

# Lion Today

VOL. 34 NO. 3 JULY / SEPTEMBER 2022 | FOR INTERNAL CIRCULATION ONLY | [www.lion.com.my](http://www.lion.com.my) | PP19070/08/2016(034572)

## GRAND OPENING OF WENZHOU PARKSON BEAUTY



Ling Hang Cantata Choir Competition

- Safety & Health Campaign 2022 at Amsteel
- Smart Home & IoT
- Hi-Rev Dream Chaser - The 2022 Champion
- Learning Session for LPF Scholars



## “Ling Hang Cantata” Schools Choir Competition



Puan Sri Chelsia Cheng (middle row, 10th from right) with the judges, officials and students of the champion school, Kwang Hua High School. Bottom photos (left to right) Kwang Hua's winning performance, Creative Performance Award to Kuen Cheng and Best Choral Award to Pin Hwa.



## Lion-Parkson Foundation Sponsors MH-Bifrost Run



Puan Sri Chelsia Cheng (standing, 8th from left) with MH-Bifrost Run organisers, sponsors and breast cancer survivors.

For more information and to register for the Run, please visit:  
• Official Website : <https://www.umbifrostrun.com>  
• Registration Email : [umbifrostrun.info@gmail.com](mailto:umbifrostrun.info@gmail.com)

## Donation to Lion-Parkson Foundation



Puan Sri Chelsia Cheng (centre) presenting the cheque for RM90,928 to Datuk CS Tang witnessed by Ms Chow Mun Seong.

Lion-Parkson Foundation (LPF) and The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) jointly organised a choir performance with MOV Asia Sdn Bhd as the main organiser at the Kuala Lumpur Performing Arts Centre (KLPA) on 7 September 2022.

Eight independent schools in Klang Valley namely Chong Hwa Independent High School (KL), Confucian Private Secondary School, Kuen Cheng High School, Tsun Jin High School, Kwang Hua Private High School, Pin Hwa High School, Chung Hwa Independent High School (Klang) and Hin Hua High School performed the “Ling Hang Cantata” composed by LPF Chairman, Puan Sri Chelsia Cheng for ACCCIM’s 100th Anniversary. Puan Sri Chelsia is also the Vice President of The Chinese Chamber of Commerce and Industry of Kuala Lumpur and Selangor and an Executive Director of MOV Asia.

Kwang Hua emerged champion and walked away with a gold trophy

## Pertandingan Koir Sekolah “Ling Hang Cantata”

Yayasan Lion-Parkson (LPF) dan The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) selaku penganjur bersama serta penganjur utama, MOV Asia Sdn Bhd menganjurkan satu pertandingan koir di Kuala Lumpur Performing Arts Centre (KLPA) pada 7 September 2022.

Lapan sekolah bebas di Lembah Klang iaitu Sekolah Menengah Persendirian (SMP) Chong Hwa (KL), SMP Confucian, Sekolah Menengah (SM) Kuen Cheng, SM Tsun Jin, SMP Kwang Hua, SM Pin Hwa, SMP Chung Hua Klang, dan SM Hin Hua mempersembahkan “Ling Hang Cantata” gubahan Pengerusi LPF, Puan Sri Chelsia Cheng sempena ulang tahun ke-100 ACCCIM. Puan Sri Chelsia juga merupakan Naib Presiden Dewan Perniagaan dan Perindustrian Cina Kuala Lumpur dan Selangor dan Pengarah Eksekutif MOV Asia.

Juara, Kwang Hua menerima trofi emas serta wang tunai RM10,000

and RM10,000 cash. Kuen Cheng and Pin Hwa which won the Creative Performance Award and Best Choral Award respectively received a trophy and RM5,000 cash. The other 5 schools each received a silver trophy and RM2,000 cash.

Deputy Minister of Education 1, Senator Dato’ Dr Mah Hang Soon gave away the prizes to the winners. Also present at the prize giving ceremony were ACCCIM President, Tan Sri Low Kian Chuan; ACCCIM Exco Members, and LPF Trustees Datuk CS Tang and Ms Chow Mun Seong.

The judges for the competition were Puan Sri Chelsia; Mr Percy Phang, a Malaysian musician, songwriter and music producer; Mr Alex San, a Malaysian composer and music producer; and Mr Jinmo Yang, a renowned conductor from South Korea. There was a special orchestra performance by MOV Korea at the event.

manakala Kuen Cheng dan Pin Hwa masing-masing memenangi Persembahan Kreatif dan Nyanyian Terbaik menerima trofi dan wang tunai RM5,000. 5 sekolah lagi menerima piala perak serta wang tunai RM2,000.

Timbalan Menteri Pendidikan 1, Senator Dato’ Dr Mah Hang Soon menyampaikan hadiah kepada para pemenang. Turut hadir di majlis penyampaian hadiah ialah Presiden ACCCIM, Tan Sri Low Kian Chuan; Ahli Exco ACCCIM, serta Pemegang Amanah LPF Datuk CS Tang dan Cik Chow Mun Seong.

Pengadil pertandingan adalah Puan Sri Chelsia; Encik Percy Phang, pemuzik, penulis lagu serta penerbit muzik di Malaysia; Encik Alex San, komposer serta penerbit muzik di Malaysia; dan Encik Jinmo Yang, konduktor terkemuka dari Korea Selatan. MOV Korea membawakan persembahan orkestra istimewa di majlis tersebut.

## 领航大合唱比赛

由金獅百盛基金会（基金会）和马来西亚中华总商会（中总）联合、MOV Asia Sdn Bhd承办的“领航大合唱”比赛，于2022年9月7日在吉隆坡表演艺术中心（KLPA）顺利举办。

雪隆区八所独立中学，即吉隆坡中华独立中学、尊孔独立中学、坤成中学、循人中学、光华独立中学、滨华中学、巴生中华独立中学以及兴华中学演唱参赛指定歌曲“领航”。这首歌曲是由基金会主席潘斯里陈秋霞为中总100周年所创作的主题曲。潘斯里陈秋霞也是吉隆坡暨雪兰莪中华总商会副会长兼MOV Asia 执行董事。

光华独立中学成功获得大合唱比赛冠军，获颁金奖杯和1万令吉奖

金。坤成中学和滨华中学则分别获得最具创意表演奖和最佳合唱奖，获颁奖牌和5千令吉奖金。其他五所学校各自获得一枚银奖牌和2千令吉奖金。

教育部第一副部长拿督马汉顺医生上议员将奖品颁发给获奖学校。出席颁奖典礼的还有中总总会长丹斯里卢成全、中总执行理事会成员以及基金会信托人拿督陈怀安和周敏嫦。

该比赛的评审团是由潘斯里陈秋霞、马来西亚音乐家、词曲创作兼音乐制作人彭学斌、马来西亚作曲家兼音乐制作人辛伟力以及来自韩国的著名指挥家梁真模组成。在活动上，MOV Korea带来一场特别的管弦乐队表演。

## Lion-Parkson Foundation Sponsors MH-Bifrost Run

Lion-Parkson Foundation (LPF) is sponsoring RM5000 worth of Parkson gift vouchers for the MH-Bifrost Run Against Breast Cancer by the University of Malaya Medical Centre (UMMC) Breast Cancer Surgery Unit to raise funds for its Breast Cancer Resource Centre (BCRC).

LPF Chairman, Puan Sri Chelsia Cheng is the Patron for the UMMC Candy Girls Breast Cancer Support Group that was set up by the BCRC to assist breast cancer patients, survivors and their family members, especially in the B40 group.

Puan Sri Chelsia is also an Ambassador for the MH-Bifrost Run, a 5-km night run at University of Malaya Arena Stadium on 29 October 2022. There are 2 categories for Junior (below 18 years of age) and Student (18 years and above), and Public (open to all ages) with registration fee of RM70 and RM75 respectively. Puan Sri had attended the Press Conference to promote Pink October (Breast Cancer Awareness Campaign) and the Run on 2 September 2022.

## Donation to Lion-Parkson Foundation

Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng donated RM90,928 from the sale of her painting worth RM68,000 from her art and calligraphy exhibition in Seoul, South Korea from 1-21 August 2022 and the balance from the generous contributions of her friends, to LPF.

Puan Sri Chelsia presented the cheque for the amount to LPF Trustee, Datuk CS Tang witnessed by newly appointed LPF Trustee, Ms Chow Mun Seong at the Board of Trustees meeting on 28 September 2022.

LPF also welcomed Ms Chow Mun Seong to its Board of Trustees with effect from 24 August 2022. Ms Chow is the former Chief Executive Officer of the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) and has worked for almost 30 years with ACCCIM.



## EDITOR'S MESSAGE

Starting 28 September 2022, the use of face masks is no longer required on flights due to the relaxation announced by the Health Ministry Malaysia, which is in line with health recommendations from the European Union, Britain, the United States, Australia, New Zealand and Singapore, unless travellers are travelling to or from destinations that mandate it.

Face masks indoors is also optional in the country now but remain mandatory in public transport, healthcare facilities and for COVID-19 cases, and greatly encouraged for high-risk individuals such as the elderly, children and those with chronic diseases, low immunity and exhibiting influenza-like symptoms.

Parkson Beauty opened its new outlet in Wenzhou in July this year to tap on the expanding market for beauty products in China. It is its 4th outlet in China and reflects Parkson's continuing confidence and vigor to serve its customers with an array of renown international brands.

With the increasing quality of living today, people live longer, healthier, and more vibrant and meaningful lives than before. Our nation's ageing population has grown by 1.2 million over the last decade. The findings of the Malaysia Census Report 2020 themed "Your Data, Our Future" launched in February 2022 recorded that those above 60 years old made up 10.4% or 3.4 million of the population compared with 8% or 2.2 million in 2010. We should be prepared to increase our awareness and knowledge of a senior's lifestyle and the positive and healthy aspects of an ageing society. There are many ways for seniors to care for their health so that they live strong, useful lives and also for their carers to have the knowledge, skills, and tools to manage ageing issues. We share tips on how to prevent falls for the elderly on page 11.

Our operating companies have been keeping busy with various activities especially on health and safety training for their staff, ramping up production, marketing campaigns and promotions, collaboration with their business partners and growing their business.

## UTUSAN PENGARANG

Bermula 28 September 2022, pemakaian pelitup muka tidak lagi diwajibkan di dalam penerbangan berikutan kelonggaran yang diumumkan oleh Kementerian Kesihatan Malaysia, selaras dengan saranan kesihatan daripada Kesatuan Eropah, Britain, Amerika Syarikat, Australia, New Zealand dan Singapura, melainkan pengembara dalam perjalanan ke atau dari destinasi yang mewajibkannya.

Pemakaian pelitup muka di tempat tertutup di negara kita menjadi pilihan tetapi kekal diwajibkan di dalam pengangkutan awam, fasiliti penjagaan kesihatan serta untuk kes COVID-19, dan sangat digalakkan untuk individu berisiko tinggi seperti warga emas, kanak-kanak dan mereka yang menghidap penyakit kronik, imuniti rendah serta mempunyai gejala seperti influenza.

Pembukaan outlet baru Parkson Beauty di Wenzhou pada bulan Julai lepas akan memanfaatkan pasaran produk kecantikan yang semakin berkembang di China. Ia merupakan outlet ke-4 di China dan mencerminkan keyakinan serta usaha berterusan Parkson untuk memberi perkhidmatan kepada pelanggannya menerusi pelbagai jenama antarabangsa yang terkenal.

Dengan peningkatan kualiti hidup hari ini, manusia hidup lebih lama, lebih sihat, serta lebih bertenaga dan bermakna daripada sebelumnya. Populasi warga negara kita meningkat sebanyak 1.2 juta sepanjang dekad lalu. Laporan Banci Malaysia 2020 bertemakan "Data Anda, Masa Depan Kita" yang dilancarkan pada Februari 2022 merekodkan bahawa golongan berumur 60 tahun ke atas merupakan 10.4% atau 3.4 juta penduduk berbanding 8% atau 2.2 juta pada 2010. Kita harus bersedia untuk meningkatkan kesedaran dan pengetahuan mengenai gaya hidup warga emas termasuk aspek-aspek positif dan sihat golongan semakin menua ini. Terdapat pelbagai cara untuk warga emas menjaga kesihatan supaya mereka dapat menjalani kehidupan yang sihat dan bermakna, dan juga untuk penjaga mereka beroleh pengetahuan, kemahiran dan alat dalam menangani isu penuaan. Kami berkongsi petua untuk mencegah warga emas daripada terjatuh di halaman 11.

Syarikat-syarikat operasi kita semakin sibuk menganjurkan pelbagai aktiviti terutamanya latihan keselamatan dan kesihatan kepada kakitangan mereka, meningkatkan pengeluaran, pelbagai kempen dan promosi pemasaran, kerjasama dengan rakan perniagaan dan mengembangkan perniagaan mereka.

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## CORPORATE UPDATES

### Learning Session for Lion-Parkson Foundation Scholars

The Group's training arm, CeDR Corporate Consulting organised a Learning Session for Lion-Parkson Foundation scholars from 23 to 25 August 2022.

The scholars were given insights into Lion Group businesses and taken on a site visit to Amsteel Mills in Bukit Raja, Klang to learn about its operations. Ex-scholars, Production Executive at Amsteel Klang, Er Hong An and Account Executive based in Headoffice, Lee Chow Yee shared their experience as scholars and the Group's employees now with the current batch of scholars.



An action packed leadership programme for the scholars was held with the aim of challenging them to discover and enhance their leadership capabilities, thus creating future leaders for the Group. Some of the key takeaways from the program included problem solving and coordination skills, as well as empathy, communication and presentation skills.

## RETAIL & TRADING DIVISION

### Grand Opening of Wenzhou Parkson Beauty



The grand opening of Wenzhou Parkson Beauty, the fourth Parkson Beauty store in China in July 2022 marked Parkson Group's advancement in the beauty sector and the growing confidence in the China market.

The 1500 m<sup>2</sup> Wenzhou Parkson Beauty is a one-stop beauty store for top-tier beauty brands such as Lancome, Estee Lauder, Helena Rubinstein, YSL, Gucci and many more. Wenzhou Parkson Beauty being the first Parkson Beauty in

the eastern part of China leverages on Wenzhou city's "Developing New Type of Consumption" concept to become another consumer destination for consumers in Wenzhou and nearby cities.

Moving forward, Parkson Beauty will continue to offer customers with an all-round high-end beauty experience for more Chinese consumers.





## HI-REV DREAM CHASER – THE 2022 CHAMPION

**H**I-REV Dream Chaser delivered a perfect end to another successful Malaysia Championship Series by being crowned the 2022 Overall Champion after a thrilling final event of the season in Sepang.

It was a 300km endurance race and HI-REV Dream Chaser started the final race leading the Championship with a 14 points advantage. All they needed was a podium finish to secure the Championship title. In the Qualifying session, HI-REV Dream Chaser qualified second on the grid and both drivers, Brendan Paul partnering Mitchell Cheah raced flawlessly to finish the race in second place that clinched them the Overall Champion title in the MTC class.



The 2022 Champion is powered by HI-REV Lubricants!

## HI-REV RIMBA RAID RIDING CLINIC



**T**he Adventure Riding market is the fastest growing segment of the motorcycle industry as Adventure Bikes are the most versatile motorcycles available that do everything well and are particularly well suited for exploration. With Adventure Bikes being big, heavy, clumsy and expensive, many bikers are hesitant to attempt taking them off the pavement confidently. Hence, HI-REV Rimba Raid Riding Clinic provided riders with the skills, confidence and technical knowhow to take their machine anywhere on the planet, and especially for those who are participating in the Rimba Raid Race 2022.

The HI-REV Rimba Raid Riding Clinic was conducted by Malaysia's most renowned Adventure Riding Coach, Acoi Pangkolo and supported by Motorsport Association of Malaysia (MAM), the official sanctioning body for motorsports in Malaysia recognised by both the Federation Internationale de L'Automobile (FIA) and Federation Internationale de Motocyclisme (FIM).

## HI-REV at TREFOIL GUILD FUNDRAISING EVENT



**O**n 7 August 2022, HI-REV Lubricants participated in the Fun With Trefoil Guild fundraising carnival to raise funds for underprivileged Girl Guides to buy uniforms or attend Girl Guide Jamborees and other activities so that they too can contribute to the community. HI-REV Lubricants set up a booth displaying HI-REV SoyaCincau Racing bikes and sold HI-REV umbrellas with the sale proceeds donated to Trefoil Guild.

## UPDATES@PARKSON CREDIT

### Meeting of Minds Study Tour



**O**n 30 September 2022, Parkson Credit management visited Mforce Bike Holdings Sdn Bhd, a motorcycle manufacturing plant in Penang to strengthen the partnership between the two organisations and foster further collaborations.

The 15-people entourage led by Executive Director, Mr Danny Poh were received by Mforce owner Dato' Sri Tan Lean Heah and were taken on a plant tour followed by a dialogue session. As a token of appreciation to the host, Mr Poh presented Dato' Sri Tan with a calligraphy piece by Puan Sri Chelsia Cheng.



### Customer Day



**P**arkson Credit held its Customer Day in conjunction with GT-Max Motors' Karnival Lifestyle 2022 at the latter's headquarters in Taman Sri Muda, Shah Alam on 24 and 25 September 2022.

Over 6000 people attended the two-day event with visitors to Parkson Credit's booth receiving goodies

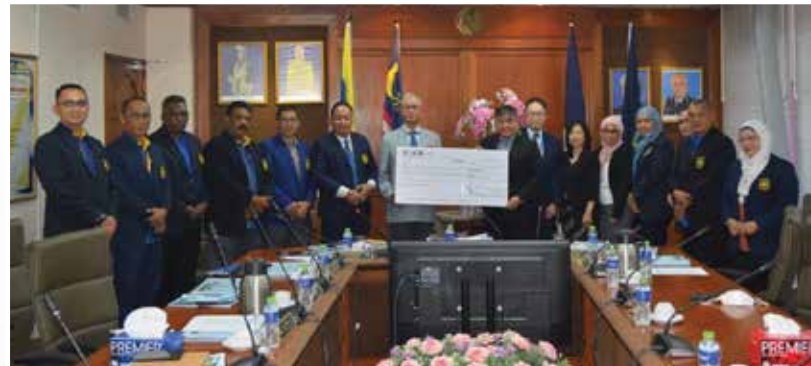
ranging from soft drinks and titbits to SPAO and Hogan vouchers sponsored by Parkson Holdings Berhad.

Customers who gave feedback and testimonials on Parkson Credit's service to the customer service counter were given GT-Max Motors Merchandise Cash Voucher.



## Dividend Cheque Presentation

SECOM (M) Sdn Bhd presented the company's dividend for the financial year ending 31 December 2021 to its shareholder, Koperasi Polis Diraja Malaysia (KPDRM) at the latter's office on 6 September 2022. General Manager, Mr Lee Keang Hong (8th from right) presented the cheque to KPDRM Chairman, Dato Hasanuddin Hassan (9th from right). Also present were Deputy GM, Mr Susumu Kiryu; Assistant GM, Ms Tan Wee Gaik; Head of Special Projects, Puan Noorlela Othman and KPDRM management.



## First Half Yearly Review



SECOM held the 2022 First Half Yearly review at its Headquarters on 6 July 2022. General Manager, Mr Lee Keang Hong (right photo) shared the company's financial performance during the first half of 2022 and the direction for the next 6 months with the HODs and relevant staff, including representatives from Penang, Prai, Ipoh, Negeri Sembilan, Melaka and Kelantan to ensure that the 2022 targets are achieved.

## Collaboration with EPF



On 18 August 2022, representatives from Employees Provident Fund (EPF) briefed SECOM's employees at the Headquarters on the importance of having a substantial EPF savings balance to retire comfortably with peace of mind as the many withdrawals options since the COVID-19 pandemic will have a significant impact on retirement adequacy.

## Merdeka Day Celebration

In celebrating the country's 65 Merdeka Day, SECOM organised a get-together at its Headquarters on 26 August 2022. Staff were feted to a delicious breakfast spread and everyone joined in to sing the evergreen Merdeka song, "Tanggal 31 Ogos". Sporting and talented staff put up performances, the lucky ones won prizes from the quiz held while creative ones walked away with the 'Best Dressed' awards.



## Safety and Health Campaign 2022



Fire Fighting Drill



Blood Donation



Gotong-Royong

Amsteel Mills organised its Safety and Health Campaign 2022 from 4 to 7 July to enhance greater teamwork amongst its employees in the event of an emergency and to inculcate awareness on safety and health in its premises.

Among the activities organised in the 4-day campaign were talks on Noise and Ergonomic by Department of Safety & Health, Return to Work by SOCSO, Heart & Lungs Disease by KPJ Klang and Road Safety by Miro's; Gotong-royong; Fire Fighting Drill and Health Screening & Blood Donation.



## Rigging and Slinging Training

On 6 July 2022, Amsteel Mills conducted a training on 'Rigging and Slinging' for employees involved in crane operation including those working at heights, to refresh and enhance their competency and understanding of rigging and slinging work systems that need to be implemented to ensure safety while executing their tasks.



## First Aid Training

Amsteel Mills organised a First Aid training to equip and prepare its employees with the knowledge to handle medical emergencies with the administration of the Cardio Pulmonary Resuscitation (CPR) and the Automatic External Defibrillator (AED) to save lives.



The AED is a sophisticated and easy-to-use portable medical device that can analyse the heart's rhythm and deliver an electrical shock to help the heart re-establish an effective rhythm. In an emergency, CPR is administered before the AED is applied. The combination of both AED and CPR is important to ensure the survivability of the patient during an arrhythmia (heart rhythm abnormality) attack that can happen anytime and anywhere.



## EVENTS@AMSTEEL

## Fishing Competition

109 members of the Steel Division Sports and Recreation Club gathered at Sea Lion, Kolam Perdana in Klang on 28 August 2022 to participate in a Fishing Competition. Encik Zainal Bin Sungip who caught a 2.18kg 'kerapu harimau' emerged as the champion for the Heaviest Catch category, while Encik Panji Alam Bin Ramli and Encik Ikmal Syariq Bin Muhammad Muslal took the second and third placing respectively. Encik Johan Bin Mohd Noh won the Fastest Catch category while Encik Mat Bahar Bin Burasman was the winner of the Smallest Catch category. The Most Catch prize went to Encik Azlan Bin Kadiran with his catch of 5 fishes. Asst Manager – Production, Encik A Rahim Bin Burasmam presented the prizes to the winners.

## Heaviest Catch Category



## Bowling Tournament



A total of 102 people participated in the inter-department bowling tournament at Wangsa Bowl, Setia City Mall on 17 July 2022.

Team Bar Mill 1 emerged champion in the Men's Category, while SMP Unite and SMP Boleh took the second and third

placing respectively. In the Women's Category, Team Sizuka was the champion while second and third placing went to Team Wasabii and Team KGF respectively. Azrul Azwan and Umi Maisarah were crowned as the Highest Scorer for the Men's and Women's Categories respectively.

## Men's Categories



## Women's Categories



# IoT Smart Homes and the Internet of Things (IoT) by Property Division

A home can be called smart when it has a range of smart devices that you can control remotely by setting them the way you like to automate your house maintenance. They can also be united into one network. For example, the lights can turn on the moment you enter the home (they know from the sensors) or your vacuum cleaner can start cleaning every day at 11 am.

But the true magic starts when IoT (Internet of Things) joins this team. It provides all the devices with internet

access which broadens the possibilities of a home network. For instance, you can see what happens in your house by watching the security cameras via your smartphone or computer. IoT applications allow you to connect devices with each other and let them communicate without your participation. Imagine this: the moment your car leaves the office parking, the air conditioner starts cooling your house so that after a hot day, you could enter a pleasantly cool home.



## Common Smart Home Used Devices

- SMART PLUG
- SMART DOORBELL
- SURVEILLANCE CAMERAS
- SMART BULBS / LAMPS
- SMART LOCKS
- SMART HOME HUB
- SMART AIR CONDITIONER
- SMART POWER SWITCHES

## Advantages &amp; Disadvantages of Smart Homes

## Advantages

## Control and Monitoring

- Installing a smart home technology system provides homeowners with convenience. Rather than controlling appliances, lighting and other features using different devices, homeowners can control them all using one device; usually a smartphone or tablet.
- Since they are connected to a portable device, users can get notifications and updates on issues in their homes. For instance, smart doorbells allow homeowners to see and communicate with people who come to their doors even when they are not at home. Users can set and control the lights and appliances as well.

## Cost and Energy Savings

- Homeowners can benefit from significant cost savings. Appliances and electronics can be used more efficiently, lowering the energy costs.
- Except for cutting down your bills, energy savings help to reduce a negative impact on the environment and live a 'greener' life.

## Security

- The smart home security system is a great tool for protecting your property since it provides total control of everything inside and outside of your house.
- Security cameras, smart locks, as well as motion, smoke, and other sensors can work together and notify you if something goes wrong.
- You can check what is going on inside and around your house sitting in the office or lying on the beach halfway around the world.

## Disadvantages

## Security

- While the smart home offers convenience and cost savings, there are still challenges. Security risks and bugs continue to plague makers and users of the technology. Adept hackers, for example, can gain access to a smart home's internet-enabled appliances. In October 2016, a botnet called Mirai infiltrated interconnected devices of DVRs, cameras and routers to bring down a host of major websites through a denial-of-service attack, also known as a DDoS attack.
- Measures to mitigate the risks of such attacks include protecting smart appliances and devices with a strong password, using encryption when available, and only connecting trusted devices to one's network.

## Cost

- The costs of installing smart technology can run anywhere from a few thousand dollars for a wireless system to tens of thousands of dollars for a hardwired system. It is a heavy price to pay, especially since there may be a steep learning curve to get used to the system for everyone in the household.



People always want to have everything in more comfortable and convenient ways, and IoT in smart homes, perhaps, is the greatest achievement in this direction. A lot of processes in your home run autonomously, yet the overall control still remains in your hands.

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## Elderly Fall Prevention: Tips to Stay Safe

Slips and falls are a leading cause of injury, especially amongst children and seniors. While most children recover without lasting complications, older adults are significantly more likely to be hospitalised. 79% of falls among seniors occurred at home while 21% outdoors.

### Factors that could cause slips and falls

- Eyesight, hearing, and reflexes might not be as sharp as they were when you were younger.
- Certain conditions, such as diabetes, heart disease, or problems with your thyroid, nerves, feet, or blood vessels can affect your balance and lead to a fall.
- Conditions that cause rushed movement to the bathroom, such as incontinence, may also increase the chance of falling.
- Seniors with mild cognitive impairment or certain types of dementia are at higher risk of falling.
- Age-related loss of muscle mass (known as sarcopenia), problems with balance and gait, and blood pressure that drops too much when you get up from lying down or sitting (called postural hypotension) are all risk factors for falling.
- Foot problems that cause pain, and unsafe footwear such as backless shoes or high heels, can also increase the risk of falling.
- Some medications can increase a person's risk of falling because they cause side effects such as dizziness or confusion.
- Safety hazards in the home or community environment can also cause falls.

### Strategies to prevent slips and falls

- Arrange furniture to make clear pathways for walking.
- De-clutter your home to prevent tripping or knocking into things. Ensure that all wires are tucked against the walls to prevent tripping over them.
- Use non-slip mats, especially in the bathroom and kitchen, to avoid slipping.
- Install grab bars in the bathroom or on stairs for additional support.
- Avoid wet floors and clean up mess or spills immediately to reduce the chances of falling.
- Keep frequently used items where you can easily reach them, i.e. in lower shelves or cabinets.
- Keep home well-lit to see clearly. Consider adding more lights to dark areas to promote clear vision, such as staircases, or place a lamp beside the bed should the need to visit the bathroom at night arise.
- Ensure that the feet touch the floor when sitting on the edge of the bed. Before standing up, sit upright for a few moments to regulate blood flow.

Sources:  
<https://www.thestar.com.my> • <https://www.healthhub.sg>  
<https://parentishealth.com>

### Techniques to prevent serious injuries due to fall

- When someone elderly falls, it is best to land on a well-padded body part as it can lessen the impact to the spine. Hence, having large bottom can be a lifesaver for seniors.
- When it is not possible to land on the buttocks, try to manoeuvre to land on the thighs or biceps.
- Tensing up as you sense a fall coming is natural but it also means you are likely to have a harder impact. Try to exhale quickly and release tension as you start to fall.
- Getting into a near-squat position will make it more likely that you will roll onto your back, rather than a less-cushioned part of the body.
- Try to avoid falling with the hands or arms outstretched, as this could increase the chances of breaking a wrist or arm.
- If someone were to fall backwards, it would be better to tuck the chin into the chest to prevent the head from hitting the ground, which could cause serious injuries.
- When falling to the side, turning the head away from the direction of the fall will lessen the impact on the face or temple area.
- It is important to keep calm after having a fall. If not hurt badly and feel strong enough to get back up, do it slowly.

### Tips to maintain fitness

- Exercise regularly : Engaging in at least 150 minutes of physical activity a week will strengthen muscles and help increase flexibility and endurance. Performing strength and balance exercises at least twice a week will improve balance and gait, and reduce the risk of a fall.
- Keep the bones strong : Take enough calcium-rich foods every day to keep the bones strong. Getting an adequate dose of vitamin D from sunlight also helps to keep bones healthy.
- Go for regular eye checks : Check your eyes at least once a year to ensure a clear vision. Doctor can also be able to detect any eye conditions such as glaucoma or cataracts, or if the spectacles are fitted to a wrong or outdated prescription.
- Wear non-slip shoes : It is important to select footwear that gives a secure footing on the ground. Ensure that the shoes are comfortable and well fitted to prevent injury.
- Review medication with the doctor : Some medications might affect coordination or balance, or cause dizziness, confusion, or sleepiness, which may increase the risk of falling. Bring along any other vitamins or supplements you may be taking as they may cause unwanted side effects when taken with your medication. Always consult your doctor before starting on any kind of medication or supplement.

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## KOREAN WAVE (HALLYU) – THE RISE OF KOREA'S CULTURAL ECONOMY & POP CULTURE

(Part 1 – Origins of Hallyu)

The Korean Wave (Hallyu – a Chinese term) refers to the global popularity of South Korea's cultural economy exporting pop culture, entertainment, music, TV dramas and movies. It is ubiquitous – we see it on our screens, we see it on our tables, and even on our backs as their fashions are exported globally.

But how did this come to be? In this two part series, we dissect the origins of this wave, and gain invaluable lessons on how we too can adapt this model for our business.

South Korea is one of the few countries in the world, if not the only one, that has a dedicated goal to become the world's leading exporter of popular culture. It is a way for Korea to develop its “soft power”. Soft power is a popular term coined in 1990 by Harvard political scientist Joseph Nye. It refers to the intangible power a country wields through its image, rather than through hard force (*military power or economic power*).

Hallyu has been a blessing for Korea, its businesses, culture and country image. Since early 1999, Hallyu has become one of the biggest cultural phenomena across Asia. The Hallyu effect has been tremendous, contributing to 0.2% of Korea's GDP in 2004, amounting to approximately USD 1.87 billion. In 2019, Hallyu had an estimated USD 12.3 billion boost to the Korean economy.

The popular media in the region has attributed the origins of Hallyu to a couple of movies and TV dramas that were released in 1999. “Swiri”, an inspiring movie about the North Korea/South Korea espionage released in 1999. It was followed by a drama called “Autumn in My Heart” and “My Sassy Girl” in 2001, and “Winter Sonata” in 2004. All of these became very popular not only in Korea but also in Singapore, Japan, Taiwan, Hong Kong, China, Vietnam and other countries. The success of these entertainment products created a tremendous buzz about the exploding popularity of Korean culture. Regional media sources were quick enough to pick up the cues and collectively announce the birth of Hallyu.



## KOREAN WAVE (HALLYU) – THE RISE OF KOREA'S CULTURAL ECONOMY & POP CULTURE (cont'd)

(Part 1 – Origins of Hallyu)

Five main factors contributed tremendously to the evolution of the Korean wave:



### Lifting the ban on foreign travel for local Koreans:

Probably the most important factor which eventually made way for Hallyu, was the Korean Government's decision in the early 1990s to lift the ban on foreign travel for Koreans. This made way for a number of Koreans to explore the western world, mainly the US and Europe. Many pursued their education in these countries and others started their careers in esteemed companies in the Europe and the US before returning to Korea during the late 1990s. These western educated Koreans brought with them new perspectives of doing businesses, new subtleties and interpretations to art, cinema and music and innovative forms of expressions. This gave birth to an immense pool of fresh, young, and highly qualified talent waiting to explore opportunities within Korea.

### Restructuring of Korean chaebols:

Asia (and Korea) was going through the severe Asian financial crisis of 1997-98. One of the biggest consequences of the crisis within Korea was its effect on the Korean "chaebols" - highly diversified conglomerates which operated in literally every sector of the economy from chip to ship making. The Asian financial crisis forced these chaebols to restructure their business models by divesting many of their business units and concentrating on their core competencies.

This in turn opened up the market internally and gave other smaller players an immense opportunity to venture into varied businesses. More entrepreneurs emerged from the crisis emboldened by the opportunities.

Korea realized that it was dependent on the chaebols – if they failed, the country would fail. Then President Kim Dae-Jung pushed for information technology and popular culture as the two key drivers for the future Korea. Technology would create new industries above the traditional manufacturing Korea has been dependent on since it rose out of poverty and industrialised, and popular culture could become an important export product worth billions of dollars – while it would help rebrand Korea.

### Lifting the ban on foreign travel for local Koreans:

The Korean censorship laws had prohibited movie makers and other artists from showcasing many topics considered controversial. This had curbed their creative independence for a long time. In 1996, the Korean constitutional court banned this censorship and opened up a barrage of topics for artists to explore. This move provided immense opportunities and independence to the young and vibrant generation of Korea to express newer and bolder ideas through cinema and music. Many influential film makers rose during this period.



### Increased emphasis on branding by leading Korean companies:

Some of the major chaebols of Korea like Samsung and LG had started their branding journey by mid 1990s. There was an increased emphasis on quality, design and marketing and branding on a global scale. These skills were rubbed off to various other sectors of the economy as well. Collectively, there was an increased urge to improve overall quality to provide superior goods to the world market.



### Increased focus on infrastructure:

The Korean government has been and is spending significant funds to develop high-tech Internet infrastructure as it believes that every Korean citizen will benefit from being connected to the global world. In addition to this, Korea is one of the few countries worldwide that invests its funds into the nation's start-ups. In 2012, government funds constituted over 25 percent of all venture capital money disbursed in Korea. One-third of all venture capital in Korea is spent on the entertainment industry.

All the above things occurred at more or less during the same period in the mid-1990s. A potent talent base of young and energetic Koreans on one hand and a very conducive cultural environment in Korea backed by operational excellence on the other, gave an excellent base for young Koreans to experiment with music, drama and movies.

Movies with more controversial and never-before-tested topics were filmed, which gained popularity across the region. Family dramas with a common sensitivity and cultural background which appealed to a vast population of Asians also became very popular, increasing the overall craze for Korean entertainment products. Many young local singers and bands adapted the US rap music to suit the Korean taste and it emerged as a big rage. These entertainment products (music, movies and dramas) initiated the phenomenal growth of Hallyu.

Watch this space for part 2 of KOREAN WAVE (HALLYU) – THE RISE OF KOREA'S CULTURAL ECONOMY & POP CULTURE coming up in the next edition of the Learning Link.

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