

# Lion Today

VOL.36 NO.2 APRIL / JUNE 2024 FOR INTERNAL CIRCULATION ONLY [www.lion.com.my](http://www.lion.com.my) PP19070/082016(034572)

## Visit by Hong Kong Association of Banks



- 《生命之光》 My Life • My Light: A Literary Journey by Puan Sri Chelsia Cheng
- Opening of Mianyang Parkson Guanhua Supermarket in China
- Our Companies' Annual General Meetings
- Victories by Hi-Rev Racing Team & Hi-Rev Dream Chaser Racing Team



SCAN FOR  
COLOR  
VERSION

# Visit by Hong Kong Association of Banks



• Photos: Exchange of souvenirs between Tan Sri William Cheng and Ms Luanne Lim, exchanging business cards and discussions between Lion Group and HKAB.

On 24 May 2024, the members of the Hong Kong Association of Banks (HKAB), led by their Chairperson, Ms Luanne Lim, visited our Group Head Office. They were received by our Group Executive Chairman, Tan Sri William Cheng and several directors. The visit provided an excellent opportunity for meaningful discussions and the fostering of cordial relations between HKAB and our Group.

## Kunjungan Hormat Persatuan Bank-bank Hong Kong

Pada 24 Mei 2024, ahli-ahli Persatuan Bank-bank Hong Kong (HKAB), yang diketuai oleh Pengerusinya, Cik Luanne Lim, membuat kunjungan hormat ke Ibu Pejabat Kumpulan Lion. Mereka disambut oleh Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng dan beberapa orang pengarah. Lawatan ini membuka peluang kepada kedua-dua pihak bertukar pandangan dan menjalin hubungan baik.

### 香港银行公会来访

2024年5月24日，香港银行公会（HKAB）成员在其主席林慧虹的带领下，访问了我们集团总部。集团执行董事长丹斯里锺廷森和数位董事接待了他们。此次的访问，为HKAB及我们集团之间提供了具有深化讨论与加强联系的良好机会。



## 《生命之光》MY LIFE • MY LIGHT: A Literary Journey by Puan Sri Chelsia Cheng

19 May 2024 at Han Chiang University College, Penang



《生命之光》My Life-My Light authored by Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng, was launched at Han Chiang University College of Communication in Penang on **19 May 2024**.

At the event, Puan Sri shared stories from her books, particularly reminiscing about memories of her late mother, followed by a book signing session.

About 100 people attended the event, including LPF Trustee, Ms Chow Mun Seong; Executive Advisor of Han Chiang, Tan Sri Dato' Seri Tan Kok Ping; Advisor of Han Chiang, Dato' Seri Choot Ewe Seng; President of Penang Chinese Chamber of Commerce, Dato' Seri Hong Yeam Wah; and Chancellor of Han Chiang, Associate Professor Dr Beh Kok Hooi.

23 June 2024 at C & See Café, Kuala Lumpur



On **23 June 2024**, Puan Sri hosted a book sharing session at C & See Café located at Level 4, Parkson Elite in Pavilion Kuala Lumpur, attracting over 50 attendees.

《生命之光》My Life-My Light is a box set of 3 books containing articles on life's teachings, healthy living and eating, previously published in Pumen magazine and Nanyang Siang Pau: 《我行我素》(Food and Memories), 《家严家慈嘉言》(Words of Wisdom) and 《妈妈语录》(Mom's Quotes). Priced at RM168 a set, all proceeds from the sale will go to LPF's charitable causes namely education, medical assistance and other charities.

To purchase the box set or donate to LPF, please refer to the back page or contact the LPF Hotline at 019-3227999.



LION POSIM BERHAD • 41ST ANNUAL GENERAL MEETING  
28 MAY 2024



PARKSON HOLDINGS BERHAD • 40TH ANNUAL GENERAL MEETING  
29 MAY 2024



LION INDUSTRIES CORPORATION BERHAD • 93RD ANNUAL GENERAL MEETING  
30 MAY 2024

# ANNUAL GENERAL MEETINGS

Lion Posim Berhad held its Annual General Meeting (AGM) on 28 May 2024 while Parkson Holdings Berhad and Lion Industries Corporation Berhad had their AGMs on 29 and 30 May 2024 respectively. Non-listed companies, ACB Resources Berhad and Lion Corporation Berhad held their AGMs on 20 June 2024.



ACB RESOURCES BERHAD  
48<sup>TH</sup> ANNUAL GENERAL MEETING  
THURSDAY • 20 JUNE 2024 • 11.30AM



LION CORPORATION BERHAD  
50<sup>TH</sup> ANNUAL GENERAL MEETING  
THURSDAY • 20 JUNE 2024 • 2.30PM

Our Group received the delegation from the Hong Kong Association of Banks (HKAB) which had hosted the Malaysia Business Forum in Kuala Lumpur on 23 May 2024 to encourage Malaysian enterprises to leverage Hong Kong's value-added banking services and fundraising platform for greater business opportunities. Group Chairman Tan Sri William Cheng and directors had an engaging discussion with the delegation on investment and business conditions.

Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng had 2 sharing sessions on her newly published books containing articles on life's teachings and healthy living, in Penang and Kuala Lumpur. The proceeds from the sale of the books are channelled to LPF to fund its scholarships for undergraduates, financial aid for patients to undergo medical treatment and other charities. Information on the books and how to purchase them is available on the back cover.

Parkson in Malaysia and China continues to engage with and delight its customers with its promotions, new supermarket opening in Mianyang and staging of beauty pop-ups in Nanchang (with the latter two cities in China).

The companies in the various divisions organised training and teambuilding events, recreational activities and Hari Raya celebrations for greater staff engagement and their well-being. This is related to Goal number 3 on Good Health and Well-Being under the 17 Sustainable Development Goals (SDGs) to promote sustainable development which are featured on page 12 in the newsletter.

## UTUSAN PENGARANG

Kumpulan kita menerima kunjungan hormat daripada delegasi Persatuan Bank-Bank Hong Kong (HKAB) yang berada di ibu negara berikutan penganjuran Forum Perniagaan Malaysia pada 23 Mei 2024. Forum ini bertujuan untuk menggalakkan syarikat-syarikat Malaysia memanfaatkan perkhidmatan perbankan nilai tambahan dan platform pengumpulan dana Hong Kong untuk menerokai peluang perniagaan yang lebih besar. Pengerusi Kumpulan, Tan Sri William Cheng bersama beberapa pengarah bertukar pandangan mengenai hal ehwal pelaburan dan perniagaan dengan para delegasi.

Pengerusi Yayasan Lion-Parkson (LPF), Puan Sri Chelsia Cheng mengadakan dua sesi perkongsian untuk buku terbaru beliau, masing-masing di Pulau Pinang dan Kuala Lumpur. Mengandungi artikel-artikel berbentuk pengajaran dan gaya hidup sihat, hasil jualan buku tersebut akan disalurkan kepada LPF untuk membiayai aktiviti amalnya seperti pemberian biasiswa kepada pelajar-pelajar ijazah pertama, bantuan kewangan untuk pesakit yang sedang menjalani rawatan dan lain-lain tujuan kebajikan. Maklumat lanjut mengenai buku dan cara untuk mendapatkannya tertera di muka belakang surat berita ini.

Parkson di Malaysia dan China terus melaksanakan pelbagai aktiviti untuk mendekati dan mengembirakan para pelanggannya, seperti program promosi dan pembukaan pasar raya baru di Mianyang serta pelancaran 'pop-up' jenama kecantikan di Nanchang, kedua-duanya di China.

Syarikat-syarikat operasi kita pula menganjurkan sesi latihan dan program pengukuhan kerja berpasukan, aktiviti rekreasi dan sambutan Hari Raya untuk memantapkan penglibatan dan kesejahteraan para pekerja. Kesemua ini adalah sebahagian daripada Matlamat 3 berkaitan Kesihatan Yang Baik dan Kesejahteraan di bawah 17 Matlamat Pembangunan Mampan (SDGs) untuk memperkasa pembangunan mampan seperti yang dipaparkan di halaman 12 surat berita ini.

## CONTENTS

### 1 - 4 CORPORATE UPDATES

- Visit By Hong Kong Association of Banks
- 《生命之光》My Life • My Light: A Literary Journey By Puan Sri Chelsia Cheng
- Annual General Meetings

### EDITOR'S MESSAGE

### 4 - 8 RETAIL & TRADING DIVISION

- BonusLink Extravaganza
- Parkson Branding & Innovation Levels Up Team Spirit at Sunway Lost World of Tambun
- Parkson Transformation Team - World's Best Teams 2023
- Opening Of Mianyang Parkson Guanhua Supermarket
- Nanchang Parkson Hosts International Beauty Pop-Ups
- Enhancing Collaborative Team Training
- Zumba Sessions

### 4 - 8 RETAIL & TRADING DIVISION

- Hi-Rev Racing Team
- Dominates Opening Round Of Malaysian Supermoto Championship 2024
- Secures Triumphant Win At MotoMSF Superbike Championship 2024 Opening Round
- Hi-Rev Dream Chaser Racing Team
- Celebrates Double Victory At MCS Round 2

### 9 - 10 SERVICES DIVISION

- Family Fun Day At Zoo Negara
- Happenings @ Secom
- Hari Raya Aidil Fitri Celebrations
- Training:
  - Application Of E-Invoice In Daily Accounting And Business Operations
  - ISO 27001: 2013 Risk Assessment & Information Security Control
- Visit By Indah Water Consortium

### 11 COMMUNICO

- Embrace The Future Of Business Telephony With Cloud PBX

### 12 - 13 LEARNING LINK

- 17 Goals To Rule Them All: How The SDGs Can Benefit Organisations

### 14 - 15 RETAIL & TRADING DIVISION

- Building Solutions
- Book Sale In Aid Of Charity By Puan Sri Chelsia Chan

**EDITORIAL**  
Editorial Advisor  
Natalie Cheng  
Editor  
Quah Le Ching  
Editorial Committee  
Ng Ho Peng, Fauziah Harun, Hody Yee Mei Kuen, Ian Bo

**PRINTER**  
Pencetak Weng Fatt  
Reg. No. 197401002762 (19847-W)  
Lot 6, Lorong Kilang A, Off Jalan Kilang  
46050 Petaling Jaya, Selangor Darul Ehsan  
Tel: 603-7783 9231  
Fax: 603-7783 9270  
Email: wfprint@wengfatt.com.my

**PUBLISHER**  
Lion Group Management Services Sdn Bhd  
Reg. No. 201501007647 (1132980-H)  
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

## RETAIL & TRADING DIVISION

# BonusLink EXTRAVAGANZA

Parkson Elite 1 Utama organised the BonusLink Extravaganza from 17 to 19 May 2024 for BonusLink members who took advantage of the attractive promotions to shop for their favourite items. Members also enjoyed a variety of gifts, goodies, and treats, making the event a memorable one for all.



# Parkson Branding & Innovation

## Levels Up Team Spirit at Sunway Lost World of Tambun



**P**arkson Branding & Innovation held a teambuilding session themed “LEVEL UP!” led by Parkson Retail Asia Limited Director, Ms Vivien Cheng at Sunway Lost World of Tambun from 26-27 June 2024, aimed at enhancing both individual and team strengths, and promoting collaboration and continuous improvement.

The activities included a challenging treasure hunt that spanned the entire theme park, where participants navigated various obstacles and puzzles, encouraging strategic thinking and teamwork. The “prison break” activity followed, demanding foresight and collaborative effort to overcome intricate scenarios.

The final hurdle involved building bridges; a symbolic and literal task that highlighted the importance of cooperation and mutual support. This activity not only tested problem-solving skills but also reinforced the importance of working as a cohesive unit.

Participants also enjoyed an elegant Movie Night-themed dinner where they dressed up as their favorite movie characters, adding a touch of creativity and fun to the evening.



Ms Vivien Cheng (left) with the 3 Best Dressed winners

# PARKSON TRANSFORMATION TEAM -

## WORLD'S BEST TEAMS 2023

**T**he Parkson Transformation Team was chosen by the Intercontinental Group of Department Stores (IGDS) as one of the World's Best Teams of 2023 (Top 10) for their innovative ideas to creating a conducive working environment that significantly boosts overall productivity and efficiency in a sustainable manner.

IGDS is a non-profit organisation funded by members' subscriptions whose membership is exclusively for department stores, typically limiting to one member per country. Presently, IGDS serves 44 department store members across all continents.

*Congratulations to Parkson Transformation Team!*



# OPENING OF MIANYANG PARKSON GUANHUA SUPERMARKET



**P**arkson China celebrated the grand opening of Mianyang Parkson Guanhua Supermarket on 17 May 2024. Located in the Science and Technology City New Area, the supermarket serves the healthy and discerning needs of the residents in this urban area.

The opening ceremony was graced by notable personalities, including Liu Jianhua, Deputy Director of the Mianyang Science and Technology City New District Management Committee; Yang Guang, Vice Chairman of the Federation of Industry and Commerce; Hu Hongjuan, Deputy Director of the Bureau of Commerce; Wu Lei, General Manager of Parkson Group Sichuan District and President of the City Women Entrepreneurs Chamber of Commerce, and representatives from various business associations.

The 3,800 square meter supermarket features a variety of fresh produce, cultural products, and regional delicacies, partnering with large agricultural bases to ensure high-quality food supplies. It also offers popular cuisines, bakeries, children's play areas, tea tasting, and online shopping options.

The new area in Mianyang is positioned as an innovative urban landmark with significant development potential, aiming to become a national model for urban-industrial integration and technological innovation.

# NANCHANG PARKSON HOSTS INTERNATIONAL BEAUTY POP-UPS



Nanchang Parkson hosted three major international beauty pop-ups namely Shiseido & QQ Pop-Up Tour, Estée Lauder's "Collagen Technology Hall" and CPB's Eye Care Station in May to enhance brand image and engage consumers.

These pop-ups which effectively used dedicated spaces to convey marketing ideas and engage consumers through visual, tactile, and auditory experiences, encouraged consumers to visit in person, experience the brands, and develop new perceptions. This approach increased offline traffic, expanded brand presence, and attracted young, financially capable consumers; rejuvenating the brand image.

During these events, the Zhongshan Road commercial area, where Nanchang Parkson is located, saw significant customer traffic. The success of these pop-ups not only maximised space usage but also enriched Nanchang Parkson with new stories and content, and increased footfall.

## ENHANCING COLLABORATIVE TEAM TRAINING

Posim Marketing Sdn Bhd (PMSB) employees attended a training session on "Enhancing Collaborative Team," conducted by our training arm, CeDR, to explore strategies for improving teamwork, breaking down silos, and fostering a culture of collaboration. The participants learned practical approaches to strengthen their collaborative skills, ultimately aiming to create a more cohesive and productive work environment.



## ZUMBA SESSIONS

As part of its objective to promote a healthy lifestyle, PMSB organises monthly Zumba exercise sessions for employees at the office premises. These sessions encourage physical activity and movement therapy, which can enhance cognitive skills and potentially lead to improved productivity. By fostering a culture of wellness and fitness, PMSB aims to keep employees engaged, energized, and motivated, contributing to their overall well-being and the company's success.



## HI-REV Racing Team

### Dominates Opening Round of Malaysian Supermoto Championship 2024

The HI-REV Racing Team started the 2024 season with a resounding victory at the opening round of the Malaysian Supermoto Championship. Racer Eric Chia delivered an outstanding performance at the Tangkak Racing Circuit, claiming a hat-trick of first-place finishes in the Super Rocco Race, Race 1, and Race 2. Crossing the finish line in first place, Eric clinched the win and gained valuable points in the championship standings. This victory highlights the team's dedication, preparation, and superior racing tactics.



### Secures Triumphant Win at MotoMSF Superbike Championship 2024 Opening Round

HI-REV Racing Team achieved a spectacular victory in the opening round of the MotoMSF Superbike Championship 2024. Zhafrir Zarkasha delivered a masterful performance at the Sepang International Circuit, taking first place in the Supersport Class that set the tone for an exciting season ahead.



## HI-REV Dream Chaser Racing Team

### Celebrates Double Victory at MCS Round 2

HI-REV Dream Chaser triumphed in Round 2 of the Malaysia Championship Series (MCS), held at the iconic Sepang International Circuit. Lee Wai Cong and Hayden Haikal delivered stellar performances, securing first place in both Race 1 and Race 2.



# FAMILY FUN DAY at ZOO NEGARA

On 19 May 2024, Parkson Credit Sdn Bhd organised its first Family Day event at Zoo Negara Malaysia, marking a milestone in its commitment to fostering strong bonds among employees and their families. The event was a resounding success, with 29 families participating, totaling 102 attendees comprising 53 adults and 49 children.

The day kicked off with an exciting “Zoo Explorer” quiz, engaging families in a fun and educational activity that included questions about the zoo’s diverse animal inhabitants, such as the two tapirs sponsored by Parkson Credit. This interactive quiz allowed participants to learn more about the zoo’s wildlife while enjoying quality time together, followed by a delightful luncheon at The Wild Restaurant, where everyone enjoyed a delicious meal amidst the zoo’s scenic backdrop.

One of the day’s highlights was the captivating multi-animal show, which mesmerised everyone of all ages with displays of animal agility and skills. To make the event even more memorable, the organisers prepared goodie bags for all the young participants, ensuring they left with lasting memories of a meaningful and enjoyable day.



## HAPPENINGS @ SECOM

# HARI RAYA AIDIL FITRI CELEBRATIONS

Secom (M) Sdn Bhd organised a Hari Raya Aidil Fitri open house on 26 April 2024, for its employees, suppliers/vendors, customers, and business partners to celebrate together. The event featured an array of delicious food offerings, enjoyed by everyone in a festive atmosphere.



### Training:

#### Application of E-Invoice in Daily Accounting and Business Operations

**25** employees attended the training on “Application of E-Invoice in Daily Accounting and Business Operations” at Secom HQ office on 23 April 2024.



#### ISO 27001: 2013 Risk Assessment & Information Security Control

In line with Secom’s efforts towards ISO 27001 certification, a training session on ISO 27001:2013 Risk Assessment & Information Security Controls was conducted on 16 May 2024. The session aimed to equip participants with the necessary knowledge and skills to effectively manage data and information systems in accordance with international standards for information security management.



### Visit by Indah Water Consortium

Secom welcomed one of its major customers, Indah Water Consortium (IWK), to its premises on 14 May 2024. The visit commenced with an overview of Secom’s services and a discussion on IWK’s specific requirements, followed by a tour of the Control Center, showcasing Secom’s operational capabilities and infrastructure to meet the needs of its esteemed clients.



## Embrace the Future of Business Telephony with Cloud PBX

By Keegan Tse – IT Dept, Posim Marketing Sdn Bhd



### Why Choose Cloud PBX?

- **Flexibility:** Adapts to changing communication trends, allowing work from anywhere with an internet connection.
- **Scalability:** Easily scalable to meet business demands, supporting an unlimited number of users.
- **Advanced Features:** Provides advanced functionalities such as voicemail-to-email, call forwarding, auto attendants, and more.
- **Reliability:** Offers the same reliability as legacy telephone systems with cloud-based redundancy and disaster recovery options.



### How Does Cloud PBX Work?

Unlike traditional telephone systems that use copper landlines, a Cloud PBX uses your business broadband connection to route communications. Voice data from your device is transformed into encrypted data packets sent through your ISP's network to establish and maintain calls. Your service provider owns and manages all major equipment in a Cloud PBX system, while you provide an internet-connected device or IP phone to connect to the internet.

### Advantages of Cloud PBX:

1. **Low Startup Costs:** No need to purchase additional hardware.
2. **No Server Maintenance:** Less maintenance and lower costs compared to on-premises PBX systems.
3. **Ease of Use:** Easier to set up and use, requiring less technical knowledge.
4. **Scalability:** Easily scalable to support an unlimited number of users.
5. **Accessibility:** Accessible from anywhere with an internet connection, supporting remote and flexible work arrangements.

The world of business telephony is changing rapidly. Advanced and innovative communication technologies have made traditional copper wires and physical connections obsolete. Enter Cloud PBX (Private Branch Exchange), a business phone system that operates entirely in the cloud, offering unparalleled flexibility and a suite of advanced features.

### What is Cloud PBX?

A Cloud PBX is a business phone system hosted entirely on off-site data centres and powered by the internet. This modern solution provides all the features of a traditional desk phone system at a fraction of the cost, along with additional functionalities that enhance business communications.

### Key Features of Cloud PBX:

1. **Internet-Based Connectivity:** Uses your internet connection to make and receive calls, eliminating the need for traditional phone lines.
2. **Network Integration:** Supports all physical networks similar to a computer, ensuring seamless integration with existing IT infrastructure.
3. **Cost-Effective:** Offers significant cost savings compared to traditional systems, with no need for expensive hardware or on-site technicians.
4. **Scalability:** Easily scalable to meet the growing demands of your business, allowing you to add or remove lines and features as needed.
5. **Advanced Functionalities:** Provides advanced features such as voicemail-to-email, call forwarding, auto attendants, and more, enhancing your business operations.

### CONCLUSION

Cloud PBX is the rising star of business telephony. It combines the reliability and functionality of traditional systems with the flexibility and advanced features of modern technology. By transitioning to Cloud PBX, you can scale on your terms, add the functionalities your business needs, and create an agile communication system that keeps pace with your growth.

Embrace the future of business communications with Cloud PBX and give your business the tools it needs to thrive in an ever-evolving landscape.

References: <https://en.wikipedia.org> <https://www.business.com/>



GROUP LEARNING & DEVELOPMENT

# LEARNING LINK

YOUR LINK TO LEARNING IDEAS & RESOURCES

CeDR Corporate Consulting Sdn Bhd

No.15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan.

03-33447310

03-33447315

## 17 GOALS TO RULE THEM ALL: HOW THE SDGS CAN BENEFIT ORGANISATIONS

### THE GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT



Committed to by world leaders at the UN Summit in New York in 2015, the 17 proposed Sustainable Development Goals (SDGs) and 169 targets aim to be a charter for people and the planet in the twenty-first century. Debated by civil society and UN member states for more than two years, the goals will stimulate action over the next 15 years in areas of critical importance to building a more equitable and sustainable world for all.

The aim of the new SDGs is ambitious: End extreme poverty; fight inequality and injustice; fix climate change. In all countries, for all people. The goals come not a moment too soon: Climate change is rapidly becoming the greatest threat to poverty eradication and negatively affecting sustainable development efforts. If action is not taken to cut emissions and support communities to adapt to the changes, its impacts will only increase.

Ultimately, the SDGs will affect organisations and institutions of all shapes and sizes.

For the private sector, the SDGs can provide a more focused direction on how to boost the quality of sustainability goals, position them as commitments, and better communicate them in a credible and meaningful manner.

No matter how large or small, and regardless of their industry, all companies can contribute to the SDGs. While the scale and scope of the global goals is unprecedented, the fundamental ways that business can contribute remain unchanged. The UN Global Compact asks companies to first do business responsibly and then pursue opportunities to solve societal challenges through business innovation and collaboration.

### What are the benefits of the SDGs for companies?

The SDGs facilitate the alignment of corporate strategy with the needs of today's society. They highlight areas of innovation and can help to open up new markets. That is why the topic of opportunities is very relevant in the context of the 17 goals. For SMEs that address the SDGs, benefits can include the following:

### Recognising tomorrow's opportunities:

More and more innovations arise from changes in consumer behaviour (e.g. share economy), but also from increasing pressure from social enterprises that enter the market with innovative, sustainable solutions. This can lead to a further development of business processes or products in terms of sustainability, and also to the development of new types of solutions.



## LEARNING LINK

### Attractiveness as an employer:

Especially for young talents, it is of great interest whether and how a potential employer takes its social responsibility seriously. Companies that are strategically and credibly oriented towards sustainability goals have a better chance of convincing these talents to join them.



### New partnerships and synergies:

Working together with others on the success of the SDGs is a powerful, unifying element.



### Positive reputation of the company:

Communicating the company's engagement with the SDGs internally and externally – this convinces employees and external stakeholders and turns them into multipliers or advocates.



Some great examples:

Ikea has sparked transformational change in the market for commodities, namely cotton, and a more efficient use of resources within its own supply chain. Partnering with the Better Cotton Initiative, Ikea not only improved the livelihoods of 43,000 farmers in South Asia, but also significantly reduced the amounts of costly artificial fertilisers it used. This is inspiring news for anyone operating in the textile industry where pesticides and chemicals can account for up to 60 percent of farming costs, and where forecasts see production costs increasing as conventional cotton farming becomes more water and chemical intensive.

The UK government has integrated the Sustainable Development Goals into the agenda of each department and outlines their commitments and actions for each goal on their website.

Lego is dedicated to SDG 4: Quality Education for All and aims to educate children about sustainability through events and a wind turbine model they launched with information about climate change and wind energy.

### Are companies already contributing to SDGs?

Many entrepreneurs and companies, sometimes without even knowing it, already contribute to sustainable development. They do this, for example, by acting in the following ways:

- Looking after the well-being and health of their employees (Goal 3)
- Knowing the conditions under which their supply chains operate (Goals 8, 12)
- By being aware of measures that reduce their company's carbon footprint (Goal 13).
- Paying employees fairly and in a gender-neutral way (Goals 5, 8)
- Allowing employees time to engage in social activities (target depending on type of engagement)
- Actively supporting the common good in their community (goal depending on type of support)

So you are already firmly on the path; take a few steps more and get in the game completely. Carefully consider which SDGs align with the company's goals and purpose, and choose one or several that are relevant to your industry. Involve all employees in the decision-making process to increase engagement, evaluate the company's impact on the selected SDGs and set clear targets and KPIs for each one.

By acknowledging and reacting to the implications of the SDGs, organisations and institutions can ensure thriving environments in which to operate in. Ultimately, YOU can play a leading role in delivering a healthier, cleaner and an increasingly more prosperous future for all.



“The private sector is an indispensable partner for achieving the Sustainable Development Goals. Businesses can contribute as part of their core business. We therefore call on companies around the world to measure the impact of their actions, set ambitious targets and communicate their progress transparently.” – *Ban Ki-moon, former Secretary-General of the United Nations*

#### Adapted from:

<https://www.southpole.com/blog/17-goals-to-rule-them-all-how-the-sdgs-can-benefit-organizations>  
<https://unglobalcompact.org/sdgs/about>  
<https://www.17goalsmagazin.de/en/the-relevance-of-the-sustainable-development-goals-sdgs-for-companies/>  
<https://www.linkedin.com/pulse/drive-growth-make-positive-impact-17-sustainable-development-goals/>

# BUILDING SOLUTIONS

ONE STOP BUILDING SUPPLIES



At Posim Marketing, we are committed to meeting our clients' objectives by securing an edge over the industry quality standards in a cost effective and timely manner. We continuously strive to achieve long term sustainability and high credentials by exceeding our client expectations.

**POSIM Marketing Sdn. Bhd.** Co. No: 198501004385 (136824-M)  
 No.12, Jalan Sungai Kayu Ara 32/36, Taman Berjaya, Seksyen 32,  
 40460 Shah Alam, Selangor Darul Ehsan. Tel: +603-5035 1955 Fax: +603-5035 1966

facebook.com/posimmark @posimmark





陳秋霞

# 生命之光

MY LIFE • MY LIGHT  
BY  
**CHELSIA CHAN**

"My Life • My Light" written by Chelsia Chan containing articles on life's teachings and healthy living and eating published in Pumen magazine and Nanyang Siang Pau in recent times.

All proceeds from the sale of the books will go to Lion-Parkson Foundation in support of its charitable causes namely education, medical assistance and other charities.



Scan for  
exclusive preview



**Vol. 01**  
**FOOD AND MEMORIES**



**Vol. 02**  
**WORDS OF WISDOM**



**Vol. 03**  
**MOM'S QUOTES**



**PLEASE SCAN  
TO BUY THE BOX SET AND/OR  
TO DONATE TO OUR FOUNDATION**



**RM168/set**  
Box set comprises  
3 books



**SCAN THE QR CODE TO  
REACH US VIA WHATSAPP**

+6019-322 7999