

# Lion Today

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## OPENING OF PARKSON FMI YANGON, MYANMAR



Opening of Parkson in Chongqing Fortune Mall, China

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# OPENING OF PARKSON FMI YANGON FIRST INT



▶ (Top photos) Excited shoppers queuing for a new shopping experience in Parkson FMI Yangon offering a variety of brands and merchandise (bottom photos).  
 ▶ (Gambar atas) Orang ramai berbaris untuk merasai pengalaman membeli-belah di Parkson FMI Yangon. (Gambar bawah) Antara jenama dan barangan yang ditawarkan.



## CHONGQING FORTUNE MALL PARKSON



# INTERNATIONAL DEPARTMENT STORE IN MYANMAR

Parkson FMI Yangon, the very first Parkson department store in Myanmar was opened on 11 May 2013. Located at FMI Centre in the heart of Yangon's business and shopping district, the store is the first modern international department store in Myanmar featuring a totally new shopping style for consumers in the country.

Myanmar Parkson Co., Ltd is a joint venture between Parkson Retail Asia Limited, Yoma Strategic Holdings Ltd and First Myanmar Investment Co Ltd (FMI) which promises to introduce non-stop exciting shopping experiences and excellent services to its customers.

Mr Tham Tuck Choy, Managing Director of Myanmar Parkson said: "Myanmar has been enhancing investors' confidence in rapid and steady development with the country's positive across-the-board reforms. We are confident in choosing Yangon as our first investment destination with its

geographical, economic as well as human element potential. And Parkson FMI Yangon marks the first milestone of our long and promising journey in Myanmar".

Covering a retail area of 4,000 square metres, Parkson FMI Yangon is an ideal shopping destination and marks a new chapter in the Myanmar retail market as well as Parkson's 26<sup>th</sup> year of regional success.

Parkson is also planning to open a full-fledged department store of approximately 40,000 square metres at the same location that will bring non-stop retail excitement featuring the best of fashion, beauty and lifestyle to customers. The whole new store environment with contemporary retail presentations, open walkways, chic displays and vibrant lighting, creating a cozy ambience will certainly pamper customers and enhance their overall shopping experience.

## PEMBUKAAN PARKSON FMI YANGON GEDUNG BELI-BELAH ANTARABANGSA PERTAMA DI MYANMAR

Parkson FMI Yangon, gedung beli-belah pertama Parkson di Myanmar telah dibuka pada 11 Mei 2013. Terletak di FMI Centre, di tengah-tengah daerah perniagaan dan membeli-belah Yangon, stor ini merupakan sebuah stor moden antarabangsa pertama di Myanmar yang benar-benar menampilkan gaya membeli-belah baru kepada pengguna di negara ini.

Myanmar Parkson Co, Ltd sebuah syarikat usahasama antara Parkson Retail Asia Limited, Yoma Strategik Holdings Ltd dan First Myanmar Investment Co Ltd (FMI) berkrar akan memperkenalkan pengalaman menarik membeli-belah tanpa henti dan perkhidmatan cemerlang kepada pengguna.

Encik Tham Tuck Choy, Pengarah Urusan Myanmar Parkson berkata: "Pembangunan Myanmar yang pesat dan mantap menerusi pemulihan positif yang menyeluruh telah meningkatkan keyakinan pelabur. Kami yakin dalam pemilihan Yangon sebagai destinasi pelaburan pertama kami berdasarkan kedudukan

geografi, ekonomi serta potensi elemen kemanusiaan. Parkson FMI Yangon menandakan kejayaan pertama bagi perjalanan yang panjang dan membuahkan hasil di Myanmar".

Dengan kawasan peruncitan seluas 4,000 meter persegi, Parkson FMI Yangon merupakan destinasi membeli-belah yang ideal dan membuka satu lembaran baru dalam pasaran runcit Myanmar serta tahun ke-26 kejayaan serantau Parkson.

Parkson juga merancang untuk membuka sebuah stor seluas hampir 40,000 meter persegi di lokasi yang sama untuk menawarkan keseronokan membeli-belah tanpa henti yang memaparkan yang terbaik dari sudut fesyen, kecantikan dan gaya hidup kepada pelanggan. Persekitaran stor baru dengan konsep peruncitan kontemporari, laluan pejalan kaki terbuka, hiasan penuh gaya dan lampu menarik akan memberikan suasana selesa yang pasti akan memberikan keselesaan kepada para pelanggan dan meningkatkan pengalaman membeli-belah mereka secara keseluruhan.

## FMI仰光百盛 - 缅甸第一间国际百货商店开幕

缅甸第一家百盛百货公司-FMI仰光百盛, 于2013年5月11日开幕, 这也是缅甸国内第一家现代化国际百货商店。该商店坐落于FMI中心, 是仰光集商业和购物为一体的市中心区, 为该国的消费者带来一个全新的购物享受。

缅甸百盛有限公司与百盛零售亚洲有限公司、佑玛战略控股有限公司以及第一缅甸投资有限公司合资, 承诺为消费者带来令人兴奋的购物享受和卓越服务。

缅甸百盛董事经理谭德才表示, “缅甸在积极改革以及快速兼稳定的发展下, 已经加强了投资者的信心。选择仰光作为我们第一个投资的目的

地, 是因为其地理位置、经济以及一般人的潜能, 我们对此很有信心, 而FMI百盛, 也标志着我们在缅甸的第一个里程碑。”

零售面积为4,000平方米, FMI仰光百盛是一个理想的购物地点, 同时也标志着缅甸的零售市场迎来新篇章, 以及百盛第26年的区域性成功。

百盛也计划在同一地点, 开设一个约40,000平方米全面性的百货商店, 为消费者带来一个不间断的购物享受, 包括最好的时尚、美容和生活方式。新百货公司的环境以现代零售的方式呈现, 露天通道、时尚装修、以及充满活力的灯光, 为消费者带来一个舒适的环境以及提升整体的购物享受。

## CHONGQING FORTUNE MALL PARKSON

Chongqing Fortune Mall Parkson, the 4<sup>th</sup> Parkson store in Chongqing, China was opened on 13 May 2013.

Located at Honghu East Road, Yubei District in Chongqing, this latest addition to the Parkson network in China offers a new shopping experience with first class facilities for the community.

With a retail area of 28,259 square meters over 5 levels, and a total of 1200 parking bays, the store prides itself as a popular and trendy shopping centre, catering to discerning middle to high-end customers. It offers the latest and most up-to-date merchandise as well as leading brands of fashion, accessories and cosmetics.

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# EDITOR'S MESSAGE

Parkson has opened its first department store in Myanmar on 11 May 2013. Parkson FMI Yangon can lay claim to being the first international modern shopping centre in Myanmar and opens up a new chapter in the country's retail sector with the promise of more Parkson stores to come. Parkson has also around this time, opened a new store in Chongqing, China on 13 May 2013 which brings the total number of Parkson outlets in Malaysia, China, Vietnam, Indonesia, Sri Lanka and now Myanmar, to 128 stores. It is to the credit of our Parkson team and business partners that the Parkson brand is so widespread and well entrenched that it is no surprise that many a Malaysian in spotting a Parkson store overseas feel a sense of 'home' and familiarity. Similarly, there are instances where visitors from China to Malaysia exclaim that Parkson is also in Malaysia, thinking that Parkson originated from China.

Our Lion-Parkson Foundation will once again be awarding scholarships to bright young Malaysians pursuing tertiary education in the local universities. The applicants who were shortlisted for the final round interview for the scholarships were invited to a briefing session to help them prepare for the interview and entry into university. The panel discussion involving Foundation Chairman, Puan Sri Chelsia Cheng; Foundation Trustee, Dr Chua Siew Kiat and Lion Group Chief Financial Controller, Mr Michael Lim touched on the important subject of charting one's education and career, current economic trends, and issues pertaining to Generation Y or Gen Y (referring to those born between the early 1980s and early 2000s) including multi-tasking, importance of soft skills such as inter-personal and communication skills, and stress management.

Besides education, our Group's community relations is also focused on medical care amongst the less fortunate. Our Lion Group Medical Assistance Fund provides financial assistance to those in need of medical treatment and/or medical equipment and medication. A sound education and good health are the cornerstone of a thriving community which will encourage its people to strive and achieve their potential.

Similarly, our operating companies conduct regular training for their staff to promote continuous learning, skills enrichment, and safety and health awareness. This helps to provide an enabling, conducive and safe environment for our staff to perform. Other activities such as sports, trips and get-togethers are also organized for the staff to interact and socialize. This helps to maintain a healthy balance between work and play which is essential for our staff and companies to do well.

## UTUSAN PENGARANG

Parkson telah membuka gedung pertamanya di Myanmar pada 11 Mei 2013. Parkson FMI Yangon boleh mendabik dada sebagai pusat membeli-belah moden antarabangsa yang pertama di Myanmar dan membuka lembaran baru dalam sektor runcit di negara itu dengan janji yang lebih banyak gedung Parkson akan dibuka. Parkson turut membuka gedung baru di Chongqing, China pada 13 Mei 2013, menjadikan keseluruhan gedung Parkson di Malaysia, China, Vietnam, Indonesia, Sri Lanka dan Myanmar kini berjumlah 128 buah. Pujian harus diberikan kepada pasukan Parkson dan rakan kongsi perniagaan yang telah melebarkan jenama Parkson dengan kukuh sehinggakan apabila rakyat Malaysia yang terpancang gedung Parkson di luar negara berasa seolah-olah berada di negara sendiri dengan satu pemandangan yang biasa. Begitu juga, bagi para pelancong dari China ke Malaysia yang kehairanan melihat Parkson di Malaysia dan beranggapan Parkson berasal dari China.

Yayasan Lion-Parkson sekali lagi akan menganugerahkan biasiswa kepada para pelajar cemerlang yang melanjutkan pengajian mereka di universiti-universiti tempatan. Pemohon biasiswa yang disenarai pendek ke sesi temuduga akhir dijemput menghadiri satu sesi taklimat untuk membantu mereka membuat persediaan untuk temuduga dan kemasukan ke universiti. Perbincangan panel yang terdiri daripada Pengerusi Yayasan, Puan Sri Chelsia Cheng; Pemegang Amanah Yayasan, Dr Chua Siew Kiat dan Ketua Pengawai Kewangan Kumpulan, Encik Michael Lim menyentuh mengenai pentingnya mencorak halatuju pendidikan dan kerjaya, tren ekonomi semasa dan isu-isu berkaitan Generasi Y atau Gen Y (merujuk kepada mereka yang lahir antara 1980-an dan awal 2000-an) termasuk keupayaan menjalankan pelbagai tugas, kepentingan kemahiran insaniah seperti kemahiran hubungan sesama insan dan komunikasi serta pengurusan tekanan.

Selain pendidikan, hubungan komuniti Kumpulan kita turut memberi tumpuan kepada penjagaan kesihatan di kalangan mereka yang kurang bernasib baik. Tabung Bantuan Perubatan Kumpulan Lion menyediakan bantuan kewangan kepada mereka yang memerlukan rawatan perubatan dan/atau peralatan perubatan serta ubat-ubatan. Pendidikan dan kesihatan yang baik adalah perkara asas bagi masyarakat yang maju demi menggalakkan mereka terus berusaha dan mencapai potensi mereka.

Syarikat-syarikat operasi kita juga sering menganjurkan latihan untuk warga kerja mereka seiringan usaha menggalakkan pembelajaran berterusan, pengkayaan kemahiran dan kesedaran dalam keselamatan dan kesihatan. Ini membantu untuk menyediakan persekitaran kerja yang kondusif dan selamat untuk warga kerja kita. Aktiviti-aktiviti lain seperti sukan, lawatan dan perjumpaan juga dianjurkan untuk warga kerja berinteraksi dan bersosial. Ini membantu mengekalkan keseimbangan yang sihat antara bekerja dan bergembira; elemen penting bagi warga kerja dan syarikat-syarikat kita maju.

# STEEL DIVISION SPORTS & RECREATION CLUB TREASURE HUNT TO DESARU - FUN IN THE SUN

A total of 45 teams took part in the Treasure Hunt organised by Steel Division Sports & Recreation Club on 22 and 23 June 2013 which took them through Restoran Jejantas Ayer Keroh in Melaka to Ayer Hitam, Yong Peng, Kulai, Ulu Tiram, Senai and finally to

Lotus Desaru Beach Resort in Johor. The hunters were given the task to solve 30 route challenges, two games and four treasure challenges respectively plus a bonus challenge, all within 9 hours of hunt time.

On the second day, some participants

took part in the volleyball and tele-matches while some went for a dip in the pool before leaving for home.

Amsteel Klang made a clean sweep in the two-day event with its teams clinching the top three places.



► Participants gathering at Wisma Lion before the flag-off.  
► Para peserta berkumpul di Wisma Lion sebelum dilepaskan.



CHAMPION - TEAM BANANA CHERRY



1<sup>ST</sup> RUNNER UP - TEAM CITY HUNTER



2<sup>ND</sup> RUNNER UP - TEAM CUTE BABE

## INTER-COMPANY BOWLING COMPETITION

Ms Ang Siew Fang from Amsteel Mills - Banting and Encik Mokhsin Moktar from Lion Tin Sdn Bhd emerged top scorers in the Inter-Company Bowling Competition Women's and Men's category respectively.

The event, organised by Lion Steelworks Sports Club Committee was held at Ampang Super Bowl on 19 May 2013. Director of Works, Ir Dr Loh Fook Guan started the competition with the first throw.



► Top scorers: Ms Ang Siew Fang (left) and Encik Mokhsin Moktar (right).  
► Mata tertinggi: Cik Ang Siew Fang (kiri) dan Encik Mokhsin Moktar (kanan).

Men's Category	Women's Category

# AMSTEEL KLANG'S DIARY

## RECOGNITION EXPRESS PROGRAM

Amsteel Klang initiated the Recognition Express Program (REP) to recognize its employees' contribution or achievement that brings notable impact in the areas of process improvement or cost saving initiatives to the sections, departments and/or Company's performance.

In a simple ceremony held on 14 June 2013, Senior General Manager, Mr Chen Kwong Fatt presented a Certificate and token of appreciation to two employees, Senior Executive-HR, Mr Isaac Fua Hsien Ming and Assistant Manager - IT, Mr Tee Eng Teng who were nominated by their respective HOD for their contributions. Also present was HR Manager, Ms Jenny Jong.



► Mr Isaac Fua Hsien Ming (centre) receiving his award from Mr Chen Kwong Fatt, with Ms Jenny Jong (left).  
 ► *Encik Isaac Fua Hsien Ming (tengah) menerima sijilnya daripada Encik Chen Kwong Fatt dengan Cik Jenny Jong (kiri).*



► Mr Chok Chee Hong, Mr Tee Eng Teng (2<sup>nd</sup> & 3<sup>rd</sup> from left respectively) with Ms Jenny Jong and Mr Chen Kwong Fatt.  
 ► *(Dari kiri masing-masing 2 & 3) Encik Chok Chee Hong, Encik Tee Eng Teng dengan Cik Jenny Jong dan Encik Chen Kwong Fatt.*



## APPRECIATION TO BUDDIES

On 14 June 2013, the HR Department organised its 5<sup>th</sup> Buddies' Appreciation Session to recognise the contribution of 'buddies' in the New Hire Integration Program. Better known as Buddy Program, new hires are assigned a 'buddy' to guide and assist them in their first six months of employment which all of them deem as most beneficial.

Four buddies received certificates of appreciation from the new hires under their care.

## VISIT BY UNIVERSITY OF NOTTINGHAM STUDENTS

Amsteel Klang recently welcomed a group of engineering students from University of Nottingham. They were given insights into the Group's business activities and Amsteel's operations by the QA Department, followed by a safety briefing and plant tour.



## VISIT TO SKF PLANT

On 30 May 2013, 31 staff from the Production Department went on a half day visit to SKF Bearing Industries (M) Sdn Bhd at Nilai, Negeri Sembilan for a better understanding of the bearings manufacturing operations. The visit was part of the learning opportunity under the company's MORE Concept - Learn MORE, Gain MORE and Play MORE.

# HAPPENINGS @ AMSTEEL BANTING

## EARTH HOUR

In line with Amsteel Mills being certified with ISO 14001 Environmental Management System, Amsteel Banting had pledged its support for Earth Hour on 28 June 2013.



Earth Hour is an annual worldwide event organized by the World Wide Fund for Nature (WWF), encouraging households and business to turn off their non-essential lights for an hour to raise awareness about the need to act on climate change.

Amsteel's objective for supporting Earth Hour is to instil personal accountability in all staff on the effect of climate change on the planet and make behavioural changes to facilitate a sustainable lifestyle and reduce environmental impact and energy consumption.

- ▶ Earth Hour being implemented in the admin office building from 12.45 pm to 1.45 pm on weekdays.
- ▶ *Jam Bumi dilaksanakan di bangunan pejabat pentadbiran dari 12.45 tengahari hingga 1.45 petang hari bekerja.*

For Amsteel Banting, Earth Hour will be implemented in the admin office building from 12.45 pm to 1.45 pm from Monday to Friday. During Earth Hour, non-essential lights will be turned off for an hour. It is Amsteel Banting's way of acknowledging and celebrating its commitment to do more for the planet and future generations.

## TRAINING PROGRAMMES: 5S HOUSEKEEPING



**22** employees attended the 'Implementation of 5S Housekeeping' learning session conducted by Mr Jaya Thasan from KBH Management Services on 27 and 28 June 2013. The training was held to cultivate the 5S culture to enable Amsteel Banting to further optimise productivity and reduce waste by maintaining an orderly workplace and proper housekeeping audit.

## JOB SAFETY ANALYSIS

**24** employees attended a "Job Safety Analysis" (JSA) conducted by Encik Khairuddin Bin Hairan from KBH Management Services on 27 and 28 July 2013. The JSA is an effective means to help reduce incidents, accidents and injuries at the workplace, an excellent tool to use during orientation and training for new employee, and to investigate "near misses" and accidents.



## FOOTBALL TOURNAMENT

CHAMPION: SMP ELECTRICAL



1<sup>ST</sup> RUNNER UP: GENIUS FC



2<sup>ND</sup> RUNNER UP: IVW



Team SMP Electrical beat six other teams to emerge Champion in Amsteel Banting's Inter-department Football Tournament. The second and third placing went to Genius FC and IVW respectively.

## BRIGHT STEEL UPDATE FAMILY DAY



**B**right Steel Group Sports and Recreation Club organised a Family Trip to Air Terjun Chamang at Bentong in Pahang recently. Led by Sports Club President, Mr S. Rajah, about 100 members and their families travelled in 24 cars to the waterfall. Everyone had a great time mingling with each other and are looking forward to the next trip.

## BOWLING COMPETITION



► Mr Yoshiro Ito (left) presenting a prize to one of the winners.  
 ► *Encik Yoshiro Ito (kiri) menyampaikan hadiah kepada salah seorang pemenang.*



► Employees competing to represent Bright Steel in the Steel Division Companies' games.  
 ► *Para pekerja yang bersaing untuk mewakili Bright Steel Kejohanan Syarikat-Syarikat Bahagian Besi.*

**B**right Steel Group and Singa Logistics Sdn Bhd organised a bowling competition to select players to compete in the Steel Division Companies' games on 12 May 2013.

The competition kicked off with a speech by Bright Steel Sports Club President, Mr S. Rajah. Bright Steel Assistant General Managers, Mr Yoshiro Ito and Mr Toru Ishikura were present to give moral support to the players.

## TRAINING FOR SUPERVISORS



**19** supervisors attended a two-day training workshop on Effective Supervisory Skills conducted by certified trainer, Mr Brien Lee Meng Siong to enhance their knowledge and competencies on 10 and 11 June 2013.



# ANTARA STEEL MILLS NEWS



## EPF COUNTER SERVICE

On 26 June 2013, three officers from the Employees Provident Fund (EPF) Johor Branch set up a booth at Antara Steel Mills to assist its employees in EPF related matters.

Many employees took the opportunity to check or nominate their beneficiaries and keep track of their EPF account.

## HEALTH CAMPAIGN

About 80 employees attended a talk on the triple threat of 'Diabetes, Heart Attack and Hypertension' by Dr Terrence Ooi Seng Hooi from Regency Specialist Hospital in conjunction with Antara Steel Mills' Health Campaign on 29 May 2013.

Dr Ooi advised a lifestyle of maintaining a healthy weight, exercising regularly and no smoking to control all three conditions. Antara Steel also collaborated with Hospital Sultanah Aminah Blood Bank to organize a blood donation drive with the participation of 115 employees.



## MAJLIS ISRAK & MIKRAJ

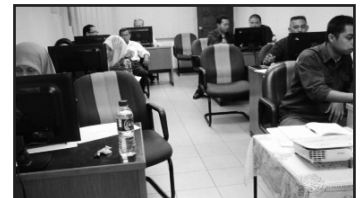
Badan Kebajikan Islam Antara (BKIA) organised its annual Majlis Israk & Mikraj on 7 June 2013. In his speech, BKIA Chairman, Encik Hamezid Junid welcomed everyone followed by a speech by General Manager and BKIA Advisor Encik Rahmat Ibrahim who urged everyone to stay united and help one another.

The highlight of the event was a religious talk by Ustaz Halim Din. Everyone helped themselves to the special Nasi Ambang prepared by the employees' wives.

- ▶ Ustaz Halim Din (center) flanked by Encik Rahmat (2nd from left) and Encik Hamezid (2nd from right) at the event.
- ▶ Ustaz Halim Din (tengah) diapit oleh Encik Rahmat (2 dari kiri) dan Encik Hamezid (2 dari kanan) di majlis berkenaan.

## TRAINING PROGRAMS: CUT AND BEND SOFTWARE

11 participants comprising engineers and executives from Rolling Mill and Technical Services Room attended the 3-day training conducted by Mr Jack Riverin from Ariadis, a vendor for Cut & Bend software from France to be familiar with the software application.



## OCCUPATIONAL SAFETY AWARENESS AND FIRST AID

Monthly training for all levels of employees to instill awareness on the importance of safety at the workplace and first aid is being conducted by Safety Supervisor, Encik Mohd Radzuan Rudian and Medical Assistant, Encik Azhar Kadir respectively.

## TIME MANAGEMENT SYSTEM (TMS)

IT Executive, Encik Adnan Maswan conducted training on online Time Management System for the persons-in-charge of the system from each department.



## BEARINGS

Mr Leonard Lee of Bearings Malaysia Sdn Bhd briefed the employees from Rollshop and Mechanical Department on the new bearings specification supplied by the company. He also shared some tips on bearings handling for longer life span.

# MEGASTEEL UPDATE

## APPRECIATION DINNER

**O**n June 2013, Megasteel's Caster Department organised an annual dinner in appreciation of its employees who had demonstrated their dedication and commitment throughout the year 2012.

Caster Group B received the Best Group Achievement Award for their outstanding performance in increasing the production yield and maintaining the '105-day No Breakdown', while Caster Group C received an award for achieving a record of 365 days without start failure. Director of Works, Ir Dr Loh Fook Guan presented the awards to them.

Ir Dr Loh also expressed his satisfaction with the department's performance and hoped that better performance will be achieved this year. Also present were General Manager, Mr Pong Choon Kuan and Senior Manager - Caster, Mr Zhaomin.



► Caster Department staff celebrating their achievement.  
 ► *Warga kerja Jabatan Caster meraikan pencapaian mereka.*

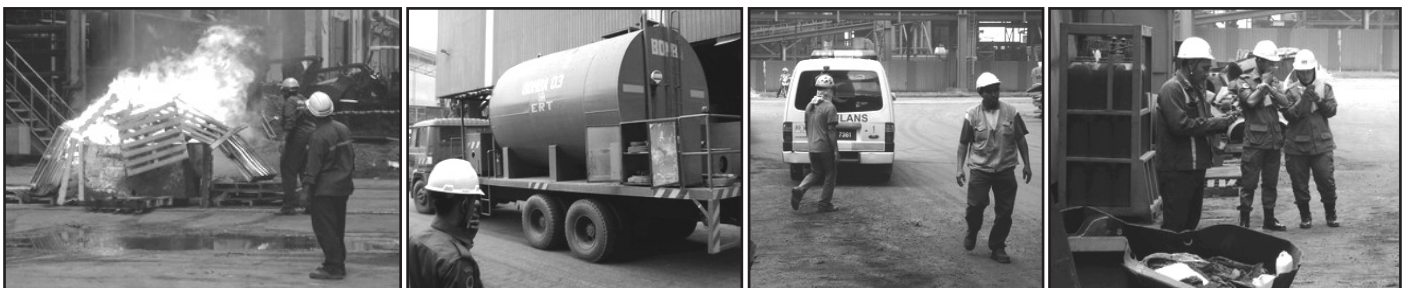


► Best Group Achievement Award went to Caster Group B (left photo) while Caster Group C (right photo) achieved a record of 365 days without start failure.  
 ► *Annugerah Pencapaian Kumpulan dimenangi oleh Kumpulan B Caster (gambar kiri) manakala Kumpulan C Caster (gambar kanan) dinobatkan sebagai mencapai rekod 365 hari tanpa kegagalan permulaan.*

## FIRE SIMULATION EXERCISE

**A** molten steel explosion happened at the Slag Damp Bay in the Steelmaking Plant and the workers hurriedly evacuated the area. The company's Emergency Response Team (ERT) was quickly dispatched to contain the fire and provide first aid to the injured workers.'

This was the scenario for Megasteel's ERT fire simulation exercise which was held in collaboration with Jabatan Pertahanan Awam Kuala Langat on 11 June 2013. The exercise was held to gauge the team's response time in the event of emergency.



► Fire simulation exercise in progress.  
 ► *Latihan simulasi berlangsung.*

# PT LION METAL WORKS ANNUAL GENERAL MEETING

**P**T Lion Metal Works Tbk (LMW) is working towards increasing its production capacity to 25,000 tons per year.

LMW President Director who is also our Group Executive Director, Tan Sri Albert Cheng said that the ongoing expansion estimated to cost about Rp60 billion will increase production

capacity by 40 percent from its current production of 18,000 tons per annum.

"It is targeted to be completed by end 2013 and we will be able to commence production in 2014," he said at the company's Annual General Meeting (AGM) in Jakarta on 4 June 2013.

The new plant, situated on a 3-hectare land in Purwakarta in West Java will focus on its targeted domestic market throughout Indonesia, especially in Greater Jakarta.

The AGM had also approved a dividend of Rp400 per share which will be distributed to entitled shareholders on 25 July 2013.



- ▶ Tan Sri Albert Cheng (centre) with PT Lion Metal Works Tbk Board of Directors at the AGM.
- ▶ Tan Sri Albert Cheng (tengah) bersama Lembaga Pengarah PT Lion Metal Works Tbk di Mesyuarat Agung Tahunan.

# POSIM PETROLEUM PARTICIPATES IN METALTECH FAIR



- ▶ Posim Petroleum staff attending to visitors at the company's booth.
- ▶ Kakitangan Posim Petroleum melayani pengunjung di booth syarikat.

**P**osim Petroleum Products Sdn Bhd (PPP) participated in the Metaltech Fair held from 21 to 25 May 2013 at PWTC, Kuala Lumpur.

The fair attracted about 80,000 international and local trade visitors. PPP staff were on hand to attend to the many sales enquiries from potential distributors; creating opportunities for the company to expand its sales channels and increase industrial sales.



- ▶ Wide range of petroleum-based products and automotive components from Posim Petroleum.
- ▶ Rangkaian produk berasaskan petroleum dan komponen automotif dari Posim Petroleum.

# SECOM'S NEW RESPONSE CARS



**A**s part of Secom Malaysia's continuous commitment in providing quality and efficient service to its customers, the company has recently replaced its Response Cars in KL, Penang, Seremban, Melaka, Prai and Ipoh depots with new Proton Saga FL models.

► Secom's Response Car.  
► *Kenderaan Respons Secom.*

## BOWLING TOURNAMENT

**10** teams participated in the Bowling Tournament organised by Secom's Sports & Recreation Club and Human Resource Department on 12 May 2013.

General Manager, Mr Kenji Ishida gave the welcoming speech while Director/Advisor, Mr Frankie Chai bowled the first ball to officiate the tournament.

The winners were:

BEST PLAYER	
Male Category: Nordin	Female Category: Hamidah
TEAM CATEGORY	
<b>Champion:</b> Hasnol, Shahril, Syhadil, Nordin Nordin	
<b>Second:</b> Arbaiyah, Zainal Abidin, Shahrul Nizam, Zulhazmi	
<b>Third:</b> Hafida, Zack, Roslida, Azzuan	



## COMMUNICO

# WHAT YOU SHOULD DO IN THE EVENT OF A VEHICLE ACCIDENT

*Extracted from Secom's e-Newsletter*

<p><b>1.</b> Make a police report within 24 hours of the accident</p>	<p><b>2.</b> Notify your insurance company in writing with full details ASAP</p>	<p><b>3.</b> Take note of the following:</p> <ul style="list-style-type: none"> <li>- Names, phone numbers and addresses of the drivers and all passengers involved</li> <li>- Vehicle registration number of each vehicle involved</li> <li>- Using your mobile phone, take photographs of the damages and the registration numbers of the vehicles involved</li> <li>- Note the colour and model of each vehicle involved</li> <li>- Jot down the names, phone numbers and addresses of witnesses</li> <li>- Ensure that your vehicle is towed to your insurer's panel workshop (if you are making an Own Damage Claim under your Motor Comprehensive Policy)</li> </ul>	<p><b>4.</b> Tips before embarking on a long trip:</p> <ul style="list-style-type: none"> <li>- plan your trip</li> <li>- make sure that you are fit and energetic; if you feel tired, stop and rest</li> <li>- check brakes, lights, horn and other parts of your vehicle</li> <li>- start your journey in the morning after getting enough sleep</li> <li>- and Drive Safely</li> </ul>
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# BRIEFING FOR SCHOLARSHIP APPLICANTS

Lion-Parkson Foundation (LPF) organised a briefing session for the shortlisted candidates for its scholarship awards on 6 June 2013. The session kicked off with a presentation of the Group's corporate video to give the students a better insight into its business operations followed by a briefing on internship opportunities with the

Group's companies by CeDR Manager, Puan Siti Sahlah Ibrahim.

The highlight of the session was a panel discussion with LPF Chairman Puan Sri Chelsia Cheng; LPF Trustee, Dr Chua Siew Kiat and Lion Group Chief Financial Officer, Mr Michael Lim Yoke Tuan, who touched on issues affecting the young people or

Generation Y (referring to those born between the early 1980s to the early 2000s), career choices and the groundwork needed to join the workforce. The panelists also shared their experience and imparted invaluable advice to the students. The session included some games to assess the students' team spirit and leadership qualities.



► Panel discussion with (from left to right) Dr Chua Siew Kiat, Puan Sri Chelsia Cheng and Mr Michael Lim Yoke Tuan on issues pertaining to Gen-Y.  
 ► Panel perbincangan (dari kiri ke kanan) Dr Chua Siew Kiat, Puan Sri Chelsia Cheng dan Encik Michael Lim Yoke Tuan menyentuh isu berkaitan Gen-Y.



► Students listening attentively to the discussion.  
 ► Para pelajar tekun mendengar perbincangan.



► The shortlisted candidates with the panelists.  
 ► Calon yang tersenarai pendek bersama ahli panel.



► Activities to assess the students' team spirit and leadership qualities.  
 ► Aktiviti untuk menguji semangat berpasukan dan kualiti kepimpinan para pelajar.

Some interesting tips shared by Mr Michael Lim with the students:

**On Career**

- Do what you love, love what you do
- To enhance the chances of career success, choose jobs that enable you to do what you love and what you do well

**On Soft Skills**

- Unlike knowledge, soft skills such as communications skills can't be acquired through the classroom or text books; these skills can only be acquired through practice
- Grasp every chance to communicated with people

**On Stress Management**

- Plan your time well, engaging in active hobbies in sports, music, arts etc. Success belongs to those who work AND play hard

- Manage time well to control the pace and rhythm of life
- Maintain high energy level by having healthy diet, good rest, and regular exercise

**On Resilience**

- Resilience is not about a one-off event; it is how you face something that requires you to stay tough minded, energetic and resolute over a period of time
- To build resilience, you need:
  - (i) Challenges - Cultivate the mindset of welcoming challenges
  - (ii) Commitment - Persevere when confronted with obstacles
  - (iii) Control - Have strong belief that progress can be achieved through own efforts

# LGMAF ATTENDS APPRECIATION SESSION

On 23 May 2013, Lion Group Medical Assistance Fund (LGMAF) attended an Appreciation Session organized by Pusat Perubatan Universiti Kebangsaan Malaysia (PPUKM - UKM Medical Centre) to thank its sponsors, partners and volunteers who have continuously showed their support for PPUKM's activities and patients.

At the event, PPUKM Medical Faculty Dean & Director, Prof Dato' Dr Raymond Azman Ali and PPUKM Deputy Vice Chancellor (Industry and Community Partnerships), Prof Dato' Dr Saran Kaur Gill thanked everyone and expressed their hopes for the continuous collaboration between the hospital and its supporters. Since its inception in 1996, LGMAF has been providing financial assistance to the hospital's patients for their treatment and/or purchase of medication or equipment.



- ▶ Corporate sponsors including LGMAF, partners and volunteers with Prof Dato' Dr Raymond Azman Ali and Prof Dato' Dr Saran Kaur Gill (seated fourth and fifth from left respectively).
- ▶ Penaja korporat termasuk LGMAF, rakan usahasama dan sukarelawan bersama Prof Dato' Dr Raymond Azman Ali dan Prof Dato' Dr Saran Kaur Gill (masing-masing duduk 4 dan 5 dari kiri).

## CORPORATE UPDATE

# HEADOFFICE SOCIAL & RECREATIONAL ACTIVITIES

## TABLE TENNIS MATCH

The Headoffice Social and Recreational Committee (SRC) organised an inter-division table tennis match on 15 May 2013.

Haris Hussain & Mohd Baijiry Haji Taib from Group Directorate emerged champion while Mohd Khaizal Jamrus & Zuzaimi Omar from Group HR came in second. The prizes were presented by SRC President, Mr PK Vasu.



- ▶ Before the start of the table-tennis match.
- ▶ Sebelum pertandingan dimulakan.



- ▶ The Champion (left) and Runner-up with Mr Vasu (extremely left in photos).
- ▶ Juara (kiri) dan tempat ke-2 dengan Encik Vasu (paling kiri dalam gambar).



## AEROBICS CLASSES



- ▶ David Kok (standing, centre) with other aerobics participants.
- ▶ Encik David Kok (berdiri tengah) bersama peserta aerobik lain.

Aerobics classes have been on-going in the Head Office since August last year, with participants enjoying the sessions and many benefitting from them. Let's hear it from two of our colleagues.

David Kok Wai Hung (Group Management Audit) - "Though I am unable to keep up with the 100% attendance record, they are good enough to keep me fit and trim. I have shed

some weight, which warranted a change in wardrobe, but I am happy with my transformation.

Initially I had difficulty in following the dance moves, but to me it was secondary as long as I could sweat it out. For that matter, it was no small wonder that I was bestowed the title of 'Free Style King'.

I am happy to be able to keep abreast with the latest dance hits in town as well as from the K-pop top charts. The sessions are worth every sen paid."

Juraidah Abdullah (Treasury Department) - "I always complain that I don't have the time to exercise but the fact is I am just too lazy to do it. With the aerobics sessions, there is no reason for me not to exercise even though it is only once a week.

The sessions have given me the opportunity to get to know my colleagues better and I have made new friends from our operating companies in the Office Tower. Aerobics is a fun way to work up a sweat and I encourage those who have not yet signed up to do so."



Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.25 No.2) and send your answers to the address on page 3 before the closing date: 16/8/2013. Multiple entries will be disqualified.

# the GREAT Lion Brain Tease

Lion Today - Vol. 25 No. 3 May/June 2013

1. Our Group had recently participated in ..... 2013.
  - a. Malaysia Career & Training Fair
  - b. Accounting Symposium
  - c. Malaysia Steel Conference
2. Which team emerged champion in Amsteel Klang Inter-Department Football Competition?
  - a. Bar Mill 1
  - b. Team Plan A
  - c. Material Control
3. Officials from ..... Investment Management Centre and Malaysia Investment Development Authority visited Megasteel.
  - a. Pahang
  - b. Perak
  - c. Selangor
4. Antara Steel Mills' Safety, Health and Environment Department had organized a .....
  - a. Mock Drill
  - b. Safety Campaign
  - c. Blood Donation Drive
5. Lion Petroleum Products Sdn Bhd participated in ..... Kuala Lumpur 2013.
  - a. Program Jom Kerja
  - b. Automechanika
  - c. Jobstreets Career Fair
6. Parkson ..... contributed RMB 5 million to earthquake victims in Lushan.
  - a. China
  - b. Vietnam
  - c. Malaysia
7. Secom celebrated its ..... anniversary with a get-together luncheon for its staff.
  - a. 20<sup>th</sup>
  - b. 21<sup>st</sup>
  - c. 22<sup>nd</sup>
8. Mr Kevin Kam spoke on ..... at the Lunch "N" Learn session at HQ.
  - a. Fire Prevention Awareness
  - b. Structured Recruitment Process
  - c. Self Assessment System
9. .... contributed RM 7,966 for the purchase of medicine for a medical camp.
  - a. Lion-Parkson Foundation
  - b. Lion Group Medical Assistance Fund
  - c. Lion Group
10. Amsteel Mills was audited for continuous certification for ISO ..... Environmental Management System (EMS).
  - a. 14001
  - b. 14000
  - c. 9001

NAME: (Mr / Ms) \_\_\_\_\_

TEL. NO.: \_\_\_\_\_

COMPANY/DEPT (please state full address):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

*Wong Chan Kwee, Tan Wan Fong, Hooi Kong Yik, Phan Wei Kuak, Sua Soo Yee, Lee Guat Hoon & Roslin Gnan*

### Answers to the previous Lion Brain Tease

- |                        |                     |
|------------------------|---------------------|
| 1 - Bakti              | 6 - Fire Drill      |
| 2 - KL Festival City   | 7 - Go Green        |
| 3 - "Train your Staff" | 8 - 5 <sup>th</sup> |
| 4 - Centro             | 9 - 4 <sup>th</sup> |
| 5 - Malacca            | 10 - 3              |



# INFO LINK

CeDR Corporate Consulting Sdn Bhd

No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan. Tel: 03-33447310 Fax: 03-33447315

## LATEST LEARNING TECHNOLOGY: AUGMENTED REALITY

### What is Augmented Reality?

Augmented Reality (AR) is where a physical real world environment is 'augmented' by computer generated input such as animations, videos, sound, graphics or GPS data either to make it more fun or more informative. Put simply, it is where virtual reality replaces (or is layered over) the real world with a simulated one.



Using a tablet or smart phone, people can access digital content added to printed materials and objects by scanning them. The digital information can be a video, link to website, a 3D model or any other supported digital information.

For example, Inglobe Technologies released a demo app to help car owners navigate the ins and outs of their engines by showing icons on engine parts. Check out their demo in Youtube. (<http://youtu.be/EUmNbNa3RYY>)



### Augmented Reality in Learning and Development

AR can work in a learning and development context in the following ways:

#### Enhance paper based learning materials

Paper based learning materials can be training materials, assessment information, instruction and training handouts. AR can supplement anything that can be provided to participants.

Here are some examples:

- Training materials: enhance it by asking participants to scan the training materials that are embedded with AR code to watch an animation or video on their phone or tablet.
- Assessment tasks: give participants examples of how the task needs to be performed.
- How to guides: supplement text with instructional videos.

#### Pocket performance aids

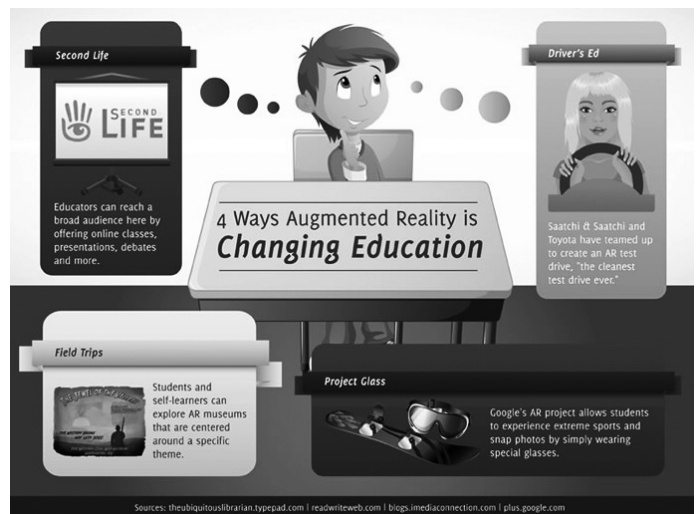
AR can be used to provide just-in-time and just-in-place training, acting like a pocket performance aid.

- Just-in-time training: participants can access it as and when they need the training.
- Just-in-place training: participants can get the support wherever they are.

For example, you are working outside and cannot remember how to check the settings on that piece of equipment. You can scan the components and watch the video or get a tip on how to use it.

#### Real life/real time orientation

Instead of text and just verbal orientation, AR can be used as a real life/real time orientation. This could be done for on-site inductions. Participants can scan objects to get real time orientation with the first object pointing to the next. This type of 'treasure hunt' would orient participants to the key aspects of the location, highlighting the key and health and safety issues.



### Conclusion

AR has great potential in education especially in eLearning. Participants are able to simulate changes through the use of computer-generated imagery. This imagery can be programmed for virtually any subject matter. In the future, we might even be able to link AR with learning management system' to track performance.

#### References:

1. *Applications of Augmented Reality to training... some thoughts*  
<http://klevar.com/index.php/klevar-Blog/applications-of-augmented-reality-to-training-some-thoughts.html>
2. *Augmented Reality - all it takes is a little imagination!*  
<http://commslearning.com/future/augmented-reality-all-it-takes-is-a-little-imagination/>





# FOCUS ON LEARNING CULTURE?

source: [www.scienceomega.com/article](http://www.scienceomega.com/article)

## Introduction

Learning organisations such as universities are getting together to share their equipment and technologies for the betterment of the learning process for the individual. Wonder if that holds true for the industries' learning centres/academies?

It cannot be denied that technology has profound impact on the ways learners are learning and accessing learning materials. However, we have to remind ourselves that technology is not the only driving force behind all these learning changes. "Learning" should take centre stage, not the technology. This was also reiterated by experts and learning professionals at the "Innovative Learning 2013" conference held recently, that our focus should be on learning itself and not the technology.

With the continuing global economic austerity drive, governments are looking towards private industry to boost their academic institutions to deliver graduates who are more suitably equipped to meet the demands of the modern workplace.

## Skills Vs Capability

However, where should the focus be: the institutions or the workplace?

At the workplace, are employers looking for skills or capabilities when engaging in learning?

In addressing the question of 'skills' versus 'capabilities' in preparing young people for the changing world, consultant and academician, Dr Peter Chatterton opined that, "...technology is beginning to disrupt every facet of how business and education is done, and I think that we need to ask some serious questions now. Should we still be focusing on the concept of skills?"

He stressed that we should move towards the development of capabilities such as aspects of enquiry, critical thinking and knowledge building, improving communication and having authentic learning experiences and last but not least, teaching people how to influence change in their surrounding environment.

In addressing the improvement of productivity and adaptability, companies are ultimately in the quest to create a culture of continuous learning and development. It is here, that Gill White said that, "...whilst she has never seen a genuine 'learning organisation' in action, this concept is more than a mere pipe dream.' A very thought-provoking statement indeed...

Firstly, we have to remind ourselves that in this century, innovative technologies have real potential in terms of facilitating education and training, but they do not constitute ends in themselves. No matter how it is delivered, it should fundamentally be about learning - not the tools that allow learning to take place.

And in order to create a learning culture, White argued that we must overcome the challenges posed by organisational policies and processes, leadership, learning and development, and attitudes and assumptions.

## Learning Culture - Dream or Reality?

So how do we transform our organisation into a 'learning organisation'. Professor Peter Senge, in his book, "The Fifth Element" defines 'Learning Organisation' as 'a company that encourages and enables the continuous learning and development of its staff members; a company that is perpetually evolving because of its learning-centric ethos'.

This culture creates a company that stays one step ahead of its competitors and quickly adapt to changes in the marketplace. In summary, it's a genuine learning organisation that would be a trendsetter in the truest sense of the word.

Unfortunately, creating one is not as easy as it sounds. As white observed, four major obstacles hamper implementation; organisational policies and processes, leadership, learning and development, attitudes and assumptions. Some examples of these barrier and suggestions to overcome them are:

- a leadership is a behaviour and just as our colleagues trust us to be an expert and lead from our seat, we should also expect are trust the same capability from our colleagues.
- b staff members and management team who are responsible for engendering a culture of continuous learning and development must practice what it preaches, otherwise it has little chance of succeeding.
- c existing attitudes and assumptions should be done away with. Therefore, it is essential that we adopt an open-minded approach and leave our prejudices at the door.
- d the assumption that only younger people engaged in social media and that older people probably preferred face-to-face learning is not true, as found out by White.
- e lastly, on "happiness", it is important to note that to succeed is not necessarily to be happy, but the positive psychology of a happy mindset will lead the way to success.

## Food For Thought...

It appears that there is much work to be done before a genuine culture of continuous learning and development can be created. The journey should start with the reading of Peter Senge's "The Fifth Element". It is not time to be proud of our achievements yet.

# KEEPING YOU IN VIEW



Briefing by Ms Margaret Chin from Tricor Roots Consulting S/B



Presentation by Ms Aline Pasang, Lion Group HR

*Briefing on Corporate Performance System & Corporate Risk Management System, Level 16, HQ, 21 June 2013*



We need to get untangled from this web of entanglement



I wonder, is it a good idea for me to push forward blindly like this?



Suit up! Remember, safety first for plant visit

*Leading By Example-Walking The Talk, Megasteel, 16 – 17 May 2013*

*Solving Problem Innovatively, Festival Mall, Setapak, 21 – 22 May 2013*

*Meet The Lion Circle, CeDR, 29 – 30 May 2013*



## Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 16/8/2013.



.....  
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There are no winners for last issue's caption-writing contest.



Name: (Mr / Ms): ..... Tel. No.: .....

Company / Dept (please state full address): .....

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Time : 10am - 5pm  
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Date : 8th to 21st July 2013  
 Time : 10am - 10pm  
 Venue : 1st Floor,  
 AEON Cheras Selatan  
 Booth : B



Artist's impression

012 307 6933 Janice • 012 657 9091 Jeanne • 013 850 0775 Soo • 013 699 9992 Joffyn • 013 839 7338 Capri



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