

Lion Today

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ROUND-UP OF STAFF ACTIVITIES



- ▶ ACCCIM: 1Malaysia Economic Conference and CNY Grand Dinner
- ▶ Implementation of eDividend
- ▶ Maintaining Quality At Its Best

Tan Sri William Cheng (left) welcoming YAB Dato' Sri Mohd Najib Tun Razak at the 1Malaysia Economic Conference

1 MALAYSIA ECONOMIC CONFERENCE



CHINESE NEW YEAR GRAND DINNER



Congratulations

YABhg Tun Musa Hitam

Chairman of Lion Industries Corporation Berhad

on being conferred the prestigious
Prix de la Fondation Award
 in recognition of your commitment to social responsibility by the
Crans Montana Forum of Switzerland
 in Brussels on 9 April 2010

From
 The Directors, Management and Staff of The Lion Group

The Crans Montana Forum is an international Swiss-based organisation founded in 1986 in Crans Montana, Switzerland with the support and involvement of the Swiss authorities. Its mission is to promote a more humane world.

The Crans Montana Forum promotes international cooperation and contribution to global growth whilst ensuring a high level of stability, equity and security. It also aims to foster global best practices and ensure continuous international dialogue.



1MALAYSIA ECONOMIC CONFERENCE PERSIDANGAN EKONOMI 1MALAYSIA



The Associated Chinese Chambers of Commerce & Industry of Malaysia (ACCCIM) under the leadership of our Group Chairman & CEO, Tan Sri William Cheng, organized the '1Malaysia Economic Conference' at the Kuala Lumpur Convention Centre (KLCC) in February this year. The conference themed "1Malaysia – New Economic Model" was officiated by YAB Dato' Sri Mohd Najib bin Tun Abdul Razak, the Prime Minister of Malaysia, and brought together experts, business leaders and national legislators to deliberate on the 10th Malaysia Plan, prospects and challenges of Malaysia's transformation to become a high income economy as well as to obtain feedback and recommendations in shaping and formulating the New Economic Model for the country.

Dewan Perniagaan dan Perindustrian Cina Malaysia (ACCCIM) di bawah kepimpinan Pengerusi Kumpulan dan CEO kami, Tan Sri William Cheng, telah mengadakan Persidangan Ekonomi 1Malaysia di Pusat Konvensyen Kuala Lumpur (KLCC) pada bulan Februari tahun ini. Persidangan yang bertemakan "1Malaysia – Model Ekonomi Baru" dirasmikan oleh YAB Dato' Sri Mohd Najib bin Tun Abdul Razak, Perdana Menteri Malaysia, telah membawa bersama pakar, pemimpin perniagaan dan legislator kebangsaan untuk berunding mengenai Rancangan Malaysia ke 10, prospek dan cabaran dalam transformasi Malaysia ke arah ekonomi berpendapatan tinggi, serta untuk mendapatkan maklum balas dan cadangan dalam membentuk dan merumuskan Model Ekonomi Baru negara.

ACCCIM CHINESE NEW YEAR GRAND DINNER ACCCIM JAMUAN MAKAN MALAM TAHUN BARU CINA



On 10 March 2010, ACCCIM had organized a Chinese New Year Grand Dinner at KLCC which was graced by YAB Dato' Sri Mohd Najib bin Tun Abdul Razak and his wife, YABhg Datin Sri Rosmah Mansor. The dinner was attended by Ministers and Deputy Ministers, senior Government officials, ACCCIM council members, and its constituent chambers and their members, comprising trade organizations, companies and individuals from all the states in the country.

Pada 10 Mac 2010, ACCCIM telah mengadakan Jamuan Makan Malam Tahun Baru Cina di KLCC yang dihadiri oleh YAB Dato' Sri Mohd Najib bin Tun Abdul Razak dan isteri, YABhg Datin Sri Rosmah Mansor. Jamuan makan malam berkenaan telah dihadiri oleh Menteri-menteri dan Timbalan Menteri, pegawai kanan Kerajaan, ahli-ahli dewan ACCCIM dan dewan perniagaan negeri-negeri serta ahli-ahlinya yang terdiri dari organisasi perniagaan, syarikat-syarikat dan individu dari seluruh negeri.

一个马来西亚经济大会

马来西亚中华工商联合会在我集团主席及总执行长丹斯里钟廷森的领导下，于今年2月在吉隆坡国际会展中心主办了“一个马来西亚经济大会”。会议主题是“一个马来西亚 - 新经济模式”，由我国首相拿督斯里纳吉主持开幕，并聚集了专家、商界领袖及国家立法者共同探讨第十大马计划及大马转型为高收入国的前景及挑战，同时获取反馈意见及建议，为国家塑造及制定新经济模式。

新春联欢晚宴

马来西亚中华工商联合会也于2010年3月10日在吉隆坡国际会展中心举办了商联会新春联欢晚宴，首相拿督斯里纳吉偕同夫人拿汀斯里罗斯玛莅临出席，为晚宴增辉添彩。其他出席嘉宾包括部长及副部长、高级政府官员、商联会理事会成员及各属会代表。

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EDITOR'S MESSAGE

Besides focusing on their operations, our operating companies are also organizing a host of activities ranging from training and development to sports and staff gatherings. All these help to provide an encouraging and conducive workplace with emphasis on skills learning and improvement programmes for our staff to upgrade themselves. The sports and social activities serve to bring everyone together in a relaxed atmosphere and allow us to know each other better. Even though the different teams compete and 'fight' it out whether in the training room or on the sports field or in a treasure hunt, the healthy competition and keen rivalry help to foster the competitive spirit and determination to excel, amongst the staff.

Very often, it is the environment and interaction with our colleagues that develop into friendships that make our workplace a home away from home and our job more meaningful. We had a colleague, Reena, in the Head Office who left recently due to health reasons. Her farewell message speaks volumes of the type of environment and colleagues we are privileged to have in the Group:

Today is my last day in a company I have grown to love and cherish since working here for 16 years. Over the years, I have grown to love coming to work and it is with a heavy heart that I have to bid it adieu. While working in this company I have had many wonderful experiences, participated in self-development programs and meeting many new and wonderful people in my life.

I am very fortunate to work with a management that saw the potential in me and pushed me to go beyond the limits I had otherwise set for myself. Even though I am differently challenged, I am always treated as an equal amongst my peers. I am always appreciated for the contributions I was able to give through the duties I was entrusted within the organization although at times it may be small.

Therefore, it is with a very heavy heart that I have to leave this truly amazing and wonderful organization that I have come to regard as a part of my family. My health currently does not permit any other option.

I would like to take this opportunity to thank the Management whom I regard with very high esteem, to express my sincerest gratitude for the life changing opportunity that you have given me to work in your establishment. Thank you for believing in me when at times I had doubts about my capabilities, but through your confidence in me, have helped me to endeavor in continuously pushing my limits to better myself. Wishing the Management success now and in the future to come.

From Reena Josefa Karupiah

UTUSAN PENGARANG

Selain memberikan tumpuan kepada operasi harian, anak syarikat kita juga menganjurkan pelbagai aktiviti, dari latihan dan pembangunan sehingga ke aktiviti sukan dan perjumpaan kakitangan. Semua ini mewujudkan persekitaran kerja yang kondusif dengan penekanan dalam mempelajari kemahiran dan program penambahbaikan kakitangan. Aktiviti sukan dan kegiatan sosial berfungsi untuk merapatkan hubungan dalam suasana yang lebih santai dan membolehkan kita untuk mengenal satu sama lain dengan lebih baik. Walaupun pasukan yang berbeza bersaing dan berjuang samada di bilik latihan atau lapangan sukan mahupun aktiviti pencarian harta karun, persaingan sihat dan sengit membantu memupuk semangat yang kompetitif dan tekad untuk berjaya dikalangan kakitangan.

Seringkali persekitaran dan interaksi dengan rakan-rakan sekerja berkembang menjadi persahabatan yang membuat tempat kerja kita sebuah rumah yang jauh dari rumah justeru menjadikan pekerjaan kita lebih bermakna. Kami mempunyai rakan sekerja, bernama Reena, di ibu pejabat yang terpaksa meninggalkan kita baru-baru ini atas alasan kesihatan. Mesej perpisahannya banyak menyentuh tentang persekitaran dan rakan sekerja yang amat istimewa dalam Kumpulan:

"Hari ini adalah hari terakhir aku di syarikat ini, telah aku mula mencintai dan menyayangi sejak bekerja disini selama 16 tahun. Sejak bertahun aku teruja untuk sentiasa hadir bekerja dan dengan berat hati terpaksa aku mengajukan kata perpisahan. Saat bekerja di syarikat ini telah banyak pengalaman indah ku lalui, menyertai program pembangunan diri dan bertemu ramai kenalan baru yang hebat dalam hidup.

Aku sangat beruntung kerana bekerja dengan pengurusan yang melihat potensi dalam diriku dan mendorong aku melepasi batas keupayaan yang telah aku tetapkan untuk diriku sendiri. Walaupun keupayaan ku berbeza, namun aku sentiasa dilayan sama rata dikalangan rakan-rakan ku. Aku selalu dihargai kerana sumbangan tugasan kerja yang diamanahkan walaupun ada ketikanya ia hanyalah sekelumit kecil.

Oleh kerana itu, dengan hati yang sangat berat aku harus meninggalkan organisasi yang sangat hebat dan menakjubkan ini, di ketika aku telah menganggap ia sebagai sebahagian daripada keluargaku. Kesihatan aku saat ini tidak memberikan aku pilihan yang lain.

Aku ingin mengambil kesempatan ini untuk mengucapkan terima kasih kepada pihak Pengurusan yang aku sanjung tinggi, untuk mengucapkan terima kasih tulus kerana memberikan kesempatan merubah kehidupan melalui kerjaya di syarikat ini. Terima kasih kerana sentiasa mempercayai aku, walaupun ada ketikanya aku ragu-ragu dengan keupayaan sendiri namun keyakinan yang diberikan telah membantu aku menerokai dan terus berusaha melepasi batas keupayaan untuk menjadi yang terbaik. Aku doakan kejayaan berpanjangan kepada pihak Pengurusan".

Dari Reena Josefa Karupiah

STEEL DIVISION SPORTS AND RECREATION CLUB MELAKA TRIP 2010



The Steel Division's Sports and Recreation Club organized their first trip for 2010; to Melaka on 28 March. The group visited places of interest such as A'Famosa, Taming Sari Tower, River Cruise, Maritime Museum and Malacca Zoo.



The record-breaking day trip involved approximately 750 staff and their immediate family members. 21 buses travelled to Malacca; six buses from Amsteel Mills Klang, five from Lion Steelworks, three each from Megasteel, Amsteel Mills Banting and Bright Steel Group, and one from Singa Logistics.



EVACUATION PROCEDURE FOR EMERGENCY RESPONSE TEAM (ERT)



► Secomex and Megasteel employees put to the drill in front of Wisma Lion.
 ► *Kakitangan Secomex dan Megasteel sedang berlatih di hadapan Wisma Lion.*

A drill on Building Evacuation Procedures was held in Wisma Lion, Banting on 9 and 10 March 2010. The exercise organized by Secomex Manufacturing Sdn Bhd, was to provide sufficient knowledge and training for its ERT team, as well as to prepare its staff during emergencies like fire. 35 employees of Secomex and Megasteel participated in the two-day exercise which was conducted by KLIA Fire and Rescue Department.

VISITS TO LION STEEL COMPLEX BY

FMM SELANGOR BRANCH

On 9 April 2010, FMM Selangor Branch Chairman, Tan Sri Dato' Dr Prof James Alfred led 15 officials on a visit. They were briefed by Megasteel's Senior Manager, Mr Lee Weng Lan and toured the plant operations.



CSC, TAIWAN

Mr Chia Juch Chang, Chairman and CEO of China Steel Corporation, Taiwan and the company's officials visited Wisma Lion on 30 March 2010. They were received by our Group Chairman and CEO, Tan Sri William Cheng.



INTI COLLEGE STUDENTS

A group of 51 students from INTI Universiti College in Nilai, Negeri Sembilan visited the complex in Banting on 4 March 2010. The engineering students with many majoring in Metallurgy & Material Technology were briefed on safety procedures and the steel making process by Encik Roseli bin Mansor, HR and Admin Assistant Manager, before proceeding on a tour of the plant. They were also exposed to possible vacancies and working opportunities in the Group.



APPRECIATION FOR AUXILIARY POLICE & SECURITY PERSONNEL



► The recipients with Ms Kwa Seok Leng (far left), Mr Chen Kwong Fatt (3rd from right) and Encik Zamri Husin (far right).
 ► *Penerima bersama Cik Kwa Seok Leng (hujung kiri), Encik Chen Kwong Fatt (3 dari kanan) dan Encik Zamri Husin (hujung kanan).*

The Auxiliary Police and Security personnel of Amsteel Mills Klang were commended by General Manager, Mr Chen Kwong Fatt during a ceremony on 4 February 2010. The Security personnel were on their crime prevention duties and caught 9 contract workers and a lorry driver trying to smuggle out copper scrap found hidden behind the trailer driver's seat, inside the crane engine compartment and at the security perimeter fencing. Also present at the ceremony were Ms Kwa Seok Leng, Senior Manager – HR and Encik Zamri Husin, Asst Security Manager.

SECURITY DEPARTMENT SOPs

A refresher course on Security Department Standard Operating Procedures (SOPs) is being held every Thursday over a period of 6 weeks. All Security personnel are required to attend the course covering topics such as Personnel and Visitors Control; Lorries and Goods Control; Plant Security Control; relevant Malaysian Laws such as Penal Code; Criminal Procedures Code; Minor Offence Act; Local Government Act; Police Act and also the Company's Rules and Regulations.



► All ears at the talk with speakers (inset photo, left) Mr Lee Keang Hong, Senior Manager - Group Security and (right) Tuan Zamri Husin, Assistant Manager - Security.
 ► *Khusyuk mendengar taklimat dari penceramah (gambar kecil, kiri) Encik Lee Keang Hong, Pengurus Kanan Keselamatan dan (kanan) Tuan Zamri Husin, Penolong Pengurus Keselamatan.*

INTER-DEPARTMENT FOOTBALL COMPETITION 2010

On 31 March, eight teams from various departments of Amsteel Klang including Lion Tooling Sdn Bhd took part in the Inter-Department Football Competition. The event held at Kelab Putra, Bukit Kapar Klang saw Steel Making Plant emerging as champion, with 1st runner-up, Rod Mill 1 and 2nd runner-up, Bar Mill 2.

SEPAK TAKRAW TOURNAMENT

A total of 19 teams participated in the Inter-department Sepak Takraw Tournament held on 23rd March 2010 at Amsteel Banting. Garden Team emerged champion, with Power Mech 1st runner-up, and Electrical SMP team 2nd runner-up. It was a rousing tournament with teams displaying keen sportsmanship, spirit, enthusiasm and teamwork that contributed to a very successful event.

BASKETBALL FRIENDLY MATCH

A basketball match on 17 March 2010 saw companies in the Steel Division fielding their best players. Teams from Amsteel Mills Klang and Amsteel Banting and 2 Megasteel teams from the Hot Roll and Cold Roll departments pitted their skills and fighting spirit against each other.



AMSTEEL IN AID OF STUDENTS

As in previous years, Amsteel Mills Sdn Bhd contributed RM2,000 to the Taman Klang Residents Association's Scholarship Fund recently. The contribution will help finance poor members' children who have done well in their studies.

Amsteel's HR Senior Manager, Ms Kwa Seok Leng presented the cheque to the Association's President, Mr Wong Kong Yoon witnessed by Amsteel's Director - Works, Ir Dr Loh Fook Guan; GM, Mr Chen Kwong Fatt, and the association's members.



► From left / *Dari kiri*: Datuk Lee Pei Wah, Mr Chen Kwong Fatt, Ms Kwa Seok Leng, Ir Dr Loh Fook Guan, Mr Wong Koon Yoon, Mr Yeo Tiong Guan, Mr Winson Wong Boon Sim and Mr Jimmy Wong.

HOSE DRILL & DISPATCH FIRE COMPETITION

On 25 March 2010, Antara Steel Mills's Safety, Health & Environment (S.H.E.) Department and Bomba Squad organized a Hose Drill Competition. Executive Director Mr Eric Cheng launched the event by lighting the fire for the competition. Judged by Bomba Officers from Balai Bomba & Penyelamat Pasir Gudang, the competition saw ten groups from Steel Plant, Rolling Mill 1, Rolling Mill 2, Material Control, Central Workshop, Technical Services and Security participating in the events.

1st place went to Steel Plant A; 2nd to Steel Plant B; 3rd Rolling

Mill 1; 4th Security Department-AP and 5th Material Control Department. These top five will be representing Antara in the PAGEMA competition in May 2010.

As for the female employees who competed in the competition to dispatch fire using fire extinguisher, Cik Adawiyah from Rolling Mill 2 - Electrical Department won the first place; 2nd was Puan Siti Hapsah, Purchasing Department and and 3rd, Puan Maisarah of Central Workshop. The prizes were presented by Encik Rahmat Ibrahim, Antara's General Manager.



► Female employees in the competition for putting off fire using fire extinguisher.
► *Kakitangan wanita menggunakan alat pemadam api.*



► Male Bomba Squad in the midst of the Hose Drill competition.
► *Skuad bomba lelaki semasa pertandingan 'Hose Drill'.*



► Group photo of all the participants with Mr Eric Cheng (centre).
► *Gambar berkumpul peserta bersama Encik Eric Cheng (tengah).*



► GM, Encik Rahmat Ibrahim (first row, right) with Encik Azizul from Balai Bomba Pasir Gudang during the award ceremony.
► *Pengurus Besar, Encik Rahmat Ibrahim (kanan, hadapan) bersama Encik Azizul dari Balai Bomba Pasir Gudang semasa penyampaian anugerah.*



► Wan Adawiyah from Rolling Mill 2 - Electrical: Winner for Putting Off Fire using Fire Extinguisher.
► *Wan Adawiyah dari Rolling Mill 2 - Electrical memenangi pertandingan memadam api menggunakan peralatan memadam api.*



► Winner for Hose Drill Competition - Steel Plant.
► *Pemenang pertandingan 'Hose Drill' - Steel Plant.*

GETTING READY FOR PAGEMA COMPETITION

Antara Steel Mills Safety, Health and Environment Department and Balai Bomba & Penyelamat Pasir Gudang conducted several training sessions throughout March and April in conjunction with PAGEMA 2010 competition which will be held this May.

This year, Antara will send six teams comprising five male and one female teams, compared to only two male teams last year. Each group comprises four members. Last year both Antara's teams did well by winning third and fourth placing out of 15 participating teams. The training was guided by Bomba Officer, Encik Azizul Abd Aziz.



- ▶ The female Bomba Squad (left photo) and a male team (right photo) receiving final instructions from Encik Azizul before the Hose Drill.
- ▶ Pasukan Bomba Wanita (gambar kiri) dan Pasukan Bomba Lelaki (gambar kanan) menerima arahan akhir dari Encik Azizul sebelum 'Hose Drill'.

ANTARA CELEBRATES MAULIDUR RASUL



- ▶ Preparing the Aqiqah meat for dinner - 'Nasi Hujan Panas' special.
- ▶ Menyediakan daging Aqiqah untuk jamuan Nasi Hujan Panas Istimewa.



- ▶ Ustaz Haji Md Esa Deraman giving his ceramah on Maulidur Rasul.
- ▶ Ustaz Haji Md Esa Deraman menyampaikan ceramah Maulidur Rasul.

Badan Kebajikan Islam Antara (BIKA) celebrates Maulidur Rasul on a joyous note every year. The event held on 27 March started in the early morning with Aqiqah at Block 86 & 87, Antara's Flats, followed by *Maghrib* prayer and recital of *Yasin* and *Tahlil*. The highlight of the celebration was a ceramah by invited speaker, Ustaz Haji Md Esa Deraman.

All guests were treated to the special 'Nasi Hujan Panas' cooked with the cow that was slaughtered earlier.

'GOTONG ROYONG' CAMPAIGN



- ▶ Antara's Steel Plant staff and contractors cleaning the work area and compound.
- ▶ Kakitangan Antara Steel dan kontraktor membersihkan kawasan kerja dan persekitaran.

On 3 April 2010, Antara's Steel Plant organized a "Gotong Royong" campaign to clean its working area and compound. The activity which started at 8.30am,

comprised of 50 staff and 30 internal contractors in groups of five each.

Planned to be a continuous activity, the objective is to emphasise the

importance of work place cleanliness, aimed at reducing the accident rate to achieve zero accident in the Steel Plant.

SILVERSTONE TREASURE HUNT 2010

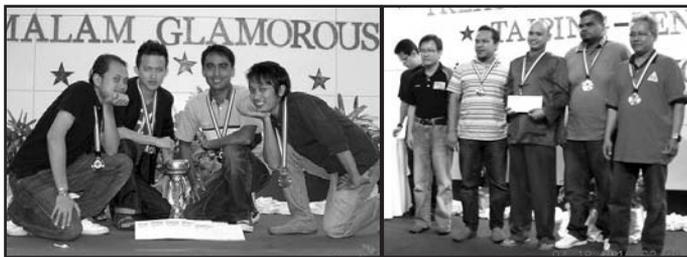
Kelab Sukan Silverstone (KSS) organized its yearly Treasure Hunt on 18 & 19 April 2010 to coincide with the public holiday to celebrate the Sultan of Perak's birthday. A total of 40 cars took part in the event.

Mr Mike Toh, Asst. GM; Encik Khairudin Zaman, Senior Manager-Human Resource; Mr Chew Kee Guan, Senior Manager-Manufacturing & KSS President, and Encik Redzuan, KSS Vice President attended the Flag-off ceremony held in front of the factory premises.



The participants covered a 100km journey from Taiping to Penang and answered fifteen tulip questions, five treasure questions and seven general questions. At the end of the long, hot and tough day, Team '300 Points' which scored 270 points emerged champion with 'Sling Shot' from Engineering a close second with 255 points.

The prize-giving and "Malam Glamorous" dinner at Tanjung Bungah Hotel in Penang that night included a 'Best Dressed' competition and lucky draw with prizes including 3 sets of Silverstone tyres as the top three Grand Prizes. The trophies and cash prizes for the Treasure Hunt were presented by Mr Chew Kee Guan, while Mrs Chew presented prizes to the best dressed winners.



► (Left photo) Champion, Team '300 Points' with from left: Razeef (MIS), Sufian (Lab & Compounding), Huzaimi (Technical Service) and Aziz (QA); and (right photo) Team 'Sling Shot' from Engineering Department in 2nd place.
 ► (Gambar kiri) Juara, Team '300 Points' dan dari kiri: Razeef (MIS), Sufian (Lab & Compounding), Huzaim (Technical Service) dan Aziz (QA); dan (gambar kanan) Team 'Sling Shot' dari Jabatan Kejuruteraan di tempat kedua.



► KSS Secretariat with Club President, Mr Chew Kee Guan (5th from right).
 ► Sekretariat KSS bersama Presiden Kelab, Encik Chew Kee Guan (5 dari kanan).

SILVER RIDER RMC 2010 MOTOBIKES CONVOY



Cameron Highlands with 12 cars from Taiping's Mini-Kelisa Club. At the Changkat Jering toll, the convoy turned to Cameron Highlands via Kuala Kangsar and Ipoh while the Mini-Kelisa Club went North.

The riders took a break at Jelapang before continuing their journey to Brinchang. Dinner and the certificate presentation ceremony that night celebrated SRMC's 2nd Anniversary as well as the birthday of the SRMC President's son. The convoy left for home the next day, but not before stopping at Kampong Raja for vegetables, strawberries and souvenirs from Cameron Highlands.



On 18 April 2010 at 8.15 am, the Silver Rider RMC 2010 (SRMC) convoy of 50 motorbikes took off from Silverstone, Taiping after the flag-off by Mr Mike Toh – Assistant GM, Mr Chew Kee Guan – Manufacturing Senior Manager cum Silverstone Sports Club President and Encik Khairudin Zaman – HR Senior Manager.

The convoy accompanied by a Pilot Marshal car, a van with mechanics and a 4X4 acting as Sweeper headed for



KMA CHAIRMAN APPOINTED AS AMBASSADOR TO CAMBODIA

Datuk Pengiran Hj Mohd Hussein bin Hj Mohd Tahir Nasruddin, the Chairman of Kinabalu Motor Assembly Sdn Bhd (KMA) and KMA Marketing Sdn Bhd, has been appointed Malaysia's Ambassador to Cambodia. He received the instrument of appointment from DYMM Seri Paduka Baginda Yang Di-Pertuan Agong, Tuanku Mizan Zainal Abidin, on 23 March 2010 at Istana Negara.

- ▶ Datuk Pengiran Hj Mohd Hussein (left) receiving the instrument of appointment from DYMM Seri Paduka Baginda Yang Di-Pertuan Agong.
- ▶ *Datuk Pengiran Hj Mohd Hussein (kiri) menerima watikah perlantikan daripada DYMM Seri Paduka Baginda Yang Di-Pertuan Agong.*

Datuk Pengiran, from Sabah, holds a Master of Arts degree from the University of Canterbury, New Zealand. He first joined KMA as a director on 17 December 1974 and served until 16 July 1976. He has been the Chairman of Kinabalu Motor Assembly Sdn Bhd and KMA Marketing Sdn Bhd since 29 November 1986.

The Group and the management and staff of KMA and KMA Marketing wish him all the best in his new posting.

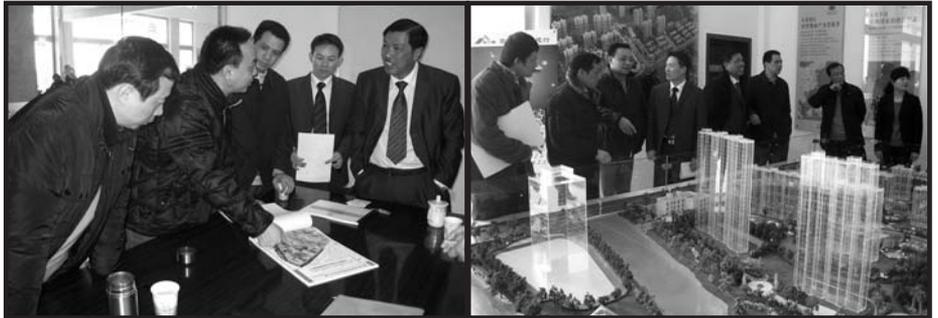
UPDATE BY

CHANGSHU LION IN CHINA

Three officials from Zhengjiang City Council visited Changshu Lion Enterprise Co Ltd on March 2010. Deputy GM, Mr Tu Wei Guo of Zhengjiang Communication Investment & Construction Development Company; Deputy Director Mr Charlie Zhang Guio Yun and Division Chief, Mr Xu Decheng of The Foreign Affairs Office of Zhengjiang were briefed on the Group's property business, and D'Venice Residence project by Changshu Lion GM, Mr Loke Mun Kit.

The officials also visited D'Venice project site and Changshu Parkson Departmental Store and invited Changshu Lion to participate in their Zhengjiang South Mountain development.

In a related activity, Changshu Lion has successfully sold 97% of its Phase 1A; Athen Precinct of D'Venice Residence project in less than 6 months, since the launch in October 2009. The company is now embarking on Phase 1B - London Precinct (228 units) which is expected to be launched in May this year. On 18 March 2010, the company appointed M/S Suzhou Xinmingyang Investment Consultant Co Ltd as the Marketing Agent, and M/S Jianguo Jintumu Shun Xin Construction Co Ltd as the Building Contractor on 29 March 2010.



- ▶ Mr Loke Mun Kit (left photo, extreme right) briefing the officials from Zhengjiang City Council on Changshu Lion's operations and the layout of D'Venice Residence Project (right photo).
- ▶ *Encik Loke Mun Kit (gambar kiri, hujung kanan) memberi penerangan kepada pegawai dari Majlis Perbandaran Zhengjiang berkaitan operasi Changshu Lion dan pelan Projek D'Venice Residence (gambar kanan).*



- ▶ Appointment of Marketing Agent, M/S Suzhou Xinmingyang Investment Consultant Co Ltd (left photo) and M/S Jianguo Jintumu Shun Xin Construction Co Ltd as Building Contractor (right photo).
- ▶ *Perlantikan Ajen Pemasaran M/S Suzhou Xinmingyang Investment Consultant Co Ltd (gambar kiri) dan M/S Jianguo Jintumu Shun Xin Construction Co Ltd sebagai kontraktor bangunan.*

PARKSON PARTICIPATES IN INVEST MALAYSIA 2010

Parkson CEO, Mr Alfred Cheng presented a talk on the outlook and strategies for the Parkson Group at the Invest Malaysia 2010 Conference in Shangri-La Hotel on 30 March 2010. The two-day conference themed 'Malaysia Plus: Beyond 28 million ~ Regionalisation and Internationalisation ~ Reforming to Perform ~ Towards vision 2020', is the 6th Annual Institutional Investors' conference organised by Bursa Malaysia which profiles Malaysia as a preferred investment destination.



- ▶ Mr Alfred Cheng speaking on Parkson's outlook and strategies at Invest Malaysia 2010.
- ▶ *Encik Alfred Cheng memberi penerangan tentang strategi dan pandangan Parkson semasa 'Invest Malaysia 2010'.*

Parkson's Chief Accountant, Ms Chong Lee Mei and GM-MIS, Mr Lee Kong Huat, were present at the talk which was attended by more than 100 analysts and fund managers.

POSIM WALK-IN-THE-GREEN TREASURE HUNT

Posim Sports Club successfully organised an exhilarating and fun-filled Treasure Hunt in Bukit Cahaya Seri Alam on 24 April 2010. Aptly named Walk-In-The-Green Treasure Hunt, a total of 117 participants took to the flora and fauna in the botanical park, all geared up to hunt down long lost treasures.

The treasure hunt got underway early after a light breakfast, and zesty 'senamrobik'. Flagged-off by Mr Dawson Chai, the Club President, 15 teams bearing animal names took on the eco-challenges and tried to outpace one another solving clues in the 15-check point eco-adventure.

Teams Pink Flamingo, Scorpion and Tarantula emerged Champion, 1st and 2nd Runner-Up respectively. In a subsidiary contest for the most creative and happening Teams, with members garbed and mimicking the animals of their team, top prizes went to Scorpion, Tarantula and Pink Flamingo.

Executive Director, Mr Ngan Yow Chong, praised participants for their support, fine display of teamwork and esprit de corps; and later presented the prizes to the winners. Also present was Mr Ng Chin Kwan, Posim Marketing, General Manager.

Posim Sports Club became a reality following staff requests expressed through POSIM E-Forum, an Intranet platform created to support the Knowledge Management (KM) programme within the Posim Group.



FAREWELL, REENA

After 16 years of service with The Lion Group Head Office as a Telephone Operator, **Panjarani Reena d/o Karupiah** who's affectionately known as Reena, left on 30 April 2010 due to health reasons. We will miss her cheerful voice and helpful nature. Lion Today wishes Reena good health and all the best.



Hailing from Penang, Reena, the third of four siblings with a sister and two brothers, went to primary school in Convent Butterworth, and continued with her secondary schooling at St George's Girls School. Her family shifted to Taiping for two years before settling down in Kuala Lumpur where her late father, Mr Karupiah s/o Doraisamy had registered her at the Malaysian Association for the Blind (MAB) to learn braille.

Reena's positive attitude fostered by her family's love and concern led her to join The Lion Group 16 years ago. It was in 1994 when Ms Lo Kar Fai and Ms Catherine Yong went to MAB on a recruitment drive. With a smile, Reena recalled the moment when she was called for an interview with six other shortlisted students from MAB. It was a last minute call by En Zainuddin, the MAB trainer, who urged her to go for the interview. Reena's late father accompanied her in a cab making sure she would be there on time. All the efforts paid off when she received the offer letter two weeks later to commence work as a Telephone Operator.

Using the PABX system was not easy at first, but her willpower and dedication saw her through, with her sweet and polite voice greeting callers whenever she answered the phone. No wonder she was ranked 7th out of 34 participants during the Telephone Courtesy Campaign held in 2008, amongst the operators in the Group.

Relating her health conditions, the soft-spoken Reena was born with a few complications; congenital heart disease and Lupus SLE blood disorder. She had her first surgery when she was aged 12. When she was 18 years old, the Lupus SLE affected her eyesight. She couldn't see in one eye when she woke up one morning and the other eye was also affected in just less than 20 days after that. In recent months, the Lupus SLE caused her hands to shake all of a sudden. Concerned about her health, she went for various check-ups including MRI for the brain and Echocardiogram for the heart, and opted for early retirement on medical grounds.

Reena has been participating in many events organized by the Group, including the annual Cross Country at various locations and a Team Building activity at Tanjung Tuan. One

of the most memorable moments was when she met Tun Dr Mahathir Mohammad in Putrajaya during the 42nd Merdeka Day celebrations in 1999.

She deeply thanks the Group especially Group Chairman & CEO, Tan Sri William Cheng for giving disabled people like her the opportunity to serve in the Group. She hopes other companies will open their doors to disabled people too. She thanks her colleagues who have always made time to accompany her to the LRT station to catch the train home especially after her late father who was also a staff of Lion Group for 14 years, passed away in September 2008; and everyone for their support, patience and concern for her.

Asked to share her thoughts, Reena says willpower, positive thinking, determination and not looking back because life is a gift, will always keep her motivated and cheerful. At the farewell gathering for her, she read two poems she had specially written for her friends and colleagues in the Group.

* A NEW BEGINNING *

It's only the beginning now
a pathway yet unknown
at times, the sound of other steps
sometimes we walk alone

The best beginnings of our lives
may sometimes end in sorrow
but even in our darkest days
the sun will shine tomorrow

So we must do our very best
whatever life may bring
and look beyond the winter chill
to smell the breath of spring

Into each life will always come
a time to start anew
a new beginning for each heart
as fresh as morning dew

Although the cares of life are great
and heads are bowed so low
the storms of life will leave behind
the wonder of the rainbow

The years will never take away
our chance to start anew
it's only the beginning now
so dreams can still come true.

* LOVE TO MY FRIENDS *

As I gaze outside my window
I see beautiful colours of the rainbow
red, blue, green and yellow
across the wide green meadow
where pretty flowers and wild plants grow

Birds in the sky, butterfly and sparrow
flying so freely as the wind blows
wide rivers and narrow stream flow
to water the land, sheep and
cattle and the buffaloes

There is one thing I'm sure to know
that I am leaving my friends whom I love so
Thank you for the support,
love and concern you show
giving me courage and help me grow.

May God Bless All Of You
With Hugs And Kisses

** REENA JOSEFA **



Implementation of eDividend

Contributed by Mr Daniel Chew Wai Huan, Share Registration Department

In his Budget 2010 speech last year, the Prime Minister and Financial Minister, Dato' Sri Mohd Najib Bin Tun Haji Abdul Razak called upon PLCs to offer eDividend to shareholders. On 26 October 2009, the Securities Commission issued a statement that eDividend would be offered by the third quarter of 2010. The paperless dividend payment system will result in increased convenience and faster access to dividends within a secure environment for shareholders. It eliminates the need for them to visit the bank to deposit dividend cheques which are posted to them, as well as the problem of misplaced, lost or expired cheques.

Shareholders can provide their bank account details to their stockbrokers for the purpose of eDividend via the submission of an 'eDividend Form' from 19 April 2010 onwards. The form can be obtained from their stockbrokers or downloaded from Bursa Malaysia's eDividend webpage (www.bursamalaysia.com/website/bm/trading/download/Bursa_Msia_FMN050_eDividend.pdf). Shareholders will be given a one-year period to provide their bank account details for eDividend beginning 19 April 2010. Those who do so after 18 April 2011 will be charged an administrative fee.

The following is a brief description about eDividend:

Process Flows

What is eDividend?

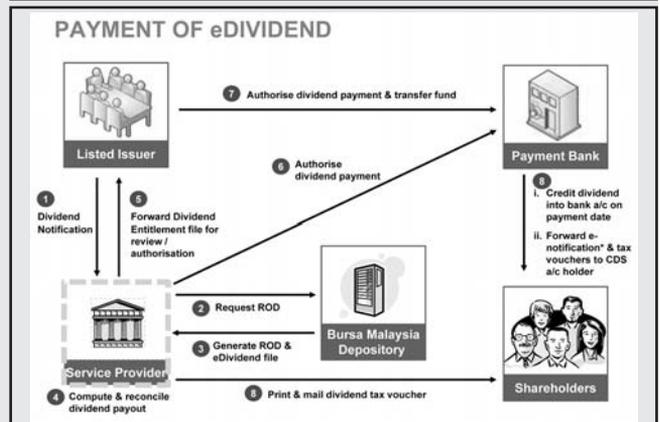
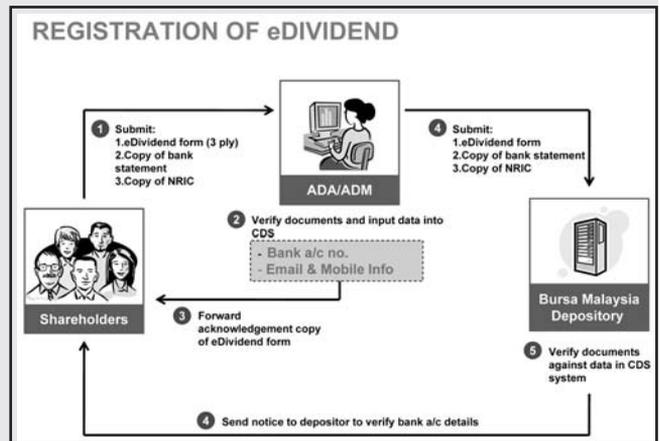
eDividend is a service which allows an issuer to electronically pay your cash dividend entitlements directly into your bank account instead of making payment via bank cheques.

One of the main objectives of implementing eDividend is to promote greater efficiency of the payment system which is aligned to the national agenda of migrating to electronic payment.

Registration

How do I register for eDividend?

- i. To register, complete the relevant prescribed form which can be obtained from any stockbroker's office or downloaded from Bursa Malaysia's website and submit the form and relevant supporting documents to the stockbroker's office where your CDS account is maintained.
- ii. If you are unable to be present at your stockbroker's office to submit the form and supporting documents, please ensure that your documents have been witnessed by an acceptable witness specified by Bursa Depository. An acceptable witness includes an Authorised Officer of a stockbroker, a Dealer's representative, a notary public, or an authorised officer of Malaysian Embassy/High Commission.
- iii. If your CDS account is held in the name of a nominee, the nominee will register for the eDividend.



What supporting documents are required?

Individual depositor	Corporate depositor
<ul style="list-style-type: none"> Original documents for verification Copy of Identification documents i.e. NRIC, Passport, Authority Card or other acceptable identification documents Copy of your bank statement / bank saving book / details of your bank account obtained from your bank's website that has been certified by your bank / copy of letter from your bank confirming your bank account details (disclose part containing your bank account particulars only) 	<ul style="list-style-type: none"> Certified true copy of Certificate of Incorporation / Certificate of Registration Certified true copy of your bank statement / bank saving book / details of your bank account obtained from your bank's website / any letter from bank confirming your bank account details (disclose part containing your bank account particulars only)

Frequently Asked Questions (FAQ) on eDividend can be downloaded or viewed at the following: http://www.bursamalaysia.com/website/bm/trading/downloads/faq_edividend.pdf



INFO LINK

QUALITY OF WORKPLACE TRAINING AND ASSESSMENT

Irashaimase!! That's the cheerful welcome greeting you will hear when you step into any Sushi King restaurant. Sushi King restaurants are the largest sushi chain of restaurants in Malaysia with over 60 restaurants. The key to their success is their unique 'Kaiten Sushi' or 'Revolving Sushi' coupled with the quick service restaurant concept.

We (CEDR Corporate Consulting) first got to know the people behind the Sushi King restaurants when their Senior Manager of Operations and a couple of their Training Executives attended our CBTE Assessor Certification and CBTE Instructor Certification in 2004. They registered for the sessions because they knew of our expertise in competency based approach to training and assessment.

NO EXPERIENCE IN TRAINING & ASSESSING

Sushi King restaurants have a training and assessment system to ensure the quality and consistency of their service as well as food at every outlet. This training and assessment system is all the more critical when we consider that the staff turnover for the quick service/ fast food restaurants sector is usually high.

In this sector, the service crew and kitchen crew at the outlets are usually in their early to mid twenties. A number of new recruits do not have experience in the Food & Beverage industry and they need immediate and systematic training to enable them to contribute to the restaurant operations. Subsequently, they will be assessed to confirm their competency.

While the training and assessment system was being monitored and supported by their Training Department, they had a situation:



Most of the restaurant managers & assistant managers, kitchen leaders and service crew leaders have never been trained to train and assess others.

Some may have had the experience as they had previously worked in other fast food chains. Otherwise, they would do the best they can. This was not good for Sushi King in terms of maintaining the quality of their service and food. They could not afford to leave the quality of their training and assessment to chance.

TRAINING THE ASSESSORS & TRAINERS

Sushi King restaurants identified their first priority as the training of the assessors. We proposed 2 days of training on theory and 1 day of practical at the outlet for the **Conducting Competency Based Assessment** programme. We checked with them on operations at the outlets and looked into their Standard Operating Procedures and assessment tools.

QUALITY OF WORKPLACE TRAINING AND ASSESSMENT

After several sessions of training the assessors, it was timely to look into improving the training that was being carried out at the Sushi King outlets by restaurant managers, assistant managers and service leaders. We came up with **Conducting Competency Based Workplace Training** for them, which was a 2-day programme designed to train them to conduct training at the Sushi King outlets. Again we recommended the last day of the training to be a practical session held at the outlets. During the practical session, each participant had to conduct a short session of training based on Sushi King restaurant Standard Operating Procedures and received feedback on how well he/she conducted the training.

FIVE YEARS ON.....

It's been 5 years since we started working with Sushi King restaurants to enhance the quality of their assessment and training at the outlets. Their business has grown from 20-odd outlets to now over 60 outlets. Every year we continue to train new assessors and workplace trainers for Sushi King restaurants. During our latest session in February 2010, we noticed that the restaurant managers and assistant restaurant managers who attended were familiar with the process of carrying out the assessment compared to the earlier batches of participants. The assessment tools had also been amended and updated.

In training the assessors, we focused on training them to:

- Brief the employee before the assessment
- Collect evidence by observing the employee's work and asking oral questions
- Make the assessment decision
- Review the assessment tools prepared by the Training Department and provide recommendations for revision

During the practical session on conducting assessment, we also discussed how the validity and reliability of their assessment could be maintained.



Over the years, the Senior Manager of Operations who had first attended our CBTE Instructor and Assessor had been promoted to the position of General Manager. One of the District Managers that we have trained to be an assessor is now heading the Operations. A couple of restaurant managers that we have trained to be assessors have moved to the Head Office; one as a trainer in the Training Department and another as an executive under the Operations Department.

From the beginning, Sushi King restaurants had a **training and assessment system** which identified who needs to conduct training and assessment, when to train and assess, the purpose of assessment and the records that needed to be kept. This was applicable to every outlet.

However, having a system alone was not enough. The people playing a part in the system needed to play their roles:

- Workplace trainers and assessors to train and assess
- Training Department to maintain the quality of assessment tools
- District managers to support their subordinates' time and effort spent in training and assessing
- Management to strongly support the implementation of the system

Our part in this has been to train everyone in supporting the Sushi King restaurants' training and assessment system. In selecting the participants to be trained, Sushi King restaurants have ensured that ALL the relevant parties have the knowledge of competency based assessment and have had the experience of conducting an assessment so as to be able to play their role even more effectively.



Although Sushi King restaurants are not required to contribute to the Human Resource Development Fund, they have been willing to allocate the time and the funds to consistently train their people to be effective workplace assessors and trainers (and in other areas as well).

Perhaps they have considered that the alternative – which is to leave the quality of their workplace assessment and training to chance, would in the long run turn out to be more costly.

CEDR would to thank Sushi Kin Sdn Bhd for granting us the permission to write about our collaboration with them in this issue of Infolink. Care for some sushi? Check out their menu and promotions at www.sushi-king.com.

MAINTAINING QUALITY AT ITS BEST

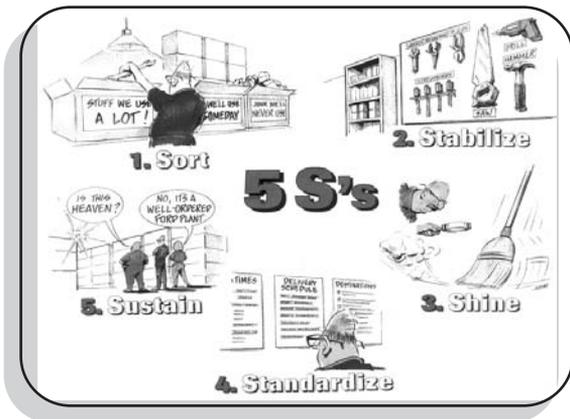
THE OVERVIEW – Explaining 5S

The term 5S is often used in companies, ranging from manufacturing to sales to other related organisations. 5S is a philosophy and a way of organizing and managing the workspace and work-flow with the intent to improve efficiency by eliminating waste, improving flow and reducing process unevenness.

A cornerstone of 5S is that untidy, cluttered work areas are not productive. Advocates of 5S believe the benefits of this methodology come from deciding what should be kept, where it should be kept, and how it should be stored.

THE 5 “PILLARS” OF HOUSEKEEPING

- ⇒ Seiri (Sort)
- ⇒ Seiton (Set)
- ⇒ Seiso (Shine)
- ⇒ Seiketsu (Standardisation)
- ⇒ Shitsuke (Sustain)



BRIGHTSTEEL SERVICE CENTER’S YESTER YEARS

Brightsteel Service Center (BSSC) has always taken pride in maintaining cleanliness and safe operations in its daily tasks, in line with its productivity improvement plans. For more than 10 years, the practice of 5S Housekeeping has been carried out. What’s unorthodox is that no formal training on 5S has been conducted, yet somehow being practiced. The constant efforts taken to sustain a clean and safe environment proved to be a bumpy road, due to the absence of training. So it was time to *KICK IT UP A NOTCH* and let the saga unfold.

THE TOOLS & KNOWLEDGE IMPARTED

Especially over the last year, BSSC has been focusing on implementing and improving 5S Housekeeping to a higher level. The first step taken was to send all employees for a formal 5S Housekeeping training session. Hence, we (CEDR Corporate Consulting) were roped in to assist in conducting a few training sessions to impart to all levels of employees, the tools and knowledge in implementing 5S Housekeeping within their sections and throughout the company.

The methodology and approach we used to assist BSSC in becoming a more “5S” competent company was by introducing the following measures:

- ▲ Discussion on customizing 5S Housekeeping training
- ▲ Setting duration and timeline for implementation
- ▲ Conducting audit on areas identified
- ▲ Training all staff in 5S Housekeeping
- ▲ Mock audit session

Equipped with this new knowledge, BSSC employees have undertaken responsibilities to carry out their roles in implementing the 5S culture company-wide, to visualize productivity improvement and put it to practice.

THE PRESENT DAY



The improvement and implementation were carried out as soon as the training was over. Here are some of the 5S housekeeping areas and work that have been completed:

- ▲ Painting of work areas (Finished Goods/Raw Material)
- ▲ Disposing of unwanted material
- ▲ Clearing all spider webs
- ▲ Upgraded 5S corner
- ▲ Formed Steering Committee

The good practice of 5S has led to its goal of productivity improvement. Fewer mistakes are being made, lower downtime is seen and safety in the plant has soared higher than before. These are only some of the improvements seen thus far. Who knows what greater productivity improvements will be seen in the near future? We are proud to say that Brightsteel Service Center has embarked on its first stages of implementing and practicing a solid 5S system. Carrying out and sustaining this project is top priority to lead BSSC to greater heights in terms of maintaining quality at its best.



Train the Trainer Programme for Malaysian Rail Academy, KTMB (18-22 January 2010)

Hooray! We have just won the World Conga Championship!

KEEPING YOU IN VIEW



It's the fight to the finish!! Bruce Lee vs Ultraman... Wonder who's going to win...

ROI Practical Session, Technical Center (9 February 2010)



One, two, three, four... let's do the conga!

Communication at the Workplace, Parkson (25-26 January 2010)



Ha ha ha. I bet he thinks it's real. Wait till he goes home and finds out the truth....

Secrets of Change, 9 March 2010



These paco-paco steps are just too complicated. I think I'll just stand here looking cool.

Meet the Lion Circle & KRA Writing, CEDR (19-20 January 2010)



Pssst, guys! I know it's a little late for April Fool's joke, but let's play a practical joke on the guy in front! I have a great idea...

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: 30/6/2010.

The winning caption for last issue's photograph is as follow:

- "Sayang bangunlah cepat dah nak pergi kerja nie... nanti lambat boss marah siap kau yang."

Submitted by **Elizaberth Kisun** (Antara Steel Mills Sdn Bhd - HBI Operation, Labuan FT)



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.....
.....
.....



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

Company / Dept (please state full address):

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27 May – 11 Jul '10
Dare to Bare
thelookofsummer '10

Anna is casually cool in a United Colors of Benetton halter top romper. Watch from Marc by Marc Jacobs.



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900 EXTRA BONUSLINK POINTS* for cumulative purchases of RM600 and above.
1,500 EXTRA BONUSLINK POINTS* for cumulative purchases of RM1,000 and above.

FREE RM10 PARKSON DISCOUNT VOUCHER**

with every storewide purchase of RM150 on 28 – 30 May, 5, 6, 12 & 13 Jun '10.

Not applicable for Elite Card rebate, with purchase of MST Golf equipment or Parkson Gift Vouchers.

FREE RM10 PARKSON PROMOTIONAL VOUCHER**

with every purchase of RM100 from the Cosmetics & Fragrance Department from 27 May – 26 Jun '10.

Excluding Best Buys and Coffret Sets.



BE ECOFABULOUS

FREE trendy *i'm ecofabulous* bag that's made from recycled water bottles with every storewide purchase of RM500 and above OR at only RM5.90 with storewide purchase of RM200 and above in a single receipt from 11 Jun – 11 Jul '10.

Available at selected stores, while stocks last.

*Excluding purchases made on BonusLink Members' Day and Parkson Gift Vouchers. Maximum 1,500 BonusLink Points per qualified Member.
**Terms and conditions apply.

PARKSON

PARKSON Pavilion • KLCC • 1 Utama • Gurney Plaza

KUALA LUMPUR

- KLCC
- OUG Plaza
- Pavilion
- Sungei Wang Plaza
- The Mall

PUTRAJAYA

- Alamanda Putrajaya Shopping Centre

SELANGOR

- 1 Utama
- Klang Parade
- Plaza Metro Kajang
- Selayang Mall
- Subang Parade
- Sunway Pyramid Shopping Mall
- Wisma Etonic, Rowang

N. SEMBILAN

- Seremban Parade
 - Terminal 1 Shopping Plaza
- MELAKA**
- Mahkota Parade
 - Melaka Mall
- JOHOR**
- Holiday Plaza, Johor Bahru
 - Square One, Batu Pahat
 - Kluang Parade

KEDAH

- Petani Parade, Sungai Petani
- KELANTAN**
- Kota Bharu Trade Centre
- PERAK**
- Ipoh Parade
- PULAU PINANG**
- Gurney Plaza
 - Prangin Mall
 - Sunway Carnival Mall

PAHANG

- Berjaya Megamall, Kuantan
 - East Coast Mall
- SARAWAK**
- Riverside Complex, Kuching
 - The Spring, Kuching
 - Bintang Megamall, Miri
 - Wisma Sanyan, Sibul

SABAH

- 1 Borneo, Kota Kinabalu
 - Wawasan Plaza, Kota Kinabalu
- LABUAN**
- Financial Park Labuan Complex



Parkson Pavilion
Overall Best Retail Outlet 2009/2010



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