

Lion Today

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OPENING OF PARKSON BAODING



Lion Group Signs MoU With Ministry of Human Resources

- ▶ New ERP System at Bright Steel
- ▶ KL Festival City Celebrates Diwali Joy
- ▶ D'Venice Residence Launches *Rome Garden*
- ▶ Security Industry by Secom (Malaysia)

OPENING OF PARKSON BAODING



▶ (Top photo) Excited shoppers thronging Parkson Baoding at its opening; offering a variety of brands and merchandise (bottom photos).
 ▶ (Gambar atas) Orang ramai berarak untuk merasai pengalaman membeli-belah di Parkson Baoding. (Gambar bawah) Antara jenama dan barangan yang ditawarkan.



OPENING OF PARKSON BAODING

Parkson Baoding, located at Vanbo Plaza at the intersection of Chaoyang Street and Dongfeng Road in Hebei Province, China was opened on 20 September 2013.

With a retail area of 36,637 square meters over 5 levels, Parkson Baoding offers 400 domestic and international well-known brands for shoppers with its concept of "joy, fashion, trend and taste".

Parkson Baoding sets the new benchmark for the retail industry and is touted as a preferred place for fashionistas in Baoding.

PEMBUKAAN PARKSON BAODING

Parkson Baoding yang terletak di Vanbo Plaza di persimpangan Jalan Chaoyang dan Jalan Dongfeng di wilayah Hebei di China telah dibuka pada 20 September 2013.

Dengan lima tingkat ruang niaga seluas 36,637 meter persegi, Parkson Baoding menawarkan 400 jenama tempatan dan antarabangsa yang terkenal untuk pembeli dengan berkonsepkan "keceriaan, fesyen, tren dan rasa".

Parkson Baoding merupakan penanda aras baru bagi industri runcit dan menjadi pilihan utama kepada mereka yang gemar berfesyen.

保定百盛新店开业

保定百盛于2013年9月20日正式开业。该店坐落于河北省朝阳大街与东风路相交路口的万博广场。

米的零售面积，以“欢乐、时尚、潮流、品位”为理念，提供近400个国内外著名品牌予消费者选择。

保定百盛，是保定零售业的潮流标杆，也是时尚达人的首选之地。

保定百盛拥有5层楼及36,637平方

DIWALI COLOURS OF JOY AT KL FESTIVAL CITY

KL Festival City celebrated Deepavali with its "Glow with the Colours of Joy" campaign and kick-

started it by giving 30 boys and girls from Pertubuhan Kebajikan Anak Yatim Mary a well-deserved Deepavali treat on 18 October.

The children were taken on a shopping spree to pick out items that they wanted at Econsave, followed by a scrumptious dinner and a fun activity.



► KL Festival City's Senior GM, Mr Gui Cheng Hock (3rd from right) and staff with the children from Pertubuhan Kebajikan Anak Yatim Mary.
► Pengurus Besar Kanan KL Festival City, Encik Gui Cheng Hock (3 dari kanan) dan kakitangan bersama kanak-kanak dari Pertubuhan Kebajikan Anak Yatim Mary.

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Give Love, Give Joy

EDITORIAL

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EDITOR'S MESSAGE

Parkson opened its 58th store in China in Baoding in the Province of Hebei on 20 September 2013. This adds to the 37 stores in Malaysia, 8 in Vietnam, 10 in Indonesia, 17 in Sri Lanka and 1 in Myanmar, making a total of 131 stores operated by Parkson in these countries. Parkson will open its first store in Cambodia next year.

Parkson's success lies in its continuous innovation, vision and customer-first philosophy. Today, Parkson is a highly recognisable brand and a household name not only in Malaysia, the country of its origin, but also in the countries it has expanded to.

A key factor to the success of a company lies in its people and their performance and attitude. It is imperative to recruit suitable and talented people to come onboard to take the company to greater heights. In this regard, our Group is collaborating with the local institutes of higher learning to develop the nation's human capital and fulfil the needs of our operating companies especially in the technical fields.

The Group is also promoting greater staff interaction and unity amongst its employees through the staging of social and sports activities at company and Group level, which are featured in our newsletter apart from corporate developments and the happenings in our operating companies.

As we approach the end of the year, it is timely to review past events as well as resolve any outstanding issues and unfinished business with a view to doing better. This will help prepare us for the challenges in the new year.

UTUSAN PENGARANG

Parkson membuka gedungnya yang ke-58 di China di Baoding di Wilayah Hebei pada 20 September 2013. Ini adalah tambahan kepada 37 buah gedung di Malaysia, 8 di Vietnam, 10 di Indonesia, 17 di Sri Lanka dan 1 di Myanmar, menjadikan jumlah keseluruhan gedung yang dikendalikan Parkson di negara-negara tersebut sebanyak 131. Parkson akan membuka gedung pertamanya di Kemboja pada tahun depan.

Kejayaan Parkson terletak kepada inovasi yang berterusan, wawasan dan falsafah pelanggan diutamakan. Hari ini, Parkson adalah jenama dan nama isi-rumah yang sangat dikenali bukan sahaja di negara asal Malaysia, tetapi juga di negara-negara di mana ianya bertapak.

Faktor utama menentukan kejayaan sesebuah syarikat adalah warga kerjanya dan prestasi serta sikap mereka. Mengambil pekerja yang sesuai dan berbakat untuk berkhidmat adalah penting dalam memastikan syarikat berada pada kedudukan yang lebih tinggi. Dalam hal ini, Kumpulan kini menjalin kerjasama dengan institusi-institusi pengajian tinggi tempatan untuk membangunkan modal insan negara dan memenuhi keperluan tenaga kerja syarikat-syarikat operasi kita terutamanya dalam bidang teknikal.

Kumpulan juga menggalakkan interaksi dan perpaduan lebih menyeluruh di kalangan warga kerja menerusi penganjuran aktiviti-aktiviti sosial dan sukan di peringkat syarikat dan Kumpulan. Kesemua aktiviti ini dipaparkan dalam surat berita kita di samping berita syarikat-syarikat operasi.

Kita semakin menghampiri penghujung tahun 2014 dan sudah tiba masanya untuk kita melihat kembali peristiwa lalu serta mana-mana isu tertunggak dan urusan yang belum selesai dengan tekad untuk berusaha dengan lebih baik lagi. Ini akan membantu kita lebih bersedia untuk menghadapi cabaran di tahun baru kelak.

AMSTEEL KLANG'S DIARY

BOWLING TOURNAMENTS: NORTHPORT CHAMPIONSHIP

Amsteel Mills Klang came in fifth in the Northport Bowling Challenge 2013 on 21 September 2013.

Amsteel was represented by Foong Kok Onn, Ting Wee Thuang, Tham Yeow Chin and Ng Soo Hoon. Tham Yeow Chin took the fourth placing in the Men's Individual category.



► Tham Yeow Chin (right) receiving his trophy from a representative of Northport.
► Tham Yeow Chin (kanan) menerima trofi daripada wakil Northport.

NEIGHBOURHOOD FRIENDLY TOURNAMENT

Amsteel Mills Klang participated in the Neighbourhood Friendly Bowling Tournament organised by Kansai Coating Sdn Bhd on 20 October 2013.

Amsteel Team 1, led by Ting Wee Thuang, Tham Yeow Chin, Mohd Faris and Ng Soo Hoon emerged second in the Team Category. Tham Yeow Chin took the first placing in the Men's Individual Category while Lo Kar Fai came in third in the Women's Individual category.



► In high spirits before the tournament.
► Bersemangat sebelum memulakan pertandingan.

FUTSAL MATCHES



► The Women's team of Amsteel Klang with their medals.
► Pasukan wanita dari Amsteel Klang bersama pingat kemenangan.

KEJOHANAN FUTSAL INDUSTRI SELANGOR PIALA DATO' MENTERI BESAR

Amsteel Klang's Women's Team emerged first runner-up in the Kejuhanan Futsal Industri Selangor 2013 on 20 October 2013.

INTER-DEPARTMENT FUTSAL COMPETITION

14 teams participated in the Inter-Department Futsal Competition on 6 October 2013. The winners were:



► Men's Category/Kategori Lelaki - SMP (A).



► Women's Category/Kategori Wanita - (Women 1).

AMSTEEL KLANG'S DIARY CHAMPIONS PROGRAM

Three Amsteel Klang executives, Sr Executive-Production (Rolling Mill 1) Goh Jyh Min; Sr Executive-Production (Steelmaking Plant) Lau Boon Pin and Mechanical Executive (Steelmaking Plant) Mohamad Fairuz bin Akik attended the Champions Program for Emerging Leaders from 23-27 October 2013.

The program is a balanced and holistic, yet intensive and challenging development program, dedicated to building strong, well-rounded leaders who are willing to do what it takes, with purpose and integrity, to maximize their potential.

The main focus of this program is to further develop our key leaders towards becoming more inspired and motivated 'CHAMPIONS' by going through an empowering personal development experience. The three Champions from Amsteel Klang were identified based on the Talent Review process.



- ▶ Champions from Amsteel Klang (back row): Lau Boon Pin (2nd from left), Mohamad Fairuz (4th from right) and Goh Jyh Min (2nd from right).
- ▶ Juara dari Amsteel Klang (baris belakang): Lau Boon Pin (2 dari kiri), Mohamad Fairuz (4 dari kanan) dan Goh Jyh Min (2 dari kanan).

VISIT TO PKT LOGISTICS GROUP

A group of 20 staff from Amsteel Mills and Megasteel visited PKT Logistics Group in Shah Alam on 25 September 2013 to learn about best industry practices and to gain better insight into PKT's success story.

They were received by PKT's Group CEO and Managing Director, Datuk Michael Tio and his team who briefed them on the company's operations and took them on a tour of the premises.



- ▶ Amsteel Mills and Megasteel staff with Datuk Michael Tio (centre), during their visit to PKT Logistics.
- ▶ Kakitangan Amsteel dan Megasteel bersama Datuk Michael Tio (tengah), semasa lawatan mereka ke PKT Logistics.

HAPPENINGS @ AMSTEEL BANTING

FINANCIAL MANAGEMENT TALK BY AKPK

Amsteel Banting conducted a talk on financial management to promote financial wellness to its staff.

About 100 people turned up for the talk entitled "POWER! Managing Your Debts Effectively" by Ms Janice Lee from Agensi Kaunseling dan Pengurusan Kredit (AKPK).

AKPK is an agency set up by Bank Negara Malaysia in April 2006 to help individuals take control of their finances and gain peace of mind that comes from managing credit wisely.



- ▶ All ears at the talk by Ms Janice Lee (inset).
- ▶ Asyik mendengar penerangan dari Cik Janice Lee (gambar kecil).

MEGASTEEL UPDATE

LIFO® - JOURNEY OF SELF DISCOVERY



16 staff from Megasteel's Human Resource Department attended a workshop on "LIFO® - Journey of Self Discovery" conducted by Dr R. Rajasegeran from Global Training Network Alliances on 31 October 2013.

The objective of the workshop was to understand Life-Changing Experience through clear insights and a self-discovery process with impact on one's personal life and effectiveness at the workplace.



- ▶ Group photo with Trainer, Dr R. Rajasegeran (centre).
- ▶ Gambar berkumpul bersama Jurulatih, Dr R. Rajasegeran (tengah).

The session focused on STRENGTHS of leaders, teams and individuals and offered powerful learning strategies for greater productivity, increased influence with key people, and more effective teamwork.

- ▶ Some happy participants with their certificates.
- ▶ Antara peserta yang gembira dengan sijil mereka.

STRUCTURED RECRUITMENT PROCESS WORKSHOP

17 management staff attended a 2-day workshop on "Lion Group's Competency Based Structured Recruitment Process" on 21 and 22 October 2013.

Conducted by International Trainer, Mr Peter Voon from Humangement Development Consulting, the workshop was held to reinforce the Group's Corporate Philosophy and provide guidance on Competency Based Interviews.



- ▶ Training and discussion in progress.
- ▶ Latihan dan perbincangan sedang berjalan.

CAREER FAIR

Megasteel participated in the Karnival Kerjaya 2013 at Adtec Melaka on 29 October 2013.

The fair provided an opportunity for Adtec Melaka students to get to know Megasteel's operations better and apply for on job training or vacant positions available at Megasteel.



TAZKIRAH AIDIL ADHA

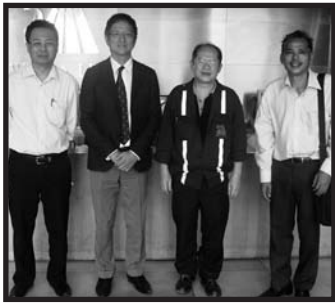
In conjunction with the Aidil Adha celebration, the Human Resources Department and the Steel Complex's Badan Kebajikan Pekerja Islam (BKPI) invited Ustaz Rizwan Rahmat for a 'tazkirah' session (religious talk) for Muslim staff on 8 October 2013.

MEGASTEEL UPDATE

VISITS TO MEGASTEEL

TAFE COLLEGE

42 students and lecturers from Tafe College visited Megasteel on 4 September 2013 to familiarise themselves with the steel making process.



MARUBENI ITOCHU STEEL

Marubeni Itochu Steel Managing Director, Mr Yoshiyuki Komaki and General Manager, Mr CH Lim toured Megasteel plant to better understand its steel making process especially the Hot Rolled Section. They were accompanied by Marketing Manager, Mr Melvin Ng Chin Han and Operations Improvement Manager, Mr Ong Kok Hwee.

ANSHIN STEEL PROCESSOR

General Manager, Mr Pong Chung Kuan; Marketing Manager, Mr Melvin Ng Chin Han and Operations Manager, Mr Ong Kok Hwee played host to the staff from Anshin Steel Processor and took them on a plant tour of Megasteel.



INTERNATIONAL ISLAMIC UNIVERSITY (IIU)

Encik Hassannuddin Ismail from QA Department gave a briefing on Megasteel's operations to five IIU students and took them on a plant tour.

UNIVERSITI PUTRA MALAYSIA (UPM)

Megasteel welcomed UPM's local and international students on 23 October 2013. Encik Zulkefli bin Ismail, Assistant Manager of Mechanical Section briefed them on the steel making process and plant maintenance program.



ANTARA STEEL MILLS NEWS

TRAINING PROGRAMMES ERGONOMICS AT THE WORKPLACE



- ▶ Encik Aminul Fitri demonstrating the trigger points.
- ▶ *Encik Aminul Fitri membuat demonstrasi 'trigger points'*

NIOSH and PERKESO Johor facilitated a workshop on Ergonomics at the Workplace on 17 and 18 October 2013 to create awareness among industrial workers to comply with the Occupational Safety & Health Act 1994.

The speakers comprising Dr Mahzan Haron spoke on Ergonomics, with Encik Aminul Fitri on Trigger Point Massage, Encik Raemy from NIOSH on Ergonomics Implementation and Encik Rahim from PERKESO briefed on SOCSO's benefits and claims.

24 participants from Production Department with a medical history of slipped disc and back pain, and staff from SHE Department attended the session.

OVERHEAD CRANE OPERATIONS COMPETENCY AND SAFETY



- ▶ Participants with Encik Mohd Asrin Sarijo (2nd row, extreme left) and the organiser, Mr Thaya Paran (1st row, extreme right).
- ▶ *Para peserta bersama Encik Mohd Asrin Sarijo (baris 2, paling kiri) dan penganjur, Encik Thaya Paran (baris pertama, paling kanan).*

Encik Mohd Asrin Sarijo from Strategic Management Consultant conducted a training session on Overhead Crane Operations Competency and Safety on 24 and 25 September 2013.

The two-day training provided participants with an overview on handling, safety and detecting hazardous overhead crane operations at the workplace.

On 26 September 2013, a refresher exercise was held to ensure that all operators understood and observed the correct and proper handling procedures.



- ▶ Visitors inquiring on the vacancies available.
- ▶ *Pengunjung bertanyakan mengenai jawatan kosong.*

CAREER FAIR AT PERSADA, JOHOR

Antara Steel Mills' Human Resource Department participated in Kepak's Career Fair from 13 to 15 September 2013. Antara's booth had good response from the visitors and received 224 applications for the technical and commercial positions advertised at its booth.

The HR team manning the booth screened, shortlisted and set up interview dates to ensure that applicants who met the job requirements were called for an interview soonest possible.

'ANTARA IDOL' KARAOKE COMPETITION

Encik Abd Razak Ghazali beat 29 other participants to emerge champion in the Antara Idol Karaoke Competition at Kompleks Pusat Bandar in Pasir Gudang on 28 September 2013. Cik Syerin Aidora Salim and Encik Md Ata Abu Bakar took the second and third place respectively.

Encik Md Ata also won the Best Performance award. General Manager, Encik Rahmat Ibrahim gave away the prizes to the winners.



- ▶ Encik Rahmat Ibrahim with (from left to right) Champion, Encik Abd Razak Ghazali; 1st Runner-up, Cik Syerin Aidora and 2nd Runner-up, Encik Md Ata.
- ▶ *Encik Rahmat Ibrahim bersama (dari kiri ke kanan) Juara, Encik Abd Razak Ghazali; pemenang kedua, Cik Syerin Aidora dan pemenang ketiga, Encik Md Ata.*

BRIGHT STEEL UPDATE NEW ERP SYSTEM



► Bright Steel Group GM, Mr Leslie Soo briefing on the new ERP System.
 ► *Pengurus Besar Kumpulan Bright Steel, Encik Leslie Soo menerangkan mengenai sistem ERP baru.*

► Left - right/*Kiri - kanan*: Project Manager Consultant - Mr Andy Wu San Chieh, GM Group IT - Mr Vincent Lim, Asst. Vice President Consultant - Mr Ma Chang Hsien, GM Bright Steel Group - Mr Leslie Soo Choo Kum, Senior Manager IT - Ms Chow Siew Teng, Asst. Manager IT - Ms Chong Choi Peng, Asst Production Manager - Mr Chan Yee Kian, AGM Finance & Administration - Ms Hong Ai Peng.

Bright Steel has adopted a new Enterprise Resource Planning (ERP) System replacing the older Business Planning & Control System which had been in use for some time.

The new system will enable Bright Steel to enhance its operational efficiency through improving productivity and work quality, reducing errors and easier follow-up. Bright Steel Group produces cold drawn bars and operates a steel service centre in Shah Alam.

STEEL DIVISION SPORTS & RECREATION CLUB OUTING TO TELUK KEMANG

Steel Division Sports & Recreation club organised a trip to Teluk Kemang, Port Dickson for its members and their immediate family members on 2 September 2013.

A total of 4 buses ferried 152 people for a fun day out in the sun. Everyone especially the children had a great time participating in the various games and activities.



ROME GARDEN BY D'VENICE RESIDENCE



► Overwhelming response from buyers for the Rome Garden units.
 ► Sambutan memberangsangkan daripada pembeli untuk unit-unit Rome Garden.

D' Venice Residence by Changshu Lion launched its latest phase, the Rome Garden on 20 October in Changshu, Jiangsu Province in China.

The new phase received overwhelming response with Block 19 and Block 22 sold out within an hour that Block 23 was also included in the launching. The launch registered a total of 150 units worth RMB100 million being sold.

HI-REV AT MYMEX 2013 FAIR

Hi-Rev participated in the MYMEX (Malaysia's Manufacturing Exhibition) 2013 trade fair held at Expo@Danga City Mall, Johor Bahru from 5 to 8 September 2013.

Displaying the full range of motor oil and premium lubricant specialties for industrial applications by Hi-Rev, Posim Petroleum Marketing is working towards strengthening its market presence in the Southern Region.



► Hi-Rev staff manning the booth and attending to visitors (right).
 ► Kakitangan Hi-Rev di booth dan melayan pengunjung (gambar kanan).

ACCA KAPPA

Acca Kappa, an Italian brand founded in 1869 offering a wide range of premium hair brushes, body products and fragrances is now available in Parkson One Utama, Parkson Pavilion and Parkson Gurney.

Acca Kappa President, Ms Elisa Gera was in Malaysia recently and met with a few local journalists to promote the company's products.



► Ms Elisa Gera (2nd from left) introducing Acca Kappa's products to journalists.
 ► Cik Elisa Gera (2 dari kiri) memperkenalkan produk Acca Kappa kepada wartawan.



► Acca Kappa's range of products.
 ► Rangkaian produk Acca Kappa.

SECOM

BN YOUTH JOB FAIR 2013

Secom (Malaysia) Sdn Bhd participated in the BN Youth Job Fair held at SPWTC Kuala Lumpur from 27 to 29 September 2013.

HR personnel Encik Azzali, Cik Rasidah, Encik Nazri and Cik Juliati attended to the booth, with 201 job applications received for the vacancies posted: IT Executive, Security Consultant, Technician, Security Officer, Account Supervisor, Response Officer and Controller.

Secom provides total integrated 24-hours security services, both physical and electronic, for residential and commercial properties.



- ▶ Secom's HR personnel attending to queries on the job vacancies in the company.
- ▶ *Kakitangan HR Secom melayani pertanyaan mengenai jawatan kosong.*

URINE TEST FOR SECURITY PERSONNEL



Secom conducted urine tests for its security guards and area leaders based at assignment areas in Shah Alam to ensure that they are free from drugs.

The urine test was observed by HR personnel Encik Ungku Abdullah, Encik Azalli and Encik Nazri, and all security guards and area leaders were tested negative for drugs.

COLLABORATION WITH: MINISTRY OF HUMAN RESOURCES

On 27 September 2013, our Group signed a Memorandum of Understanding (MoU) with the Manpower Department of the Ministry of Human Resources (MHR) for collaboration with various institutes under the Ministry especially in the technical field.

Group HR Director, Mr Suresh Menon signed on behalf of the Group while MHR was represented by Director General of Manpower Department, Dato' Haji Romli bin Haji Hassan.

The MoU, held in conjunction with "Karnival dan Exspo Kemahiran Kebangsaan 2013" at Agro Exposition Park in Serdang will open up more employment opportunities for the graduates and fulfil the Group's needs for skilled workers in the technical areas.



- ▶ Mr Suresh Menon (extreme left) with officials from Ministry of Human Resources and representatives from other organisations at the MoU signing.
- ▶ *Encik Suresh Menon (paling kiri) bersama para pegawai dari Kementerian Sumber Manusia dan wakil dari organisasi lain di majlis menandatangani MoU.*

POLISAS



- ▶ Mr Suresh Menon (centre) with Polisas lecturers at the institute's 11th convocation.
- ▶ *Encik Suresh Menon (tengah) bersama para pensyarah Polisas di majlis konvokesyen ke11.*

Our Group is also collaborating with local institutes of higher learning to develop the nation's human capital and fulfil such needs of our operating companies.

In recognition of our collaboration with Politeknik Sultan Azlan Shah (Polisas), Group HR Director, Mr Suresh Menon was invited to give away the diplomas to the engineering graduands at the institute's 11th convocation on 18 September 2013.



INSIGHT INTO SECURITY INDUSTRY: SECOM (MALAYSIA) SDN BHD

Excerpts of an interview on the Security Industry with Director/Advisor of **Secom, Mr Frankie Chai** published in the September-October 2013 issue of Malaysia SAFE magazine.

MalaysiaSAFE (MS) : **Please give a brief background of Secom**

Frankie Chai (FC) : Secom is a Japanese security company founded by Makoto Ida and was set up in 1963 in Japan. Secom has now expanded to 11 countries worldwide covering Japan, Taiwan, South Korea, Malaysia, Australia, New Zealand and the UK. Secom Malaysia was set up in 1991. Today Secom is ranked one of the top 20 security companies in the world. Secom is a market leader and household name in Japan, South Korea and Taiwan.

MS : **How is the company structured in Malaysia?**

FC : Secom Malaysia is a JV company with 3 shareholders namely Secom Co. Ltd, Japan holding 30% equity, The Lion Group with 51% equity and Koperasi Polis DiRaja Malaysia, the balance 19%. The company started with a paid-up capital of RM10 million and today its shareholders' funds have exceeded RM50 million. The current manpower strength is close to 700 personnel nationwide and we offer total security solutions such as alarms, Centralised Monitoring System (CMS), emergency response, CCTV, access control, guarding and security consultancy and management. In other words, we are a one-stop center for security solutions.

MS : **How does Secom operate in order to address the market?**

FC : Crime trends and customer needs and demands change all the time in line with new product and service development. However, customers always look for value and solutions. The shift is towards service and solution-based rather than just buying the products such as alarm, CCTV or access control. Therefore, customers these days prefer to rent the equipment and buy the services with certain service level agreement benchmark and liability clause thrown in as a package. The partnership is long term with recurring revenue and Secom has to continuously invest in human capital and other resources to ensure we are able to address their needs.

MS : **What is your go-to-market strategy?**

FC : Secom focuses on giving 100% security solutions to our customers to ensure that they have 'total peace of mind'. We don't engage middlemen or resellers. Ours is a B2B approach and our security solutions are tailor-made to meet the requirements and satisfaction of each and every

customer. Hence we have to employ professional security consultants who are well trained in security assessment and security planning to approach target customers. Currently, we are focused on commercial and industrial premises such as factories, warehouses, banks and chain customers with multiple sites. We are able to provide our services nationwide.

MS : **What is the percentage breakdown of business you get from residential, commercial and government sectors?**

FC : Most of our customers are commercial and industrial customers, and our residential content is less than 10%. We benchmark our business segment versus physical guards. Many customers still prefer to hire guards but they find guarding no longer cheap and reliable. Secom alarm with CMS and fast response is a good substitute to hiring guards but at a fraction of the cost. This cost-saving element plus effective security protection appeal to certain groups of customers who may not feel comfortable with standalone alarm systems.

MS : **What is your market share in Malaysia and who would you consider as your competitor?**

FC : For alarm with CMS and response, Secom has the largest response fleet and geographical coverage and we are the market leader in this field. We also have one of the largest rental customer bases. There are not many international players and most competitors are localised in the respective cities and towns. The market is quite fragmented with a few major players and some small and independent vendors.

MS : **What are the challenges in executing projects in each of these segments?**

FC : Secom operates on the 3M concept - Man, Machine and Method. The challenge is getting the right "Man" and retaining him or her. It is not easy to train a good security person. You can have the best machine and method but if you don't have a good Man to manage the other 2M, it will fail. Another is the maintenance culture of the customers, but the rental system overcomes such problems. The biggest challenge is the security mind-set of the customers. Most customers think that their security problem is solved by installing security systems and hiring guards. It is important to have a security policy and proper process to prevent asset losses.



Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.25 No.4) and send your answers to the address on page 3 before the closing date: 30/12/2013. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 25 No. 5 September/October 2013

1. awarded scholarships worth RM560,000 to 14 outstanding students.
 - a. Lion-Parkson Foundation
 - b. Lion Group
 - c. Parkson Corporation
2. Megasteel organized its Lunch & Learn session with a talk on "Jagalah Tulang Anda" by a nutritionist from Anlene Milk.
 - a. first
 - b. second
 - c. third
3. SIRIM's auditors had recently re-certified the ISO 9001:2008 for
 - a. Antara Steel Mills
 - b. Amsteel Mills
 - c. Bright Steel
4. Panzhuhua Parkson is the first international shopping mall to be opened in Province.
 - a. Shanxi
 - b. Sichuan
 - c. Nanning
5. Captain K. Balasubramanian spoke on at the Lunch & Learn session at HQ.
 - a. Leadership Training
 - b. Fire Safety and Prevention
 - c. Crime Prevention and Survival Programme
6. Which team emerged champion in the veterans' category in the Steel Division Inter-Companies Badminton tournament?
 - a. Megasteel
 - b. Amsteel II
 - c. Bright Steel
7. An e-bulletin board has been launched in
 - a. Megasteel
 - b. Amsteel Klang
 - c. Antara Steel Mills
8. Malaysia Fire Prevention Centre (FPC) was invited to spoke on at Amsteel Banting.
 - a. Fire Insurance
 - b. Fire Safety and Prevention
 - c. Crime Prevention and Survival Programme
9. Lion-Parkson Foundation raised from its 4-year Chinese New Year Calligraphy cum Charity Sale program.
 - a. RM1,008,000
 - b. RM1,000,000
 - c. RM1,108,000
10. Which company organised a dinner gathering for its Hi-Rev lubricants dealers?
 - a. Posim
 - b. Secom
 - c. Likom

NAME: (Mr / Ms) _____

TEL. NO.: _____

COMPANY/DEPT (please state full address):

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

Oliviana Anak Senin, Noor Adilah bt Abdul Latif, Siew Yoon Sem, Arul Dass a/I Vasudevan, Zuhaya bt Abd Wahid, Koh Siew Wah, Roslin Gnan a/p Rayappan, Hilda bt Ahmad Shukri, Lee Guat Hoon & Chan Ming Chin

Answers to the previous Lion Brain Tease

- | | |
|-----------------------------|-------------------------|
| 1 - first | 6 - Caster |
| 2 - Lion-Parkson Foundation | 7 - PT Lion Metal Works |
| 3 - Metaltech Fair | 8 - Response Cars |
| 4 - Amsteel Banting A | 9 - Nottingham |
| 5 - Earth Hour | 10 - Supervisory |



INFOLINK

BUILDING A LEARNING CULTURE AT YOUR WORKPLACE

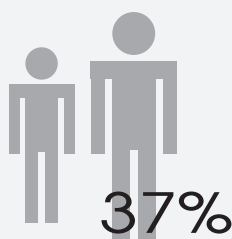
On a scale of 1 – 3, how would you rate the existing learning culture at your workplace?

- 0- Non-existent
- 1- I suppose we are all learning in some ways especially when we make mistakes.
- 2- Oh yes, from time to time different individuals will be nominated to go for training sessions. Some are happy to go, others see it as an inconvenience.
- 3- People at my workplace love to learn. We look forward to attending training. When we face situations at work, we look for resources: experienced people, internet, books, etc. We always exchange insights and information with one another so that everyone can benefit.

Why bother with building a learning culture? Because there is a significant correlation between a learning culture and measurable business outcomes. (See the infographics below).

A CULTURE OF LEARNING MAKES BUSINESS SENSE!

Organisations with a strong learning culture



greater employee productivity



32%

more likely to be first to market



17%

more likely to be market leaders in their segment

Statistics from Bersin & Associates' 2010 study 'High Impact Learning Culture'

What could you do if you wanted to build/improve the learning culture at your workplace? Research has shown that leaders and managers play a major role in influencing the workplace culture. Here are some ideas:

- **Talk about team member's development**
Discuss skills and knowledge for further development and ways to achieve it. The development activities could include formal learning such as training programmes and informal learning on-the-job or specific projects assigned.



• **Explain why**

Have a conversation with team member before development activities. Frame the development in a positive light, emphasizing the opportunity for the individual to grow.



• **Recognise team member's learning and development**

To reinforce continuous learning, notice and praise improved behaviour and performance that is the result of development activities. Encourage the individual to continue with his/ her learning efforts.

• **Develop yourself**

Think about your own development needs and take action to address it. By doing so, you will be sending the message that learning is important for all levels and job roles.

• **Work creatively around time and money constraints**

The reality is that there are time and money constraints at the workplace. However, these constraints need not prevent anyone from learning. Team members could be encouraged to explore free learning resources whether online, in the form of experienced people from the organisation or other ways.



• **Use what you already have**

Consider how current team meetings or one-to-one meetings could be used to expose team members to new information or to identify learning points from the previous week's work. These are also often good opportunities to stimulate thinking through a couple of well-chosen questions.



A learning culture at the workplace does not happen by itself nor will it happen immediately. It needs to be shaped over time. In this respect, your actions and attitude will influence the learning practices among your team members at the workplace.

References:

Overcoming Obstacles: how to build a learning culture in Leading on Learning by Campaign for Learning, UK

Create A High-Impact Learning Culture by Josh Bersin

LEADERSHIP & LEARNING

Leaders are in every place and situation and they usually are the driving force behind any company and institution as they would be the ones who lead and push the employees to the company's success. Have you ever wondered who these leaders are? They are US. Each and every individual is a leader in one way or another as we lead others and ourselves in everyday life. To be able to do that, leaders would need the right learning to acquire knowledge and experience to lead oneself and others to greater success.

That being said, not all leaders have the same view of learning. According to Dan McCarthy, leaders could be grouped in 4 categories based on their attitudes towards learning and their learning practices:

Learning and Development Model



A) The **Ostrich** would be leaders who do not have much knowledge about leadership and do not care to learn it. Leaders in this category tend to rely on a few key strengths for years, thinking it will be sufficient. Without new knowledge/skills, they could be seen as being unwilling/unable to adapt to changing situations.



- B) The **Eager Beavers** are those who jump first into opportunities to learn new skills. The thing is, they sometimes take on learning too many new skills at one time. They will need to take it slow and focus on a few critical learning goals that will help them grow as a leader.
- C) The next type of learning style for the leaders is the **'Know-It-All'**. These learners have the knowledge and experience that is required in their line of work and as leaders, they would be very successful. These leaders however, could find it difficult to adapt to new roles as they tend to be unwilling to let go of old skills and gain new ones.
- D) Ultimately, most companies would prefer their leaders to be a **'Continuous Learner'** leader. Why so? This is because they are leaders who learn by asking, listening, analyzing and understanding. They take time to stay current and relevant to current issues/technologies and reinvent themselves to stay on top of the game. Leaders who are Continuous Learners would be a great asset to his/her company because the knowledge gained and skills honed every day builds a strong foundation of leadership which strengthens the core of the company.



After looking at all 4 categories, which category do you think you fall into? Knowledge is an asset required by leaders in order to lead properly. Whichever category we find ourselves in, we could aspire to be more of a Continuous Learner. The key is being more WILLING TO LEARN and TAKING EVERY OPPORTUNITY TO INCREASE OUR KNOWLEDGE/SKILL LEVEL so that we will be able to benefit from the outcomes of being a knowledgeable and skillful leader.

KEEPING YOU IN VIEW

(Wisma Lion: LG Sup Cert SDP - SDP10 Communicating Effectively With People 18-19 September 2013)

You must complete this report in 5 days' time. I believe you can do it.



Let's discuss the advantages of effective communication.

(Competency Based Trainer, CeDR, 23-26 September 2013)

Now, this is how we decode a message.



Yes, you're doing it the right way.

HEAD OFFICE STAFF ACTIVITIES

The Head Office Social and Recreation Committee (SRC) had organised carrom and bowling competitions for employees based at Office Tower on 21 September and 19 October respectively. The winners were:

CARROM



SINGLE CATEGORY

Champion/*Juara*: Murugaratnam Ramanathan
 1st Runner-up/*Kedua*: Mahandar Kumar Maniam
 2nd Runner-up/*Ketiga*: Mohd Zuki Mohd Isa



DOUBLE CATEGORY

Champion/*Juara*: Murugaratnam Ramanathan & Haslynda Kamarudin
 1st Runner-up/*Kedua*: Mahandar Kumar Maniam & Rozila Mat Johan
 2nd Runner-up/*Ketiga*: Mohd Zuki Mohd Isa & Melissa Anne Swampillai

BOWLING



Champion

(From left to right/*Dari kiri ke kanan*): SRC Vice President, Loke Shu Sun; Haris Hussin; SRC President, Vasu Palanisamy; Mohd Bajjory Haji Taib; Nor Fadzlina Mohamad Yatim and Pian Aziz.



1st Runner-up

Mior Shahidan Mior Aziman, Yusrin Awang, Afifah Alias and Hammad Firdaus Rosman.



2nd Runner-up

Daniel Chiew Wai Huan, Suhaizan Zulkifly, Chin Wee Sian and Mohd Zuki Mohd Isa.

Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 30/12/2013.



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The winning captions for last issue's photograph are as follows:

-A new way to ward off vampires from the 'Twilight' movie under the patent of Ultraman.

Submitted by **Kok Wai Hung (David)** (Head Office - Management Audit Dept)

-Is this ganam style? No this is Lion style.

Submitted by **Kumar Velu** (Lion Steel Works - ASSY Dept)

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

Company / Dept (please state full address):

The Promenade

PENANG

Promenade • Urban-Walk
SUITES

Thank you for the
overwhelming response
during our preview launch

**NOW WELCOME TO
OUR OFFICIAL LAUNCH**



A NEW URBAN LIFESTYLE OF BANDAR BAYAN BARU

A pulsating showcase of the modern, the urban and the chic, **The Promenade Penang** brings Bandar Bayan Baru to the forefront of today's preferred lifestyle. Blending the prime factors of location, architecture, design and facilities, this integrated development exemplifies a concept that perfectly satisfies contemporary aspirations for rest, work and play.

Promenade SUITES

- 29-floor serviced suites
- Built-up area approx. from 847 sq.ft to 1651 sq.ft
- Flexible interior planning
- Smart layout & space utilization
- 15,000 sq.ft. Environmental Deck
- an entire floor of indoor and outdoor facilities

Urban-Walk

- Ultra-modern glass façade
- Spacious layout
- Dual-frontage
- Alfresco dining, shopping and leisure



CONNECTED TO HIGH-SPEED GROWTH, BANDAR BAYAN BARU IS FAST TAKING SHAPE.

The Promenade Penang stands tall at the heart of Bandar Bayan Baru, one of the fastest growing town centres in Penang. With a population of some 140,000 and growing, Bandar Bayan Baru is home to some of the most popular destinations in this part of the island - Penang International Sports Arena (PISA), Giant Hypermarket, Sunshine Square and D'Piazza Mall, to name a few.

Development is kicking into high gear with some prestigious upcoming projects that seal Bandar Bayan Baru's status as a hotspot; among these are the Penang International Convention Centre, The One - Penang Cyber City and Bayan City.

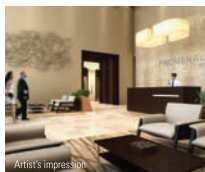
Grand Entrance



Infinity Swimming Pool



Grand Lobby



Mainstreet - 4 & 5-Storey Shop



Boulevard - 2-Storey Shop



Sales Hotline
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6013-8500 775
6010-2313 267

Sales Gallery Penang
604-630 2233
Open This Weekend
10 am - 6 pm

A Project Collaboration Between



Developer : **INSPIRASI ELIT SDN BHD** (948782-D)

Sales Gallery : Ground Floor, No. 70-1-1, D'Piazza Mall, Jalan Mahsuri, Bandar Bayan Baru, 11900 Penang. Tel : 604-630 2233 Fax : 604-630 2238

Developer's Address : Blok 98-2-28A/28B, Prima Tanjung Business Centre, Jalan Fettes, Bandar Tanjung Tokong, 11200 Penang • Developer's Contact No. : 604 - 8994 620 • Developer's Fax No. : 604 - 8994 375 • Developer's License No. : 12393-1/04-2015/426 • Validity Date : 05/04/2013 - 04/04/2015 • Advertising & Sales Permit : 12393-1/961/2014/04 • Validity Date : 16/04/2013 - 15/04/2014 • Land Tenure : 99 Years Leasehold (Date of Expiry 11 Jan 2098) • Building Plan Approval No. : MPPP/OSC/PM/1577/11(LB) • Approving Authority : Majlis Perbandaran Pulau Pinang • Expected Date of Completion : July 2016 (36 months from date of Sales and Purchase Agreement) • Encumbrance : Malayan Banking Berhad • Sekatan Kepentingan : Tanah yang diberitahu ini tidak boleh dipecah sempadan, pindah milik, cagar, pajak, pajakan kecil atau dengan apa-apa urusan sekalipun dipusikan tanpa kebenaran bertulis daripada Pihak Berkuasa Negeri • Type of Property : Serviced Suite • Built-Up Area : 847 - 1,651 sqft • Total Units : 336 • Selling Price : RM200,000 (min) - RM849,870 (max) • 5% Discount For Bumiputera

GIVE LOVE GIVE JOY

GILDED CELEBRATION AT PARKSON.
THE FINERY & FUN OF THE HOLIDAY SEASON.

THE GRAND SALE YES

PARKSON Pavilion • KLCC • 1 Utama • Gurney Plaza

KUALA LUMPUR • Pavilion • KLCC • Festival City • OUG Plaza • Sungai Wang Plaza SELANGOR • 1 Utama • Klang Parade • Plaza Metro, Kajang • Selangor Mall • Setia City Mall • Subang Parade • Sunway Pyramid • Wisma Etonic, Rawang PUTRAJAYA • Alamanda Putrajaya N.SEMBILAN • Seremban Prima • Terminal 1 MELAKA
• Melaka Parade • Melaka Mall JOHOR • Melaka Plaza • Klang Parade • Sijaya One, Batu Pahat PULAU PINANG • Gurney Plaza • 1st Avenue • Prangin Mall • Sunway Carnival KEDAH • Petani Parade PERAK • Ipoh Parade • Kelantan • Kota Bharu Trade Centre PAHANG • Berjaya Megamall, Kuantan • East Coast Mall, Kuantan
SABAH • 1Borneo, KK • Wagoner Plaza KK SARAWAK • Bintang Megamall, Miri • Plaza Merdeka, Kuching • Riverside Complex, Kuching • The Spring, Kuching • Wisma Sanyan, Sibul LABUAN • Financial Park Labuan Complex

MRA Parkson Pavilion
Best Department Store 2012/2013



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