

Lion Today

VOL. 26 NO. 2 MARCH / APRIL 2014 FOR INTERNAL CIRCULATION ONLY www.lion.com.my

OPENING OF PARKSON NU SENTRAL



Visit by Badan Koordinasi Penanaman Modal, Indonesia

- ▶ Participation In Career Fair
- ▶ Hi-Rev Technical Conference
- ▶ What is STAR Competency Framework?
- ▶ Increasing Leadership Effectiveness

OPENING OF PARKSON NU SENTRAL



- Ms Natalie Cheng speaking at the opening of the store.
- Cik Natalie Cheng berucap di upacara pembukaan gedung.



- From left / Dari kiri: Mr Choo Swee Hin, Senior Store Manager of Parkson Nu Sentral; Mr Fang Teck Cheong, Operations Manager; Mr Loh Chai Hoon, General Manager of Operations; Mr Raymond Teo; Puan Sri Chelsia Cheng; Encik Mohd Imran Datuk Mohamad Salim; Ungku Suseelawati Ungku Omar and Ms Natalie Cheng at the launch of the new Parkson store.



- The youthful, hip and urban interior.
- Bahagian dalam yang bercitarasa muda, ranggi dan moden.



PARKSON NU SENTRAL - THE NEW STYLE SENTRAL

Parkson Nu Sentral, the 39th Parkson store in Malaysia, located at the new mall, Nu Sentral which is situated in KL Sentral - Malaysia's largest travel-and-transit hub was opened on 29 March 2014.

About 500 guests attended the opening ceremony of the store including Puan Sri Chelsia Cheng, Chairman of Lion-Parkson Foundation & wife of Group Executive Chairman, Tan Sri William Cheng; Encik Mohd

Imran Datuk Mohamad Salim, Group Chief Operating Officer of Malaysian Resources Corporation Berhad and Ungku Suseelawati Ungku Omar, Executive Director of DTZ Nawawi Tie Leung Property Consultants with Parkson Corporation's Chief Operating Officer, Mr Raymond Teo; General Manager of Merchandising, Ms Natalie Cheng, and management staff.

In her opening speech, Ms Natalie Cheng shared how Parkson pitched

and won the department store anchor tenant spot in the mall.

For this new store, Parkson has taken a different direction from the premier-positioned stores namely Parkson Pavilion, Parkson KLCC, Parkson 1Utama and Parkson Gurney Plaza in Penang and has angled the store to be more youthful, hip, urban and edgy for the community within and around KL Sentral. There is much to be seen and discover in this over 100,000 sq ft of modern shopping haven.

PARKSON NU SENTRAL - GEDUNG TERBARU

Parkson Nu Sentral, gedung Parkson ke-39 di Malaysia, yang terletak di pusat membeli-belah baru, Nu Sentral di KL Sentral, sebuah hab pelancongan dan transit terbesar di Malaysia telah dibuka pada 29 Mac 2014.

Kira-kira 500 tetamu telah menghadiri majlis perasmian gedung termasuk Puan Sri Chelsia Cheng, Pengerusi Yayasan Lion-Parkson & isteri Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng; Encik Mohd Imran Datuk Mohamad Salim, Ketua

Pegawai Operasi Kumpulan Malaysian Resources Corporation Berhad dan Ungku Suseelawati Ungku Omar, Pengarah Eksekutif DTZ Nawawi Tie Leung Property Consultants Sdn Bhd serta Ketua Pegawai Operasi Parkson Corporation Sdn Bhd, Encik Raymond Teo; Pengurus Besar Merchandising, Cik Natalie Cheng dan kakitangan pengurusan.

Dalam ucapannya, Cik Natalie Cheng berkongsi bagaimana Parkson membida dan memperolehi tempat sebagai penyewa

utama di pusat membeli-belah Nu Sentral.

Untuk gedung baru ini, Parkson telah mengambil pendekatan yang berbeza dari gedung-gedung utama seperti Parkson Pavilion, Parkson KLCC, Parkson 1Utama dan Parkson Gurney Plaza di Pulau Pinang. Parkson Nu Sentral disasar menjadi lebih muda, ranggi, dan terkini untuk masyarakat di sekitar KL Sentral. Para pengunjung boleh menjamu mata di syurga membeli belah moden seluas lebih 100, 000 kaki persegi ini.

Nu Sentral 百盛 - 城市新商店

2014年3月29日开幕的Nu Sentral百盛，是百盛百货商店在马来西亚的第39所分行。Nu Sentral百盛，坐落于KL Sentral的新广场 - Nu Sentral，是马来西亚最大的旅游和交通枢纽。

百盛百货商店的开幕礼约有500名来宾出席，包括金狮百盛基金主席潘斯里陈秋霞，她也是集团执行主席丹斯里锺廷森夫人。其中，马资源机构有限公司首席营运总监Encik Mohd Imran Datuk Mohamad Salim、DTZ

Nawawi Tie Leung Property Consultants执行董事Ungku Suseelawati Ungku Omar、百盛机构首席营运总监张庆山和管理层员工也是座上贵宾。

营销总经理钟惠严小姐在她的开幕致词中，也和宾客分享了百盛如何成功取得广场百货商店主要租户的位置。

有别于Pavilion百盛、KLCC百盛、

1 Utama百盛和檳城Gurney Plaza百盛的高档市场定位，百盛采取了不同的方向定位于这间新商店，即年轻化、时髦、都市感和前卫感，为KL Sentral及其附近的社群提供购物便利。

大家将能够在这超过100,000平方米的时尚购物天堂里头，体验不同的购物体验。

CONTENTS

1 RETAIL & TRADING DIVISION

Opening Of Parkson Nu Sentral

4 STEEL DIVISION

Steel Division Sports & Recreation Club

- Sports Club AGM
- ISO 14001 Gotong Royong & Sirim Audit @ Amsteel

Amsteel Klang's Diary

- Emergency Response And Fire Drill
- Visit By UCSI
- Sepak Takraw Tournament
- Income Tax Briefing
- Focus Group Discussion

Happenings@Amsteel Banting

- Income Tax Briefing
- Energy Conservation Programme
- Inter-Department Games:
 - Bowling
 - Sepak Takraw

Megasteel's Diary

- Program Kepolisian Masyarakat
- Programming In C#
- Visit By Boon & Cheah

Activities@Antara Steel Mills

- Strategic Realignment Program
- Income Tax Briefing
- Fishing Competition

10 RETAIL & TRADING DIVISION

Hi-Rev Technical Conference

KL Festival City

- Celebrates Earth Month
- & Sponsors RIO 2 Movie Treat

11 SERVICES DIVISION

Secom's Rockstar Nite

Exemplary Action By Staff, Mohan

12 CORPORATE UPDATE

Participation In Career Fair

Visit By BKPM Of Indonesia

2014 CNY Calligraphy Charity Sale

Training For Directors: Competition Law

MoU Between Parkson And Guangdong Province

Lunch & Learn: Will Writing

14 LEARNINGLINK

STAR Competency Framework

Managing Change

Increasing Your Leadership Effectiveness

19 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

Mahkota Hills - Semenyih South

EDITORIAL

Editorial Advisor Tan Sri Albert Cheng
Editor Quah Le Ching
Editorial Committee Suresh Menon, Ng Ho Peng,
Fauziah Harun & Ian Foo Dah Yung

PUBLISHER

The Lion Group
Level 11-15, Office Tower, No. 1 Jalan Nagasari
(Off Jalan Raja Chulan), 50200 Kuala Lumpur

Tel: 603-2142 0155 Fax: 603-2142 8409
Email: webmaster@lion.com.my
Homepage: www.lion.com.my

All rights are reserved by the Publisher.
Reproduction in any form of the articles or
photographs is strictly prohibited unless written
permission is first obtained from the Publisher.

EDITOR'S MESSAGE

Our participation in Malaysia's largest Career and Training Fair recently was a good platform to promote the Group's business activities and reach out to talented and dynamic candidates to come on board. In keeping with the times and IT-savvy crowd of mostly young people seeking job opportunities, online registration and submission facilitated the process and attracted many resumes. As the key factor to the success of a company is its people and their performance, having a trained and skilled workforce that demonstrates commitment and loyalty to the organisation is crucial to the overall success and sustenance of the business.

Realising the importance of training, Posim is extending this culture to its clients by organising the Hi-Rev Technical Conference on a yearly basis. This provides a good opportunity for workshop operators and mechanics to know the latest developments pertaining to particular car models and their maintenance requirements.

Our retail arm, Parkson continued to extend its network and market presence with the opening of Parkson Nu Sentral, the 39th Parkson store in Malaysia on 29 March 2014. Dubbed "The New Style Sentral", this new concept store is strategically located in KL Sentral, which is Malaysia's largest transit hub with global connectivity. With this latest store opening, Parkson now has a chain of 138 department stores in Malaysia, China, Vietnam, Indonesia, Sri Lanka and Myanmar.

The above happenings as well as a host of other activities in the Head Office and operating companies are featured the following pages.

UTUSAN PENGARANG

*P*enyertaan kita di Pameran Kerjaya dan Latihan yang terbesar di Malaysia baru-baru ini merupakan wadah yang baik bagi menggalakkan aktiviti perniagaan Kumpulan dan mendekati calon berbakat dan dinamik untuk menyertai Kumpulan. Seiring dengan masa di mana ramai yang celik IT, terutamanya golongan belia yang mencari peluang pekerjaan, permohonan pekerjaan yang dibuat secara atas talian memudahkan proses dan telah menarik banyak resume. Faktor utama kejayaan sesebuah organisasi adalah prestasi warga kerjanya, terutamanya yang terlatih dan mahir serta memberi sepenuh komitmen dan kesetiaan mereka kepada organisasi amat penting dalam menentukan kejayaan dan kelestarian sesebuah organisasi.

Menyedari kepentingan latihan, Posim memanjangkan budaya ini kepada pelanggannya dengan penganjuran Persidangan Teknikal Hi- Rev yang diadakan pada setiap tahun. Ini membuka peluang yang baik kepada para pengusaha bengkel dan mekanik untuk mengetahui perkembangan terkini berkaitan sesebuah model kenderaan dan keperluan penyelenggaraannya.

Bahagian Runcit kita, Parkson terus memperluaskan rangkaian dan pasarannya dengan pembukaan Parkson Nu Sentral, gedung Parkson ke-39 di Malaysia pada 29 Mac 2014. Digelar "Gaya Baru Sentral", gedung berkonsep baru ini terletak di lokasi strategik, KL Sentral, pusat transit terbesar dengan sambungan global di Malaysia. Berikutan pembukaan gedung ini, Parkson kini mempunyai 138 rangkaian gedung di Malaysia, China, Vietnam, Indonesia, Sri Lanka dan Myanmar.

Kesemua yang berlangsung ini serta pelbagai aktiviti lain di Ibu Pejabat dan syarikat-syarikat operasi dimuatkan dalam halaman berikut.

STEEL DIVISION SPORTS & RECREATION CLUB SPORTS CLUB AGM



On 20 March 2014, about 500 employees from the Steel Division companies attended the Lion Group (Steel Division) Sports & Recreation Club 27th Annual General Meeting and voted for the new office bearers for the 2014/2015 term.

Also present were Megasteel Chief Operating Officer, Mr Paul Chan; Group HR Director, Mr Suresh Menon; Club President, Mr Benny Chen Kwong Fatt and Vice President, Ms Kwa Seok Leng.



- Mr Paul Chan (fourth from right) presenting the trophy to Football Champion - Lion DRI.
- *Encik Paul Chan (empat dari kanan) menyampaikan trofi kepada Juara Bolasepak pasukan dari Lion DRI.*



- From left: Ms Kwa Seok Leng, Mr Benny Chen Kwong Fatt, Mr Paul Chan and Mr Suresh Menon at the AGM.
- *Dari kiri: Cik Kwa Seok Leng, Encik Benny Chen Kwong Fatt, Encik Paul Chan dan Encik Suresh Menon di Mesyuarat Agung Tahunan.*



- Sportsman & Sportswoman 2013 - Mokhsin bin Moktar (Lion Tin) and Esther Ang Siew Fang (Amsteel Marketing).
- *Olahragawan dan Olahragawati 2013 - Mokhsin bin Moktar (Lion Tin) dan Esther Ang Siew Fang (Amsteel Marketing).*

ISO 14001 GOTONG ROYONG & SIRIM AUDIT @ AMSTEEL

To evaluate the effectiveness of its Environmental Management System under the ISO 14001 Environmental Management System certification, Amsteel Mills Sdn Bhd was audited by SIRIM from 14 to 16 April 2014. The SIRIM team was impressed with the commitment demonstrated by the Management and ISO 14001 committee in the implementation of various improvement programs.

Prior to the audit at Amsteel Klang, the ISO 14001 Training & Communication team had organized a Gotong Royong session on 28 March 2014 with about 250 employees participating, led by Mr Derrick from Steel Making Plant.



At Amsteel Banting, the "gotong-royong" was held on 11 April 2014 to promote environmental awareness and inculcate a sense of responsibility in keeping the premises clean and foster greater team spirit amongst the staff.



AMSTEEL KLANG'S DIARY

EMERGENCY RESPONSE AND FIRE DRILL



On 26 March 2014, the Safety Department staged an Emergency Response and Fire Drill for the Production Office and Central Engineering staff. The rescue efforts were well coordinated with all 'victims' given prompt first aid treatment. Safety Manager, Encik Nizam demonstrated the proper way of using the fire extinguisher.



- Encik Nizam (with hailer) briefing on the proper way to use the fire extinguisher.
- Encik Nizam (memegang pembesar suara) menerangkan kaedah penggunaan alat pemadam api yang betul.

- The 'victims' being assisted to a safe area.
- 'Mangsa' dibantu ke tempat selamat.

VISIT BY UCSI

On 10 March 2014, 18 Mechanical Engineering students from UCSI university visited Amsteel Klang as part of their industrial exposure requirements. Ms June Lim Mei Yan and her team from Quality Assurance Department briefed the students on the company's operations.



SEPAK TAKRAW TOURNAMENT

The team from Steelmaking Plant came in first in the inter-department Sepak Takraw tournament held at Dewan Kiambang, Section 7, Shah Alam on 20 April 2014. The first and second runners-up were Material Control-Store and Security A respectively.



- 1st Runner Up/*Kedua* - Material Control Store (L-R) Zaizul, Badrul Hisham Abd Majid (5th from Left), Nurazman Mohd Maarof, Mohd Azrai Raduan .



- Champion/*Juara* - Steelmaking Plant (3rd L-R) Ahmad Nazli Ahmad Maznim, Muhammad Abdul Rani, Muhammad Amirul Mohd Fadzali and Kamil Ibrahim.



- 2nd Runner Up/*Ketiga* - Security A (L-R) Seargent Zaini, Zulafandi M Yunos, Hakim Martawinata, Kpl Khusrin Samington.

AMSTEEL KLANG'S DIARY

INCOME TAX BRIEFING



Lembaga Hasil Dalam Negeri (LHDN) officers were invited to brief employees on the new tax amendments which will take effect from Year 2014 assessment where tax payers can opt for final tax assessment based on their monthly tax deduction without having to submit their tax returns. The LHDN officers also set up counters to assist employees in their e-filing.

FOCUS GROUP DISCUSSION



Subsequent to the 2013 Employee Engagement Survey (ESS), the HR department organized a Focus Group or Opinion Leaders discussion on 2 April 2014 to gather collective and

representative opinions, and actionable feedback. This discussion also served as a platform to "enrich" the ESS results through a more qualitative perspective.

HAPPENINGS @ AMSTEEL BANTING

INCOME TAX BRIEFING



To facilitate employees to file their income tax returns, Amsteel Banting invited Lembaga Hasil Dalam Negeri (LHDN) to brief on e-filing and provide counter services on 12 March 2014.

LHDN officer, Encik Jamal briefed on the Schedule of Monthly Tax Deduction for 2014 which was gazetted on 30 January 2014 in line with the implementation of monthly tax deduction as final tax with effect from Year of Assessment 2014.

HAPPENINGS @ AMSTEEL BANTING

ENERGY CONSERVATION PROGRAMME

Amsteel Banting launched its Energy Conservation and Save The Environment programme on 9 April 2014 to promote efficient utilisation of energy for sustainable development and continual growth for its operations.

General Manager - Works, Mr Pong Chung Kuan; Assistant General Manager, Mr Lim Aik Peng; Environmental Management Representative, Mr Cheng Kok An; Energy Manager, Mr Murugiah and Energy Management Team Leader, Mr Chan Cheng San were present at the event.

Mr Chan Cheng San and representatives from Material Control, SMS - Production, Industrial Vehicle Workshop, Rolling Mill - Electrical and Production, HR & Admin departments, and representatives from associate companies namely Lion Titco, Compact Energy, Megasteel, Secomex, Lion Tooling and Lion DRI shared energy conservation initiatives, targets and activities that have been carried out in their respective company, department/section.



- Knowledge sharing on energy conservation initiatives.
- Berkongsi pengetahuan mengenai langkah penjimatan tenaga.

INTER-DEPARTMENT GAMES:



CHAMPION

► Team members / Ahli pasukan: Khairuddin Amran, Hisam Abu Hasim, Suhaidi B Sayuti, Samzari B Sayuti.



1ST RUNNER UP

► Team members / Ahli pasukan: Ismail B Suratin, Mohd Yusof B Ithnin, Mohd Nor Hazwan, Hairul Zaini B Sirah.



2ND RUNNER UP

► Team members / Ahli pasukan: Muniandy a/l Manirasu, Fairuz Anuar Mizlan, Muhammad Afi B Misroni, Muhamad Haziq B Azli.

BOWLING

20 teams participated in the inter-department Bowling Tournament on 6 April 2014 at Airport Sports Complex, Nilai. The Running Man team took first placing with 1078 points, followed by Lion Tooling 2 and SMS - Electrical in second and third placing respectively.

SEPAK TAKRAW

The Industrial Vehicle Workshop team, comprising Nordin Firdaus, Azizi Mohd Hata, Mohd Azfar Mat Kesumin and Mond Farid Sanawi emerged champion in the inter-department Sepak Takraw tournament on 2 March 2014.



CHAMPION

Industrial Vehicle Workshop



1ST RUNNER UP

SMS - Electrical



2ND RUNNER UP

Material Control

MEGASTEEL'S DIARY

PROGRAM KEPOLISIAN MASYARAKAT



Megasteel participated in the 'Program Kepolisian Masyarakat', a community programme organised by Majlis Daerah Kuala Langat and Balai Polis Kuala Langat on 10 March 2014 to foster closer relationship

and smart partnership with private companies especially in the area of security. Activities held included briefings on Safety at Workplace by Department of Safety and Health and Prevention of Snatch Thefts by the Police Department.

PROGRAMMING IN C#



10 employees who will be involved in the natural gas upgrading project attended a five-day workshop on "Programming in C#" from 24 to 28 March 2014 at Wisma Lion.

Conducted by Cik Asmaliza Ahzan, Senior Technical Consultant from Iverson Associates, the participants reviewed the basics of C# program structure, language syntax, and implementation details, and consolidated their knowledge in building an application that incorporates several features of the .NET Framework 4.5.

VISIT BY BOON & CHEAH



A delegation from Boon & Cheah Steel Pipes Sdn Bhd visited Megasteel on 24 April 2014 to better understand its steel operations and products. They were briefed by Senior Manager - QA, Ir. Sabruddin Suren and Marketing Manager, Mr Melvin Ng, and taken on a tour of the plant.

ACTIVITIES @ ANTARA STEEL MILLS

STRATEGIC REALIGNMENT PROGRAM



- ▶ Trainer, Encik Azhar conducting the sessions for Antara's management.
- ▶ Jurulatih, Encik Azhar menjalankan sesi latihan dengan pengurusan Antara.



- ▶ Participants who attended the program.
- ▶ Para peserta yang menghadiri program ini.

To help achieve the Group's aspirations and goals, Antara Steel appointed Lighthouse Consulting Sdn Bhd to coach its top and middle management staff on Strategic Realignment Program (STAR), particularly

on soft skills training to help improve the overall workforce performance. The sessions for top and middle management were held on 18 and 19 March, and 16 and 17 April respectively.

INCOME TAX BRIEFING

On 6 March 2014, HR Department - Training & Development Section organised a briefing on e-filing and Monthly Tax Deduction as final tax by Cik Nur Izuha Abd Manap, Officer from Lembaga Hasil Dalam Negeri (LHDN) Johor.



FISHING COMPETITION



- ▶ Some of the participants and their families at Kolam Jentayu.
- ▶ Sebahagian daripada peserta dan ahli keluarga di Kolam Jentayu.



- ▶ Committee members of the Sport and Recreation Club.
- ▶ Ahli Jawatan kuasa Kelab Sukan dan Rekreasi.



- ▶ Winner of the Fastest Catch - Mohd Faizal Sawaluddin (centre).
- ▶ Pemenang Tangkapan Terawal - Mohd Faizal Sawaluddin (tengah).



- ▶ Champion for Heaviest Catch - Mohd Aini (left).
- ▶ Juara Tangkapan Terberat - Mohd Aini (kiri).

Antara Steel's Sports and Recreation Club organised a Fishing Competition at Kolam Jentayu, Cahaya Baru in Masai on 29 March 2014.

Mohd Faizal Sawaluddin won the Fastest Catch while Brau Anak Apong took the Creative Catch title. In the Heaviest Catch category, Mohd Aini emerged champion while the second and third placings went to Amir Hadi and Mohd Khaizam Hashim respectively.

HI-REV TECHNICAL CONFERENCE



- Good turnout by Hi-Rev dealers and mechanics at the Technical Conference.
- Para pengedar dan mekanik Hi-Rev hadir beramai-ramai di Persidangan Teknikal.

More than 100 people attended the Hi-Rev Technical Conference held on 15 and 16 March 2014 at the Auditorium Maktab Koperasi Malaysia in Petaling Jaya.

Posim Petroleum Marketing Sdn Bhd's General Manager, Mr David Teo welcomed the participants, many of whom are advanced mechanics, and commended them on their interest and commitment in another self-development program by Posim.

The conference which focused on technical aspects of the German luxury car brand, Mercedes Benz, was presented by Taiwanese automotive trainer, Mr Peter Lin who has extensive experience in this field. He shared his expertise on faults identification, troubleshooting and rendering correct solutions for the brand's models with the participants.

KL FESTIVAL CITY CELEBRATES EARTH MONTH



KL Festival City mall celebrated Earth Month campaign with a host of activities. On 8 April 2014, children from Tadika Cerdik planted shady young trees in the mall as a symbolic gesture of wishing for and working towards a greener environment.



Students from Malaysian Institute of Art (MIA) had a Recycled Art Exhibition to inspire everyone to create their own unique pieces from recycled materials easily found in their surroundings; while Tzu Chi Eco, a well-known organization for their charitable efforts shared their knowledge about going vegan, which is not only a healthy choice for humans, but also for the planet.

& SPONSORS RIO 2 MOVIE TREAT



In conjunction with the screening of the animation movie, RIO 2 recently, KL Festival City mall was transformed into a mini fantasy jungle filled with RIO 2 characters. During the promotion period, RIO 2 exclusive character cushions featuring its popular characters: Blu and Jewel, Carla, Bia & Tiago, Nigel & Gabi, and Nico & Pedro were given away with every purchase of RM150 and above.

The mall also treated 20 children between the ages of 7 and 14 from Rumah Titian Kasih (*Pusat Jagaan Anak Ibu Tunggal & Anak Yatim*) together with 10 single mothers to a screening of RIO 2 on 19 April 2014 to enable both children and mothers to create special memories of a day spent together.

SECOM'S ROCKSTAR NITE

Secom (M) Sdn Bhd staff let their hair down at the company's 22nd annual dinner themed Rockstar at Tropicana Golf and Country Resort on 22 March 2014.

They were treated to a sumptuous dinner and performances put up by their talented colleagues in the departmental performances and the games organised. Long service staff received awards as recognition of their loyalty to the company. Everyone enjoyed themselves mingling with each other and many went home with lucky draw prizes.



► Secom's rockstars enjoying themselves at the dinner.
► 'Bintang Rock' Secom ceria di majlis makan malam.

EXEMPLARY ACTION BY STAFF, MOHAN

On 23 April 2014, at about 10.00 pm, Mr Mohan A/L Rajendran who is based at Secom Penang Depot was driving home after work when he saw a man lying on the road next to a motorbike and immediately stopped to offer assistance. The man had been hit by a car and suffered injuries to both his arms and legs; and requested Mohan to send him to the hospital.

Upon reaching the hospital, Mohan contacted the man's family and when they came, handed all his belongings to them. They were told that the man was lucky to be sent to the hospital in time as his condition was serious. Subsequently his son sent an email (inset) to Secom, thanking Mohan for his kind deed.

In recognition of Mohan's exemplary action, Secom General Manager, Mr Kenji Ishida presented him with a commendation letter. We applaud Mohan and hope his good deed will inspire us to extend a helping hand to those in need.



► Lucky draw winners receiving their prizes from General Manager, Mr Kenji Ishida (left).
► Pemenang cabutan bertuah menerima hadiah daripada Pengurus Besar, Encik Kenji Ishida (kiri).



Hi Secom,

I browse on Internet and found this email address.
Secom Malaysia Sdn Bhd.

I'm Jeffrey here from Penang. I would like to express my deep thanks to your staff on helping my dad. My dad involved in a road accident last night and your staff take a fast action to sent him to Penang Hospital with his own car. Your staff do wait me at the hospital and return all my dad's personal belongings and valuable things and he left off. If without his help to sent my dad fast, I might not get to see my dad again. Thank god.

Your staff was wearing a dark blue uniform with stated your company name Secom. Name was unknown and he is an Indian guy with a professional look. Again I thank your staff on his kind help. I do thank the company to have a good trusted and kind hearted person. You can contact me by this email and I would like to thank your staff personally.

Thanks.
Jeffrey

CORPORATE

UPDATES

PARTICIPATION IN CAREER FAIR



Our Group participated in the Malaysia Career and Training Fair 2014 organised by Jobstreet Malaysia from 7 to 9 March 2014. This is the fourth time that our Group had joined in the fair and showcased our businesses and the vacancies available. HR managers and executives from our operating companies namely Parkson, Posim, Secom and the Steel, Mining and Property Division companies were on hand to brief visitors.

The fair attracted many jobseekers who took the opportunity to submit their resumes and was a good avenue to promote our Group of companies and reach out to talented and dynamic candidates to come onboard. About 8,000 resumes were received.

VISIT BY BKPM OF INDONESIA

A delegation from Badan Koordinasi Penanaman Modal (BKPM) or Investment Coordination Board, Indonesia led by its Director of Application Services, Mr Iwan Suryana, and Minister Counsellor of Economics from the Indonesia Embassy Trade Division in Kuala Lumpur, Mr Hendra S Pramana, visited our HQ on 11 April 2014. They were received by Group Executive Director, Tan Sri Albert Cheng and briefed on our Group's businesses by Senior GM / PA to Group Executive Director, Mr Peter Lee.

Tan Sri Albert accompanied the delegation to Lion Steel Complex on 12 April 2014 where they were received by Megasteel Chief Operating Officer, Mr Paul Chan; HR Senior Manager, Mr Kenny Tan and other management staff, and were briefed on the Group's steel facilities before being taken on a plant tour.



- Tan Sri Albert Cheng (4th from left) and Mr Peter Lee (extreme left) with the delegation from BKPM led by Mr Iwan Suryana (3rd from left), and Mr Hendra S Pramana (5th from left).
- Tan Sri Albert Cheng (4 dari kiri) dan Encik Peter Lee (paling kiri) dengan delegasi dari BKPM yang diketuai oleh Encik Iwan Suryana (3 dari kiri) dan Encik Hendra S Pramana (5 dari kiri).



- (Left photo) The visitors at Wisma Lion with Mr Paul Chan (extreme left) and (right photo) being taken on a plant tour accompanied by Tan Sri Albert Cheng (2nd from left).
- (Gambar kiri) Para pelawat di Wisma Lion dengan Encik Paul Chan (paling kiri) dan (gambar kanan) dibawa melawat kilang disertai oleh Tan Sri Albert Cheng (2 dari kiri).

2014 CNY CALLIGRAPHY CHARITY SALE

Lion-Parkson Foundation (LPF) and Parkson Corporation assisted six independent schools in Klang Valley namely Kuen Cheng High School, Confucian Private Secondary School, Tsun Jin High School, Chong Hwa Independent High School (KL), Pin Hwa High School and Chung Hua Independent High School (Klang) to organize the 2014 Chinese New Year Calligraphy Charity Sale in aid of needy students in these schools.

The sale had successfully raised RM192,163.65 and a mock-cheque for this amount was presented by LPF Chairman,

Puan Sri Chelsia Cheng to the students witnessed by LPF Trustees, Dr Yulduz Emiloglu and Dr Chua Siew Kiat and the schools' officials on 9 April 2014.

The students had staged Calligraphy demonstrations and Chinese orchestra performances at 11 participating Parkson stores in the Klang Valley over 3 weekends in January 2014. The expenses for the Calligraphy sale and performances were sponsored by LPF and Parkson while the special red paper for writing the Calligraphy pieces was provided by Xian's Calligraphy Centre founded by Puan Sri Chelsia Cheng.



- Congratulations to Tsun Jin High School which raised RM56,610.00, the highest amount, from the charity sale.
- Tahniah kepada Sekolah Tinggi Tsun Jin yang menerima RM56,610.00, jumlah kutipan tertinggi di jualan amal.



- Puan Sri Chelsia Cheng (5th from left) with Dr Yulduz Emiloglu and Dr Chua Siew Kiat (4th and 7th from left respectively) with schools' officials and students at the mock-cheque presentation ceremony.
- Puan Sri Chelsia Cheng (5 dari kiri) bersama Dr Yulduz Emiloglu dan Dr Chua Siew Kiat (masing-masing 4 dan 7) dari kiri bersama para pegawai dan murid-murid dari enam sekolah di majlis penyampaian cek replika.

TRAINING FOR DIRECTORS: COMPETITION LAW



► The speakers: (left photo) Mr Tay Beng Chai and (right photo) Ms Nicole Leong.
► Penceramah: (gambar kiri) Encik Tay Beng Chai dan (gambar kanan) Cik Nicole Leong.



► Directors and staff listening attentively to the briefing on Competition.
► Para pengarah dan kakitangan tekun mendengar taklimat.

On 30 April 2014, the directors and staff of Parkson Holdings Berhad and Lion Forest Industries Berhad attended a talk on Competition Law by Messrs Tay & Partner.

Managing Partner and Head of Corporate Commercial Practice Group, Mr Tay Beng Chai spoke on Competition

Act, Exploring Cartel, Objects & Effects, Abuse of Dominant Position and Exemptions, Penalties & Compliance while Senior Associate, Ms Nicole Leong touched on Exclusive Distribution and Dealing Agreements and Resale Price Maintenance, for the benefit of our directors and staff to keep abreast of these developments.

MOU BETWEEN PARKSON AND GUANGDONG PROVINCE



In conjunction with the China (Guangdong) - Malaysia Economic and Trade Cooperation Conference in Kuala Lumpur on 18 April 2014, Group Executive Chairman, Tan Sri William Cheng (seated second from right) signed a Memorandum of Understanding on behalf of Parkson China to establish cooperation with Guangdong Province.

LUNCH & LEARN: WILL WRITING

On 26 March 2014, Group HR organized a Lunch & Learn session for employees based at Head Office entitled "The Importance of Will Writing". Mr Johnson Chan, Corporate Sales Manager of Rockwills Corporation spoke on the benefits of having a will, the difference between a will and a trust; Distribution Act 1958; how to avoid assets from being frozen and what can supersede a will, amongst others.



► All ears at the talk on Will Writing.
► Memberi sepenuh tumpuan pada taklimat 'Penulisan Wasiat'.

Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.26 No.1) and send your answers to the address on page 3 before the closing date: 30/6/2014. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 26 No. 2 March/April 2014

- The 2014 CNY Calligraphy Charity Sale was organized by Lion-Parkson Foundation and Parkson Corporation to assist independent schools in Klang Valley.
a. 5
b. 6
c. 7
- Lion-Parkson Foundation scholars were taken on site visits to Parkson, Amsteel Mills Klang and for better understanding of the Group's businesses.
a. Secom
b. Megasteel
c. Mahkota Hotel
- Centro By Parkson, the 12th department store in Indonesia was opened at Bintaro Xchange Mall in
a. Medan
b. Bekasi
c. Tangerang
- Parkson Cantavil is the Parkson store in Vietnam.
a. 7th
b. 8th
c. 9th
- participated in a career fair at Stadium Tertutup Kuala Selangor.
a. Secom
b. Parkson
c. Posim
- Officials from Institut Kemahiran Belia Negara (IKBN) Sepang visited
a. Antara Steel Mills
b. Lion Tooling
c. Bright Steel
- Hi-Rev organised its Appreciation Dinner at Sungai Way.
a. first
b. second
c. third
- A two-day training on ISO 9001:2008 Internal Quality Audit was conducted for staff.
a. Antara Steel Mills
b. Amsteel
c. Parkson
- Megasteel's Safety, Health & Environment Department organised "SHE Campaign 2014" to instill awareness on the importance of at workplace.
a. cleanliness
b. safety
c. communication
- KL Festival City Mall celebrated Lunar New Year with senior citizens from Sri Jayanthi Metta Care Centre and Upekkha Welfare Compassionate Home.
a. 25
b. 26
c. 27

NAME: (Mr / Ms)

TEL. NO.: _____

COMPANY/DEPT (please state full address):

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

*Pushapa Anathurai, Ang Yee Ching, Tan Lay Lan,
Mariaghanam d/o Vanathiah, Lok Ying Mui, Tan Poh Jin,
Loke Ai Yong, Lum Hong Long, Shazlinawati bt Subari &
Thangmay a/p John Solomons*

Answers to the previous Lion Brain Tease

- | | |
|-------------------------|-----------------|
| 1 - first | 6 - tarik tali |
| 2 - Amsteel Klang | 7 - 100 |
| 3 - Audiometric Testing | 8 - Shanghai |
| 4 - Megasteel | 9 - Megasteel A |
| 5 - technical vans | 10 - Pahang |

LearningLink.....

Your Link To Learning Ideas & Resources

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

STAR Competency Framework



This is Part 2 of our series on the
LION GROUP STAR COMPETENCY FRAMEWORK.

The **LION GROUP STAR COMPETENCY FRAMEWORK** identifies and describes the core competencies and associated behaviours we must have to deliver effective performance across Lion Group of companies.

Highlight:

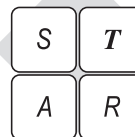
The focus of this issue of 'Learning Link' is on 'TRANSFORMATIONAL' competencies. The main article is on 'Managing Change' and the 2nd article is on 'Increasing Your Leadership Effectiveness'.



MANAGING CHANGE...

Change will happen in an organisation when the company wants to move from its current situation to a future desired situation. Among the major factors that compel organisations to change are globalisation and advancement in technology. With the current business environment, companies need to constantly change to remain competitive.

All organisations need to manage the changes that they go through. It is important how they face and manage change. Managing change successfully will help the organisation to achieve good business results. This would require an understanding and alignment of the culture, values, people and behaviours in the organisation.



Transformational Competencies

Managing Change

Challenges status quo and craves for continuous improvement to leverage competitive advantage; initiates, engages and energizes others in championing change and managing transition successfully to achieve greater heights of business.

Developing People

Nurtures and creates Learning & Development opportunities to facilitate continuous improvement and personal growth in leveraging performance at work; owns Talent Development Strategy & builds Employee Capability by unleashing and fully optimizing individual potentials.

Enhancing Leadership

Coaches and develops others to enhance their leadership capabilities in preparing for multi-level organizational leadership roles and accountabilities.

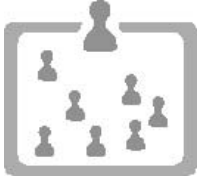
Lion Group Core Modules for Transformational Competencies

- MCP18 Managers Who Lead
- ECP17 Growing As A Leader
- SCP12 Leading & Coaching Your Team

Note: Please contact your HR Dept for details of modules.

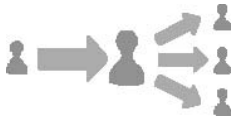
Guidelines for Managing Change Effectively

While there is no one way to manage change that will fit every organisation, these guidelines below could help those who are leading the change effort.



❶ Start with top leadership & involve every layer.

The top leaders themselves must be committed to the change initiative and model the desired behaviours. Then leaders at every layer of the organisation are identified and trained to design/ implement change at their level so that change 'cascades' through the organisation.



❷ Make a case for change and communicate the message regularly.

This would involve communicating information about the current situation, sharing about the compelling need for change, demonstrating faith that the organisation has a positive future and providing the roadmap for change. The aim of these communications through multiple channels is to provide employees with the right information at the right time and to obtain their input and feedback.



❸ Address the culture of the organisation.

The organisational culture is often a combination of its history, values, beliefs, common attitudes and common behaviours. Change leaders will need to be clear about the culture and behaviours that will best support the new way of doing business and find ways of modeling and rewarding those behaviours.



❹ Prepare for the unexpected.

Nothing will go exactly as planned and people often react in unexpected ways. To manage change effectively, change leaders need to continually keep track of the progress of the change effort and make the necessary adjustments to maintain progress and drive results.



❺ Speak to the individual.

While organisational change may be considered to be a journey from the organisation's current situation to its desired situation, it is also a personal journey for individuals in the organisation. They will need to know how their work will change, what is expected of them during and after the change initiative and how their success / failure will be measured, etc. Communications and rewards will play an important part in getting individuals involved in the change process.

Conclusion

In managing change, it is not only the PLANS & PROCESSES that matter. Often the success of a change effort depends on the way the change leaders are involving and engaging the help of its PEOPLE.

References: <http://www.inc.com/encyclopedia/managing-organizational-change.html>
<http://www.strategy-business.com/article/r00006?pg=all>

TIPS & TOOLS FOR LEARNING

The Leaders Room

(<http://www.iclif.org/leaders-room/>)

This is a collection of short interviews (videos) with leaders from all parts of Asia and other parts of the world by the Iclif Leadership & Governance Centre, where the leaders share their stories, knowledge and insights.

Among the leaders featured are:

- Datuk Dr Paul Chan (HELP Institute) - talked about the importance of the moral character of a leader
- Tan Sri Datuk Dr Jemilah Mahmood (founder of MERCY Malaysia) - emphasized that leadership requires mentorship and sponsorship. She shares how as a sponsor, she spends time talking to the younger volunteers.

We often hear of leaders from other parts of the world such as Steve Jobs and Jack Welch being referred to as role models for leaders. People are familiar with their stories which have been widely told through the media and publications.

Here through the Learning Room, we have the opportunity to hear the stories of Malaysian (& Asian) leaders from various walks of life which can inspire us to excel as leaders in whatever context that we are in.

INCREASING YOUR LEADERSHIP EFFECTIVENESS

(Based on article 'How to Increase Your Leadership Effectiveness' by Marshall Goldsmith in Bloomberg Businessweek, November 10, 2009)

Millions of people are already leaders - working with and through others to achieve objectives. It matters not whether they think of themselves as leaders or vice-versa. It matters not what their job titles are.

The question is: Can people who are already working to influence others become MORE EFFECTIVE leaders? According to the study below, YES!



According to Marshall Goldsmith, who was ranked as one of the 15 most influential business thinkers in the field of leadership, five specific ways to increase your leadership effectiveness are:

1. Get feedback on your present level of effectiveness from co-workers that you respect
2. Pick the most important behaviours to change i.e. those that you believe will enhance your effectiveness as a leader (e.g. become a more effective listener, make decisions in a timelier manner, etc)
3. From time to time, ask co-workers for suggestions on how you can do an even better job in behaviours that you've selected to change
4. Listen to their ideas (although this does not mean that you will take all ideas!) and make the changes that you believe will further increase your effectiveness
5. Follow-up and measure change in your effectiveness over time

While these five ways appear simple, in our Malaysian work culture we rarely solicit feedback/ suggestions from others. The follow-up aspect is also important as the study found that leaders who participated in the same developmental programs and received the same type of feedback, BUT did not follow-up on the change in their behaviours – they were seen as improving by no more than random chance would indicate.

If we would like to increase our leadership effectiveness, we would do well to remember to get **FEEDBACK**, **FOCUS** on the important behaviours and **FOLLOW-UP** on our progress.

KEEPING YOU IN VIEW



"Although I can't see, I know I can finish the task with my friends' help."

Lion-Parkson Foundation Scholarships Programme at CeDR, 21-24 January 2014



"What was that again? That's an interesting idea and I'd like to hear it again."

Present With Impact at Megasteel Sdn Bhd, 11-12 Feb 2014



"I will outline the process. Please look carefully."

Conducting Operation Process Training at CARSEM, 10-11 March 2014



Flower Man in The House

Certificate IV in Training & Assessment at CeDR, 21-24 April 2014



The Return of Spiderman

Planning & Coaching for Effective Results at CeDR, 22-23 April 2014

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: 30/6/2014.



.....

.....

.....

.....

.....

.....

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

-Abang!! Berani rapat wa kasi "kerat".

Amoi!! Jangan marah sangat wa cuma mahu "mengorat"... eee.

Submitted by **Mohd Ezam B. Abd. Rahman** (Lion Steel Works - Spot Welding Dept)

-Hei, kata boleh dancing ballet tapi pusing pun tak boleh! Yalah, ballet pakai pendek ini labuh macam mana.

Submitted by **Jaye Kumar** (Amsteel Mills Sdn Bhd - RM1 Dept)

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

Company / Dept (please state full address):

Green Living in a Park Sanctuary A Self-Contained Township of 1,800 Acres



MahkotaHills
SEMENYIH SOUTH

BUILD & SELL

Affordable Completed Bungalows with CCC

Selling Price From RM295,600

Freehold | 50' x 80'
Single Storey Bungalow
Approx gross built-up area from 1,070 sq.ft.

VALUE RM SAVINGS

Type	: Alamanda
Built-Up Area	: 1,070 sq.ft.
Selling Price	: RM295,600
SPA Fees	RM 3,520
Loan Document Fees	RM 3,305
Stamp Duty on Transfer (MOT)	RM 5,725
Home Furnishing Vouchers	RM 3,000

RM15,550*

*Sample calculation for unit no LL-0590



A 1,800-acre self-contained green township in the fast-growing KL South area offering affordable lifestyle homes in a comprehensive environment with multiple parks, lakeview clubhouse and family-oriented facilities.

In tandem with the high prospect and full-speed growth of the Kajang-Semenyih-Lenggeng-Pajam region growth corridor, the name change signifies a new development thrust of the masterly-planned township formerly known as Bandar Akademia.

5 CONCEPT PARKS

1 EXCLUSIVE CLUBHOUSE

1 GREEN SANCTUARY

LAKE PARKS

Top Value Township Living With A High Speed Growth Connectivity

Situated between Jalan Semenyih and Jalan Broga, Mahkota Hills located within the Kajang-Semenyih-Lenggeng-Pajam region growth corridor, about 11.2 km away from Semenyih Town or 10.5 km from Nottingham University. At present, immediate access to Mahkota Hills is via Jalan Semenyih and Jalan Broga. In the near future, the proposed cut-over route (Semenyih-Mahkota Hills Link) will strategically connect the township shortening the travelling distance from Jalan Semenyih by 2 km, making it easily accessible to LEKAS Highway.

**COME VISIT US
THIS WEEKEND!**

Time : 10 am - 5 pm

Venue : Sales Gallery @ The Lake Club Mahkota Hills, Semenyih South

GPS Coordinates N 2°52'47.052" E 101°54'51.833"

Ken Soo Lee Mee Ling Lee Chen Pin
016-210 1126 | 013-850 0775 | 019-351 2125 | 012-295 2958

Another Prestigious Project By



Developer:
Bandar Akademia Sdn Bhd (8295-X)

THE LION GROUP PROPERTY DIVISION

MARKETING & SALES OFFICE

Level 2, Office Tower, No. 1, Jalan Nagasari,
Off Jalan Raja Chulan, 50200 Kuala Lumpur.
Tel +603 2143 2299 / 2143 2929
Fax +603 2148 9617



DISCLAIMER: All information contained in the advertisement and the presentation of show units / houses are subject to change as may be required by the relevant authorities or the developer's architect and without notification to you and shall not be taken as the identical representation of the actual unit that is to be or being purchased by you or part of an offer or contract. Please refer to the sale and purchase agreement of the actual unit for specifications and description approved by the authorities and the actual unit shall be constructed accordingly.

Offer Ends 30 May 2014

*Terms & Conditions apply