

# Lion Today

VOL. 23 NO. 4 JULY / AUGUST 2011 FOR INTERNAL CIRCULATION ONLY [www.lion.com.my](http://www.lion.com.my)

## LION-PARKSON FOUNDATION AWARDS PRESENTATION CEREMONY



- ▶ China CCTV Interviews Tan Sri William Cheng
- ▶ Steel Companies Sign Collective Agreements
- ▶ Ototek Receives Boon Siew Honda Award
- ▶ Relaunch Of Performance Management Process



# LION-PARKSON FOUNDATION AWARDS



- Recipients sharing a light moment with Dr Chua Siew Kiat, Mr CS Tang (2nd & 3rd from left) and Puan Sri Chelsia Cheng (2nd from right).
- Para penerima anugerah berkongsi cerita dengan Dr Chua Siew Kiat, Encik CS Tang (2 & 3 dari kiri) dan Puan Sri Chelsia Cheng (2 dari kanan).



- Proud parents, relatives and friends present at the award ceremony.
- Ibubapa, saudara mara dan kawan para penerima yang hadir di majlis penyampaian anugerah.



Students receiving their awards from Puan Sri Chelsia Cheng:

Top row from left

Scholarship recipients:  
Malini Jegatheesan,  
Nurhidayah Abdul Rahman  
and Maxine Yew



Bottom row from left

Educational loan recipients:  
Adeline Wee Sui Yin,  
Lee Yun Erl and Cheah Yeng  
Yeng's representative



## CONGRATULATIONS TO OUR GROUP DIRECTOR & PARKSON MANAGING DIRECTOR, DATUK ALFRED CHENG

Our Group Director and Parkson Managing Director, Mr Alfred Cheng was conferred the Darjah Mulia Seri Melaka (DMSM) award which carries the title 'Datuk' by TYT Yang Di-Pertua Negeri Melaka, Tun Datuk Seri Utama Mohd Khalil bin Yaakob in conjunction with TYT's 73rd birthday recently.

# AWARDS PRESENTATION CEREMONY

For the 21st year running, the Lion-Parkson Foundation awarded scholarships and educational loans to 6 deserving students pursuing their education in local universities. The awards were presented by Foundation Chairman, Puan Sri Chelsia Cheng on 4 August 2011.

Of the awards recipients, three received scholarships worth RM12,000 each per year while another 3 received interest-free educational loans, each valued at RM8,000 per year. The loans will be converted to scholarships in the event the students come back to work for the Group upon their graduation.

In her speech, Puan Sri Chelsia said "We hope that our contribution will help students be free of financial constraints

and be able to focus on their studies and participate in activities to develop their leadership qualities". Also present were Lion-Parkson Foundation Trustee and Group Director, Mr CS Tang; Foundation Trustees, Madam Gooi Sui Guet and Dr Chua Siew Kiat; Group Human Resource Director, Mr Suresh Menon; and the recipients' parents and relatives, and staff of the Group.

To date, the Foundation has contributed RM7.8 million to a total of 375 students, in the form of scholarships and education loans in line with the Group's aspiration to contribute to the country's educational and human resources development. Since its launch in 1990, the Foundation has contributed a total of RM20.5 million to various charitable causes.

## MAJLIS PENYAMPAIAN ANUGERAH YAYASAN LION-PARKSON

Untuk tahun ke-21, Yayasan Lion-Parkson menganugerahkan biasiswa dan pinjaman pendidikan kepada 6 orang pelajar yang melanjutkan pelajaran mereka ke universiti tempatan. Anugerah ini disampaikan oleh Pengerusi Yayasan, Puan Sri Chelsia Cheng pada 4 Ogos 2011.

Tiga orang menerima biasiswa bernilai RM12,000 setahun manakala tiga lagi menerima pinjaman pendidikan bernilai RM8,000 setahun setiap seorang. Pinjaman pendidikan ini akan ditukarkan menjadi biasiswa sekiranya pelajar berkenaan berkhidmat dengan Kumpulan setelah tamat pengajian.

Dalam ucapan beliau, Puan Sri Chelsia berkata "Kami berharap sumbangan ini dapat membantu para pelajar bebas daripada kekangan kewangan dan memberikan sepenuh tumpuan terhadap pelajaran serta melibatkan diri dalam aktiviti yang mampu

mengembangkan kualiti kepimpinan mereka".

Turut hadir di majlis tersebut ialah Pemegang Amanah Yayasan Lion-Parkson dan Pengarah Kumpulan, Encik CS Tang; Pemegang Amanah Yayasan, Madam Gooi Sui Guet dan Dr Chua Siew Kiat serta Pengarah Sumber Manusia Kumpulan, Encik Suresh Menon dan ibubapa serta kaum keluarga para penerima dan warga kerja Kumpulan Lion.

Sehingga kini, Yayasan telah menyumbangkan RM7.8 juta kepada sejumlah 375 orang pelajar, dalam bentuk biasiswa dan pinjaman pendidikan seiring dengan aspirasi Kumpulan Lion untuk menyumbang ke arah perkembangan pendidikan dan sumber manusia negara. Sejak dilancarkan pada tahun 1990, Yayasan telah menyumbang sejumlah RM20.5 juta kepada pelbagai aktiviti kebajikan.

## 金狮百盛基金颁发仪式

2011年8月4日，迈入第21届的金狮百盛基金会，颁发奖学金和贷学金予六名学生以完成大专教育。颁发仪式是由基金会主席潘斯里陈秋霞主持。

3名奖学金受惠者每人则每年分别获得1万2000令吉奖学金，另3名受惠者每人则每年获得8,000令吉贷学金。如果贷学金受惠者于毕业后在本集团工作，此贷学金将转换成奖学金。

潘斯里陈秋霞在发言中表示，希望这些赞助能让学生在

没有经济包袱的情况下，努力学习和参与活动以发挥领导者的素质。出席者包括金狮集团董事兼基金信托人陈怀安、基金信托人魏瑞玉女士和蔡少杰博士、集团人力资源董事Mr Suresh Menon、受惠者的家人和亲戚及本集团的员工。

该基金会至今已通过奖学金和贷学金颁出780万零吉给375名学生，并达成集团的心愿，为国家的教育和人力发展尽一份力。本基金自1990年创立以来，已捐出2,050万零吉作各种慈善用途。



# CONTENTS

## 1 COMMUNITY RELATIONS

Lion-Parkson Foundation Awards Presentation Ceremony

## 1 RETAIL & TRADING DIVISION

Tianshan Parkson: Newest Fashion Haven In Shanghai

## 4 STEEL DIVISION

Steel Division Sports & Recreation Club Activities

- Skytrex Adventure
- Sepak Takraw
- Badminton

Amsteel Mills (Klang Operations)

Megasteel

- Netball Competition
- Contributions To Local Community

Lion Tooling Collective Agreement

Amsteel Banting Inter-Department Karaoke Competition

Amsteel Banting Induction Program

Antara Steel Mills

- CA Signing Ceremony
- 5S Housekeeping Competition
- Training Program
- Hazard Identification, Risk Assessment & Risk Control
- On-Job-Training

Antara Sports Club Activities

- Mini Marathon
- Antara Idol
- BKIA Activity: Ihya Ramadhan Contributions To Staffs' Families

## 9 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

China Property Division Updates

Risda College Visits Tiara Melaka Golf And Country Club

## 10 RETAIL & TRADING DIVISION

Hi-Rev Family Day

PPM Sports Club Organises Potluck

Boon Siew Honda Award For Ototel

## 11 CORPORATE UPDATE

Selangor State Exco Visits Wisma Lion

Micares Roadshow

CCTV Interview With Tan Sri William Cheng: Vision Of A Business Leader

## 13 COMMUNICO

Relaunch Of Performance Management Process

## 15 INFOLINK

Onboarding People

Guide For Managers - Enhancing Performance Appraisal Discussion

## 16 COMMUNITY RELATIONS

Mahkota Hotel Organises Buka Puasa

## 19 RETAIL & TRADING DIVISION

The Parkson Style Passport

## 20 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

Tiaraville Resort Homes - A Boutique Community At Tiara Melaka Golf & Country Resort

## EDITORIAL

Editorial Advisor Tan Sri Albert Cheng

Editor Quah Le Ching

Editorial Committee Suresh Menon, Ng Ho Peng, Fauziah Harun & Ian Bo

## PUBLISHER

The Lion Group

Level 11-15, Office Tower

No.1 Jalan Nagasari (off Jalan Raja Chulan)

50200 Kuala Lumpur

Tel: 03-21420155 Fax: 03-21428409

Email: [webmaster@lion.com.my](mailto:webmaster@lion.com.my)

Homepage: <http://www.lion.com.my>

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.

## EDITOR'S MESSAGE

Our Lion-Parkson Foundation once again awarded scholarships and educational loans to bright young Malaysians to pursue tertiary education in the local universities. This year's awards were extended to include students enrolled in the private universities. The recipients came from diverse backgrounds and will be pursuing their studies in different disciplines but all shared the same determination to do well in their chosen field. The pride and joy of their parents and family members present at the award presentation ceremony was a reflection of the students' hard work in getting to where they are, and also served to remind them of the journey ahead. While a university education will help pave the way to a better future, it is also important to cultivate the qualities and social skills that will enable us to succeed in life.

The Foundation will organize workshops and internships for the students during their semester breaks which will allow them to pick up some communication and presentation skills and be familiar with the Group's business operations. This early assimilation of the Group's corporate culture will facilitate their joining the Group's employment when they graduate.

In a special interview with China's CCTV recently, our Group Chairman & CEO, Tan Sri William Cheng talked about his early years and how he got started on the road to entrepreneurship, his business strategies in overcoming difficulties during economic crisis and also uncovering opportunities at such times. He shared his investment strategies on diversifying into various sectors and expanding the business to other countries. Tan Sri's interview is part of a series of interviews by CCTV with successful businessmen in the Asian region who have investments in China. The management philosophy, thinking and ideas by these visionary business leaders offer invaluable insights into the corporate world and advice to all who are part of it, whether as a business owner, manager or employee.

## UTUSAN PENGARANG

*Yayasan Lion-Parkson sekali lagi menganugerahkan biasiswa dan pinjaman pendidikan kepada remaja Malaysia yang berjaya melanjutkan pelajaran mereka di universiti tempatan. Pada tahun ini, anugerah turut merangkumi para pelajar yang melanjutkan pelajaran ke universiti swasta. Para penerima datangnya daripada pelbagai latarbelakang dan akan melanjutkan pelajaran dalam pelbagai disiplin, namun kesemua mereka mempunyai satu tekad yang sama iaitu cemerlang dalam bidang yang dipilih. Kegembiraan dan kebanggaan yang jelas terpancar pada wajah ibubapa dan ahli keluarga ketika hadir di majlis penyampaian anugerah baru-baru ini adalah hasil kegigihan dan kerja keras para penerima untuk ke menara gading dan juga peringatan kepada mereka akan perjalanan mencabar di masa depan. Pendidikan universiti akan membuka jalan untuk masa hadapan yang lebih cerah namun penerapan nilai-nilai dan kemahiran sosial juga penting bagi membolehkan mereka berjaya di dalam hidup.*

*Yayasan akan menganjurkan bengkel dan latihan amali kepada para pelajar semasa cuti semester bagi membolehkan mereka mendalami kemahiran berkomunikasi dan membuat pembentangan serta menyesuaikan diri dengan operasi perniagaan Kumpulan. Asimilasi awal dengan budaya korporat Kumpulan akan membiasakan mereka untuk berkhidmat dengan Kumpulan apabila tamat pengajian kelak.*

*Dalam temuramah khas dengan CCTV China baru-baru ini, Pengerusi Kumpulan & CEO, Tan Sri William Cheng bercakap mengenai tahun-tahun awal penglibatan beliau dalam dunia perniagaan, strategi perniagaan beliau menangani kesukaran ketika krisis ekonomi dan keupayaan untuk merebut peluang waktu itu. Beliau turut berkongsi strategi pelaburan dalam pelbagai sektor dan mengembangkan perniagaan ke negara lain. Temuramah dengan Tan Sri ini merupakan satu daripada siri temuramah dengan ahli perniagaan Asia yang mempunyai perniagaan di China. Falsafah pengurusan, pendapat dan ide para peneraju perniagaan yang berwawasan ini memberikan buah fikiran berharga kepada dunia korporat dan nasihat kepada mereka yang berkenaan, sama ada pemilik perniagaan, pengurus ataupun pekerja.*

# STEEL DIVISION SPORTS & RECREATION CLUB ACTIVITIES

## SKYTREX ADVENTURE

On 3 July 2011, 44 members of the Steel Division Sports & Recreation Club participated in an eco-recreational cum educational adventure which challenged the participants' aptitude in the Malaysian rainforest.



Participants were briefed on the safety procedures before being divided into two groups. Amongst the activities were Big Thrill Challenge which involved walking, crawling, gliding and swinging from trees and aerial obstacles suspension from 3 meters to 22 meters in the air and a telematch.

- Safety briefing before the start of the adventure.
- Taklimat keselamatan sebelum cabaran bermula.

## SEPAK TAKRAW

Held on 26 June 2011 at Kompleks Rakan Muda Klang, 11 teams vied for the title. The top three teams were :



- Champion / Juara - DRI/Secomex (L-R / kiri-kanan) Ismail Khaliddin, Roslan Mohd Aseri & Shahrul Zamar Mustapa.



- 1st Runner-Up / Kedua - Amsteel Klang C (Standing L-R / Berdiri kiri-kanan) Baharuddin Sawab & Salihin Masdi. (Squatting L-R / Duduk kiri-kanan) Mohd Faizal Ellies & Zorkanain Johari.



- 2nd Runner-Up / Ketiga - Megasteel (B) (L-R / kiri-kanan) Jumadi Scral, Suhartono Ahmad & Hafizi Ramjis.

### MEN'S OPEN



- Champion / Juara - (L-R) Kamal Ariffin & Nor Harli.



- 1st Runner-Up / Kedua - (L-R) Khairul & Jasmin.



- 2nd Runner-Up / Ketiga - (L-R) Chan Chee Meng & Mohd Hairul Akmal.

## BADMINTON

A total of 45 double teams took part in the Women's Open, Men's Open and Veteran categories held on 24 July 2011 at Setia Badminton Academy in Setia Alam, Selangor.

In the Women's Open, Amsteel Klang (1) duo, Yong Sze Mei & Norfazilah Md Razi emerged Champion while the second and third placing went to Megasteel's teams of Tan Poh See & Soh Chew Peng and Chiew Yock Fun & Norlindah.

Megasteel took a clean sweep in the Men's Open with Kamal Ariffin & Nor Harli, Khairul & Jasmin and Chan Chee Meng & Mohd Hairul Akmal winning the top three placings respectively.

The Veteran Category saw Bright Steel's doubles pair, Idros Abd Razak & Zainuddin Rustam clinch the first placing while the second and third placing went to Lion Steel Works' team of Ismail bin Ibrahim & Mat Asri bin Che Musa and Amsteel Banting's Hairus Aris & Yaslim Bakri respectively.

### WOMEN'S OPEN



- Champion / Juara - (L-R) Yong Sze Mei & Norfazilah Md Razi.



- 1st Runner-Up / Kedua - (L-R) Tan Poh See & Soh Chew Peng.



- 2nd Runner-Up / Ketiga - (L-R) Chiew Yock Fun & Norlindah.



## AMSTEEL MILLS (KLANG OPERATIONS)

Amsteel Mills (Klang) organised an Inter-Department Karaoke Competition on 26 July 2011, which saw the participation of 16 duos. The top three winning duets were (photos from left - right) Mohammad Abdul Rani & Roshizam Harun (SMP), Badrul Hisham (Material-Store Control) & Nor Azam (Central Workshop), and Hasan Jamil & Ibrohi Yatiman (Central Workshop), who received their prizes from Ms Kwa Seok Leng, Mr Cheong Wai Meng and Ms Chow Siew Ting respectively.



## MEGASTEEL'S NETBALL COMPETITION



Team Flora comprising ladies from HR, Safety, Lion DRI and Secomex emerged champion in the netball competition organised by Megasteel recently. The second and third placing went to Diamond, the team from Cold Rolling Mills, and Purchasing Gurl respectively. Senior Manager - Caster & HSM, Mr Lee Weng Lan gave away the prizes to the winners.

- (From left) Asst Manager - HR, Encik Roseli Dato Mansor, Encik Faizal, Mr Lee Weng Lan, Suzeliyana, Washita, Sarimah, Noor Zahani, Katherine, Akmar, Noorasyikin, Siti and Encik Azlan, Team Manager.
- (Dari kiri) Pen. Pengurus - Sumber Manusia, Encik Roseli Dato Mansor, Encik Faizal, Mr Lee Weng Lan, Suzeliyana, Washita, Sarimah, Noor Zahani, Kathrine, Akmar Noorasyikin & Siti Nuradilah dan Encik Azlan, Pengurus Pasukan.

## CONTRIBUTIONS TO LOCAL COMMUNITY

In conjunction with the holy month of Ramadhan, our Steel Division companies at Wisma Lion presented contributions to the Heads of Jawatankuasa & Kemajuan Kampung at Mukim Tanjung 12 and District of Kuala Langat and Morib, all the 13 schools within Mukim Tanjung 12 and Persatuan Nelayan Kawasan Kuala Langat for their 'buka puasa', 'Hari Raya' and 'Merdeka Day' celebrations.



- Recipients and Steel Division managers in a group photo.
- Gambar berkumpul para penerima dan pengurus Bahagian Besi Keluli.

## LION TOOLING COLLECTIVE AGREEMENT



Lion Tooling Sdn Bhd had a Collective Agreement Signing Ceremony on 13 July 2011. Present at the event were (seated left-right in photo) General Manager - HR, Ms Kwa Seok Leng; General Manager - IR, Mr M Selvaraju; General Manager, Mr Tan Kim Tiam; Director - Works, IR Dr Loh Fook Guan; Director - Group Human Resource, Mr Suresh Menon; Chairman-Worksite Committee, Mr S. Saravanan; MIEU Executive Secretary, Mr G Rajasegaran and IR Officer, Tuan Haji Jufri Masri.

## AMSTEEL BANTING INTER-DEPARTMENT KARAOKE COMPETITION



- The winners with Director-Works, Ir Dr Loh Fook Guan (far left) and General Manager, Mr Pong Chung Kuan (far right).
- Pemenang-pemenang dengan Pengarah-Kerja, Ir Dr Loh Fook Guan (paling kiri) dan Pengurus Besar, Encik Pong Chung Kuan (paling kanan).

Amsteel Banting was turned into a grand stage when the finals of the inter-department karaoke competition took place on 22 July 2011 with 10 hopeful duos showing off their vocal prowess.

With judges comprising popular singer, Nash; Ani, a resident artist with the Selangor Arts & Culture Department and our very own talent, Nazri from Megasteel; Ismayatin & Mohd Zamri emerged champion while the second and third placing went to Azmi Sahidin & Mazri Ratimin; and Mohd Hafiz Abu Hassan & Mohd Firdaus Zulkafli respectively.

While waiting for the results to be announced, Nash serenaded the audience with his killer songs, 'Tiada Lagi Kidungmu' and 'Pada Syurga di Wajahmu' and imparted some useful tips and advice to all aspiring singers.

## AMSTEEL BANTING INDUCTION PROGRAM

Amsteel Banting conducted an induction program for its new recruits on 18 July 2011 to familiarise them with the company. They were introduced to the various departments within the company to enable them to better understand the business processes and operations, corporate culture, and policy and guidelines.



- Director - Works, Ir Dr Loh Fook Guan imparting advice to the new employees.
- Pengarah - Kerja, Ir Dr Loh Fook Guan memberikan kata-kata nasihat kepada para pekerja baru.

## ANTARA STEEL MILLS CA SIGNING CEREMONY



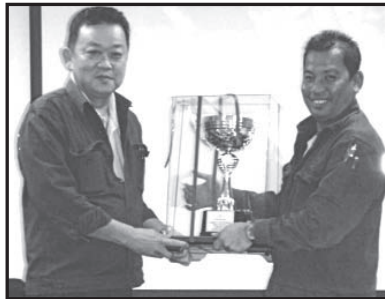
Collective Agreement (CA) Signing Ceremony between Antara Steel Mills Sdn Bhd with MIEU and the Union members took place on 5 July 2011. Present at the event were (seated left-right in photo) Group IR Manager, Mr Vasu; Human Resources General Manager, Mr Selvaraju; Antara's General Manager, Encik Rahmat Ibrahim; Executive Director, Mr Eric Cheng; MIEU President Encik Samsudin Usop; Officer Encik Mohd Nor; Chairman - Works Committee, Encik Mohamad Ahad Hassan and Secretary - Works Committee, Puan Maizatul Akmar Manan.



## ANTARA STEEL MILLS 5S HOUSEKEEPING COMPETITION



- Best 5S Operation - Mr Chin Tai Kong (right) receiving the trophy from Encik Zakaria Mahat.
- Best 5S Operation - Encik Chin Tai Kong (kanan) menerima trofi daripada Encik Zakaria Mahat.



- Best 5S Office - Encik Abd Aziz Ab Bakar (right) receiving the trophy from Mr Yip Hoon Wey.
- Best 5S Office - Encik Abd Aziz Ab Bakar (kanan) menerima trofi daripada Encik Yip Hoon Wey.

The monthly 5S housekeeping competition at the Steel Plant is continuing with the support from the Management. Head of Steel Plant, Mr Yip Hoon Wey urged all employees to give their full commitment in ensuring the success and continuation of the 5S program.

After the 3rd audit, Scrap Grader and Production Supervisor Office were announced as the Best 5S for the Operation category and Office category respectively while CCS Workshop and Slag Pit were placed at the bottom of the 2 categories.

## TRAINING PROGRAMS - HAZARD IDENTIFICATION, RISK ASSESSMENT & RISK CONTROL

In compliance with Section 15, Occupational Safety and Health Act 1994, Tuan Haji Othman Hj. Ismail of OSH Academy Sdn Bhd conducted a 2-day training program on Risk Management System (HIRARC).

Sixteen Heads of Department and Section who attended the training on 26 and 27 July 2011 were introduced to OSH legal compliance for Risk Assessment. They were coached on hazard identification, risk assessment and risk control requirements. The participants will be responsible to set up a committee in their departments to carry out structured activities in compliance with the OSH Act under the supervision of the Chairman of Safety Committee cum General Manager, Encik Rahmat Ibrahim.



- Group photo of some of the participants.
- Gambar berkumpul sebahagian dari peserta-peserta.

## ON-JOB-TRAINING

Pursuant to the HIRARC Training Program, Assistant Manager - Production, Encik Wan Jalalludin Wan Abdullah conducted an on-job-training for the Rolling Mill team on 18 August 2011.



- Training session conducted by Encik Wan Jalalludin.
- Sesi latihan yang dijalankan oleh Encik Wan Jalalludin.



- Encik Wan Jalalludin and Encik Sariat, Head of SHE Dept (front right) with the participants.
- Encik Wan Jalalludin dan Encik Sariat, Ketua Jabatan SHE (baris depan kanan) dengan peserta masing-masing.



## ANTARA SPORTS CLUB ACTIVITIES MINI MARATHON

Seventy employees participated in the mini marathon organised by the Sports Club on 26 June 2011.



► Get Set... Go... Male Veteran.  
► Bersedia... Lari... Veteran Lelaki.



► Winner for Male Veteran - Encik Ramlan Aman.  
► Pemenang Veteran Lelaki - Encik Ramlan Aman.



► Ladies Category Winner - Puan Noor Hayatira Abd Karim receiving her prize from Sports Club Chairman, Encik Mohamad Ahad Hassan.  
► Pemenang Kategori Wanita - Puan Noor Hayatira Abd Karim menerima hadiahnya daripada Pengerusi Kelab Sukan, Encik Mohamad Ahad Hassan.



► Encik Haniruzzaman (left) receiving his prize from GM, Encik Rahmat Ibrahim.  
► Encik Haniruzzaman (kiri) menerima hadiah dari Pengurus Besar, Encik Rahmat Ibrahim.



► Good showmanship from two participants.  
► Persembahan hebat dari dua peserta.

## ANTARA IDOL

On 10 July 2011, the Sports Club organized Antara Idol with the theme of Retro Music that attracted 30 participants.

Antara Idol Champion was Encik Haniruzzaman Hanifah from Security Department while the second and third placing went to Encik Roslee Sahar from Scrap Management Department and Encik Sapril Salim from Security Department respectively.

## BKIA ACTIVITY: IHYA RAMADHAN



► Nasyid performance by employees' children.  
► Persembahan Nasyid oleh anak-anak kakitangan.

Ramadhan is a special month for all Muslims where they fast to observe the third pillar of obligation in Islam. To commemorate the holy month, Badan Kebajikan Islam Antara (BKIA) organised a session with the Principal of Tahfiz Bestari in Sabah, Ustaz Mohd Farhan Abdullah to enrich their religious knowledge.

Around 350 Muslim employees and their family members participated in the session. They were treated to a Nasyid performance by employees' children and enjoyed the special Nasi Beriani dinner.

## CONTRIBUTIONS TO STAFFS' FAMILIES

Badan Kebajikan Islam Antara (BKIA) presented the company's contribution of RM17,000 to the family of Allahyarham Zulkeflee Mustafa who passed away on 29 June 2011 due to a heart attack. Allahyarham Zulkeflee is survived by his wife, two daughters and a son.

BKIA also presented a contribution to the family of Allahyarham Jamaluddin Mohamad who passed away due to severe liver injury. He left behind a wife and 3 sons aged from 5 to 19 years old.



► GM, Encik Rahmat Ibrahim presenting the company's contribution to Allahyarham Zulkeflee Mustafa's wife.  
► Pengurus Besar, Encik Rahmat Ibrahim menyampaikan sumbangan syarikat kepada isteri Allahyarham Zulkeflee Mustafa.



► Puan Jamalial Ahmad (left) presenting the contribution to Allahyarham Jamaluddin Mohamad's wife.  
► Puan Jamalial Ahmad (kiri) menyampaikan sumbangan kepada isteri Allahyarham Jamaluddin Mohamad.

## CHINA PROPERTY DIVISION UPDATES



- (2nd from right) Tan Sri Albert Cheng touring the Athens Precinct, accompanied by Mr MK Loke (extreme right).
- Tan Sri Albert Cheng (2 dari kanan) melawat Athens Precinct, diiringi oleh Encik MK Loke (kanan sekali).



- Mr Lin Hon Kuen (far right) and Ms Koh Ming Leng (far left) being briefed on the project layout.
- Encik Lin Hon Kuen (paling kanan) dan Cik Koh Ming Leng (paling kiri) diberi taklimat mengenai rekabentuk projek.

On 21 July 2011, Group Executive Director, Tan Sri Albert Cheng; Corporate Planning GM, Mr Lin Hon Kuen and Manager, Ms Koh Ming Leng visited D'Venice Residence by Changshu Lion in Changshu City in China. They were received by Changshu Lion CEO, Mr MK Loke and his management staff.

Tan Sri Albert and the China Project team discussed the Group's property projects followed by a tour of Athens Precinct, the completed phase of D' Venice Residence project.



On 13 July 2011, officials from Panjin City, Liaoning Province led by Deputy Director, Mr Li Guichang visited Changshu Lion to introduce investment opportunities in the city. They were received by Changshu Lion CEO, Mr MK Loke and senior management staff.

- Xinglongtai District Investment Promotion Bureau Director, Mr Zhang Huitang (2nd left) highlighting investment and development opportunities to Mr MK Loke (2nd right) and Changshu Lion CFO, Mr Ng CE (far right).
- Pengarah Promosi Pelaburan Biro Daerah Xinglongtai, Encik Zhang Huitang (2 dari kiri) menyampaikan taklimat peluang pelaburan dan pembangunan kepada Encik MK Loke (2 dari kanan) dan CFO Changshu Lion, Encik Ng CE (paling kanan).

## RISDA COLLEGE VISITS TIARA MELAKA GOLF AND COUNTRY CLUB

About 100 students and lecturers from Risda College, Melaka Branch visited Tiara Melaka Golf and Country Club (TMGCC) recently.

They were received by Golf Course Superintendent, Encik Mohd Sobri Othman who briefed them on topics related to turf grass, golf course and turf machineries. It was an interactive and informative session for the students to enhance their knowledge on golf course maintenance.

TMGCC also opens its doors to undergraduates who wish to do their internship.



- Students listening attentively to the briefing by Encik Mohd Sobri Othman.
- Para pelajar tekun mendengar taklimat daripada Encik Mohd Sobri Othman.



- Samples of turf grass.
- Contoh rumput padang golf.



# HI-REV FAMILY DAY

On 17 July 2011, Posim Petroleum Marketing Sdn Bhd (PPM) played host to 1,700 HI-REV customers at its Family Day celebration in Genting Highlands.

HI-REV dealers, many accompanied by their spouses and children, travelled from all over Malaysia to join in the merriment of the annual celebration. They were entertained by Malaysian duo Thomas Jack, the top-of-the-chart pop singers currently based in Taiwan and Astro fame artiste, Ms Regine.



Everyone enjoyed themselves with the food, entertainment and activities organised for the night. It was a memorable evening for Azmi Auto Service from Penang whose representative drove away with a spanking new Proton Saga, the Grand Prize of the lucky draw; while P.A. Car Services Sdn Bhd from Kota Bharu took home the RM5,000 cash prize.

In his speech, Posim Executive Director, Mr Ngan Yow Chong said, "Many of our guests were pioneer HI-REV customers in 1995 and are great achievers today in promoting HI-REV and building a great Malaysian brand. I am indeed honored and grateful that every success of HI-REV this evening has a mark of your labor and toil".

The event also saw the launch of a new product: Turbo CHI in the HI-REV Diesel Engine Oils (DOE) range. Packed in a bigger 7-liter bottle, this high performance lubricant provides utmost protection for modern high speed turbo-charged diesel engines.



HI-REV's newly enhanced website, [www.hi-rev.com.my](http://www.hi-rev.com.my) was unveiled to the guests. Launched by Mr Ngan Yow Chong who did the ribbon-cutting honours, and General Manager, Mr David Teo, a video presentation on the features of the website, interactive forum and hyperlink to Lion Group's website was projected on a giant screen.



## PPM SPORTS CLUB ORGANISES POTLUCK

In the spirit of fostering goodwill and better relations amongst the staff, PPM Sports Club members organised a pot-luck luncheon on 25 July 2011.

About 150 staff in the Shah Alam head office brought home-cooked Malaysian fare such as *nasi tomato*, *asam laksa*, spaghetti, *roti jala*, fishball noodles and a variety of cakes and local delicacies. Good food and good company in true Malaysia spirit the Posim way.



- Enjoying the food and each other's company.
- Menikmati hidangan dan bermesra sesama sendiri.

## BOON SIEW HONDA AWARD FOR OTOTEK

On 26 July 2011, Ototek Sdn Bhd received the Boon Siew Honda's 'Best JIT Delivery 2010' award for supplying IRC tyre and tube to the Honda assembly plant in Prai, Pulau Pinang. The award was presented by Boon Siew Honda's Director cum Chief Procurement Officer, Mr Makoto Namba.

On hand to welcome Mr Namba and his two officials were Posim Executive Director, Mr Ngan Yow Chong; General Manager, Mr David Teo and staff.

Mr Namba congratulated Ototek for winning the award for 2 consecutive years, in 2009 and 2010, which is a testimony of Ototek's dedication to Boon Siew Honda's guiding principles which resulted in Honda being the best selling motorcycle in Malaysia. The guests later toured Posim's lubricants manufacturing facilities.



- Mr Ngan Yow Chong holding the award presented by Mr Makoto Namba (on Mr Ngan's left) with Posim GM, Mr David Teo (on Mr Ngan's right) and management staff.
- Encik Ngan Yow Chong memegang anugerah yang disampaikan oleh Encik Makoto Namba (di kiri Encik Ngan) dengan Pengurus Besar Posim, Encik David Teo (di kanan Encik Ngan) dengan kakitangan pengurusan.

## CORPORATE

## UPDATE

## SELANGOR STATE EXCO VISITS WISMA LION

The Selangor State Exco members and state agencies officers led by Menteri Besar, Tan Sri Dato' Seri Abdul Khalid Ibrahim visited our Steel Complex in Banting on 22 July 2011. The visit was part of the state's one-day 'Mesra dengan Rakyat' (get-to-know-the-people) session.



- The management and staff welcoming Tan Sri Dato' Seri Abdul Khalid Ibrahim accompanied by Dato' Kamaruddin Nordin and Ir Dr Loh Fook Guan (2nd right and extreme right respectively).
- Pihak pengurusan dan kakitangan menyambut Tan Sri Dato' Seri Abdul Khalid Ibrahim diiringi oleh Dato' Kamaruddin Nordin dan Ir Dr Loh Fook Guan (masing-masing 2 dari kanan dan paling kanan).

The entourage was received by Lion Industries Director, Dato' Kamaruddin Nordin; Amsteel Director-Works, Ir Dr Loh Fook Guan and senior management staff. Senior Manager - Q&A, Encik Sabrudin Suren briefed them on our steel developments and led them on a brief tour of the complex facilities.



- Tan Sri Dato' Seri Abdul Khalid Ibrahim (4th left) being briefed on the developments in the steel complex by Encik Sabrudin Suren (3rd left).
- Tan Sri Dato' Seri Abdul Khalid Ibrahim (4 dari kiri) diberi taklimat mengenai perkembangan dalam kompleks besi oleh Encik Sabrudin Suren (3 dari kiri).

## MiCARES ROADSHOW



- MiCares briefings for staff at Antara Steel Mills (left photo) and in the Head Office (right photo).
- MiCares memberi penerangan kepada kakitangan di Antara Steel Mills (gambar kiri) dan di Ibu Pejabat (gambar kanan).

Group Human Resource Department conducted a roadshow to introduce Metronic iCares Sdn Bhd (MiCares), a Third Party Administrator appointed to administer the medical benefits for the Group's employees and to brief on the procedures implemented on 1 August 2011.





## CCTV INTERVIEW WITH TAN SRI WILLIAM CHENG: VISION OF A BUSINESS LEADER

Our Group Chairman & CEO cum President of the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM), **Tan Sri William Cheng** was recently featured in a special interview on China CCTV's 'Dialogue' program. Below is an excerpt from the interview that was aired in August 2011 and published in the local press:

**A**sked how he overcame the various economic crises over the years, Tan Sri William said that he and his management team had to restructure and streamline the Group into a leaner and more focused business entity with the objective to sustain the business. The support of the employees and confidence of all the other stakeholders was crucial in helping the Group to overcome the many challenges faced. As the head of the Group, he had to act quickly and decisively. During economic downturns, many companies would be forced to sell their businesses, and one may be able to spot and seize these opportunities to acquire companies at a lower than market price. In any business acquisition, Tan Sri subscribed to all the legal procedures and negotiations with the parties concerned to obtain a successful outcome. He would not hesitate to share his views and ideas on how to improve the business with the other party if necessary. He would also do his utmost to retain the existing staff as such experienced workers are the greatest assets of a company.

Tan Sri recalled the Asian financial crisis in 1997 where he disposed of the shopping complexes owned by the Group in Malaysia to repay the bank loans. He also sold the Group's motorcycle, car and brewery companies in China which had substantial value at that time. He has no regret doing so; if he hadn't done it, the path ahead would have been more difficult.

When Tan Sri decided to venture into the retail business in the 1980's, although there was some apprehension among the top management staff, he stuck to his decision. The thinking was that since the steel business was doing well, why get involved in the retail business? However, in Tan Sri's opinion, Malaysia's population was about 20 million then and although the Group dominated the steel industry, eventually it would need to engage in other businesses. The investment in the retail stores needed about RM50 million which was equivalent to 4 months' profit by the steel business at that time. If the plan failed to materialise, the casualty was only 4 months' profit. However, if the venture succeeded, it would become another source of earnings for the Group.

In the early days, Tan Sri went to Indonesia when he was 28 years old to develop the business there. Together with his elder brother, he invested RM600,000 and made a profit of more than RM1 million after one year. By the third year, they made a profit of RM2 million to RM3 million. Using these funds, he had set up his first steel factory, a rolling mill in Klang, in 1978.

Although Tan Sri is helming a big business group, he does not insist on passing the reins to the next generation. He thinks that corporate ownership and management should be separated. In the interview, he talked about the difficulties of starting a business and the greater difficulties for the next generation to maintain and expand the business. Hence, he will only engage in business talk about the Group's developments with his daughters when dining together in order to cultivate their interest, without any pressure to join the Group.

The program also interviewed Puan Sri Chelsia Cheng who married Tan Sri William about 30 years ago. Puan Sri said her husband has strong persuasive powers, and everything in the family is decided by him. Tan Sri expressed his appreciation for Puan Sri and her support and for taking care of the family which enabled him to concentrate on the Group and its businesses.



- Photos show Tan Sri William Cheng with the host on China CCTV's 'Dialogue' program, Puan Sri Chelsia Cheng; Group Director, Mr CS Tang and Parkson China Chief Operating Officer (Northern Region), Mr Low Kim Tuan who were also featured.
- Gambar menunjukkan Tan Sri William Cheng dengan hos program 'Dialogue' China CCTV, Puan Sri Chelsia Cheng; Pengarah Kumpulan, Encik CS Tang dan Ketua Pegawai Operasi Parkson China (Wilayah Utara), Encik Low Kim Tuan yang turut muncul di rancangan berkenaan.

# RELAUNCH OF PERFORMANCE MANAGEMENT PROCESS

About 50 managers and executives from the Head Office and Property Division attended the Performance Management Process (PMP) Relaunch Engagement session by Group HR Department.

It was conducted by Ms Aline Pasang, Senior Manager-Talent and Leadership Development who emphasized the importance of KRA setting early in the PMP cycle to better manage and align business targets at Division/Department levels with individual KRA's. She touched on best practices and lessons on the PAR process and the importance of differentiating employee performance so that reward outcomes i.e. bonuses correlate with employee performance. The need for regular and a formal mid-term performance review will be key to ensuring sustained employee performance and adjustment of KRA's as appropriate. Part of the PAR process relate to identifying the competence and development needs of employees which can be incorporated in the Departmental Learning Plans.

In the Q&A session, Mr Suresh Menon, Director - Group HR, gave insights on HR Policy revisions, talent recruitment and learning and development. He acknowledged the competitive pressures the Group is encountering to attract and retain talent, and is looking into proposals to enhance the employee package based on external market information and surveys. However, he emphasized that

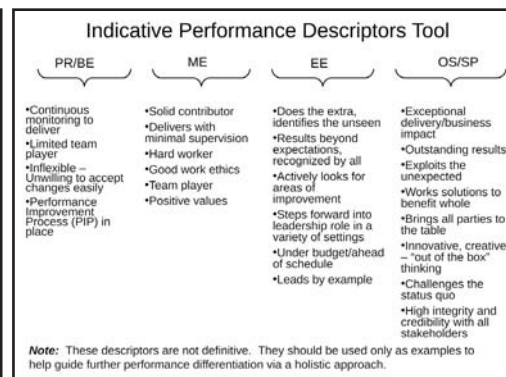
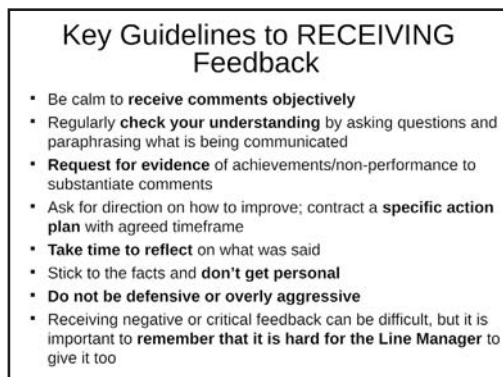
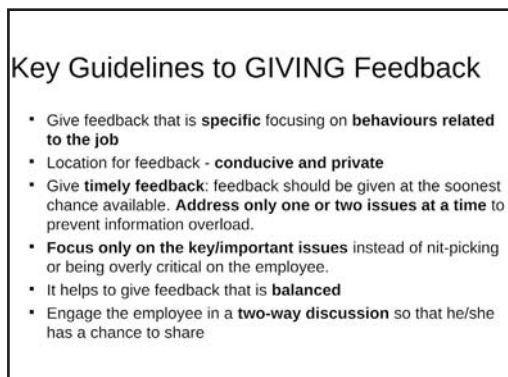
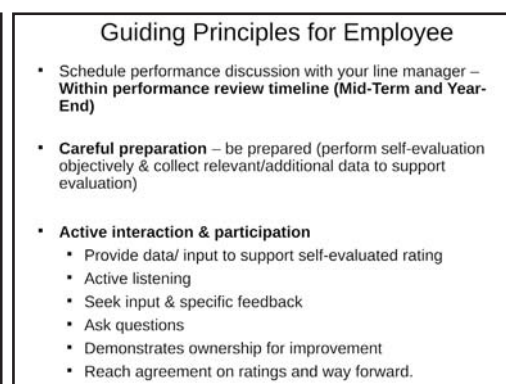
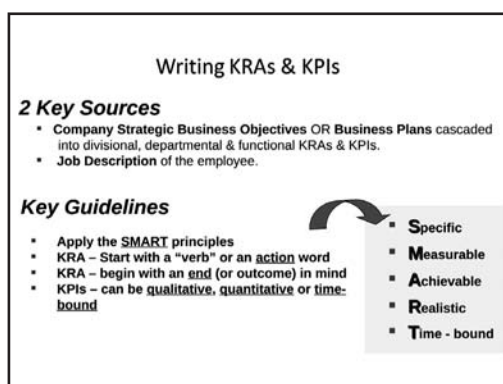


► Mr Suresh Menon sharing insights on various HR initiatives with the attendees.  
► Encik Suresh Menon berkongsi pandangan mengenai inisiatif HR dengan para hadirin.

attention to non-financial aspects by Line Managers/supervisors such as creating a good and conducive work environment and supporting learning opportunities for employees is equally important to enhance the Employee Value Proposition (EVP). He informed that the update of the Group HR Policy and Guidelines Manual will be completed before year-end.

On creating a more interactive environment in the Head Office, Mr Suresh proposed to organise "Lunch and Learn" sessions on various topics of interest to the staff. (Note: employees are requested to e-mail suggestions for "Lunch and Learn" to Ms Aline)

The key points of the PMP are reproduced here:





**Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.23 No.3) and send your answers to the address on page 3 before the closing date: 18/11/2011. Multiple entries will be disqualified.**

# the GREAT Lion Brain Tease

Lion Today - Vol. 23 No. 4 July/August 2011

1. How many students shortlisted for the final interview attended the motivational seminar organized by Lion-Parkson Foundation?

a. 16                                      b. 17                                      c. 18
2. On 27 May 2011, the Group hosted a ..... networking event at its Head Office for some senior HR professionals and partners from major corporations.

a. Marketing                                b. Treasury                                c. HR
3. A total of 145 participants in 34 cars took part in the ..... organized by the Steel Division Sports & Recreation Club on 18 & 19 June 2011.

a. badminton competition                  b. badminton tournament                  c. treasure hunt
4. When did Antara's soccer league kick off at Padang MPPG 2 in Pasir Gudang?

a. 25 April 2011                              b. 15 May 2011                              c. 25 May 2011
5. Mahkota Hotel Melaka organized a ..... Celebration on 8 May 2011.

a. Father's Day                                b. Mother's Day                                c. Valentine's Day
6. How many staff from Mahkota Hotel's Food & Beverage Department took part in the 'Floral-Theme Waiter Race'?

a. 4    b. 6    c. 8
7. Encik Mohd Faizul bin Sabtu was a Housekeeping Supervisor and now a ..... in the Finance Department in Mahkota Hotel Melaka.

a. Storekeeper                                b. Cashier                                c. Auditor
8. .... conducted emergency drills for their staff to ensure their preparedness to handle any accident in their work area.

a. Amsteel Klang                              b.Megasteel                              c. Antara Steel Mills
9. When did the Chinese Chamber of Commerce & Industry of Batu Pahat visit Megasteel?

a. 6 May 2011                                b. 8 May 2011                                c. 16 May 2011
10. The President of China Yiwu Taizhou Chamber of Commerce and his team met our ..... management to discuss on the possibility of establishing a one-stop commercial centre.

a. Bandar Baru Brooklands                  b. Mahkota Cheras                              c. Bandar Akademika

NAME: (Mr / Ms)

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

COMPANY/DEPT (please state full address):

# CONGRATULATIONS

### Prize winners of the previous Lion Brain Tease:

*Basiron b Selamat, Alwin Chan Chee Seng, Maslinda bt Masduki, Kong Hup Fu, Lee Guat Hoon, Chong Yin Ching, Tham Kok Kien, David Ong, Poon Men Yau & Pushapa Anathurai*

## Answers to the previous Lion Brain Tease

- |                     |                                      |
|---------------------|--------------------------------------|
| 1 - Parkson Yueyang | 6 - 7 <sup>th</sup>                  |
| 2 - 1 July 2010     | 7 - Antara Steel Mills               |
| 3 - Bright Steel A  | 8 - Malaysian Career & Training Fair |
| 4 - 36              | 9 - Ernst & Young                    |
| 5 - KLCC            | 10 - 9                               |



# INFO LINK

CeDR Corporate Consulting Sdn Bhd

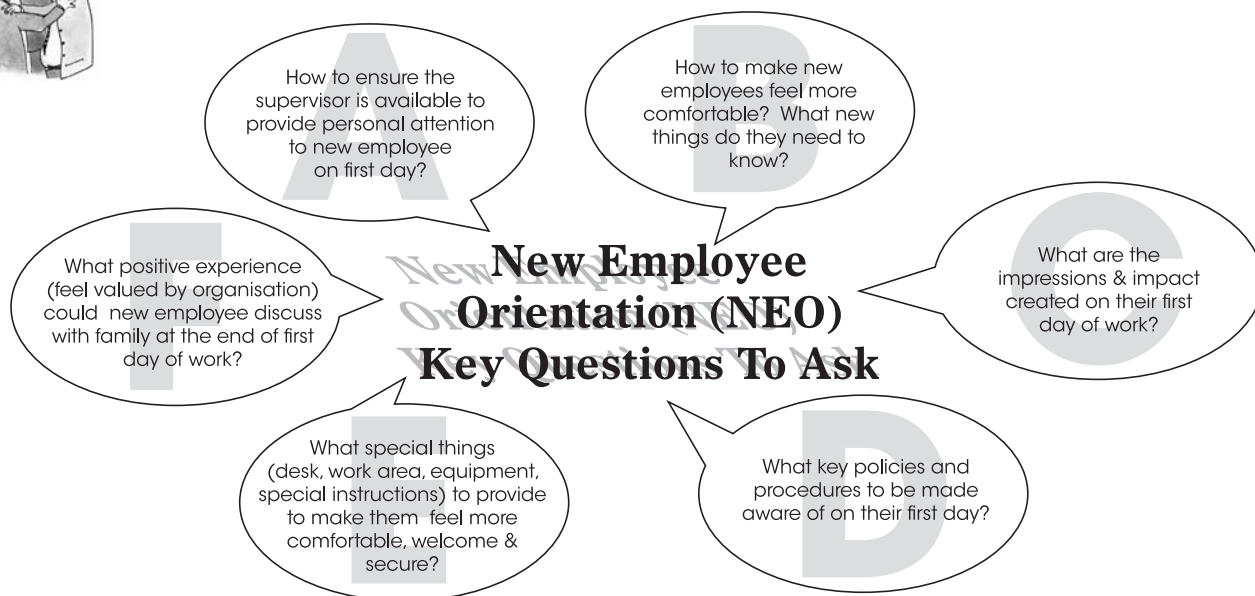
No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan. Tel: 03-33447310 Fax: 03-33447315

## ONBOARDING PEOPLE

### Employee Orientation: Keeping New Employees on Board



Is your orientation program bringing in the results that you want? If you as Human Resource professionals and line managers are rethinking about it, then, you need to consider a few key new employees orientation (NEO) planning questions before implementing or revamping the current program, such as:



Structuring your orientation program based on the key points above should keep your onboarded people long enough for impact creation.

Since first impressions are crucial, here are some key steps for putting your best foot forward:

<b>A. Begin the process before new employee starts work</b> <ul style="list-style-type: none"> <li>Send agenda to new associate</li> <li>Stay in touch with new employee</li> <li>New employee's work area is ready</li> </ul>	<b>B. Key co-workers know when new employee is starting</b> <ul style="list-style-type: none"> <li>Encourage co-workers to come say "hello"</li> </ul>
<b>C. Assign mentor or buddy</b> <ul style="list-style-type: none"> <li>Show new employee around, make introductions and start training</li> <li>Mentoring relationship should continue for 90 days or longer</li> </ul>	<b>D. Start with the basics</b> <ul style="list-style-type: none"> <li>New employees become productive sooner when firmly grounded in the basic knowledge</li> <li>Do not overwhelm them with too much information</li> </ul>
<b>E. Provide samples</b> <ul style="list-style-type: none"> <li>How to complete forms</li> <li>New employee's job description</li> </ul>	<b>F. Have some fun</b> <ul style="list-style-type: none"> <li>Concentrate on important topics of the handbook</li> <li>Play some games - eg photo match, signature hunt etc.</li> </ul>

An effective orientation program - or the lack of one - will make a significant difference in how quickly a new employee becomes productive and produces other long-term impact for your organization. It will also make your employees feel that you want them to come back the next day, and the next... Besides, a good orientation will help you acquire loyal employees who feel integrated into the culture of the company.

In summary, if your recruitment and orientation processes are carried out carefully, accurately and honestly, your new employees will be the future of your organisation, so treat them as such...

(Adapted from Dr. Judith Brown's article on Keeping New Employees)

**Advisor:** Mr Suresh Menon **Editor:** Kelvin Phuan **Editorial Board:** Dan Fong Shin, Jeremy Lee Danker



# GUIDE FOR MANAGERS – ENHANCING PERFORMANCE APPRAISAL DISCUSSION

(Extracted from article on “How Can Managers Improve Performance Appraisals?” By Susan M. Heathfield, About.com Guide)

**M**anagers in Lion Group are required to conduct Employee Performance Appraisal and Review (PAR) process towards the end of a financial year. This process can be carried out in a positive, rewarding, beneficial process for both the managers and the employees who report to them.

Managers can improve performance appraisal discussions by converting them into an effective communication, goal setting, and development tool for employees while operating within the requirements of the existing PAR system.

Here are five recommended ways:

- ✎ A review of progress against key result areas (KRA) and result objectives (RO) between employee and manager to be done periodically through the mid-term review (MTR) to assess employee progress. The PAR Form is a useful discussion starter. It provides a picture of the employee's accomplishments and progress throughout the year.
- ✎ Provide feedback to employees regularly - not just in the annual performance appraisal. Employees like regular feedback and an effective manager takes time every day for employee feedback. Managers get more comfortable with feedback, better at giving feedback, and can nip problems before they escalate.
- ✎ Engage the employees in a two-way discussion whenever their performance is the topic. You can improve performance appraisals by involving the employee in such discussion all year long. Then the official performance appraisal day is just an extension of the normal performance discussion. Make the conversation positive, reinforcing, and developmental for the employee.
- ✎ Improve performance appraisals by using an employee self-appraisal prior to the performance appraisal. In this recommendation, the manager arrives at the meeting with ideas jotted down on the form; the employee comes with his/her self-appraisal filled out and then the discussion can begin.
- ✎ An effective performance appraisal trusts employees to do the right thing, if they know what the right thing is. Consequently, setting goals i.e. result objectives of the KRA's is critically important, but how you set the goals is the most important factor of all. Set goals in a way that reinforces the employee's ability to plan and implement the steps necessary to reach the goals. The performance appraisal must support and reinforce the employee's empowerment, his or her ability to chart the course to successful accomplishment.



## COMMUNITY RELATIONS

### MAHKOTA HOTEL ORGANISES BUKA PUASA

**45** orphans from *Rumah Budak Laki-laki Tuan Abdul Aziz (Durian Daun)* and their teachers were feted to a sumptuous '*buka puasa*' spread hosted by Mahkota Hotel Melaka on 10 August 2011.

The annual event was part of the hotel's Corporate Social Responsibility program in sharing festivities joy with underprivileged children. Human Resources Manager, Encik Raja Rahim and Director of Sales & Marketing, Mr Jason Ngan presented the boys with packets of cookies and '*duit raya*'.



► Group photo with Mahkota Hotel's Heads of Department.  
► Gambar kenang-kenangan bersama ketua-ketua Jabatan Hotel Mahkota.

# Keeping you in view

Welcome to these new employees  
of The Lion Group.

Plant visit to Lion Steelworks on  
25 July 2011.



Meet  
The Lion Circle &  
KRA Writing,  
25 – 26 July 2011



“This is how you do it (hands-on)”

“Yeah, now we are certified  
competent trainers”

“Let’s celebrate after this photo session”



CBTE  
Instructor Certification Programme,  
25 – 28 July 2011



“Transformation Day” – 29 July 2011  
2nd Intake, Mechatronic Students



## 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: 18/11/2011.

The winning caption for last  
issue’s photograph is as follows:

- Satu, dua, tiga... Siram! Kasi  
mandi sama dia... Lepas nie  
pasti senyuman kau bertambah  
manis... Semanis air sirap nie!!!

Submitted by **Rosnah bt Masri**  
(Lion Petroleum Products Sdn  
Bhd - Accounts Dept)



.....

.....

.....

.....

.....

.....

.....



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

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



## TIANSHAN PARKSON: NEWEST FASHION HAVEN IN SHANGHAI

Tianshan Parkson, the fourth Parkson store in Shanghai opened for business on 5 August 2011. It is located in Changning District, one of the most internationalised districts, west of Shanghai.

The store is positioned as a middle-to-high end department store providing high end fashion and stylish living, targeting consumers aged between 25 and 45. It offers international fashion brands such as CK Jeans, DKNY, Lacoste, Guess, Miss Sixty and more.

The store comprises two wings - East and West, with a combined business area of 50,000 square metres. The basement which is directly linked to Metro Line 2, has a supermarket which stocks a variety of quality imported consumer goods, daily necessities, food and beverage; alongside snack bars, café lounges and drug stores.

On the 1st floor, the West Wing houses branded shoes while the East Wing features international cosmetics, jewellery, watches and accessories brands. The 2nd floor is dedicated to Ladies' fashion while the young and trendy can head to the 3rd floor to shop till they drop. The 4th floor houses the Men's and Children's departments with the food court and entertainment outlets located on the 5th floor.

Todate, Parkson has 47 stores in China and recorded an annual gross sales totalling 16 billion yuan.



## THE PARKSON STYLE PASSPORT



► Models parading in the latest collection.  
► Paragawati menggayakan koleksi terkini.



► European labels available at Parkson.  
► Lagi banyak label Eropah kini terdapat di Parkson.

In true fashion passion, Parkson launched its *The Parkson Style Passport* campaign with one of the hottest parties to grace the 2011 social calendar in July.

A fashion show was held at Parkson Pavilion where over 40 models strutted down the runway to showcase the latest collections from distinguished designers like Adolfo Dominguez from Spain whose Creative Director Tiziana Dominguez was present, Lacoste's special 'Bleu, Blanc, Rouge' and exclusive London shoemaker 'Church's'. Also featured were Rebeca Sanver, Paco Herrero, Love Moschino by Moschino, Armand Basi, Wallis, Etro, Anya Hindmarch, Radley, United Colors of Benetton, Desigual and more.

Following the launch was a month-long calendar lined up with events and activities, including a window display competition with Kuala Lumpur's top design institutions; an opportunity for shoppers to win a trip for 2 to either one of the four cities - London, Milan, Paris or Barcelona each week; weekend cooking demos/food tasting exploring European recipes and other exciting happenings.



The Address

# tiaraville

RESORT HOMES

Tiara Melaka Golf and Country Club

## *A privileged boutique community at this award-winning golf destination*

*As the very first guarded precinct of stylish semi-detached homes at the prestigious golf haven of Melaka, Tiaraville is an above-and-beyond-par experience, blending landscape, luxury, leisure and living in a masterful manner.*

*This exclusive community of 151 homes on gently elevated grounds assumes the premier location of the 27-hole top honour-winning Tiara Melaka Golf Course, making it the most desired address in Melaka.*



*The undulating grassy landscape of the surrounding golf course is echoed by carefully-planned streetscape and linear park providing the verdant green setting for the privileged Tiaraville lifestyle*



*The impressive entrance to grand and green living at Tiaraville*

Open Daily | 10.00 am - 6.00 pm  
Tiaraville Resort Homes, Site Show Gallery /  
Show House, Tiara Melaka Golf & Country Club

*Be amongst the first to discover the uniqueness of the privileged Tiaraville lifestyle. Show Home ready for appreciation.*

**\*Ownership comes with full golf club membership with a comprehensive range of clubhouse facilities worth RM35,000\* to complement your lifestyle.**

ANOTHER PRESTIGIOUS PROJECT BY

**THE LION GROUP**

PROPERTY DIVISION  
MARKETING & SALES OFFICE  
Level 2, Office Tower, No. 1, Jalan Nagasari,  
Off Jalan Raja Chulan, 50200 Kuala Lumpur.  
T. 603 2143 2299 F. 603 2148 9617



DEVELOPER

**Ayer Keroh Resort Sdn Bhd** (105833-M)

G28 & G30, Jalan PM3, Plaza Mahkota, Bandar Hilir, 75000 Melaka. Tel : 06-283 3310 / 06-284 3022 Fax : 06-283 6100 / 06-284 3701  
Developer's License No. : 6345-2/10-2013/1126 • Validity Date : 05/10/2010-04/10/2013 • Advertisement & Sales Permit No. : 6345-2/146/2010/01 • Validity Date : 19/01/2011-18/01/2012 • Land Tenure : Leasehold 99 years • Building Plan Approval No. : MPMT/JKB 03061-09-2008 • Approval Authority : Majlis Perbandaran Hang Tuah Jaya • Date of Completion : April 2013 (36 months from Sale & Purchase Agreement) • Encumbrance : RHB Merchant Bank Bhd • Sekatan Kepentingan : Tanah ini tidak dibenarkan di pindah milik atau dipajak dengan apa cara sekalipun kecuali setelah mendapat kebenaran bertulis daripada Pihak Berkuasa Negeri. Sekatan kepentingan ini dikeluarkan bagi pindaan atau pajakan pertama • Total Units : 151 • Type : 2-Storey Semi Detached Homes, 2 1/2-Storey Semi Detached Homes, 2 1/2-Storey Banglows • Selling Price for 2-Storey Semi Detached Homes : RM488,000 (Min) - RM695,753 (Max) • Selling Price for 2 1/2-Storey Semi Detached Homes : RM730,000 (Min) - RM812,700 (Max) • Selling Price for 2 1/2-Storey Banglows : RM729,322 (Min) - RM1,024,265 (Max) • 15% discount for Orang Melayu

*\*Terms & Conditions apply*



**Sales Enquiries**

**GH Ong : 017-222 8168**

**Alan Tye : 017-222 9168**

**Ivan Ong : 016-611 1683**