

# Lion Today

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## GRAND OPENING: PARKSON MAJU JUNCTION, MALAYSIA



## PARKSON NEWCORE, CHINA



- ▶ Senior Managers' Meeting
- ▶ Hi-Rev Appreciation Dinners

- ▶ Lion-Parkson Tsinghua Calligraphy Competition 2016
- ▶ Learning Session For Lion-Parkson Foundation Scholars



# GRAND OPENING OF PARKSON



► From left to right / *Dari kiri ke kanan*: Parkson Assistant General Manager, Mr Lim Wee Luen; Parkson Director - Merchandising, Ms Natalie Cheng; Parkson COO, Mr Law Boon Eng; Maju Holdings Sdn Bhd Group CEO, Ir Seth Lim Sow Wu; Encik Mohd Faiq Abu Said; Datuk Seri Mohd Fauzi Yon; Encik Ruslan Naim; Tan Sri William Cheng; Parkson Retail Asia Limited Director, Datuk Magic Lee; Parkson General Manager - Operations, Mr Loh Chai Hoon and Parkson Operations Manager Central Region, Encik Ahmad Azlan Zulkifley.



► Tour of Parkson's new edutainment outlet, Little Kingdom.  
► *Lawatan ke outlet edutainment Parkson terbaru, Little Kingdom.*



► Models showcasing some of the apparel available at Parkson.  
► *Model mempamerkan rangkaian fesyen yang terdapat di Parkson.*



► Foodpark by Parkson marries grocery shopping and dining.  
► *Foodpark by Parkson menampilkan kemudahan barangan keperluan harian dan keselesaan makan-minum.*





# MAJU JUNCTION SHOPPING MALL

The grand launch of Parkson Maju Junction Shopping Mall was graced by Parkson Group Chairman and Managing Director, Tan Sri William Cheng; Maju Holdings Sdn Bhd (MHSB) Director, Mohd Faiq Abu Said; MHSB Deputy Group Executive Chairman, Datuk Seri Mohd Fauzi Yon; MHSB Group CEO, Ir Seth Lim Sow Wu; Parkson Maju Junction Centre Manager, Encik Ruslan Haji Naim and senior management of Parkson on 19 January 2016.

In his welcome speech at the launch, Tan Sri William Cheng said, "It is our first fully-managed mall in Malaysia, encompassing shopping, dining and lifestyle under one roof."

Parkson as the anchor tenant occupies 9,290 square metres of retail space over three floors and offers a diverse range

of products from fashion to home furnishing, electrical, electronics and household products. Two other major tenants, Foodpark by Parkson and Little Kingdom mark the company's first foray into a gourmet-concept supermarket and food hall as well as an edutainment outlet for children.

Foodpark by Parkson combines grocery shopping and dining, and is inspired by concepts adopted from overseas whilst Little Kingdom, occupying more than 3,716 sq metres over two floors is an adventure and exploration outlet for children, with games and puzzle maze to be enjoyed together with parents.

The mall has 26 other tenants which include restaurants, cafes and service outlets for a comprehensive shopping experience.

## PELANCARAN PARKSON MAJU JUNCTION SHOPPING MALL

Pelancaran Parkson Maju Junction Shopping Mall telah disempurnakan oleh Pengerusi dan Pengarah Urusan Kumpulan Parkson, Tan Sri William Cheng; Pengarah Maju Holdings Sdn Bhd (MHSB), Mohd Faiq Abu Said; Timbalan Pengerusi Eksekutif Kumpulan MHSB, Datuk Seri Mohd Fauzi Yon; CEO Kumpulan MHSB, Ir Seth Lim Sow Wu; Pengurus Pusat Parkson Maju Junction, Encik Ruslan Haji Naim dan pengurusan kanan Parkson pada 19 Januari 2016.

Dalam ucapan aluannya pada majlis pelancaran itu, Tan Sri William Cheng berkata, "Parkson Maju Junction Shopping Mall merupakan pusat membeli-belah pertama yang diuruskan sepenuhnya di Malaysia, di mana aktiviti membeli-belah, makan-minum dan gaya hidup dirangkumkan di bawah satu bumbung."

Parkson, selaku penyewa utama mengisi tiga tingkat ruang niaga seluas 9,290 meter persegi, menawarkan pelbagai jenis

produk daripada fesyen kepada hiasan rumah, elektrik, elektronik dan produk isi rumah. Dua penyewa utama lain, Foodpark by Parkson dan Little Kingdom merupakan pembabitan pertama syarikat dalam sektor pasar raya berkonsep gourmet dan tempat makan-minum serta outlet edutainment untuk kanak-kanak.

Foodpark by Parkson yang menggabungkan konsep jualan barangan runcit dan tempat makan-minum diilhamkan daripada konsep yang diguna pakai di luar negara manakala Little Kingdom, yang menduduki dua tingkat seluas lebih 3,716 meter persegi menawarkan aktiviti pembelajaran dan penerokaan untuk kanak-kanak yang merangkumi elemen permainan dan teka-teki maze bersama ibu bapa mereka.

Parkson Maju Junction Shopping Mall juga mempunyai 26 penyewa lain seperti restoran, kafe dan outlet perkhidmatan untuk pengalaman membeli-belah yang menyeluruh.

## 百盛MAJU JUNCTION购物广场盛大开幕

百盛 Maju Junction 购物广场于 2016 年 1 月 19 日盛大开幕。出席开幕典礼的嘉宾包括百盛集团主席兼董事经理丹斯里钟廷森、Maju Holdings Sdn Bhd (MHSB) 董事 Mohd Faiq Abu Said、MHSB 集团副执行主席 Datuk Seri Mohd Fauzi Yon、MHSB 集团首席执行官 Seth Lim Sow Wu 工程师、百盛 Maju Junction 经理 Encik Ruslan Haji Naim 以及百盛高级管理人员。

丹斯里钟廷森在开幕欢迎词中说："这是我们在马来西亚第一个全面管理的商场，集合了购物、餐饮和时尚于同一屋檐下"。

百盛作为主要租户，零售空间为三个楼层，共有 9,290 平方米，提供多元化产品，从时装到家居、电器、电子和家用产品。另外

两个租户，是 Foodpark by Parkson 和 Little Kingdom。这两家品牌标志着公司首次进军美食超市暨美食中心、以及兼具教育及娱乐双重功能的儿童乐园。

Foodpark by Parkson 是由海外概念所启发，结合了超市购物和餐饮。而 Little Kingdom，占地超过 3,716 平方米，共有两个楼层，为儿童提供冒险与探索，并与父母一起享受游戏和益智迷宫的乐园。

商场内还有其他 26 家租客包括餐厅、咖啡厅和服务中心，为消费者提供一个全面性的购物体验。

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## EDITOR'S MESSAGE

Our Retail Division kicked off the new year with two milestones, the grand opening of Parkson Maju Junction Shopping Mall in Malaysia and Parkson Newcore City Mall in Shanghai, China. The former is the Group's first fully-managed mall in Malaysia which encompasses shopping, dining and lifestyle under one roof whilst the latter is the first Korean city lifestyle mall jointly developed by Parkson Group and E-Land Group of Korea. Both malls are positioned to offer a wide range of products and services, and shopping experience to meet the need of the increasingly discerning consumers and the challenges in the retail industry.

The new year also saw our annual Senior Managers Meeting for the Group's divisions and businesses to brainstorm and set the direction going forward in the new year. The meeting also provided the forum for everyone to keep abreast of the developments in the Group's operations.

For the 7<sup>th</sup> year running, Lion-Parkson Foundation and Parkson Corporation organised the Chinese New Year Calligraphy Sale at several Parkson stores in Klang Valley for students from 5 participating schools to sell their calligraphy pieces to raise funds for needy students in their schools. The charity project is most laudable with the students contributing their time and efforts over three weekends to produce and sell their calligraphy work to help their fellow students.

All these and other activities by our operating companies and the Head Office are featured in the following pages.

## UTUSAN PENGARANG

*Bahagian Peruncitan kita membuka tirai tahun baru dengan mencatat dua peristiwa penting, pembukaan Parkson Maju Junction Shopping Mall di Malaysia dan Parkson Newcore City Mall di Shanghai, China. Parkson Maju Junction Mall adalah pusat membeli-belah pertama di Malaysia yang diuruskan sepenuhnya oleh Kumpulan di mana aktiviti membeli-belah, makan-minum dan gaya hidup berada di bawah satu bumbung manakala Parkson Newcore City Mall pula merupakan pusat membeli-belah dengan gaya hidup bandar Korea yang pertama dibangunkan bersama oleh Kumpulan Parkson dan Kumpulan E-Land dari Korea. Kedua-dua pusat membeli-belah ini menawarkan pelbagai produk dan perkhidmatan, serta pengalaman membeli-belah untuk memenuhi keperluan pengguna yang semakin bijak dan industri peruncitan yang semakin mencabar.*

*Tahun baru ini turut menyaksikan penganjuran Mesyuarat Tahunan Pengurus Kanan bahagian dan perniagaan Kumpulan untuk berbincang dan menetapkan hala tuju masa depan. Mesyuarat ini juga merupakan forum untuk semua mengikuti perkembangan operasi Kumpulan.*

*Untuk tahun yang ke-7, Yayasan Lion-Parkson dan Parkson Corporation menganjurkan Jualan Kaligrafi Tahun Baru Cina di beberapa buah gedung Parkson di Lembah Klang di mana para pelajar dari 5 buah sekolah yang mengambil bahagian menjual hasil kaligrafi mereka bagi mengumpul dana untuk pelajar yang memerlukan di sekolah mereka. Usaha murni ini sangat terpuji memandangkan para pelajar tersebut menyumbangkan masa dan tenaga selama tiga hujung minggu untuk menghasilkan dan menjual karya kaligrafi bagi membantu rakan-rakan pelajar mereka.*

*Semua ini serta pelbagai aktiviti yang berlangsung di syarikat-syarikat operasi kita dan Ibu Pejabat ditampilkan di halaman berikut.*



# PARKSON AND E-LAND LAUNCH CHINA'S FIRST KOREAN CITY LIFESTYLE MALL



► From left to right/Dari kiri ke kanan: Parkson Newcore Deputy General Manager, Ms Chen Fang; General Manager, Mr Oh Jin Seok; Parkson Retail Group (PRG) Executive Director and CEO, Mr Shaun Chong; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Malaysia Consul General to Shanghai, Mr Tan Yang Thai; PRG Chairman, Tan Sri William Cheng; E-Land Group Vice President, Ms Park Song Kyung; Korea Consul General of Shanghai China, Mr Han Hee Seok; CEO of E-Land China, Mr Choi Jong Rang; Deputy General Manager of Shanghai Changning Real Estate, Mr Zhu Sheng Yong and Director and General Manager of E-Land China, Mr Yang Il Cheul at the ribbon-cutting ceremony.



**P**arkson Newcore Citymall, China's first Korean city lifestyle mall jointly developed by Parkson Group and E-Land Group of Korea was officially opened on 15 January 2015. Located at Changning district in Shanghai, the five-storey Citymall with a gross retail space of 45,687 square metres, houses a wide selection of lifestyle brands covering apparel, accessories, outdoor gear, sportswear, and F&B products.

Parkson's private labels and brands under distribution such as Mango, Bonia, Style Unlimited and B&W; and E-Land's brands such as Luxury Gallery, SPAO, MIXXO, Shooppen and Bactory are among the brands available. The wide range of F&B offerings include Parkson's franchised sandwich restaurant chain - Quiznos; Parkson's first private F&B label - "Ji Hui", offering street food from Southeast Asia, and E-Land's F&B outlet "Zhi Ran Bie Gu" - a buffet restaurant with a strong Korean element.

Citymall features a chic and vividly coloured interior design which matches perfectly with E-Land's top brand, Modern House with recreation areas on each floor for customers to relax in. All details have been specially designed to give consumers an authentic taste of Korea in Shanghai.

Senior management of both Parkson and E-Land, and representatives from the Chinese, Malaysian and Korean governments were present at the launching ceremony. Korean pop band EXO, who are very popular in China hosted a meet-the-fans event at the ceremony.



# BEST OF MELODIES CHARITY NIGHT BY PARKSON

**B**est of Melodies Charity Night by Parkson was held at Pavilion KL on 28 January 2016.

Parkson Group Chairman and Managing Director, Tan Sri William Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Director – Merchandising, Ms Natalie Cheng; Pavilion KL CEO of Retail, Ms Joyce Yap and invited Parkson Diamond Card members were present at the night.

The event kicked off with a drum performance by students from Universiti Tunku Abdul Rahman (UTAR), followed by a medley of songs by Janet Lee and a calligraphy demonstration by Puan Sri Chelsia Cheng. Guests then proceeded to Parkson store for light refreshments and shopping spree whereby 5% of the sales proceeds for the night will be donated to Lion-Parkson Foundation in aid of charity.



- Puan Sri Chelsia Cheng (left) presenting the calligraphy piece she did on stage to Pavilion's Ms Joyce Yap (right).
- Puan Sri Chelsia Cheng (kiri) menyampaikan kaligrafi yang dihasilkan di atas pentas kepada CEO Pavilion, Cik Joyce Yap (kanan).



- A rousing drum performance by UTAR students and (right) Janet Lee entertaining Parkson Diamond Card members and shoppers.

- Pertunjukan dram yang meriah oleh para pelajar UTAR, (kanan) Janet Lee menghiburkan ahli Kad Berlian Parkson dan para pengunjung lain.



- Happy Parkson Diamond Card members with their purchases.
- Ahli-ahli Kad Berlian Parkson gembira bersama barangan yang dibeli.

- Members enjoying the activities inside Parkson Pavilion store.
- Ahli-ahli kad mengambil bahagian dalam aktiviti yang disediakan di stor Parkson Pavilion.



# HI-REV APPRECIATION DINNERS



► Posim Group Director, Mr Ngan Yow Chong (left) and General Manager, Ms Valerie Poon (right) with Chinese New Year greetings in Melaka.

► Pengarah Kumpulan Posim, Encik Ngan Yow Chong (kiri) dan Pengurus Besar, Cik Valerie Poon (kanan) bersama Ucapan Tahun Baru Lunar di Melaka.



► Lunar New Year greetings from Ms Valerie Poon (right) and Senior Manager - Marketing, Mr Kenny Chuah.

► Ucapan Tahun Baru Lunar daripada Cik Valerie Poon (kanan) dan Pengurus Kanan - Pemasaran, Encik Kenny Chuah.



► Lucky draw grand prize winners (left to right photos) : From Melaka and Ipoh with Mr Ngan Yow Chong and from Johor Bahru with Ms Valerie Poon.

► Cabutan bertuah pemenang hadiah utama (dari gambar kiri ke kanan) dari Melaka dan Ipoh bersama Encik Ngan Yow Chong, dan dari Johor Bahru bersama Cik Valerie Poon.



► 5 Gold Pendant Award winners.  
► Penerima Anugerah 5 Locket Emas.



► 10 Gold Pendant Award winners.  
► Penerima Anugerah 10 Locket Emas.



► Product Launch : Hi-Rev 7240 (left photo) and Hi-Rev TORQE Superbike oil (right photo).  
► Pelancaran Hi-Rev 7240 (gambar kiri) dan Hi-Rev TORQE Superbike oil (gambar kanan).

In conjunction with the Lunar New Year, Posim Group organised its annual get-togethers in appreciation of its dealers with the kicking-off of the HI-REV Appreciation Nite 2016 in Penang on 16 January 2016, followed by dinners in Ipoh, Johore Bahru, Melaka, Alor Setar, Bukit Mertajam, Kuala Lumpur, Kota Bharu, Terengganu and Kuantan with more than 8,000 dealers and family members in attendance.

At the dinners, top sales achievers received gold pendants and appreciation plaques with the highlight being the unveiling of new products, Hi-Rev 7240 API SN SAE 10W-40 Semi-Synthetic car engine oil and TorQe powered by HI-REV with ESTER PLUS API SN SAE 10W-40 Fully-Synthetic superbike engine oil. Guests were entertained by a variety of shows including performances by renowned artistes, lion dance and games. Lucky guests walked away with attractive prizes from the lucky draws.



# FOOD TRAIL @ AMSTEEL KLANG

In welcoming the year 2016, Amsteel Mills Klang's premises was turned into a carnival with 20 stalls selling various types of food and drinks as well as games booths on 14 January 2016.

Themed "Food Trail", the event was organised by the Sports and Recreation Club as part of its staff engagement activity to foster better relations amongst its members. The response from the staff was overwhelming with the crowd starting to build up as early as 7.30 am, and most of the food was sold out before lunch time.



► Chefs from the various departments in action.  
► Cef dari pelbagai jabatan sedang beraksi.



► (Top photo) Best Decorated Stall - Cut & Bend's "Love and Peace Garden" and (right photo) another creative stall.  
► (Gambar atas) Gerai Tercantik - Cut & Bend "Love and Peace Garden" (Gambar kanan) antara gerai yang kreatif.



## ACTIVITIES @ ANTARA STEEL MILLS



### PLANT INSPECTION

On 14 January 2016, Johore State Department of Occupational Health and Safety officers inspected the gas pipes at Antara Steel Mills' furnace section.

On 3 February 2016, officers from Department of Environment conducted a Scheduled Wastes inspection at the Store Department and Water Treatment to ensure that the plant complies with the Plant and Machineries Act.

## VISIT BY PUSPATRI

25 trainees from Johor Skills Development Centre Sdn Bhd (PUSPATRI) and their lecturer, Encik Jamaludin visited Antara on 27 January 2016 to know more about the company's occupational safety and health procedures.



2016. 1. 27



# HAPPENINGS @ SECOM

## NEW UNIFORM FOR STATIC GUARDS



Secom (M) Sdn Bhd has introduced a new uniform for its static guards which portrays a fresher look in line with the company's image.

The new look is also in compliance with the Ministry of Home Affairs requirement for security companies under Persatuan Perkhidmatan

Kawalan Keselamatan Malaysia to change their static guards' uniform to white effective from 2016.



## PERSONAL FINANCIAL MANAGEMENT

On 19 January 2016, the Human Resources Division invited Agensi Kaunseling dan Pengurusan Kewangan (AKPK) to give a talk on personal financial management which highlighted the importance of saving for the future, tracking personal cash flow to ensure that it remains positive and the risks of being a loan guarantor, amongst others.

## PRODUCT BRIEFING

On 21 January 2016, Secom's management team visited Saxco Marketing Sdn Bhd to learn more about the company's security products such as CCTV, Video Intercom, Display and Control Solutions, Intelligent Building Products which include access control solutions and alarm system, and how they can enhance Secom's security systems.



## PARKSON CREDIT EXPANDS

In line with its rapid expansion and growing business operations, Parkson Credit has recently opened an Operations Center at Unit 6.06 - 6.08, Level 6, Maju Tower.

The Credit Assessment, Credit Management and Processing departments have moved from its head office at Lion Office Tower to the new Operations Center.





# LION-PARKSON TSINGHUA CALLIGRAPHY COMPETITION 2016



- ▶ Left to right: Dr Chong Siou Wei; Professor Zhao Lixin; Dr Chua Siew Kiat; Puan Sri Wendy Ong; Datin Lim Mooi Lang; Puan Sri Chelsia Cheng; Dato' Dr Hou Kok Chung; Dr Chuah Hean Teik; Profesor Dr Ewe Hong Tat and Professor Dr Lim Chooi Kwa posing with the calligraphy piece by Dato' Dr Hou at the opening ceremony.
- ▶ Kiri ke kanan: Dr Chong Wei Siou; Profesor Zhao Lixin; Dr Chua Siew Kiat; Puan Sri Wendy Ong; Datin Lim Mooi Lang; Puan Sri Chelsia Cheng; Dato' Dr Hou Kok Chung; Dr Chuah Hean Teik; Profesor Dr Ewe Hong Tat dan Profesor Dr Lim Chooi Kwa bergambar dengan hasil kaligrafi Dato' Dr Hou pada majlis perasmian.

Lion-Parkson Tsinghua Calligraphy Competition 2016 by Lion-Parkson Foundation (LPF), Tsinghua University from Beijing, China and Universiti Tunku Abdul Rahman (UTAR) was held at UTAR Campus in Bandar Sungai Long, Selangor on 10 January 2016. It was launched by Senator Dato' Dr Hou Kok Chung, Chairman of Institute of Strategic Analysis and Policy Research witnessed by his wife, Datin Lim Mooi Lang; LPF Chairman, Puan Sri Chelsia Cheng; LPF Trustee, Dr Chua Siew Kiat; UTAR President/CEO, Professor Dato' Dr Chuah Hean Teik; Vice President - Internationalisation & Academic Development, Professor Dr Ewe Hong Tat; Dean of Institute of Chinese Studies, Dr Chong Siou Wei; Professor Dr Lim Chooi Kwa; Visiting Professor from Shandong Agricultural University Professor Zhao Lixin; and Puan Sri Wendy Ong.

The competition to promote calligraphy in Malaysia attracted more than 150 participants nationwide with the oldest participant being a 75-year old gentleman from Johor. It had two categories i.e. for University/College Students (Malaysian students only), and the Public, aged 18 years and above. The top 5 winners from each category will be invited to attend a 4-day calligraphy workshop and awards presentation ceremony at Tsinghua University in Beijing, China in April this year.

54 finalists were selected by judges Puan Sri Chelsia Cheng, Professor Dr Lim Chooi Kwa, and calligraphers Mr Chang Moke Wah, Mr Kerk Won Hoo and Mr Chia HK on 22 January 2016 and sent to Tsinghua University in Beijing for the final selection of winners.



- ▶ A senior participant engrossed in his writing.
- ▶ Peserta warga emas tekun menghasilkan kaligrafi.



- ▶ Puan Sri Chelsia Cheng (right) shortlisting the calligraphy pieces with (extreme left) Mr Chang Moke Wah and (2nd from left) Mr HK Chia to be sent to Tsinghua University.
- ▶ Puan Sri Chelsia Cheng (kanan) memilih kepingan kaligrafi bersama (paling kiri) Encik Chang Moke Wah dan (2 dari kiri) Encik HK Chia untuk dihantar ke Universiti Tsinghua.

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# SHOOPEN

## SHOES SPA

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## PARKSON



# 2016 CNY CALLIGRAPHY CHARITY SALE

The 2016 Chinese New Year Calligraphy Charity Sale was successfully organized by Lion-Parkson Foundation, Parkson Corporation and five independent schools in Klang Valley namely Confucian Private Secondary School, Kuen Cheng High School, Chong Hwa Independent High School (KL), Tsun Jin High School and Chung Hua Independent High School (Klang) over 3 weekends; on 16 & 17, 23 & 24, and 30 & 31 January 2016.

This is the seventh consecutive year the Charity Sale is organised in aid of needy students in these schools. The students demonstrated their calligraphy pieces and entertained shoppers with Chinese orchestra performances and lion dance at nine participating Parkson stores namely KL Festival City Mall, 1 Utama Shopping Centre, Suria KLCC, Nu Sentral, OUG Shopping Centre, Pavilion KL, Sunway Pyramid, IOI City Mall Putrajaya, and Klang Parade.



## DIRECTORS' TRAINING :

### Finance Language in the Boardroom



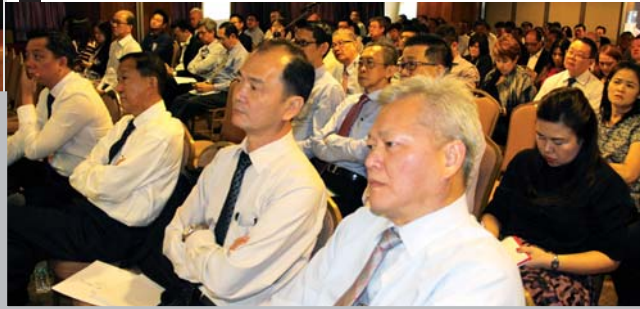
On 20 January 2016, the directors of the Group's public listed companies and Head Office staff attended a one-day talk on "Finance Language in the Boardroom" by Mr David SK Leong (left photo) who is a board member of the Institute of Internal Auditors, Malaysia and Examiner – Banking Examinations of the Asian Institute of Chartered Bankers.



# SENIOR MANAGERS' MEETING



- ▶ Tan Sri William Cheng, in his Opening Remarks urged everyone to reduce cost and increase productivity.
- ▶ Dalam ucapan aluannya, Tan Sri William Cheng menyeru semua untuk mengurangkan kos dan meningkatkan produktiviti.



- ▶ All ears at the Senior Managers' Meeting.
- ▶ Memberi tumpuan sepenuhnya di Mesyuarat Pengurus Kanan.

Directors and senior managers from the various divisions in the Group including HQ functional heads attended the Senior Managers' Meeting at the Group Head Office on 4 February 2016 to brainstorm and set the direction going forward in the new year.

Group Executive Chairman, Tan Sri William Cheng reiterated the need for everyone to be proactive, resourceful and work together to overcome the challenges faced in their respective industries and to achieve their companies' targets.

Group Executive Director, Tan Sri Albert Cheng was present at the meeting which was an opportunity for everyone to be updated on the Group's operations and developments, and to interact with each other.



- ▶ Tan Sri William Cheng and Tan Sri Albert Cheng listening to the presentations by the senior managers covering the Group's various operations (bottom photos).
- ▶ Tan Sri William Cheng dan Tan Sri Albert Cheng mendengar taklimat pelbagai operasi Kumpulan daripada para pengurus kanan (gambar bawah).





# LEARNING SESSION FOR LION-PARKSON FOUNDATION SCHOLARS



- Dr Chua Siew Kiat and CeDR Senior Manager, Ms Penny Chong (5<sup>th</sup> & 4<sup>th</sup> from left respectively) with the scholars at the closing ceremony.
- Dr Chua Siew Kiat dan Pengurus Kanan CeDR, Cik Penny Chong (masing-masing 5 dan 4 dari kiri) bersama para penerima biasiswa di majlis penutup.

The Group's training arm, CeDR Corporate Consulting organised a Learning Session from 26 to 29 January 2016 for the 2014/2015 Lion-Parkson Foundation (LPF) scholars.

The 2015 scholars attended a two-day orientation programme with insights into the Group's businesses and were taken on site visits to Parkson, Lion Tin and Amsteel Mills Klang; followed by another two-day workshop with the 2014 batch of scholars joining in. The workshops on Personal Grooming and Public Speaking conducted by external trainers, Ms Ana Cheong and Puan Norshila Abdullah respectively were packed with information and tips on how to improve their soft skills which are essential to help them prepare themselves to kick-start their careers.

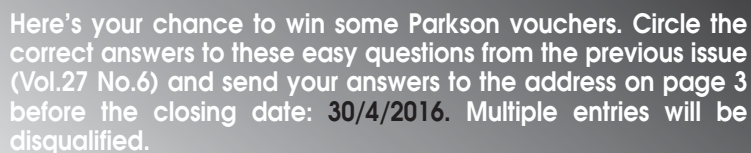
LPF Trustee, Dr Chua Siew Kiat in his speech at the closing ceremony, advised the scholars to participate in social and recreational activities which will enhance their communication, leadership and people management skills and team spirit.



- Top to bottom photos: Visits to Lion Tin, Parkson and Amsteel Mills Klang respectively.
- Gambar atas ke bawah: Lawatan ke Lion Tin, Parkson dan Amsteel Mills Klang.

- The two workshops saw active participation by the scholars.
- Penglibatan aktif daripada para penerima biasiswa di kedua-dua bengkel.





## Lion Today - Vol. 28 No. 1 January/February 2016

- NAME: (Mr / Ms)

TEL. NO.: COMPANY/DEPT (please state full address):

### Prize winners of the previous Lion Brain Tease:

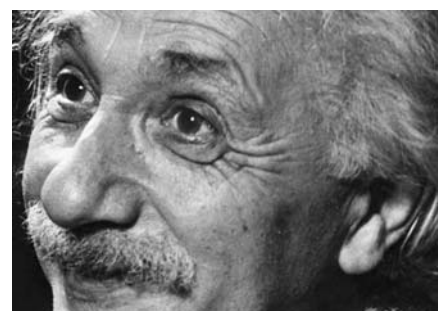
## Answers to the previous Lion Brain Tease

- |                      |                           |
|----------------------|---------------------------|
| 1 - 3 <sup>rd</sup>  | 6 - dealers and workshops |
| 2 - 15 November 2015 | mechanics                 |
| 3 - Secom            | 7 - Bright Steel (A)      |
| 4 - 2 <sup>nd</sup>  | 8 - Megasteel             |
| 5 - 500              | 9 - safety                |
|                      | 10 - 5 <sup>th</sup>      |





## 5 HABITS OF COMPETENT INTROVERTED LEADERS



It is not by chance that some of the world's greatest leaders have been introverts, from Bill Gates to Abraham Lincoln and Albert Einstein.

And, there is a growing body of research that suggests introverts can be as successful as extroverts especially when their employees are naturally proactive.

However, introverts may have difficulties visualising what leadership is due to the stereotypes associated with leadership such as "charisma", "power", "outgoing" and "confident".

Here are a few practices that introverts can adopt to toughen their leadership:

### 1. Good Leaders Treat Those Around Them As Individuals

They learn the interests and preferences of their colleagues. They engage in two-way communication. Introverts can excel through their preference for one-on-one or small-group communication. Through these individual interactions, they learn about their colleagues more deeply in a way that positively impacts their relationships.



#### Questions that lead to better leadership practice:

- Do I know much about my colleagues outside of work?
- What do my colleagues and I have in common? Difference(s)?
- Which parts of their jobs do my colleagues love/hate?
- What skills do my colleagues have that they don't have a chance to share in their jobs?
- How do my colleagues work best?



# 5 HABITS OF COMPETENT INTROVERTED LEADERS

## 2. Good Leaders Provide Opportunities For Others To Demonstrate Their Thinking And Knowledge

They provide space for intellectual discussion. They ask others to provide advice. They provide opportunities for people to show off their knowledge. Introverts do well because of their enjoyment of conversation with just a few people on topics of shared interest. They can be good listeners and allow other people to spend more time talking. They can share work or ask for advice in ways that allow other people to shine in their areas of expertise.



Questions that lead to better leadership practice:

- Who knows more than me in an area I'd like to improve in? What advice can I ask of them?
- What projects am I working on that others may be interested in getting involved with?
- Who would be interested in joining me about a discussion on \_\_\_\_\_?

## 3. Good Leaders Are Good Role Models

They follow through on commitments. They have strong characters and are consistent in their beliefs. They offer to help for the good of the team. Introverts can practice this aspect of leadership by knowing their values and contributing to a positive overall environment.



Questions that lead to better leadership practice:

- Does my current workload allow me to follow through on all commitments?
- Do my values align with those of the organisation?
- Are my interactions with others generally positive, or do I focus on the negative or gossip too much?
- Do I help others and provide others the opportunity to help me when times are tough?

## 4. Good Leaders Focus Their Energy On The Big Picture

They ensure that work aligns with the mission and values of the team. They help keep people focused on the end goal. Introverts naturally take time to reflect on their purpose and that of the organisation.



Questions that lead to better leadership practice:

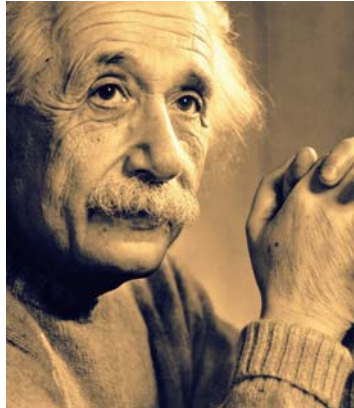
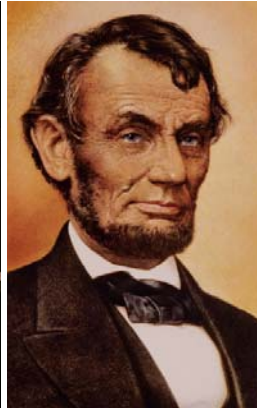
- Do I understand how my work and that of my colleagues connects the purpose of the organisation and can I communicate that to others?
- Am I able to communicate how our work positively impacts society?
- What aspect of my organisation's work really stimulates me?



## 5 HABITS OF COMPETENT INTROVERTED LEADERS

### 5. Good Leaders Are Both Strong-Willed And Humble

They are driven to achieve a purpose, but aren't interested in taking all the credit or blaming others for failure. They are strong yet reflective. Introverts are naturally interested in reflection, enjoying time alone thinking. As introverts often overthink past interactions, they are at risk for overly blaming themselves when things don't work out, so they also need to give themselves a break once in a while.



Questions that lead to better leadership practice:

- Do I know what I want to achieve in my role?
- What have I learned from past failures and missteps, and how can I share that learning with others?
- Am I spending time on my purpose? Or are my personal issues getting in the way of success?

To introverts, leadership as a concept to inspire people around them can be an overwhelming process, but by practicing many of the qualities of leadership, introverts can lead successfully.

## CeDR ACTIVITIES

### Trip to Forest Research Institute Malaysia (FRIM)



CeDR organised its yearly trip to reconnect with team members as a form of teambuilding. This year, we found ourselves at FRIM where we were taken on a guided tour of the reserve which included identifying the trees.



# CeDR ACTIVITIES

MEET THE LION CIRCLE (MTLC), 21-22 January 2016



**M**eeT The Lion Circle is an induction programmes for new recruits to learn more about Lion Group's business operations, core values and management practices. This programme welcomed the participants to the group, and they were brought to Secom (Malaysia) Sdn Bhd for a plant visit.



LION-PARKSON FOUNDATION SCHOLARS PROGRAMME, 26-29 January 2016

**T**he Lion-Parkson Foundation programme aims to enhance our scholars' knowledge and skills, as well as expose them to the actual workplace environment. All scholarship recipients are eligible to participate in the programme for the entire duration of their university studies.

The programme consists of 3 blocks: Block 1- Meet The Lion Group & Introduction to Soft Skills, Block 2- Soft Skills Practical, and Block 3- Experience The Lion Group via Industry Attachment. Each block is scheduled during semester breaks to enable participants to attend.



'Improving Your Personal Grooming' session by Ana Cheong

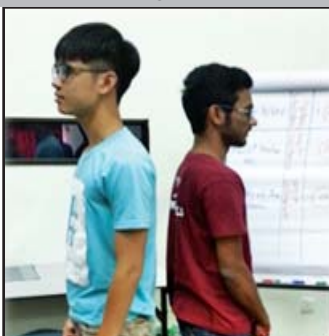


*The do's and don'ts to avoid social faux pas*



*Skin tones. Who knew they'd play a role in outfit selection?*

'Public Speaking' session by Norshila Abdullah



*'Jangan pandang belakang'*

'Meet The Lion Group' session by Siti Sahlah



*You know when they're gathered in a circle; mayhem ensues!*



*Have you ever thought beyond  
Condominium or a Terrace House? You will.*

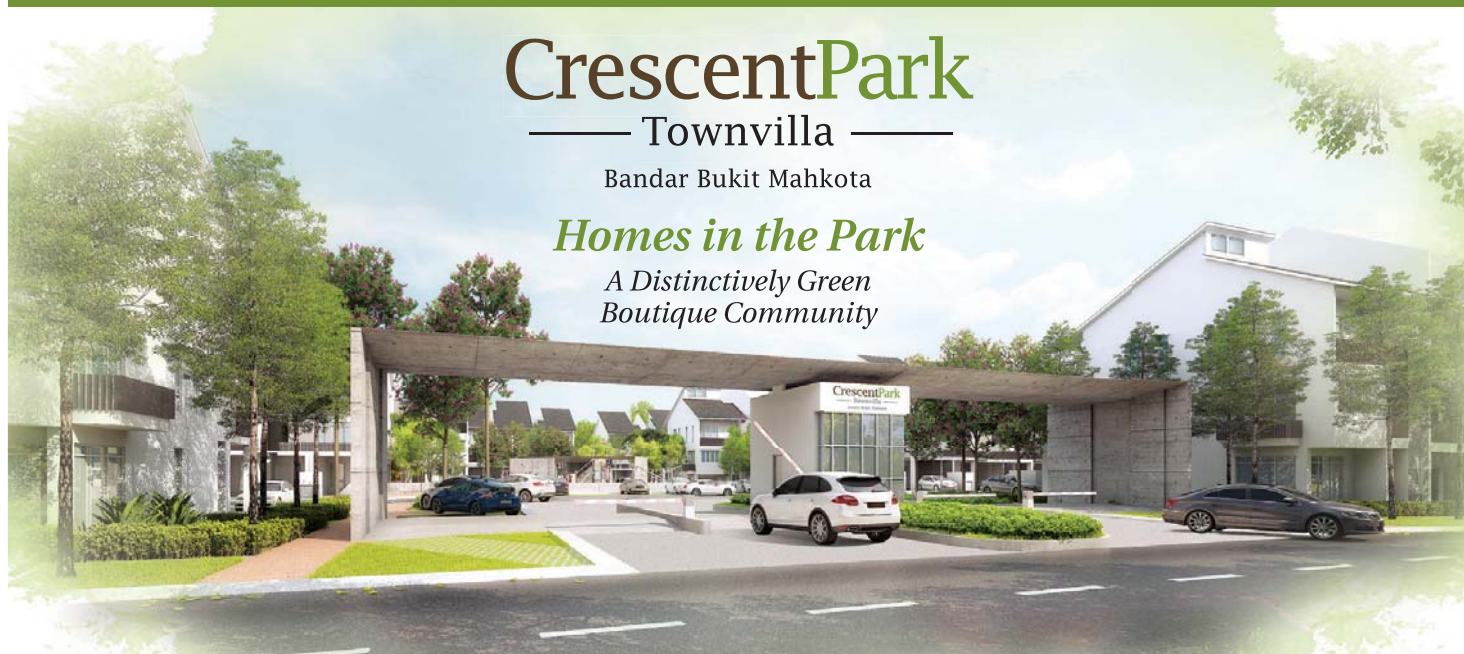
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Artist's impression



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Artist's impression

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Developer : Araprop Development Sdn. Bhd. (183803-A) • Developer's Address : Level 2 - 5, Lion Office Tower, No.1, 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. : 7178-9/01-2017/81(L) • Validity Date : 27/01/2015 - 26/01/2017 • Advertising & Sales Permit : 7178-9/01-2017/81(P) • Validity Date : 27/01/2015 - 26/01/2017 • Land Tenure : Freehold • Building Plan Approval No. : MPKJ/2/P/27/2014 • Approving Authority : Majlis Perbandaran Kajang • Expected Date of Completion : June 2018 (36 months from date of Sales and Purchase Agreement) • Encumbrance : Nil • Sekatan Kepentingan : Nil • Type of Property : 1 1/2-Storey Townhouse • Built-Up Area From : 1,609 sq.ft • Total Units : 134 • Selling Price : RM496,000 (min) - RM616,000 (max) • 7% Discount For Bumiputra





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