle ear.



b. Non-Auditory Effect

- Interference with communication and efficiency
 - Noise also can be a safety hazard. Exposure to excessive noise level can cause difficulty in communication as well as fatigue. This can be a major problem in an emergency situation and will result in accidents at the workplace. It can also affect efficiency of workers either as a result of communication loss or by loss of concentration.
- Psychosocial effect
 - Noise can be a source of annoyance, irritation and increased stress.

Legislation

- Under Section 15 of the Occupational Safety and Health Act 1994, it is the duty of the employer to ensure employees' safety, health and welfare at the workplace.
- Under Factories and Machinery (Noise Exposure) Regulations 1989, the permissible exposure limit (PEL) for employees at factories are:
 - 90 dB (A) for 8 hours
 - 115 dB (A) at any time
 - 140 dB (impulsive noise) at any time
 - Schedule 1 in Regulations - for exposure other than 8 hours and action level (AL) is 85 dB (A) for 8 hours.

Employer's Responsibility

- Conduct 'employee exposure monitoring' for employees who are exposed to noise level exceeding action level.
- Establish and maintain 'an audiometric testing programme' for all employees who are exposed to noise level at or above action level.
- Institute a training programme and ensure the participation of all employees who are exposed to noise level at or above action level.
- Implement control measures to reduce and maintain noise level below PEL.

Employees' Responsibility

- Wear noise dosimeter during 'employee exposure monitoring'.
- Wear and make full and proper use of hearing protective devices.
- Attend and undergo audiometric testing or any medical examination or test.
- Attend employee information and training programme.

Hearing Conservation Programme

Six elements for an effective Hearing Conservation Programme (HCP) are:

- Policy declaration by management in writing, stating clearly the objective to be achieved and to be made known to all employees.
- Programme administration

A person-in-charge or administrator is assigned at a workplace to take responsibility to coordinate and direct activities such as:

 - Noise problem identification/assessment
 - Evaluation of the extent of noise hazard
 - Determination of proper corrective action
 - Implementing decision to minimise excessive noise exposure
- Noise measurement and analysis
 - Conduct preliminary and detailed noise survey.
 - Measurement carried out by a competent person using approved instrumentation.
 - Using suitable techniques for noise source measurement, noise mapping and employee exposure.
 - Establish record keeping.
- Education/Training for employees
- Noise control
 - Engineering control - use of engineering principles such as absorption insulation damping, silencer, and vibration isolation to reduce the amount of noise level produced in work environment.
 - Administrative control - prevent unnecessary exposure e.g. job rotation, work rescheduling of noisy operation, awareness amongst employees, safe work practices, warning signs.
 - Hearing protective device - e.g. ear plug and ear muff.



vi. Audiometry

Audiograms taken at appropriate intervals to detect early changes in hearing threshold of employees and to determine the effectiveness of the control measures.

Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.24 No.5) and send your answers to the address on page 3 before the closing date: 28/2/2013. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 24 No. 6 November/December 2012

1. On 22 October 2012, Parkson Corporation celebrated its with a Gala Dinner.
a. Silver Jubilee b. Golden Jubilee c. Diamond Jubilee
2. Nanning MixC Parkson is the Parkson store in China.
a. 51st b. 52nd c. 53rd
3. presented a mock cheque for RM183,385 to 67 students from 4 independent schools in Kuala Lumpur.
a. Lion Group b. Lion-Parkson Foundation c. Lion Group Medical Assistance Fund
4. Group HR organized a talk on by Consultant Cardiovascular Interventionist, Prof Dr David Charles Cumberland.
a. Motor Neuropathy b. Peritoneal Dialysis c. Cardiovascular Disease
5. organized the ‘Neighbourhood Karaoke Competition’ with participation by neighbouring companies.
a. Amsteel Banting b. Bright Steel c. Amsteel Klang
6. On 14 September 2012, Lion Asiapac Ltd signed a Memorandum of Understanding with
a. Yangzhou Economic Development Zone b. Nanning Economic Zone
c. Changshu Development Zone
7. was appointed to provide security features for the 40,000 sq ft park by Standard Chartered Bank.
a. CeDR b. Likom c. Secom
8. Steel Division Sports & Recreation Club organized an outing for its members and their families at
a. Wet World Resort Air Panas Pedas b. Lost World Tambun c. Wet World Sham Alam
9. Amsteel Banting’s Training Hub conducted a 3-session training programme on
a. ISO 9001:2008 Introduction & Internal Quality Audit
b. ISO 9001:2009 Quality Management
c. ISO 14001:2004 Environmental Management
10. organised a briefing on the highlights of 2013 Budget on 24 October 2012.
a. Group Accounts b. Group Tax c. Group HR

NAME: (Mr / Ms)

TEL. NO.: _____

COMPANY/DEPT (please state full address):

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

*Belinda Grace Augustine, Aminah Shuib, Sakuntala Krishnan, Loo Vi Jun,
Danial b Azman, Cathy Ang Peck See, Zaitul Akhmar bt Shaharudin,
Syed Mohsin Syed Abu Bakar, Liz Tham Swee Yin & Ravi Velu*

Answers to the previous Lion Brain Tease

- | | |
|--|--------------------------|
| 1 - Lion-Parkson Foundation | 6 - Antara |
| 2 - Lion Group Medical Assistance Fund | 7 - barbeque-in-the-park |
| 3 - Mahkota Hotel | 8 - Vietnam |
| 4 - Danieli BGV | 9 - Secom |
| 5 - Amsteel Klang | 10 - Likom |



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

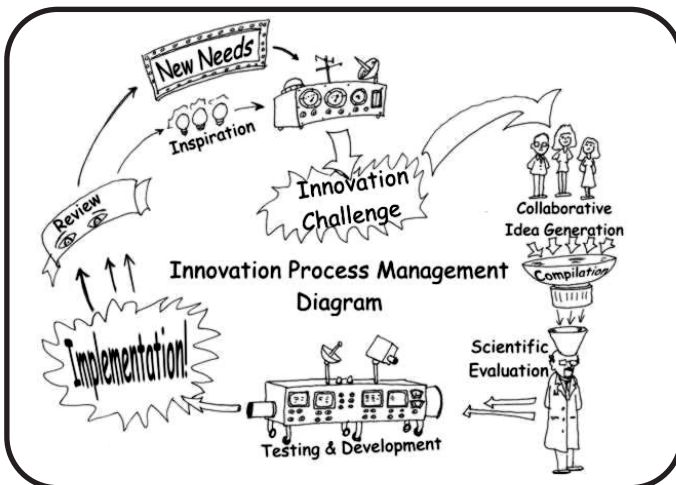
THE EIGHT STEPS OF INNOVATION PROCESS MANAGEMENT

Published in Business Innovation, 30 June 2009

A comprehensive Innovation Process Management (IPM) structure is one that treats innovation as a series of cycles that runs within a grand, enterprise innovation process cycle.

facilitators of brainstorming and other ideation events should promote collaborative idea development.

The Innovation Process Cycle



An Innovation Process Cycle combines Creative Problem Solving with Scientific Peer Review Evaluation and some typical business tools.

There are 8 steps to Innovation Process Management:

The Challenge

The cycle starts with a problem or goal which needs to be formulated into an innovation challenge. Once this is done, the challenge is presented to the problem solving group. This may be done through brainstorming sessions, ideas campaigns or other activities. The problem solving group may be a team, all employees in the firm, the public or any other group of people.

Collaboration

In order to maximise the creative potential of the problem solving group, the idea generating activity should be collaborative in nature. This can be accomplished in many ways. Idea management and innovation process management software often provide online collaboration tools, while

Combination

As an innovation process cycle starts with a challenge, ideas tend to be inter-related and many are complementary. Hence, before going further, it is best to combine such complementary ideas into larger, more sophisticated ideas so that they can be handled as a single package. This makes the next steps in the cycle more efficient.

Scientific Peer Review Evaluation

The scientific approach of peer review by an expert is ideally suited for identifying the most promising ideas in a cycle. Instead of basing selection on popularity or the whim of a manager, you apply a set of business criteria to the idea and rank how well the idea meets each criterion. If an idea achieves a sufficiently high ranking, either as is or through additional modification, it should be developed further.

Testing and Development

Ideas identified as being potential innovations are now ready to be tested and developed. A business case is a useful means of hypothetically implementing an innovative idea and projecting the potential results. Of course it is not perfect, but it indicates possible issues in the implementation of the idea, as well as benefits that may not have been obvious to the original idea developers.

Prototypes are an excellent means for testing ideas. They allow you and others to see how an idea would actually look in implementation; building and playing with a prototype is a good method of further improving upon the core idea. More abstract ideas, such as new services, process improvements and other concepts can often be prototyped through role-play, building structural models and making diagrams.

THE EIGHT STEPS OF INNOVATION PROCESS MANAGEMENT

Implementation

Ideas that make it through testing and development are ready to be implemented.

Review

Once ideas have been implemented, they need to be reviewed, probably against an ongoing series of milestones. If an implementation does not achieve a milestone, it needs to be modified or killed. Moreover, even the most spectacularly effective and profitable breakthrough innovations need to be improved on a regular basis.

New Needs and Inspiration

Hence, reviewing the implementation of new ideas should indicate new needs which can be transformed into challenges which, in turn, start a new innovation process cycle. Likewise, implementation can inspire new corporate goals. Again, these can be turned into new challenges and new cycles.

Integrated Innovation Process Management

An innovative company, however, should not only have a single innovation process cycle in operation. Rather it should have many of them! Large cycles

are suitable for enterprise-wide innovation. Meanwhile, business units can run somewhat smaller innovation process cycles in order to manage their own ideas (although it should be noted, collaborative groups need not be limited to employees of that business unit). Teams, departments and any other group can also run their own innovation process cycles.

However, these innovation process cycles should not be in isolation. Rather, they should inspire and feed other cycles elsewhere in the organisation. For instance, the implementation of a new product idea should inspire innovation cycles in the marketing, sales and customer service divisions as well as at the enterprise level. Managers should watch their colleagues' innovation process cycles and if applicable, borrow ideas as inspiration for their own cycles.

The Result: A Highly Innovative Organisation

By applying innovation process management across your entire organisation, you can transform it into one which is innovation driven. And that is a sure way to keep well ahead of the competition, survive this financial crisis and make your firm a great place to work.

KEEPING YOU IN VIEW



"Good to see you again..."



"My client is innocent!"



"... 10 points for the shiny bottle..."



"Are you excited? I hope you are because I am excited..."



"Wow, now I can do my KRA..."



"Hai, macam mana nak ikut rentak tepuk ini?"

CROSS COUNTRY 2012

About 1600 people from our operating companies and guest participants from the nearby kampungs gathered at Wisma Lion for the Group's 11th Cross Country Run in Banting, hosted by Megasteel Sdn Bhd on 25 November 2012.

The run started with a march past by the contingents from the participating companies followed by an aerobics session. The flag-off by our Group Executive Chairman, Tan Sri William Cheng saw the participants in the Men's Open category starting off followed by the runners in the Women's Open, Men's Veteran and lastly, the Women's Veteran categories.

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

Prizes in the form of medals and Parkson vouchers were awarded to the top three winners of each category:

		Name	Company
Men's Open	1st	Vikram	Amsteel (Klang)
	2nd	Dhanbir Limbu	Amsteel (Klang)
	3rd	Tek Bahadur	Amsteel (Klang)
Women's Open	1st	Juliana Teo Keng Li	Lion HQ & Property
	2nd	Liew Yih Ng	Megasteel
	3rd	Ang Siew Fang	Amsteel (Klang)
Men's Veteran	1st	Chua Kin Keong	Likom
	2nd	Abdul Rahim	Antara
	3rd	Sabri Ali	Lion Steel Works
Women's Veteran	1st	Kumala Krisnal	Likom
	2nd	Norhayatira Abd Karim	Antara
	3rd	Norhayati Ismail	Megasteel

The overall champion title went to Amsteel Klang which will keep the Tan Sri William Cheng Challenge Trophy until the next run while Antara Steel won the Best Contingent award.

Lucky staff walked away with lucky draw prizes, while Encik Fairuz Anwar of Amsteel Banting and Encik Sahran Hussein of Lion DRI won the special prize of RM500 Parkson vouchers each contributed by Tan Sri William Cheng.

Earlier, both the netball and volleyball matches and karaoke competition were won by Antara Steel.

See you at the next run in Likom.



Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 28/2/2013.



There are no winners for last issue's caption-writing contest.



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Company / Dept (please state full address):

.....

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Champion-
Women's Open



Champion-
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Women's Veteran

Good Times
Good Times

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百佳良辰喜慶
威靈維繫賀新年

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12 Jan - 10 Feb 2013

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