

# Lion Today

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## LION-PARKSON FOUNDATION SCHOLARSHIPS FOR UNDERGRADUATES



- Signings of MoU in South Korea
- Parkson Credit Teams Up with Google Workspace
- Hi-Rev Dream Chaser - 2022 Champion
- “Save The Planet” Initiatives by Parkson



## LION-PARKSON FOUNDATION AWARDS SCHOLARSHIPS TO UNDERGRADUATES



Jubilant scholarship recipients with Foundation Trustees (seated from left) Datin Wira Dr Tan Niap Ming, Puan Sri Chelsia Cheng, Datuk CS Tang and MS Chow Mun Seong.

Lion-Parkson Foundation (LPF) awarded scholarships totalling RM480,000 to 12 students pursuing their bachelor's degree in local universities based on their academic performance, extra-curricular activities and leadership qualities, for the 32nd year since the scholarships were launched in 1990.

The awards worth RM10,000 each per annum were presented by LPF Chairman, Puan Sri Chelsia Cheng, witnessed by LPF Trustees, Datuk CS Tang, Datin Wira Dr Tan Niap Ming and Ms Chow Mun Seong, and the students' families on 21 December 2022.

Puan Sri Chelsia Cheng said in her speech, "The scholars will undergo training in soft skills such as problem-solving and communication, and undergo internships at Lion Group companies during semester breaks to prepare them for the corporate world. They will join the Group upon graduation, and will be attached to companies in the various divisions such as retail, branding, mining, steel, and property development, according to their field of study."

LPF has sponsored a total of 503 students through various sponsorship programmes worth RM12.3 million and contributed another RM39 million towards other causes, making a total contribution of RM51.3 million to date.

## Yayasan Lion-Parkson Anugerah Biasiswa Kepada Mahasiswa

Yayasan Lion-Parkson (LPF) menganugerahkan biasiswa berjumlah RM480,000 kepada 12 pelajar yang melanjutkan pengajian ke peringkat ijazah sarjana muda di universiti tempatan berdasarkan prestasi akademik, aktiviti kokurikulum dan kualiti kepimpinan mereka, untuk tahun ke-32 sejak pelancaran biasiswa pada tahun 1990.

Anugerah bernilai RM10,000 setiap tahun itu disampaikan oleh Pengerusi LPF, Puan Sri Chelsia Cheng, disaksikan oleh Pemegang Amanah LPF, Datuk CS Tang, Datin Wira Dr Tan Niap Ming dan Cik Chow Mun Seong, serta ahli keluarga pelajar pada 21 Disember 2022.

Puan Sri Chelsia Cheng dalam ucapannya berkata, "Para

penerima biasiswa akan menjalani latihan kemahiran insaniah seperti penyelesaian masalah dan komunikasi, serta menjalani latihan amali di syarikat-syarikat Kumpulan Lion semasa cuti semester sebagai persediaan untuk mereka memasuki dunia korporat. Mereka akan menyertai Kumpulan selepas tamat pengajian, dan akan ditempatkan di syarikat-syarikat di pelbagai bahagian seperti peruncitan, penjenamaan, perlombongan, keluli dan pembangunan hartanah, mengikut bidang pengajian mereka."

LPF telah menaja seramai 503 pelajar melalui pelbagai program penajaan bernilai RM12.3 juta dan menyumbang RM39 juta lagi untuk pelbagai tujuan lain, menjadikan jumlah keseluruhan sumbangan sebanyak RM51.3 juta sehingga kini.

## 金狮百盛基金会颁发奖学金予大学生

金狮百盛基金会（基金会）颁发总值48万令吉的奖学金予12名将在本地各高等院校就读学士学位的在籍学生。奖学金申请的审核标准，是根据申请者的学术表现、课外活动及领导素质。自1990年推出奖学金以来，这已是基金会第32周年颁发奖学金。

学生每人每年将会领取总额1万令吉的奖学金。奖学金是于2022年12月21日由基金会主席潘斯里陈秋霞颁发，并由基金会信托人拿督陈怀安、拿汀威拉陈业敏和周敏嫦以及学生家人见证。

潘斯里陈秋霞说：“奖学金得主将在学期放假期间在金狮集团旗下公司实习并接受软件技能培训，如解决问题和沟通技巧，让他们做好准备为企业界服务。他们将会在毕业后加入集团旗下公司各部门，根据他们所选读的科系分别在零售、品牌、矿业、钢铁业、和产业方面发展。”

基金会至今已通过各项赞助计划资助503名学生，共计1230万令吉。此外，基金会也捐献3900万令吉作为其他慈善用途。迄今，总捐献款项达5130万令吉。

## SIGNINGS OF MoU IN SOUTH KOREA



Ms Serena Cheng with Yangsan City Mayor, Mr Na Dongyeon.



(from left to right) Lion Group Chief Business Development Officer, Mr Tony Oh, Hyundai Glovis VP, Mr Park Man-su, Ms Serena Cheng and Hyundai Glovis Head of Global Business Development, Mr Park Ji-hyun.

## SIGNINGS OF MoU IN SOUTH KOREA

### YANGSAN CITY

On 14 November 2022, our Group signed a Memorandum of Understanding (MoU) with Yangsan City located in Gyeongsangnam-do Province, South Korea to promote the Group's businesses to Yangsan's potential investors and provide them with market expansion opportunities on a win-win basis.

Lion Director, Ms Serena Cheng signed on behalf of Lion Group while Yangsan City was represented by its Mayor, Mr Na Dongyeon.

Under the MoU, the two organisations will collaborate on information sharing, business planning and discussions, with Lion Group providing business opportunities such as its industrial properties for sale and to facilitate cross sale of the Group's products with Yangsan's investors' products and participating in upstream and downstream businesses related to steel and mining activities.

### HYUNDAI GLOVIS

Another MoU was signed on 15 November 2022 with Hyundai Glovis Co., Ltd for a strategic partnership for global business and smart logistics solutions in the Southeast Asia market. Ms Serena Cheng signed on behalf of Lion Group while Hyundai Glovis was represented by its Vice President, Mr Park Man-su.

The two organisations will collaborate to develop and upgrade the steel logistics business for our Group steel division's sales and procurement business, and expand into the retail and heavy industrial logistics and business for other industries in Malaysia and Southeast Asia region.



## EXTRAORDINARY GENERAL MEETINGS

**Lion Industries Corporation Berhad (LICB)** held its Extraordinary General Meeting (EGM) on 24 November 2022. Present at the Broadcast Venue at Level 16 in Lion Office Tower were LICB Chairman, YM Datuk Seri Utama Raja Nong Chik bin Dato' Raja Zainal Abidin; Managing Director, Tan Sri William Cheng; and Directors Dato' Nik Rahmat Nik Taib, Ms Yap Soo Har and Ms Serena Cheng.



**Lion Posim Berhad (LPB)** had its EGM physically at Level 16 in Lion Office Tower on 2 December 2022. LPB Chairman, Tan Sri William Cheng; and Directors Dato' Eow Kwan Hoong; Tan Sri Abd Karim Shaikh Munisar; Dr Folk Jee Yoong and Ms Serena Cheng were in attendance.



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## 2023 NEW YEAR MESSAGE FROM GROUP EXECUTIVE CHAIRMAN

2022 was a year of continuing uncertainties and change in many areas; health and medical, economic, social and political aspects. The fight against Covid-19 and its variants continued though the standard operating procedures on mask-wearing were relaxed, and MySejahtera check-in and travel restrictions were lifted. This helped to reduce the pressure on our health and medical facilities, and ease our economic and social activities.

However, the disruptions to the world economy and supply chain caused by the pandemic and global lockdown continued to affect our local economy resulting in shortages, inflationary pressures, high cost of living and rising cost of doing business. The geopolitical tensions between Russia and Ukraine added to the disruptions including gas supply and raised energy costs.

Despite the many challenges, our businesses in the various sectors continued to operate although we divested our Hot Briquetted Iron plant in Labuan. Our Mining Division had started to export its tin ore in 2021 and silica sand in 2022, and we hope to maintain the momentum.

Our Property Division managed to sell some sizeable lots of industrial land in Banting Industrial City (BIC) in Banting, Selangor to foreign and local investors who are keen to set up their manufacturing facilities here. We are also promoting BIC in South Korea and had signed a Memorandum of Understanding (MoU) with Yangsan City to this effect. This will help to attract investment which will boost economic growth and create job opportunities for the local people. In the residential segment, the division had launches to meet the demand for housing especially in the Klang Valley.

We have also signed an MoU with Hyundai Glovis of South Korea to develop and upgrade the logistics business for our steel operations' sales and procurement, and expand into the retail and heavy industrial logistics business for other industries in Malaysia and Southeast Asia region.

Parkson opened in Pavilion Bukit Jalil on 21 January 2022; its second largest department store in Malaysia after Parkson Elite in Pavilion Kuala Lumpur. In China, Parkson opened its 4th Parkson Beauty which is a one-stop beauty store housing top-tier beauty brands, and conducted livestreaming sessions with beauty and other major brands offering special discounts and promotions to customers. Our department store chain is focusing on engagement with shoppers by working with key partners like banks and other merchants.

For Parkson Credit which provides credit financial services such as purchasing products via instalment

payments, the new operating environment and increasingly cashless payment methods presented opportunities to leverage on innovation and technology to enhance its business systems.

Our other businesses namely SECOM which offers electronic and physical security services, POSIM which supplies building materials and automotive and industrial lubricants under the HI-REV brand and LIKOM in Melaka which provides mechanical and electronic manufacturing services, are stable and maintaining their operations.

Bank Negara reported that the local economy expanded by 9.3% in the first three quarters of 2022. It registered a stronger growth of 14.2% in the third quarter of 2022 (also contributed by the base effects from the negative growth in the third quarter of 2021) due to strong domestic demand with improvements in the labour market and income conditions, and recovery of inbound tourism. The services and manufacturing sectors continued to drive growth with exports fuelled by strong demand for E&E products.

Our economy is expected to expand by 4-5% in 2023, supported by firm domestic demand amid continued improvements in the labour market, realization of large infrastructure projects as well as higher tourist arrivals. However, Bank Negara notes that the country's growth remains vulnerable to a weaker-than-expected global growth, higher risk aversion in global financial markets, further escalation of geopolitical conflicts and re-emergence of supply chain disruptions.

The formation of the unity government in late November 2022 will provide the political stability needed to revive and accelerate our economic recovery. We hope that the revised Budget 2023 expected to be tabled on 24 February 2023 will be business-friendly and reduce the company tax rate to attract local and foreign investment that will provide higher tax revenue to the government in the long run.

I wish to express my sincere thanks to all staff for your continuing hard work and dedication in coping with the challenges faced throughout this period. I also wish to thank our customers, business partners and associates, financiers, shareholders, directors and the government authorities for their continuing support and cooperation.

I wish everyone well in the new year and take this opportunity to extend festive greetings to those celebrating the Lunar New Year.

**Tan Sri William Cheng**



## PERUTUSAN TAHUN BARU 2023 DARIPADA PENERUS EKSEKUTIF KUMPULAN

Tahun 2022 merupakan satu lagi tahun yang penuh ketidakpastian dan perubahan dalam pelbagai bidang; dari aspek kesihatan dan perubahan ekonomi, sosial dan politik. Perjuangan melawan Covid-19 dan variannya masih berterusan walaupun prosedur operasi standard ke atas pemakaian pelitup muka telah dilonggarkan, serta daftar masuk menggunakan MySejahtera dan sekatan perjalanan ditarik balik. Ini membantu mengurangkan tekanan kepada fasiliti kesihatan dan perubahan serta melancarkan aktiviti ekonomi dan sosial kita.

Bagaimanapun, ekonomi dunia dan rantaian bekalan yang tergendala berikutan pandemik serta sekatan pergerakan di peringkat global terus menjejaskan ekonomi tempatan kita sehingga mengakibatkan kekurangan bahan, tekanan inflasi, kos sara hidup yang tinggi dan kos menjalankan perniagaan yang semakin meningkat. Ketegangan geopolitik antara Rusia dan Ukraine menambahkan lagi kecacatan termasuk bekalan gas dan kenaikan kos tenaga.

Walaupun berdepan pelbagai cabaran, perniagaan kita dalam pelbagai sektor terus beroperasi meskipun kita telah melepaskan kilang Besi Briket Panas di Labuan. Bahagian Perlombongan mulai mengeksport bijih timah pada tahun 2021 dan pasir silika pada tahun 2022, dan kita berharap supaya momentum itu dapat dikekalkan.

Bahagian Hartanah kita berjaya menjual beberapa lot tanah perindustrian yang agak besar di Bandar Perindustrian Banting (BIC) di Banting, Selangor kepada pelabur asing dan tempatan yang berminat untuk menempatkan kemudahan pembuatan mereka di sana. Kita turut mempromosikan BIC di Korea Selatan dan telah menandatangani Memorandum Persefahaman (MoU) dengan Yangsan City untuk tujuan itu. Ini akan membantu menarik pelaburan yang akan memantapkan pertumbuhan ekonomi dan mewujudkan peluang pekerjaan kepada penduduk tempatan. Di segmen kediaman pula, bahagian itu menganjurkan beberapa pelancaran untuk memenuhi permintaan perumahan terutamanya di Lembah Klang.

Kita juga telah menandatangani MoU dengan Hyundai Glovis dari Korea Selatan untuk membangunkan dan menaik taraf perniagaan logistik bagi jualan dan pemerolehan operasi keluli kita, serta mengembangkannya kepada bahagian peruncitan dan perniagaan logistik perindustrian berat untuk industri lain di Malaysia dan rantau Asia Tenggara.

Parkson membuka gedung di Pavilion Bukit Jalil pada 21 Januari 2022; gedung serbaneka kedua terbesar di Malaysia selepas Parkson Elite di Pavilion Kuala Lumpur. Di China, Parkson membuka Parkson Beauty keempat, iaitu gedung kecantikan sehenti yang menempatkan pelbagai jenama kecantikan ulung, serta mengadakan sesi penstriman langsung bersama jenama kecantikan dan jenama utama lain serta menawarkan diskaun dan promosi istimewa kepada pelanggan. Rangkaian gedung serbaneka kita menyasarkan penglibatan pelanggan menerusi kerjasama dengan rakan kongsi utama seperti pihak bank dan pedagang lain.

Bagi Parkson Credit yang menawarkan perkhidmatan kredit kewangan seperti pembelian produk secara angsuran, persekitaran operasi yang baru dan kaedah pembayaran tanpa tunai yang semakin meningkat membuka peluang untuk memanfaatkan inovasi dan teknologi bagi memantapkan system perniagaannya.

Perniagaan lain iaitu SECOM yang menawarkan perkhidmatan keselamatan elektronik dan fizikal, POSIM yang membekalkan bahan binaan serta pelincir automotif dan industri di bawah jenama HI-REV dan LIKOM di Melaka yang menyediakan perkhidmatan pembuatan mekanikal dan elektronik, adalah stabil dan mengekalkan operasi mereka.

Bank Negara melaporkan bahawa ekonomi tempatan berkembang sebanyak 9.3% pada tiga suku pertama 2022. Ia mencatatkan pertumbuhan lebih kukuh sebanyak 14.2% pada suku ketiga 2022 (juga disumbangkan oleh kesan daripada asas pertumbuhan negatif pada suku ketiga 2021) berikutan permintaan domestik yang kukuh dengan peningkatan pasaran buruh dan keadaan pendapatan, serta kemasukan pelancongan yang lebih baik. Sektor perkhidmatan dan pembuatan terus memacu pertumbuhan manakala eksport didorong oleh permintaan kukuh produk E&E.

Ekonomi kita dijangka berkembang antara 4-5% pada 2023, disokong oleh permintaan domestik yang kukuh berikutan peningkatan berterusan dalam pasaran buruh, realisasi projek infrastruktur besar serta ketibaan pelancong yang lebih tinggi. Walau bagaimanapun, Bank Negara menyatakan bahawa pertumbuhan negara kekal terdedah kepada pertumbuhan global yang lebih lemah daripada jangkaan, pengelakan risiko yang lebih tinggi di pasaran kewangan global, konflik geopolitik yang semakin meruncing dan kemunculan semula gangguan rantaian bekalan.

Pembentukan kerajaan perpaduan pada akhir November 2022 dijangka menyediakan kestabilan politik yang diperlukan untuk meningkatkan dan memacu pemulihan ekonomi kita. Kita berharap semakan semula Bajet 2023 yang dijangka akan dibentangkan pada 24 Februari 2023 adalah mesra perniagaan dan mengurangkan kadar cukai syarikat bagi menarik pelaburan tempatan dan asing yang akan memberikan hasil cukai yang lebih tinggi kepada kerajaan untuk jangka masa panjang.

Saya ingin mengucapkan ribuan terima kasih kepada semua warga kerja atas kegigihan dan dedikasi anda yang berterusan dalam mendepani cabaran sepanjang tempoh ini. Saya juga ingin mengucapkan terima kasih kepada pelanggan, rakan dan sekutu perniagaan, pembiayaan, pemegang saham, pengarah dan pihak berkuasa kerajaan atas sokongan dan kerjasama mereka yang berterusan.

Saya mengucapkan selamat tahun baru kepada semua dan mengambil kesempatan ini untuk mengucapkan salam perayaan kepada mereka yang menyambut Tahun Baru Lunar.

**Tan Sri William Cheng**

## CORPORATE UPDATES

### LION-PARKSON FOUNDATION & MOV ASIA SPONSOR CSR EVENT

Lion-Parkson Foundation (LPF) and MOV Asia Sdn Bhd sponsored a Corporate Social Responsibility (CSR) event for single parents and their children at Pusat Pembelajaran Komuniti Chow Kit on 11 December 2022.

Organised by Malaysian Philharmonic Orchestra (MPO), the event was the first collaboration between MOV Asia and MPO to bring music to the community in an informal setting. MPO staged a string quartet music performance for the audience of 20 parents and 40 children and guests.

MOV Asia, the representative of MOV Korea in Southeast Asia brought in a diagnostic medical device known as MOV Hi-Life for blood testing and analysis for the parents while the children were entertained by the music performance and a Question & Answer session. The parents and children were each presented with an angpou by LPF and MOV Asia Chairman, Puan Sri Chelsia Cheng; and goody bags and refreshments from MOV Asia. MPO CEO, Puan Hassina Begam Abdul Gani was present at the event.



Puan Sri Chelsia Cheng giving angpous to the children at the event.



Puan Sri Chelsia Cheng (2nd from right) and Puan Hassina Begam (right) with the 4-member team from MOV Korea which carried out blood tests for the single parents using MOV Hi-Life blood testing machine.



Chow Kit Community Centre coordinator, Puan Akmal (5th from left) and the mothers with the goody bags from MOV.

### LION MINING EXPORTS SILICA SAND

Lion Mining Sdn Bhd (LMSB) has a total land size of 774 hectares in Mukim Tanjung Duabelas in Kuala Langat, Selangor which it is developing into a premier sand, silica sand and tin mining area.

LMSB has invested more than RM600 million in land and capital expenditure comprising tin and silica plants, and mining equipment such as excavators, wheel loaders, compactors, motor grader and back pushers to produce tin, sand, amang and silica sand. It has a pool of technical expertise and mining experience to explore and develop commercial mining projects, with the aim to be one of the biggest mine operators in Malaysia.

Its mining activities and export of tin ore and silica sand overseas will help to revive and revitalise the local mining industry and yield benefits such as royalty payment to the state government, provide employment for the locals and bring in foreign exchange earnings. LMSB's supply of silica sand will help to attract investments from foreign and local industries including the glass industry, solar panel manufacturers and other associated industries.



Shooting of jets of water to wash the sand at the tin palong.



Recent export of sand to overseas glass manufacturers being towed by barges and loaded onto the ship at the anchorage point.



### Board Meeting & Directors' Visit to SECOM Headquarters

On 2 November 2022, SECOM (M) Sdn Bhd had its Board of Directors meeting at its new headquarters in Bukit Jelutong, Shah Alam. The Directors (seated from 2nd left in photo; Mr Ooi Kim Lai, Tan Sri Albert Cheng, Puan Nazarhanim Mohamad Razak, Mr Susumu Kiryu and Tuan Haji Mohamad Khalid) with General Manager, Mr Lee Keang Hong (seated left); AGM, Ms Tan Wee Gaik, and Senior Manager - Technical & IT, Mr Wong Ji Shang attended the meeting with another Director, Mr Frankie Chai joining in virtually. The directors were later taken on a tour of the new office building including the new Control Center.



### Training on:

#### Basic Occupational First AID, CPR & AED

23 staff from SECOM's Headquarters and outstation depots attended the "Basic Occupational First AID, CPR & AED" training on 13 and 14 October 2022. They were given insights into the theoretical and practical aspects of basic life support skills, CPR, first aid and handling the AED device



#### T-Baton

On 11 December 2022, SECOM's Operations Department organised a T-Baton training involving 15 participants from the Static Guard (SG) and Control Monitoring System (CMS) divisions to enhance their T-Baton usage skills.



### Deepavalli Celebration



In celebrating the Festival of Lights, SECOM organised a mini celebration at its Headquarters on 4 November 2022. The event started with a lamp lighting ceremony by Deputy General Manager, Mr Susumu Kiryu followed by a mouth-watering meal of Indian dishes and prize presentation to the best dressed attendees.

### 2022 Christmas Celebration



On 22 December 2022, Christmas came early at SECOM with staff dressed for the occasion, donning Santa Claus hats and colourful attire whilst the office was decorated with a Christmas tree, colourful tinsel and lights, and music filled the room.

The festivity kicked off with opening remarks by General Manager, Mr Lee Keang Hong and a speech by AGM, Ms Tan Wee Gaik followed by candle lighting, carolling by SECOM staff, gift exchange, goody bags giveaway and a sumptuous Christmas brunch.

### Brainstorming & Commercial Direction for FY2023

SECOM held its FY2023 Brainstorming and Commercial Direction from 19 to 21 October 2022. Themed "Together We Are One", the team brainstormed on service improvement and enhancement plans; and direction for FY2023 covering sales related strategies, efficiency and productivity as well as teamwork.



### STEEL DIVISION

### TRAINING ON:

#### Stress Management

On 1 December 2022, Amsteel Mills Klang employees comprising technicians, supervisors and executives attended a training on "Stress Management" to promote awareness on stress and tips on managing it.

Managing stress at work helps to reduce the level and impact of stress on employees and restore psychological health.

Stress is a factor in 7 out of the top 10 causes of death worldwide with workplace being the important contributor (Quick & Henderson, 2016). An American Psychological Association survey found that 31% of staff felt stressed out during their workday (cited in Tetrick & Winslow, 2015).



#### Effective Supervisory Skills



Amsteel Mills Klang conducted the "Effective Supervisory Skills" training to a group of supervisors to refresh their knowledge and skills. The 2-day training combined six elements related to the critical supervisory skills required to ensure the smooth running of day-to-day operations and production.



# EVENTS IN 2022

## January



Staff from Parkson Credit visited Home for Handicapped and Mentally Disabled Children in Banting, Selangor on 8 January 2022, and donated cash and groceries to them.



2022 CNY charity sale by Lion-Parkson Foundation raised a total of RM201,888 for education & charity.



Parkson Pavilion Bukit Jalil store held its Grand Launch and Opening on 21 January 2022.

## February



On 15 March 2022, Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng (right) presented RM28,500 from the CNY Charity Sale proceeds to the Kuala Lumpur & Selangor Chinese Chamber of Commerce & Industry (KLSCCCI) for its Scholarship Fund.



Secom (Malaysia) Sdn Bhd moved to its new office in Bukit Jelutong, Shah Alam on 18 February.

## April



HI-REV collaborated with SoyaCincau Racing Team for the Supermoto category in Malaysia Speed Festival 2022.



HI-REV Lubricant and Dream Chaser continued their collaboration for the Malaysia Championship Series 2022.

## March



The Group's public listed companies held their Annual General Meetings virtually at Level 16, Lion Office Tower with Lion Posim Berhad on 24 May followed by Parkson Holdings Berhad and Lion Industries Corporation Berhad on 25 and 26 May respectively.

## May

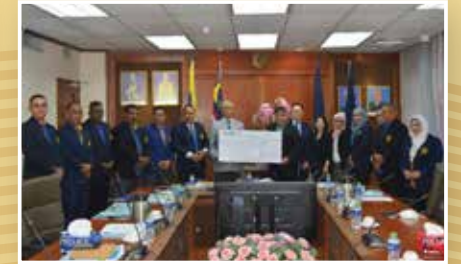
## September



CeDR Corporate Consulting organised a Learning Session for Lion-Parkson Foundation scholars from 23 – 25 August 2022.



Lion-Parkson Foundation, MOV Asia Sdn Bhd and The Associated Chinese Chambers of Commerce & Industry of Malaysia organised a choir competition for 8 schools at the Kuala Lumpur Performing Arts Centre on 7 September 2022.



SECOM presented the dividend for the financial year ending 31 December 2021 to its shareholder, Koperasi Polis Diraja Malaysia (KPDRM) on 6 September 2022.



Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng (centre) presented her donation of RM90,928 from her South Korean exhibition to LPF Trustee, Datuk CS Tang witnessed by trustee, Ms Chow Mun Seong who was appointed on 24 August 2022.



The Directorate Office, Management Audit and Corporate Planning Departments shifted to new premises at Menara Hap Seng 3 on 19 July 2022, followed by Compliance Department on 1 September.

## August



Amsteel Mills organised a Safety & Health Campaign from 4 to 7 July.



The grand opening of Wenzhou Parkson Beauty, the fourth Parkson Beauty store in China was held in July.

## June



ACB Resources Berhad and Lion Corporation Berhad held their AGMs on 27 May.

## July



On 13 June 2022, Lion-Parkson Foundation donated RM25,000 from the proceeds of the virtual charity run, Jom! Run for Care to four beneficiaries.



UPDATES@PARKSON CREDIT

Parkson Credit Spearheads Enhanced Digital Office with Google Workspace



Assistant GM-IT, Mr Teng Boon Hong and Assistant GM - Credit Evaluation & Processing, Mr Daniel Lee (3rd and 4th from right respectively) with the management of Google and Pointstar Malaysia at the event with Mr Teng Boon Hong (inset) sharing Parkson Credit's digital office initiative with the audience.

Parkson Credit Sdn Bhd's sustainability and operational agility was proven during the 2020 pandemic lockdown. The company was able to undergo a seamless transition from physical to virtual workspace with minimal interruptions as employees were able to continuously work from home via its cloud-based architecture. Similarly, dealers' business operations were unaffected as they are able to have uninterrupted access to the online ecosystem. This demonstrated the versatility of Parkson Credit's virtual workspace as well as the confidence it gives to business partners and the company saw the need to further boost its data privacy and security as the new normal has resulted in the broader adoption of the online space.

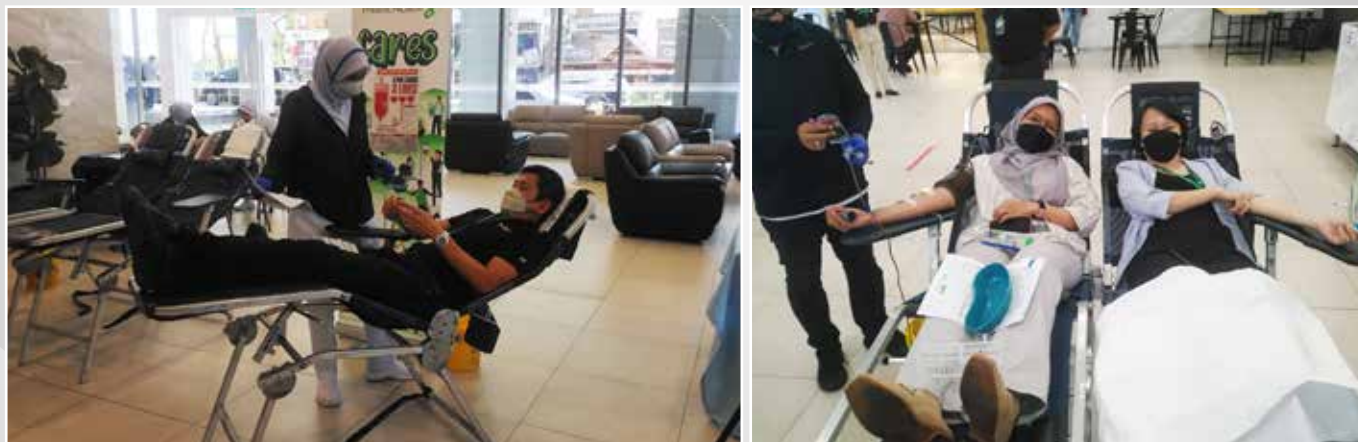
Hence, Parkson Credit entered into a partnership with Pointstar Malaysia for Google Workspace which has many advantages that aligns perfectly with Parkson Credit's digitalisation roadmap - security and privacy-focused policies; enhanced connectedness at

any location as well as better asset and data protection which are Parkson Credit's highest priority.

At a press event at Google's office in conjunction with the implementation of the enhanced digital office on 1 December 2022, Assistant General Manager - IT, Mr Teng Boon Hong said, "We choose Google Workspace as Google Cloud delivers technology with security as its core and Google Workspace allows security in depth to create an IT environment that is more secure and easier to manage than more traditional technologies."

Google's commitment to its secured products and services complements Parkson Credit's compliance and reporting needs. In addition, Google Cloud's environmental, social and governance (ESG) initiatives aligns with Parkson Credit's pledge to move away from paper-based operations and similar ESG programs moving forward.

Parkson Credit Cares with The Gift of Life

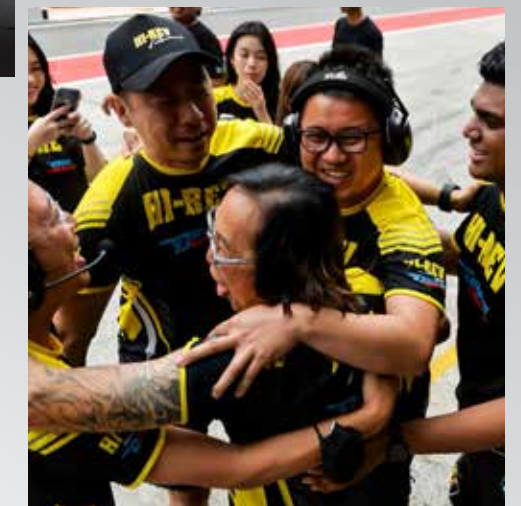


On 8 November 2022, Parkson Credit organised a blood donation drive at the lobby of Lion Office as part of its corporate social responsibility initiatives. Held with the cooperation of the National Blood Centre, about 80 people participated in the drive.

HI-REV Dream Chaser - 2022 Champion



Happy faces of Team HI-REV Dream Chaser after their victory



HI-REV Dream Chaser delivered the perfect end to another successful Malaysia Championship Series by being crowned 2022 Overall Champion after a thrilling final event of the 2022 season in Sepang.

HI-REV Dream Chaser started the final race in the 2022 Malaysia Championship Series leading the Championship with a 14 points advantage. All they needed was a P3 finish to secure the Championship title. In the Qualifying session, HI-REV Dream Chaser qualified second on the grid and both drivers, Brendan Paul partnering Mitchell Cheah raced flawlessly to finish the race in second place that clinched them the Overall Champion title in the MTC class.

The 2022 Champion powered by HI-REV Lubricants!

HI-REV Dream Chaser Conquered S1K 2022



Malaysia Champion Series S1K 2022 Overall Champion

Ending the 2022 season on high motivation and energy after being crowned the Overall Champion in the Malaysia Championship Series 2022, HI-REV Dream Chaser raced in the 14th edition of the hottest national endurance race, Sepang 1000km (S1K) race on 17, 18 and 20 November 2022 at Sepang International Circuit (SIC) and conquered the race to a 3rd place on the podium.



Such triumphs rely on meticulous preparation, great engineering, superhuman stamina and great tactical timing, not to mention a strong engine oil that can keep things running perfectly. With a gruelling 181 laps race, more than 9 hours racing, the HI-REV Dream Chaser's Suzuki Swift ZC32 Sport and Honda Fit GK5 endured the ultimate test in optimum engine performance and protection operating under extreme high temperature.



HI-REV Family Day 2022



General Manager, Ms Valerie Poon (centre) with the grand prize lucky draw winners

HI-REV Family Day 2022 held at the Genting International Convention Centre on 2 October 2022 recorded another milestone with a turnout of more than 1,800 guests turnout.

Group Executive Chairman, Tan Sri William Cheng who was the Guest of Honour, and the guests were entertained by Malaysia's popular singers, Nick and Stella Chung together with dance performances and a live band.

At the event, HI-REV launched its latest torQe PRO 15W-50 with tagline 'From Racing Circuit to Road'; a fully synthetic engine oil with the latest API SP classification that ensures optimum performance and extreme high-temperature protection.

Lucky dealers walked away with the grand draw prize of a Mercedes Benz C200 as well as a Perodua Bezza, along with other prizes.



Grand draw prize of a Mercedes Benz C200

Parkson China Launches Member Club Mini-Program

The launch of the IR&D (Independent Research and Development) Member Club mini-program in the fourth quarter of 2022 demonstrated Parkson China's continuous efforts in developing Omni business models for digital transformation in its integrated membership management.

Parkson Member Club elevates members' experience as both online and offline transactions including member benefits, activations and basic information are displayed together, providing members smooth access to information and the latest Parkson campaign promotional content.

During the pilot launch of Parkson Member at 38 Parkson stores in China, sales from members rose 20% year-on-year compared to that of 2021.



Save The Planet

Parkson launched its 'Save The Planet' campaign in December 2022 to further instill the sustainability culture amongst its Headoffice employees.

The company posted reminders for its staff to use energy, water and paper wisely, and will be sharing videos and reading materials on sustainability initiatives. Parkson has set Wednesday as its 'Save The Planet' day with employees encouraged to wear earth tone colours to office, and implemented the "No Single Use Plastic" whereby employees are not allowed to use single use plastic bag, containers, straws and cups when packing food and drinks or groceries to the office.

CORPORATE UPDATES

LPF Sponsors MH-Bifrost Run

Lion-Parkson Foundation (LPF) sponsored RM5,000 worth of Parkson gift vouchers for the MH-Bifrost Run Against Breast Cancer by University of Malaya Medical Centre (UMMC) Breast Cancer Surgery Unit to raise funds for its Breast Cancer Resource Centre (BCRC).

LPF Chairman, Puan Sri Chelsia Cheng who is the Patron of the UMMC Candy Girls Breast Cancer Support Group set up by BCRC to assist breast cancer patients,

survivors and family members, especially in the B40 group, and an Ambassador for the Run joined the organisers and other sponsors for the 'ribbon cutting' ceremony on stage on 29 October 2022.

Parkson set up a booth promoting its Parkson Card while our colleagues including a few scholars sponsored by LPF during their tertiary studies and now based in the Headoffice and Parkson took part in the Run.



Puan Sri Chelsia Cheng flagging off the runners!





# SOCIAL MEDIA MARKETING

By: Lau Teong Ho (IT Dept - LIKOM)

Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve marketing and branding goals. Let's look at one of the successful brands with full campaign strategies and its social media success story.

## GoPro- Promoting the Tagline

Social media networks are part of GoPro's marketing strategy. To advertise its tagline, "The world's most versatile camera", GoPro mainly uses social media networks. The company always wants to stand out from the competition. Thus, it employs this motto across all media. That's why its social media success story is a little different here.

GoPro uses a variety of social media sites to reach a diverse customer base for its products, including Facebook, Twitter, Instagram, YouTube, Pinterest, Whatsapp, TikTok, LinkedIn and others. Its main goal is to assemble and develop a strong market from diverse people, and share customer-generated material on its social media sites using various social media platforms. These platforms assist GoPro in demonstrating the worth and quality of its products.



GoPro's social media success story is a little different in terms of marketing. It uses social media to advertise its business, provide value to its products, and communicate with loyal customers. It reaches out to new customers by sharing GoPro product photographs and videos of the day and daily activity photos and videos to establish client trust.

On Twitter, GoPro developed a hashtag campaign called **#GoProMillionDollarChallenge**, including a photo and

video format. As a result, it received a lot of customer engagement by using the hashtag, and it loves generating a variety of videos and mentioning this hashtag when they are posted.



It holds GoPro awards every year and users can submit their collected video and image footages to the many categories on its website. Upon finalisation, GoPro chooses the winners, gives them awards, and sells the film through various social marketing channels. In terms of GoPro sales, this notion is highly profitable.

Next, we will look at social media's seven most important benefits and how they can help businesses.

### 1. Improve brand awareness and visibility

Each post or piece of material you share in the social media will help introduce you to new people and networks. You will be able to reach out to many people, increase visibility of your brand, offer your product or service to them, answer their questions, and keep them engaged until they convert.

### 2. Drive organic traffic

Social networking is an excellent way to drive organic traffic to a company's website. You can upload content linked to your website on most social networking platforms. In fact, you can even convince your readers to click on the link if you provide user-friendly content.

### 3. Link building

In general, link building is as important as ever for improving SEO performance, driving organic traffic, increasing brand awareness, and obtaining them is a multifaceted, never-ending process.

# SOCIAL MEDIA MARKETING (cont'd)

### 4. Most cost-effective

The most cost-effective component of an advertising strategy may be social media marketing. Almost all social networking platforms allow you to sign up and create a profile for free. Any paid promotions you want to invest in are pretty inexpensive compared to other marketing methods.

### 5. Boost brand communication

It's not just about improving brand communication with customers on social media. Indeed, social media is all about bringing people together at its core. Engaging with colleagues, mentors, role models, and other professionals can help you greatly expand your professional network. You'll have a whole new network to tap into whether you're seeking possibilities or professional advice if you nurture the brand communication.

### 6. Competition analysis

We may also utilise social media channels to keep an eye on other marketing methods and practices through competition analysis so that our company can improve its ability to educate and entertain users, the things our brand does well, and how we can improve overall.

### 7. Highly targeted advertising

Another benefit of using social media platforms is the opportunity for highly targeted advertising. Social media, with Facebook in particular, allows you to target your ads specifically to groups of interest based on age, location, interests, etc. It also allows you to retarget ads to people who have seen certain ads or visited specific pages on your website.

### Final Thoughts

Companies should examine how GoPro and other well-known companies, such as Coke and Disney, develop and engage with their online communities. These brands have delivered value to their customers rather than putting advertisements on Facebook or Youtube and hoping for the best.

Social media has created a way to send brand messaging to the right people at the right time. If your content stands out enough to make the user interested, it can drive traffic, sales, and long-term loyalty. Overall, using social media is no more optional, but an important means of engagement with your target audience.

#### Sources:

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## KOREAN WAVE (HALLYU) – THE RISE OF KOREA'S CULTURAL ECONOMY & POP CULTURE

(Part 2 - Growth of Hallyu)

In the July-September 2022 edition of the Learning Link, we read about the origins of the Hallyu – how it came to be, and now we move on into its exponential growth and the factors leading to it.

Hallyu has consistently and exponentially grown since 1999, when it surfaced as a major cultural phenomenon. But the growth of this wave has not been totally spontaneous and unplanned, rather, the sustained growth and popularity of this wave has been well managed by all its chief stakeholders.

Four important factors have been crucial for maintaining the popularity of Hallyu and further boosting its potential to expand into other markets:

### Growing popularity of Korean brands:

Samsung and LG have been the forerunners in creating world class brands in the consumer electronics industry. In

the annual 2019 ranking by Interbrand of the world's top 100 brands, Samsung was listed as the 6th brand in the world with brand value of USD 61.1 billion. LG has transformed itself from a manufacturer of cheap products to a brand of repute. Hyundai and Kia brands are creating a similar revolution in the car industry.

On a collective level, the acceptance of these brands in the international market has improved the overall perception of its country of origin – South Korea. This new interest in Korea has been a great driver of Hallyu.





## KOREAN WAVE (HALLYU) – THE RISE OF KOREA’S CULTURAL ECONOMY & POP CULTURE (cont’d) (Part 2 – Growth of Hallyu)



### Increased R&D in design, production and overall quality:

The popularity of leading Korean brands across the world including the US has highlighted certain key dimensions of success for Koreans – superior quality, cutting edge designs and a contemporary feel for the products and services.

This lesson has been absorbed by almost all business sectors and has resulted in increased investment in research and development in creating products of superior quality. This newfound focus on quality has enticed many new customers and helped sustain the popularity of movies, music, and dramas, which are the main products driving the Korean wave.

According to a report by the Korean Foundation, there were 89 million Hallyu fans in 113 countries in 2019. Out of these, over 70 million live in Asia and Oceania, 11.8 million live in the Americas and 6.6 million in Europe. This speaks volumes about the explosiveness and the way that Korean pop music has proliferated the globe in the last 15 years. Culture could become an important export product worth billions of dollars – while it would help rebrand Korea.

### Effective management of all touch points:

Even though multiple factors have tremendously influenced the birth and evolution of Hallyu, one of its drivers is careful and effective management of all possible touch points.

Touch points are the numerous instances where the customers come into contact with Hallyu. The entertainment industry, the different organizations involved in movies, music companies, online gaming companies, Korean chaebols and the Korean government have meticulously orchestrated their efforts in ensuring a consistent experience. Large event organizers such as the 2018 PyeongChang Olympics and Winter Paralympics have also helped to build a more positive perception of Korea.

All these players have ensured portrayal of the interesting aspects of Korean culture in their respective media. They have also effectively optimized the use of new Korean celebrities to further the cause of Hallyu across the region.

### Continuous support from the Korean government:

The Popular Culture Industry Division, a division of the Ministry of Culture, Sports and Tourism, focuses on Korean pop music, fashion, mass entertainment, comic books,

cartoons, and other key products. The division along with three other divisions are referred to as the Cultural Content Office. Its budget is a staggering USD 5.5 billion, with the aim to boost economic growth particularly through growing the country’s cultural industry export industry.

Additionally, the Korean government sponsors 20-30% of a USD 1 billion investment fund earmarked to nurture and export popular culture. The remaining funds come from investment banks and private companies and are managed by the Korean Venture Investment Corporation.

One of the strategies of managing Hallyu is the careful study of its target audience – mostly people in Asian countries. The Korean government and its divisions follow these Asian countries and cultures closely to understand which Korean Wave products would have the best probability of success in different markets. The secret is that no one understands these markets better than Korea.

The entertainment industry has been very proactive in feeling the pulse of the masses and producing appealing movies and dramas. The Korean Tourism Organization (KTO) has made the best use of this huge interest in Korea by offering very attracting tour packages to tourists. These packages involve trips to locations made famous by the Korean dramas, travel to exclusive shooting locations and so on.

The Korean government has also built and opened “K-Culture Valley” in Goyang, a Hallyu inspired theme park which would house everything from film studios, Korean restaurants, live music concerts to movie galleries, hotels, shopping malls selling Korean celebrity merchandise and even a Korean theme park at a cost of USD 1.2 billion. The purpose of this theme park has been to put in one place all the interesting components of Hallyu for visitors.



### Conclusion

All in all, there is no doubt that Hallyu has catapulted Korea onto the global stage. With so much international attention on Korea and its pop culture scene and its creative economy, it is imperative for the Korean government to leverage on all its entertainment and cultural products to further drive the brand equity of Korea as a country.

The growth of the Korean Wave over the past 2 decades has been a fascinating one, and it is still unfolding. Moving forward, it will be interesting to see how Korea continues to innovate and tap on the massive potential and popularity of the Korean Wave to sustain its appeal to global audiences. This could further enhance the nation brand equity of Korea, and contribute to the continued success of the Korean society, economy and culture.

Read the complete article at: <https://martinroll.com/resources/articles/asia/korean-wave-hallyu-the-rise-of-koreas-cultural-economy-pop-culture/>

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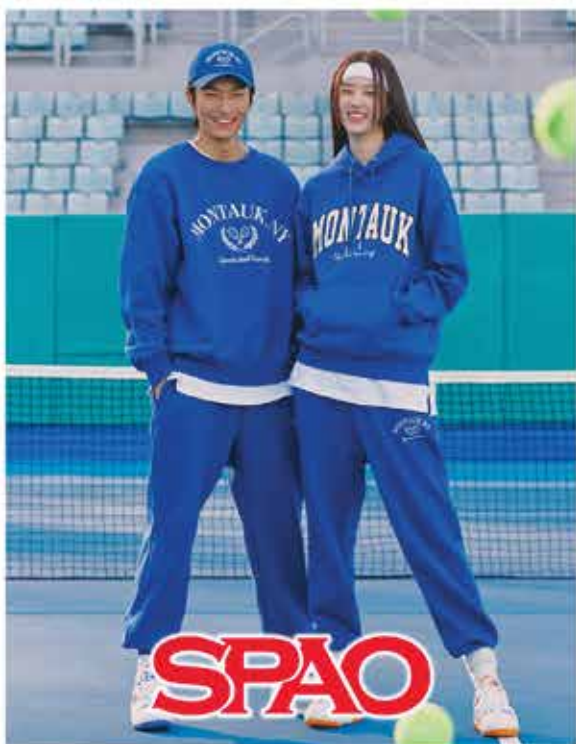
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