

Lion Today

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GRAND LAUNCHING OF LIONMALL QINGDAO, CHINA

点亮时尚之光

百盛集团青岛金狮广场开业仪式

Qingdao Lion Mall Opening Ceremony

PARKSON 百盛



& OPENING OF SHOOPEN, MALAYSIA



▶ Opening of Shoes Gallery By Parkson

▶ Hi-Rev Launches torQe Superbike Oil

▶ H.O.T Plan & Unveiling The Vantage 2 New Superlink

▶ Briefing For Scholarships Candidates

LIONMALL QINGDAO



► From left to right / *Dari kiri ke kanan*: Mr Shaun Chong; Dato' Lee Chong Wei; Hong Kong artiste, Mr Bosco Wong; Puan Sri Chelsia Cheng; Tan Sri William Cheng; China artiste, Ms Wu Yang; Dato Zainuddin Yahya; Datin Fairis Ishak; Taiwan Singer, Mr Lee Mao Shan and Datuk Magic Lee.



► Tan Sri William Cheng dotting the lion's 'eyes'.
► *Tan Sri William Cheng meletakkan 'mata' pada singa.*



► Exterior of Lionmall.
► *Bahagian luar Lionmall.*

► Among the eateries in the mall.
► *Antara kafe yang terdapat di Lionmall.*

SHOOPEN



► Customers thronging the newly opened store to grab the opening special promotion.
► *Para pelanggan bersesak ke stor untuk menikmati promosi khas pembukaan.*



GRAND LAUNCHING OF LIONMALL QINGDAO

Lionmall Qingdao, the first shopping mall in China by Parkson Group held its grand opening on 18 June 2016 themed "Lighting Up the Fashion Light". Group Executive Chairman, Tan Sri William Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Retail Asia Limited Director, Datuk Magic Lee; Ambassador of Malaysia to China, Dato Zainuddin Yahya and his wife Datin Fairos Ishak; Parkson Retail Group Executive Director and CEO, Mr Shaun Chong; Chairman of Shanghai Industrial Investment (Holdings) Co Ltd, Mr Wang Wei; Executive Directors, Mr Zhou Jie and Mr Lu Shen; National Shuttler, Dato' Lee Chong Wei; celebrities from China, Ms Wu Yang; Hong Kong, Mr Bosco Wong and Taiwan, Mr Lee Mao Shan were present at the ceremony.

Lionmall serves to provide consumers a 360° consumption experience under the consumers-oriented strategic

transformation by Parkson. It offers a wide range of entertainment, dining and fashion under one roof with exclusive international brands like TOUS, and Parkson's own brands such as Zie Zac and Serena.

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.

Parkson is strengthening its membership program to provide better service to customers who are able to enjoy cross-border privileges, and introducing multi-channel communications such as Parkson Web, Weibo, WeChat and mobile App platforms to enable consumers to interact and communicate with Parkson easily.

OPENING OF SHOOPEN



Footwear enthusiasts made a beeline to the opening of the brand new SHOOPEN store in Fahrenheit 88 on 25 June 2016, to grab the opening special promotion whereby the first 88 customers in line were able to enjoy a normal priced item at only RM10.00, while the first 200 enjoyed an item at half price.

Asia's first shoes 'Spa' brand SHOOPEN debuted in Hong-dae, a most fashionable vicinity in Seoul and in less than two years, is spreading its wings to the international market. Its first ever store in Malaysia marks SHOOPEN's first move into the South East Asian market.

SHOOPEN brings with it a wide array of footwear collection and accessories for gentlemen, ladies and children at very affordable prices.



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The official grand launch of Lionmall Qingdao marked a momentous milestone being our Group's first comprehensive shopping mall in China which offers everything under one roof such as Parkson department store, shops, eateries, cinemas and an indoor entertainment park. The Group's venture into shopping malls development is synergistic with our retail and branding operations.

In Malaysia, footwear enthusiasts now have new avenues to shop for their favourite shoes and the latest designs with the opening of Parkson's latest additions – SHOOPEN and Shoes Gallery by Parkson. Asia's first shoes 'Spa' brand SHOOPEN from Korea has about 40 stores in Seoul, Busan and other cities, and recently spread its wings to penetrate the international market with Malaysia being its first move into the South East Asian market. Shoes Gallery by Parkson which has two outlets located at Avenue K and Fahrenheit88 showcases the widest range of branded ladies', men's and kids' shoes combining its repertoire of international flair and local influences.

Our automotive lubricants division, Posim Petroleum which develops and distributes Hi-Rev brand lubricants recently launched torQe, a new premium lubricant for superbikes at its annual Family Day cum dinner for Hi-Rev dealers and their family members. The new lubricant, torQe is engineered specially for large capacity motorcycles, using Posim experience with its Hi-Rev brand that has been in the market for more than two decades.

The launching of the Home Ownership Transition (HOT) Plan by our property division offers buyers a golden opportunity to purchase their dream house, The Vantage Premiumlink in Bandar Mahkota Cheras with savings on time, processes and money.

It is essential for all our companies whether in retail, lubricants, property or other sectors to look into innovative ways to remain competitive in the current challenging business environment. These developments as well as a host of other activities in the Head Office and operating companies are featured in the following pages.

UTUSAN PENGARANG

Pelancaran rasmi Lionmall Qingdao secara gilang-gemilang telah menempa sejarah sebagai sebuah pusat membeli-belah bersepadu pertama Kumpulan di China di mana pelbagai kemudahan seperti stor Parkson, kedai-kedai, restoran, panggung wayang dan taman hiburan tertutup berada di bawah satu bumbung. Pembabitan dalam sektor pembangunan pusat membeli-belah merupakan sinergi kepada operasi peruncitan dan penjenamaan Kumpulan.

Di Malaysia, para peminat kasut kini mempunyai saluran baru untuk mendapatkan kasut kegemaran mereka dan juga rekaan terbaru berikutan pembukaan perniagaan baharu Parkson iaitu SHOOPEN and Shoes Gallery by Parkson. SHOOPEN, jenama "Spa" kasut Korea pertama di Asia mempunyai kira-kira 40 stor di Seoul, Busan dan bandar-bandar lain, dan baru-baru ini melebarkan sayap ke pasaran antarabangsa, telah menjadikan Malaysia sebagai destinasi pertama untuk menembusi pasaran Asia Tenggara. Shoes Gallery by Parkson yang mempunyai dua cawangan masing-masing di Avenue K dan Fahrenheit88 menawarkan pelbagai jenama kasut untuk wanita, lelaki dan kanak-kanak dari jenama antarabangsa dan juga tempatan.

Bahagian pelincir automotif kita, Posim Petroleum yang membangun dan mengedarkan minyak pelincir jenama Hi-Rev telah melancarkan torQe, pelincir premium baru untuk motosikal berkuasa tinggi di acara Hari Keluarga Tahunan merangkap majlis makan malam untuk para pengedar Hi-Rev dan ahli keluarga mereka. Minyak pelincir baru, torQe dibangunkan khusus untuk motosikal berkapasiti besar menggunakan pengalaman Posim membangunkan jenama Hi-Rev yang telah berada di pasaran selama lebih dua dekad.

Pelancaran Pelan Home Ownership Transition (HOT) oleh Bahagian Hartanah kita memberi peluang keemasan kepada pembeli untuk membeli rumah impian mereka, The Vantage Premiumlink di Bandar Mahkota Cheras dan menikmati penjimatan masa, proses dan wang.

Adalah penting untuk semua syarikat-syarikat kita baik dari sektor peruncitan, pelincir, hartanah atau lain-lain untuk mencari pendekatan inovatif untuk kekal berdaya saing dalam persekitaran perniagaan semasa yang mencabar ini. Perkembangan ini dan juga pelbagai aktiviti lain di Ibu Pejabat dan syarikat operasi terdapat di muka surat berikutnya.

PEMBUKAAN RASMI LIONMALL QINGDAO

Lionmall Qingdao, pusat membeli-belah pertama Kumpulan Parkson di China yang bertemakan “Lighting Up the Fashion Light” telah dibuka secara rasmi pada 18 Jun 2016. Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng; Pengerusi Lion-Parkson Foundation, Puan Sri Chelsia Cheng; Pengarah Parkson Retail Asia Limited, Datuk Magic Lee; Duta Besar Malaysia ke China, TYT Dato Zainuddin Yahya dan isteri Datin Fairos Ishak; Pengarah Eksekutif dan Ketua Pegawai Eksekutif, Kumpulan Peruncitan Parkson, Encik Shaun Chong; Pengerusi Shanghai Industrial Investment (Holdings) Co Ltd, Encik Wang Wei; Pengarah Eksekutif, Encik Zhou Jie dan Encik Lu Shen; Pemain Badminton Negara, Dato’ Lee Chong Wei; selebriti China, Ms Wu Yang; Hong Kong, Encik Bosco Wong dan Taiwan, Encik Lee Mao Shan hadir di majlis tersebut.

Lionmall menawarkan pengalaman penggunaan 360° di bawah transformasi strategik berorientasikan pengguna daripada Parkson. Ia menyediakan pelbagai hiburan, tempat makan-minum

dan fesyen di bawah satu bumbung dengan jenama antarabangsa eksklusif seperti TOUS, dan jenama Parkson seperti Zie Zac dan Serena.

Terletak di daerah Laoshan di Qingdao, yang merupakan pusat kewangan dan komersial baru bandar berkenaan, pusat membeli-belah ini adalah sebahagian daripada projek bersepadu Beer City. Ia mempunyai keluasan lantai kasar kira-kira 230,000 meter persegi, di mana 130,000 meter persegi digunakan untuk tujuan peruncitan manakala selebihnya untuk tujuan sampingan lain dan 2,000 petak letak kereta.

Parkson memantapkan program keahliannya untuk menawarkan perkhidmatan yang lebih baik kepada para pelanggan yang dapat menikmati keistimewaan secara rentas sempadan, dan memperkenalkan komunikasi pelbagai saluran seperti laman web Parkson, Weibo, WeChat dan platform Aplikasi mudah-alih untuk membolehkan pengguna berinteraksi dan berkomunikasi dengan Parkson dengan lebih mudah.

青岛金狮广场盛大开幕

2016年6月18日，百盛集团在中国的第一家购物中心——青岛金狮广场盛大开幕，主题为“点亮时尚之光”。出席开幕典礼的嘉宾包括金狮集团执行董事长丹斯里锺廷森、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、马来西亚驻中国大使Dato Zainuddin Yahya和夫人Datin Fairos Ishak、百盛商业集团执行董事兼首席执行官张瑞雄、上海实业集团董事长王伟、执行董事周杰和陆申、羽球国手拿督李宗伟、中国艺人吴恙、香港艺人黄宗泽及台湾艺人李茂山。

百盛的战略转型计划是以消费者为核心。在该转型计划下，金狮广场为消费者提供360°全方位消费体验。它提供多元化的娱

乐、餐饮和时尚，并独家引进国际品牌TOUS以及百盛自创品牌如Zie Zac和Serena。

广场位于城市新金融商业中心——青岛市崂山区，是青岛啤酒城项目之一。总面积为23万平方米，其中13万平方米作为零售用途，其余为附属空间和2千个停车位。

百盛正在强化其会员项目，为消费者提供更优质的服务。会员可享受跨国界优惠，并通过多渠道通讯平台，如百盛网页、微博、微信和手机应用程序，消费者能轻易与百盛进行互动和交流。

HARNN NEW STORE AT 1UTAMA

HARNN, the authentic Thai Home Spa collection now has a new store at New Wing, First Floor, Lot FK1A in 1Utama Shopping Centre.

Using the finest natural active ingredients, along with the Asian holistic approach to wellbeing, HARNN products help restore the natural balance of the body and mind. Visit HARNN to explore the wide range of soaps, shampoos, body lotions, essential oils, perfumes, bath salts, massage oils for your personal needs.



OPENING OF SHOES GALLERY BY PARKSON

Parkson opened its first Shoes Gallery by Parkson at Level 1, Avenue K on 24 June 2016. Fashioning a new lifestyle concept that brings a host of international labels under one roof, the gallery has officially made shoe-shopping easy and enjoyable within its swanky walls.

With a retail area of 17,000 square feet, Shoes Gallery by Parkson offers ready-to-wear shoes with designs for ladies, gents as well as petite infant shoes to stylish bases for the juniors.

AVENUE K



The opening of the second Shoes Gallery by Parkson at Fahrenheit88 followed closely on 25 June 2016.

as a shopping destination that caters to all ages, sense of style, and budget, all under one roof.

Occupying the Ground, First, Second and Third floors of Fahrenheit88 along with South Korea's fashion, shoes and accessories brand Shoopon on the Ground and First floors, Shoes Gallery by Parkson has revolutionised the way people shop by strategically positioning itself

Spanning across four floors of retail offerings, this magnificent space of 70,000 square feet is home to over 200 brands. Fahrenheit88 Shoes Gallery by Parkson embodies the upscale, avant-garde timeless aesthetic appeal to all.

FAHRENHEIT88



HI-REV FAMILY DAY 2016



- Mr Ngan Yow Chong (10th from left) and Posim General Managers, Ms Valerie Poon (on his right) and Mr Ng Chin Kwan (on her right) with Hi-Rev staff proposing a toast to the dealers.
- Encik Ngan Yow Chong (10 dari kiri) dan Pengurus Besar Posim, Cik Valerie Poon (kanan Encik Ngan) dan Encik Ng Chin Kwan (kanan Cik Valerie) serta warga kerja PPM dalam acara ucap selamat kepada para pendergar.

About 1,500 dealers, their family members and guests attended Hi-Rev's Family Day themed Vegas Nite organised by Posim Petroleum Marketing Sdn Bhd (PPM) on 26 June 2016.

PPM Managing Director, Mr Ngan Yow Chong in his opening remarks thanked the business partners for their continued loyalty and support towards HI-REV business and overwhelming participation in Hi-Rev Family Day each year.

Guests were entertained by performances by renowned artistes such as Uriah, Geraldine and Nicole of Astro Star Quest fame and Gan Luo Fan from China, who impersonated Hong Kong canto-pop king Andy Lau, much to the thrill of the audience. "Legend of the Monkey God" a comedy cum magic show had the audience in stitches with their antics.



- Pre-dinner games for Hi-Rev dealers and their families.
- Para pendergar Hi-Rev dan keluarga turut menyertai permainan yang diadakan sebelum majlis bermula.

The highlight of the evening was the launching of torQe Superbike Oil, a premium range lubricant powered by Hi-Rev targeted to serve the emerging big bikers market, available in full synthetic and semi synthetic grades.

Lucky dealers took home prizes from the lucky draws which included the grand draw of a Toyota Altis 1.8 and a Perodua Axia.



- Launching of torQe superbike oil.
- Pelancaran torQe minyak pelincir motosikal berkuasa tinggi.



- "Andy Lau" entertaining his fans.
- "Andy Lau" menghiburkan peminat.

HI-REV LAUNCHES torQe SUPERBIKE OIL

Hi-Rev under Posim Group recently launched its torQe Superbike Oil which is specially formulated to complement air/liquid cooled high performance superbikes of large engine capacities on dry/wet clutch. Its unique Heat Stabilizer Formula prevents extreme thermal stress in high engine speed and heat-loads, reduces viscosity breakdown and oxidation to maintain an ideal operating condition essential for optimum performance.

Available in different grades - Fully Synthetic 10W-50, 10W-40, Semi Synthetic 15W-50 and 10W-40, it is recommended for superbikes built for superb and excellent riding experience. Fortified with the best-quality Synthetic Ester, torQe Superbike Oil meets the industry standards and requirements like JASO MA2 and API SN.



- From left to right: Senior Marketing Manager, Mr Kenny Chuah; General Manager, Ms Valerie Poon and Technical Manager, Ms Lee Chin Wei introducing the torQe range.
- Dari kiri ke kanan: Pengurus Kanan Pemasaran, Encik Kenny Chuah; Pengurus Besar, Cik Valerie Poon dan Pengurus Teknikal, Cik Lee Chin Wei memperkenalkan rangkaian minyak torQe.



- Range of torQe Superbike Oil.
- Rangkaian minyak motosikal berkuasa tinggi torQe.



- Dealers and customers in a photo opportunity at the launch event.
- Pengedar dan pelanggan mengambil peluang bergambar di majlis pelancaran.

LITTLE KINGDOM, THE FIRST PERSONALIZED LEARNING EDUTAINMENT PARK IN MALAYSIA



- Little Kingdom entrance.
- Pintu masuk Little Kingdom.



- Kids play area.
- Kawasan kanak-kanak bermain.

Little Kingdom, the first-of-its-kind 'personalized learning edutainment park' is a place where children explore, learn and create memories together with their parents as every activity, ride and game is geared towards fostering parent-child bonding with combined elements of personalized learning, fun and play.

Located on the 3rd Floor of Parkson Maju Junction Shopping Mall, the 40,000 sq. ft. indoor edutainment park features 35 'junior versions' of world famous fairytale and cartoon characters, and is constructed in a way for story-telling where parents can create their own magical tales and moments with their children.

Little Kingdom has six themed classrooms and offers a variety of enrichment classes such as aerobics, music movement, art & craft, lego lessons, recycle art, role play, story telling and many more. Food also takes a new spin at Little Kingdom's learning eatery, Talking Tom House, where 'personalized meals' by an in-house dietician and chef are offered based on each individual child's development needs.

HAPPENINGS @ SECOM

25TH ANNIVERSARY DINNER



- From left to right / *Dari kiri ke kanan*: Human Resource Manager, Puan Marlia binti Ramli; Senior Operations Manager, Mr Wong Yeut Oon; Ms Tan Wee Gaik; Mr Lee Keang Hong; Tuan Haji Mohamad Khalid Abdullah; Mr Frankie Chai; Security Consulting Manager, Mr Boey Goon Sung; Security Consulting Manager, Mr Derek Key Yoke Beow and Technical Advisor, Mr Jonathan Choong Siew Hoong.



- Mr Frankie Chai (5th from right) and Secom's management honouring Tuan Haji Mohamad Khalid Abdullah (5th from left) for his 20-year tenure as a Director of the company.
 ► *Encik Frankie Chai (5 dari kanan) dan pengurusan Secom memberi penghormatan kepada Tuan Haji Mohamad Khalid Abdullah (5 dari kiri) sempena perkhidmatan beliau selama 20 tahun sebagai Pengarah syarikat.*

LUCKY DRAW WINNERS



BEST DRESSED WINNERS



About 170 employees nationwide attended Secom (M) Sdn Bhd's 25th Anniversary Dinner themed 'Back to School' on 9 April 2016.

The highlight of the night was the cake-cutting ceremony by Secom Director & Advisor, Mr Frankie Chai Kian Chong; Director, Tuan Haji Mohamad Khalid Abdullah; General Manager, Mr Lee Keang Hong and Assistant General Manager, Ms Tan Wee Gaik; and the presentation of long service awards to staff who have dedicated their career to serving Secom for decades. Deputy General Manager, Mr Susumu Kiryu was also present at the event.

Local celebrity, Helmi The Gimmick kept everyone glued to their seats with his entertaining performance. Lucky staff walked away with prizes from the lucky draws, table draws and the games organised.



- Deputy GM, Mr Susumu Kiryu (left) and Sales Consultant, Ms Mayu Hirasawa (right) flanking Helmi The Gimmick who sang a Japanese song.
 ► *Timbalan Pengurus Besar, Encik Susumu Kiryu (kiri) dan Konsultan Jualan, Cik Mayu Hirasawa (kanan) mengiringi Helmi The Gimmick yang menyanyikan sebuah lagu Jepun.*

LONG SERVICE AWARD WINNERS



HAPPENINGS @ SECOM

TRIP TO SECOM JAPAN



Director & Advisor, Mr Frankie Chai; Asst. Technical Manager, Cik Suraya Hanim; Head of Special Project, Puan Noorlela and Operations Executive, Mr Lim Kuan Boon visited Secom Headquarters in Japan from 25 to 28 April 2016.

They were briefed on Secom Group's future direction and taken on a tour of the MIRAI showroom at Secom Group Headquarters in Hajaruku, Tokyo where they experienced the Image Recognition Technology; the Research and Development Centre Institute of Tokyo at Mitaka City to see Secom Drone and Secom Airship being the latest technology which provides safety and security from the sky, and other facilities.

CAREER FAIR



Secom participated in a career fair jointly organised by Setiausaha Kerajaan Negeri Selangor and Jabatan Tenaga Kerja Negeri Selangor at IDCC Mall Shah Alam on 28 May 2016.

DEVELOP YOUR VOICE TRAINING



20 staff from the Admin & Finance, Technical and Operations Departments attended a training session entitled "Develop Your Power Voice" by Mr Richard La Faber on 10 May 2016.

HEALTH SCREENING AT PARKSON CREDIT

Parkson Credit organised a free health screening for all its employees on 30 June 2016 as part of its efforts to maintain staff well-being and productivity. Response was overwhelmingly positive with a total of 79 employees attending the health screening at Parkson Credit's Maju Junction office.

The screening conducted by National Kidney Foundation comprised BMI, Blood Pressure, Blood Sugar, Urine and Cholesterol tests. Based on their test results, the employees were given counselling on risk factors and on how to maintain their health.



- ▶ Marketing & Business Development Manager, Ms Michelle Wong having her blood sample taken for screening.
- ▶ *Pengurus Pemasaran & Perkembangan Perniagaan, Cik Michelle Wong sedang diambil darah untuk saringan kesihatan.*



- ▶ Credit Assessment Manager, Mr Daniel Lee having his blood pressure checked.
- ▶ *Pengurus Penilaian Kredit, Encik Daniel Lee menjalani pemeriksaan tekanan darah.*



- ▶ Staff undergoing various health checks.
- ▶ *Warga kerja membuat ujian saringan kesihatan.*

ACTIVITIES @ ANTARA STEEL MILLS

TRAINING PROGRAMS OSH TALK BY NIOSH & PERKESO

On 18 May 2016, Antara Steel Mills employees attended an "Occupational, Safety and Health (OSH)" program by NIOSH and PERKESO with the aim to help reduce accidents and ailments in the industrial sector.

Employees were briefed on the requirements of the law such as responsibility of employers and employees (OSH Act 514, 1994), safety and health, committees and policies, protective safety equipment and SOCSO compensation.

The objective was to help companies to improve the level of safety and health at work, provide the latest information as well as to identify and understand the problems faced by workers and employers in fostering a safety and health culture at the workplace.



THE ABC OF POSITIVE THINKING

Exalt Training & Consultancy trainer, Puan Noor Ainee @ Eunee Teoh Abdullah conducted a course on positive thinking for Antara's employees to help them cope with the challenges the company is facing.

The course entitled "Towards Positive Thinking" on 26 and 27 June 2016 was attended by 28 participants.



VISIT BY NIOSH

On 16 June 2016, 15 students undergoing the "Safety & Health Officer" course in NIOSH, Johor, and their lecturers visited Antara Steel to learn about the implementation of safety measures by the company.



FUTSAL TOURNAMENT

Amsteel Mills Klang organised an inter-department futsal tournament on 8 May 2016. The winners were:



CHAMPION : CUT & BEND (TEAM B)



1ST RUNNER UP : CUT & BEND (TEAM A)



2ND RUNNER UP : SECURITY

CALLIGRAPHY COMPETITION WINNERS' GET-TOGETHER



- ▶ The winners with Puan Sri Chelsia Cheng (5th from right) and Dr Chua Siew Kiat (extreme right).
- ▶ Para pemenang bergambar bersama Puan Sri Chelsia Cheng (5 dari kanan) dan Dr Chua Siew Kiat (paling kanan).



- ▶ Dr Chua Siew Kiat (left) who was also one of the winners receiving his certificate from Puan Sri Chelsia Cheng (right).
- ▶ Dr Chua Siew Kiat (kiri) yang juga salah seorang pemenang menerima sijil daripada Puan Sri Chelsia Cheng (kanan).



- ▶ Puan Sri Chelsia Cheng narrating on the slide presentation on the trip to Tsinghua University to the winners and others present.
- ▶ Puan Sri Chelsia Cheng menerangkan mengenai lawatan ke Universiti Tsinghua kepada para pemenang dan tetamu yang hadir.

Lion-Parkson Foundation (LPF) had a get-together for the winners of Lion-Parkson Tsinghua Calligraphy Competition on 7 May 2016. LPF Chairman, Puan Sri Chelsia Cheng and Trustee, Dr Chua Siew Kiat who was also one of the competition winners, were present.

A slide presentation on the winners' trip to Tsinghua University in Beijing from 13 to 16 April 2016 for the award presentation and a calligraphy workshop was shown. Puan Sri Chelsia presented the awards to the winners who were not able to join the trip to Beijing.

Everyone enjoyed the light refreshments served and some stayed on to join the calligraphy class conducted after the event.

BRIEFING FOR SCHOLARSHIPS CANDIDATES

Lion-Parkson Foundation (LPF) organised a briefing session for the shortlisted candidates for its scholarship awards on 25 June 2016. The session kicked off with a presentation on Lion Group to give the students a better insight into the Group's businesses followed by a briefing on LPF's activities and the scholars programme by CeDR

Manager, Puan Siti Sahlah Ibrahim. 2014 LPF scholar, Yap Boon Fui (seated, 4th from left) who is currently attached to the Accounts Department at Group Head Office shared his internship and work experience with the candidates. The session also included some games to assess the students' teamwork and leadership qualities.



- ▶ Top photo: Shortlisted candidates with CeDR and Group HR staff, and all ears at the briefing on Lion Group's operations by Puan Siti Sahlah (bottom left photo).
- ▶ Gambar atas: Calon-calun yang disenaraipendek bersama warga kerja CeDR dan Sumber Manusia Kumpulan, dan mendengar taklimat daripada Puan Siti Sahlah (kiri, gambar bawah).

LIONPEOPLE GOES LIVE



LionPeople, a new Lion Group Human Resource Information System is now ready to be rolled out. Starting with Head Office, the system will be implemented groupwide in stages.

LionPeople is a fully web-based Human Resource Management System based on Oracle PeopleSoft platform hosted on our own private Cloud which is made up of 13 different modules including e-Payroll, e-Leave, e-Time Attendance, e-Overtime, e-Claim, amongst others. Watch this space for updates on LionPeople.



H.O.T PLAN & UNVEILING THE VANTAGE 2 NEW SUPERLINK

Property Division launched the Home Ownership Transition Plan (H.O.T Plan), a once-in-a-lifetime opportunity for housebuyers to upgrade to a new dream home, from its limited and final release of "The Vantage Premiumlink" on 28 and 29 May 2016 at Bandar Mahkota Cheras.

Held in conjunction with the unveiling of the brand new "The Vantage 2 Superlink" showhome, the weekend was filled with a variety of fun activities, amazing deals and offers and refreshment. Potential homebuyers had a chance to spin the wheel to win a trip to a holiday destination or extra savings, among the prizes.

The Vantage Premiumlink 40' x 65', a freehold 2-storey with a 40 feet frontage, 5+1 bedrooms and 6 bathrooms is a final call for an exclusive address at a luxury and guarded precinct, while The Vantage 2 Superlink, a 26' x 80' which is an embodiment of all luxuries of a Semi-D in a superlink terrace is located just a stone's throw away.

For more information on The Vantage and The Vantage 2, please contact:

- Jefferey : 013 - 336 4839
- Nick : 012 - 985 8803
- Ken : 016 - 201 1126
- Philip : 012 - 305 5257
- Beatrice : 017 - 387 3390



► The Vantage 2 Superlink showhome.
► Rumah contoh Vantage 2 Superlink.



► Touring the showhome.
► Melawat sebuah rumah contoh.



► Fun activities and refreshment for potential homebuyers.
► Pelbagai aktiviti menarik dan makanan untuk bakal pembeli.



► Marketing Manager, Ms Samantha Wong (left) presenting the mock prize to the winner of the 'Spin the wheel'.
► Pengurus Pemasaran Cik Samantha Wong (kiri) menyampaikan 'hadiah' kepada pemenang 'Pusingkan roda'.

LearningLink.....

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CeDR ACTIVITIES

Australian Certificate IV in Training & Assessment: Competency Based Trainer
16 -19 May 2016, CeDR



Different groups engaging in one-to-one training practice

Presentation Ceremony of PSMB Train The Trainer Certification 20 May 2016, ICIFE International (IIUM Gombak)



Participants in a group photo with Prof Tan Sri Dato' Dzulkifli A Razak (seated, centre), Member of ICIFE International Advisory Board and Ms Penny Chong (seated 2nd from right), Senior Manager, Group Learning & Development.

CeDR conducted PSMB Train The Trainer Program for ICIFE International, IIUM Gombak. There were 20 ICIFE members who successfully completed the program.

Lion-Parkson Foundation Scholarships Pre-Final Interview Briefing Session, 2 June 2016



Candidates were split into groups to discuss and present their views and findings at the briefing session cum get-together.

► Continue on page 16

Lion-Parkson Foundation Scholarships Pre-Final Interview briefing session was held to provide an overview of Lion Group and Lion-Parkson Foundation to the shortlisted candidates for its scholarship awards.

The briefing also served as a platform for candidates to get to know each other and seek clarification about the Group and its scholarship awards.

PSMB Train The Trainer Program 6-10 June 2015, CeDR



Participants engaging in mental and physical activities that challenge the mind and body!



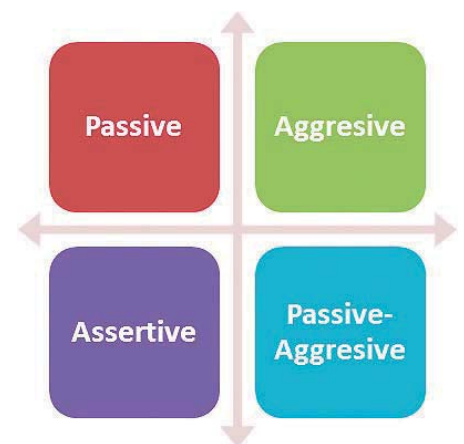
Brainstorming and working together to complete the task given.



4 USEFUL TECHNIQUES TO TRANSFORM INTO AN ASSERTIVE LEADER

Have you come across leaders who could be best described as a bully? Or leaders who are easy targets? These are the two extremes that don't make for a good leader. Very often than not, these leaders do not have teams that support them. Between these two extremes, there are assertive leaders who motivate and manage their team while handling crises efficiently. Assertive leaders express themselves effectively and stand up for their point of view, while also respecting the rights and beliefs of others. This is because they know that by being assertive, it helps to boost their self-esteem and earn the respect of others, and it also helps with stress management.

The good news is, even though leaders are not naturally assertive, they can learn to be more assertive in their management style. To start with, what is assertiveness and when do leaders use it with their team? It is helpful to go through the four distinct communication patterns that leaders encounter daily:



Passive:

These are the leaders who avoid conflict, get taken advantage of, and apologize often.



Aggressive:

Many people view aggressive leaders as a self-righteous bully who is quick to criticize others and be dismissive of others' opinions.



Assertive:

This is believed to be a happy medium between passive and aggressive. Leaders who are assertive communicate their feelings and opinions, but also seek out win-win scenarios.



Passive-Aggressive:

Despite wanting to avoid confrontation, passive-aggressive leaders can be manipulative and they play games with others to extort power.



When to be assertive with your team

Being assertive is a trait that effective leaders all share. Assertive leaders have a “we can win” attitude where opinions and feelings are honestly shared. At the same time, everyone on the team is respected and when there is an issue, an assertive leader looks for solutions.

Assertive leaders listen to their team members and communicate their expectations effectively. This makes them always in touch with their team members’ emotions and feelings. Assertive leaders know when to be assertive and when to hold back.

Here are four techniques to transform into an assertive leader.



i) **Getting everyone behind a plan or goal.**

You have a killer idea for an upcoming sales campaign. When you present the idea to your team, you listen to their ideas and suggestions. There are some excellent suggestions that are going to strengthen your original plan. It could even be something as simple as tracking client interactions from three to six months. The idea is that you not only get your team to support your plan, but you also improve it by working together as a team.

ii) **Motivating your team.**

Sometimes morale is low and your team needs to be inspired. Do you think that merely accepting the status quo or screaming at them is going to get them motivated? Absolutely not. Instead, use your assertiveness to boost morale and spark passion within your team.

This can be accomplished by allowing everyone on your team to contribute to a project. For example;

- Encourage your team to take ownership of a project by giving them the freedom to experiment with various solutions.
- Don't just let the aggressive and self-confident people talk. Give everyone a chance to speak, especially the passive and quiet team members.
- Make everyone on your team a leader by assigning different responsibilities to different team members.
- Set a good example by being positive, sharing your thoughts, and listening to your team.
- Know if they are an entrepreneur; help them to be an intropreneur within your company.



iii) **Keeping everyone in check.**

What will you do when one of your team members has tardiness issue and it has affected his/her performance at work, while you have other team members who are hardworking with superb attitudes? You and the team member should sit down in a private setting and discuss why his/her behavior is inappropriate and how it's impacting others. Also, give him/her a chance to speak. Maybe there is something going on in their life that is affecting their work. If so, you can find a way to resolve these issues. If the team member still isn't getting what you are talking about, or is still displaying the same problematic behaviour, you could try and schedule weekly meetings that may help keep them on track.



iv) **Conflict resolution.**

We spend a lot of time with our colleagues. So, it's only natural that there will be times when we get frustrated, angry, or we may even experience burnout. In some instances, this could lead to conflicts in the workplace where one employee emotionally, mentally, or physically harms another. Before that occurs, step in as an assertive leader and attempt to resolve any issues before things get out of control. Again, in a private setting, listen to each side of the story from the team members involved. Get the facts straight and keep your cool. Take some time to figure out the best possible outcome by addressing the issue head-on.

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