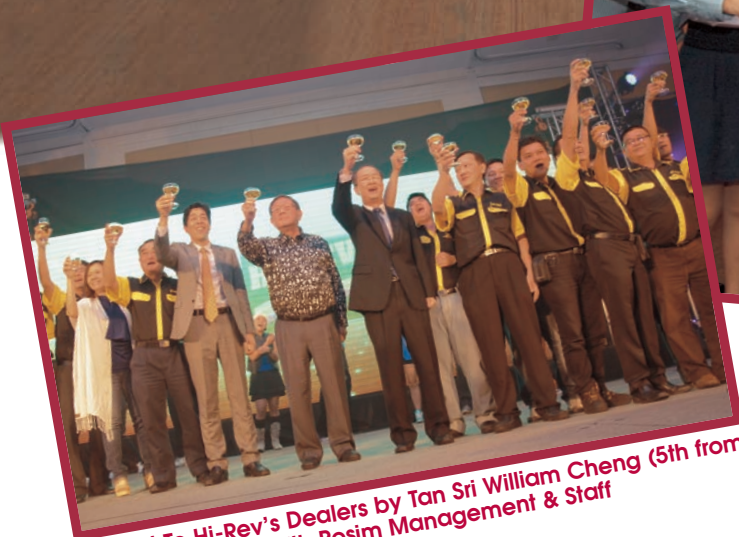


# Lion Today

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## LION-PARKSON FOUNDATION AWARDS SCHOLARSHIPS



A Toast To Hi-Rev's Dealers by Tan Sri William Cheng (5th from left) with Posim Management & Staff

- ▶ Opening Of Datong & Panzhuhua Parkson
- ▶ Steel Division Contributes To Local Community
- ▶ Lunch & Learn: Crime Prevention And Survival Programme



# LION-PARKSON FOUNDATION



- Puan Sri Chelsia Cheng (4th from right, front row), Mr CS Tang (3rd from left) and Mr Suresh Menon (behind Puan Sri Chelsia Cheng) sharing in the scholarship recipients' joy.
- Puan Sri Chelsia Cheng (4 dari kanan, baris depan), Encik CS Tang (3 dari kiri) dan Encik Suresh Menon (belakang Puan Sri Chelsia Cheng) bermesra dengan para penerima biasiswa.

- Proud parents and siblings at the event.
- Ibubapa dan saudara-mara di majlis tersebut.

# CNY CALLIGRAPHY CHARITY SALE



- Puan Sri Chelsia Cheng with Dr Yulduz Emiloglu and Dr Chua Siew Kiat on her right and left respectively holding the cheque, with the students and teachers of the four schools.
- Puan Sri Chelsia Cheng dengan Dr Yulduz Emiloglu dan Dr Chua Siew Kiat masing-masing di kanan dan kiri beliau memegang replika cek, bersama para pelajar dan guru dari keempat-empat sekolah.



- Tsun Jin's students received the Incentive Award of RM20,000 for achieving the highest sales from their calligraphy pieces in Parkson Stores while Kuen Cheng's students received the Initiative Award worth RM10,000 for their additional fund raising efforts within the school.
- Anugerah Insentif RM20,000 diberikan kepada pelajar Tsun Jin kerana mencapai jualan kaligrafi tertinggi di Stor Parkson manakala pelajar Kuen Cheng menerima Anugerah Inisiatif bernilai RM10,000 untuk usaha mereka meningkatkan pungutan jualan di sekolah.



# AWARDS SCHOLARSHIPS

On 22 July 2013, Lion-Parkson Foundation (LPF) awarded scholarships totalling RM560,000 to 14 outstanding students based on their academic performance, extra-curricular activities and leadership qualities to pursue their first degree in local universities.

LPF Chairman, Puan Sri Chelsia Cheng presented the scholarships worth RM10,000 each per annum to the students witnessed by LPF Trustee and Lion Group Director, Mr CS Tang; Director of Human Resources, Mr Suresh Menon, and the students' parents and families. This is the 23<sup>rd</sup> year running that LPF is awarding scholarships to deserving students which will

help them be free of financial constraints and better able to focus on their studies and participate in activities to develop their leadership qualities. The Group's training division, CeDR Corporate Consulting will coach and guide the sponsored students in the areas of personal development, management and teamwork during their semester breaks.

To date, the Foundation has sponsored a total of 388 students through various sponsorship programmes worth RM8.4 million and contributed another RM17.2 million towards other causes, making a total contribution of RM25.6 million.

## YAYASAN LION-PARKSON ANUGERAH BIASISWA

Pada 22 Julai 2013, Yayasan Lion-Parkson Foundation (LPF) menganugerahkan biasiswa berjumlah RM560, 000 kepada 14 orang pelajar cemerlang untuk mengikuti pengajian ijazah pertama di universiti tempatan berdasarkan prestasi akademik, aktiviti ko-kurikulum dan kualiti kepimpinan mereka.

Pengerusi LPF, Puan Sri Chelsia Cheng menyampaikan biasiswa bernilai RM10,000 setahun kepada setiap pelajar disaksikan oleh Pemegang Amanah dan Pengarah Kumpulan Lion, Encik CS Tang; Pengarah Sumber Manusia, Encik Suresh Menon; dan ibu bapa serta ahli keluarga pelajar. Ini merupakan tahun ke-23 berturut-turut di mana LPF menganugerahkan biasiswa kepada mereka yang layak bagi

meringankan beban kewangan mereka supaya dapat memberi sepenuh tumpuan kepada pelajaran dan menyertai aktiviti yang dapat membina kualiti kepimpinan mereka. Bahagian latihan Kumpulan, CeDR Corporate Consulting akan memberi bimbingan dan panduan dalam bidang pembangunan peribadi, pengurusan dan kerja berpasukan kepada para pelajar ini semasa cuti semester mereka.

Setakat ini, LPF telah menaja seramai 388 pelajar melalui pelbagai program penajaan bernilai RM8.4 juta dan menyumbang sejumlah RM17.2 juta lagi kepada kerja amal lain, menjadikan jumlah sumbangan sebanyak RM25.6 juta.

## 金狮百盛基金颁发奖学金

2013年7月22日，金狮百盛基金颁发总值56万令吉奖学金予14名优秀学生，进入本地大学深造。奖学金申请的审核标准，是根据申请者的学术表现、课外活动及领导素质。

基金主席潘斯里陈秋霞颁发每年1万令吉奖学金予每位学生，在场见证者包括基金信托人兼金狮集团董事陈怀安、集团人力资源部总监Mr Suresh Menon及学生家属。这已是基金第23周年颁发奖学金予出色学生，帮助他们免受经济

束缚，以便能专心于学业及多参与活动，发展领导素质。金狮集团的培训部门，CeDR企业咨询公司将会在学期休假时，引领及指导受赞助的学生在个人发展、管理和团队工作的领域上实习。

金狮百盛基金至今已通过各项赞助计划资助388名学生，共计840万令吉。此外，基金也捐献1千720万令吉作为其他慈善用途。迄今，总捐献款项达2千560万令吉。

# CNY CALLIGRAPHY CHARITY SALE

Lion-Parkson Foundation (LPF) successfully raised RM1,008,000 from its 4-year Chinese New Year Calligraphy Exhibition cum Charity Sale to assist needy students in 4 independent schools in Kuala Lumpur namely Kuen Cheng High School, Confucian Private Secondary School, Tsun Jin High School and Chong Hwa Independent High School.

A mock-cheque for the amount was presented by LPF Chairman, Puan Sri Chelsia Cheng to the students from the schools witnessed by LPF Trustees, Dr Yulduz Emiloglu and Dr Chua Siew Kiat on 4 July 2013.

An Incentive Award of RM20,000 was given to Tsun Jin High School's students who achieved the highest

sales from their calligraphy pieces in Parkson stores in 2013 while Kuen Cheng High School's students received the Initiative Award worth RM10,000 for their additional fund raising efforts within the school. To date, the Foundation has helped 315 students from the 4 schools to pay for their education fees.

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## EDITOR'S MESSAGE

As in the past 22 years, once again our Lion-Parkson Foundation (LPF) awarded scholarships to bright young Malaysians pursuing their first degree in the local universities. The awards represent our Lion Group's commitment to education and nation building through the pursuit of academic excellence.

LPF is also extending a helping hand to the needy students in four independent schools. From the four-year Calligraphy Charity Sale organised by LPF and the schools with the support of Parkson department stores, a total of RM1,008,000 was raised and the proceeds used to pay for the students' education fees.

Quoting a Chinese proverb, "If you give a man a fish you feed him for a day. If you teach a man to fish you feed him for a lifetime", we believe that education is the catalyst for change and a sound education will better equip a person to bring about positive changes to his life, his community and the nation.

Learning is an on-going process that continues wherever we are, including at the workplace. Staff training and development programmes provide opportunities for learning new skills, upgrading and enhancing existing ones and keeping abreast of current ideas and technological changes. Soft skills are also imparted such as interpersonal and communication skills, teamwork, coaching and mentoring amongst others.

All these events and activities involving our companies and staff are featured in the following pages. Happy reading.

## UTUSAN PENGARANG

Seperti 22 tahun yang lalu, sekali lagi Yayasan Lion-Parkson Foundation (LPF) menganugerahkan biasiswa kepada remaja Malaysia yang cemerlang untuk mengikuti pengajian ijazah pertama mereka di universiti-universiti tempatan. Anugerah ini merupakan komitmen Kumpulan Lion untuk bidang pendidikan dan pembangunan negara dalam usaha mencapai kecemerlangan akademik.

LPF juga menghulurkan bantuan kepada para pelajar yang memerlukan di empat buah sekolah bebas. Menerusi Jualan Amal Kaligrafi yang berlangsung selama empat tahun, anjuran bersama LPF dan sekolah-sekolah tersebut dengan sokongan stor-stor Parkson, sejumlah RM1,008,000 telah dipungut dan digunakan untuk membayar yuran pengajian pelajar.

Memetik pepatah Cina, "Jika anda memberi seseorang seekor ikan, ia hanya dapat dinikmati selama sehari. Tetapi, jika anda mengajarnya cara menangkap ikan, seumpama anda memberinya makanan seumur hidup", kami percaya bahawa pendidikan adalah pemangkin untuk perubahan dan dengan memiliki pendidikan yang mantap akan membolehkan seseorang itu membawa perubahan positif kepada kehidupan, masyarakat dan negara.

Pembelajaran adalah satu proses yang berterusan walau di mana kita berada, termasuk di tempat kerja. Program latihan dan pembangunan kakitangan membuka peluang untuk mempelajari kemahiran baru dan meningkatkan pengetahuan sedia ada seiring perkembangan pemikiran dan perubahan teknologi. Kemahiran insaniah juga diterapkan seperti kemahiran interpersonal dan komunikasi.

Semua peristiwa dan aktiviti yang melibatkan syarikat-syarikat dan warga kerja kita dipaparkan dalam muka surat berikut. Selamat membaca.

## STEEL DIVISION CONTRIBUTES TO LOCAL COMMUNITY



- ▶ Representatives from the villages and schools with Mr Paul Chan, COO Megasteel (seated 6th from left); Encik Saiful Bahari Roslan (on Mr Chan's left); followed by Mr Pong Chung Kuan - GM Amsteel Banting; Ir Haji Sabrudin Suren - Steel Division Committee Relations Chairman; Mr Lee Weng Lan - GM Megasteel; Captain Tang Jing Perng - GM Lion Waterway; Mr Wong Wing Kiong - SM Singa Logistics and Encik Abu Talip - AGM Amsteel Banting (3rd from left).
- ▶ Wakil daripada kampung dan sekolah bersama Encik Paul Chan, Ketua Pegawai Operasi Megasteel (duduk 6 dari kiri); Encik Saiful Bahari Roslan, (sebelah kiri Encik Chan); diikuti Encik Pong Chung Kuan - GM Amsteel Banting; Ir Haji Sabrudin Suren - Pengerusi Perhubungan Komuniti Bahagian Besi; Encik Lee Weng Lan - GM Megasteel; Kapten Tang Jing Perng - GM Lion Waterway; Encik Wong Wing Kiong - SM Singa Logistik dan Encik Abu Talip - AGM Amsteel Banting (3 dari kiri).

In conjunction with the Hari Raya Aidil Fitri celebration, the Steel Division companies in Lion Steel Complex presented contributions to 13 schools and 11 villages from Kampung Mukim 12 in Banting and Kuala Langat

Districts, witnessed by Encik Saiful Bahari Roslan, Kuala Langat Assistant District Officer (Development) on 25 July 2013. The contributions are part of the Steel Division companies' corporate responsibility initiatives.

## STEEL DIVISION SPORTS & RECREATION CLUB INTER-COMPANIES BADMINTON TOURNAMENT

Steel Division Sports and Recreation Club Advisor, Ir Dr Loh Fook Guan officiated the Inter-Companies Badminton Tournament held recently. 48 people participated in the tournament and the winners are as follows :

### MEN'S CATEGORY



#### CHAMPION - MEGASTEEL

KAMAL ARIFFIN B. KARIM & JASMIN AZHAR OSMAN



#### 1<sup>ST</sup> RUNNER UP - MEGASTEEL

KHAIRUL ABDUL KADIR & MOHD NAZLI NAIM



#### 2<sup>ND</sup> RUNNER UP - AMSTEEL II

MOHAMAD NAZERI B. TUGINO & MOZAIID B. MOKSIN

### WOMEN'S CATEGORY



#### CHAMPION - AMSTEEL II

SITI DARYANEE BT MOHD PERO & ANG SIEW FANG



#### 1<sup>ST</sup> RUNNER UP - MEGASTEEL

TAN POH SEE & ANG CHUI PING



#### 2<sup>ND</sup> RUNNER UP - MEGASTEEL

LIEW YIN NG & PHUNSAI YE

### VETERANS' CATEGORY



#### CHAMPION - BRIGHT STEEL

IDROS B. ABD RAZAK & ZAINUDDIN B. RUSTAM



#### 1<sup>ST</sup> RUNNER UP - LION STEELWORKS

ISMAIL B. IBRAHIM & MAT ASRI B. CHE MUSA



#### 2<sup>ND</sup> RUNNER UP - MEGASTEEL

MOKHSIN B. MOKHTAR & NORHARLI B. HITAM



## AMSTEEL KLANG'S DIARY

### ISO 14001 APPRECIATION DINNER



About 100 steering and working committee members from Amsteel Klang and Banting were feted to a dinner in appreciation of their efforts and contribution towards the achievement of the ISO 14001 certification for Amsteel Mills.

At the dinner, a quiz session was conducted by Environment Management Representatives, Mr Cheng Kok Ann and Mr Yee Sen Tat to test the members' knowledge.

## BLOOD DONATION & HEALTH SCREENING CAMPAIGN

Amsteel Klang in collaboration with Lions Club of Kuala Lumpur Pantai Hills, National Blood Bank and AGIH Laboratories Medical Sdn Bhd organised a Blood Donation and Health Screening Campaign on 4 July 2013.

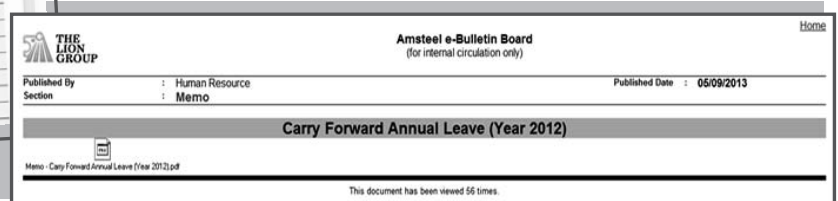
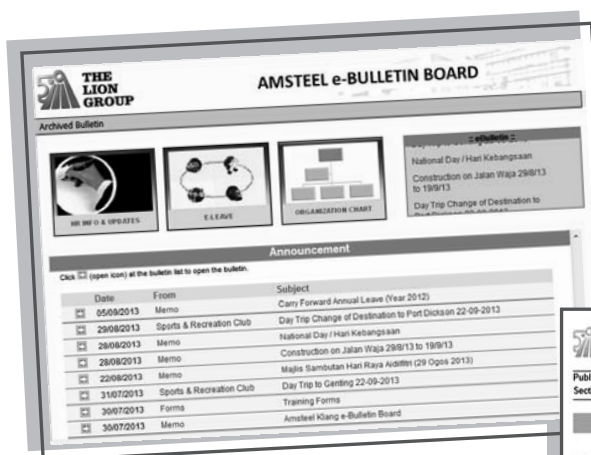
Many employees donated blood in aid of the National Blood Bank and took the opportunity to undergo the free health screenings available. There was also a health talk on "Colon Cancer" by Consultant General Surgeon of Pantai Klang Specialist Medical Centre, Dr Lam Yeaw Fah who stressed on the importance of seeking immediate treatment if symptoms persist to avoid future complications.

The campaign was also extended to employees of companies based in Bukit Raja i.e Bright Steel, Singa Logistics, Lion Steelworks and Lion Trading & Marketing.



## AMSTEEL E-BULLETIN BOARD

Amsteel Klang Operations launched its e-bulletin board on 1 August 2013 to keep all employees informed and in touch with events and issues of interest. It also serves as a platform for the HR department to publish the latest memorandum, newsletter, forms etc for employees' easy accessibility. The e-bulletin also enables plant employees to access the Online Leave System to apply for leave.



## BRIEFING ON ONLINE LEAVE APPLICATION



On 26 August 2013, Ms Ng Soo Bee of HR Department conducted a briefing on the various features and functions of the Online Leave System for staff at Supervisory level and above. Ms Agnes Soo and Ms Cynthia Chee from IT Department were also present to address any technical issues posed by the users.

## AMSTEEL KLANG'S DIARY

### HARI RAYA CELEBRATION 2013

**A**msteel Klang held its Hari Raya Open House on 29 August 2013. Staff were treated to an array of delicious fare.

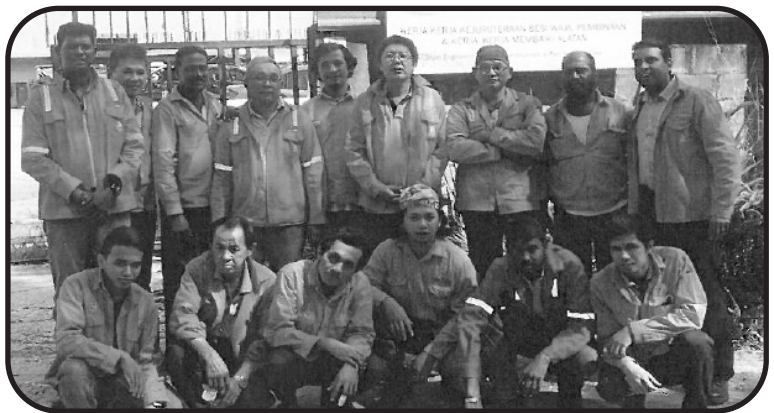


### EPF ROADSHOW

**O**n 19 August 2013, Amsteel Klang invited Employees Provident Fund (EPF) to set up an i-Kiosk to enable employees to open i-Account to keep track of their EPF accounts online. Many took the opportunity to seek advice on EPF withdrawals and nominate their beneficiaries.

### VISIT TO ORIGEN

**12** technicians from Central Engineering Department, led by Senior Executive - Mechanical, Mr Chandramohan visited Origen Engineering Workshop in Balakong on 12 July 2013. They were briefed by Origen Works Director, Mr Hew Kim Fatt on the various machines used by the company.



### MEETING ROOM & CENTRO CAFÉ

**I**n efforts to create a more conducive and pleasant working environment, Amsteel Klang has renovated Meeting Room 130 and its in-plant canteen, Centro

Café. The new look in the meeting room and café offers employees a better and brighter ambience for work and relaxation respectively.





## HAPPENINGS @ AMSTEEL BANTING HEALTH SCREENING CAMPAIGN



As part of its continuous commitment in promoting a healthy lifestyle, Amsteel Banting organized a Health Screening Campaign on 21 and 22 August 2013 jointly organised by Lions Club of Kuala Lumpur Pantai Hills, National Blood Bank, Top Vision Eyes Specialist Centre, AGIH Medical Laboratories Sdn Bhd, Pantai Klang Specialist Medical Centre, Beacon Hospital, National Transplant Resource Centre, Perfect ENT Hearing & Speech Centre Sdn Bhd and Captivate Sdn Bhd.

About 350 employees including from other Steel Division companies in Lion Steel Complex took the opportunity to undergo the free screening services offered while 166 people donated blood in aid of the National Blood Bank.

There were also health talks on "How to Maintain a Healthy Diet" and "Organ Donation in Malaysia" presented by AGIH Medical Laboratories Sdn Bhd and National Transplant Resource Centre respectively.

## TALK ON FIRE SAFETY AND PREVENTION



In view of the increasing number of fire incidents nowadays, Amsteel Banting's Human Resource & Administration Department with the collaboration of its Safety, Health & Environment Section invited Malaysia Fire Prevention Centre (FPC) for a talk on Fire Safety and Prevention on 2 August 2013.

The objective of the talk was to create greater awareness on fire hazards and their preventive measures including safety techniques in the event of a fire. About 150 staff attended the talk conducted by FPC Senior Trainer, Ms Anne Cheng.

## ZAKAT FITRAH COUNTER



Amsteel Banting invited Lembaga Zakat Selangor to set up a "Zakat Fitrah" counter to facilitate its Muslim staff to fulfil their obligation of paying tithe in the holy month of Ramadan on 29 and 30 July 2013.

It is mandatory for Muslims to pay their *zakat fitrah* and about 300 staff took the opportunity to fulfil their obligations.



## MEGASTEEL UPDATE

### FIRST LUNCH & LEARN

On 9 July 2013, Megasteel Sdn Bhd organised its first Lunch & Learn session with a talk entitled “*Jagalah Tulang Anda*” by a nutritionist from Anlene Milk. Staff took the opportunity to check their bone density conducted by Anlene.



► Staff checking their bone density (left) and sampling the Anlene milk.  
 ► Kakitangan membuat ujian ketumpatan tulang (kiri) dan merasai susu Anlene.

## VISIT BY MIDA

Malaysian Investment Development Authority (MIDA) officers visited Megasteel for a familiarization tour on 3 July 2013.

They were briefed on Megasteel's operations by Marketing Department Senior Manager, Encik Nazri Azizan and taken on a plant tour.



## ANTARA STEEL MILLS NEWS

### RAMADHAN ACTIVITIES

In conjunction with the holy month of Ramadhan, Badan Kebajikan Islam Antara (BKIA) organised the following events:



A religious talk on the blessings in Ramadhan by Ustaz Halim Din was held on 16 July 2013.



A “*zakat fitrah*” counter was set up on 16 and 30 July 2013 to facilitate Muslim staff to fulfil their obligations.



On 26 July 2013, BKIA distributed “*bubur lambuk*” to about 500 members to break fast.

## ANTARA STEEL MILLS NEWS

### SIGNING OF COLLECTIVE AGREEMENT



- ▶ Antara Steel management, Union members and Heads of Dept after the signing of the 2013 Collective Agreement.
- ▶ Pihak pengurusan Antara Steel, Union dan ketua-ketua jabatan yang hadir memeriahkan lagi majlis ini.

Antara Steel Mills Sdn Bhd signed its 2013 Collective Agreement (CA) with the Metal Industry Employees Union (MIEU) on 22 August 2013.

Antara was represented by its Executive Director, Mr Eric Cheng; General Manager, Encik Rahmat

Ibrahim; HR Manager, Mr Tan Boon Min and Group IR/ER Senior Manager, Mr Vasu Palanisamy while MIEU was represented by Chairman - Works Committee, Encik Mohamad Ahad Hassan and Secretary - Works Committee, Cik Maizatul Akmar Manan; witnessed by Antara's Accountant, Mr Chua Tong So.



- ▶ Exchange of documents between Mr Eric Cheng (left) and Encik Mohamad Ahad (right) to seal the Agreement.
- ▶ Encik Eric Cheng (kiri) dan Encik Mohamad Ahad (kanan) bertukar Perjanjian Bersama sebagai tanda perjanjian termeterai.

## ISO 9001 : 2008 SURVEILLANCE AUDIT BY SIRIM



- ▶ Auditing session in progress at Antara Steel Mills.
- ▶ Sesi audit berlangsung di Antara Steel Mills.

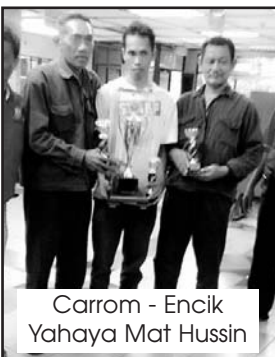
Antara Steel Mills has successfully maintained its ISO 9001 : 2008 certification after a two-day audit by SIRIM's auditors on 26 and 27 August 2013.

Led by General Manager, Encik Rahmat Ibrahim; Internal Quality Auditor Encik Zakaria Mahat, and the owners of the company's Operating Procedures and Quality System Procedures, everyone gave their full cooperation to SIRIM's auditors, Encik Ab Latip Kamarulzaman and Puan Haniza Husin.

## GAMES COMPETITION

About 200 employees participated in the Carrom, Chess, Dart, Dam Ular and Dam Aji competitions organised by Antara Steel Mills Recreational Club on 6 July 2013.

The winners were:



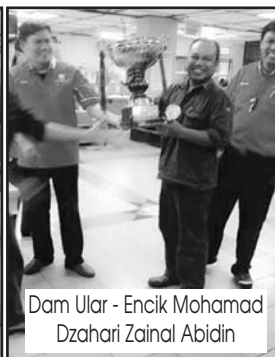
Carrom - Encik Yahaya Mat Hussin



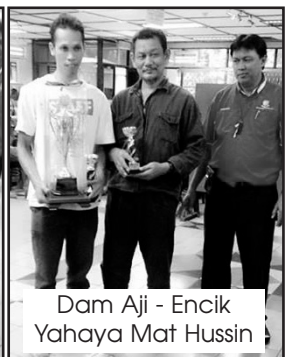
Chess - Encik Mohd Haydir Zulkefli



Dart - Encik Mohd Helmi Abu Rasip



Dam Ular - Encik Mohamad Dzahari Zainal Abidin



Dam Aji - Encik Yahaya Mat Hussin



# MAHKOTA HOTEL MELAKA

## MAJLIS BERBUKA PUASA

**M**ahkota Hotel Melaka feted 29 children and five teachers from Pertubuhan Kebajikan Anak-anak Yatim Islam Daerah Jasin to a sumptuous 'buka puasa' on 23 July 2013.

Hotel General Manager, Mr Edward Lau and Human Resources Manager, Encik Raja Rahim presented packets of cookies and 'duit raya' to the children.



- The children enjoying the sumptuous 'buka puasa' (left) and receiving 'duit raya' from Mr Edward Lau (right).
- Anak-anak menikmati juadah berbuka puasa (kiri) dan menerima duit raya daripada Encik Edward Lau (kanan).

# HI-REV DEALERS' GATHERING

**P**osim Petroleum Marketing Sdn Bhd organised a dinner gathering for Hi-Rev lubricants dealers at Genting Highlands on 14 July 2013.

The 1500 dealers present had the opportunity to participate in pre-dinner games such as Looping Hi-Rev Bottles, Guess the Number of Hi-Rev Bottles in the Car, and Unlocking the Polaris Safe, a security product from Lion Steel Works, and walked away with fabulous prizes.

In his welcoming speech, Executive Director, Mr Ngan Yow Chong thanked all the dealers for their loyalty to the company throughout the years and congratulated the high achievers on their performance. He also announced that year 2014 will be another milestone for the company and the dealers as Hi-Rev will be celebrating its 20<sup>th</sup> anniversary.

Group Executive Chairman, Tan Sri William Cheng who was present at the dinner gave away the prizes to the winners of the Gangnam contest which was opened to the dealers' family members.

Taiwanese songbird Long Piao Piao and Singaporean artistes Chen Chien Ping and Jessie Yeong entertained everyone with their performances.



- Tan Sri William Cheng (5th from left) and Mr Ngan Yow Chong (6th from left) and Posim management in a toast to Hi-Rev dealers.
- Tan Sri William Cheng (5 dari kiri) dan Encik Ngan Yow Chong (6 dari kiri) dan pengurusan Posim tengah 'toast' dengan para pengedar Hi-Rev.



# ANNUAL DINNER CUM AGM

Some 220 Posim staff from the Shah Alam Head Office and its branches had a great time at the company's annual dinner cum Sports Club AGM recently. Themed Posim Rocks, they were entertained by Radius Live Band with continuous rock music, staff performances and games.

Posim Executive Director, Mr Ngan Yow Chong in his speech

urged everyone to work together as a team for the betterment of the company and to strive for self-improvement.

He also thanked the outgoing Sports Club committee led by Mr Kenny Chua for their contribution in the last two years and welcomed the new committee under its new President, Mr Tin Poi Sing.



# JAMUAN SAMBUTAN PUASA

POSIM's Sports and Recreation Club organised a potluck luncheon to welcome the fasting month as well as to update its members on upcoming event, and activities, on 8 July 2013.

Everyone chipped in for the preparation of the food and drinks and enjoyed themselves tucking in as one big happy family.



- Happy faces at the potluck luncheon.
- Wajah-wajah riang di majlis jamuan tengahari.



- So much food; where do we start?
- Begitu banyak makanan; mana kita bermula?

# HARI RAYA HI-TEA

On 20 August 2013, the Muslim staff in Posim organised a simple hi-tea with cookies and other delicacies, and "kuih ketayap" courtesy of Mr Kenneth Er to celebrate Hari Raya with their colleagues. Teh tarik was provided courtesy of the Sports and Recreation Club.



# OPENING OF DATONG PARKSON

**D**atong Parkson situated at the intersection of Ying Bin Street and Yong Tai Nan in Shanxi Province, was opened on 12 July 2013.

The newest Parkson store in China is strategically positioned to cater for medium to high consumers' needs with popular brands offered. With a retail area of 40,005 square meters over 5

levels, Datong Parkson offers a huge selection of the latest fashion and other merchandise in line with its philosophy of "joy, health, energize and fashion" for all walks of life.



## & PANZHIHUA PARKSON

**P**anzhihua Parkson, the first international shopping mall in Panzhihua city in Sichuan Province was opened on 29 July 2013.

With a retail space of 35,133 square meters over 6 levels, the store is a one-stop centre for leisure, entertainment, fashion and shopping with branded and up-to-date merchandise catering

for shoppers from all lifestyles.

With the two newly opened stores, Parkson China now has 57 stores in 37 cities in 23 provinces.



## SECOM

## 2013/2014 KICK-OFF MEETING

More than 80 management and staff of Secom (Malaysia) Sdn Bhd attended the 2013/2014 Kick-Off Meeting on 15 July 2013 where department representatives presented their departments' focus and targets.

General Manager/Director, Mr Kenji Ishida, in his opening speech stressed on "What Matters Most This Year?"-TO BE TRUSTED and highlighted the 3 main components of TRUST:

1. Not given but earned. Not by words, but by action
2. Secom's Philosophy: Commitment to TA DA SHI SA:
  - To do the right thing for society
  - To be sincere, honest, fair, responsible
3. Be evaluated as "doing meaningful business"

Mr Ishida also set the target revenue of RM100 million for the company by year 2017/2018 and urged everyone to give their full commitment in achieving this target.

Director/Advisor, Mr Frankie Chai in his message on Life Improvement and Food for Thought shared the following:

1. Sometimes people don't notice the THINGS we do for them, until we STOP doing it
2. Every day may not be good, but there is something good in every day
3. Never forget 3 types of people in your life:
  - Who helped you in your difficult times
  - Who left you in your difficult times
  - Who put you in difficult times

## CORPORATE

## UPDATE

## LUNCH &amp; LEARN:

## CRIME PREVENTION AND SURVIVAL PROGRAMME

Group HR Division invited Captain K. Balasubramanian from Code Red Survival Academy to speak on "Crime Prevention & Survival Programme" for the latest Lunch & Learn Session in the Head Office on 22 August 2013.

Captain Bala is a well-known safety activist who has been involved in safety, emergency and disaster operations for the past 18 years and has extensive experience (both local and international) in leading an independent Search, Rescue and Relief Team during major disasters or crises.

He stressed that it is crucial to stay alert at all times and shared the following safety tips amongst others:

**At the ATM**

- Use your ring finger to key in your PIN, so that that the rest of the fingers will cover the keypad.

**In a taxi**

- Pretend to make a phone call to your friend/relative informing them where you are, what time you are expected to reach your destination, the colour of the taxi and its registration number. Speak loudly for the driver to hear.

**If you are home alone**

- Do get some men's clothing and shoes. Hang them out with your laundry. Leave the men's shoes outside your house.

- Do be suspicious if you receive a call that seems to have gotten the wrong number.
- If you husband travels regularly, drive his car when he is not around as opportunists will otherwise notice that his car is in the same spot for several days.
- Check your mail to ensure that they don't go missing as there may be people preying on your personal information.

**If you have children**

- Tell them not to post photos of your new cars on Facebook.
- Never reveal that they are home alone or their parents are away.

**Important telephone contact**

- Get the telephone number of the police station in your area and call the number in an emergency.



- ▶ Captain Bala with 'victim' Melissa in a safety demonstration.
- ▶ Kapten Bala dengan 'mangsa' Melissa dalam demonstrasi keselamatan.

- ▶ Staff listening intently to Captain Bala's talk (top photo) and taking a closer look at the safety equipment and devices he brought along (inset).
- ▶ Kakitangan mendengar ceramah Kapten Bala (gambar atas) dan melihat dengan lebih dekat peralatan keselamatan yang dibawa bersama (gambar kecil).







# 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

## CONTINUOUS LEARNING IN WORKPLACE



Learning does not stop after university or college education because learning continues on into the work environment. **Continuous Learning** is the ability to learn to upgrade skills and increase knowledge. It is not necessarily attending a formal learning programme as at the workplace, continuous learning involves experience, practices, policies, participation in seminars, workshops, conferences etc.

Nowadays continuous learning such as coaching, mentoring, and discussion forum, is common at the workplace. All these support an employee in learning new tasks, through observing other employees at work, providing feedback and facilitating them to enhance performance, correcting deficiencies, developing new skills through on-the-job training and providing ongoing support, advice and career direction to an employee. It is also used to retain and prepare individuals for a new job or function and develop individuals who have shown high potential in leadership responsibilities.

Continuous learning is important for short and long term success of both employees and organizations.

### Benefits for the employee:

- Improved employee performance; as the more they learn about something, the better they will be at it.
- Increase value-added to employee; and contribute to the success of the organization.
- More career flexibility; easier for the employee to move in new directions if needed within or outside the organization.
- High self-esteem and motivation; be a better employee in the process.
- More creativity; possess knowledge and experience to generate ideas.



### Benefits for an organization:

- Encourages knowledge creation
- Fosters knowledge sharing
- Builds innovation and best practices
- Helps to discover hidden knowledge and expertise
- Reduces "relearning"
- Promotes a sense of "team"
- Contributes to business success



### Learning at the workplace:

- Learning occurs as a part of everyday work processes and activities, and produces mainly implicit or tacit knowledge, through activities related to work (mentoring, intentional practising of certain skills or tool use)
- Organised training and learning activities to generate explicit, formal knowledge and skills.
- Self learning - through online and reading work-related articles, watching instructional videos/clips
- Discussing a review/article/innovative idea/brainstorm solution with immediate superior or colleagues.
- Group work to solve problems/roadblock/barrier.

### References:

Continuous Learning - Human Resource Management for Employers:

[http://www.jobsetc.gc.ca/pieces1.jsp?category\\_id=2825&root\\_id=2821](http://www.jobsetc.gc.ca/pieces1.jsp?category_id=2825&root_id=2821), Facilitating Continuous learning: A review of research and practice on individual learning capabilities and organizational learning environments, Smita Jain & Trey Martindale Instructional Design and Technology University of Memphis, Memphis, TN, 38152, Perspectives into learning at the workplace: University of Jyväskylä, Institute for Educational Research, PO Box 35, 40014 Jyväskylä, Finland.

## TEACHER-CENTERED OR LEARNER-CENTERED EDUCATION

When planning and conducting employee training, the question that the HR has to conscientiously ask is "Which mode of education is the best: Teacher-Centered or Learner-Centered?"

It is imperative that the learner be accommodated to receive the best method that engages them and at the same time thrusts them on a journey of discovery. Teacher-Centered education is deemed the "old-school" way of education whereas Learner-Centered education is commonly acknowledged as the new way of doing things. When considering their approach to instruction, many people have a specific idea of which type of education is best; there are both advantages and disadvantages to each approach. Below is a description of each approach, along with a breakdown of the different concepts.



### Comparison of Teacher-Centered and Learner-Centered Paradigms

Teacher-Centered Paradigm	Learner-Centered Paradigm
Knowledge is transmitted from teacher to learners	Learners construct knowledge through gathering and synthesizing information and integrating it with the general skills of inquiry, communication, critical thinking, problem solving and so on
Learners passively receive information	Learners are actively involved
Emphasis is on acquisition of knowledge outside the context in which it will be used	Emphasis is on using and communicating knowledge effectively to address enduring and emerging issues and problems in real-life contexts
Teacher's role is to be primary information giver and primary evaluator	Teacher's role is to coach and facilitate Teacher and learners evaluate learning together
Teaching and assessing are separate	Teaching and assessing are intertwined
Assessment is used to monitor learning	Assessment is used to promote and diagnose learning
Emphasis is on right answers	Emphasis is on generating better questions and learning from errors
Desired learning is assessed indirectly through the use of objectively scored tests	Desired learning is assessed directly through papers, projects, performances, portfolios, and the like
Focus is on a single discipline	Approach is compatible with interdisciplinary investigation
Culture is competitive and individualistic	Culture is cooperative, collaborative, and supportive
Only learners are viewed as learners	Teacher and learners learn together

### Teaching-Centered vs. Learning-Centered Instruction

Concept	Teacher-Centered	Learner-Centered
Teaching goals	<ul style="list-style-type: none"> <li>Cover the discipline</li> </ul>	<ul style="list-style-type: none"> <li>Learners learn:               <ul style="list-style-type: none"> <li>How to use the discipline</li> <li>How to integrate disciplines to solve complex problems</li> <li>An array of core learning objectives, such as communication and information literacy skills</li> </ul> </li> </ul>
Organization of the curriculum	<ul style="list-style-type: none"> <li>Courses in catalog</li> </ul>	<ul style="list-style-type: none"> <li>Cohesive program with systematically created opportunities to synthesize, practice, and develop increasingly complex ideas, skills, and values</li> </ul>
Course structure	<ul style="list-style-type: none"> <li>Teachers cover topics</li> </ul>	<ul style="list-style-type: none"> <li>Learners master learning objectives</li> </ul>
How learners learn	<ul style="list-style-type: none"> <li>Listening</li> <li>Reading</li> <li>Independent learning, often in competition for grades</li> </ul>	<ul style="list-style-type: none"> <li>Learners construct knowledge by integrating new learning into what they already know</li> <li>Learning is viewed as a cognitive and social act</li> </ul>
Pedagogy	<ul style="list-style-type: none"> <li>Based on delivery of information</li> </ul>	<ul style="list-style-type: none"> <li>Based on engagement of learners</li> </ul>
Course delivery	<ul style="list-style-type: none"> <li>Lecture</li> <li>Assignments and exams for summative purposes</li> </ul>	<ul style="list-style-type: none"> <li>Active learning</li> <li>Assignments for formative purposes</li> <li>Collaborative learning</li> <li>Community service learning</li> <li>Cooperative learning</li> <li>Online, asynchronous, self-directed learning</li> <li>Problem-based learning</li> </ul>
Course grading	<ul style="list-style-type: none"> <li>Teachers as gatekeepers</li> <li>Normal distribution expected</li> </ul>	<ul style="list-style-type: none"> <li>Grades indicate mastery of learning objectives</li> </ul>
Teacher's role	<ul style="list-style-type: none"> <li>Sage on the stage</li> </ul>	<ul style="list-style-type: none"> <li>Designer of learning environments</li> </ul>
Effective teaching	<ul style="list-style-type: none"> <li>Teach (present information) well and those who can, will learn</li> </ul>	<ul style="list-style-type: none"> <li>Engage learners in their learning</li> <li>Help all learners master learning objectives</li> <li>Use classroom assessment to improve courses</li> <li>Use program assessment to improve programs</li> </ul>

### Making a Decision

The simple breakdown above actually resolves the question of which would be the best method. In most cases, it is best for teachers to use a combination of approaches to ensure that all learner needs are met. When both approaches are used together, learners can enjoy the positives of both types of education. Instead of getting bored with teacher-centered education or losing sight of their goals in a completely learner-centered classroom, pupils can benefit from a well-balanced educational atmosphere. Thus it is imperative that we make the most of the brief time we have with our employees in training. Don't do things just because "That's the way we've been doing it since...", but rather figure out the most effective way to reach deep into their minds and turn the switch on.

Remember, there is no greater responsibility that being a teacher or trainer for what we impart will be forever perpetuated by the individual thought. We will only get that one chance to change a life... make it count.

# KEEPING YOU IN VIEW



My plane is going to fly the highest...

(MPI- Industrial Engineering, 3 & 4 July 2013  
at CeDR Corporate Consulting Sdn Bhd)



The difference between men and women at work... their style

(Meet The Lion Circle & KRA  
Writing, May 2013  
CeDR Corporate Consulting Sdn Bhd)



Ok people, if you can find the car, you can keep it...

(Solving Problem Innovatively, Festival Mall, Setapak)



You jump, I jump...

(Strategy Business Meeting 2013  
CeDR Corporate Consulting Sdn Bhd)



## 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: 30/10/2013.



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

-Kalau masih membatu juga lepas 10 minit, cepat tel 999, bomba, polis, ambulan, askar, sekuriti segala. Kecemasan terlampau ni.

Submitted by **Junaidah Abdul Mutalip** (Head Office - IT Dept)

-Nampak macam kenalnya... You ni pelakon dari "Phantom of the Opera"... boleh dapat anugerah...

Submitted by **Daniel Chew Wai Huan** (Head Office - Share Registration Dept)

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

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



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<b>RM109<sup>90</sup></b> NP: RM219.90	<b>RM169<sup>90</sup></b> NP: RM379.90	<b>RM179<sup>90</sup></b> NP: RM359.90	<b>RM75<sup>90</sup></b> NP: RM129	

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Collect 15 redemption stamps (or 10 if you are a BonusLink Member or Citibank Cardmember).

Redeem up to 4 combinations of Tefal Titanium Signature at a special price.



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Citibank is only a credit card issuer and not an agent to Parkson Corporation Sdn. Bhd. The use and consumption of the products above are in accordance to instructions and customers may consult Parkson Corporation Sdn. Bhd. for more details.



\*Terms & Conditions apply. All offers valid while stocks last. Receipts for the redemption of goods cannot be used to claim further stamps. Redemption stamps will be issued till 31 March 2014. Product redemptions can be made till 13 April 2014. Excludes purchase of Parkson Gift Vouchers / Parkson Gift Cards and Purchase with Purchase items.

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