

Lion Today

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OPENING OF PARKSON ST MORITZ IN JAKARTA

PARKSON



Briefing For Lion-Parkson Foundation Scholarship Applicants

- ▶ Opening of Parkson Zhongshan in Guangdong
- ▶ Bright Steel Signs Collective Agreement
- ▶ STAR Competency Framework
- ▶ Lion Parkson Run for Charity

OPENING OF FIRST PARKSON STORE IN JAKARTA



▶ (Top photo) Lion dance to mark the opening of the store with (right photo) eager shoppers waiting to explore the new store.
 ▶ (Gambar atas) Tarian singa menyerikan upacara pembukaan stor. (Gambar kanan) Orang ramai tidak sabar untuk melihat sekitar stor.



PARKSON ZHONGSHAN



OPENING OF PARKSON ST MORITZ IN JAKARTA

The Group opened its first store under Parkson brand name in Jakarta, located at Lippo Mall Puri, St Moritz in the heart of West Jakarta's Central Business District on 27 June 2014. A Jaipong dance kicked off the launch, followed by a lion dance and fashion and lifestyle events including a special appearance by Jakarta's celebrity, Andien.

"The launch of the first Parkson store in Lippo Mall Puri, St Moritz in Jakarta to serve the Indonesian upper-class market segment will be the best from the rest as there are exclusive services such as beauty services, personal shoppers, salon and café to give a unique experience for customers," said Parkson Retail Asia CEO, Mr Toh Peng Koon.

Covering 16,374 square meters over three floors, Parkson Lippo Mall Puri offers a dynamic shopping destination with more than 500 Indonesian, regional and international renowned brands. The store also offers F&B services on the first floor and a host of exclusive personalized services including a luxurious suite for personal styling and exclusive beauty services of four rooms of facial therapy cabins, a hair salon and beauty spa.

The Group now operates 13 retail stores under the brand names of Parkson and Centro Department Store, and 1 Kem Chicks supermarket in Indonesia.

PEMBUKAAN PARKSON ST MORITZ DI JAKARTA

Kumpulan membuka stor pertama di bawah jenama Parkson di Jakarta, di Lippo Mall Puri, St Moritz di tengah-tengah Pusat Perniagaan Jakarta Barat pada 27 Jun 2014. Majlis pelancaran diserikan dengan tarian Jaipong, diikuti oleh tarian singa dan pelbagai acara pertunjukan fesyen dan gaya hidup termasuk penampilan khas oleh selebriti Jakarta, Andien.

"Pelancaran Parkson pertama di Lippo Mall Puri, St Moritz di Jakarta bagi memenuhi segmen pasaran kelas atasan di Indonesia adalah yang terbaik dari yang lain kerana menawarkan pelbagai perkhidmatan eksklusif seperti perkhidmatan kecantikan, pembeli peribadi, salun dan kafe untuk memberi satu pengalaman yang unik kepada para pelanggan," kata Ketua Pegawai Eksekutif Parkson Retail Asia, Encik Toh Peng Koon.

Dengan tiga tingkat ruang niaga seluas 16,374 meter persegi, Parkson Lippo Mall Puri menjanjikan destinasi membeli-belah yang dinamik dengan lebih daripada 500 jenama terkenal Indonesia, serantau dan antarabangsa. Stor ini juga menawarkan perkhidmatan F & B di tingkat pertama dan pelbagai perkhidmatan peribadi eksklusif termasuk suite mewah untuk pengayaan peribadi dan perkhidmatan kecantikan eksklusif merangkumi empat buah bilik untuk terapi muka, salun rambut dan spa kecantikan.

Kini terdapat 13 buah stor di bawah jenama Parkson dan Centro, dan 1 buah pasar raya, Kem Chicks di Indonesia.

雅加达St Moritz百盛百货商店开幕

2014年6月27日，集团以“百盛”的品牌在雅加达开设第一间百盛百货商店。此商店位于西雅加达中央商业区内的Lippo Mall Puri, St Moritz。开幕礼以Jaipong舞蹈拉开序幕，紧接着是舞狮和时装与时尚表演，这当中还有雅加达明星Andien的特别演出。

百盛零售亚洲首席执行官杜炳钧说：“在雅加达的Lippo Mall Puri, St Moritz推出的第一间百盛百货商店，为印尼上层阶级的市场领域，提供有别于其他百货商店的最佳服务，因为它提供独特服务，如美容服务、购物服务员、美发院和咖啡馆，势必为消费者带来一番独特的购物体验。”

百盛Lippo Mall Puri拥有三层楼及16,374平方米的零售面积，为消费者提供超过500个印尼、区域以及国际知名品牌。此外，商店的一楼，提供餐饮服务 and 一系列的专属个性化服务，其中包括私人豪华造型室、四间独家美容厢房、发型屋以及美容水疗中心。

现时，集团在印尼分别在百盛和Centro百货商店的品牌字下，经营13间零售商店，以及一间在Kem Chicks品牌名字下的超级市场。

OPENING OF PARKSON ZHONGSHAN

Parkson Zhongshan, the second Parkson store in Guangdong Province in China was opened on 14 May 2014. This brings the number of Parkson stores in China to 57.

Located at Xing Zhong Plaza in Zhongshan city, the store with a retail area of 22,036 square meters over 4

levels offers the latest trends in the fashion industry.

Positioning itself as a "Lifestyle Mall", Parkson Zhongshan is the preferred place for fashionistas in Zhongshan, and is an ideal location for shopping, leisure, entertainment and gathering with family and friends as it offers everything under one roof.

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EDITOR'S MESSAGE

Our retail arm, Parkson continued to extend its network and market presence. It opened its second store under the Parkson brand name in Indonesia, Parkson Lippo Mall Puri in St Moritz in the heart of West Jakarta's Central Business District on 27 June 2014 whilst in China, Parkson Zhongshan was opened on 14 May 2014 in Guangdong Province. With these latest stores opening, Parkson now has a chain of 139 department stores in Malaysia, China, Vietnam, Indonesia, Sri Lanka and Myanmar in line with its strategy to build the largest chain of department store in China and Asia Pacific.

Our computer manufacturing facility, Likom de Mexico celebrated its 15th Anniversary by hosting a dinner for its employees and their family members recently. The only Malaysia-based company in Ciudad Juarez, Chihuahua, Mexico, it was established in 1999 and takes pride in bringing together the best of Malaysian and Mexican culture and work ethics in delivering quality products and services to its many customers in Mexico and the US.

Closer to home, our Lion-Parkson Foundation is organizing a Charity Run to raise funds for the Home for Handicapped & Mentally Disabled Children Selangor located in Banting, Selangor. The 10-km Lion Parkson Run will be held on 14 September 2014 at Padang Merbok, Kuala Lumpur. Do check with your HR Department for details on the Run, which is opened to the public, aged 16 years and above, with many of our employees having signed up for a good cause.

As usual, we aim to keep you up to date on the activities that have taken place in our operating companies and Head Office in the following pages. Happy reading.

UTUSAN PENGARANG

Bahagian runcit kita, Parkson terus meluaskan rangkaian dan melebarkan kedudukannya dalam pasaran. Ia membuka stor kedua di bawah jenama Parkson di Indonesia, Parkson Lippo Mall Puri di St Moritz di tengah-tengah Daerah Pusat Perniagaan Jakarta Barat pada 27 Jun 2014 sementara di China, Parkson Zhongshan telah dibuka pada 14 Mei 2014 di Wilayah Guangdong. Dengan pembukaan dua stor itu, Parkson kini mempunyai rangkaian 139 buah stor di Malaysia, China, Vietnam, Indonesia, Sri Lanka dan Myanmar selaras dengan strategi Parkson untuk membina rangkaian stor serbaneka terbesar di China dan Asia Pasifik.

Kilang pembuatan komputer kita, Likom de Mexico meraikan ulang tahun ke-15 baru-baru ini dengan penganjuran majlis makan malam untuk warga kerja dan ahli keluarga mereka. Satu-satunya syarikat yang berpangkalan di Malaysia yang beroperasi di Ciudad Juarez, Chihuahua, Mexico, Likom de Mexico yang ditubuhkan pada tahun 1999, kini boleh berbangga menjadi sebuah syarikat yang menyatukan etika dan budaya kerja terbaik dari Malaysia dan Mexico dalam menghasilkan produk dan perkhidmatan yang berkualiti untuk para pelanggannya di Mexico dan Amerika Syarikat.

Di dalam negara pula, Yayasan Lion-Parkson akan menganjurkan Larian Amal bagi mengumpul dana untuk Rumah Untuk Kanak-kanak Kurang Upaya & Terencat Akal Selangor yang terletak di Banting, Selangor. Larian Lion Parkson sejauh 10-km ini akan berlangsung pada 14 September 2014 di Padang Merbok, Kuala Lumpur. Sila hubungi Jabatan Sumber Manusia anda untuk maklumat lebih lanjut mengenai Larian ini, yang turut dibuka kepada orang ramai berumur 16 tahun ke atas. Ramai warga kerja telah mendaftar untuk menyertai aktiviti amal ini.

Seperti biasa, di mukasurat berikutnya, kami menghadirkan berita dan aktiviti terkini yang berlangsung di syarikat operasi dan Ibupejabat kepada anda. Selamat membaca.

STEEL DIVISION'S SPORTS CLUB ACTIVITIES

BADMINTON TOURNAMENT

The Inter-Department Badminton Tournament was held at U-Sport Centre on 15 June 2014 with the participation of 29 teams. The winners were:



CHAMPION

STEEL MAKING PLANT



1ST RUNNER UP

MATERIAL CONTROL



2ND RUNNER UP

HUMAN RESOURCE

SEPAK TAKRAW COMPETITION

The Inter-Division Sepak Takraw Competition held at Panasonic Stadium, Shah Alam on 4 May 2014 attracted the participation of 11 teams with the emerging as winners:



CHAMPION

AMSTEEL KLANG



1ST RUNNER UP

MEGASTEEL A



2ND RUNNER UP

AMSTEEL BANTING

BOWLING

The Inter-Division Bowling Competition held at Megalanes, Sunway Pyramid on 18 May 2014 saw a total of 10 men's teams and 11 women's teams taking part with the winners as follows:

WOMEN'S CATEGORY



CHAMPION



1ST RUNNER UP



2ND RUNNER UP

- ▶ Amsteel Banting 1
- ▶ Compact Energy / DRI / Secomex A
- ▶ Amsteel Klang A

MEN'S CATEGORY



CHAMPION



1ST RUNNER UP



2ND RUNNER UP

- ▶ Megasteel
- ▶ Amsteel Klang 2
- ▶ Lion Steelworks A

"FOOTBALL FEVER" TREASURE HUNT 2014

A total of 30 cars comprising 118 participants took part in the Steel Division "Football Fever" Treasure Hunt 2014 to Cameron Highlands. The teams were required to hunt for answers from the signboards and questions related to football as well as to find treasures to bring with them to an orphanage, Pertubuhan Badan Kebajikan Darussalam.

The hunt ended at the orphanage and each team was required to put up a performance based on football activities to entertain the children. The participants then proceeded to Cameron Highlands for dinner and the prize giving ceremony.



- ▶ Champion - Team "JUST MARRIED" from Amsteel Klang.
- ▶ Juara - Pasukan "JUST MARRIED" dari Amsteel Klang.

AMSTEEL KLANG'S DIARY

PARTICIPATION IN CONSTRUCTION MATERIALS EXHIBITION

Amsteel Mills and Antara Steel Mills participated in the Construction Materials @ Malaysia WorldSkills Competition & Exhibition jointly organized by Ministry of Works, Construction Industry Development Board (CIDB) Malaysia and Akademi Binaan Malaysia (ABM) from 11 to 14 June 2014.

Apart from promoting their products at the exhibition, the team also took the opportunity to network with other industry players and relevant organisations and agencies.



Minister of Works, Datuk Haji Fadillah Haji Yusof; Ministry of Works Secretary General, Datuk Himmat Singh; Senior Director of Department of Skills Development, Ministry of Human Resources, Datuk Pang Chau Leong; CEO of CIDB, Dato' Sri Prof Ir Dr Judin Abd Karim and COO of Akademi Binaan Malaysia, Encik Dolkipli Bin Saian were among the VIPs who visited Amsteel's and Antara's booth.

► From left/*Dari kiri*: Datuk Pang Chau Leong, Encik Dolkipli Saian (CIDB), Encik Nizam Esa (Amsteel), Mr Tioe Seng Ming (Amsteel), Datuk Haji Fadillah Haji Yusof, Mr Edwin Ng (Amsteel), Dato' Sri Prof Ir Dr Judin Abd Karim, Datuk Himmat Singh, Mr Nicholas Ng and Ms Serena Low (both Amsteel).

TRAINING ON BEARINGS



On 22 May 2014, Timken Pte. Ltd & International Bearings Group organised a training session on mounting, maintenance and lubrication for bearings used in the rolling mills, for the Production & Procurement Department employees.

ESSENTIALS OF PROJECT MANAGEMENT FOR EMERGING TALENTS



A group of 25 of Amsteel Klang's emerging talents attended a training on Essentials of Project Management by PMP certified trainer, Mr Nithin Gokhle from India on 24 and 25 June 2014. The course contents covered Project Scope and Planning, Costing, and Stakeholders and Communications Management.

BOWLING MATCH

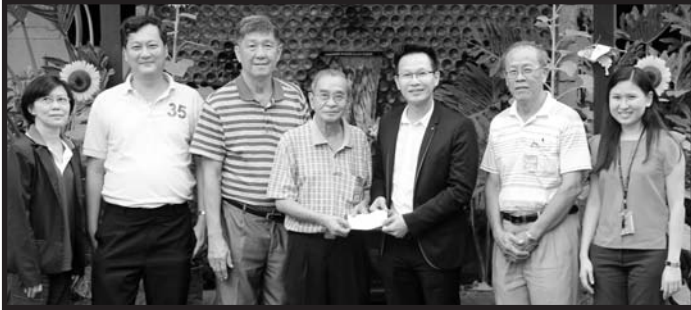
Amsteel Mills - Klang Operation had a friendly bowling match with SIRIM QAS International on 24 June 2014 at Megalanes, Sunway Pyramid.

Senior General Manager, Mr Benny Chen led the Amsteel team while SIRIM's team was led by Senior General Manager, Tuan Haji Basori.



AMSTEEL KLANG'S DIARY

CONTRIBUTION TO RESIDENTS' ASSOCIATIONS



► Senior General Manager, Mr Benny Chen Kwong Fatt (3rd from right) presenting Lion-Parkson Foundation's contribution of RM3,000.00 to Chairman of Persatuan Penduduk - Penduduk Taman Kelang, Mr Yeo Tiong Guan (4th from right) for the association's members' children who excelled in the 2013 examinations.

► *Pengurus Besar Kanan, Encik Benny Chen Kwong Fatt (3 dari kanan) menyampaikan sumbangan Lion-Parkson Foundation RM3,000.00 kepada Pengerusi Persatuan Penduduk - Penduduk Taman Kelang, Encik Yeo Tiong Guan (4 dari kanan) untuk anak-anak ahli persatuan yang cemerlang dalam peperiksaan tahun 2013.*



► Senior General Manager, Mr Benny Chen Kwong Fatt (3rd from right) presenting Amsteel Mills' contribution of RM1,000.00 to Mr Anson Ang Hock Jin (2nd from right) from Persatuan Penduduk - Penduduk Taman Berkeley for the association's educational aid fund.

► *Pengurus Besar Kanan, Encik Benny Chen Kwong Fatt (3 dari kanan) menyampaikan sumbangan RM1,000.00 daripada Amsteel Mills kepada Encik Anson Ang Hock Jin (2 dari kanan) dari Persatuan Penduduk - Penduduk Taman Berkeley untuk dana bantuan pendidikan persatuan.*

HAPPENINGS @ AMSTEEL BANTING

"SAFE COMMUTING TO WORK" & SOCSO HEALTH SCREENING PROGRAMME

In its efforts to promote greater awareness on prevention of road accidents and a healthy lifestyle, Amsteel Banting launched the Safe Commuting To Work Campaign & SOCSO Health Screening Programme 2014 jointly organized with Social Security Organization (SOCSO) and Road Safety Department of Malaysia (RTD) on 25 June 2014.

The event was officiated by Vice President - Banting Operations, Mr David Wayne Durnovich. Among those present were General Manager - Works, Mr Pong Chung Kuan; Assistant General Manager, Mr Lim Aik Peng; representatives from SOCSO and RTD, Puan Ruhana and Encik Mohd Nazly Shah respectively.

Encik Mohd Nazly advised on how to avoid accidents while commuting to work. Other activities included simulation on safe riding and defensive driving by representatives from each department. Selected motorcyclists also received new helmets sponsored by SOCSO.

Employees took the opportunity to undergo the Health Screening Programme which was provided free for employees aged 40 and above. The campaign was also extended to Lion Tooling's employees.



► Mr David Wayne Durnovich (5th from right, front row), Mr Pong Chung Kuan (2nd from right, front row), at the launch of the event.

► *Encik David Wayne Durnovich (5 dari kanan, baris depan), Encik Pong Kuan Chung (2 dari kanan, baris depan) di majlis perasmian.*



► Mr David Wayne Durnovich presenting a helmet to one of the motorcyclists.

► *Encik David Wayne Durnovich memakaikan helmet kepada seorang penunggang motosikal.*



HAPPENINGS @ AMSTEEL BANTING

UNITED CLUB PRIZE GIVING CEREMONY 2014



On 27 June 2014, Amsteel Banting's United Club had a prize giving ceremony for the games organised by the Club earlier.

Vice President - Operations (Banting), Mr David Wayne Durnovich; General Manager - Works, Mr Pong Chung Kuan; Assistant General Manager, Mr Lim Aik Peng and Lion Tooling Senior Manager, Mr Tan Kim Tiam were present at the event.

The Club's new committee members received their appointment letter from Mr Lim Aik Peng. The event ended with a lucky draw.

- ▶ United Club new committee members with Mr David Wayne Durnovich (4th from left), Mr Lim Aik Peng (3rd from left), Mr Pong Chung Kuan (2nd from right) and Mr Tan Kim Tiam (extreme right).
- ▶ Ahli jawatankuasa baru United Club dengan Encik David Wayne Durnovich (4 dari kiri), Encik Lim Aik Peng (3 dari kiri), Encik Pong Kuan Chung (2 dari kanan) dan Encik Tan Kim Tiam (paling kanan).



WINNERS OF BOWLING COMPETITION



WINNERS OF SEPAK TAKRAW COMPETITION



WINNERS OF PING PONG COMPETITION



WINNERS OF SEPAK TAKRAW COMPETITION

ACTIVITIES @ ANTARA STEEL MILLS

INDOOR GAMES 2014

The annual Indoor Games Competition organised by Antara Steel Mills Sports and Recreation Club on 24 May 2014 received overwhelming response from its members. The winners received their prizes from General Manager, Encik Rahmat Ibrahim:



Carrom Champion -
Rosli Abd Rahman



Dam Aji Champion -
Yahaya Mat Husin



Dam Ular Champion -
Ibrahim Ali



Dart Champion -
Engku Mohd Farhan Engku
Kamal Rozamn

HAPPENINGS @ BRIGHT STEEL

SIGNING OF COLLECTIVE AGREEMENT

Bright Steel Group and Metal Industry Employees Union (MIEU) signed a Collective Agreement (CA) on 24 April 2014. Bright Steel was represented by its Director, Mr Lai Chin Yang; General Manager, Mr Leslie Soo; Group HR Director, Mr Suresh Menon; General Manager - HR, Miss Kwa Seok Leng; Senior Manager - IR/HR, Mr Vasu

Palanisamy; and AGM - Finance & Admin, Miss Hong Ai Peng while MIEU was represented by its President, Encik Samsudin Usop; Chairman, Encik Abdullah Abu Bakar; Vice Chairman, Encik Ahmad Che Rus and Secretary, Encik Redzuan Halim.



▶ Left to right: Ms Hong Ai Peng, Mr Vasu, Ms Kwa Seok Leng, Mr Suresh Menon, Mr Leslie Soo, Mr Lai Chin Yang, Encik Samsudin Usop, Encik Abdullah Abu Bakar, Encik Ahmad Che Rus and Encik Redzuan Halim with union members.
 ▶ Kiri ke kanan: Ms Hong Ai Peng, Encik Vasu, Cik Kwa Seok Leng, Encik Suresh Menon, Encik Leslie Soo, Encik Lai Chin Yang, Encik Samsudin Usop, Encik Abdullah Abu Bakar, Encik Ahmad Che Rus dan Encik Redzuan Halim dengan ahli kesatuan.



▶ Mr Lai Chin Yang (left) exchanging the CA with Encik Samsudin Usop (right).
 ▶ Encik Lai Chin Yang (kiri) bertukar dokumen dengan Encik Samsudin Usop (kanan).

BOWLING COMPETITION

Forty people participated in the Bright Steel Group and Singa Logistics Bowling Competition on 11 May 2014. Mohd Azhar emerged champion in the male category while Misman and Mohd Mazlan came in second and third respectively. In the female category, Norailfazliana won the first placing while Siti Izzarin and Norjumaaton took the second and third placing respectively.



▶ Winners in the Male Category.
 ▶ Pemenang Kategori Lelaki.



▶ Winners in the Female Category.
 ▶ Pemenang Kategori Wanita.

TRIP TO HOT SPRINGS



Forty members of the Bright Steel Group and Singa Logistics Sports and Recreation Club and their families had a fun-filled day at the natural hot springs pool in Sungkai, Perak on 25 May 2014.

The trip was organised to foster better relations amongst the members and their families. It is believed that the natural springs have healing properties that will help to heal and detoxify the body and many took the opportunity to swim and soak themselves in the pool to relieve their stiff muscles and joints, aching body and skin related problems.

MEGASTEEL'S DIARY

CASTER DEPARTMENT ANNUAL DINNER



Megasteel's Caster Department organized an annual dinner in appreciation of the employees for their dedication and commitment throughout year 2013. General Manager, Mr Lim Aik Peng expressed his satisfaction with the department's performance and urged for better performance this year.

For the second consecutive year, Caster Group B received the Best Group Achievement award for their achievement in maintaining no breakdown record for the department.

Also present at the dinner were General Manager - Works, Mr Pong Chong Kuan; Caster Head of Department, Mr Zhao Min; HR Manager, Ms Lilian Tan and senior management staff.

VISITS TO MEGASTEEL: H.E. INDONESIA AMBASSADOR



► H.E. Herman Prayitno and Tan Sri Albert Cheng (5th and 4th from right respectively) with the entourage from Indonesian Embassy and Megasteel staff.
 ► *TYT Herman Prayitno dan Tan Sri Albert Cheng (masing-masing 5 dan 4 dari kanan) bersama rombongan dari Indonesia dan warga kerja Megasteel.*

H.E. Herman Prayitno, the Ambassador of Indonesia to Malaysia and his entourage comprising M. Hendra S. Pramana, Minister Counsellor of Economic; Mrs Fajarini Puntodewi, Trade Attache; Mr Achmad Irfan, Minister Counsellor of Information and Mr Ali Murtado, Third Secretary of Economic, visited Megasteel on 4 July 2014. They were received by Group Executive Director, Tan Sri Albert Cheng; Megasteel COO, Mr Paul Chan and other management staff, and were briefed on the Group's steel facilities before visiting the plant.

JABATAN KASTAM DIRAJA MALAYSIA

On 3 June 2014, officers from Jabatan Kastam Diraja Malaysia visited Megasteel to better understand the scrap disposal process; from the collection area at CRMC, and charging to furnace production.



LIKOM DE MEXICO CELEBRATES 15TH ANNIVERSARY

By Azmi Sulaiman, Vice President, Likom de Mexico



► Metal stamping presses (left photo) and plastic assembly line (right photo) at Likom de Mexico.
 ► *Mesin pengecapan besi (gambar kiri) dan bahagian pemasangan plastik (gambar kanan) di Likom de Mexico.*

On 26 April 2014, Likom de Mexico celebrated its 15th anniversary at Bandoleros Hall in Ciudad Juarez, Chihuahua, Mexico. All our employees and their companions thoroughly enjoyed the dinner and many went home with lucky draw prizes.

The company was established in 1999 as a computer enclosure manufacturer, and has since grown and been transformed, and now produces components and assemblies for customers in the security alarm, set-top box and electrical appliance industries in USA.

It is the only Malaysia-based company in Ciudad Juarez, Chihuahua, Mexico. Located at Salvarcar Industrial Park, the plant is a 15-minute drive across the border from El Paso, Texas, USA. It is a fully integrated metal stamping and plastic injection molding facility that conforms to international standards. With additional powder coating and liquid painting process capabilities, Likom strives to stay ahead of the market and focus on business sustainability, working hand in hand with its parent company, Likom Caseworks in Melaka, which provides the critical support in design, sourcing, engineering and tooling management.

Likom is strategically located at the US-Mexico border, and serves customers in locations from Northford (Connecticut), Los Angeles (California) and Dallas (Texas) in USA, to Navajoa, Reynosa, Monterrey and Tijuana in Mexico. Its largest customer base is in Ciudad Juarez.

Likom's competitive advantage is derived from its one-stop shop concept, which offers customers complete solutions including product design, prototyping, tool making, manufacturing to logistical support. Its workforce of 450 highly trained and experienced Mexican employees ensures quick turnaround and short production lead times for customers. With our flexibility, we are able to ramp up our workforce to meet any increase in demand easily. All these features have contributed to Likom's profitability; enabling it to stay ahead of the local competition and offering its customers the strengths and attributes of a responsive and reliable business partner.

With the decreasing labor wage difference between China and Mexico, Likom is optimistic that US businesses will consider increasing their near-shore manufacturing across the border in Mexico; with additional advantages of shorter time-to-market and shorter pipeline inventory than if they are to continue outsourcing from Asia.

Likom is appreciative of the support from the Mexican Government that encourages investments and provides a conducive business environment. The 'maquiladora' facility is a very good concept that helps to facilitate Likom's operations. We also wish to thank the local community for all the support given to Likom over the years, and look forward to the continuing good relations with all our stakeholders.



► Encik Azmi Sulaiman (centre, in white pants) with Likom Caseworks USA President, Mr Chow Kim Meng on his left, and their team of dedicated and experienced staff.
 ► *Encik Azmi Sulaiman (tengah, berseluar putih) dengan Presiden Likom Caseworks USA, Encik Chow Kim Meng di sebelah kiri beliau, dan pasukan warga kerja yang berdedikasi dan berpengalaman.*

LION PETROLEUM PRODUCTS AT METALTECH 2014

Lion Petroleum Products Sdn Bhd (LPP) participated in the Annual Metaltech Fair at Putra World Trade Centre from 21 to 24 May 2014, and displayed Hi-Rev lubrication lines showcasing industrial and metal working fluid premium range products. LPP staff attended to the many enquiries from visitors and potential distributors; creating opportunities for the company to expand.



► Visitors viewing the display of HI-REV products.
► Pelawat melihat produk HI-REV yang dipamerkan.

► HI-REV staff on duty at the fair.
► Kakitangan HI-REV yang bertugas di pameran.

To further enhance its overall presence, LPP had put up mini-promotional HI-REV booths at the booths of HI-REV customers participating in the fair; a testimony of its customers' endorsement of LPP's state-of-the-art metalworking equipment.

SUPERHERO SURPRISE

13 June 2014 was a memorable day for the children of Pertubuhan Kebajikan Anak Yatim Mary when KL Festival City Mall and Speedy Video surprised them with a visit by iconic superhero, Ultraman Mebius.

The visit was part of the mall's initiative to spread love and joy to the underprivileged. The children excitedly shook hands and took photographs with Ultraman Mebius and enjoyed the goodies brought for them.

Pertubuhan Rumah Kebajikan Mary is located at Jalan Ayer Panas Baharu and has 50 children between the ages of 3 to 17.



AZAM KERJA 2014

On 31 May 2014, Secom participated in the Azam Kerja 2014 career fair organised by JobsMalaysia at Pusat Jobs Malaysia in Kelana Jaya, Selangor.

Ms Rashidah and Encik Muhammad Azzali from the HR and Operation Department respectively conducted interviews for Security Supervisors and Security Guards for the company's Klang Valley customers.



LGMAF CONTRIBUTES TO MEDICAL CAMP

Lion Group Medical Assistance Fund (LGMAF) contributed RM7,615 for the purchase of medicine for the medical camp organized by the Rotary Clubs of Bukit Kiara Sunrise and Shah Alam on 4 May 2014 at Dewan MBSA in Shah Alam.

LGMAF Chairperson, Puan Sri Datin Coleen Herbert presented a mock cheque for RM8,000 to Rotary Club President, Mr James witnessed by officials from Majlis Bandaraya Shah Alam (MBSA).

Residents from the nearby areas turned up for the free medical check-up and received the free medication sponsored by LGMAF.

This is the 7th year LGMAF is supporting the medical camp to help the needy.



► Puan Sri Datin Coleen Herbert (2nd from right) presenting the mock cheque to Mr James (2nd from left) witnessed by MBSA and Rotary Club officials.

► Puan Sri Coleen Herbert (2 dari kanan) menyerahkan replika cek kepada Encik James (2 dari kiri), disaksikan oleh wakil MBSA dan Kelab Rotary.



► Residents undergoing the various free medical check-up.
► Orang ramai menjalani pelbagai pemeriksaan kesihatan percuma.

BRIEFING FOR SCHOLARSHIP APPLICANTS



► Panel discussion with (left to right) Mr CS Tang, Puan Sri Chelsia Cheng and Dr Chua Siew Kiat which kept the students engaged.

► *Perbincangan dengan panel (kiri ke kanan) Encik CS Tang, Puan Sri Chelsia Cheng dan Dr Chua Siew Kiat yang menarik perhatian para pelajar.*



► Afiqah Ariffin sharing her experience at Parkson with the candidates.
► *Afiqah Ariffin berkongsi pengalaman di Parkson dengan calon penerima biasiswa.*

Lion-Parkson Foundation (LPF) organised a briefing session for the shortlisted candidates for its scholarship awards on 19 June 2014. The session kicked off with a presentation of the Group's corporate video to give the students a better insight into its business operations followed by a briefing on the Foundation's activities and the scholars programme by CeDR Manager, Puan Siti Sahliah Ibrahim.

The highlight was a panel discussion with LPF Chairman, Puan Sri Chelsia Cheng; Lion Group Director and LPF Trustee, Mr CS Tang and LPF Trustee, Dr Chua Siew Kiat on the topic '**Young People Today: Their Dreams & Aspirations & Fears**'. The panellists shared their experience and imparted invaluable advice to the students.

2012 LPF scholar, Afiqah Ariffin who is currently a Floor Executive at Parkson NuSentral store shared her internship and work experience at Parkson with the candidates. The session also included some games to assess the students' teamwork and leadership qualities.



DIRECTORS TRAINING ON ISLAMIC FINANCE



- ▶ Directors and staff at the training session conducted by (inset) Mr Daud Vicary Abdullah (left) and Encik Jamaluddin Nor Mohamad (right).
- ▶ Pengarah dan kakitangan di sesi latihan yang dikendalikan oleh (gambar kecil) Encik Daud Vicary Abdullah (kiri) dan Encik Jamaluddin Nor Mohamad (kanan).



Group Compliance Department organised a training session on Islamic Finance, Opportunities & Islamic Shariah Market Compliance and Alternative Markets (Bursa Al Suq) for Directors of our public listed companies on 17 June 2014.

President & Chief Executive Officer of International Centre for Education in Islamic Finance (INCEIF) - The Global University of Islamic Finance, Mr Daud Vicary Abdullah

spoke on Islamic Finance for Public Listed Companies while Head - Islamic and Alternative Markets of Bursa Malaysia Berhad, Encik Jamaluddin Nor Mohamad presented on Shariah Compliance for Listed Companies & Bursa Suq Al-Sila - Islamic and Alternative Markets.

Our Group Executive Chairman, Tan Sri William Cheng presented the Group's contribution of RM4,000 towards INCEIF Bank Negara Malaysia Fabillah Scholarship, to Mr Daud Abdullah.

CHILL-OUT NITE @ HEAD OFFICE



- ▶ Karaoke champs, Nurul and Juraidah belting out 'Sinaran'.
- ▶ Juara karaoke, Nurul dan Juraidah menyanyikan lagu Sinaran.
- ▶ Staff enjoying themselves with playing ping pong, carrom and congkak.
- ▶ Kakitangan bergembira di majlis dengan permainan ping pong, karom dan congkak.

Head Office Social and Recreation Club organised 'Chill-Out Nite' for employees based at Lion Office Tower on 29 June 2014. Club Chairman, Mr Vasu Palanisamy welcomed everyone to the event followed by a speech by Group HR Director cum Club Advisor, Mr Suresh Menon. Everyone enjoyed themselves to the food served and the winning performances of their colleagues in the karaoke competition and carrom and ping pong matches.

	Champion	1 st Runner-up
Karaoke	Wan Nurul Imaniah (Group HR) Juraidah (Treasury)	Wong Phooi Lin (Legal & Secretarial) Alicia Lim (Legal & Secretarial)
Table Tennis	Mohd Khaizal (Group HR) Ariel Yap (Legal & Secretarial)	Loke Shu Sun (Tax) Aline Agnes Pasang (Group HR)
Carrom	Mahandar Kumar (Security) Noor Fazilah (Property)	Mohd Zuki (Share Registration) Chong Wen Qiong (Property)

the GREAT Lion Brain Tease

Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.26 No.2) and send your answers to the address on page 3 before the closing date: 29/8/2014. Multiple entries will be disqualified.

Lion Today - Vol. 26 No. 3 May/June 2014

1. Parkson Nu Sentral is located at
 - a. Nu Sentral Mall
 - b. KL Festival City Mall
 - c. Pavilion
2. Lion-Parkson Foundation presented a mock cheque for RM192,163.65 to students from independent schools in Klang Valley.
 - a. 5
 - b. 6
 - c. 7
3. celebrated Earth Month campaign.
 - a. Parkson
 - b. KL Festival City
 - c. Lion Group HQ
4. Megasteel participated in the to foster closer relationships with government agencies.
 - a. Programming in C#
 - b. Program Kepolisian Masyarakat
 - c. Strategic Realignment Program
5. Which company launched an Energy Conservation and Save The Environment programme?
 - a. Megasteel
 - b. Amsteel Klang
 - c. Amsteel Banting
6. Amsteel was audited by SIRIM under the ISO Environmental Management System.
 - a. 9001
 - b. 31000
 - c. 14001
7. Antara Steel Mills conducted the Strategic Realignment Program (STAR) for management.
 - a. top
 - b. middle
 - c. top and middle
8. Which company organized the Hi-Rev Technical Conference in Petaling Jaya?
 - a. Posim
 - b. Likom
 - c. Bright Steel
9. Steel Division Sports & Recreation Club had its Annual General Meeting recently.
 - a. 26th
 - b. 27th
 - c. 28th
10. Secom celebrated its annual dinner with the theme of Rockstar recently.
 - a. 22nd
 - b. 23rd
 - c. 24th

NAME: (Mr / Ms) _____

TEL. NO.: _____ COMPANY/DEPT (please state full address): _____

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

Saiful Asraff b Saidin, Ng Lee Hua, Ang Yee Ching, Yong Weng Wai, Suzila Ahmad, Jessy Ng Sze Cheng, Chew Jin Lan, Rachel Tan Siew Geok, Collins Tin Ye Shin & Lim Siew Wee

Answers to the previous Lion Brain Tease

- | | | |
|---------------------|------------------|------------------------|
| 1 - 6 | 5 - Secom | 8 - Antara Steel Mills |
| 2 - Secom | 6 - Lion Tooling | 9 - safety |
| 3 - Tangerang | 7 - first | 10 - 27 |
| 4 - 9 th | | |

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: 29/8/2014.



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Name: (Mr / Ms)

Tel No.: Company / Dept (please state full address):

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



LearningLink.....

Your Link To Learning Ideas & Resources

STAR Competency Framework

This is Part 3 of our series on the
LION GROUP STAR COMPETENCY FRAMEWORK

The LION GROUP STAR COMPETENCY FRAMEWORK identifies and describes the core competencies and associated behaviours we must have to deliver effective performance across Lion Group of companies.

The focus of this issue of 'Learning Link' is on 'ACHIEVEMENT' competencies. The main article is on 'Achievement: Results Driven' and the 2nd article is on 'Personal Accountability'.

Achievement Competencies



Results Driven

Performance-oriented; begins with an End in Mind; a conscientious process owner who sets clear objectives upfront, monitors progress and completes promptly in achieving quality results.

Accountability

Takes full ownership with dedication, responsibility and commitment - liable and answerable in ensuring the successful execution and delivery of results.

Upholding Integrity

Conducts oneself with passion, drive and determination – strict adherence to a set of personal morals and values consistent with the Company's Values and Professional Code of Conduct.

Lion Group Core Modules for Achievement Competencies

- MCP17 Managers Achieving Results
- ECP15 Achieving More At Work
- SCP13 Organising Work for Effective Results
- ATCP001 Working Effectively With A Positive Attitude

Note: Please contact your HR Dept for details of modules.

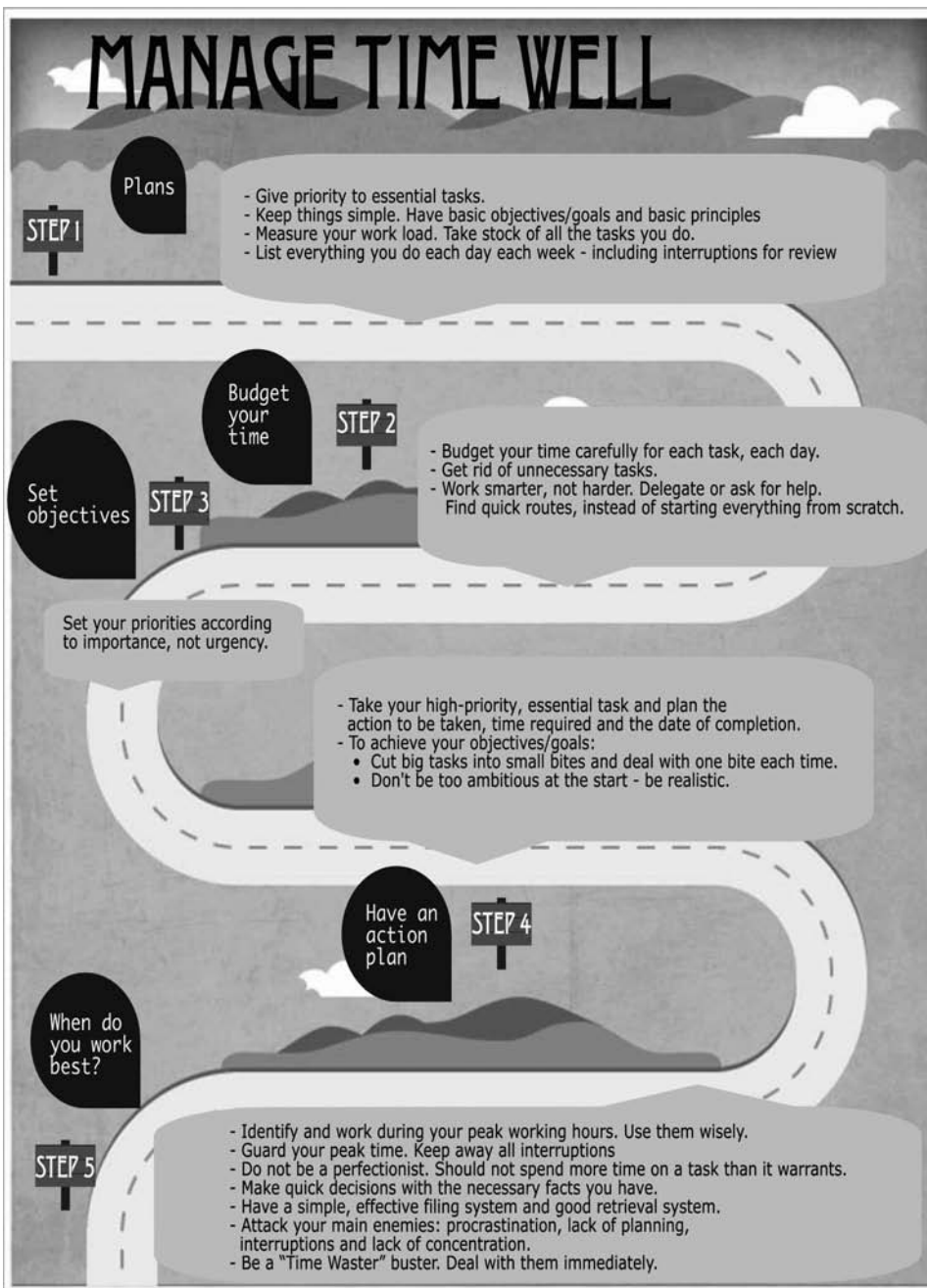
ACHIEVEMENT: RESULTS DRIVEN

Success at the workplace can lead to financial rewards, emotional satisfaction and a boost in confidence and motivation. However, if we're not careful, it can lead to overconfidence, pride in decisions made and not being open to others who may be able to contribute to your success as well.

Many people think that achieving success at the workplace is a lot harder than it seems. Some struggle with habits that are not productive, attitudes that have been carried forward from life as a student or from our family background. While these may be a stumbling block, what we need is determination to make sure we have a few motivating factors to encourage us - to move forward. Remember, this is just the beginning. Successful people always move from one goal to the next, focussing on them every day. Thought processes are the critical inner factor guiding us. Here are some helpful hints to help you increase your success at the workplace.

The skills below which you may already have, need to be consistently applied, with adjustments as you go along:

- Problem solving** : great attribute to have; ask for help when struggling with any issue or challenge.
- Get organised** : improves productivity; always have a clear desk to remain focussed and which can reduce stress.
- Create your best impression** : small visual acts will do; sit up straight, look alert and be dedicated and look focused. Get involved in meetings and activities, be confident but not overbearing towards others.
- Good appearance** : place importance on first impressions and don't be overdressed.
- Manage time well** : How do you manage your time? Many people give up after failing to manage their time. Follow these basic steps for a start:



Achievement is a process, it is not an end, neither is it a stroke of luck. Luck is a factor, but not the main one. So if you are serious on making success a way of life, you have to engage in the process.

TIPS & TOOLS FOR LEARNING

21 Digital Tools to Build Vocabulary

(<http://www.learningunlimitedllc.com/2013/02/20-digital-tools-for-vocabulary/>)



The website features digital tools that show promise to support word learning, review, and play with language. They are grouped into four categories: Reference Tools, Word Clouds, Games and Review, Word Walls and Virtual Field Trips.

Below are 2 of the 21 featured digital tools:

1) **Lingro** (<http://lingro.com/>)
Lingro is a cool tool for both the "wow" factor and for its usefulness. Simply type in a website address on the Lingro website and it instantly turns the website into a clickable dictionary that translates text in 12 languages.

Lingro hides in the background until you need it. To use, you simply click on any word and several definitions of the word are instantly displayed. This is a very useful tool for just-in-time support for English language learners.

2) **Free Rice** (<http://freerice.com/>)
At Free Rice, you can practice matching words to the correct definition, and donate rice at the same time. For each correct answer, the United Nations World Food Programme donates 10 grains of rice to a country in need.

How's that for combining word learning with social goodness? Free Rice includes subject area lists in Geography, Science, Math, and others. It is leveled so you can play at just the right level of challenge. Note of caution: Free Rice may be addictive(ing) to you.

PERSONAL ACCOUNTABILITY

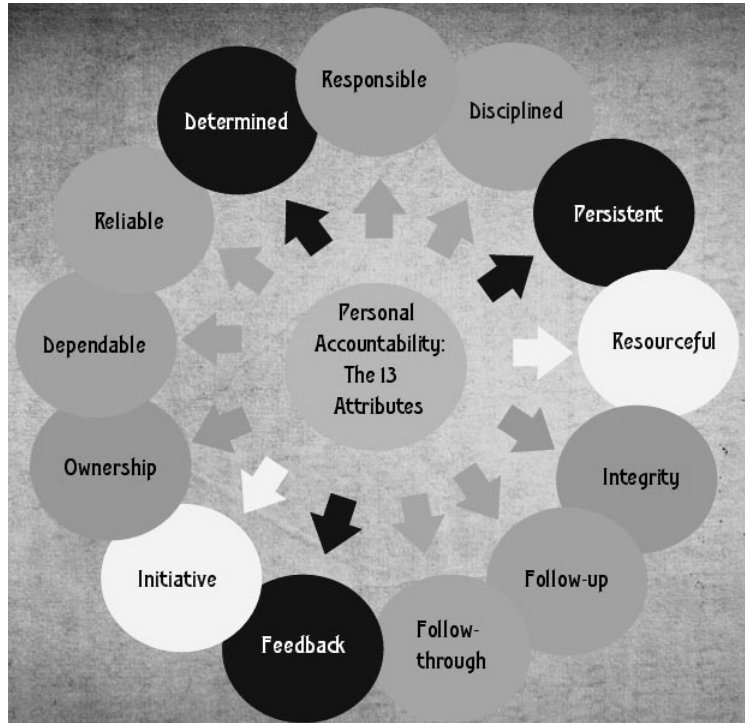
What is Personal Accountability? It is taking full ownership with dedication, responsibility and commitment. Be liable and answerable in ensuring the successful execution and delivery of results.

When you're honest with yourself, and with others, success in life will follow. This means setting aside your pride, admitting when you've made a mistake, apologise and move on.

To become more accountable, you also need to be clear about your role and responsibilities. Don't overcommit yourself but make the most of your time and manage it carefully.

Accountability can open up powerful learning opportunities. Recall all the situations where you should have taken responsibility but didn't. You could have learned valuable lessons from the mistakes made.

References:
<http://www.lisaboesen.com/13-attributes-of-personal-accountability/>
<http://www.mindtools.com/pages/article/newLDR109/developing-personal-accountability.htm>



KEEPING YOU IN VIEW



EUREKA!!!

A blue ocean strategy for this string job.



Please release me....Let me go 🎵 🎵 🎵



My dear daigo, what weapon are you going to use?

Competency Based Trainer (CERT IV), CeDR, 21-24 April 2014

Competency Based Learning Designer (CERT IV), CeDR, 21-22 May 2014



Let's go with the flow, to increase our cash flow. **COMPLY!**



Looks like this will work.

Business Continuity Management & Crisis Management, CeDR, 15 May 2014

LET'S COME TOGETHER



RUN FOR CHARITY

Sunday, 14 September 2014
Padang Merbok, Kuala Lumpur

Time : 7.00 am to 10.00 am
Distance : 10 KM
Participants : 5,000 runners
Objective : To raise over RM1 Million
for HOME FOR
HANDICAPPED &
MENTALLY DISABLED
CHILDREN located at
1648, Jalan Angkasa,
Bandar Mahkota Banting



Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng & National Shuttle, Dato' Lee Chong Wei (2nd & 1st from left respectively) at the Banting Home which was officially opened by Dato' Lee Chong Wei on 4 November 2012.

All proceeds raised will be donated to the Home.

Register at www.parkson.com.my OR sign up at Parkson Pavilion, KLCC, 1 Utama, KL Festival City, Setia City Mall, Subang Parade or Sunway Pyramid.

Organised by:



Co-organised by:

LEE CHONG WEI
FOUNDATION

Managed by:



Powered by:



Main Sponsors:

AKEMI
BONIA

WATATIME



LUXURY

Official Time Keeper:



Official Drink:



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The Promenade PENANG

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RM669,879*

Sample calculation for unit no S5-001

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