

Lion Today

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2013 CALLIGRAPHY CHARITY SALE



Senior Managers' Meeting

- ▶ KL Festival City Fetes Senior Citizens
- ▶ Centro Indonesia Receives Excellent Service Award
- ▶ Opening of Hefei Tian'ehu Parkson
- ▶ Learning At The Workplace

LAUNCH AT PAVILION KUALA LUMPUR



- Puan Sri Chelsia Cheng (centre) and students from Chong Hwa School in the 21 Drums performance kicking off the launch in Pavilion.
- Puan Sri Chelsia Cheng (tengah) dan pelajar Sekolah Chong Hwa dalam persembahan 21 Gendang di acara pembukaan.



- VIPs and guests enjoying the performances at the launch.
- Tetamu gembira menonton persembahan.



- Performances by Chong Hwa School students.
- Persembahan oleh pelajar Sekolah Chong Hwa.



- (Top photo) Ms Katarina and (bottom photo) Mr Kerk Won Hoo from Xian's Place demonstrating their calligraphy skills.
- (Gambar atas) Cik Katarina dan (gambar bawah) Encik Kerk Won Hoo dari Xian's Place membuat demonstrasi kaligrafi.

CORPORATE

UPDATE



CONGRATULATIONS TO OUR GROUP EXECUTIVE CHAIRMAN

Our Group Executive Chairman, Tan Sri William Cheng has been conferred the Darjah Kebesaran Seri Utama Mahkota Wilayah (SUMW) award which carries the title of 'Datuk Seri Utama' by DYMM Seri Paduka Baginda Yang Di-Pertuan Agong, Tuanku Abdul Halim Mu'adzam Shah in conjunction with Federal Territory Day on 1 February 2013.

2013 CALLIGRAPHY CHARITY SALE

The Lion-Parkson Foundation has been assisting four independent schools in Kuala Lumpur namely Chong Hwa Independent High School, Tsun Jin High School, Confucian Private Secondary School and Kuen Cheng High School to organize a Chinese New Year Calligraphy Exhibition cum Charity Sale to raise funds for their needy students for a 4-year period beginning in 2010.

The launch of the 2013 Charity Sale was held at Pavilion KL on 25 January 2013 by Foundation Chairman, Puan Sri Chelsia Cheng; wife of the High Commissioner of the Republic of Singapore to Malaysia, Mrs Irene Ong and the wife of the High Commissioner of India to Malaysia,

Madam Vandana Gokhale. At the launch, Pavilion KL management donated RM8,888 towards the charity sale.

The Official Opening Ceremony for the Charity Sale was held at Chong Hwa Independent High School on 26 January 2013, attended by Puan Sri Chelsia Cheng; Foundation Trustees, Mr CS Tang and Dr Chua Siew Kiat, and officials from the four schools.

At an appreciation dinner held after the official opening, Parkson Operations Manager, Mr Lim Wee Luen presented Parkson Corporation's contribution of RM18,888 towards the charity sale.

KICK-OFF AT KL FESTIVAL CITY



► Chong Hwa School students working on their calligraphy pieces for sale.
► Pelajar Sekolah Chong Hwa membuat demonstrasi kaligrafi untuk dijual.



► Left to right: Calligrapher Mr Zhi Qing from China and Puan Sri Chelsia Cheng presenting a token of appreciation to KL Festival City Marketing Manager, Mr Chok Choon Fui.
► Kiri ke kanan: Kaligrafer Encik Zhi Qing dari China dan Puan Sri Chelsia Cheng menyampaikan cenderamata penghargaan ke Pengurus Pemasaran KL Festival City, Encik Chok Choon Fui.



► Mr Lim Wee Luen presenting Parkson's contribution to Puan Sri Chelsia Cheng.
► Encik Lim Wee Luen menyerahkan sumbangan Parkson kepada Puan Sri Chelsia Cheng.

OFFICIAL OPENING AT CHONG HWA HIGH SCHOOL



► Puan Sri Chelsia Cheng (8th from left) and schools' officials with the 'snake' calligraphy to usher in the Lunar Year of the Snake.
► Puan Sri Chelsia Cheng (8 dari kiri) dan pegawai sekolah bersama kaligrafi 'ular' melambang tahun baru cina ular.



► Ribbon-cutting ceremony by (left to right) / Majlis memotong reben oleh (kiri ke kanan): Confucian Head of Scholarship and Loan Fund Committee, Mr Yap Son Chee; Chong Hwa Principal, Mr Hwong Seng; Lion-Parkson Foundation Trustee, Mr CS Tang; Puan Sri Chelsia Cheng; Chong Hwa Vice Director, Mr Lim Yew Jin; Lion-Parkson Foundation Trustee, Dr Chua Siew Kiat; Tsun Jin Deputy Director, Dato' Ong Seng Khek and Kuen Cheng Principal, Madam Gooi Swee Gaik.



► Chong Hwa Principal, Mr Hwong Seng (top photo) and Tsinghua University's Professor Liu Shi (above photo) participated in the calligraphy and contributed to the fund raising.
► Pengetua Chong Hwa, Encik Hwong Seng (gambar paling atas) dan Profesor Liu Shi dari Universiti Tsinghua (gambar atas) membuat kaligrafi dan membuat sumbangan.

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EDITOR'S MESSAGE

Everyone including our operating companies were all abuzz in welcoming the new year 2013. The dawn of a new year is usually the time when we take stock of our resolutions, what we have achieved (and the gaps in any) and what are our goals in moving forward.

Our annual Senior Managers Meeting is the platform where our business operations, local and overseas as well as the Head Office managers converge to share and review their performance and targets for the new financial in order to stay on track in the ever competitive business environment.

At the company level, Amsteel Mills organised a new year resolution meeting to remind everyone to work closely together and on the expectation of timely delivery in achieving the targets set for 2013.

Before all the excitement of the new year had settled, we welcomed the Lunar Year of the Snake. Many companies organised festive get-togethers to foster better relations amongst their employees and some also shared the festive spirit with the underprivileged.

The activities that have taken place in the first two months of the new year are featured in this issue of our newsletter. Happy reading.

UTUSAN PENGARANG

Semua orang termasuk syarikat-syarikat operasi kita sibuk meraikan kehadiran tahun baru 2013. Biasanya dalam kerianan menyambut tahun baru, adalah masa apabila kita melihat kembali resolusi kita, apa yang telah kita capai (dan merapatkan jurang, sekiranya ada) dan apakah matlamat kita dalam melangkah ke hadapan.

Mesyuarat Tahunan Para Pengurus Kanan kita adalah platform di mana operasi-operasi perniagaan, di dalam dan luar negara serta di Ibu Pejabat berkumpul untuk berkongsi dan mengkaji semula prestasi dan sasaran operasi menjelang tahun kewangan yang baru dalam usaha untuk kekal di landasan yang betul seiring persekitaran perniagaan yang sentiasa berdaya saing.

Di peringkat syarikat, Amsteel Mills menganjurkan mesyuarat resolusi tahun baru untuk mengingatkan semua pihak untuk bekerjasama dan menepati jangkaan penyampaian tepat pada masa dalam mencapai sasaran yang ditetapkan bagi 2013.

Sebelum semua kerianan tahun baru pudar, kita mengalu-alukan pula kedatangan Tahun Ular. Banyak syarikat menganjurkan majlis sempena perayaan Tahun Baru Cina untuk memupuk hubungan yang lebih baik di kalangan para pekerja mereka dan ada juga berkongsi semangat perayaan dengan mereka yang kurang bernasib baik.

Aktiviti-aktiviti yang telah berlaku dalam tempoh dua bulan pertama tahun baru ini dipaparkan dalam isu ini. Selamat membaca.

2013 “千联牵心” 书画暨春联义卖展

金狮百盛基金与吉隆坡四间华文独立中学，即隆中华独中、循人中学、尊孔独立中学和坤成中学，协办“千联牵心”书画暨春联义卖展，筹款帮助上述独中的清寒学生。这项为期四年的义卖展始于2010年。

2013年1月25日，2013“千联牵心”书画暨春联义卖展在吉隆坡柏威年广场举办开幕礼，由金狮百盛基金主席潘斯里陈秋霞、新加坡驻马来西亚最高专员夫人王艾琳以及印度驻马来西亚最高专员夫人Madam Vandana Gokhale主持。在开幕礼上，吉隆坡柏威年广场管理层也捐献8888令吉给此义卖展。

2013年1月26日，“千联牵心”正式开幕礼在怡保路吉隆坡中华独立中学举办。出席者计有潘斯里陈秋霞、基金信托人陈怀安律师和蔡少杰博士，以及四校代表。

感恩晚宴在正式开幕礼后举行。在晚宴上，百盛营运经理林维伦，移交百盛机构所捐献的1万8888令吉给义卖展。

PARKSON CONTRIBUTES TO BAKTI EVENT



Parkson Corporation Sdn Bhd contributed door gifts to a Chinese New Year event organised by the Welfare Association of Wives of Ministers and Deputy Ministers (Bakti) for guests from 12 charity homes in Kuala Lumpur and Selangor.

At the event, Parkson Alamanda Store Manager, Encik Azman Abd Saman received a token of appreciation for Parkson from Bakti President, Datin Seri Rosmah Mansor.

- Encik Azman Abd Saman receiving a token of appreciation for Parkson's contribution, from Datin Seri Rosmah Mansor.
- Encik Azman Abd Saman menerima penghargaan bagi pihak Parkson daripada Presiden Bakti, Datin Seri Rosmah Mansor.

KL FESTIVAL CITY FETES SENIOR CITIZENS



- (Left photo) Mr Gui Cheng Hock (right) and Ms Lim Yoke Foong and (right photo) KLFC management team with the senior citizens.
- (Gambar kiri) Encik Gui Cheng Hock (kanan) dan Cik Lim Yoke Foong dan (gambar kanan) pihak pengurusan KLFC bersama warga emas.

In the spirit of the Lunar New Year, KL Festival City (KLFC) mall shared the festive air with 30 senior citizens from Siri Jayanthi Metta Care Centre and Upekkha Welfare Compassionate Home on 31 January 2013.

The senior citizens were taken on a shopping spree at Econsave Supermarket, sponsored by the supermarket, where they excitedly picked out items for their own Lunar

New Year celebrations. Next, they were entertained by traditional cultural performances followed by refreshments courtesy of KLFC.

The elderly guests also received goodie bags and ang pows from KLFC Senior General Manager Mr Gui Cheng Hock; Marketing Manager, Ms Too Yee Ping and Econsave Operations Manager, Ms Lim Yoke Foong.

◀ Continued from page 2

JUALAN AMAL KALIGRAFI 2013

Yayasan Lion-Parkson telah membantu empat buah sekolah di Kuala Lumpur iaitu Sekolah Tinggi Chong Hwa, Sekolah Tinggi Tsun Jin, Sekolah Menengah Persendirian Confucian dan Sekolah Tinggi Kuen Cheng selama empat tahun berturut-turut semenjak tahun 2010 untuk menganjurkan Pameran Kaligrafi serta Jualan Amal sempena Tahun Baru Cina bagi mengutip dana mambantu para pelajar yang memerlukan.

Pelancaran Jualan Amal 2013 yang berlangsung di Pavilion KL pada 25 Januari 2013 telah disempurnakan oleh Pengerusi Yayasan, Puan Sri Chelsia Cheng; isteri Pesuruhjaya Tinggi Republik Singapura ke Malaysia, Puan Irene Ong dan isteri Pesuruhjaya Tinggi India ke Malaysia, Puan Vandana Gokhale. Di

majlis ini, pihak pengurusan Pavilion KL telah bermurah hati menghulurkan sumbangan bernilai RM8, 888.

Upacara Pembukaan Rasmi Jualan Amal yang diadakan di Sekolah Tinggi Chong Hwa pada 26 Januari 2013 dihadiri oleh Puan Sri Chelsia Cheng; Pemegang Amanah Yayasan, Encik CS Tang dan Dr Chua Siew Kiat, serta para pegawai daripada empat buah sekolah tersebut.

Di majlis makan malam penghargaan yang diadakan selepas upacara pembukaan rasmi, Pengurus Operasi Parkson, Encik Lim Wee Luen menyampaikan sumbangan Parkson Corporation berjumlah RM18, 888 kepada tabung jualan amal.

HAPPENING @ AMSTEEL KLANG

SUNFLOWER COMPETITION

In line with its "Go Green Project" and ISO 14001 certification, Amsteel Mills Klang initiated a Green Competition at its premises not only to beautify the areas but also to provide a conducive workplace and instill the importance of preserving the environment amongst its employees.

The highlight of the project was the "Sunflower Planting Competition" which also incorporated creative landscaping at various sections of the steel mill. The sunflower was

chosen because it symbolises a happy, healthy and bright future which reflects Amsteel's endeavour in tackling climate change and low-carbon development conservation efforts.

The winners for the competition were announced on 15 January 2013 after judging by Amsteel GM-HR, Ms Kwa Seok Leng and Corporate Communications Senior Manager, Puan Fauziah Harun.



- Best Costume - Mr Chandramohan (left photo) and Best Narrator - Mr Derrick Ambrose (right photo).
- *Kostum Terbaik - Encik Chandramohan (foto kiri) dan Pencerita Terbaik - Encik Derrick Ambrose (foto kanan).*



► The Best Landscape Champion / *Juara Landskap terbaik* - HR & SMP.



► 1st Runner-Up / *Kedua* - Material Control & Security.



► 2nd Runner-Up / *Ketiga* - Rod Mill 1 and Quality Assurance.



LION DANCE

In conjunction with the Lunar New Year, Amsteel Klang organised a Lion Dance performance on 18 February 2013 to usher in good fortune for its business operations.

NEW YEAR RESOLUTION MEETING

Amsteel Klang organised its annual New Year Resolution Meeting on 21 January 2013. Department Heads shared their long and short term plans, market economic outlook and department commitment for the year 2013 with employees from the supervisory level and above. Also present were COO, Mr Paul Chan; Director - Works, Ir Dr Loh Fook Guan and Group HR Director, Mr Suresh Menon.



- Heads of Department / Company with Mr Paul Chan, Ir Dr Loh Fook Guan and Mr Suresh Menon (seated 5th, 6th and 7th from left respectively).
- *Ketua Jabatan / Syarikat bersama Encik Paul Chan, Ir Dr Loh Fook Guan dan Encik Suresh Menon (duduk, masing-masing 5, 6 dan 7 dari kiri).*

ANTARA STEEL MILLS UPDATES

FIRE SAFETY TRAINING

21 Emergency Response Team (ERT) members attended a 3-day training session on Fire Safety organised by Antara's Training Unit, HR Department and SHE Department in collaboration with Pasir Gudang Fire and Safety Department from 5 to 7 February 2013.

The training was conducted by Fire Officers Encik Gani Sahim, Encik Azizol Abd Aziz and Encik Mohd Mohd Rafie Mohd Sareng. In the theory session, the participants were briefed on the Fire Act 341 while in the practical sessions, they were trained on handling fire safety apparatus, evacuation and rescue techniques, hose drill and other procedures in an emergency.



- A participant using the fire extinguisher to put out a fire.
- *Seorang peserta menggunakan alat pemadam api untuk memadam api.*

FISHING COMPETITION

Antara Sports and Recreation Club organised its annual fishing competition at Jentayu Pond, Kampung Cahaya Baru in Masai, Johore on 20 January 2013.

General Manager, Encik Rahmat Ibrahim gave away the prizes to the winners. The Fastest Catch category was won by Mr Padmanathan A/L Subramaniam from Steel Plant while Encik Mohd Napi Sulong from Rolling Mill topped the Heaviest Catch category.



- Mr Padmanathan (left photo) and Encik Mohd Napi Sulong (right photo) receiving their prizes from Encik Rahmat Ibrahim.
- *Encik Padmanathan (gambar kiri) dan Encik Mohd Napi Sulong (gambar kanan) menerima hadiah daripada Encik Rahmat Ibrahim.*

MAJLIS MAULIDUR RASUL



- BKIA members and their families (left photo) listening to the talk by Ustaz Azlisham Azahar (right photo).
- *Ahli-ahli BKIA dan keluarga mendengar ceramah dari Ustaz Azlisham Azahar.*

More than 400 Badan Kebajikan Pekerja Islam Antara Steel (BKIA) members and their families attended the Maulidur Rasul celebration held in conjunction with Prophet Muhammad's birthday at its staff quarters in Taman Cendana on 2 February 2013.

GM Encik Rahmat Ibrahim who is also the Patron of BKIA officiated the event which invited Ustaz Azlisham Azahar from the Johore Ulama Committee as the speaker. Everyone was treated to a sumptuous *Nasi Beriani* after the talk.

LION DANCE

In welcoming the Lunar Year of the Snake, Antara organised a Lion Dance at its premises on 19 February 2013.

Antara's management led by Executive Director Mr Eric Cheng welcomed the lion dance troupe and accompanied them to the main office where the 'lions' proceeded to 'bless' the offices for good luck.



- Mr Eric Cheng with the 'lions' in his office.
- *Encik Eric Cheng dengan 'singa' di pejabat beliau.*



- The 'lions' with Encik Rahmat Ibrahim (4th from left) and Antara staff.
- *'Singa' dengan Encik Rahmat Ibrahim (4 dari kiri) dan kakitangan Antara.*

AMSTEEL BANTING'S DIARY

QUIT SMOKING CAMPAIGN

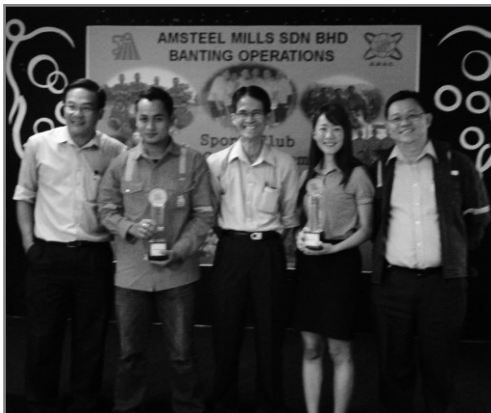
On 6 February 2013, the HR & Admin Department collaborated with Majlis Daerah Kuala Langat (MDKL) and Klinik Kesihatan Bukit Changgang (KKBC) to organise a Quit Smoking Campaign with the objective to promote a healthy lifestyle and create awareness on the dangers of smoking.

Among the activities were a talk on 'Quitting Smoking' by Pharmacy Officer, Ms Kuay Hue Ping; consultation and tips on how to quit smoking, video shows and quizzes, with booths by MDKL and KKBC displaying posters and flyers on the hazards of smoking.



- Talk on 'Quitting Smoking' (left photo) and demonstration to staff (right photo) by Ms Kuay Hue Ping.
- Taklimat mengenai 'Berhenti Merokok' (gambar kiri) dan demonstrasi kepada kakitangan (gambar kanan) oleh Cik Kuay Hue Ping.

UNITED CLUB PRIZE GIVING CEREMONY



- Encik Abdul Mutalib (2nd from left) and Ms Esther Ang (2nd from right) with their trophies flanked by Mr Lim Aik Peng (extreme left), Ir Dr Loh Fook Guan (centre) and Mr Pong Chung Kuan (extreme right).
- Encik Abdul Mutalib (2 dari kiri) dan Cik Esther Ang (2 dari kanan) bersama trofi yang dimenangi diapit oleh Encik Lim Aik Peng (paling kiri), Ir Dr Loh Fook Guan (tengah) dan Encik Pong Chung Kuan (paling kanan).

Encik Abdul Mutalib Bin Ahmad and Ms Esther Ang Siew Fang were crowned Sportsman and Sportswoman of the Year respectively at the Amsteel Banting United Club prize presentation ceremony on 31 January 2013.

They received a trophy and RM100 each. At the event, winners of the sports and recreation activities held in 2012 also received their prizes. Director - Works, Ir Dr Loh Fook Guan; General Manager - Works, Mr Pong Chung Kuan; Asst GM, Mr Lim Aik Peng, Manager - HR, Ms Lee Siew Bee were present at the event.



- Winners of sports and recreation activities with the management.
- Para pemenang hadiah aktiviti sukan dan rekreasi dengan pihak pengurusan.

FISHING COMPETITION

104 people participated in the Fishing Competition organised by Amsteel Banting at Kampung Bandar Jugra in Banting on 24 February 2013.

Encik Mohd Farid Sanawi from Industrial Vehicle Workshop Department won the heaviest catch category with his 2.245 kg *Ikan Siakap*, while the catch by Encik Asri Masaran from Rolling Mill - Electrical Department of an *Ikan Jenahak* weighing 900g won the smallest catch category. Lucky staff also walked away with prizes from the lucky draw.



- Encik Mohd Farid Sanawi (right) receiving his prize, from Encik Mohamad Azelan Mohd Ali, Mechanical Manager Rolling Mill.
- Encik Mohd Farid Sanawi (kanan) menerima hadiah beliau, dari Encik Mohamad Azelan Mohd Ali, Pengurus Mekanikal Rolling Mill.



- One of the participants, Encik Mohd Yariid Norahim with his catch.
- Salah satu peserta, Encik Mohd Yariid Norahim dengan tangkapan beliau.

AID TO EMPLOYEES AFFECTED BY FLOOD



► The recipients were happy to receive the aid from MIEU.
► Para penerima gembira menerima bantuan dari MIEU.

Amsteel Banting's Management and Metal Industry Employees Union (MIEU) extended a helping hand to employees who were affected by the floods which hit several villages in Mukim Tanjung Dua Belas late last year. 13 employees received MIEU's contribution of RM100 each which was presented by General Manager - Works, Mr Pong Chung Kuan and Asst General Manager, Mr Lim Aik Peng witnessed by MIEU Vice President for Amsteel Klang & Banting, Mr Muniandy a/l Manirasu and Secretary, Mr Murugan s/o Arumugam.

MEGASTEEL NEWS

LION DANCE



Megasteel celebrated the Lunar New Year festivities by ushering in the Year of the Snake with the traditional lion dance at its premises on 18 February 2013.

The 'lions' then proceeded to bless the offices. Also present were Heads of Department and employees who cheered on the troupe's performance and display of acrobatic stunts.

PONGGAL



The Indian staff in Megasteel organized a 'Ponggal Celebration' on 23 January 2013. Among the attendees were GM - Works, Mr Pong Chung Kuan; Senior Manager, Mr Lee Weng Lan and Production Manager, Mr Chong Won Hoong.

MAULIDUR RASUL



Megasteel HR Department and Badan Kebajikan Pekerja Islam (BKPI) of Lion Steel Complex in Banting organised a Tazkirah (religious talk) in conjunction with Maulidur Rasul (Prophet Muhammad's birthday) celebration on 31 January 2013.

INTER-FACTORY FUTSAL COMPETITION



► Ladies' team from Megasteel.
► Pasukan wanita dari Megasteel.

Megasteel sent two teams to compete in the Kuala Langat IPMC 2013 Inter-Factory Futsal Competition organized by Majlis Daerah Kuala Langat on 22 February 2013 which attracted a total of 42 teams vying for the championship titles in the Men's and Women's categories.

CHINA PROPERTY UPDATES VISIT BY CHANGSHU GULI DISTRICT GOVERNMENT



Changshu Guli District Government officials, led by its Governor, Mr You Li Zhi visited Changshu Lion recently. They were briefed on Lion Group's operations and the development of the company's project by CEO, Mr MK Loke and Project Controller, Mr SL Wong respectively.

- Mr SL Wong (3rd from left) briefing Mr You Li Zhi (4th from left) and his team on the project's development.
- Encik SL Wong (3 dari kiri) memberi taklimat projek kepada Encik You Li Zhi (4 dari kiri) dan ahli pasukan beliau.

CHANGSHU LION'S 5TH ANNIVERSARY

In conjunction with Changshu Lion's 5th Anniversary Celebration, an appreciation dinner was held for its business associates, Changshu City senior government officials and staff.

In his welcoming address, CEO Mr MK Loke thanked everyone for their continuous support for the company and led the management team in a toast to better years ahead.



- Mr MK Loke (extreme left) leading the management team in a toast.
- Encik MK Loke (paling kiri) mengetuai pihak pengurusan untuk acara 'toast'.

MAHKOTA HOTEL CONTRIBUTES TO HAPPINESS CENTER

Mahkota Hotel Melaka presented to Happiness Center Malacca, a home for mentally disabled children, a sum of RM2,650 which was collected thanks to the generosity of the hotel guests.

Happiness Center Malacca has 31 special children with the youngest being a one-year old baby girl, and is adopted by Mahkota Hotel as part of its Corporate Responsibility programme.



- F&B Manager, Mr Frankie Ng (left) with Assistant Director of Sales & Marketing, Ms Cindy Lim (right) presenting the mock cheque to the Center's Founder, Mr Roy Collar (middle).
- Pengurus F&B, Encik Frankie Ng (kiri) dan Penolong Pengarah Jualan & Pemasaran, Cik Cindy Lim (kanan) menyerahkan replika cek kepada Pengasas Pusat berkenaan, Encik Roy Collar (tengah).

LUNAR NEW YEAR LUNCHEON



- Hotel management led by General Manager, Mr Edward Lau (6th from right), and guests with the God of Prosperity.
- Pengurusan hotel yang diketuai oleh Pengurus Besar, Encik Edward Lau (6 dari kanan), dan tetamu bersama 'God of Prosperity'.

On 1 February 2013, Mahkota Hotel Melaka hosted a Lunar New Year luncheon for the state's media and local authorities personnel. Among the guests were Director of Melaka State Ministry of Tourism Office, Datuk Lim Chow Beng; Mr Ronald Gan and Mr Lee Kuang Chow.

The guests were entertained by a face-changing performance and magic show. The annual luncheon was organized to foster better relations with members of the media and local government agencies in support of Melaka's Tourism and hospitality initiatives.

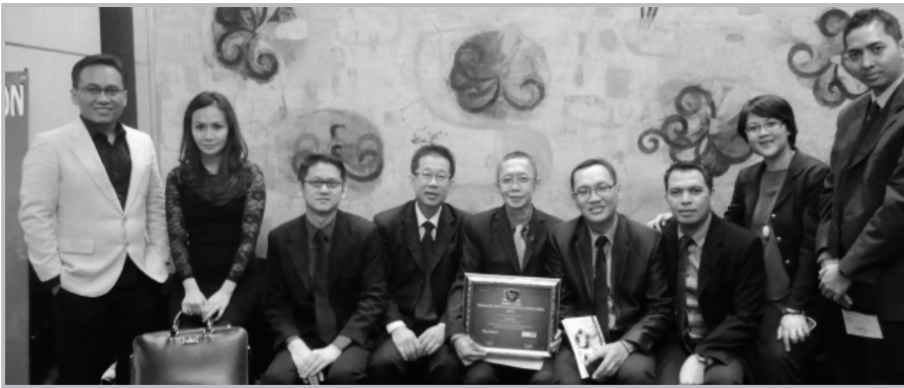
EXCELLENT SERVICE EXPERIENCE AWARD 2013 FOR CENTRO INDONESIA

Our Centro Department Store was recently awarded the Excellent Service Experience Award 2013 for the Department Store category by Carre Center for Customer Satisfaction and Loyalty (Carre CCSL) in collaboration with Bisnis Indonesia, the leading business newspaper in Indonesia.

Centro's COO, Mr Fandawan Ramali received the award in a ceremony held in Jakarta. The Excellent

Service Experience Award was given based on the research conducted by mystery shoppers at 76 service industries brands in Jakarta and Surabaya in Indonesia.

Centro received a total score of 76.837 on the Indonesian Service Experience Index (ISEI) based on three aspects of customer experience namely Customer Sense, Customer Emotion and Customer Problem Solution.



► Centro management team (from left to right / dari kiri ke kanan): Mr Fadhillah Akbar (Head of Human Resources); Ms Ratu Wulan Permata (Merchandising Manager); Mr Chong Swee Foong (Head of Finance & Accounting); Mr Kam Siew Kheong (Deputy COO); Mr Fandawan Ramali with the award; Mr Juni Sukasmono (Head of Retail Operation); Mr M. Taurus (Store Operation Manager); Ms Frida Fitriani (Customer Service & Business Compliance Manager) and Mr Indrasyah (Store Manager Centro Margo City Depok).

POSIM APPRECIATION NITE 2013

In conjunction with the Lunar New Year, Posim Group organised its annual get-together in appreciation of its dealers with the kicking-off of the HI-REV Appreciation Nite 2013 in Melaka on 13 January 2013.

The HI-REV Appreciation Nite 2013 functions were also held at the regional sales territories of Alor Setar, Penang, Bukit Mertajam, Ipoh, Kuantan, Melaka, Johor Bahru with two dinners in Kuala Lumpur inviting about 10,000 dealers and guests.

At each event, top sales achievers received gold pendants and appreciation plaques with the highlight being the unveiling of new products. Guests were also entertained by a variety of shows including performances by renowned artistes, magic show, cultural show, martial arts demonstration, lion dance and games. Lucky guests walked away with attractive prizes from the lucky draws.



► General Manager, Mr David Teo (3rd from left) presenting the mock cheque to the lucky draw first prize winner.
► Pengurus Besar, Encik David Teo (3 dari kiri) menyerahkan replika cek kepada pemenang pertama cabutan bertuah.

LUNAR NEW YEAR PARTY



In conjunction with the Lunar New Year celebration, Posim Sports Club organised a Steamboat Dinner at Flaming Steamboat in Shah Alam on 22 February 2013.

A total of 120 members attended the dinner and participated in the games organised such as Eat As Many Prawns; Peel the Oranges Creatively and Food Arts on Ice-cream. Lucky members took home prizes from the lucky draws.

OPENING OF HEFEI TIAN'EHU PARKSON



Hefei Tian'ehu Parkson, the third Parkson store in Hefei City was opened on 18 January 2013.

Designed to be the new retail stage of the city, Hefei Tian'ehu Parkson is poised to be a retail environment synonymous with high end fashion and stylish living. With a retail space of 36,120 square metres over five levels, the store offers a comprehensive collection of latest fashion and unique merchandise, services and lifestyle choices.

Hefei is situated in Central Anhui Province, between Yangtze River and Huaihe River. It is the Province's economic, cultural, information, business and financial centre.

TRAINING BY SECOM JAPAN DIRECTOR



► Secom management and staff with Mr Keitaro Arai (seated 5th from right).
 ► Pengurusan Secom dan kakitangan dengan Encik Keitaro Arai (duduk 5 dari kanan).

Secom Japan Director, Mr Keitaro Arai conducted a Security Presentation for Secom (Malaysia)'s Area Leaders and Operation Staff at its HQ in Shah Alam recently. Among the key points Mr Arai shared with the staff were 'Protect the Customer' and 'Train your Staff'. He also touched on the basic traits for a security guard namely: Be honest, Energetic action, Report even a small case, and PKS (Polite, Kindness, Smile).

REWARD FOR SECOM STAFF

Security Guards, SG Brahim Fung Nyuk Woon, SG Juraimi Ahmad Ibrahim, SG Kamalruzaman Zulkifli and SG Tengku Amir Syafiq Tengku Murad received due recognition from Toyota ASSB's management for their bravery in foiling a theft attempt at Toyota's premises recently.

SG Brahim and SG Juraimi who were on clocking patrol spotted two persons carrying some plastic bundles. Together with SG Kamalruzaman and SG Tengku Amir, they apprehended one of the two who was handed over to the police, together with the recovered items.

Well done to the 4 SGs.



► From left / Dari kiri: Mr Sabardin (Sr Operation Manager), SG Brahim Fung Nyuk Woon, SG Tengku Amir Syafiq Tengku Murad, SG Juraimi Ahmad Ibrahim, Mr Kenji Ishida (General Manager), Encik Wan Ikhwan (HR Manager Toyota ASSB) and SG Kamalruzaman Zulkifli.

SENIOR MANAGERS' MEETING

Directors and senior managers from all the divisions in the Group including HQ functional heads attended the Senior Managers' Meeting at the Group Head Office on 6 February 2013 to brainstorm and set the

direction going forward in the new year.

Group Executive Chairman, Tan Sri William Cheng reiterated the need for everyone to be committed and work together to achieve their companies'

targets, especially with the current challenging operating environment. Group Executive Director, Tan Sri Albert Cheng and Group Directors, Mr CS Tang and Datuk Alfred Cheng were present at the meeting.



- Opening remarks by Tan Sri William Cheng set the direction for the Group in the new year.
- *Ucapan pembukaan oleh Tan Sri William Cheng menyentuh hala tuju Kumpulan di tahun baru.*



- Tan Sri Albert Cheng (left) and Datuk Alfred Cheng (right) also shared their views with the managers at the meeting.
- *Tan Sri Albert Cheng (kiri) dan Datuk Alfred Cheng (kanan) juga berkongsi pandangan mereka dengan para pengurus.*



- Group HR Director, Mr Suresh Menon updated the meeting on some of the HR Policies.
- *Pengarah Sumber Manusia Kumpulan, Encik Suresh Menon berkongsi Polisi Sumber Manusia.*



- All listening attentively to the presentations.
- *Para pengurus kanan tekun mendengar.*

HQ CNY GATHERING

Head Office's Social and Recreation Club organised a Chinese New Year bash for employees at the Office Tower recently. Our Group Executive Chairman, Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng; and Heads of Department were present.

The event kicked off with the tossing of 'yee sang' for a blessed year ahead followed by games and singing performances by Mr Looi Yut Wah and Ms Sally Phang from Property Division. Lucky staff walked away with hampers and Parkson vouchers in the lucky draw.



- Tan Sri William Cheng (4th from left) and Tan Sri Albert Cheng (3rd from left) with Heads of Department at the CNY bash.
- *Tan Sri William Cheng (4 dari kiri) dan Tan Sri Albert Cheng (3 dari kiri) dengan Ketua-ketua Jabatan di CNY makan malam.*



- All together tossing 'yee sang'.
- *Semua bersama-sama menggaul 'yee sang'.*



- Among the hilarious games organised.
- *Antara permainan yang menarik.*

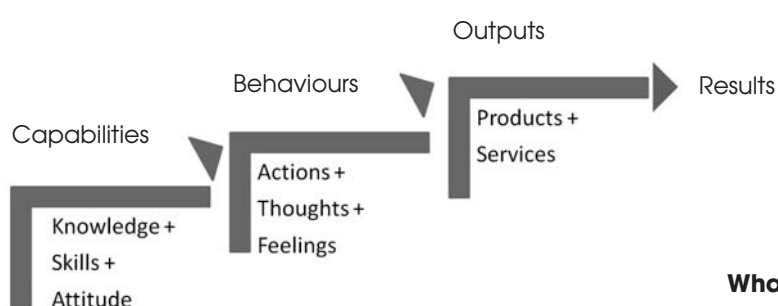
STAR COMPETENCIES

Group HR Department will be launching the STAR competencies programme soon to help develop certain essential competencies among all levels of our staff. Here we provide you with a preview of the STAR competencies.

Understanding Competencies

Competencies are the underlying characteristics of a person which enables him/her to deliver superior performance in a given role, job or situation. Competencies can be learned and developed over time.

Exhibition of Competencies

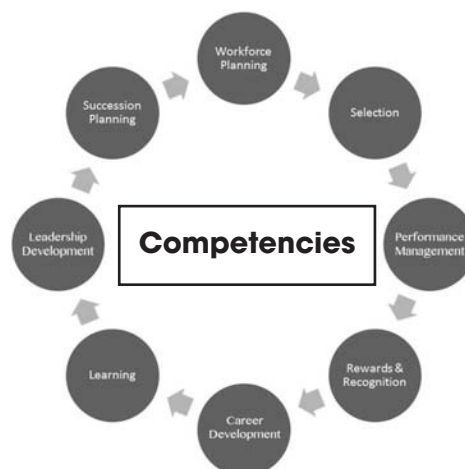


Competencies are a person's capabilities in the form of knowledge + skills + attitude which are reflected through a person's behaviour in the form of actions + thoughts + feelings which finally manifest in outputs which are products and services.

Values of Competencies

- Competency based practices reinforce Vision, Core Values and Management Practices
- Effective for communicating performance because they help people frame expectations and goals in clear behavioural terms - help companies 'raise the bar' of performance expectations
- Common criteria for hiring, learning and development; recognition of performance and rewarding people with the right capabilities to help the Company gain competitive advantage
- Remind employees how they do things which is as important as what they do
- Enable greater flexibility to move people laterally and encourage development
- Identify gaps between current capabilities and future requirements
- Focus learning and development efforts on areas with greatest needs and impact
- Facilitate organisational change and build desired culture

Linking Competencies to People Processes



What is STAR Competencies?

STAR stands for Strategic, Transformation, Achievement and Relationships. The following is the correlation between the STAR attributes and competencies:

STAR Attributes	Competencies
Strategic	Strategic Envisioning Business Acumen Customer Centric
Transformation	Managing Change Developing People Enhancing Leadership
Achievement	Results-Driven Accountability Upholding Integrity
Relationships	Forging Relationships Engaging People Nurturing Teamwork

STAR Behavioural Competency Model



STAR Behavioural Competency Model is firmly anchored in our Corporate Philosophy - Vision, Mission, Core Values and Management Practices.

Watch out for more updates on STAR competencies in our newsletter.

Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.24 No.6) and send your answers to the address on page 3 before the closing date: 10/5/2013. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 25 No. 1 January/February 2013

- [illegible]

NAME: (Mr / Ms)

TEL. NO.: _____

COMPANY/DEPT (please state full address):

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

Yusman Muszuki, Tan Boon Chiat, Maria a/p Savarianathan, Loo Xiang Chuen, Lee Ling Ping, Yogeswari Marthaveran, Mohd Yazio b Ahmad, Peh Sow Nei, Mohd Hishamudin & Mohamad Zaindin b Kadir

Answers to the previous Lion Brain Tease

- | | |
|--|--------------------------------|
| 1 - Silver Jubilee | 7 - Secom |
| 2 - 53 rd | 8 - Wet World Resort |
| 3 - Lion-Parkson Foundation | Air Panas Pedas |
| 4 - Cardiovascular Disease | 9 - ISO 9001:2008 Introduction |
| 5 - Amsteel Klang | & Internal Quality Audit |
| 6 - Yangzhou Economic Development Zone | 10 - Group Tax |



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

LEARNING AT THE WORKPLACE - FORMAL & INFORMAL

Increasingly organisations are utilising **workplace learning** as a means to achieve their short-term goals as well as long-term, strategic visions. Workplace learning can be formal or informal.

The term **informal learning** was first introduced by Malcolm Knowles. Since then there has been various definitions/perspectives on 'informal learning' including:

- Informal learning is a process of learning that takes place in everyday experience, often at subconscious levels. (Rusaw, 1995)
- Not only is informal learning unique to the individual, but control of learning rests primarily in the hands of the learner (Marsick and Watkins, 1997)
- Informal learning is that in which the learning process is neither determined nor designed by the organisation (Stamps, 1998)



To understand the relationship between **formal** and **informal learning**, it is useful to refer to the metaphor of **bricks and mortar** used by Bell (1997). Formal learning is described as bricks with informal learning as the mortar, facilitating the acceptance of the formal learning. In other words, BOTH kinds of learning are needed as this provides the synergy that produces effective growth.



Whenever we initiate **formal learning** (training and education), we are ensuring that employees learn particular work processes or pick up certain skills which are too important to be left to chance (i.e. informal learning).

While informal learning is not specifically determined or designed, **certain strategies for facilitating informal learning at the workplace** could be adopted.

IDEAS FOR INFORMAL LEARNING:

- 1) The shifts at an assembly line overlap by half-hour or more. During this time of overlap, workers and supervisors from the outgoing shift would update the incoming shift of any problems that they had encountered as well as discuss possible causes and solutions. Additional steps such as removing barriers to learning, rewarding learning and providing relevant resources will enrich the discussion and enhance the learning.



- 2) A specific time could be set aside where people come together for the purpose of exchanging information. These exchanges can be scheduled at a number of different times. They can exist as stand-alone sessions, designed solely for the purpose of exchanging information, or they can be adapted to staff meetings (weekly, monthly, quarterly, etc).

- 3) One organisation organised a cross-unit sharing session which was held for an hour and a half first thing in the morning. During this session, employees from two separate units came together to learn more about each other. Coffee and donuts were served, and each group was given one half hour to present, leaving another 30 minutes for a "cocktail-party" style discussion and networking.



- 4) Bell also suggests reading and study groups as means for facilitating informal learning in the workplace. Lunch discussions and book clubs are opportunities for informal learning, but they require planning. Employers can support these initiatives by providing meeting space, resources to purchase the books, and even food, if the discussions are held during the employees' lunch hour. The important point is that the time be scheduled and "honoured." Participation can be voluntary or managers, supervisors, and/or peers can nominate an employee to attend.

Among some of the topics that could be shared are: software shortcuts, how to use new software, time management, how to handle difficult customers,

LEARNING AT THE WORKPLACE - FORMAL & INFORMAL

information resources, etc. Employees may also consider a brief discussion and/or presentation on coursework recently completed through a company-sponsored training programme.

- 5) Among the types of informal learning documented in the journals of employees from a manufacturing company were: a willingness to participate in meetings or join a committee and an interest in engaging in focused workplace conversations with other employees.

At Palliser Furniture Ltd (the largest furniture manufacturer in Canada), the employees and instructors believe that there is a synergy between formal and informal learning. Learning, whether it is intended or consequential occurs frequently in our work lives. What makes the learning experience positive is the willingness by both learner and instructor/trainer, or between co-workers to treat each

other with respect and to be engaged in the process.

In short, there are various strategies used by different organisations, but the goal is the same - to promote and encourage learning. So let's ask ourselves, "Are we practising any of these strategies in our organisation?" Always remember that "Knowledge is Power".

REFERENCES:

The Synergy of Formal and Informal Training in the Workplace (*Valerie Unwin*)

Informal Workplace Learning (*David A. Cofer*)



ADAPTIVE LEARNING

Learning is a life long process that occurs within us and in doing so, we improve and progress in various areas in our lives. Each and every one of us has different types of learning styles which we have adapted since young to assimilate the vast information available to us. There are eight types of learning styles and we can classify them into four groups. These groups are explained below:

1. **Active & Reflective Learning** - Active learners tend to retain and understand information best when doing something active with it (discussing, applying or explaining to others). This type of learner would rather study in groups as they can discuss and explain information to each other. On the other hand, reflective learners would think about the information first and study alone as they can concentrate better.



2. **Sensing & Intuitive** - Sensing learners like studying facts and solving problems using established methods and they dislike complications in their studies. Sensors are patient with the details of information obtained and they would do better in laboratory work. Sensors are also more practical and careful in dealing with new information. On the other hand, Intuitive learners prefer discovering possibilities and relationships. They are the ones



who link problems and come up with new interesting solutions. Intuitive learners are very comfortable with abstract mathematical formulation and they might be better in grasping new ideas.

3. **Visual & Verbal** - Visual learners remember best when there are presences of pictures, diagrams, flow chart, films and also demonstration. Verbal learners on the other hand excel better when there are written and spoken explanations. Generally, we learn better when information is presented to us visually and verbally together.
4. **Sequential & Global** - Sequential learners learn in a linear motion where they follow step by step in a logical manner. On the flip side, global learners learn in large jumps, absorbing information randomly without seeing the connections and then suddenly getting the whole picture. The sequential learners would be able to explain to others how they come to the conclusion step by step. Global learners might be able to complete complex problems fast but they wouldn't be able to explain the method of solving it.



After knowing all the above learning styles, we should ask ourselves 'what do we know about our own learning style?' How can we improve our current learning styles to enhance our knowledge so that we can excel further in our respective line of work?

KEEPING YOU IN VIEW

MTLC November 2012



"That was a magnificent presentation! Bravo!"

MTLC January 2013



"Many hands make light work. More leads mean less work."



"Two heads are better than one. Shall we discuss?"

EDP 9 Leading By Example - Walking the Talk (March 2013)



"Where are you taking us?"



"I broke that chopstick with a string!"



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: 10/5/2013.

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

-Hai! Bila nak mula ni, asik bercakap aja dari tadi, belon dah di'kepit'... perut pula terasa sakit.....eeee.

Submitted by **Azhar Bin Ismail**
(Lion Steelworks Sdn Bhd - Maintenance & Engineering Dept)



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- Redemption stamps will be issued till 31 August 2013.
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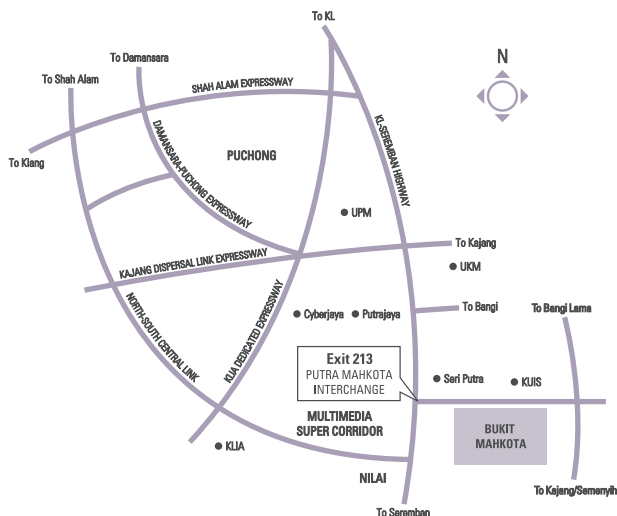
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