

Lion Today

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GRAND OPENING OF PARKSON HUIHAI, SHANGHAI



Lion-Parkson Foundation
Scholarships Presentation Ceremony

- ▶ Parkson Holdings Berhad Signed JV Agreements For New Brands
- ▶ Hi-Rev's 20 Years Of Excellence
- ▶ Press Conference On Lion Parkson Run
- ▶ STAR Competency Framework By CeDR

GRAND OPENING OF



- ▶ Tan Sri William Cheng and Puan Sri Chelsia Cheng (3rd and 4th from left) with other VIPs at the opening of Parkson Huaihai.
- ▶ Tan Sri William Cheng dan Puan Sri Chelsia Cheng (masing-masing 3 dan 4 dari kiri) bersama tetamu kehormat di pembukaan Parkson Huaihai.



- ▶ Some of the celebrities at the event.
- ▶ Antara selebriti yang hadir di majlis perasmian.



- ▶ Guests watching a make-up demonstration.
- ▶ Tetamu melihat demonstrasi solekan.



PARKSON HUAIHAI, SHANGHAI

It was a star-studded grand opening for Parkson Huaihai, Shanghai graced by Parkson Chairman and Managing Director, Tan Sri William Cheng and his wife, Puan Sri Chelsia Cheng on 18 July 2014. Guests included Malaysian Consul General in Shanghai, Mr Tan Yong Tai; Deputy District Governor of Shanghai Huangpu District People's Government, Mr Wu Cheng; National Shuttle, Dato' Lee Chong Wei; Hong Kong artiste, Bosco Wong; Korean actress Han Chae Young; Chinese actor, Ren Quan; and well-known host, Sun Xiao Xiao amongst others.

Parkson Huaihai was closed in May 2013 for an overall renovation and reopened in September 2013. With the theme 'Experience Parkson' and a retail area of 28,000 square meters over 9 floors, it is set to delight shoppers with

its new appearance, exciting brands and advanced technologies. The exterior of Parkson Huaihai is wrapped with a white glass curtain wall, bringing style and simplicity to the visual effect while a large LED screen shows Parkson's latest fashion trends continuously. It has free WiFi, with mobile phone charging stations, nursing and children's rooms, and customized services for VIP shoppers.

Parkson China Chief Executive Officer, Mr Chong Sui Hiong in his speech said, "We are building our own shopping complexes, bringing in brand agencies and own house brands, and improving customer service. More importantly, we are remodelling Parkson to gradually transform from a traditional department store to a new type of department store to cater for today's modern and discerning shoppers".

PEMBUKAAN RASMI PARKSON HUAIHAI, SHANGHAI

Pembukaan rasmi Parkson Huaihai, Shanghai oleh Pengerusi dan Pengarah Urusan Parkson, Tan Sri William Cheng dan isteri, Puan Sri Chelsia Cheng pada 18 Julai 2014 berlangsung dalam suasana gilang-gemilang. Antara tetamu yang hadir termasuk Konsul Besar Malaysia di Shanghai, Encik Tan Yong Tai; Timbalan Gabenor Daerah Shanghai Huangpu, Encik Wu Cheng; Pemain Badminton Kebangsaan, Dato' Lee Chong Wei; artis Hong Kong, Bosco Wong; pelakon Korea, Han Chae Young; pelakon China, Ren Quan; pengacara terkenal, Sun Xiao Xiao dan ramai lagi.

Parkson Huaihai ditutup pada bulan Mei 2013 untuk kerja-kerja pengubahsuaian keseluruhan dan dibuka semula pada bulan September 2013. Bertemakan 'Pengalaman Parkson' dan dengan ruang niaga seluas 28,000 meter persegi merangkumi 9 tingkat, Parkson Huaihai membawa nafas baru kepada para pengunjung dengan penampilan yang segar, jenama yang

menarik dan teknologi canggih. Bahagian luar Parkson Huaihai disaluti dinding tirai kaca putih, menawan dengan gaya dan kesederhanaan pada keseluruhan visualnya manakala skrin besar LED menayangkan tren fesyen terkini Parkson secara berterusan. Ia juga menyajikan WiFi percuma, stesen mengecas telefon bimbit, bilik untuk menyusu serta untuk kanak-kanak dan perkhidmatan khas untuk pembeli VIP.

Ketua Pegawai Eksekutif Parkson China, Encik Chong Sui Hiong dalam ucapannya berkata, "Kami sedang membina kompleks membeli-belah kami sendiri, membawa masuk agensi jenama dan jenama keluaran sendiri, dan meningkatkan perkhidmatan pelanggan. Lebih penting lagi, kami kini membentuk semula Parkson secara beransur-ansur yang berubah daripada sebuah gedung serbaneka tradisional ke gedung serbaneka baru bagi memenuhi citarasa pelanggan moden dan bijak hari ini".

上海百盛购物中心淮海店盛大开幕

上海百盛购物中心淮海店于2014年7月18日盛大开幕，由百盛主席兼董事总经理丹斯里钟廷森和夫人潘斯里陈秋霞主持开幕典礼。当天出席开幕礼的贵宾包括马来西亚驻上海总领事陈扬泰、上海黄浦区人民政府吴成副区长、羽球国手李督李宗伟、香港艺人黄宗泽、韩国演员韩彩英、中国演员任泉和知名主持人孙骁骁等等。

淮海百盛因整体装修改造的关系，于2013年5月停业，并在装修后于2013年9月重开。总营业面积为28,000平方米和共9个楼层的淮海百盛，以“体验百盛”为主题，将以外观上的改变、丰富的品牌和先进的科技，为顾客

提供更贴心的服务。淮海百盛的外观以洁白玻璃幕墙包裹，给人带来时尚简约的视觉效果，同时在超大LED屏幕上连续播放百盛新一季的时尚大片。商场覆盖免费WiFi，配有手机充电站，母婴室和针对VIP顾客推出的定制服务。

中国百盛集团总裁张瑞雄在致辞中说：“我们正在建设自有的购物商场，代理和拥有自有品牌，以及提升顾客服务。更重要的是，我们也在重塑百盛全新的形态格局，逐步从传统百货到新型百货中蜕变，以迎合现代消费者的需求。”

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EDITOR'S MESSAGE

It was a grand opening for our Parkson Huaihai flagship store in Shanghai which had been temporarily closed for major remodelling and upgrading. The new look is stylish, atmospheric and avant-garde with the façade wrapped in white glass walls, bringing stylish minimalist visual effects and a large screen showcasing Parkson's latest trends.

Parkson Huaihai is the new benchmark for fashion and a landmark on Huaihai Road, promising a new shopping experience for customers and everyone. A trip to Parkson Huaihai or any of our Parkson stores with their extensive and fascinating range of merchandise and services is an outing to delight everyone in the family.

Our Lion-Parkson Foundation once again awarded scholarships to bright young Malaysians to pursue tertiary education in the local universities. The recipients are pursuing their studies in different disciplines but all shared the same determination to do well in their chosen fields. With many of our youths being able to pursue university studies nowadays due to the increasing opportunities, it is pertinent to remind them of the importance of having a holistic education rather than just a university degree. A holistic education is based on the principle that students find their identity and purpose in life by connecting to the community, nature and humanitarian values such as compassion and peace.

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

UTUSAN PENGARANG

Gedung serbaneka utama kita, Parkson Huaihai di Shanghai yang telah ditutup buat sementara waktu untuk pembentukan semula dan kerja-kerja menaik taraf telah dibuka dalam satu acara gilang-gemilang. Wajah baharu Parkson Huaihai kini lebih bergaya dengan ciri tersendiri dan avant-garde di mana bahagian hadapan bangunan disaluti dinding kaca putih, memberi kesan visual minimalis yang bergaya dan skrin besar yang menayangkan tren terkini di Parkson.

Parkson Huaihai yang menjadi penanda aras baru untuk fesyen dan mercu tanda di Jalan Huaihai, menjanjikan pengalaman membeli-belah baru untuk para pelanggan. Kunjungan ke Parkson Huaihai atau mana-mana gedung Parkson kita yang sarat dengan rangkaian barangan menarik serta mutu perkhidmatan yang memuaskan menjadi acara santai untuk seisi keluarga.

Sekali lagi, Yayasan Lion-Parkson menganugerahkan biasiswa kepada anak muda Malaysia yang melanjutkan pengajian mereka di universiti-universiti tempatan. Walaupun para penerima biasiswa ini mengikuti bidang pengajian yang berbeza, namun mereka berkongsi keazaman yang sama iaitu untuk berjaya dalam bidang yang dipilih. Pada masa kini, ramai anak muda dapat melanjutkan pengajian di peringkat universiti kerana peluang yang semakin luas terbuka. Adalah wajar untuk mengingatkan mereka bahawa pendidikan holistik juga adalah penting bukan sekadar menumpukan kepada ijazah universiti semata-mata. Pendidikan holistik adalah berlandaskan prinsip di mana pelajar mengenalpasti identiti dan hala tuju mereka dalam kehidupan dengan merapatkan diri kepada masyarakat, alam semulajadi dan nilai-nilai kemanusiaan seperti kasih sayang dan keamanan.

Semua peristiwa dan aktiviti yang berlangsung di syarikat-syarikat dan melibatkan warga kerja dipaparkan dalam muka surat berikutnya. Selamat membaca.

AMSTEEL KLANG'S DIARY

CEDR CERTIFICATE PRESENTATION CEREMONY

50 employees from Amsteel Klang, Megasteel and Bright Steel who had completed the Lion Group Certificate for Supervisory Development programme, co-organized by CeDR Corporate Consulting Sdn Bhd and FMM Institute received their certificates from Director of Group Human Resource, Mr Suresh Menon on 21 August 2014.

The programme has helped to enhance the employees' supervisory skills to carry out their supervisory work and essential processes more effectively and efficiently. Mr Navindran A/L Sambasivam from Amsteel Klang received the Best Student award based on overall attendance, quality of assignments and examination results.



- ▶ Programme participants with (seated 5th from left to right) Mr Ngan Yow Chong (CEO - Lion Steelworks), Mr Suresh Menon (Director - Group Human Resource), Mr Pong Chung Kuan (General Manager - Works, Amsteel Banting), Mr Danny Tan (Senior Production Manager - Lion Steelworks), Mr Ramamuthie (Senior Manager - Central Engineering, Amsteel Klang), Ms Penny Chong (Senior Manager - CeDR), and Mr Navindran A/L Sambasivam who received the 'Best Student' award.
- ▶ Peserta Program dengan (5 duduk dari kiri ke kanan) Encik Ngan Yow Chong (CEO - Lion Steelworks), Encik Suresh Menon (Pegarah - Sumber Manusia Kumpulan), Encik Pong Kuan Chung (Pengurus Besar - Kerja, Amsteel Banting), Encik Danny Tan (Pengurus Pengeluaran Kanan - Lion Steelworks), Encik Ramamuthie (Pengurus Kanan - Kejuruteraan Pusat, Amsteel Klang), Cik Penny Chong (Pengurus Kanan - CeDR), dan Encik Navindran A / L Sambasivam yang menerima anugerah 'Pelajar Terbaik'.

VISIT BY MIDA, MITI AND MSI



A delegation from the Ministry of International Trade and Industry (MITI), Malaysian Investment Development Authority (MIDA) and Malaysia Steel Institute (MSI) visited Amsteel Klang on 25 August 2014.

They were taken on a tour of the production line to see the manufacturing operations, followed by a discussion on the challenges faced by the local steel industry in general and the company in particular.

HARI RAYA OPEN HOUSE

The Muslim employees of Amsteel Klang hosted a Hari Raya Open House for their colleagues at the company's premises on 20 August 2014. About 300 staff attended the event and enjoyed the delicious food served.



ACTIVITIES @ ANTARA STEEL MILLS ISO 9001:2008 RE-CERTIFICATION AUDIT



► Roundtable discussion between Antara team and Sirim officials.
► *Perbincangan di antara pegawai pasukan Antara dan Sirim.*

Sirim QAS International Sdn Bhd conducted a re-certification audit for Antara Steel Mills' ISO 9001:2008 on 14 and 15 August 2014.

Sirim's Encik Zol Abdul Latif led auditors, Encik Mohd Ithni Shaari and Puan Ruzanna Abdul Razak on a two-day audit covering Production (Steel Meltshop Plant & Rolling Mill), Quality Assurance (customer complaints, control of non-conformance products), Human Resource Management (training procedures), Purchasing, Internal Audit and other related areas.

Antara Steel Mills is being re-certified with ISO 9001:2008 for another three years, 2014 - 2016.

TRAINING ON MICROSOFT OFFICE



► MS Word (Basic) session with trainer, Encik Noridzwan guiding one of the participants.
► *Sesi MS Word (Asas) dengan jurulatih, Encik Noridzwan membantu salah seorang peserta.*



► MS Excel (Intermediate) session by Encik Mohd Adnan Maswan.
► *Sesi MS Excel (Pertengahan) oleh Encik Mohd Adnan Maswan.*

To inculcate computer proficiency amongst its staff, Antara's Training Section collaborated with IT Department to conduct MS Word (Basic) & MS Excel (Intermediate) training for the first batch of staff on 26 and 28 August 2014 respectively.

IT Executives, Encik Noridzwan Suhairom and Encik Mohd Adnan Maswan conducted the MS Word and Excel session respectively. At the end of the training, which will be held bi-monthly, participants will be able to master the programme and complete their tasks more efficiently.

HAPPENINGS @ AMSTEEL BANTING

ZAKAT FITRAH COUNTER



On 21 July 2014, Amsteel Banting invited Lembaga Zakat Selangor to set up a counter to assist the Muslim staff in performing the obligatory 'zakat fitrah'. Every Muslim is required to pay the 'zakat fitrah' in the holy month of Ramadan where the proceeds will be channeled to the underprivileged to enable them to celebrate Hari Raya. About 150 staff turned up to perform their religious obligation.

MEGASTEEL'S DIARY

VISIT BY MINISTER OF INTERNATIONAL TRADE AND INDUSTRY



Minister of International Trade and Industry, Dato' Seri Mustapa Mohamed, Deputy Minister Dato' Lee Chee Leong and officials from the Ministry and Malaysian Investment Development Authority (MIDA) visited Megasteel Sdn Bhd on 9 July 2014 for an update on the company's performance. They were received by Group Chairman and CEO, Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng; Megasteel COO, Mr Paul Chan; Marketing Director, Mr Lai Chin Yang; Director of Group HR, Mr Suresh Menon and management staff.

- ▶ Dato' Seri Mustapa Mohamed (5th from left) with (from right) Mr Paul Chan, Mr Lai Chin Yang, Tan Sri Albert Cheng, Tan Sri William Cheng, Dato' Lee Chee Leong, Puan Hiswani Harun (Senior Director, MITI) and Mr Benny Chen (GM - Amsteel).
- ▶ Dato' Seri Mustapa Mohamed (5 dari kiri) dengan (dari kanan) Encik Paul Chan, Encik Lai Chin Yang, Tan Sri Albert Cheng, Tan Sri William Cheng, Dato' Lee Chee Leong, Puan Hiswani Harun (Ketua Pengarah, MITI) dan Encik Benny Chen (Pengurus Besar - Amsteel).



- ▶ Megasteel staff with Dato' Seri Mustapa Mohamed, Dato' Lee Chee Leong, and MITI and MIDA officials at Wisma Lion.
- ▶ Warga kerja Megasteel dengan Dato' Seri Mustapa Mohamed, Dato' Lee Chee Leong dan pegawai MITI dan MIDA di Wisma Lion.



KEEP UP THE GOOD JOB

Two members of Megasteel's Auxillary Police recently foiled an attempt to cart away 10 electric motors. They apprehended the two suspects trying to leave the premises in a van with the goods and handed them to the police. Well done, Constable Norhafiz bin Abdul Khalid and Constable Izrolizwan bin Ibrahim.

CORPORATE UPDATES

LUNCH & LEARN : STRESS MANAGEMENT

Group HR organised a Lunch and Learn session with a talk on "Stress Management" for employees based at Lion Office Tower on 18 August 2014.

Clinical Psychologist, Ms Chelsea Peh shared tips on ways to manage and stress proof our lives. She also demonstrated some exercises to help relieve stress.



- ▶ Ms Chelsea Peh sharing ways to manage stress including some simple exercises to relieve stress.
- ▶ Cik Chelsea Peh berkongsi tip untuk menangani stres termasuk beberapa senaman mudah untuk melegakan tekanan.

MEGASTEEL'S DIARY

HARI RAYA GET-TOGETHER



▶ Happy faces at the Hari Raya Get-Together.
▶ Wajah-wajah ceria di Majlis Hari Raya.

About 2,000 employees from Megasteel, Amsteel Banting, Lion DRI, Secomex, Compact Energy, Lion Tin, Lion Waterway, Lion Tooling, Singa Logistic and Bright Steel attended the Hari Raya Open House organised by Megasteel at Wisma Lion in Banting on 26 August 2014.

Everyone enjoyed themselves to the Hari Raya delicacies such as *ketupat*, *lemang*, *rendang* and others.



STEEL DIVISION'S SPORTS & RECREATION CLUB

TRIP TO FRIM



The Steel Division Sports and Recreation Club organised an outing to Forest Research Institute Malaysia (FRIM) in Kepong for its members on 24 August 2014. Among the activities held were jungle trekking and visit to the Forestry Museum.

BALIK KAMPUNG AT KL FESTIVAL CITY MALL

The concourse of KL Festival City was transformed into a kampong scene for the Hari Raya celebration. Themed "My Kampung Memories", a culturally rich array of activities such as *Batik*, *Rotan*, *Ceramic* and *Songkok* making demonstrations, Joget Zapin dance performances and the soothing Gamelan music were performed.

In conjunction with the celebration, KL Festival City contributed RM5,000 to Rumah Penyayang Nur Iman, an orphanage in its vicinity. The orphanage was started in 2004 by Puan Sharimah Binti Ali with 14 children and today, occupies three houses for both boys and girls, and conducts religious and charitable activities in the Orang Asli villages of Gombak, Selangor and Kuala Lumpur.



POSIM KRABI ESCAPADE



34 members of Posim Sports and Recreation Club had a great time during the Club's outing to Krabi in Thailand recently.

Themed Krabi Escapade, the members led by Mr Kenny Lee enjoyed activities such as canoe expedition, exploring the caves, elephant ride at Ao Nang, swimming at Emerald Pool, Thai massage, shopping and savouring the nice food.



HI-REV'S 20 YEARS OF EXCELLENCE

To commemorate its 20th year in the lubricant business, Posim Petroleum Marketing Sdn Bhd (PPM) treated its dealers to a dinner themed "HI-REV 20 Years of Excellence" on 13 July 2014.

Group Chairman and CEO, Tan Sri William Cheng graced the event, accompanied Posim Group Executive Director Mr Ngan Yow Chong, PPM General Manager Mr David Teo and staff.

Mr Ngan Yow Chong, in his welcoming speech thanked the 2,000-odd dealers and business associates present and Posim's staff for their invaluable support and contribution towards HI-REV's achievements.

The dinner featured a video clip of HI-REV's progression over the past two decades and performances by Taiwanese entertainer, Zhang Te and international artiste, Gary Chaw.

The star attraction of the evening, the grand lucky draw prize of a Mercedes Benz C200 was won by Fook Lam Motor Work Shop of Kelantan while the second grand draw prize, a Proton Saga went to Chai Seng Huat Motor of Pahang.

In the spirit of HI-REV's 20 Years of Excellence celebration, Tan Sri William Cheng in a surprise announcement contributed two additional lucky draw prizes of RM20,000 cash each, won by Hock Guan Motor from Johor Bahru and Centro Auto Service Centre from Penang.



- ▶ Tan Sri William Cheng (4th from right), Mr Ngan Yow Chong (2nd from right) and Mr David Teo (5th from right) led the toast to greater excellence ahead.
- ▶ *Tan Sri William Cheng (4 dari kanan), Encik Ngan Yow Chong (2 dari kanan) dan Encik David Teo (5 dari kanan) minum ucap selamat untuk lebih cemerlang di masa hadapan.*



- ▶ Jubilant lucky draw winners.
- ▶ *Kerianggan pemenang cabutan bertuah.*



- ▶ Huge turnout by 2,000-odd dealers and business associates at the dinner.
- ▶ *Lebih 2,000 pedagang dan sekutu perniagaan yang hadir.*

HARI RAYA OPEN HOUSE



A Hari Raya open house was organised for the members of Posim Sports and Recreation Club. Everyone enjoyed themselves to the delicious food served and mingled with each other.

- ▶ Sports Club Committee Members.
- ▶ *Ahli-ahli Jawatankuasa Kelab Sukan.*

POSIM'S ANNUAL DINNER

More than 200 employees nationwide attended Posim Group annual dinner, themed 'Posim Hollywood Night' at Intekma Resorts & Convention Centre in Shah Alam recently.

The dinner kicked off with an opening speech by Posim Group Executive Director, Mr Ngan Yow Chong followed by a toast by the management staff. Everyone enjoyed the

performances by talented staff, Mr Vincent Tan and Mr Toh Wooi Ming, Cik Siti Nur Azira and Mr Berchman.

Cik Siti Nur Azira and Encik Zainuddin won the Best Dressed award for the female and male category respectively. Winners of the bowling and carom competition received their prizes while lucky staff walked away with the prizes from the lucky draw.



- ▶ Mr Ngan Yow Chong (2nd from right) and GM, Mr Ng Chin Kwan (extreme right) leading the toast.
- ▶ Encik Ngan Yow Chong (2 dari kanan) dan GM, Encik Ng Chin Kwan (paling kanan) mengetuai minum ucap selamat.



- ▶ Performances by Mr Vincent Tan & Mr Toh Wooi Ming (with guitar), Mr Berchman and Cik Ira.
- ▶ Persembahan hiburan oleh Encik Vincent Tan & Encik Toh Wooi Ming (dengan gitar), Encik Berchman dan Cik Ira.



- ▶ Best dressed finalists with winners - Cik Siti Nur Azira (Female category) and Encik Zainuddin (Male category), Ms Valerie Poon, Mr Ng Chin Kwan and Mr Ngan Yow Chong (6th, 7th & 8th from left respectively).
- ▶ Finalis Pakaian terbaik bersama Cik Siti Nur Azira (Kategori Perempuan) dan Encik Zainuddin (Kategori Lelaki) bersama Cik Valerie Poon, Encik Ng Chin Kwan dan Encik Ngan Yow Chong (masing-masing 6, 7 & 8 dari kiri).

RAMADAN & HARI RAYA @ SECOM



On 17 July 2014, in conjunction with the holy month of Ramadan, Secom's Operations and HR department staff distributed food to the personnel at depots and on assignments in the Klang Valley to break fast, while the outstation assignments and depots were handled by their respective leaders.

A Hari Raya luncheon was organised at Secom's Headoffice on 19 August 2014. The event was made merrier with the presence of the outstation leaders who came for their Operation Leaders' meeting. Everyone enjoyed themselves to the food served.

PARKSON HOLDINGS BERHAD SIGNED JV AGREEMENTS FOR NEW BRANDS

On 10 July 2014, Parkson Holdings Berhad (PHB) signed three joint-venture agreements to acquire equity interest in Valino International Apparel Sdn Bhd (Valino), Giffmate Sdn Bhd (Giffmate) and AUM Hospitality Sdn Bhd (AUMH).

Chairman & Managing Director of PHB, Tan Sri William Cheng signed on behalf of PHB with the representatives from the joint venture partners; Bapak Prawiro Wijaya from Valino, Mr Daniel Lim Guang Wei from Giffmate and Mr Tham Lih Chung from AUMH.

Speaking at the ceremony, Tan Sri William said, "All these joint ventures provide synergy to Parkson Group's existing

retail locations and at the same time complementing the Group's shopping mall and retail operations. These collaborations will enable the Group to target a new business segment in corporate gift sales, venture into the F&B sector, and also tap more effectively into the fashion retail markets which complement Parkson's current retail business, through both international brands and private labels."

PHB had also recently acquired a stake in Watatime, a well-known watch retailer with 15 outlets throughout Malaysia, and Daphne International from Taiwan which is listed in Hong Kong, to bring in the Daphne line of footwear and accessories.



- ▶ Exchanging of documents by (left to right) Mr Daniel Lim, Tan Sri William Cheng, Mr Tham Lih Chung and Bapak Prawiro Wijaya after the signing.
- ▶ Pertukaran dokumen oleh (kiri ke kanan) Encik Daniel Lim, Tan Sri William Cheng, Encik Tham Lih Chung dan Bapak Prawiro Wijaya selepas mementerai perjanjian.

- ▶ Networking amongst JV partners and PHB directors.
- ▶ Peluang untuk berkenalan antara rakan-rakan JV dan pengarah PHB.



- ▶ Tan Sri William Cheng, Puan Sri Chelsia Cheng and Group Executive Director, Tan Sri Albert Cheng (seated 4th, 5th & 6th from left, respectively) with PHB Directors, Management and JV partners.
- ▶ Tan Sri William Cheng, Puan Sri Chelsia Cheng dan Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng (duduk dari kiri, masing-masing 4, 5 & 6) bersama para pengarah PHB, pihak Pengurusan dan Penandatanganan.

NEW BRANDS BY PARKSON HOLDINGS BERHAD



Valino International Apparel Sdn Bhd
Menswear



Giffmate Sdn Bhd
Corporate Gifts



AUM Hospitality Sdn Bhd
F & B Outlets



Watatime Sdn Bhd
Timepieces



Daphne International Holdings Limited
Footwear

SCHOLARSHIP AWARDS BY LION-PARKSON FOUNDATION



- ▶ Jubilant recipients with (seated left to right) Dr Chua Siew Kiat, Puan Sri Chelsia Cheng and Mr Suresh Menon.
- ▶ *Wajah ceria para penerima biasiswa bersama (duduk kiri ke kanan) Dr Chua Siew Kiat, Puan Sri Chelsia Cheng dan Encik Suresh Menon.*

- ▶ Puan Sri Chelsia Cheng and Dr Chua Siew Kiat sharing a light moment with the students.
- ▶ *Puan Sri Chelsia Cheng dan Dr Chua Siew Kiat bermesra dengan para pelajar.*



For the 24th year running, Lion-Parkson Foundation (LPF) awarded scholarships totalling RM480,000 to 12 students based on their academic performance, extra-curricular activities and leadership qualities on 22 August 2014.

The awards were presented by LPF Chairman, Puan Sri Chelsia Cheng witnessed by LPF Trustee, Dr Chua Siew Kiat; Director of Group Human Resource, Mr Suresh Menon and the students' parents and families.

The undergraduates who will be pursuing their studies in the local universities received scholarships worth RM10,000 each per annum for the duration of their studies.

To date, the Foundation has sponsored a total of 414 students through various sponsorship programmes worth RM9.2 million. In addition, the Foundation has also contributed another RM17.8 million towards other causes, making a total contribution of RM27 million.

PRESS CONFERENCE ON LION PARKSON RUN

Lion-Parkson Foundation (LPF) held a press conference to launch Lion Parkson Run 2014 on 3 July 2014. The charity run at Padang Merbok, Kuala Lumpur on 14 September 2014 is to raise funds for the Home for Handicapped & Mentally Disabled Children in Banting, Selangor.

The press conference at Parkson Pavilion Kuala Lumpur was attended by LPF Chairman, Puan Sri Chelsia Cheng; National Shuttler, Dato' Lee Chong Wei; LPF Trustees, Dr Yulduz Emiloglu and Dr Chua Siew Kiat; and Parkson's General Manager - Merchandising, Ms Natalie Cheng.

In her speech, Ms Natalie Cheng invited the general public, members of the mass media and everyone to join in the Run for a good cause.

The Run is being held to raise funds to build Phases 2 and 3 of the Home to accommodate another 100 children, and an orphanage and old folks home. The main sponsor for the Run is Parkson Corporation Sdn Bhd, with major sponsors being Diadora, Akemi, Bonia and Watatime; Oris as the official time keeper and Spritzer as the official drink.



- ▶ From right: Ms Natalie Cheng, Dr Yulduz Emiloglu, Puan Sri Chelsia Cheng, Dato' Lee Chong Wei, Mr Joe Lee and Dr Chua Siew Kiat launching Lion Parkson Run 2014.
- ▶ *Dari kanan: Cik Natalie Cheng, Dr Yulduz Emiloglu, Puan Sri Chelsia Cheng, Dato' Lee Chong Wei, Encik Joe Lee dan Dr Chua Siew Kiat melancarkan 2014 Lion Parkson Run.*



- ▶ Puan Sri Chelsia Cheng and Dato' Lee Chong Wei (seated, 3rd and 4th from right) with LPF Trustees and sponsors for the run - Diadora, Akemi, Bonia, Watatime, Oris and Spritzer.
- ▶ *Puan Sri Chelsia Cheng dan Dato' Lee Chong Wei (duduk 3 dan 4 dari kanan) bersama Pemegang Amanah LPF dan penaja utama - Diadora, Akemi, Bonia, Watatime, Oris dan Spritzer.*

LearningLink.....

Your Link To Learning Ideas & Resources

STAR Competency Framework

This is Part 4 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.

The focus of this issue of Learning Link' is on 'RELATIONSHIP' competencies. The main article is on "Building Good Relationships at Work" and the 2nd article is on "Good Teamwork Behaviours".

Relationship Competencies

Strategic

- Strategic Envisioning
- Business Acumen
- Customer Centric

Transformational

- Managing Change
- Developing People
- Enhancing Leadership

Achievement

- Results Driven
- Accountability
- Upholding Integrity

Relationships

- Forging Relationships
- Engaging People
- Nurturing Teamwork

Forging Relationships

Builds coalitions and alliances in establishing positive relationships and partnerships with internal/external stakeholders.

Engaging People

Inspires and energizes others to enhance productivity, aligning to organizational ethos and management practices.

Nurturing Teamwork

Co-creates and collaborates intensively, supplementing each other's strengths in harnessing collective synergy to achieve common goals.

Lion Group Core Modules for Transformational Competencies

- MCP16 Managing People
- ECP16 Connecting & Working With Others
- SCP11 Communicating Effectively With Your Team
- ATP002 Clear & Effective Communication

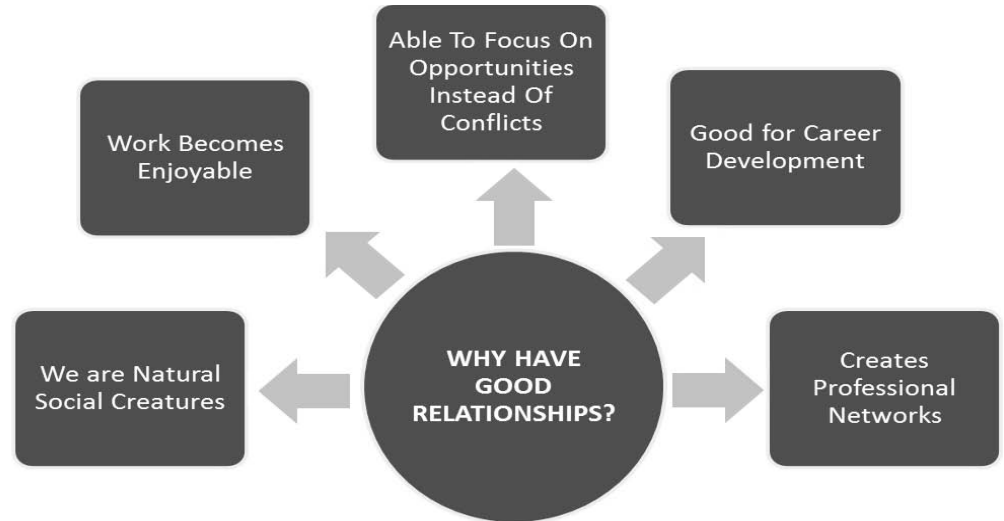
Note: Please contact your HR Dept for details of modules.



BUILDING GOOD RELATIONSHIPS AT WORK

Building and maintaining good work relationships will not only make us more engaged and committed to our organisation; it can also provide opportunities for career advancement and competency development.

Start by identifying your key stakeholders (i.e. reporting managers, other leaders, fellow colleagues from same department or others, staff etc) in your organisation. These people, as well as your clients and customers, deserve extra time and attention.



6 TIPS ON ENCOURAGING POSITIVE WORK RELATIONSHIPS

- 1 Be friendly and encouraging to co-workers.
- 2 Be responsible - if you say you're going to do something, do it. If you're unable to complete a task for some reason, make sure information is communicated to all team members who would be impacted.
- 3 If you share an office, be considerate. Find out how your mate works and be respectful. For example, some people need to work in complete silence, while others enjoy background music. Make sure you're not inadvertently making your office mate crazy with your personal habits.
- 4 Understand that people are unique and dwell on their positive qualities, not their negative qualities. It's acceptable to not be friends with everyone, but try to at least be professional and cordial in your interactions.
- 5 Rise above office gossip. No one wants to earn the reputation of being the office busybody.
- 6 Communicate, communicate, communicate! Your co-workers are not mind readers, so make sure you're communicating with them and your manager on a regular basis.

Building work relationships is an important component of being successful in your career. This doesn't mean you need to be completely extroverted in every situation, but it does mean you need to make an effort to get to know the people with whom you work and learn about what skills and abilities they bring to the table.

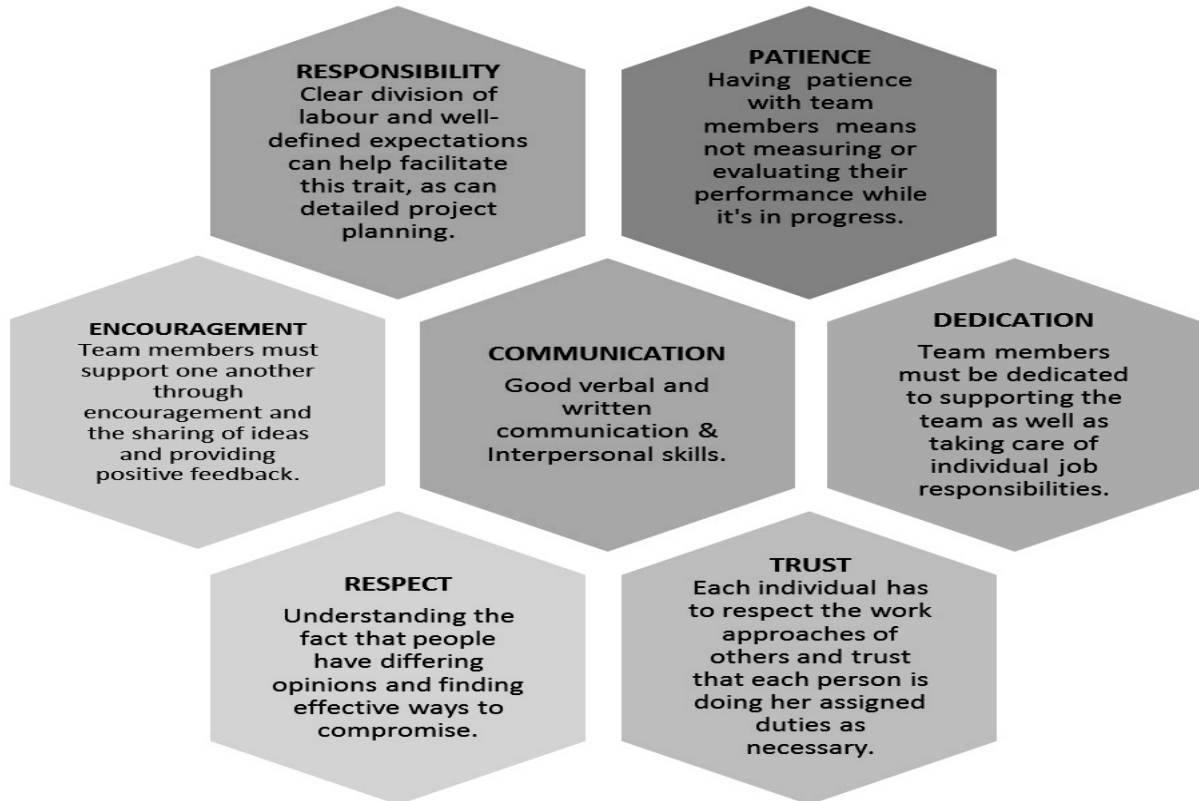
Although you are at work to do a job, it will be a much more pleasant experience if you enjoy the company of the people on your team or in your department.

References:

Article on Building Good Work Relationship (<http://www.mindtools.com/pages/article/good-relationships.html>)
 Article on How To Build Positive Workplace Relationships (<http://www.careerealm.com/workplace-relationships/>)

GOOD TEAMWORK BEHAVIOURS

Good teamwork behaviors can improve internal relations between colleagues, increase productivity and create a workplace dynamic that is built on collaborative efforts. Successful teamwork requires respect and trust between colleagues, as well as individual willingness to be responsible, to work in tandem with others and to commit to collective undertakings.



The next time you feel like complaining about your team members, you might want to reflect on your own behaviour first!

Reference: What Target Behaviors Lead To Teamwork by Lisa McQuerrey (www.chron.com)

TIPS & TOOLS FOR LEARNING

Brainstorming And Mind-Mapping Tech Tools

(<http://www.lifehack.org/articles/technology/15-best-brainstorming-and-mind-mapping-tech-tools-for-every-creative-mind.html>)

In order to be able to see a relationship between various ideas and information, we use mind mapping. This includes gathering thoughts, coming up with new ideas, project planning, generating solutions to solve problems, summarising a training attended/article read, etc.

What's more, this act of connecting ideas and information also contributes to the process of learning.

In this issue, we would like to share with you a simple and popular application named XMind.



XMind is an open source tool that helps users to really understand their thinking and manage ideas. Millions of people use XMind to clarify thinking, manage complex information, run brainstorming and get work organised.

You can download the application from: <http://www.xmind.net>



Wow, this is the proudest moment of my life!

Certificate IV in Training and Assessment - Competency Based Learning Designer & Assessor at CeDR, 21-22 May 2014



Please look here! This is how problems are handled to avoid high absenteeism.

How To Practically Manage Absenteeism, Late Coming & Medical Leave at Amsteel, Banting; 14 May 2014



Even trainers need to learn!

KEEPING YOU IN VIEW

CeDR trainers being updated by our Australian Certification partner (MRWED) on new developments for the certification programme, 3 March 2014



Hip, hip, hooray! Finally, we have graduated!

Lion Group Certificate for Supervisory Development Programme (LGCSDP) Award Ceremony at Amsteel, Klang; 21 August 2014



It is a thumbs-up for this programme It is the BEST!

Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 31/10/2014.



.....

Name: (Mr / Ms)

Tel No.: Company / Dept (please state full address):

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

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NP: RM339.00

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NP: RM179.00



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NP: RM289.00



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5L Covered Casserole
NP: RM339.00

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

REDEEM

Purchase at special low prices when you redeem for up to 4 combinations of Corningware Cookware.



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Collect 10 redemption stamps to redeem up to 4 combinations of Corningware Cookware at special low prices when you present your BonusLink Card or Citibank Card at the Redemption Counter.

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GRAND 40' **THE VANTAGE PREMIUMLINK**
SIGNATURE SERIES **4**
FREEHOLD

40-FOOT GRANDEUR

THE EXCLUSIVE ADDRESS AT THE HIGHEST POINT OF BANDAR MAHKOTA CHERAS

Enclosed and Guarded Enclave • Private Courtyard • Standard Land Area 2,600 sq.ft



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The Vantage is exceptionally designed with best-of-class residential features comparable to those characteristic of Semi-Ds and junior bungalows.



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- Spacious 312 sq.ft. inner courtyard
- Linking indoors and outdoors living
- Courtyard connects to the laundry / maid's section
- Privacy and practicality
- No unsightly backyard



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**Redeemable upon settlement of 10% & execution of SPA



The beautifully landscaped, tree-lined boulevard leading up to The Vantage.



Another Prestigious Project By **LION GROUP** End Financiers **AmIslamic Bank** **AmBank** **AFFINBANK** **STANBANK** **AJAMY06/1052**

DEVELOPER: **NARAJAYA SDN BHD** (1100905-A)
Marketing & Sales Office (HQ), Level 2 - 5, Lion Office Tower, No. 1 Jalan Nagasari, 50200 Kuala Lumpur, Malaysia. T. 603 2143 2299 / 603 2143 2929 F. 603 2148 9617
Bandar Mahkota Cheras Sales Gallery, Lot 1239, Jalan Puteri, Section 1, Bandar Mahkota Cheras, 43200 Kajang Selangor. T. 603 9075 2288 / 603 9074 9206
Developer: Narajaya Sdn Bhd (1100905-A) • Developer's Address: Level 2, Lion Office Tower, Jalan Nagasari, 50200 Kuala Lumpur • Developer's Contact No.: (03) 2143 2299 / (03) 2143 2929 • Developer's Fax No.: (03) 2148 9617 • Developer's License No.: 6856-12/02-2016/0117/1U • Validity Date: 12/02/2014-11/02/2016 • Advertising & Sales Permit: 6856-12/02-2016/0117/P • Validity Date: 12/02/2014-11/02/2016 • Land Tenure: Freehold • Building Plan Approval No.: BH111klm.MPKJ.6/P/53/2009 • Approving Authority: Majlis Perbandaran Kajang • Expected Date of Completion: July 2016 (24 months from date of Sales and Purchase Agreement) • Encumbrance: Dicagar kepada RHB Investment Bank Berhad • Sekatan Kepentingan: Nil • Type of Property: 2-Storey Terrace Homes • Lot Size: 40' x 65' • Total Unit: 71 • Selling Price: RM 1,501,880 (min) - RM 2,418,780 (max) • 7% Discount for Bumiputera