

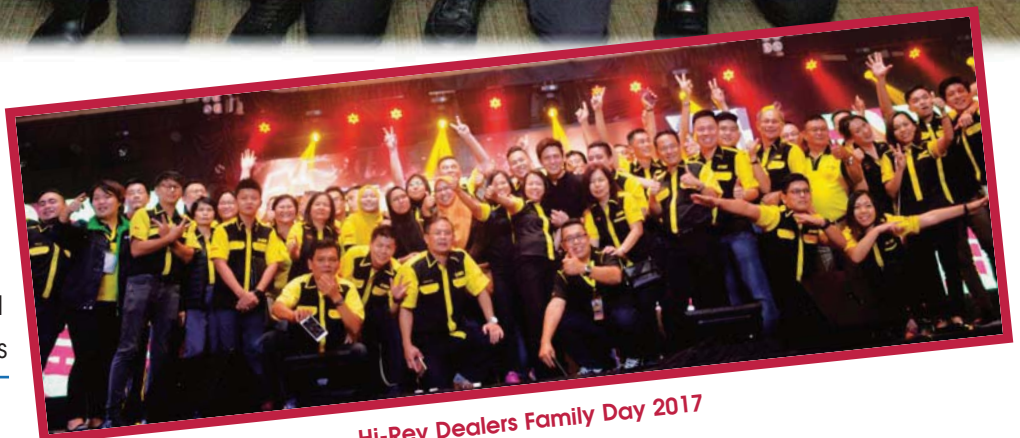
Lion Today

VOL. 29 NO. 4 JULY / AUGUST 2017 FOR INTERNAL CIRCULATION ONLY www.lion.com.my PP19070/08/2016(034572)

LION-PARKSON FOUNDATION AWARDS SCHOLARSHIPS



- ▶ Shoes Gallery's 1st Anniversary
- ▶ Parkson Card Promotions & Privileges
- ▶ 8 Primary Elements of Total Quality Management Principles



Hi-Rev Dealers Family Day 2017

LION-PARKSON FOUNDATION AWARDS



- ▶ Scholars, family members and guests listening to Puan Sri Chelsia Cheng's speech (inset).
- ▶ Penerima biasiswa, kaum keluarga dan tetamu mendengar ucapan daripada Puan Sri Chelsia Cheng (gambar kecil).



- ▶ Dr Chua Siew Kiat, Puan Sri Chelsia Cheng and Datuk CS Tang (5th, 6th and 7th from left respectively) sharing some light moments with the scholars after the award presentation.
- ▶ Dr Chua Siew Kiat, Puan Sri Chelsia Cheng dan Datuk CS Tang (masing-masing 5, 6 dan 7 dari kiri) bermesra dengan para pemegang biasiswa selepas majlis penyampaian anugerah kepada mereka.

- ▶ Scholars sharing the happy moments and congratulating each other.
- ▶ Penerima biasiswa berkongsi kegembiraan dan mengucapkan tahniah sesama mereka.

RETAIL & TRADING

DIVISION



SCHOLARSHIPS WORTH RM410,000

For the 26th year running, Lion-Parkson Foundation (LPF) awarded scholarships totalling RM410,000 to 12 students for the entire duration of their studies based on their academic performance, extra-curricular activities and leadership qualities. The awards were presented by LPF Chairman, Puan Sri Chelsia Cheng witnessed by LPF Trustees, Datuk CS Tang and Dr Chua Siew Kiat; and the students' parents and families on 18 August 2017.

The undergraduates received scholarships worth RM10,000 each per annum. Puan Sri Chelsia Cheng in her speech said, "The awards are in line with Lion Group's

aspiration to contribute to the country's educational and human resources development in order to achieve economic growth. We hope that our contribution will help the students to be free of financial worry and be able to focus on their studies and participate in activities to develop their leadership qualities".

To date, the Foundation has sponsored a total of 448 students through various sponsorship programmes worth RM10.4 million. In addition, the Foundation has also contributed another RM24.5 million towards other causes, making a total contribution of RM34.9 million to date.

YAYASAN LION-PARKSON ANUGERAH BIASISWA BERJUMLAH RM410,000

Untuk tahun ke-26 berturut-turut, Yayasan Lion-Parkson (LPF) menganugerahkan biasiswa berjumlah RM410,000 kepada 12 orang siswazah untuk sepanjang tempoh pengajian mereka berdasarkan prestasi akademik, aktiviti kokurikulum dan kualiti kepimpinan mereka. Anugerah tersebut disampaikan oleh Pengerusi LPF, Puan Sri Chelsia Cheng disaksikan oleh Pemegang Amanah LPF, Datuk CS Tang dan Dr Chua Siew Kiat; serta ibu bapa dan keluarga pelajar pada 18 Ogos 2017.

Masing-masing menerima biasiswa bernilai RM10,000 bagi setiap tahun pengajian. Puan Sri Chelsia Cheng dalam ucapannya berkata, "Anugerah ini adalah selaras dengan aspirasi Kumpulan Lion untuk menyumbang

kepada pembangunan pendidikan dan sumber manusia negara bagi mencapai pertumbuhan ekonomi. Kami berharap sumbangan kami ini akan membantu para pelajar untuk bebas daripada masalah kewangan dan dapat memberi tumpuan kepada pelajaran serta mengambil bahagian dalam aktiviti untuk memantapkan kualiti kepimpinan mereka".

Setakat ini, LPF telah menaja seramai 448 orang pelajar melalui pelbagai program penajaan berjumlah RM10.4 juta. Di samping itu, LPF turut menyumbang sebanyak RM24.5 juta lagi untuk tujuan kebajikan lain, menjadikan jumlah keseluruhan sumbangan sebanyak RM34.9 juta sehingga kini.

金狮百盛基金颁发奖学金总值RM410,000

金狮百盛基金会（基金会）颁发总值41万令吉的奖学金予12名学生，作为学生们整体课程的学习费用。奖学金申请的审核标准，是根据申请者的学术表现、课外活动及领导素质。这已是基金会第27周年颁发奖学金予出色学生。奖学金颁发仪式于2017年8月17日举行，由基金会主席潘斯里陈秋霞颁发，并由基金会信托人拿督陈怀安和蔡少杰博士以及学生的父母家人共同见证。

这些在籍学生每人每年将会领取高达1万令吉的奖学金。潘斯里陈秋霞表示：“奖学金的颁发是按照金狮集团的理念，为国家教育和人力资源发展作出贡献，以实现经济增长。我们希望我们的捐献，可以帮助学生们免受经济束缚，以便他们能专心于学业及多参与活动，发展领导素质。”

至今，基金会已通过各项赞助计划资助448名学生，共计1千零40万令吉。此外，基金会也捐献2千450万令吉作为其他慈善用途。迄今，总捐献款项达3千490万令吉。

Sfera's FALL/WINTER 17-18 COLLECTION

Spanish youth-oriented fast fashion brand, Sfera unveiled the Fall/Winter 17-18 Collection for its Essentials line featuring neutral garments that are ideal for all types of looks. The Women's collection is back to basics where the pieces are easy to mix and match to create trendy looks.

Flared midi skirt and white polo neck jumper are must-haves for the Fall/Winter season as they are easy to combine to create powerful looks. Red takes on special importance as the star colour that will refine any type of look. For casual wear, Sfera presented colourful fun prints and relaxed pieces which are ideal for informal looks with the season's must-have, the flowy dress with asymmetric hemline.

1 CORPORATE UPDATE

Lion-Parkson Foundation Awards
Scholarships Worth RM410,000

1 RETAIL & TRADING DIVISION

Sfera's Fall/Winter 17-18 Collection

Parkson Card Online Activation

Foodpark Is Now On Facebook

Shoes Gallery's 1st Anniversary

Parkson China Feted Winners Of
Summer Beauty Festival

Happenings @ Parkson Credit
-Sports @ Association Charity Events
-Department Outing

Hi-Rev Family Day 2017

Hi-Rev Young Talent Program

Trip To Tadom Hill Resort

Hari Raya Celebration

Tips For Storing And Warming Bread

9 STEEL DIVISION

Commuting Safety Support Program

Day Trip To I-City, Shah Alam

Hari Raya Adil Fitri Celebration

10 SERVICES DIVISION

Happenings @ Secom

-Secom's New Logo

-Budget Kick-Off Meeting

-Hari Raya Celebration

12 LEARNINGLINK

Total Quality Management Principles:
The 8 Primary Elements of TQM

CeDR Receives A 5-Star Rating From
HRDF

14 RETAIL & TRADING DIVISION

MAVE

MIXXO - The Leading Global Women's
Fast Fashion From South Korea

EDITORIAL

Editorial Advisor Tan Sri Albert Cheng
Editor Quah Le Ching
Editorial Committee Ng Ho Peng, Fauziah Harun,
Hody Yee Mei Kuen & Ian Foo Dah Yung

PUBLISHER

Lion Group Management Services Sdn Bhd
Level 11-15, Lion Office Tower
No. 1 Jalan Nagasari
50200 Kuala Lumpur
Wilayah Persekutuan

Tel: 603 - 2142 0155
Fax: 603 - 2142 8409
Email: corpcomm@lion.com.my
Website: www.lion.com.my

PRINTER

KHL Printing Co Sdn Bhd
Lot 10 & 12, Jalan Modal 23/2
Section 23 Kawasan MIEI Phase 8
40300 Shah Alam
Selangor Darul Ehsan

Tel: 603 - 5541 3695 / 5541 3634
Fax: 603 - 5541 3712
Website: www.khlprint.com.sg

All rights are reserved by the Publisher.
Reproduction in any form of the articles or
photographs is strictly prohibited unless written
permission is first obtained from the Publisher.

As the quality of life improves and our standard of living goes up, it is heartening to see more youths are aspiring to better themselves through the pursuit of further studies. For the 26th consecutive year, our Lion-Parkson Foundation awarded scholarships to bright young Malaysians pursuing their first degree in the local universities. The awards represent our Group's commitment to nurturing human capital through education, and nation building through the pursuit of academic excellence. Education is the catalyst for change and a sound education will better equip a person to bring about positive changes to his life, his community and the nation. Our Foundation is glad to be able to help these deserving students embark on this journey to achieve their goals.

A conducive working environment leads to greater productivity. Besides focusing on their operations, our operating companies are also organizing a host of activities ranging from talks to sports and staff gatherings to maintain a healthy balance between work and play. All these activities help to provide an interactive and encouraging workplace, and serve to bring everyone together to foster better relations. Many of us spend more time in the office than in any other places have formed meaningful friendships and fond memories at our workplace.

Read all about these in the following pages.

UTUSAN PENGARANG

Berikutan dengan kualiti kehidupan yang bertambah baik dan taraf hidup yang semakin meningkat, ianya sangat menggembirakan apabila melihat lebih ramai golongan belia yang menanam azam untuk memantapkan diri melalui pendidikan tinggi. Untuk tahun ke-26 berturut-turut, Yayasan Lion-Parkson (LPF) menganugerahkan biasiswa kepada remaja Malaysia yang mencatat keputusan cemerlang dalam peperiksaan awam untuk mengikuti ijazah pertama mereka di universiti tempatan. Anugerah ini merupakan komitmen Kumpulan kita untuk memupuk modal insan menerusi pendidikan, dan memperkasakan negara melalui kecemerlangan akademik. Pendidikan adalah pemangkin perubahan dan pendidikan yang baik akan membuka peluang kepada kita untuk membawa perubahan positif dalam hidup, komuniti dan negara. LPF sukacita dapat membantu para pelajar ini mencapai matlamat mereka.

Persekitaran kerja yang kondusif dapat meningkatkan produktiviti. Selain memberi tumpuan kepada operasi seharian mereka, syarikat-syarikat operasi kita turut menganjurkan pelbagai aktiviti seperti taklimat, acara sukan dan perjumpaan warga kerja untuk mengekalkan keseimbangan yang sihat antara kerja dan riadah. Semua aktiviti ini membantu mewujudkan suasana tempat kerja yang interaktif dan selesa, serta berperanan untuk menyatukan warga kerja di samping memupuk hubungan yang lebih baik. Ramai di antara kita menghabiskan lebih banyak masa di pejabat daripada di tempat-tempat lain, dan telah menjalin persahabatan yang erat dan merakamkan pelbagai kenangan manis di tempat kerja.


Kesemua ini dipaparkan di halaman berikutnya.

PARKSON CARD ONLINE ACTIVATION

FIRST TIME LOGIN


(for existing member)

5. Fill in/Update/Confirm your **EMAIL**, **MOBILE NO.**, set your **PASSWORD**, then tick to agree on T&C and PDPA, then click **CONTINUE**.



LOGIN


6. **APV** page (only available to Primary holder)
* Check your household APV balance, Redeemable APV and expiry date



LOGIN

8. Click **LOGOUT**, will back to www.parkson.com.my



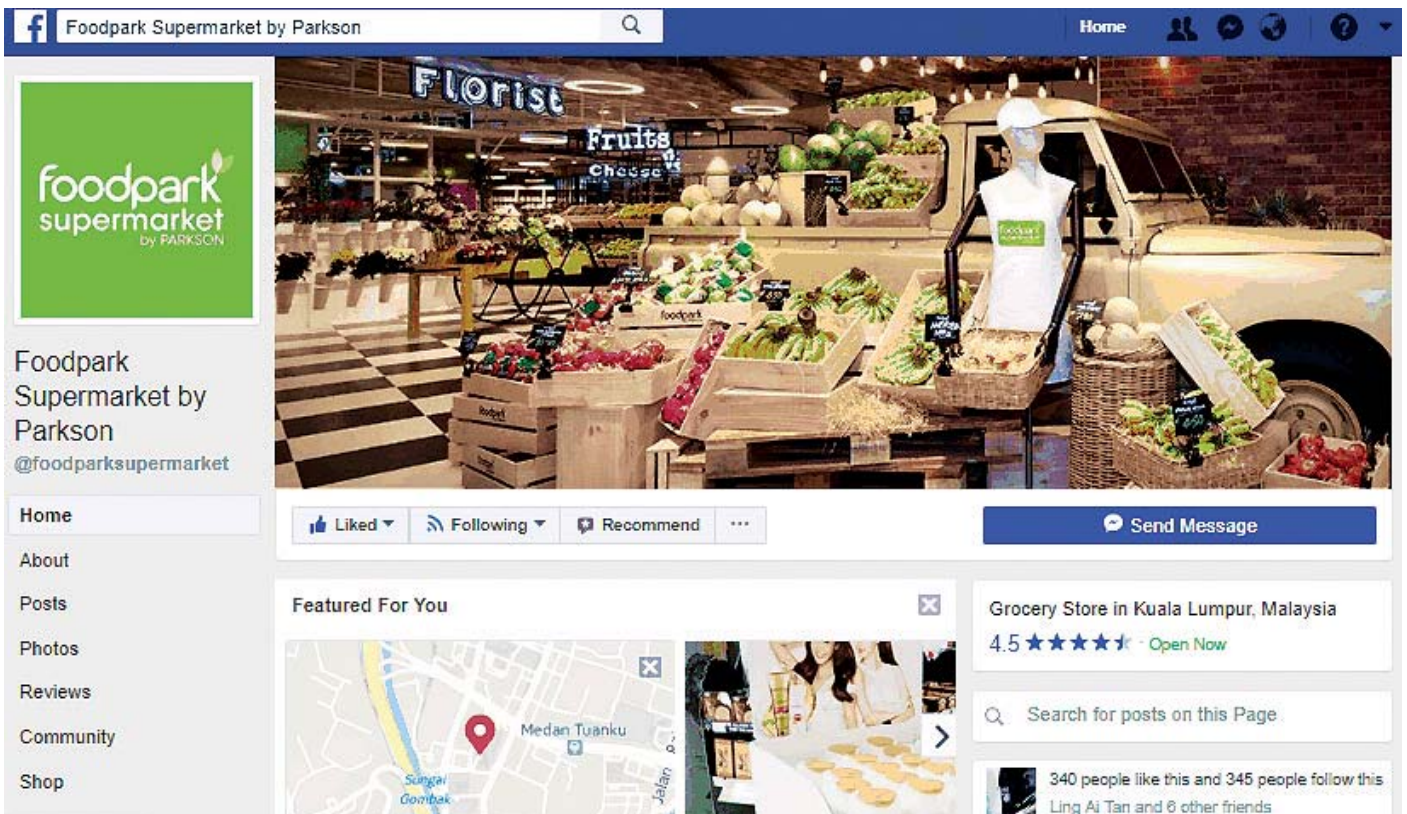


Parkson has launched its Parkson Card online activation and registration on 14 August 2017. Parkson Card members can log in to check their Accumulated Purchase Value (APV), edit profile and view transaction history.

Latest promotional activities and card privileges are available at Parkson's website, www.parkson.com.my. Members may also scan the QR code to access to Parkson Card's info page.

FOODPARK IS NOW ON FACEBOOK

Foodpark Supermarket has a Facebook page, <https://www.facebook.com/foodparksupermarket/>. Do check out Foodpark's promotions and stay tuned for more exciting offers.



The Facebook page for Foodpark Supermarket by Parkson includes a profile picture with the logo, a cover photo of a supermarket interior with a 'Florist' sign, and a 'Featured For You' section. The featured section includes a map showing the location near Medan Tuanku and a listing for a 'Grocery Store in Kuala Lumpur, Malaysia' with a 4.5-star rating and 'Open Now' status.

SHOES GALLERY'S 1ST ANNIVERSARY

Shoes Gallery by Parkson treated its customers to a variety of promotions related to "1" at its outlets at Avenue K, Fahrenheit88 and DA MEN Mall in conjunction with its first anniversary celebration.

Shoppers were given redemption passports to collect stamps and redeem up to five attractive gifts with purchase and stand a chance to win two 3D2N packages to Bali for 2 persons worth RM5,000. Shoes Gallery also organised fun-filled weekend activities with the appearance of a balloon sculpting clown at DA MEN Mall, children's workshop, cooking demonstration, and free balloons and popcorn giveaways.

Shoppers were given redemption passports to collect stamps and redeem up to five attractive gifts with



► A host of fun-filled activities at its first anniversary celebration by Shoes Gallery by Parkson.
 ► Pelbagai aktiviti menarik berlangsung di Shoes Gallery by Parkson sempena sambutan ulangtahun pertamanya.

PARKSON CHINA FETED WINNERS OF SUMMER BEAUTY FESTIVAL



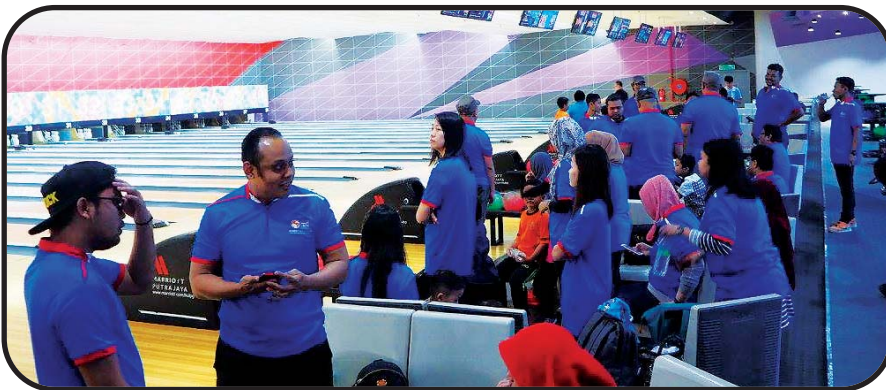
► Ms Stacey, winner of a vacation to ClubMed Mauritius and a range of beauty products.
 ► Cik Stacey, pemenang percutian ke ClubMed Mauritius dan rangkaian alat solek.

The winners of the Summer Beauty Festival organised by Parkson China and ClubMed had a great vacation at selected ClubMed resorts. Ms Stacey from Shanghai who won a vacation to ClubMed Mauritius also received summer beauty products from international well-known brands namely Clarins, Estee Lauder, Kiehl's and Laneige whilst four other lucky customers won carefree holidays to Clubmed in Guilin, Sanya, Cherating Beach and Bintan Island respectively.

HAPPENINGS @ PARKSON CREDIT SPORTS @ ASSOCIATION CHARITY EVENTS

In the month of August 2017, Parkson Credit staff namely Muhammad Hilmi, Eugene Ng, Leong Kin Lee, Michelle Wong, Maryati Mohamed, Muhammad Heidi, Ghaz'zara and Mohamad Sharie including Senior GM, Mr Danny Poh participated in a series of charity sports events hosted by the Selangor and F.T Motorcycle and Scooter Dealers Association.

They competed against the association members, representatives of manufacturers and other financing companies in golf, badminton and bowling, and succeeded in winning prizes for bowling in both the Men's and Women's categories.



► Participants getting ready at the bowling alley.
► Peserta bersedia di lorong bowling.



► (From left to right) Parkson Credit's bowling team: Mohamad Sharie, Michelle Wong, Maryati Mohamed and Ghaz'zara.
► (Dari kiri ke kanan) Pasukan bowling Parkson Credit: Mohamad Sharie, Michelle Wong, Maryati Mohamed dan Ghaz'zara.

DEPARTMENTAL OUTING

On 12 and 13 August 2017, the Credit Management department of Parkson Credit organized a self-funded outing which included their spouses and children, to Glory Beach Resort Port Dickson.

Amongst the fun activities held were telematches, barbeque on the beach, followed by cooling off with the famous local cendol and coconut shakes. Everyone enjoyed themselves on the trip and said that it is important to maintain a work-life balance and to bond with fellow colleagues.



► All for one and one for all: Parkson Credit staff and family members in matching shirts with their banner.
► Sehati sejiwa, warga Parkson Credit dan keluarga mengenakan baju sedondon bersama kain rentang mereka.



► Participants balancing eggs and balloons in the friendly telematch.
► Para peserta berhati-hati mengimbangi telur dan belon dalam acara sukaneka.



► Enjoying the barbeque and cooling off in the pool with colleagues and family members.
► Menikmati barbeque dan berendam di kolam renang bersama rakan sekerja dan ahli keluarga.

HI-REV FAMILY DAY 2017



About 1,500 dealers and their family members, and guests attended Hi-Rev's Family Day organised by Posim Petroleum Marketing Sdn Bhd (PPM) on 12 August 2017.

Everyone enjoyed themselves with the games organised and entertainment by Taiwan artiste, Anthony Neely who much to the guests' delight, sang his popular songs which included "Sorry That I love You". Other artistes who performed that night were Astro Classic Golden Finalist Singers, Marcus Yang, Amy Chan, Edmond Low and Danny Tan. Lucky dealers took home prizes from the lucky draws.

HI-REV YOUNG TALENT PROGRAM



Posim Petroleum Marketing (PPM) has initiated the Hi-Rev Young Talent Program in support of disciplined, hard-working and talented youths who are actively participating in competitive motorsports activities. This program is an opportunity for PPM to be a part of their journey in pursuing their passion and dreams in achieving success in motorsports.

PPM has signed up Afique Danial Izzat Bogers, 19, for this program. Danial races in Malaysia Superbike Championship (MSBK) 2017 and has bagged several podium finishes in this Championship. *Syabas!*

TRIP TO TADOM HILL RESORT

On 19 August 2017, members of Posim Sports and Recreation Club had a fun-filled day at Tadom Hill Resort in Banting, Selangor, engaging in both water and land activities such as Bamboo Raft, Water Polo, Tarzan Swing, Platform Diving, Flying Fox, Limbo, Giant Jenga, Basket Ball, Volley Ball and Table Tennis. The event was organised to foster better relations amongst the members.



HARI RAYA CELEBRATION

In conjunction with Hari Raya Aidil Fitri celebrations, Posim Sports and Recreation Club hosted a dinner for its members on 14 July 2017. Dressed to the theme, "Baju Raya", everyone looked resplendent in their colourful attire and enjoyed themselves to the Hari Raya delicacies such as *ketupat*, *lemang*, *rendang* and others.



HOGAN BAKERY'S TIPS FOR STORING & WARMING BREAD

Fresh bread is best consumed within 12 hours of baking. If you need to store the bread, you may want to slice it, especially the thick French bread, into small pieces and wrap them and store in the freezer. Just take out what you need and thaw at room temperature for 10-15 minutes and the bread will warm up naturally. To maintain its taste, the bread should not be kept in the refrigerator for more than 48 hours and in the freezer for more than 2 weeks.

Tip 1 Warming bread in the oven
(for crispy crust)

Pre-heat the oven to 150 degrees for approximately 5 minutes. For thick French bread, sprinkle some water onto the crust before putting into the oven whilst for soft bread such as bread with filling, wrap in aluminium foil and put in the oven for 3-5 minutes.



Tip 2 Warming bread by steaming
(for chewy texture)

Line the pan in the steamer with a slightly wet kitchen roll and place the bread on it. Switch on steamer for 3 minutes and the bread is ready to be eaten after that.

The bread should be eaten immediately to prevent it from getting cold. Otherwise, re-warming or re-steaming will affect its taste.

COMMUTING SAFETY SUPPORT PROGRAM

Amsteel Klang invited Social Security Organisation (SOCSO), Malaysian Institute of Road Safety Research (MIROS), National Institute of Occupational Safety and Health (NIOSH) and PUSPAKOM to give a talk on Commuting Safety Support Program to its employees.



► Full turnout at the talk.
 ► Ramai yang hadir untuk mendengar taklimat.

As the major occupational safety and health issue in the country is related to commuting accidents involving employees on their way to and from work, employers and employees have to be aware and work together to build a culture of commuting accident prevention and safety.



► Demonstration on motorcycle safety.
 ► Demonstrasi mengenai aspek keselamatan motosikal.



► Employees' motorcycles being inspected by PUSPAKOM.
 ► Motosikal warga kerja menjalani pemeriksaan PUSPAKOM.

DAY TRIP TO I-CITY, SHAH ALAM

A total of 190 Steel Division Sports and Recreation Club members and their family members had an enjoyable outing to I-City Shah Alam on 20 August 2017.



HARI RAYA ADIL FITRI CELEBRATION

Amsteel Klang held its Hari Raya Open House on 20 July 2017. Staff were treated to an array of delicious fare such as lemang, nasi impit, rendang, lodeh and others.



HAPPENINGS @ SECOM

SECOM'S NEW LOGO

SECOM (Malaysia) Sdn Bhd has launched its new corporate logo sporting a sleek and modern look, designed by its Marketing Division.

SECOM (MALAYSIA) SDN. BHD. (149512-H)



BUDGET KICK-OFF MEETING



On 3 July 2017, Secom organised a Budget Kick-off Meeting for financial year 2017/18 with presentations by the various departments on their goals and achievements. Puan Huda and Ms Rajeswary from Purchasing and Admin department respectively; Cik Suhaiba, Cik Yazmin and Encik Muzzammil from Technical department; and Encik Razif and Encik Firdaus from Operations department shared their experience which served to motivate the young and new Secom generation.

- ▶ Secom management at the Budget Kick-off Meeting.
- ▶ *Pengurusan Secom mendengar perbentangan di mesyuarat Pelancaran Belanjawan.*

Experience-sharing by:



▶ Puan Huda



▶ Ms Rajeswary



▶ Cik Suhaiba



▶ Cik Yazmin



▶ Encik Muzzammil



▶ Encik Razif



▶ Encik Firdaus

HARI RAYA CELEBRATION



Secom celebrated Hari Raya Aidilfitri at its Headoffice in Shah Alam on 21 August 2017. The event was made merrier with the presence of their family members and outstation leaders who came for their Operations Leaders meeting.

Everyone helped themselves to the array of delicious food served such as grilled lamb, *ayam golek*, *rendang*, *sate*, *nasi impit* and more. Games were organised such as Colouring Contest, Guess Picture, "Musang Berjanggut" and Musical Chair which added to the fun. Lucky staff walked away with prizes from the lucky draw.

TOTAL QUALITY MANAGEMENT PRINCIPLES: THE 8 PRIMARY ELEMENTS OF TQM



Total quality management can be summarized as a management system for a customer-focused organization that involves all employees in continual improvement. It uses strategy, data, and effective communications to integrate the quality discipline into the culture and activities of the organization. Many of these concepts are present in modern Quality Management Systems, the successor to TQM.

Here are the 8 principles of total quality management:

1. Customer-focused

The customer ultimately determines the level of quality. No matter what an organization does to foster quality improvement - training employees, integrating quality into the design process, upgrading computers or software, or buying new measuring tools - the customer determines whether the efforts were worthwhile.



2. Total employee involvement

All employees participate in working toward common goals. Total employee commitment can only be obtained after fear has been driven from the workplace, when empowerment has occurred, and management has provided the proper environment. High-performance work systems integrate continuous improvement efforts with normal business operations. Self-managed work teams are one form of empowerment.

3. Process-centered

A fundamental part of TQM is a focus on process thinking. A process is a series of steps that take inputs from suppliers (internal or external) and transforms them into outputs that are delivered to customers (again, either internal or external). The steps required to carry out the process are defined, and performance measures are continuously monitored in order to detect unexpected variation.



4. Integrated system

Although an organization may consist of many different functional specialties often organized into vertically structured departments, it is the horizontal processes interconnecting these functions that are the focus of TQM.

Micro-processes add up to larger processes, and all processes aggregate into the business processes required for defining and implementing strategy. Everyone must understand the vision, mission, and guiding principles as well as the quality policies, objectives, and critical processes of the organization. Business performance must be monitored and communicated continuously.

An integrated business system may incorporate the ISO 9000 standards. Every organization has a unique work culture, and it is virtually impossible to achieve excellence in its products and services unless a good quality culture has been fostered. Thus, an integrated system connects business improvement elements in an attempt to continually improve and exceed the expectations of customers, employees, and other stakeholders.

5. Strategic and systematic approach

A critical part of the management of quality is the strategic and systematic approach to achieving an organization’s vision, mission, and goals. This process, called strategic planning or strategic management, includes the formulation of a strategic plan that integrates quality as a core component.

6. Continual improvement

A major thrust of TQM is continual process improvement. Continual improvement drives an organization to be both analytical and creative in finding ways to become more competitive and more effective at meeting stakeholder expectations.



7. Fact-based decision making

In order to know how well an organization is performing, data on performance measures are necessary. TQM requires that an organization continually collects and analyzes data in order to improve decision making accuracy, achieve consensus, and allow prediction based on past history.

8. Communications

During times of organizational change, as well as part of day-to-day operation, effective communications play a large part in maintaining morale and in motivating employees at all levels. Communications involve strategies, method, and timeliness.

These elements are considered so essential to TQM that many organizations define them, in some format, as a set of core values and principles on which the organization is to operate.

Sourced from: <http://asq.org/learn-about-quality/total-quality-management/overview/overview.html>
 Visit http://www.lion.com.my/WebCorp/Cedr.nsf/open_programme for a range of our Quality and Project Management programs, all filed under “Managing Business”.



RECEIVES A 5-STAR RATING FROM HRDF

CeDR is proud to announce that it is one of the 20 training providers to receive a 5-Star rating under HRDF’s new rating system.



Briefly, the objectives of the Star Rating system are:

- a) To provide HRDF registered employers access to quality programmes, training providers and trainers;
- b) To encourage Training Providers to continuously increase the quality of training programmes and services;
- c) To enhance HRDF’s value-added services to registered employers by qualifying superior training programmes that are entitled for financial assistance under HRDF

With immediate effect, the Star Rating will be the main selection criterion of Training Provider for any of HRDF’s future project/s. Training providers who are awarded with a Star Rating of 3 Stars and above will have the name of the company published on the HRDF portal – so it is verifiable!

CeDR would like to take this opportunity to thank HRDF and our clientele who made this possible. It is your quest for excellence that made us go the distance, and we are more eager than ever to continue delivering quality training consultancy services that you have grown accustomed to.

What a way to welcome August!

MAVE



AVAILABLE AT

- Parkson Pavilion • Parkson KLCC • Parkson Maju Junction • Parkson 1 Utama • Parkson Alamanda
- Parkson Sunway Pyramid • Parkson Subang Parade • Parkson Setia City Mall • Parkson Ipoh Parade
- Parkson Gurney Plaza • Parkson Vivacity • Parkson Plaza Merdeka • Parkson Sunway Velocity
- Parkson The Spring • Parkson Sunway Carnival • Parkson Nu Sentral • Parkson IOI City Mall • Parkson MyTOWN





SONG HAENA
송해나

Korean Actress / Model
Song Haena

MIXXO

THE LEADING GLOBAL WOMEN'S FAST FASHION FROM SOUTH KOREA
LEVEL 4, PARKSON ELITE PAVILION • G FLOOR, SUNWAY VELOCITY MALL

  MIXXO MALAYSIA

EXCLUSIVELY BROUGHT IN BY
PARKSON