

Lion Today

VOL. 31 NO. 2 MARCH / APRIL 2019 FOR INTERNAL CIRCULATION ONLY www.lion.com.my PP19070/08/2016(034572)

LION-PARKSON FOUNDATION CARING FOR THE LESS FORTUNATE



▶ HI-REV Debutes The Race Season With Podium Finishes

▶ Lunch & Learn - Eating Right

▶ Overview Of Industry 4.0

▶ How Netflix Reinvented HR

LION-PARKSON FOUNDATION DONATES TO YAYASAN KEBAJIKAN NEGARA MALAYSIA



► Puan Sri Chelsia Cheng (front row, 2nd from right) presenting the Foundation's donation of RM50,000 to YAB Dato' Seri Dr Wan Azizah Dr Wan Ismail (front row, 5th from left), witnessed by YKNM Trustees and YKNM CEO, Datin Paduka Che Asmah Ibrahim (on Puan Sri's left).
► Puan Sri Chelsia Cheng (baris depan, 2 dari kanan) menyampaikan sumbangan Yayasan sebanyak RM50,000 kepada YAB Dato' Seri Dr Wan Azizah Dr Wan Ismail (baris depan, 5 dari kiri), disaksikan oleh Pemegang Amanah YKNM dan CEO YKNM, Datin Paduka Che Asmah Ibrahim (di sebelah kiri Puan Sri).



► YAB Dato' Seri Dr Wan Azizah presenting a token of appreciation to Puan Sri Chelsia Cheng.
► YAB Dato' Seri Dr Wan Azizah menyampaikan cenderamata kenangan kepada Puan Sri Chelsia Cheng.

HOLDS 2019 CNY CALLIGRAPHY CHARITY SALE



► Puan Sri Chelsia Cheng (centre) and Datuk CS Tang (beside Puan Sri Chelsia Cheng) with the schools' officials and students at the cheque presentation ceremony.
► Puan Sri Chelsia Cheng (tengah) dan Datuk CS Tang (sebelah Puan Sri Chelsia Cheng) bersama para pegawai dan pelajar dari sekolah-sekolah di majlis penyampaian cek.

CONTRIBUTES TO RESIDENTS ASSOCIATION'S EDUCATION FUND



► Thumbs up (from left) / Isyarat hebat (dari kiri): Sr Manager - QA, Mr Yee Sen Tat; Sr Manager - Process, Mr Chong Won Hoong; Taman Klang Resident Association's Treasurer, Ms Lina Tan; Secretary, Ms Loh Siew Leng; Mr Yee Choo Lim; Mr Lee Weng Lan; Manager - Safety, Health & Environmental, Encik Mohd Nizam; Sr Manager - SMP, Mr Ting Wee Thuang and Sr Manager - Rolling Mills, Mr Loh Yap Loong.

YAYASAN KEBAJIKAN NEGARA MALAYSIA

On 15 March 2019, Lion-Parkson Foundation (LPF) donated RM50,000 to Yayasan Kebajikan Negara Malaysia (YKNM) to assist the Yayasan in its charitable work in health (medical), welfare, education, voluntary bodies, and natural disasters amongst others.

LPF Chairman, Puan Sri Chelsia Cheng presented the donation of RM50,000 to Deputy Prime Minister cum Minister of Women, Family and Community Development who is also Chairman of YKNM Board, YAB Dato' Seri Dr Wan Azizah Dr Wan Ismail, witnessed by YKNM Trustees and YKNM CEO, Datin Paduka Che Asmah Ibrahim.

YAYASAN LION-PARKSON SUMBANG KEPADA YAYASAN KEBAJIKAN NEGARA MALAYSIA

Pada 15 Mac 2019, Yayasan Lion-Parkson (LPF) menyumbangkan RM50,000 kepada Yayasan Kebajikan Negara Malaysia (YKNM) bagi membantu Yayasan itu menjalankan kerja amalnya dalam bidang kesihatan, kebajikan, pendidikan, badan sukarela dan bencana alam antara lain.

Pengerusi LPF, Puan Sri Chelsia Cheng menyampaikan sumbangan sebanyak RM50,000 kepada Timbalan Perdana Menteri merangkap Menteri Pembangunan Wanita, Keluarga dan Masyarakat yang juga Pengerusi Lembaga YKNM, YAB Dato' Seri Dr Wan Azizah Dr Wan Ismail, disaksikan oleh para Pemegang Amanah YKNM dan Ketua Pegawai Eksekutif, Datin Paduka Che Asmah Ibrahim.

金狮百盛基金会捐赠给国家福利基金会

金狮百盛基金会（基金会）于2019年3月15日捐赠5万令吉给国家福利基金会（YKNM），用于协助YKNM在健康医疗、生活福利、教育领域、志愿机构和自然灾害等方面的慈善工作。

基金会主席潘斯里陈秋霞移交5万令吉的善款给副首相兼妇女、家庭及社会发展部部长和国家福利基金会主席拿督斯里旺阿兹莎，并由YKNM信托人和YKNM首席执行官YBhg Datin Paduka Che Asmah Ibrahim见证。

CALLIGRAPHY CHARITY SALE

For the tenth consecutive year, LPF and Parkson Corporation assisted five independent schools in the Klang Valley, namely Chong Hwa Independent High School (KL), Confucian Private Secondary School, Kuen Cheng High School, Kwang Hua Private High School, and Tsun Jin High School to organize a Chinese New Year (CNY) Calligraphy Charity Sale in aid of needy students in these schools.

The Charity Sale was held at 9 participating Parkson stores in 1 Utama Shopping Centre, IOI City Mall Putrajaya, Klang Parade, NU Sentral, OUG Shopping Centre, Pavilion KL,

Sunway Pyramid, Sunway Velocity Mall, and Suria KLCC. The students from the 5 schools sold their Calligraphy works and staged Chinese orchestra performances at these Parkson stores over 3 weekends prior to the Lunar New Year celebration.

On 2 April 2019, Puan Sri Chelsia Cheng and Lion Group Director and LPF Trustee, Datuk CS Tang presented cheques for the total amount of **RM237,247.31** being the sales proceeds raised by the students from the Charity Sale to the 5 schools. To date, the Charity Sale which started in 2010 has raised a total of **RM2,382,643.97** to help the needy students in these schools.

RESIDENTS ASSOCIATION'S EDUCATION FUND

LPF once again contributed to Taman Klang Residents Association's Annual Education Program. Amsteel Mills General Manager - Production, Mr Lee Weng Lan presented the contribution of RM3,000 to Deputy Chairman of Taman Klang Residents Association, Mr Yee Choo Lim. The contribution will help to finance residents' children who have done well in their studies.

1 CORPORATE UPDATES

Lion-Parkson Foundation:
 Donates RM50,000 To Yayasan Kebajikan Negara Malaysia
 Holds 2019 CNY Calligraphy Charity Sale
 Contributes To Residents Association's Education Fund
 Directors Training
 Lunch & Learn - Eating Right
 Briefing On FTSE4GOOD Bursa Malaysia Index
 Head Office Annual Get-Together Party
 Overview Of Industry 4.0

7 COMMUNITY RELATIONS

LGMAF Receives Certificate Of Appreciation From PPUKM

7 RETAIL & TRADING DIVISION

Hogan Bakery At RIUH Pop Up Store @ Sentul Depot, KLPAC

2019 Parkson Spring Beauty Campaign

Parkson's Contests' Prize Presentation Ceremony

- "Win A Trip To Hong Kong"

- "Shop & Win A Trip To Hong Kong Disneyland"

HI-REV Debutes The Race Season With Podium Finishes

10 SERVICES DIVISION

Happenings @ SECOM
 Visits By - Koperasi PDRM
 - Hokkaido University Lecturer

SME Exhibition

Bowling Tournament

Parkson Credit Northern Office Activities

11 STEEL DIVISION

Gotong Royong @ Amsteel Mills

Steel Division Sports & Recreation Club

- Day Trip To Melaka

- 32nd Annual General Meeting

12 LEARNINGLINK

How Netflix Reinvented HR

Talk On Crisis Communication

14 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

Serimba, Bandar Bukit Mahkota

15 RETAIL & TRADING DIVISION

A Perfect Combination
 Extra Virgin Olive Oil and Bagel

EDITORIAL

Editorial Advisor Tan Sri Albert Cheng
 Editor Quah Le Ching
 Editorial Committee Ng Ho Peng, Fauziah Harun,
 Hody Yee Mei Kuen & Ian Foo Dah Yung

PUBLISHER

Lion Group Management Services Sdn Bhd (1132980-A)
 Level 11-15, Lion Office Tower
 No. 1, Jalan Nagasari
 50200 Kuala Lumpur
 Wilayah Persekutuan

Tel: 603 - 2142 0155
 Fax: 603 - 2142 8409
 Email: corpcomm@lion.com.my
 Website: www.lion.com.my

PRINTER

KHL Printing Co Sdn Bhd (235060-A)
 Lot 10 & 12, Jalan Modal 23/2
 Section 23 Kawasan MIEI Phase 8
 40300 Shah Alam
 Selangor Darul Ehsan
 Tel: 603 - 5541 3695 / 5541 3634
 Fax: 603 - 5541 3712
 Website: www.khlprint.com.sg

All rights are reserved by the Publisher. Reproduction in any form of the articles or photographs is strictly prohibited unless written permission is first obtained from the Publisher.

In carrying out our business operations, we are mindful of our obligations as a responsible corporate citizen. Hence, once again, our Lion-Parkson Foundation (LPF) is glad to lend a helping hand to those in need.

LPF had recently donated RM50,000 to Yayasan Kebajikan Negara Malaysia, a charitable body under the auspices of the Ministry of Women, Family and Community Development to assist its charitable work, and contributed to Taman Klang Residents Association's annual education program which provides financial aid to the residents' children who have excelled in their studies.

Since 2010, LPF and Parkson Corporation have been assisting five participating schools in the Klang Valley to organize a Chinese New Year Calligraphy Charity Sale in aid of needy students in these schools. Initially starting off as a four-year project, this charity sale received such overwhelming response from these schools and support from the public that it has been held for 10 consecutive years and has raised more than RM2 million to help the needy students in these schools.

Our other charitable arm, Lion Group Medical Assistance Fund which is now merged with LPF, had received a Certificate of Appreciation from Pusat Perubatan Universiti Kebangsaan Malaysia during the latter's appreciation day for our contribution in providing financial assistance to needy patients seeking treatment at the hospital.

Our Foundation is glad to be able to help those who are deserving and in financial need. While it is a joy to receive, it is a blessing to be able to give. Borrowing a quote by Winston Churchill, "We make a living by what we get, but we make a life by what we give". We hope this will inspire everyone to do what we can within our means to help the underprivileged.

UTUSAN PENGARANG

Dalam usaha kita melaksanakan operasi perniagaan, kita juga prihatin akan kewajipan sebagai warga korporat yang bertanggungjawab. Oleh itu, sekali lagi, Lion-Parkson Foundation (LPF) berbesar hati dapat membantu mereka yang memerlukan.

Baru-baru ini LPF telah menyumbangkan RM50,000 kepada Yayasan Kebajikan Negara Malaysia, sebuah badan amal di bawah naungan Kementerian Pembangunan Wanita, Keluarga dan Masyarakat bagi membantu Yayasan itu dalam menjalankan kerja amalnya. LPF turut menyumbang kepada program pendidikan tahunan Persatuan Penduduk Taman Klang yang menyediakan bantuan kewangan kepada anak-anak penduduk yang cemerlang dalam pelajaran mereka.

Sejak 2010, LPF dan Parkson Corporation membantu lima buah sekolah di Lembah Klang untuk menganjurkan Jualan Amal Kaligrafi Tahun Baru Cina bagi membantu pelajar yang memerlukan di sekolah-sekolah ini. Awalnya dirancang sebagai satu projek yang akan berlangsung untuk empat tahun sahaja, tetapi sambutan menggalakkan daripada sekolah-sekolah yang mengambil bahagian dan sokongan orang ramai terhadap jualan amal ini menyebabkan ianya diteruskan selama 10 tahun berturut-turut dan berjaya mengumpul lebih daripada RM2 juta bagi membantu pelajar yang memerlukan di sekolah-sekolah tersebut.

Tabung Bantuan Perubatan Kumpulan Lion, satu lagi dana kita yang kini digabungkan dengan LPF, telah menerima Sijil Penghargaan daripada Pusat Perubatan Universiti Kebangsaan Malaysia bersempena penganjuran hari penghargaan hospital berkenaan bagi menghargai sumbangan kita kepada pesakit-pesakit yang memerlukan bantuan kewangan di hospital itu.

Yayasan kita berbesar hati dapat menghulurkan bantuan kepada mereka yang memerlukan. Sesungguhnya, tangan yang memberi adalah lebih baik dari tangan yang menerima. Meminjam kata-kata Winston Churchill, "Kita menjalani kehidupan dengan apa yang kita miliki, tetapi sumbangan kita memberi kehidupan kepada mereka yang memerlukan". Kami berharap ini akan memberi inspirasi kepada kita semua untuk memainkan peranan masing-masing selagi termampu bagi membantu golongan yang memerlukan.

DIRECTORS TRAINING

Directors of the Group's public listed companies and staff attended a half day talk by Mr Ronald Tan from HL Tan Lim & Partners on 'Corporate Liability & Directors' Liability for Corrupt Practices (MACC Amendment Act 2018)' and 'Proposed SC Guidelines on Initial Coins Offering - Monetising Loyalty Points' at Lion Office Tower on 3 April 2019.

The MACC (Amendment) Bill 2018 was introduced to strengthen the existing anti-corruption laws in Malaysia and was gazetted by Parliament on 4 May 2018. The Amendment introduced, inter alia, a new Section 17A which accentuates the liability of corporations for corrupt practice; and deems the directors to be personally liable for the same offence. The Amendment became operational on 1 October 2018 whilst the new Section 17A will come into force on 1 June 2020.



► The Directors and staff at the training session conducted by Mr Ronald Tan (right photo).
 ► Pengarah dan kakitangan di sesi taklimat oleh Encik Ronald Tan (gambar kanan).

LUNCH & LEARN – EATING RIGHT

Group HR organised a Lunch & Learn session entitled 'Eating Right' by Mr Deva Bhargunan, Nutritionist with Alpro Pharmacy for employees at Lion Office Tower on 24 April 2019.

According to Mr Deva, inflammation of the body will make us prone to illnesses such as heart attack, stroke, diabetes, hypertension, high blood cholesterol, arthritis, cancer and others. He reminded everyone to eat healthily and stay away from foods that can cause inflammation such as:

- Refined carbohydrates such as white bread, pastries, pizza etc
- Sugar sweetened beverages – soft drinks, packet drinks, 3-in-1 beverages etc
- Processed food – chips, sausages, burgers, instant noodles, sugar added cereals etc
- Fried food – French fries, fried chicken, 'goreng pisang' etc

Take Home Message

- Cut down on food that can cause inflammation
- Eat more of anti-inflammatory food and drink plenty of water
- Be conscious of healthy food portion size
- Lead a healthy lifestyle



Top 4 Anti-Inflammatory Food Rules

- Eat rainbow colour fruits and vegetables – Take at least 5 portions every day
- Go for high fibre – Consume at least 20-25 gms a day of fruits, vegetables, grains, legumes, beans etc
- Go natural – Consider using natural herbs and spices such as pepper, garlic, herbs etc in your cooking
- Healthy portion - Eat small portions but frequently

Anti-Inflammatory Lifestyle

- Maintain a healthy weight
- Exercise regularly
- Have enough sleep
- Relax and avoid being stressed
- Stay happy



► All ears for Mr Deva's (left photo) lively and informative talk.
 ► Tekun mendengar penerangan menarik dan berinformasi dari Encik Deva (gambar kiri).

► Eager to try the healthy recipe prepared by Mr Deva.
 ► Bersemangat untuk mencuba resipi sihat yang disediakan oleh Encik Deva.

BRIEFING ON FTSE4GOOD BURSA MALAYSIA INDEX

On 5 March 2019, Bursa Malaysia Senior Vice President, Puan Fareedah Hussein conducted a briefing on FTSE4GOOD Bursa Malaysia (F4GBM) Index for the management and staff of Parkson Holdings Berhad (PHB) and Lion Industries Corporation Berhad (LICB) at Lion Office Tower.

The objective of the briefing on F4GBM Index and FTSE ESG Ratings Framework was to provide attendees with a good understanding of the mechanics of the F4GBM Index for possible inclusion into the index.

Bursa Malaysia in partnership with FTSE Russell had launched the F4GBM Index on 22 December 2014, which is designed to measure the performance of companies demonstrating good Environmental, Social and Governance (ESG) practices.



► PHB Executive Director, Ms Natalie Cheng; LICB Director, Ms Serena Cheng (3rd and 2nd from right respectively) and Group Director, Mr Ooi Kim Lai (right) with management and staff of the two companies at the briefing by Puan Fareedah Hussein (inset).

► Pengarah Eksekutif PHB, Cik Natalie Cheng; Pengarah LICB, Cik Serena Cheng (masing-masing 3 dan 2 dari kanan) dan Pengarah Kumpulan, Encik Ooi Kim Lai (kanan) bersama pihak pengurusan dan pegawai kedua-dua organisasi mendengar taklimat daripada Puan Fareedah Hussein (gambar kecil).

HEAD OFFICE ANNUAL GET-TOGETHER PARTY

About 200 employees based at Lion Office Tower attended the get-together party themed "Uniform Night", organised by Head Office Sports and Recreation Club on 1 March 2019.

The gathering was graced by Group Executive Chairman, Tan Sri William Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng and Group Executive Director, Tan Sri Albert Cheng who all contributed to sponsoring the prizes for the lucky draw. Parkson Retail Asia Limited Executive Director, Ms Vivien Cheng and Group Director, Mr Ooi Kim Lai were also present at the party.



► Lucky Puan Wan Nurul Imaniah from Group HR receiving her prize from Tan Sri William Cheng (left photo) and Puan Azzuwa Shah Feenad receiving the Grand Prize from Puan Sri Chelsia Cheng (right photo).
► Puan Wan Nurul Imaniah dari Jabatan HR menerima hadiah cabutan bertuah daripada Tan Sri William Cheng (gambar kiri), dan Puan Azzuwa Shah Feenad dari Jabatan Hartanah menerima Hadiah Utama daripada Puan Sri Chelsia Cheng (gambar kanan).



► The 10 Best Dressed finalists with Ms Serena Cheng (far left) and Club Vice President, Encik Roseli Mansor (far right).
► 10 Finalis Pakaian Terbaik dengan Cik Serena Cheng (paling kiri) dan Naib Presiden Kelab, Encik Roseli Mansor (paling kanan).

Lion Industries Corporation Berhad Director and Club President, Ms Serena Cheng kicked off the event with a short speech welcoming the staff's continuous involvement, participation and support for the Club's activities. Door gifts were given to everyone who had a good time with food from Makan Makan by Parkson, and in-house entertainment. Some lucky staff walked away with the attractive prizes from the lucky draw.



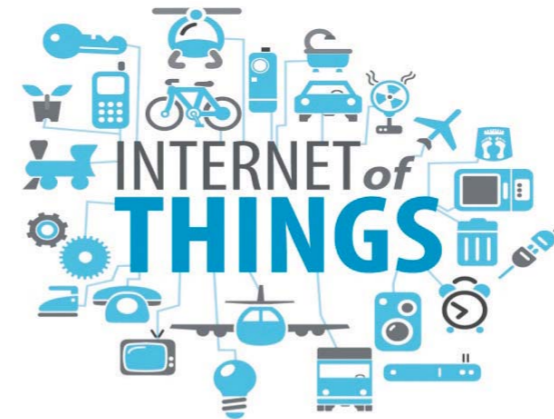
► Tan Sri Albert Cheng (7th from right), Ms Serena Cheng and Ms Vivien Cheng (7th and 5th from left, respectively) with some of the staff at the function.
► Tan Sri Albert Cheng (7 dari kanan), Cik Serena Cheng dan Cik Vivien Cheng (masing-masing, 7 dan 5 dari kiri) dengan beberapa kakitangan di majlis.

OVERVIEW OF INDUSTRY 4.0

The first industrial revolution initiated the development of water and steam-powered machines to aid mass production, whilst the second industrial revolution harnessed the intensive usage of electrical energy. The current fourth industrial revolution (Industry 4.0) will undertake what was started in the third industrial revolution with the adoption of computers and automation and further improve them with smart and autonomous systems, fuelled by data and machine learning.

Industry 4.0 Enhancing the Computerization of Industry 3.0

Presently, computers are connected and communicate with one another to make decisions without human involvement. The combination of cyber-physical systems, the Internet of Things (IoT) and the Internet of Systems are Industry 4.0 enablers which lead to 'smart factory' becoming a reality. With the support of smart machines that keep getting smarter as they gain access to more data, our factories will become more efficient and productive and less wasteful.



Industry 4.0 Application Today

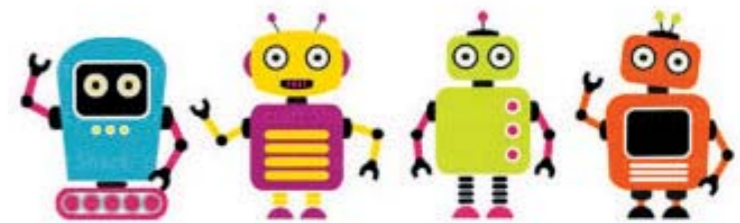
Many organizations might still be ignorant about how Industry 4.0 could impact their business or struggling to find the talent or knowledge to know how to best adopt it for their use whilst others are already implementing Industry 4.0 today and preparing for a future where smart machines will improve their business. Here are just a few of the possible applications:

Identify opportunities: Connected machines collect a huge volume of data that can track maintenance, performance and other issues related to the production. This volume of data can do analysis to identify patterns and insights that would be impossible for a human to do in a feasible timeframe. Industry 4.0 offers the chance for manufacturers to optimize their operations rapidly and be well planned by knowing what the customer needs.

Optimize logistics and supply chains: When the new information is presented, a connected supply chain can be adjusted to accommodate requirement. For example, if the shipment is delayed due to weather, a connected system can proactively rearrange to that reality and modify manufacturing priorities.

Autonomous equipment and vehicles: There are shipping yards that are leveraging on autonomous cranes and trucks to streamline operations as they receive and unload containers from the ships.

Robots: Robotics are now more affordable and available to organizations of every size. Autonomous robots can quickly and safely support manufacturers by taking products in the warehouse to getting them ready to ship. As an example, robots are used to move the goods around Amazon warehouses which also reduce costs and allow better use of floor space for the online retailer.



Additive manufacturing (3D printing): This technology has been enhanced extensively in the last decade and has progressed from primarily being used for prototyping to actual production. Advances in the use of metal additive manufacturing have opened up many possibilities for production.

IoT and the cloud: The main component of Industry 4.0 is IoT, that is characterized by connected devices. Not only does this help internal operations, but through the use of the cloud environment where data is stored, equipment and operations can be optimized by leveraging the insights of others using the same equipment and/or to allow smaller enterprises access to technology they wouldn't be able to on their own.

Industry 4.0 in Manufacturing

Amsteel Mills is gearing its production to correspond with future demands, and becoming a smart factory is the way to go. Having an intelligent connection of the huge volumes of data (Big Data) will facilitate data-driven and highly efficient manufacturing processes. The IoT can be used for the development of smart products and could pave the way for Amsteel Mills to pursue exciting projects which include additive manufacturing, manufacturing robotics, and autonomous equipment (PLC). By having the right technologies in place, it will enable Amsteel Mills to boost its production capabilities to be more efficient and productive, along with improved logistics and supply chains. Not forgetting its human capital whereby Amsteel Mills is also looking into ways to upskill its current workforce to take on new work responsibilities and to recruit new employees with the right skills.

By: Mohamad Huzairah Bin Mohd Dzubaidi
(Amsteel Mills Sdn Bhd, Klang, IT Department)
Source: <https://www.forbes.com/sites/bernardmarr/2018/09/02/what-is-industry-4-0-heres-a-super-easy-explanation-for-anyone/#579ca1389788>

LGMAF RECEIVES CERTIFICATE OF APPRECIATION FROM PPUKM

Lion Group Medical Assistance Fund (LGMAF) received a Certificate of Appreciation from the Medical Social Work Department of Hospital Canselor Tuanku Muhriz, Pusat Perubatan Universiti Kebangsaan Malaysia (PPUKM) at its Medical Social Work Day on 17 April 2019.

photo) and Head of Medical Social Work Department, Puan Suraiyah Harun (right) presented the certificate to LGMAF's representative, Ms Yee Mei Kuen and a few other NGOs. This was followed by a tour of the exhibition held and light refreshments.

Director of PPUKM, Prof. Dato' Dr Hanafiah Harunarashid (left in the

LGMAF has been providing financial assistance to patients seeking treatment at PPUKM and other hospitals.



HOGAN BAKERY AT RIUH POP UP STORE @ SENTUL DEPOT, KLPAC

Hogan Bakery participated in the first RIUH pop-up store at Sentul Depot recently. RIUH is an event that is held one weekend every month to offer urbanites different creative offerings and to promote local culture.

At this event, Hogan Bakery promoted its newly launched healthy product – Extra Virgin Olive Oil Bagel which comes with 6 different flavours, and gave out 100 pieces of bagels to the public. Other activities included a photo-shoot at the photo booth for any purchase of bagels and a complimentary RM10 voucher.



2019 PARKSON SPRING BEAUTY CAMPAIGN



Parkson China collaborated with Lancome, Estee Lauder, SK-II, Shiseido, Kiehl's and other popular international beauty brands for the 2019 Parkson Spring Beauty Campaign, which was held from 28 February to 10 March 2019.

Customers who purchased beauty products from the participating brands during the campaign period received Parkson's exclusive gift set and/or gift with purchase. With the online marketing activities and offline store promotions, the campaign provided a one-stop platform for information on the spring beauty products and beauty shopping experience.

PARKSON'S CONTESTS' PRIZE PRESENTATION CEREMONY "WIN A TRIP TO HONG KONG"

On 29 March 2019, Parkson held a prize presentation ceremony for the winners of "Win A Trip To Hong Kong" contest at Parkson Pavilion. The contest in collaboration with Cathay Pacific, Cathay Dragon and Hong Kong Tourism Board ran for a month in conjunction with the Lunar New Year celebrations.

Parkson Pavilion Senior Store Manager, Encik Roslan Hashim and Cathay Pacific Head of Sales – Malaysia, Mr Yap Kean Hee gave away the prizes; a 3Day/2Night trip to Hong Kong inclusive of flight, accommodation and half day tour for two persons to the lucky winners namely Nang Geok Chin, Juie Kee Hong, Saw Oi Fui, Chang Shin Ying and Rachel Twong Yoke Peng.

Over 16,000 Parkson Card members automatically qualified for the contest. The five winners were chosen via a computer-aided system at Parkson Headquarters in Klang in the presence of the management from Parkson and Cathay Pacific as well as the auditors.



► All smiles (from left): Mr Yap Kean Hee; Cathay Pacific PR & Marketing Executive, Ms Joann Tee; Mr Yik Han Loong (representative for Saw Oi Fui); Ms Nang Geok Chin; Ms Chang Shin Ying and Encik Roslan Hashim at the ceremony.
► Gembira dan ceria (dari kiri): Encik Yap Kean Hee; Eksekutif PR dan Pemasaran Cathay Pacific, Cik Joann Tee; Encik Yik Han Loong (wakil Saw Oi Fui); Cik Nang Geok Chin; Cik Chang Shin Ying dan Encik Roslan Hashim di majlis tersebut.

"SHOP & WIN A TRIP TO HONG KONG DISNEYLAND"

A total of 31 winners were selected from over 1,000 eligible entries nationwide across 45 Parkson stores in Malaysia for the "Shop & Win A Trip to Hong Kong Disneyland" contest, in partnership with Walt Disney Malaysia and Hong Kong Disneyland in conjunction with Parkson's 31st anniversary last year.

Puan Rizunita Ngah won the grand prize of a 3Day/2Night trip to Hong Kong Disneyland for four persons, inclusive of flight tickets, accommodation in Disney Hotel and 2-day entrance to Hong Kong Disneyland. First prize winner, Ms Chow Wen Mei received a set of "his and hers" Disney Mousketeers Jackets and a Limited Edition Batik Mickey. Cik Nooralshikin Hussain and Ms Liza Long won the second and third prize of a Limited Edition 16" Mickey Plush each, with an additional Mickey "Go Local" Tote Bag for the second prize winner. 27 consolation winners received a Batik Mickey Plush each.

Parkson GM of Operations, Mr Loh Chai Hoon (right, in the photos below) and Director for Walt Disney Malaysia - Consumer Products Division, Ms Gan Lay Koon (left) gave away the prizes to the winners.



► Puan Rizunita Ngah and family

► Ms Chow Wen Mei

► Cik Nooralshikin Hussain

HI-REV DEBUTES THE RACE SEASON WITH PODIUM FINISHES

It was a victorious debut to the 2019 race season for HI-REV Racing partnering teams; HI-REV SIC Dream Chaser, HI-REV Dream Chaser and HI-REV SCK Honda Racing Team.

The opening round of the Malaysia Speed Festival (MSF) 2019 on 16 & 17 March 2019, marked a particularly exceptional weekend for team HI-REV Dream Chaser, as it was a race filled with One-Two finishes in both Satria Neo car #905 and #910. Team HI-REV Dream Chaser started the qualifying with a One-Two placing and in Race 1 and Race 2, they finished the race with a One-Two position.

HI-REV SCK Honda Racing Team started the opening round of the Malaysia Cub Prix Championship 2019 on 23 & 24 March 2019 with a CP150 category 2nd place finish in Jasin, Melaka. Helmi Azman started the 20-lap race second on the grid and breathed down the leading rider to the finishing line to finish the race in second place. It was a good weekend for HI-REV SCK Honda Racing Team and the podium finish will help to jumpstart the team's 2019 challenge.

Team HI-REV SIC Dream Chaser debuted in the opening round of the Malaysia Championship Series (MSC) 2019 season with a 3-car entry (one entry for SP2 category and two in Malaysia Touring Championship), held in Sepang

International Circuit from 5-7 April 2019. The team immediately tasted sweet victories and top podium when young and talented Ady Rahimy Rashid in a Suzuki Swift #90 clinched an emphatic 1st position win, in Race 1 and Race 2 of SP2 category after convincingly leading the pack in the 1 hour, 20 laps endurance in both the races. Adam Khalid piloted a Satria Neo #100 in the HI-REV Dream Chaser team and finished Race 1 in second place in the MTC class.

In Round 2 of MSF 2019 on 14 April 2019, HI-REV Dream Chaser repeated its victorious debut in Round 1 by finishing 1st and 2nd despite a very treacherous condition. Adam Khalid finished 1st followed by CY Ong in 2nd with both drivers racing similar Satria Neo car #905 and #910.

Team HI-REV SIC Dream Chaser scored another double podium finish in Round 2 of the MSC 2019. Ady Rahimy Rashid piloted a Suzuki Swift #90 to a 2nd place finish in the SP2 category in both Race 1 and Race 2. Adam Khalid in the HI-REV Dream Chaser team piloted his Satria Neo #100 to a 3rd place finish behind the two Proton Factory race cars.

HI-REV Racing is making an impact in the 2019 race season with many podiums bagged and also being tipped as favourites in the motorsport arena.



► One-Two finishes for Team HI-REV Dream Chaser at the opening round of MSF.
► Tempat Pertama dan Kedua untuk Pasukan HI-REV Dream Chaser di pusingan pembukaan MSF.



► Adam Khalid (left) and Ady Rahimy Rashid (right) from Team HI-REV SIC Dream Chaser in action.
► Adam Khalid (kiri) dan Ady Rahimy Rashid (kanan) dari Pasukan HI-REV SIC Dream Chaser sedang beraksi.



► All revved up for the race.
► Bersiap sedia untuk perlumbaan.

HAPPENINGS @ SECOM VISITS BY

KOPERASI PDRM

Secom welcomed the management of Koperasi Polis DiRaja Malaysia (KPDRM) led by its Chairman Dato' Seri Ayub Yaakob to its Headquarters in Shah Alam on 4 March 2019. General Manager, Mr Lee Keang Hong briefed the guests on potential areas of collaboration and business opportunities between the two organisations.



► From left / Dari kiri: Executive, Puan Noor Hanim Jalalludin; KPDRM CEO, Tuan Aminuddin Haji Amenon; Asst. GM, Ms Tan Wei Gaik; Mr Lee Keang Hong; KPDRM Chairman, Dato' Seri Ayub Yaakob; KPDRM Secretary, Dato' Haji Rosli Haji Din; Head Of Special Projects, Puan Noorlela Othman; Senior Operations Manager, Mr Wong Yeut Oon and HR Manager, Puan Marlia Ramli.



► Ms Chizuru Mariana Kawabata flanked by Mr Lee Keang Hong (left) and Mr Susumu Kiryu (right) at Secom's office.
► Cik Chizuru Mariana Kawabata diapit oleh Encik Lee Keang Hong (kiri) dan Encik Susumu Kiryu (kanan) di pejabat Secom.

HOKKAIDO UNIVERSITY LECTURER

On 21 March 2019, Ms Chizuru Mariana Kawabata from Hokkaido University visited Secom to review the progress of the university's undergraduate, Ms Shimada who is undergoing her internship training at Secom. Ms Kawabata had discussions with Mr Lee Keang Hong; Ms Tan Wee Gaik; Deputy GM, Mr Susumu Kiryu and Puan Marlia Ramli on opportunities to collaborate and send more undergraduates to Secom as part of the university's industry learning program.

SME EXHIBITION

Secom participated in the SME Exhibition at Eco World Johor Bahru on 14 March 2019 to further enhance its brand awareness amongst the SME industries.



► From left / Dari kiri: Mr Lim Kuan Boon, Ms Errin Teoh Wen Qi, Ms Chia Eva, Mr Jonathon Choong Siew Hoong, Tuan DSP Foo Chek Seng, Ms Wang Yan Peng, Encik Johan Tarmiji, Encik Mohamad Hasif Md Yusof, Encik Sahar Md Kalil, Encik Noor Firdaus Kamaruzaman and Fazli Abas at the exhibition.

BOWLING TOURNAMENT

Four Operations CMS staff, SG - Junior Supervisor, Azai Abdul Rafar; SG - Supervisor, Mohammad Azzuan Ahmad Sabri; SG - Junior Supervisor, Zainul Zaaba Mohammad Zain and CMS Area Leader, Ahmad Sapawi Hashim represented Secom at the Pharmaniaga Charity Bowling tournament on 30 March 2019. They came in third in the team event whilst Azzuan took the second placing in the Best Male player category.



► From left / Dari kiri: Azai Abdul Rafar, Mohammad Azzuan Ahmad Sahri, Zainul Zaaba Mohammad Zain and Ahmad Sapawi Hashim with their medals.

PARKSON CREDIT NORTHERN OFFICE ACTIVITIES

On 1 March 2019, 11 top performing Credit Management Department (CMD) staff were sent to Parkson Credit's Northern Region Office in Ipoh to train the newly established Regional Credit Management staff there. The training included roleplay and brainstorming sessions on building customer relationship and locating delinquent customers.

On the next day, more CMD staff travelled to Ipoh together with their families for the annual CMD Family Day at The Lost World of Tambun theme park. This annual event is a self-organized departmental tradition where the staff and their families would bond over the activities held.



► CMD team with their families outside The Lost World of Tambun theme park.
► Pasukan CMD bersama keluarga masing-masing di hadapan The Lost World of Tambun theme park.



► CMD's Central and Northern Teams brainstorming at the new Northern Office.
► Pasukan Pusat dan Utara CMD bersumbang saran di Pejabat Utara baru.

GOTONG ROYONG @ AMSTEEL MILLS

In view of the ISO 14001 Environment Management System Policy audit, Amsteel Mills Klang organised two 'Gotong Royong' sessions on 8 & 18 March 2019. About 300 staff from all levels joined hands to spruce up the company's premises.



STEEL DIVISION SPORTS & RECREATION CLUB DAY TRIP TO MELAKA

On 3 March 2019, the Steel Division Sports & Recreation Club organised a day trip to Melaka for its members and their families. Ferried in 6 buses, the 240-odd people had an enjoyable time visiting popular tourist spots in Melaka and played games by the beach at Tanjung Klebang.



32ND ANNUAL GENERAL MEETING

About 1,100 Steel Division Sports & Recreation Club members comprising employees at Amsteel Mills Klang and Banting, Lion Steelworks, Amsteel Mills Marketing and Bright Steel attended the Club's 32nd Annual General Meeting on 14 March 2019 at Amsteel Mills Klang Multipurpose Hall.



LearningLink.....

Your Link To Learning Ideas & Resources

HOW NETFLIX REINVENTED HR



Sheryl Sandberg has called it one of the most important documents ever to come out of Silicon Valley. The PowerPoint deck explaining about the culture and motivated performance at Netflix has been viewed more than 5 million times on the web.

People find the Netflix approach to talent and culture compelling for a few reasons. The most obvious one is that Netflix has been really successful: During 2013 alone its stock more than tripled, it won three Emmy awards, and its U.S. subscriber base grew to nearly 29 million. That aside, the approach is compelling because it derives from common sense. In this article we'll look at four ideas that have defined the way Netflix attracts, retains, and manages talent.



Hire, Reward, and Tolerate Only Fully Formed Adults

Over the years they learned that if they asked people to rely on logic and common sense instead of on formal policies, most of the time they would get better results, and at lower cost. If you're careful to hire people who will put the company's interests first, who understand and support the desire for a high-performance workplace, 97% of your employees will do the right thing. Most companies spend endless time and money writing and enforcing HR policies to deal with problems the other 3% might cause. Instead, they tried really hard to not hire those people, and they let them go if it turned out they'd made a hiring mistake.



Adult-like behavior means talking openly about issues with your boss, your colleagues, and your subordinates. It means recognizing that even in companies with reams of HR policies, those policies are frequently skirted as managers and their reports work out what makes sense on a case-by-case basis.



Tell the Truth About Performance

Many years ago they eliminated formal reviews. They had held them for a while but came to realize they didn't make sense — they were too ritualistic and too infrequent. So they asked managers and employees to have conversations about performance as an organic part of their work. In many functions — sales, engineering, product development — it's fairly obvious how well people are doing. (As companies develop better analytics to measure performance, this becomes even truer.) Building a bureaucracy and elaborate rituals around measuring performance usually doesn't improve it.

► Continue on page 13



Managers Own the Job of Creating Great Teams

Ask managers to imagine a documentary about what their team is accomplishing six months from now. What specific results do they see? How is the work different from what the team is doing today? Next ask them to think about the skills needed to make the images in the movie become reality. Only after they've done the work of envisioning the ideal outcome and the skill set necessary to achieve it should they analyze how well their existing team matches what they need. If you're in a fast-changing business environment, you're probably looking at a lot of mismatches. In that case, you need to have honest conversations about letting some team members find a place where their skills are a better fit. You also need to recruit people with the right skills.

Leaders Own the Job of Creating the Company Culture

Putting a premium on casualness that can run counter to the high-performance ethos leaders want to create. Then there're CEOs who are clearly winging it. They lack a real agenda. They're working from slides that were obviously put together an hour before or were recycled from the previous meetings. Workers notice these things, and if they see a leader who's not fully prepared and who relies on charm, IQ, and improvisation, it affects how they perform, too. It's a waste of time to articulate ideas about values and culture if you don't model and reward behavior that aligns with those goals.

HR professionals should think of themselves as businesspeople. What's good for the company? How do we communicate that to employees? How can we help every worker understand what we mean by high performance? These are definitely thoughts to ponder upon, if we want to head down the Netflix route.

Sourced & Adapted from: <https://hbr.org/2014/01/how-netflix-reinvented-hr>

Creating a Company Culture that Rocks!



TALK ON CRISIS COMMUNICATION

On 15 March 2019, CeDR invited Mr Stuart Rosman Tan of CorePro PR Services Sdn Bhd for a talk on 'Crisis Communication' for its bimonthly Learn Net Meeting for Learning Coordinators and HR personnel.

Managing Crisis Communication effectively is critical in today's business environment, especially with the advanced technologies that give customers and the public an easy platform to air their grouses.

A witty and engaging speaker, Stuart spoke about the basics of Crisis Communication, defining and differentiating between crisis communication and risk management; and gave an outline on how companies can benefit from having a well-managed crisis communication programme. Peppared with anecdotes of his actual case studies, the talk was overall very informative for all in attendance.



FREEHOLD

HERE, NATURE IS INVITED HOME.

Well planned to cater for nature lovers, Serimba Terrace comprises 97 landed strata parkhomes amidst greenery overlooking a blissful lake. Away from the city buzz yet within a safely guarded community, this is where young kids roam around freely to explore nature, and the young-at-heart enjoy recreational facilities.

SPACIOUS 2-STOREY TERRACE
(22' x 70')

GATED GUARDED COMMUNITY

LOW DENSITY DEVELOPMENT
97 UNITS (8.71 ACRES)

5 ROOMS / 4 BATHS
2,214 SQ FT - 2,289 SQ FT

LAKESIDE & GREENERY DEVELOPMENT

Open For Registration

* Terms & Conditions Apply

Araprop Development Sdn. Bhd. (183803-A)
 Level 2-5, Lion Office Tower,
 No. 1 Jalan Nagasari, 50200 Kuala Lumpur.
 Fax : +(603) 2148 9617

+6019 857 1126

www.serimba.com

FOR REFERENCE ONLY
 All information contained in this press ads is subject to change as may be required by the relevant authorities or developer's architect and without notification to you and shall not be taken as the identical representation of the actual unit that is to be or being purchased by you or part of an offer or contract. Please refer to the Sale and Purchase Agreement of the actual unit for specifications and description approved by the Authorities and the actual unit shall be constructed accordingly.



A Perfect Combination

Extra Virgin Olive Oil and Bagel



Extra Virgin Olive Oil Bagel



Black Sesame
Bagel



Dark Rye Buttermilk
Bagel



Dark Rye Glutinous
Bagel



Cranberry
Bagel



Roselle Cream Cheese
Bagel



Original
Bagel



Extra Virgin Olive Oil

Certified by :



Certificate of
Organic Agriculture
in European Union



BRC Global Standard
for Food Safety