

# Lion Today

VOL. 28 NO. 2 MARCH / APRIL 2016 FOR INTERNAL CIRCULATION ONLY [www.lion.com.my](http://www.lion.com.my)

## LAUNCHING OF LIONMALL QINGDAO



## & ROYALE UNICORN EDUCATION



- ▶ Tourism Award For Parkson Saigon Tourist Plaza
- ▶ Parkson Credit 1<sup>st</sup> Anniversary Dinner Celebration

- ▶ T-Trax Lubricants Enter China
- ▶ 12 Habits To Track & Measure Employee Productivity



## ROYALE UNICORN EDUCATION



- ▶ Tan Sri William Cheng (left), Datuk Magic Lee (centre) and other VIPs touring the centre (right photos).
- ▶ Tan Sri William Cheng (left), Datuk Magic Lee (tengah) dan VIP lain melawat sekitar pusat pembelajaran (gambar kanan).

## LIONMALL QINGDAO



- ▶ From right to left / Dari kanan ke kiri: Datuk Magic Lee; Mr Yingchang Chen; Mr Yong Zou; Tan Sri William Chang; Puan Sri Chelsia Cheng; Mr Kunlun Wang; Parkson Retail Group Executive Director and CEO, Mr Shaun Chong; Lionmall Qingdao Senior Regional Director, Ms Xiumin Wang and Lionmall Qingdao General Manager, Mr Jining Zhang.



- ▶ (Left photo) Shoppers trying out the Laser Music Wall and (right photo) huge crowd at the launch day.
- ▶ (Gambar kiri) Para pengunjung mencuba "Laser Music Wall" dan (gambar kanan) orang ramai yang hadir di hari pembukaan.



# LAUNCHING OF ROYALE UNICORN EDUCATION

**P**arkson Edutainment World (PEW), a joint-venture between Parkson Retail Asia Limited (PRA) and Studio Kingdoms Network Sdn Bhd (SKN) launched its inaugural international learning centre, Royale Unicorn Education (RUE) in Parkson Maju Junction Shopping Mall on 25 April 2016.

RUE is the first learning centre in Malaysia which provides a unique approach towards early childhood education with the adoption of the renowned Pygmalion teaching method that focuses on whole brain development and the Zensyo Maitreya nursery approach from Japan. The nursery also incorporates two prestigious curricula - the Cambridge English For Life (CEFL) and International Primary Curriculum (IPC) from the United Kingdom, into its daily schedule and offers a broad range of quality activities and learning experiences.

Parkson Group Executive Chairman, Tan Sri William Cheng; PRA Director, Datuk Magic Lee; Parkson Merchandising Director, Ms Natalie Cheng; SKN Executive Director, Mr Adam Ooi, Managing Director, Mr Adam Swee and Creative Director, Mr Tommy Swee; RUE Principal, Ms Chloe Kuan and RUE partners, Developer of Pygmalion (Japan), Mr Ito Kyo; Principal of Zensyo (Japan), Mr Koshin Matsumoto; and Regional Franchise Director of Cambridge English for Life, Mr Michael Yong officiated the launch.

Guests toured the centre including PEW's first-of-its-kind edutainment theme park, Little Kingdom, featuring 35 Happy Toon World characters in a magical-themed environment which is located in the same vicinity as RUE (below photos).



## & LIONMALL QINGDAO

**L**ionmall Qingdao opened its doors to the public on 28 April 2016. Sharing Parkson Group's DNA as the "Fashion Standard-Bearer", Lionmall Qingdao was opened by Group Executive Chairman, Tan Sri William Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Retail Asia Limited Director, Datuk Magic Lee; Lionmall Qingdao General Manager, Mr Jining Zhang and Senior Regional Director, Ms Xiumin Wang; Chairman of Chuangxu Wenhua, Pororo Children's Park, Mr Kunlun Wang; Chairman of Shanghai Industrial Investment (Qingdao) Co. Ltd, Mr Yong Zou; CPC Party Secretary of China Construction Eighth Engineering Division Corp Ltd Qingdao Branch, Mr Yingchang Chen.

Located in the Laoshan district of Qingdao, which is the new financial and commercial hub of the city, the mall is part of the fully integrated Beer City project. It has a total gross floor area of about 230,000 square metres, with 130,000 square metres for retail use and the rest for ancillary and 2,000 car park lots.

Lionmall Qingdao is well-placed to become the one-stop shopping destination for a more fashionable lifestyle and hangout place for the communities nearby. An interesting feature at the mall is the Laser Music Wall where beautiful melodies play when fingers are waved across the laser beams on the wall. Visitors can also scan the QR codes installed to listen to the music.

### 1 RETAIL & TRADING DIVISION

Launching Of Royale Unicorn Education  
Launching Of Lionmall Qingdao  
Tourism Award For Parkson Saigon Tourist Plaza  
Hi-Rev Appreciation Dinner  
T-Trax Lubricants Enter China  
Urban Food Hall @ Dataran Pahlawan Megamall

### 6 STEEL DIVISION

Forklift Training  
Gotong Royong  
Steel Division's Sports & Recreation Club  
-29<sup>th</sup> AGM 2016  
-Fun Trip At Shah Alam Wet World

### 8 SERVICES DIVISION

Happenings @ Secom  
-Visit By Secom Overseas  
-Training  
-First Aid & CPR  
-OT & SOP  
-Static Guards  
Parkson Credit 1<sup>st</sup> Anniversary Dinner Celebration  
Parkson Credit  
-ISO 9001:2008 Certification  
-Annual Business Conference

### 11 CORPORATE UPDATES

Lion-Parkson Tsinghua Calligraphy Competition 2016  
-Prize Presentation Ceremony  
-Trip To Tsinghua University, Beijing  
2016 CNY Calligraphy Charity Sale  
Head Office Get - Together

### 13 COMMUNITY RELATIONS

LGMAF Contributes To Medical Camp  
Contribution To Residents' Association's Education Programme  
Lion Tin Cares

### 15 LEARNINGLINK

CeDR Activities  
12 Simple Habits To Track And Measure Employee Productivity

### 18 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

Bandar Mahkota Cheras - The Hot Plan

### 19 RETAIL & TRADING DIVISION

WHO.A.U California Dream - Korea's Leading Fast Fashion

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In today's challenging business environment, many retail organisations are looking into innovative ways and forming strategic collaborations to stay ahead in their operations. Parkson has ventured into the edutainment segment through Parkson Edutainment World Sdn Bhd and officially launched its inaugural international learning centre, Royale Unicorn Education (RUE) recently. RUE is the first learning centre in the country which provides a unique approach towards early childhood education, which is important for children to achieve their fullest potential as leaders of tomorrow.

In China, Lionmall Qingdao opened its doors to the public on 28 April 2016 with Parkson Department Store and Foodpark as one of the anchor tenants. Equipped with modern and interesting features, and offering a wide variety of merchandise and services, the mall is well-placed to become a popular destination for discerning shoppers.

Parkson Credit hosted its first anniversary dinner in appreciation of its dealers and vendors for their hard work and support over the past one year. The company also marked a new milestone by achieving the ISO 9001:2008 Certification of Quality Management for the provision of credit financing services.

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

## UTUSAN PENGARANG

*Dalam persekitaran perniagaan yang mencabar hari ini, banyak organisasi runcit kini mencari kaedah yang inovatif dan membentuk kerjasama strategik supaya operasi mereka kekal di barisan hadapan. Parkson telah menceburi segmen edutainment melalui Parkson Edutainment World Sdn Bhd dan pusat pembelajaran antarabangsa sulungnya, Royale Unicorn Pendidikan (RUE) telah dibuka dengan rasmi baru-baru ini. RUE adalah pusat pembelajaran pertama di negara ini yang menyediakan pendekatan unik bagi pendidikan awal kanak-kanak, di mana sebagai pemimpin masa depan, pendekatan ini adalah penting untuk kanak-kanak mencapai potensi mereka sepenuhnya.*

*Di China, Lion Mall Qingdao telah membuka pintunya kepada orang ramai pada 28 April 2016 dengan gedung serbaneka Parkson dan Foodpark antara penyewa utama. Dilengkapi dengan ciri-ciri moden dan menarik, dan menawarkan pelbagai jenis barangan dan perkhidmatan, Lionmall Qingdao berada pada kedudukan yang baik untuk menjadi destinasi popular bagi pengunjung.*

*Parkson Credit menganjurkan majlis makan malam ulang tahun pertamanya bagi menghargai pengedar dan vendor atas kegigihan dan sokongan mereka sepanjang tahun lalu. Syarikat itu juga mencatat sejarah tersendiri dengan pencapaian ISO 9001:2008 Sijil Pengurusan Kualiti bagi penyediaan perkhidmatan pembiayaan kredit.*

*Kesemua yang dinyatakan di atas dan pelbagai aktiviti lain di Ibu pejabat dan syarikat operasi kita ditampilkan di halaman berikut.*



## PELANCARAN ROYALE UNICORN EDUCATION

**P**arkson Edutainment World (PEW), usahasama antara Parkson Retail Asia Limited (PRA) dan Studio Kingdom Network Sdn Bhd (SKN) telah merasmikan pembukaan pusat pembelajaran antarabangsa sulungnya, Royale Unicorn Pendidikan (RUE) bertempat di Parkson Maju Junction Shopping Mall pada 25 April 2016.

RUE merupakan pusat pembelajaran pertama di Malaysia yang menyediakan pendekatan unik bagi pendidikan awal kanak-kanak menggunakan kaedah pengajaran Pygmalion yang terkenal dengan memberi tumpuan kepada perkembangan otak secara keseluruhan

dan pendekatan nurseri Zensyo Maitreya dari Jepun. Nurseri itu turut menggabungkan dua kurikulum berprestij - Cambridge English For Life (CEFL) dan International Primary Curriculum (IPC) dari United Kingdom dalam jadual hariannya dan menawarkan pelbagai aktiviti kualiti dan pengalaman pembelajaran.

Pengerusi Eksekutif Kumpulan Parkson, Tan Sri William Cheng; Pengarah PRA, Datuk Magic Lee; Pengarah Merchandising Parkson, Cik Natalie Cheng; Pengarah Eksekutif SKN, Encik Adam Ooi; Pengarah Urusan SKN, Encik Adam Swee; Pengarah Kreatif SKN, Encik

Tommy Swee; Pengetua RUE, Cik Chloe Kuan dan rakan kongsi RUE, Pemaju Pygmalion (Jepun), Encik Ito Kyo; Pengetua Zensyo (Jepun), Encik Koshin Matsumoto; dan Pengarah Francais Serantau Cambridge English for Life, Encik Michael Yong merasmikan majlis pelancaran itu.

Para tetamu yang berpeluang melawat sekitar pusat itu juga diberi pratonton khas taman tema edutainment PEW yang pertama seumpamanya, Little Kingdom yang menampilkan 35 karekter Happy Toon World dalam persekitaran bertemakan keajaiban yang terletak di kawasan yang sama dengan RUE.

## ROYALE UNICORN 教育中心开幕

由百盛零售亚洲有限公司(简称PRA)和 Studio Kingdoms 网络有限公司(简称SKN)联营的百盛教育娱乐世界(Parkson Edutainment World, 简称PEW), 于2016年4月25日在百盛Maju Junction 购物广场正式设立第一间国际教育中心——Royale Unicorn Education (简称RUE)。

RUE采用著名全脑开发Pygmalion教学法和日本Zensyo Maitreya托儿所方式, 是马来西亚首间引进独特幼儿教育法的教育

中心。托儿所综合了两项著名课程, 即 Cambridge English for Life (CEFL)和英国的国际小学课程(IPC), 把课程纳入每日的时间表内, 提供一系列有品质的活动和学习体验。

出席推介礼的嘉宾包括百盛集团执行董事长丹斯里锺廷森、PRA董事拿督李松臻、百盛销售总监锺惠严、SKN执行董事 Mr Adam Ooi、SKN董事经理 Mr Adam Swee、SKN 创意总监 Mr Tommy Swee、

RUE院长关慧凤、RUE合作伙伴兼日本 Pygmalion开发者伊藤恭、日本Zensyo院长松本幸伸以及Cambridge English for Life区域特许经营总监杨进风。

嘉宾被带往教育中心参观, 同时也预览了 PEW首个兼具教育及娱乐双重功能的儿童乐园——Little Kingdom。乐园坐落于 RUE同一地区, 以魔幻为主题, 设有 Happy Toon World 35个卡通主题人物。

## TOURISM AWARD FOR PARKSON SAIGON TOURIST PLAZA



**P**arkson Saigon Tourist Plaza was named one of the Top 5 Shopping Destinations in Ho Chi Minh City by the Ho Chi Minh City Tourism Fair on 26 March 2016. Operations Manager, Mr Murugananth Sivakagam received the trophy and certificate from Director of Tourism Ho Chi Minh City, Madam Van Thj Bach Tuyet. Congratulations to Parkson Saigon Tourist Plaza management and staff.

# HI-REV APPRECIATION DINNER



- ▶ Tan Sri William Cheng (2nd from right) and PPM management at the dinner.
- ▶ Tan Sri William Cheng (2 dari kanan) dan pengurusan PPM di majlis makan malam.



- ▶ Above photo: Tan Sri William Cheng (2nd from left) with Ms Valerie Poon (left) and Mr Ngan Yow Chong (right) presenting the appreciation plaque to one of the top achievers, followed by the Lucky Draw Grand Prize of RM10,000 (top right photo) and Treasure Box prize (bottom right photo) to the lucky winners.
- ▶ Gambar atas: Tan Sri William Cheng (2 dari kiri) bersama Cik Valerie Poon (kiri) dan Encik Ngan Yow Chong menyampaikan plak penghargaan kepada salah seorang penerima hadiah kecemerlangan, diikuti dengan pemenang bertuah bagi Hadiah Utama bernilai RM10,000 (gambar kanan atas) dan Treasure Box (gambar kanan bawah).

About 900 Hi-Rev 4-wheel lubricant dealers in Kuala Lumpur and their family members attended the Appreciation Dinner organised by Posim Petroleum Marketing Sdn Bhd (PPM) on 6 March 2016.

Group Executive Chairman and Managing Director, Tan Sri William Cheng; Posim Group Director, Mr Ngan Yow Chong

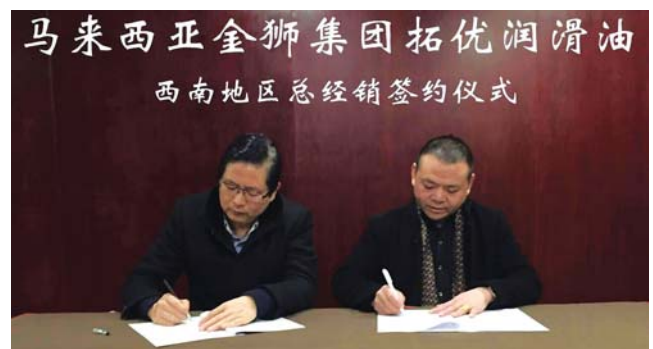
and PPM General Manager, Ms Valerie Poon were present at the event.

Top sales achievers received appreciation plaques and lucky guests walked away with attractive prizes from the lucky draw. Everyone was entertained by the lion dance, performances by renowned artistes and games.

## T-TRAX LUBRICANTS ENTER CHINA



In line with Lion Petroleum Products Sdn Bhd (LPP)'s globalisation initiatives, T-Trax lubricants is making inroads into China as LPP's business partner there, Hangzhou Long Wo Chemical Co. Ltd. signed a Strategic Partnership Agreement with Chongqing Lukuan Motorcycle Accessories Co Ltd in Chongqing, China to distribute and market T-Trax lubricants in the country.



- ▶ Representatives from the two organisations signing the partnership agreement.
- ▶ Wakil kedua-dua organisasi menandatangani perjanjian usahasama.



## URBAN FOOD HALL @ DATARAN PAHLAWAN MEGAMALL

**M**elakans can now enjoy their favourite brands; Johnny Rockets, The Library Coffee Bar, Quiznos Café, The South East and Franco under one roof as Urban Food Hall is now opened at Dataran Pahlawan Megamall in Melaka. Urban Food Hall brings together internationally renowned restaurants and introduces the concept of 'Cross Ordering' where cuisines of distinct restaurants are savoured in a shared seating area. With an extensive menu of more than 600 items, diners can relish in the convenience of finding exciting food & beverage varieties at one location.

Urban Food Hall is located @ Dataran Pahlawan Megamall, Melaka; Forest City, Johor Bahru; Country Garden Danga Bay, Johor Bahru; Parkson Maju Junction and Gurney Paragon Penang.



## FORKLIFT TRAINING



Amsteel Mills organised a training session for 11 new forklift drivers from 4 to 6 April 2016. The drivers were tested on the theoretical aspects and their driving skills, and were all joyful on passing and receiving their certificates.



## GOTONG ROYONG



In view of the ISO 14001 audit, two gotong royong sessions were held on 7 and 12 April 2016 with staff from all levels joining hands to spruce up the company's premises.



# STEEL DIVISION SPORTS & RECREATION CLUB

## 29<sup>TH</sup> AGM 2016

More than 900 Lion Group Steel Division's Sports & Recreation Club members attended the 29<sup>th</sup> Annual General Meeting (AGM) at Amsteel Mills in Klang to appoint the new committee for 2016/2017.

Speeches were delivered by newly appointed Club President, Encik Zulfikar Zainal Abidin and Steel Division Chief Operating Officer, Mr Paul Chan. Encik Mokhsin Mokhtar received the Sportsman of the Year award from Mr Paul Chan.



- ▶ Encik Mokhsin Mokhtar (centre) receiving his trophy from Mr Paul Chan witnessed by General Managers, Mr Lee Weng Lan and Mr Wong Wing Kiong (1<sup>st</sup> and 2<sup>nd</sup> from left respectively) and Encik Zulfikar Zainal Abidin (right).
- ▶ Encik Mokhsin Mokhtar (tengah) menerima trofi daripada Encik Paul Chan disaksikan oleh Pengurus Besar, Encik Lee Weng Lan dan Encik Wong Wing Keong (masing-masing 1 dan 2 dari kiri) dan Encik Zulfikar Zainal Abidin (kanan).



- ▶ Good turnout at the 29<sup>th</sup> AGM.
- ▶ Kehadiran yang baik di AGM kali ke-29.

## FUN TRIP @ Shah Alam Wet World

More than 200 people comprising members of the Steel Division Sports and Recreation Club and their families had a splashing time during the outing to Shah Alam Wet World Park. With the current hot spell, the outing was an enjoyable one with everyone cooling themselves in the water and socialising with each other.





# HAPPENINGS @ SECOM

## VISIT BY SECOM OVERSEAS



The Operations Meeting for Secom Group in South East Asia was held at Secom (Malaysia) Sdn Bhd on 10 March 2016. Members were taken on a tour of Secom Malaysia's newly renovated Control Centre catering to the expansion of new business for remote CCTV monitoring especially in the banking industry.

► Seated (left-right): AGM Secom Malaysia, Ms Tan Wee Gaik; VP Director PT Secom Indonesia, Mr Masaaki Nakamura; GM Operations Div International Business HQ Secom Japan, Mr Masahiro Takahashi; Director/Advisor Secom Malaysia, Mr Frankie Chai; GM Secom Malaysia, Mr Lee Keang Hong and GM Operations Dept Myanmar Secom, Mr Satoh Anri. Standing (left-right): Security Consulting Advisor Secom Malaysia, Mr Mitsumasa Hoshi; SGM Operations SG Secom Malaysia, Mr Masato Horiuchi; Director & Op GM Thai Secom Pitakkij, Mr Atsukazu Seo; DGM Secom Malaysia, Mr Susumu Kiryu; Manager Technical Secom Singapore, Mr Toshio Kawai; Senior Manager CMS Division Secom Malaysia, Mr Takashi Sasaki; Director & GM SG Thai Secom Pitakkij, Mr Hajime Sato and GM Operations Secom Vietnam, Mr Kazuhiko Takano.

## TRAINING

### FIRST AID & CPR



A total of 32 staff attended a two-day training on First Aid and Cardiopulmonary Resuscitation (CPR) to refresh their knowledge. They were given hands-on training on handling various types of common injuries and sudden illnesses in addition to CPR.



### OT & SOP

The Operations Department conducted a refresher training course on Overtime (OT) and Standard Operating Procedures (SOP) for leaders and supervisors in Melaka.



### STATIC GUARDS

Static Guards (SG) from various assignments attended the SG training in Negeri Sembilan to reinforce their roles and responsibilities as static guards.



# PARKSON CREDIT 1<sup>ST</sup> ANNIVERSARY DINNER CELEBRATION



- Tan Sri William Cheng and Mr Danny Poh (6<sup>th</sup> and 7<sup>th</sup> from right, respectively) with the top dealers who had achieved significant sales.
- Tan Sri William Cheng dan Encik Danny Poh (masing-masing, 6 dan 7 dari kanan) bersama para pedagang yang telah mencatat hasil jualan yang memberangsangkan.



- Business associates and guests listening to the speech by Tan Sri William Cheng (inset photo).
- Para tetamu dan rakan niaga mendengar ucapan dari Tan Sri William Cheng (gambar kecil).

Parkson Credit Sdn Bhd organised its 1<sup>st</sup> Anniversary Celebration Dinner on 5 March 2016 to commemorate its business commencement as well as to recognize the dealers who have achieved significant sales results. A total of 3 AA Class Dealers and 10 A Class Dealers were honoured for their achievement during the year.

Group Executive Chairman and Managing Director, Tan Sri William Cheng graced the event which was attended by about 700 business partners, including dealers nationwide. Parkson Credit Senior General Manager Mr Danny Poh, in his speech emphasized on the theme 'Partnering You Closer', in order to foster closer cooperation and business ties amongst its partners and dealers.

A myriad of performances kept the guests entertained throughout the night. Lucky guests walked away with attractive prizes from the lucky draw. Operating companies such as Parkson, Posim Petroleum Marketing, Property Division, Lion Best, Watatime, and AUMH Hospitality set up booths to promote their products and services.



- From left: Group Director, Mr Ooi Kim Lai; Mr Danny Poh; Tan Sri William Cheng; Parkson Credit Director, Mr Chuah Say Chin; and Parkson Retail Asia Limited Director, Datuk Magic Lee at the cake-cutting ceremony.
- Dari kiri: Pengarah Kumpulan, Encik Ooi Kim Lai; Encik Danny Poh; Tan Sri William Cheng; Pengarah Parkson Credit, Encik Chuah Say Chin dan Pengarah Parkson Asia Limited, Datuk Magic Lee menyempurnakan upacara memotong kek.



# PARKSON CREDIT ISO 9001:2008 CERTIFICATION



11 April 2016 marked another milestone for Parkson Credit as it was accredited with the ISO 9001:2008 Certification of Quality Management for the provision of credit financing services. Senior General Manager, Mr Danny Poh (left) received the certification from Country Director of CI International Certification Sdn Bhd, Mr Ooi Soo Kang at Parkson Credit's Headoffice on 29 April 2016. Parkson Credit is now well on track to achieve the upgraded ISO 9001:2015 standard in the near future.

## ANNUAL BUSINESS CONFERENCE



- Parkson Credit management and staff all ready to achieve the targets set.
- Pengurusan dan warga kerja Parkson Credit bersemangat untuk mencapai sasaran yang ditetapkan.



- Listening to the presentations by HR Manager, Ms Reine Mong (left photo) and brainstorming session in progress.
- Mendengar taklimat dengan tekun daripada Pengurus Sumber Manusia, Cik Reine Mong (gambar kiri) dan sesi perbincangan berlangsung.

On 16 April 2016, Parkson Credit held its 2<sup>nd</sup> Annual Business Direction Conference at Lion Office Tower to set the company's targets as well as business strategies and direction for the 2016-2017 financial year.

Led by Senior General Manager, Mr Danny Poh, the conference saw the number of attendees increased to almost triple that of last year, which is a testament of the company's rapid growth.



# LION-PARKSON TSINGHUA CALLIGRAPHY COMPETITION 2016

## PRIZE PRESENTATION CEREMONY

Lion-Parkson Foundation (LPF) feted the winners of Lion-Parkson Tsinghua Calligraphy Competition 2016 organised by the Foundation together with Tsinghua University in Beijing, China and Universiti Tuanku Abdul Rahman (UTAR) on 7 April 2016. Puan Sri Chelsia Cheng presented the mock awards to the winners of both the University/College Students and Public categories, witnessed by Lion Group Director and LPF Trustee, Mr CS Tang and UTAR Vice-President - Internationalisation & Academic Development, Professor Dr Ewe Hong Tat.

The top five winners in the students category were invited to attend a 4-day calligraphy workshop and awards presentation ceremony at Tsinghua University in Beijing, with all expenses paid while the top five winners in the Public category would bear their own expenses, with meals provided by the Foundation. These top 5 winners and another 6 Merit winners in the Public category would also receive cash prizes.

The Champions in both categories, Ms Poon May Nee - (University/College Students) and Mr Oh Yu Long - (Public) shared their experiences participating in the competition. The selection of the winning pieces was carried out by 4 famous calligraphers and scholars in China at the Calligraphy, Cultural and Learning Centre in Tsinghua University on 9 March 2016.



- ▶ Winners of the Students and Public categories with Puan Sri Chelsia Cheng (4<sup>th</sup> from right), Mr CS Tang (right) and Prof Dr Ewe Hong Tat (left).
- ▶ Pemenang kategori Pelajar dan Orang Awam bersama Puan Sri Chelsia Cheng (4 dari kanan), Encik CS Tang (kanan) dan Prof Dr Ewe Hong Tat (kiri).

## TRIP TO TSINGHUA UNIVERSITY, BEIJING

Six winners of Lion-Parkson Tsinghua Calligraphy Competition 2016 accompanied LPF Chairman, Puan Sri Chelsia Cheng; LPF Trustee, Dr Chua Siew Kiat and Dean of Institute of Chinese Studies, Universiti Tuanku Abdul Rahman, Assistant Professor Dr Chong Siou Wei to Tsinghua University in Beijing, China from 13 to 16 April 2016.

They were taken on a tour of Tsinghua University, and were received by Vice-Chairperson of University Council, Professor Xie Weihe; Deputy Dean of School of Humanities, Professor Liu Shi; and competition judges at the university's library where the shortlisted pieces from the competition were exhibited. Professor Xie Weihe, Professor Liu Shi and Puan Sri Chelsia Cheng presented the awards to the winners followed by comments by the judges on the winning pieces.

The itinerary included a talk on Calligraphy by Professor Du Peng Fei who was one of the competition's judges, a visit to the Calligraphy, Cultural & Learning Centre where the winners demonstrated their calligraphy skills, and a visit to the Forbidden City to view the artefacts on display.



- ▶ Group photo of the winners with Puan Sri Chelsia Cheng and officials from Tsinghua University, and judges.
- ▶ Gambar kumpulan para pemenang bersama Puan Sri Chelsia Cheng dan pegawai dari Universiti Tsinghua serta para juri.



- ▶ (Top photo) Winners receiving feedback and comments from the judges and (bottom photo) one of the winners demonstrating her calligraphy skill.
- ▶ (Gambar atas) Pemenang mendengar komen juri ke atas kaligrafi mereka dan (gambar bawah) salah seorang pemenang menunjukkan kemahiran menghasilkan kaligrafi.



## 2016 CNY CALLIGRAPHY CHARITY SALE



- Puan Sri Chelsia Cheng (centre) and Mr CS Tang (holding mock cheque, extreme right) with the schools' officials and students at the cheque presentation ceremony.
- Puan Sri Chelsia Cheng (tengah) dan Encik CS Tang (memegang replika cek, kanan sekali) bersama para pegawai dan pelajar dari 5 buah sekolah di majlis penyampaian cek.

For the seventh consecutive year, Lion-Parkson Foundation (LPF) and Parkson Corporation Sdn Bhd assisted independent schools in the Klang Valley, namely Kuen Cheng High School, Confucian Private Secondary School, Tsun Jin High School, Chong Hwa Independent High School (KL) and Kwang Hua Private High School to organize a Chinese New Year (CNY) Calligraphy Charity Sale in aid of needy students in these schools. LPF Chairman, Puan Sri Chelsia Cheng and Lion Group Director & LPF Trustee, Mr CS Tang presented cheques for the total amount raised namely RM235,328.55 to the 5 schools on 7 April 2016.

The students had staged Calligraphy demonstrations and Chinese orchestra performances at 9 participating Parkson stores in the Klang Valley over 3 weekends in January 2016. The expenses for the Calligraphy sale and performances were sponsored by LPF and Parkson while the special red paper for writing the Calligraphy pieces was provided by Xian's Calligraphy Centre founded by Puan Sri Chelsia Cheng.

## HEAD OFFICE GET - TOGETHER



More than 100 employees at Lion Office Tower enjoyed themselves at the Lunar New Year Get-Together organised by the Headoffice Sports and Recreation Club on 4 March 2016, which was also attended by Group Executive Chairman and Managing Director, Tan Sri William Cheng.

The evening started with a performance by the "Monkey Team" followed by the tossing of yee sang and dinner. Lucky staff walked away with prizes from the lucky draw.

- Tan Sri William Cheng (centre) tossing the yee sang for good fortune, together with the staff.
- Tan Sri William Cheng (tengah) menggaug yee sang sebagai tanda tuah bersama warga kerja Ibupejabat.



- Everyone enjoying themselves at the gathering.
- Antara wajah-wajah ceria di majlis Lunar New Year.

- Performance by the "Monkey Team".
- Persembahan daripada "Monkey Team".



# LGMAF CONTRIBUTES TO MEDICAL CAMP

Lion Group Medical Assistance Fund (LGMAF) sponsored the cost of medication totaling RM 8,000 for the Medical Camp organized by Rotary Clubs of Bukit Kiara Sunrise and Shah Alam at SJK (T) Simpang Lima in Klang on 3 April 2016.

This is the 9<sup>th</sup> year LGMAF is contributing to the medical camp organised to provide free medical check-up and medication to nearby residents. Senior Manager - Corporate Communications, Puan Fauziah Harun presented the mock cheque for the Fund's sponsorship of RM8,000 to the organisers witnessed by Guest of Honour at the event, YB Dr Xavier Jayakumar (top right photo).



- ▶ (Above photo) YB Dr Xavier Jayakumar (2<sup>nd</sup> from right) looking at the medicine sponsored by LGMAF. (Right photo) Pharmacists dispensing medicine to a resident.
- ▶ (Gambar atas) YB Dr Xavier Jayakumar (2 dari kanan) melihat ubat-ubatan tajaan LGMAF. (Gambar kanan) Ahli farmasi menyerahkan ubat-ubatan kepada salah seorang penduduk.



## CONTRIBUTION TO RESIDENTS ASSOCIATION'S EDUCATION PROGRAMME

For the 10<sup>th</sup> consecutive year, Lion-Parkson Foundation contributed to Taman Klang Residents Association's Annual Education Program for the residents' children. Steel Division General Manager, Mr Lee Weng Lan presented the cheque to Association Chairman, Mr Yeo Tiong Guan, witnessed by Amsteel Mills senior management staff.



- ▶ From left to right / Dari kiri ke kanan: QA Manager, Mr Yee Sen Tat; Rolling Mills Manager, Mr Low Yap Loong; SMP Manager, Mr Ting Wee Thuang; Association Vice-President, Mr Yee Chooi Lim; Mr Yeo Tiong Guan; General Managers, Mr Lee Weng Lan and Mr Wong Wing Kiong and CE Manager, Mr Ramamuthie Varathan.

## LION TIN CARES



Lion Tin Sdn Bhd employees spread some cheer to the residents of Home for Handicapped and Mentally Disabled Children in Banting on 18 March 2016. They brought provisions such as fresh food, toiletries and personal care products for the residents.





# the GREAT Lion Brain Tease

14



# LearningLink.....

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## CeDR ACTIVITIES

### Training Programs at Megasteel in April 2016 : Stress Management & A Mind Set Shift Challenge



Learning to shift minds



"Yeah! I can handle my stress"



Group photo at the end of the training



It's El Nino, let's drink more water



"The Eyes are Useless When the Mind is Blind"



Release stress using NLP Techniques

### A Mindset Shift Challenge Program at Amsteel Mills



Teamwork to complete the assignment



In serious discussion mode



Speech by Amsteel GM  
Mr Lee Weng Lan

### PSMB Train The Trainer Program at CeDR Corporate Consulting



Sharing of views



Handle with care...



Focus on the assignment given with  
the assistant trainer behind

### Successful Behavioural Interview Skills And Techniques For Better Recruitment Outcome Program at Shah Alam Convention Centre



Let's do a rehearsal



Discussion in progress



Presentation of the day



# 12 SIMPLE HABITS TO TRACK AND MEASURE EMPLOYEE PRODUCTIVITY

The world of business has changed tremendously due to modern technology and the extensive use of the World Wide Web especially with the use of smartphones and social media. This presents a challenge to the employers who are concerned about their employees' productivity at work and thus, employers are looking at the best methods to monitor their employees' productivity.

Too often, managers who make decisions every day about improving workplace efficiency don't know what productivity is. Productivity is not about wages. High wages can present a problem, not because employees are paid too much but because they produce too little. The company producing more with a given set of inputs (capital, labour and materials) or using fewer inputs to produce the same output has an advantage over the company producing less.

$$\text{Productivity} = \frac{\text{Units of Output}}{\text{Units of Inputs}}$$

Having said that, companies can utilise modern technology to increase productivity among employees. Here, are some ways and tools to track and measure employees' productivity.



## 1 Measure Tasks, Not Hours or Days

Some companies think that as personal and professional lives continue to intermingle and work/life overlap becomes a reality, they think that the metric that matters is task completion, not minutes spent at the office. Companies track productivity by breaking down work into tasks and assigning them appropriately until projects are completed.



## 2 Let Results Tell the Real Story

Outcomes are the most important indicator of employee productivity. Employers can collect as much information as possible from clients by asking questions such as, how did they hear about your company and what drove them to purchase from you. Employers can then use that information and find out which employees were responsible for generating that business.



## 3 Manage Communications and Expectations

When managers communicate tasks, give deadlines and inform how long it is expected of the employees to complete them. Should it cross over the deadline given, let the employees tell the managers in advance and explain why. This way, managers will better understand and plan for future tasks.



## 4 Embrace Smartphones and Social Media

It is a challenge to monitor employees to not use the internet and smartphones while at work. A better solution is to try get work and tasks on social media, computers and smartphones. Managers can find ways to track hours, manage tasks and measure productivity which lives on social media and smartphones.



## 5 Ask for Daily Updates

Asking for daily end-of-day updates on everything that was accomplished that day curbs the habit of procrastination which is often unavoidable. This can be used also for weekly updates which must stay on pace with monthly goals.





## 6 'Friend' Your Employees on Social Media

By doing this, managers might gather more personal information about the employees and employees will be more wary about using social media for personal reasons during work hours. When the employees have completed the tasks required, managers won't have much to worry about.



## 7 Stay Away from Employees' Feeds

Once you 'Friend' your employee on social media, to track productivity, there is no need to analyse your employee's social media activity because you are focusing on their results. Therefore, the quality of self-organising and self-managing is crucial in employees.



## 8 Watch the Numbers

It is very easy to be bogged down with technicalities, data and analytics of your business. Managers need to keep an eye on the bottom line and high-level business functions and they can track productivity without sacrificing creativity and time.



## 9 Read the Results

Productivity is measured as output per unit of labour and is best measured through mutual agreement between employees and management. Some employees are more productive per hour worked than others. For those who are not as productive, it means that they need to spend more time per day to achieve goals equal to their colleagues.



## 10 Determine Your Team Effectiveness Ratio

As results and value-add outplay hours of work day, team effectiveness ratio is one of the important factors to measure results which is better than measuring profit against time (full-time equivalents). It measures how much gross profit the company gets for every money spent on salaries.



## 11 Let Employees Choose Work Location

Some companies allow employees to choose their work location as being able to choose how they work is a very strong motivational force which inspires productivity. They encourage their employees to work in an environment they know they can get their best job done.



## 12 Document the Deliverables

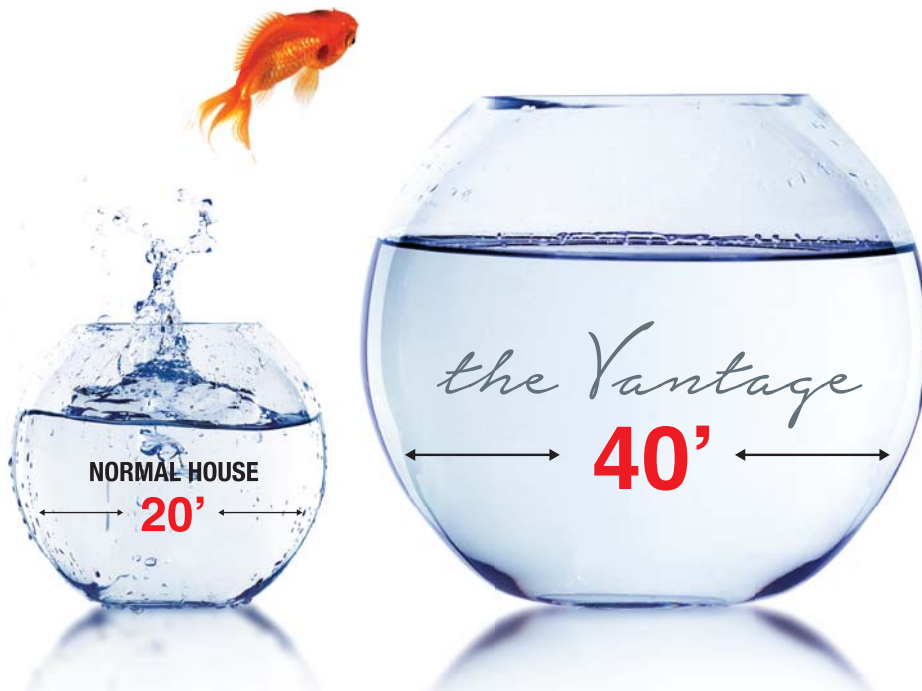
Some companies think that true productivity isn't measured by the number of hours an employee works, but by what they deliver in a given day, week, month, quarter of a year and a year. They also don't track sick time or vacation time. If you want your employees to be self-starters who take pride in what they achieve, tracking their deliverables can help achieve that.



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