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FRESH RETAIL EXPERIENCE AT PARKSON KLCC



Malaysia Retailers Association's booth at 17th Asia-Pacific Retailers Convention & Exhibition in Manila

- ▶ Parkson Malaysia and Parkson Vietnam in Asia-Pacific Top 500 Awards List
- ▶ Hi-Rev Receives Mercedes Benz's Approval
- ▶ Highlights Of Budget 2016
- ▶ Launching Of Lion Parkson Run 2015
- ▶ Tips On Improving Your EQ

FRESH RETAIL EXPERIENCE



► From left to right / *Dari kiri ke kanan*: Ms Lim Sok Ngoh, Mr Law Boon Eng, Ms Natalie Cheng, Puan Sri Chelsia Cheng, Mr Andrew Brien, Tan Sri William Cheng, Mr Francis Tan, Datuk Magic Lee and Mr Loh Chai Hoon at the relaunching ceremony.



OPENING OF PARKSON



► From left to right / *Dari kiri ke kanan*: Mr Loh Chai Hoon, Mr Lee Kong Huat, Mr Cheong Tuck Yee, Mr Law Boon Eng, Dato' Sonny Ho, Datin Suryani, Madam Lily, Cik Noriham and Mr Lim Wee Luen in the ribbon cutting ceremony.



AT PARKSON KLCC

The newly relaunched Parkson KLCC reflected a modern age interior design with a unique ambience on every floor, wider walkways, chic displays and cosier environment. The three-level, 11,706 square metres store now houses beauty spas, an ice-cream corner and offers the services of personal shoppers.

At its launching ceremony on 21 September 2015, Parkson COO, Mr Law Boon Eng said that the store, opened in 1998 was one of KLCC's earliest tenants and had its first makeover in 2002, followed by another in 2006.

Parkson Group Chairman and Managing Director, Tan Sri William Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Retail Asia Limited Director, Datuk Magic Lee; Parkson Director - Merchandising, Ms Natalie Cheng; Executive Director & CEO of Suria KLCC, Mr Andrew Brien and COO of Suria KLCC, Mr Francis Tan were present at the event.

Parkson KLCC offers over 200 renowned brands, ranging from cosmetics and fragrances to the latest ready-to-wear fashion and other lifestyle products including international brands such as Karen Miller, Love Moschino, Miss Selfridge, Karl Lagerfeld and Warehouse amongst others.

PENGALAMAN BELI-BELAH BARU DI PARKSON KLCC

Stor Parkson KLCC yang dilancarkan semula memaparkan reka bentuk dalaman yang moden dan suasana yang unik di setiap tingkat, berserta laluan yang lebih luas, paparan bergaya dan persekitaran lebih selesa. Dengan keluasan 11,706 meter persegi, stor tiga tingkat ini turut menempatkan spa kecantikan, sudut ais krim dan menawarkan khidmat pembeli peribadi.

Pada majlis pelancarannya pada 21 September 2015, Parkson Ketua Pegawai Operasi, Encik Law Boon Eng berkata, Parkson KLCC dibuka pada tahun 1998, dan merupakan antara penyewa terawal di KLCC, telah melalui pengubahan pertama pada tahun 2002, diikuti dengan satu lagi pada tahun 2006.

Pengerusi Kumpulan dan Pengarah Urusan Parkson, Tan Sri William Cheng; Pengerusi Yayasan Lion-Parkson, Puan Sri Chelsia Cheng; Pengarah Parkson Retail Asia Limited, Datuk Magic Lee; Pengarah Parkson - Merchandising, Cik Natalie Cheng dan Pengarah Eksekutif & CEO Suria KLCC, Encik Andrew Brien dan COO Suria KLCC, Encik Francis Tan hadir pada majlis itu.

Parkson KLCC menawarkan lebih daripada 200 jenama terkenal, daripada kosmetik dan wangian kepada fesyen sedia dipakai terkini dan produk gaya hidup termasuk daripada jenama antarabangsa seperti Karen Miller, Love Moschino, Miss Selfridge, Karl Lagerfeld dan Warehouse antara lain.

城中城百盛的全新购物体验

重新推介的城中城百盛展现了现代气息的室内设计，每一个楼层都拥有独特的气氛、更宽的人行道、时尚显示屏和更为舒适的环境。拥有三个楼层以及11,706平方米的商店，现设有美容水疗、冰淇淋角落以及提供个人购物服务。

在2015年9月21日的推介仪式上，百盛首席运营员刘文英表示，这家店是在1998年开业，是城中城最早的租户之一，并曾在2002年首次翻新，紧接又于2006年再次翻新。

出席此次活动的包括百盛集团主席兼董事经理丹斯里钟廷森、金狮百盛基金主席潘斯里陈秋霞、百盛零售亚洲有限公司董事拿督李琮滕、百盛董事 - 营销部钟惠严小姐和城中城阳光广场执行董事兼首席执行官 Mr Andrew Brien 以及城中城阳光广场首席运营员 Mr Francis Tan。

城中城百盛提供超过200个知名品牌，从化妆品和香水到最新成衣服装以及其他时尚用品，其中包括国际品牌如 Karen Miller, Love Moschino, Miss Selfridge, Karl Lagerfeld 和 Warehouse。

AMAN CENTRAL

Parkson Aman Central, the 44th store in Malaysia was launched on 1 October 2015. Located in Alor Setar, Kedah, it is the second store in the state after Parkson Petani Parade which was opened in 1992.

Parkson COO, Mr Law Boon Eng together with GM - Operations, Mr Loh Chai Hoon; GM - Retail Project, Mr Cheong Tuck Yee; GM - Finance & Admin, Mr Lee Kong Huat; Chief Accountant, Ms Chong Lee Mei; Assistant GM, Mr Lim Wee Luen; Operations Manager - Northern Region, Madam Lily; Senior Store Manager, Cik Noriham; Bellevue

Group MD, Dato' Sonny Ho and Bellevue Group Director, Datin Suryani led the ribbon-cutting to launch the store followed by an entertaining lion dance performance.

The 12,530 sq metres store spanning across 4 floors features an extensive collection of brands for cosmetics & fragrances, children's apparels, toys, ladies' & men's fashion, homes & household and more. With more than 450 brands offered, Parkson Aman Central is poised to be the premier shopping destination of choice in Kedah.

CONTENTS

1 RETAIL & TRADING DIVISION

Fresh Retail Experience At Parkson KLCC

Opening Of Parkson Aman Central

17th Asia Pacific Retailers Convention And Exhibition In Manila

Hi-Rev Receives Mercedes Benz's Approval And Organises Lubricants Seminars

6 STEEL DIVISION

Steel Division's Sports Club Activities

-Banting Operations Sports Club AGM

-Badminton Tournament

-Treasure Hunt

-Football Match

Activities @ Antara Steel Mills

-Safety Training

-GPA Forms

-Hari Raya Aidil Adha Celebration

-Gotong-Royong

-Futsal Tournament

Amsteel Klang's Update

-EPF Mobile Service

Megasteel's Diary

-Visit By CIDB Malaysia

10 SERVICES DIVISION

Secom Career Fair

New Look For Secom's Vehicles

Bowling Tournament

11 COMMUNICO

Highlights Of Budget 2016

13 CORPORATE UPDATES

Press Conference On Lion Parkson Run 2015

15 LEARNINGLINK

CeDR Activities

Emotional Intelligence: 6 Tips On Improving Your EQ

18 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

Enjoy A Simple Home Ownership Plan

19 RETAIL & TRADING DIVISION

An Italian Legend Of Beauty

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EDITOR'S MESSAGE

The retail landscape is fast changing, and to keep up with the latest trends in the industry, Parkson KLCC was given a sophisticated makeover to reflect the modern age. A retail haven complete with its own beauty spas, personal shoppers, ice cream corner, and an offering of over 200 renowned brands, the store is set to revolutionise the Malaysian retail scene with a richer shopping experience.

Parkson marked another milestone with the opening of Parkson Aman Central, its 44th store in Malaysia. Located in the largest and hottest lifestyle destination in the region of northern Peninsular Malaysia, the new store offers wider choices, varieties and value for shoppers from all ages and walks of life.

It was another celebration for Parkson when Parkson Malaysia and Parkson Vietnam received awards at the Asia-Pacific Top 500 Awards held in conjunction with the 17th Asia Pacific Retailers Convention and Exhibition in Manila recently. The top 10 retailers in the countries in the region were feted on their achievements.

Still on the retail scene, our lubricant brand, Hi-Rev received Mercedes Benz approval to be in compliance with their specifications for cars and assemblies. Hi-Rev has also received approval from Porsche and Volvo earlier, which are all testimony of our product quality and superiority.

The above stories as well as a host of other activities are featured in the following pages.

UTUSAN PENGARANG

*L*andscape industri peruncitan cepat berubah, dan untuk bersaing dengan trend industri terkini, Parkson KLCC telah diberi wajah baru yang canggih untuk mencerminkan kemodenan. Syurga peruncitan yang lengkap dengan spa kecantikan sendiri, pembeli peribadi, sudut ais krim dan barangan daripada lebih 200 jenama terkenal, gedung Parkson ini bakal mencetuskan satu revolusi dalam persekitaran peruncitan di Malaysia dengan pengalaman membeli-belah yang lebih menarik.

Parkson menempa satu lagi kejayaan berikutan pembukaan Parkson Aman Central, gedung ke-44 di Malaysia. Terletak di destinasi gaya hidup terbesar dan paling hangat di utara Semenanjung Malaysia, gedung baru ini menawarkan pilihan yang lebih meluas, kepelbagaian dan lebih nilai kepada para pembeli dari semua peringkat umur dan lapisan masyarakat.

Kejayaan sekali lagi menjadi milik Parkson apabila Parkson Malaysia dan Parkson Vietnam menerima pengiktirafan di Anugerah Asia Pasifik 500 Teratas sempena Konvensyen dan Pameran Asia Pasifik ke-17 di Manila baru-baru ini. Pencapaian 10 peruncit teratas dari negara-negara di rantau ini turut diraikan di sini.

Masih mengenai peruncitan, jenama minyak pelincir kita, Hi-Rev telah mendapat kelulusan Mercedes Benz sebagai mematuhi spesifikasi bagi kenderaan dan pemasangan mereka. Sebelum ini, Hi-Rev mendapat kelulusan daripada Porsche dan Volvo. Kesemua ini jelas membuktikan keunggulan dan kualiti produk kita.

Ikuti cerita lanjut mengenai semua ini dan pelbagai aktiviti lain di halaman berikutnya.

17TH ASIA PACIFIC RETAILERS CONVENTION AND EXHIBITION IN MANILA

Malaysia Retailers Association (MRA) President and Parkson Group Chairman, Tan Sri William Cheng led a 40-member delegation comprising senior executives from major retail companies in Malaysia to the 17th Asia Pacific Retailers Convention and Exhibition (APRCE) in Manila, Philippines from 28-30 October 2015. APRCE is organized by the Federation of Asia Pacific

Retailers Associations (FAPRA) with 17 member countries namely Malaysia, Singapore, Thailand, Indonesia, Vietnam, Philippines, Hong Kong, Taiwan, China, Japan, Korea, Australia, New Zealand, India, Mongolia, Fiji and Turkey. Malaysia has won the bid to host the 18th APRCE in Kuala Lumpur in October 2017, 22 years after it first held the convention in Kuala Lumpur in 1995.



- Tan Sri William Cheng (4th from right) and other Heads of Delegation with Philippines President, HE Benigno S. Aquino III at the opening of the 17th APRCE in Manila, Philippines.
- Tan Sri William Cheng (4 dari kanan) dan Ketua-ketua Delegasi bersama Presiden Filipina, TYT Benigno S. Aquino III di majlis pembukaan APRCE ke-17 di Manila, Filipina.



- Opening of the 17th APRCE exhibition by Heads of Delegation including Tan Sri William Cheng (4th from left).
- Ketua-ketua Delegasi termasuk Tan Sri William Cheng (4 dari kiri) di perasmian pameran APRCE ke-17.



- Parkson Malaysia and Parkson Vietnam received awards at the Asia-Pacific Top 500 Awards event.
- Parkson Malaysia dan Parkson Vietnam menerima anugerah di majlis Anugerah 500 Teratas Asia-Pasifik.



- MRA booth at the exhibition promoting the 18th APRCE to be held in Kuala Lumpur in October 2017.
- Booth MRA mempromosikan APRCE ke-18 yang akan diadakan di Kuala Lumpur pada bulan Oktober 2017.



- At the Farewell Dinner and Handover Ceremony, host Philippines handed over the FAPRA flag to Tan Sri William Cheng for Malaysia to host the next APRCE, with the Malaysian delegation on stage.
- Di Jamuan Makan Malam Perpisahan dan Majlis Penyerahan Bendera FAPRA, tuan rumah Filipina menyerahkannya kepada Tan Sri William Cheng sebagai tanda Malaysia menjadi tuan rumah untuk APRCE akan datang, bersama delegasi Malaysia di atas pentas.

HI-REV RECEIVES MERCEDES BENZ'S APPROVAL

Daimler AG, the German automobiles manufacturer for Mercedes Benz cars has certified HI-REV API SN 9140 and HI-REV Turbo 5340 CI4 lubricants to be in compliance with their Mercedes Benz specifications for cars and assemblies.

HI-REV had also received approvals for Porsche A40 under HI-REV 9140 and Volvo VDS3 under HI-REV Turbo 5340 CI4. This is an achievement for HI-REV, attesting to its proven product quality and further enhancing its brand image.



AND ORGANISES LUBRICANTS SEMINARS



- Seminar participants with Posim Petroleum General Manager, Ms Valerie Poon (front row, 2nd from right).
- Para peserta seminar bersama Pengurus Besar Posim Petroleum, Cik Valerie Poon (baris hadapan, 2 dari kanan).

Posim Petroleum Marketing Sdn Bhd organised two HI-REV lubricants seminars for its dealers and workshops mechanics in Alor Setar and Melaka on 18 September and 9 October 2015 respectively to impart lubricants knowledge to enhance their work skills.



- (Left photo) Trainer, Mr Tan JG (2nd from right) presenting Certificates of Participation to Mr Ong of Ryu Chin Auto from Sungai Petani and (right photo) Indah Utara Auto Service Centre from Alor Setar.
- (Gambar kiri) Jurulatih, Encik Tan JG (2 dari kanan) menyampaikan Sijil Penyertaan kepada Encik Ong Ryu Chin Auto dari Sungai Petani dan (gambar kanan) Pusat Perkhidmatan Auto Indah Utara dari Alor Setar.

The seminars are also part of HI-REV's customers relationship management initiatives to organise educational programmes for its automotive workshops fraternity and establishing long term relationship and mutual collaboration with them.

25 participants attended the seminar in Alor Setar whilst 30 dealers attended in Melaka, with all receiving certificates for their participation. Two other seminars will be held in Ipoh and Johor respectively.

STEEL DIVISION'S SPORTS CLUB ACTIVITIES

BANTING OPERATIONS SPORTS CLUB AGM



► The new committee with Mr Lee Weng Lan and Mr Pong Chung Kuan (sitting 5th & 6th from right respectively).
 ► Barisan ahli jawatankuasa baru bersama Encik Lee Weng Lan dan Encik Pong Chung Kuan (masing-masing duduk 5 dan 6 dari kanan).



Steel Division Sports & Recreation Club – Banting Operations had its 5th Annual General Meeting on 29 September 2015 at Wisma Lion to appoint new committee.

Present at the AGM were Club Advisor, Mr Lee Weng Lan and President, Mr Pong Chung Kuan. In his speech, Mr Pong appreciated the good rapport and interaction amongst employees in the steel division companies, and their participation in the events and activities organized by the Club.

► Good turnout by members at the AGM.
 ► Sokongan padu ahli di Mesyuarat Agung Tahunan.

BADMINTON TOURNAMENT

56 participants took part in the Inter-Company Badminton tournament on 11 October 2015. The winners were as follows:

CATEGORY MEN'S DOUBLE (OPEN)

CHAMPION

MEGASTEEL (A) - JASMIN AZHAR OSMAN & KAMAL ARIFFIN KARRIM

1ST RUNNER UP

MEGASTEEL (B) - KHAIRUL ABDUL KADIR & MOHD HARLI HITAM

2ND RUNNER UP

MEGASTEEL (C) - MUHAMAD FAISAL OMAR AND PRASATH A/L MAHADEVAN

CATEGORY MEN'S DOUBLE (VETERAN)

CHAMPION

BRIGHT STEEL (A) - IDROS ABDUL RAZAK & ZAINUDDIN RUSTAM

1ST RUNNER UP

LION STEELWORKS (A) - ISMAIL IBRAHIM & ZAINUDDIN NGAINON

2ND RUNNER UP

AMSTEEL MILLS (B) - HUSNEN MARJAN & BADRUL HISHAM ABDUL MAJID

CATEGORY WOMAN DOUBLE

CHAMPION

MEGASTEEL (A) - TAN POH SEE & CHAN CHIN HUI

1ST RUNNER UP

LION DRI (B) - SITI NUR ADILAH SHAHRUDDIN & CHEW SER SER

2ND RUNNER UP

LION DRI (A) - EE ZHER CHEAH & ALEHA SELAMAT

STEEL DIVISION'S SPORTS CLUB ACTIVITIES

TREASURE HUNT

77 people in 20 cars participated in the Treasure Hunt themed "Back to School", from Bukit Raja in Klang to Glory Beach Resort in Port Dickson recently.

Flagged off by Senior Manager, Mr Loo Chay Boon, participants took about 4 hours to complete their

road hunt. Upon reaching their destination, two challenges awaited them by the beach. In the evening, dressed according to the theme, the participants demonstrated their modeling skills for the Best Dressed prize. Everyone certainly enjoyed themselves.



► Group photo of the treasure hunters before the flag-off at Amsteel Mills.
► Para pencari harta karun bergambar sebelum dilepaskan di Amsteel Mills.



CHAMPION – MAKAN BUDDY



1ST RUNNER UP – BLACKIE



2ND RUNNER UP – GEMPAK HABIS

FOOTBALL MATCH

In the Inter-Company Football Match held on 6 September 2015, the winners were:



CHAMPION : AMSTEEL (B)



1ST RUNNER UP : AMSTEEL (A)



2ND RUNNER UP : MEGASTEEL

ACTIVITIES @ ANTARA STEEL MILLS

SAFETY TRAINING



► Batches of participants at the training.
► Antara para pekerja yang menjalani latihan.

Safety at the workplace is always a priority at Antara Steel Mills in Pasir Gudang. Learning & Development Section and S.H.E Department conducted a series of refresher courses on safety at the workplace and basic first aid for all employees, especially from Production, on 14, 17, 21 & 29 September 2015 to ensure that everyone is aware, and adheres to the procedures.

GPA FORMS

H R Executive, Encik Norsyaddy Azhar Jamaludin conducted a briefing session on the new Goal Setting and Performance Appraisal (GPA) forms for the Union committee on 22 September 2015.



HARI RAYA AIDIL ADHA CELEBRATION

300 staff, including General Manager, Encik Rahmat Ibrahim, Heads of Department and their family members attended the *Qurban* and *Aqiqah* session organised by Badan Kebajikan Islam Antara (BKIA) in conjunction with Hari

Raya Aidil Adha on 27 September 2015.

A total of 8 cattle and sheep were slaughtered for the event and guests were treated to a sumptuous *Nasi Beriani* lunch.



► Employees and family members helping out with the 'korban' meat.
► Kakitangan dan ahli keluarga membantu membersihkan daging korban.



► BKIA committee members giving the thumbs-up for the successful event.
► Ahli Jawatankuasa BKIA memberikan isyarat baik atas kejayaan majlis.

ACTIVITIES @ ANTARA STEEL MILLS

GOTONG-ROYONG



- Encik Sariat and Encik Norsyaddy Azhar (front row – 2nd & 5th from right respectively) with other staff at the start of the gotong-royong.
- Encik Sariat dan Encik Norsyaddy Azhar (baris hadapan, masing-masing 2 dan 5 dari kanan) bersama pasukan gotong-royong.



Two gotong royong sessions were held on 5 and 12 September 2015 at Antara's hostels at Block 17 & 18 at Taman Cendana and Block 86 & 87 at Jalan Tembusu respectively.

Senior HR Executive, Encik Norsyaddy Azhar Jamaluddin and Senior Safety Executive, Encik Sariat joined the 60 tenants and contract workers to clean up the surroundings, particularly aedes breeding spots to prevent the outbreak of dengue fever.

- Sprucing up the premises.
- Membersihkan kawasan sekeliling.

FUTSAL TOURNAMENT

Agas-agas FC beat five other teams to emerge champion in the Futsal Tournament organised by Antara Steel Sports and Recreational Club on 19 September 2015

with ABC Campur FC and Harimau Berantai taking the second and third placing respectively. General Manager, Encik Rahmat Ibrahim gave away the prizes to the winners.



AMSTEEL KLANG'S UPDATE

EPF MOBILE SERVICE

Employees Provident Fund (EPF) representatives set up a mobile service counter on 20 and 21 October 2015 to provide advice on matters relating to EPF and to help Amsteel employees update their account information.



MEGASTEEL'S DIARY VISIT BY CIDB MALAYSIA

Senior Manager - Q&A, Haji Sabrudin Suren briefed the seven-member team from Construction Industry Development Board (CIDB) Malaysia who visited Megasteel on 28 September 2015 to have a better understanding of the steel operations.



- Haji Sabrudin Suren (4th from left) with the CIDB team and (right photo) briefing them on the Banting steel complex.
- Haji Sabrudin Suren (4 dari kiri) bersama pasukan CIDB dan (gambar kanan) memberi penerangan mengenai kompleks besi di Banting.

SECOM CAREER FAIR

Secom participated in the Mega Career Fair 2015 at Mid Valley Megamall from 21 to 23 August 2015. Many job seekers visited Secom's booth to enquire about the positions available such as IT Assistant, Security Consultant, Security Officer, System Design Engineer, Response Officer and Controller.



NEW LOOK FOR SECOM'S VEHICLES



Secom's vehicles got a refreshed look with its new image branding. The facelift is part of Secom's brand awareness programme in line with its commitment in providing continuous quality and efficient service to its customers.

BOWLING TOURNAMENT



- Mr Lee Keang Hong (right) with the Best Team Winner; Set Pata Timor.
- Encik Lee Kwang Hong (kanan) dengan pemenang pasukan terbaik; Set Pata Timor.

16 teams participated in the bowling tournament organised by Human Resources Department and Bowling Committee on 16 August 2015. General Manager, Mr Lee Keang Hong welcomed all participants and launched the event with Deputy General Manager, Mr Susumu Kiryu.

Encik Nordin and Puan Hamidah won the Highest Score for the Male and Female category respectively while the Best Team Award went to Set Pata Timor. Lucky staff walked away with prizes from the lucky draw.

HIGHLIGHTS OF BUDGET 2016

1. REVIEW OF INCOME TAX RATE FOR INDIVIDUALS

Income tax rates for resident individuals whose chargeable income from RM600,001 to RM1,000,000 be increased by 1 percentage point and chargeable income exceeding RM1,000,000 be increased by 3 percentage points as follows:

Chargeable Income (RM)	Current Tax Rate (%)	Proposed Tax Rate (%)
1 – 5,000	0	0
5,001 – 20,000	1	1
20,001 – 35,000	5	5
35,001 – 50,000	10	10
50,001 – 70,000	16	16
70,001 – 100,000	21	21
100,001 – 250,000	24	24
250,001 – 400,000	24.5	24.5
400,001 – 600,000	25	25
600,001 – 1,000,000	25	26
Exceeding 1,000,000	25	28

The fixed income tax rate for non-resident individuals be increased by 3 percentage points from 25% to 28%.

2. REVIEW OF TAX RELIEF FOR TAX PAYER WHOSE SPOUSE HAS NO INCOME AND PAYS ALIMONY TO FORMER WIFE

To assist the individual tax payer whose spouse has no income and/or pays an alimony to his former wife, the relief be increased from RM3,000 to RM4,000.

3. TAX RELIEF FOR PARENTAL CARE

To assist taxpayer in reducing parental care cost, a new relief of RM1,500 for a mother and RM1,500 for a father. This relief can be shared with other siblings provided that the total relief claimed shall not exceed RM1,500 for a mother and RM1,500 for a father.



In addition, a taxpayer is allowed to claim relief for eligible parents subject to the following conditions:

- such taxpayer does not claim expenses on medical treatment and care of parents;
- parents are the legitimate natural parents and foster parents in accordance to the respective law subject to a maximum of 2 persons;
- parents aged 60 years and above;
- parents reside in Malaysia in the current year of assessment; and
- parents have an annual income not exceeding RM24,000 per annum for each parent.

4. REVIEW OF TAX RELIEF FOR CHILDREN BELOW 18 YEARS OF AGE

To assist a taxpayer to bear the cost of bringing up children, the tax relief for each child below 18 years of age be increased from RM1,000 to RM2,000.

5. REVIEW OF TAX RELIEF FOR CHILDREN STUDYING AT TERTIARY LEVEL

To assist taxpayers to reduce costs of higher education for their children, the relief is increased from RM6,000 to RM8,000 for each child.

For a special child, this relief is in addition to the special child relief of RM6,000 for each special child. Thus, a taxpayer is eligible to claim relief of RM14,000 for his/her special child who is 18 years or more, and pursues full time education at diploma level and above at a recognized institution of higher learning in Malaysia or at a recognized institution of higher learning outside Malaysia.

6. REVIEW OF TAX RELIEF ON FEES FOR TERTIARY EDUCATION

To encourage life-long learning and support the nation's aspiration towards producing world-class talents, the relief on study fees is increased from RM5,000 to RM7,000 per year.

7. TAX RELIEF ON EMPLOYEES' CONTRIBUTION TO SOCIAL SECURITY PROTECTION SCHEME

To encourage more employees to voluntarily contribute to the social security protection scheme, employees are eligible to claim relief up to a maximum of RM250 per year on the contribution to SOCSO pursuant to the Employees' Social Security Act 1969.

► Continue on page 12

8. TAX INCENTIVE ON ISSUANCE OF SUSTAINABLE AND RESPONSIBLE INVESTMENTS SUKUK (SRI SUKUK)

To promote the issuance of SRI Sukuk and to establish Malaysia as a regional issuance hub for SRI Sukuk, the tax deduction is given for five years on issuance costs of SRI Sukuk approved by, or authorized by or lodged with the Securities Commission of Malaysia.

9. TAX INCENTIVE FOR ISSUANCE OF RETAIL BOND AND RETAIL SUKUK

To further encourage more investors' involvement particularly individual investors in the capital market, a double deduction or further deduction for retail bonds and retail sukuk be extended for another three years as follows:

- i. double deduction on additional issuance costs of retail bonds;
- ii. double deduction on additional issuance costs of sukuk under the principles of Mudharabah, Musyarakah, Istisna', Murabahah and Bai' Bithaman Ajil based on tawarruq; and
- iii. further deduction on additional issuance costs of sukuk under the principles of Ijarah and Wakalah.

10. EXTENSION OF TAX EXEMPTION ON INCOME FROM MANAGING SHARIAH-COMPLIANT FUNDS

To further promote business management activities of Shariah-compliant funds, the above tax exemptions are extended for another 4 years.

Effective date: From Year of Assessment 2017 to Year of Assessment 2020.

11. EXTENSION OF TAX INCENTIVE PERIOD FOR REAL ESTATE INVESTMENT TRUSTS (REITs)

To further promote the development of REITs and boost the capital market as well as investment in real estates, the above tax incentives are extended for another 3 years.

Effective date: From 1 January 2017 to 31 December 2019.

12. EXTENSION OF STAMP DUTY EXEMPTION TO REVIVE ABANDONED HOUSING PROJECTS



To further encourage rescuing contractors to complete abandoned housing projects and reduce financial burden of affected house purchasers, the existing stamp duty exemption to

the rescuing contractors and the original house purchasers of abandoned projects is extended for another 2 years.

Effective date: Loan agreements and memorandums of transfer executed from 1 January 2016 to 31 December 2017 for abandoned housing projects approved by Ministry of Housing and Local Government.

13. EXTENSION OF STAMP DUTY EXEMPTION ON SHARIAH FINANCING INSTRUMENTS

To further encourage Shariah financing and to reduce cost of home ownership, the 20% stamp duty exemption is extended for another 2 years. This exemption be given to the targeted sector on the principal or primary instrument of financing in accordance to the Shariah for home financing product approved by the Shariah Advisory Council of the Bank Negara Malaysia or the Shariah Advisory Council of the Securities Commission Malaysia.

Effective date: For housing financing instruments executed on or after 1 January 2016 but not later than 31 December 2017.

14. ALLOWANCE FOR INCREASED EXPORTS INCENTIVE TO SMALL AND MEDIUM ENTERPRISES (SMEs)

To encourage companies with paid-up capital not exceeding RM2.5 million to expand their export markets in the international market, tax incentives are given with the revised value added criteria as follows:



- i. Exemption of statutory income equivalent to 10% of the value of the increased exports to manufacturers provided that the goods exported attain at least 20% value added; and
- ii. Exemption of statutory income equivalent to 15% of the value of the increased exports to manufacturers provided that the goods exported attain at least 40% value added.

The above tax exemption is restricted to 70% of the statutory income.

Effective date: From the Year of Assessment 2016 until Year of Assessment 2018.

15. SPECIAL REINVESTMENT ALLOWANCE INCENTIVE

To encourage reinvestments by companies which have exhausted their eligibility to qualify for RA, a special RA is made available for reinvestments made in a period of 3 years of assessment.

Effective date: For qualifying capital expenditure incurred from Year of Assessment 2016 until Year of Assessment 2018.

PRESS CONFERENCE ON LION PARKSON RUN 2015



- A flower garland for Dato' Lee Chong Wei from a Banting Home resident.
- *Kalungan bunga untuk Dato' Lee Chong Wei daripada seorang penghuni Rumah.*



- Thumbs-up from left to right: Ms Natalie Cheng, Dr Chua Siew Kiat, Mr CS Tang, Mr V. Rajamanikam, Puan Sri Chelsia Cheng, Dato' Lee Chong Wei and Mr Joe Lee at the launch of Lion Parkson Run 2015.
- *Isyarat baik dari kiri ke kanan: Cik Natalie Cheng, Dr Chua Siew Kiat, Encik CS Tang, Encik V. Rajamanikam, Puan Sri Chelsia Cheng, Dato' Lee Chong Wei dan Encik Joe Lee di majlis pelancaran Larian Lion Parkson 2015.*



- Puan Sri Chelsia Cheng and Dato' Lee Chong Wei touring the Home and engaging with the children.
- *Puan Sri Chelsia Cheng dan Dato' Lee Chong Wei melawat sekitar kediaman dan bermesra dengan kanak-kanak istimewa.*



Parkson Corporation and Lion-Parkson Foundation (LPF) held a press conference on 24 September 2015 to launch Lion Parkson Run 2015. The charity run by Parkson and Lee Chong Wei Foundation will be held at Setia City Mall Central Park in Shah Alam on 15 November 2015 to raise funds for the Home for Handicapped & Mentally Disabled Children in Banting, Selangor under the auspices of LPF.

The Run which is targeting to attract 5,000 participants is 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 major sponsors for the Run are Fila, Polo, Larrie, The Flexx, Bonia, Akemi, Seiko, Hwa Tai, LS Production, Official Time Keeper, Jaguar, and Official Drink, Spritzer.

The press conference at Banting Home was attended by LPF Chairman, Puan Sri Chelsia Cheng, Dato' Lee Chong Wei, Mr V Rajamanikam, President and Founder of Handicapped and Mentally Disabled Children Association Johor Bahru which operates Banting Home; Lion Group Director and LPF Trustee, Mr CS Tang; LPF Trustee, Dr Chua Siew Kiat; and Parkson Director – Merchandising, Ms Natalie Cheng.

Ms Natalie Cheng, in her speech invited everyone to join in the Run for a good cause. The Run will have two routes of 5km and 10km, with registration fees ranging from RM35 for the 5km Fun Run for students aged 13 to 17, RM60 for the 10km Competitive Run and RM100 for the Family Run for a family of 2 adults and 1 child below 12 years old.

the GREAT Lion Brain Tease

1. Maju Junction is the mall to be operated by Parkson Corporation Sdn Bhd.
 - a. first
 - b. second
 - c. 43rd
2. Parkson signed a joint-venture agreement with E-Land Group to establish the first City Lifestyle Mall.
 - a. Malaysia
 - b. China
 - c. Indonesia
3. Lion-Parkson Foundation awarded scholarships totalling RM480,000 to students recently.
 - a. 11
 - b. 22
 - c. 25
4. Lion Head Office organised a Lunch & Learn session entitled
 - a. Sharing the Secret to Healthy Aging
 - b. Lock the Secret to Healthy Aging
 - c. Unlock the Secret to Healthy Aging
5. Hi-Rev organised an appreciation for its dealers.
 - a. party
 - b. lunch
 - c. dinner
6. Which team emerged champion in Amsteel Inter-Department Football Competition?
 - a. Material Control / Cut & Bend
 - b. Steel Making Plant
 - c. Bar Mill 1
7. The Class by Parkson Branding opened its standalone store in Mid Valley Megamall.
 - a. first
 - b. second
 - c. third
8. Secom had its Budget Kick-off Meeting for financial year
 - a. 2014/15
 - b. 2015/16
 - c. 2016/17
9. organised a briefing session on "Control of Industrial Major Hazards" recently.
 - a. Antara Steel Mills
 - b. Secom
 - c. Secomex
10. Antara Steel's Performance Management Process briefing session was conducted by department.
 - a. Operations
 - b. Safety, Health & Environment
 - c. HR

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CeDR ACTIVITIES

HRDF Trainer's Conference at Sunway Pyramid Convention Centre, 18-19 August 2015



Networking time



Very interesting topic that caught everyone's attention



Sharing of views

"STAR Program – Aligning Goal Setting" at Best Western Hotel, PJ on 10 August 2015



Brainstorming session



Discussion in progress



Teamwork to complete the assignment

Snapshots of various training conducted by CeDR



SECOM (M) Sdn Bhd -
Effective Customer Service Skills, 6-7 August 2015



Daisho Food Sdn Bhd -
Leading Peak Performance, 29 September 2015



Meet The Lion Circle, 21-22 September 2015



Meet The Lion Circle -
Certificates awarded after completing the 2-day session

EMOTIONAL INTELLIGENCE: 6 TIPS ON IMPROVING YOUR EQ

Everybody wants a higher level of emotional intelligence to succeed in the workplace. Studies have shown that a high emotional quotient (EQ) boosts career success, entrepreneurial potential, leadership talent, health, relationship satisfaction, humor and happiness. It is also the best antidote to work stress and it matters in every job – because all jobs involve dealing with people, and people with higher EQ are more rewarding to deal with.

The main question is, can managers increase and develop their EQ?



EQ can increase with deliberate practice and training and here are six tips on increasing your level of EQ:

1. The Ability to Reduce Negative Emotions

Perhaps no aspect of EQ is more important than our ability to effectively manage our own negative emotions, so they don't overwhelm us and affect our judgment. In order to change the way we feel about a situation, we must first change the way we think about it.

For example:

A. Reducing Negative Personalization. When you feel adversely about someone's behavior, avoid jumping to a negative conclusion right away. Instead, come up with multiple ways of viewing the situation before reacting. When we avoid personalizing other people's behaviors, we can perceive their expressions more objectively.

B. Reducing the Fear of Rejection. One effective way to manage your fear of rejection is to provide yourself with multiple options in important situations, so that no matter what happens, you have strong alternatives going forward. Avoid putting all of your eggs in one basket (emotionally) by identifying a viable Plan B, and also a Plan C, should Plan A not work out.



2. The Ability to Stay Cool and Manage Stress

Most of us experience some level of stress in life. How we handle stressful situations can make the difference between being assertive versus reactive, and poised versus frazzled. When under pressure, the most important thing to keep in mind is to keep our cool. Here are two quick tips:

A. If you feel nervous and anxious, put cold water on your face and get some fresh air. Cool temperature can help reduce our anxiety level.

B. If you feel fearful, depressed, or discouraged, try intense aerobic exercises. Energize yourself.



3. The Ability to Be Assertive and Express Difficult Emotions When Necessary

There are times in all of our lives when it's important to set our boundaries appropriately, so people know where we stand. These can include exercising our right to disagree (without being disagreeable), saying "no" without feeling guilty, setting our own priorities, getting what we paid for, and protecting ourselves from duress and harm.

► Continue on page 17

4. The Ability to Stay Proactive, Not Reactive in the Face of a Difficult Person

Most of us encounter unreasonable people in our lives. We may be “stuck” with a difficult individual at work or at home. It’s easy to let a challenging person affect us and ruin our day. What are some of the keys to staying proactive in such situations? Here are three quick tips:



A. When you feel angry and upset with someone, before you say something you might later regret, take a deep breath and count slowly to ten. In most circumstances, by the time you reach ten, you would have figured out a better way of communicating the issue, so that you can reduce, instead of complicate the problem. If you’re still upset after counting to ten, take a time-out if possible, and revisit the issue after you calm down.

B. Another way to reduce reactivity is to try to put yourself in the difficult individual’s shoes, even for just a moment. For example, consider the person you’re dealing with, and complete the sentence: “It must not be easy....”

“My child is being so resistant. It must not be easy to deal with his school and social pressures...”
 “My boss is really demanding. It must not be easy to have such high expectations placed on her performance by management...”

C. Set Consequence. The ability to identify and assert consequence(s) is one of the most important skills you can use to “stand down” a difficult person. Effectively articulated, consequence gives pause to the difficult individual, and compels her or him to shift from violation to respect.



5. The Ability to Bounce Back from Adversity

How we choose the way we think, feel, and act in relation to life’s challenges can often make the difference between hope versus despair, optimism versus frustration, and victory versus defeat. With every challenging situation we encounter, ask questions such as “What is the lesson here?” The higher the quality of questions we ask, the better the quality of answers we will receive. Ask constructive questions based on learning and priorities, and we can gain the proper perspective to help us tackle the situation at hand.



6. The Ability to Express Intimate Emotions in Close, Personal Relationships

The ability to effectively express and validate tender, loving emotions is essential to maintaining close personal relationships. In this case, “effective” means sharing intimate feelings with someone in an appropriate relationship, in a manner that’s nourishing and constructive, and being able to respond affirmatively when the other person does the same.

“Bidding” or expression of intimate emotions can be any method of positive connection between two people desiring a close relationship. For example:

A. Verbal bidding: “How are you doing?” “How are you feeling?” “I like you.” “I appreciate you.” “I like it when we talk like this.” “I’m glad we’re spending this time together.”

B. Body language bidding: positive eye contact, hugging, smiling, patting the elbow, arm around the shoulder.

C. Behavioral bidding: offering food or beverage, a personalized card, a thoughtful gift, a needed favor.

D. Empathetic listening. Engaging in shared activities that create a closer bond.

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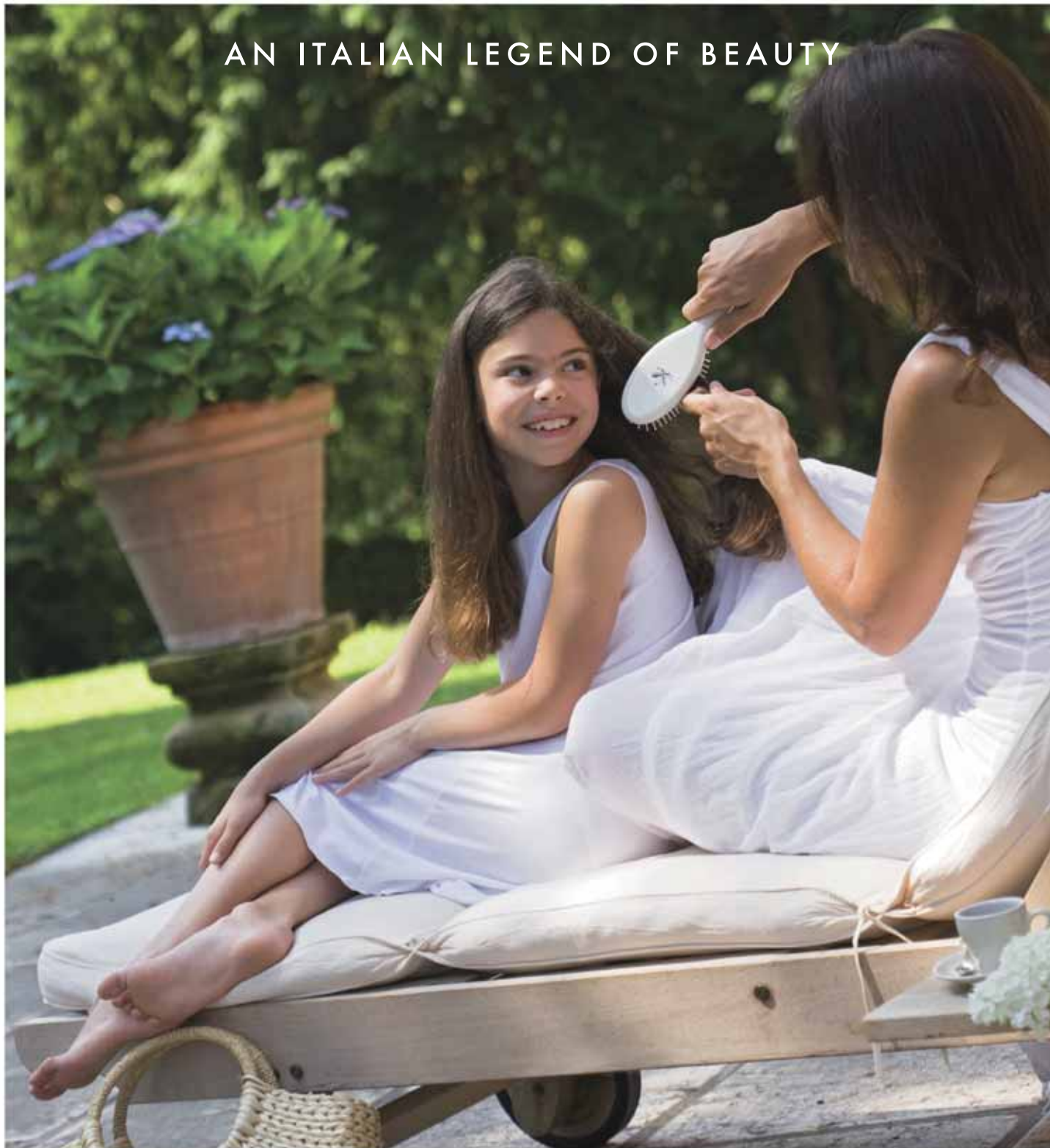
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