

Lion Today

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VISIT BY MINISTER OF INTERNATIONAL TRADE & INDUSTRY



Talk By Deputy Minister of Higher Education,
Dr Hou Kok Chung

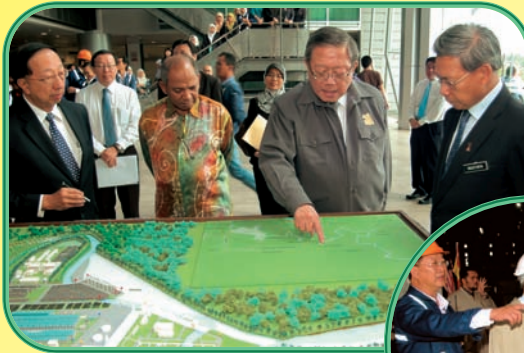
- ▶ RM1.08 Million Scholarships By Megasteel
- ▶ Silverstone: Operational Excellence Towards Work Simplification
- ▶ Mahkota Hotel Signs CA
- ▶ Seminar On Activate Asia - Insight Indonesia

VISIT BY MINISTER OF INTERNATIONAL TRADE & INDUSTRY



► Dato' Sri Mustapa Mohamed being greeted on arrival at Wisma Lion followed by briefings on the Group's steel operations by Tan Sri William Cheng, Tan Sri Albert Cheng and senior staff before going on a tour of the Steel Complex in Banting.

► Dato' Sri Mustapa Mohamed disambut meriah semasa tiba di Wisma Lion, diikuti taklimat operasi besi kumpulan oleh Tan Sri William Cheng, Tan Sri Albert Cheng dan pegawai-pegawai kanan sebelum melawat Kompleks Besi di Banting.



COMMUNITY RELATIONS

RM1.08 MILLION SCHOLARSHIPS BY MEGASTEEL

Megasteel Sdn Bhd awarded scholarships totaling RM1.08 million to 13 diploma holders to pursue a 2-year degree course in Engineering in University of Science & Technology Beijing (USTB), China. The scholarships worth RM83,000 each, were presented by Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng witnessed by Group Chairman & CEO, Tan Sri William Cheng, and Foundation Trustees, Madam Gooi Sui Guet and Dr Yulduz Emiloglu.



► Scholarship recipients with (seated from left) Dr Yulduz Emiloglu, Tan Sri William Cheng, Puan Sri Chelsia Cheng, Madam Gooi Sui Guet and Megasteel Human Resource GM, Mr Lee Seng Tian.

► Penerima Biasiswa bersama (duduk dari kiri) Dr Yulduz Emiloglu, Tan Sri William Cheng, Puan Sri Chelsia Cheng, Madam Gooi Sui Guet dan Pengurus Besar Sumber Manusia Megasteel Encik Lee Seng Tian.

This is the 3rd batch of students fully sponsored by the Group for studies at USTB involving classroom-based study and practical training on steel making in steel factories in China, with the objective to train and develop a group of young executives equipped with sound technical knowledge and experience in iron and steel making who can contribute to the development and success of our local iron and steel industry.

The Lion-Parkson Foundation was launched in 1990 to disburse funds for education, charity and scientific research. Another community project by the Group is the Lion Group Medical Assistance Fund that provides financial assistance to needy Malaysians seeking medical treatment.

VISIT BY MINISTER OF INTERNATIONAL TRADE & INDUSTRY



► From top photo, left: Tan Sri William Cheng (extreme left) and Tan Sri Albert Cheng (extreme right) introducing the staff to Dato' Sri Mustapa Mohamed at Wisma Lion and in the steel plants.

► Gambar dari atas kiri: Tan Sri William Cheng (paling kiri) dan Tan Sri Albert Cheng (paling kanan) memperkenalkan kakitangan kepada Dato' Sri Mustapa Mohamed di Wisma Lion dan di kilang besi.

The Minister of International Trade & Industry, Dato' Sri Mustapa Mohamed and senior officials from the Ministry (MITI) and Malaysian Industrial Development Authority (MIDA) visited our Steel Complex in Banting on 19 August 2010. They were received by Group Chairman, Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng and senior management staff of our steel companies. MIDA Deputy Director General II, Dato' Wahab Hamid; MIDA Director-Metal & Fabrication Industries, Puan Hafizah Shahar and MITI Senior Director-Sectoral Policy & Industrial Services, Encik Nik Rahmat Nik Taib were part of the delegation led by the Minister.

The delegation was briefed on our steel operations by Tan Sri Albert with market updates by Megasteel Marketing GM, Mr Lai Chin Yang and Amsteel Marketing GM, Mr Koay Boon Biah. This was followed by a tour of the Steel Complex which houses Megasteel, Amsteel, Lion DRI, Secomex, Compact Energy and Singa Logistics.

LAWATAN OLEH MENTERI PERDAGANGAN ANTARABANGSA DAN INDUSTRI

Menteri Perdagangan Antarabangsa dan Industri, Dato' Sri Mustapa Mohamed dan pegawai-pegawai dari Kementerian (MITI) tersebut dan Lembaga Kemajuan Perindustrian Malaysia (MIDA) telah melawat Kompleks Besi kita di Banting pada 19 Ogos 2010. Kunjungan telah disambut oleh Pengerusi Kumpulan dan Ketua Pegawai Eksekutif, Tan Sri William Cheng; Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng dan kakitangan pengurusan dari syarikat besi kita. Timbalan Ketua Pengarah II MIDA, Dato' Wahab Hamid; Pengarah Industri Logam & Fabrikasi, Puan Hafizah Shahar dan Pengarah

Kanan Dasar Sektor dan Khidmat Industri, Encik Nik Rahmat Nik Taib, turut menyertai delegasi yang diketuai oleh Menteri.

Para delegasi telah diberi penerangan berkaitan operasi pengilangan besi oleh Tan Sri Albert dan perkembangan pasaran terkini oleh Pengurus Besar Pemasaran Megasteel, Mr Lai Chin Yang dan Pengurus Besar Pemasaran Amsteel, Mr Koay Boon Biah; disusuli dengan lawatan ke seluruh kawasan kompleks yang menempatkan Megasteel, Amsteel, Lion DRI, Secomex, Compact Energy dan Singa Logistics.

国际贸易及工业部部长到访

国际贸易及工业部部长拿督斯里莫斯塔法莫哈末、该部高级官员以及马来西亚工业发展局 (MIDA) 高级官员在2010年8月19日参观了本集团在万津的钢铁综合区。他们抵达时受到本集团主席丹斯里锤廷森、集团执行董事丹斯里锤荣锦，以及钢铁公司高级职员的热情迎接。部长所率领的代表团其他成员包括马来西亚工业发展局第二主管拿督华合哈密、该局金属与组装工业主管哈菲查莎哈，以及该局领域政策与工业服务高

级主管聂拉莫聂达益。

代表团聆听了丹斯里锤荣锦对本集团钢铁业务所作的汇报，以及美佳钢铁市场部总经理赖祯仁先生、合钢市场部总经理郭汶谋汇报市场最新信息。代表团一行人随后参观钢铁综合区。美佳钢铁、合钢、Lion DRI、Secomex、Compact Energy和Singa Logistics都设在此钢铁综合区内。

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EDITOR'S MESSAGE

The Minister of International Trade and Industry, Dato' Sri Mustapa Mohamed led a delegation of senior officials from his Ministry and the Malaysian Industrial Development Authority (MIDA) to our Lion Steel Complex in Banting. The Minister was briefed on our current steel investments totaling RM7 billion and plans to invest another RM5 billion in upstream iron making facilities. Our Group is today, one of the largest steel manufacturers in the country with an annual production capacity of more than 6 million tons of crude steel and another 6 million tons of hot rolled steel products. Malaysia's total installed capacity is about 9.3 million tons for crude steel and 11.7 million tons for hot rolled steel products per annum. This is a far cry from the world's largest steel producing nation, that is China which produced a staggering 567.8 million tons of crude steel in 2009. Our country's steel capacity is just 1.6% of China's steel output in 2009 which serves to emphasize the stiff competition and challenges faced by our local steel industry in both the domestic and overseas markets. In view of this, there is a need for the steel players and authorities to work closely together in the interests of the local steel industry.

The Group also hosted a talk by the Deputy Minister of Higher Education, Dr Hou Kok Chung for staff and business associates at our head office. Dr Hou expounded on the teachings and values advocated by Chinese philosophers, Confucius and Lao Zi which can be applied to any situation including our family, social and working environments. Confucius focused on ritual and right conduct, especially in regard to relationships, and Lao Zi devoted his learning to cultivating virtue and self-effacement (or modesty).

On top of their business operations, our operating companies were kept busy with an array of activities ranging from training and development to sports and staff gatherings including functions to remember the less fortunate. As we celebrated our nation's 53rd 'Merdeka' or Independence Day on 31 August 2010, we are glad to be surrounded by friends and colleagues of all races and religions at work and at play.

UTUSAN PENGARANG

Menteri Perdagangan Antarabangsa dan Industri Dato' Sri Mustapa Mohamed telah menyetujui delegasi yang terdiri dari pegawai-pegawai kanan kementeriannya dan Lembaga Kemajuan Perindustrian Malaysia (MIDA) ke Kompleks Besi Keluli kami di Banting. Menteri berkenaan diberikan taklimat berhubung pelaburan besi kami yang terkini berjumlah RM7 bilion dan rancangan pelaburan berjumlah RM5 bilion bagi kemudahan pembuatan besi yang canggih. Kumpulan kami ketika ini merupakan salah sebuah pengilang besi yang terbesar dalam Negara dengan kapasiti pengeluaran tahunan besi cecair melebihi 6 juta tan dan 6 juta tan bagi gegelung besi panas. Jumlah keseluruhan kapasiti pengeluaran Malaysia ialah 9.3 juta tan bagi besi cecair dan 11.7 juta tan gegelung besi panas. Ini merupakan perbezaan yang ketara dari pengeluar besi dunia yang terbesar iaitu China yang mengeluarkan 567.8 juta besi cecair pada tahun 2009. Kapasiti pengeluaran Negara kita hanyalah 1.6% dari pengeluaran negara China bagi tahun 2009 memperlihatkan persaingan yang ketara dan cabaran yang dihadapi oleh industri besi tempatan samada pasaran dalam mahupun luar negeri. Dalam hal ini adalah menjadi keperluan bagi pengusaha-pengusaha besi dan pihak berkuasa untuk saling bekerjasama bagi kepentingan industri besi tempatan.

Kumpulan kami juga menjadi hos bagi ceramah yang disampaikan oleh Timbalan Menteri Pengajian Tinggi, Dr Hou Kok Chung kepada kakitangan dan rakan niaga di ibu pejabat kami. Dr Hou menghuraikan secara terperinci pengajaran dan nilai murni yang dianjurkan oleh ahli falsafah cina, Confucius dan Lao Zi yang dapat diaplikasi dalam apajua keadaan termasuklah keluarga, sosial dan persekitaran kerja. Confucius menekankan amalan dan perilaku yang baik terutamanya dalam perhubungan manakala Lao Zi mengabdikan pengetahuannya untuk kebaikan dan bermuhasabah diri.

Selain dari operasi perniagaan, anak syarikat kami juga sibuk mengatur pelbagai aktiviti seperti latihan dan pembangunan, sukan dan perjumpaan kakitangan, termasuklah acara untuk yang kurang bernasib baik. Kita yang meraikan hari kemerdekaan Negara yang ke 53 pada 31 Ogos 2010, amat bertuah kerana dikelilingi oleh kawan-kawan dan rakan kerja yang terdiri dari pelbagai kaum dan agama di tempat kerja dan riadah.



TREASURE HUNT TO TIARA BEACH RESORT, PORT DICKSON



A Treasure Hunt to Tiara Beach Resort, Port Dickson was organized by the Group Steel Division Sports & Recreation Club on 17 & 18 July 2010 for members and their families. A total of 42 cars with 164 people from Amsteel Mills Klang and Banting, Lion Steelworks, Bright Steel, Singa Logistics and Megasteel took part in the treasure hunt.



Participants had to answer 35 questions and riddles, and hunt for treasures which were revealed to be a tin of sardine, a packet of Milo and AAA Eveready battery during the dinner at Tiara Beach Resort. A karaoke session followed the prize presentation to the top 10 winners by Ms Kwa Seok Leng, Amsteel's HR Senior Manager and a lucky draw, before everyone called it an eventful and exciting day!



► Brightsteel Team / Pasukan Brightsteel.



► Amsteel Klang Team / Pasukan Amsteel Klang.



► Amsteel Banting Team / Pasukan Amsteel Banting.



► Megasteel Team and the Committee / Pasukan Megasteel dan Ahli Jawatankuasa.



► Single & Available - Champion / Juara.



► Shark Hunter - 1st Runner-Up / Kedua.



► Ikan Bilis - 2nd Runner-Up / Ketiga.



INTER-DIVISION SEPAK TAKRAW

An Inter-Division Sepak Takraw Competition was held on 1 August 2010 at Dewan Orang Ramai, Banting. The combined staff from Brightsteel, DRI, Secomex and Compact Energy emerged champion; 1st runner-up went to Megasteel while Amsteel Klang was the 2nd runner-up.



► Champion/*Juara*: Brightsteel, DRI, Secomex and Compact Energy.



► 1st Runner-Up / *Kedua*: Megasteel.



► 2nd Runner-Up / *Ketiga*: Amsteel Klang.

INTER-DIVISION BOWLING COMPETITION

The 2010 Inter-Division Bowling Competition was held on 11 July, 2010 at Sunway Pyramid Mega Lanes with 22 teams with 3 in a team, from Amsteel Klang, Amsteel Banting, Bright Steel, Compact Energy, Lion Steelworks, Lion Trading and Marketing, Megasteel, Singa Logistics and Secomex.

MALE CATEGORY



► Champion / *Juara* (Megasteel "A"): (L-R) Zulkefli, Batumalai & Mokhsin with Mr Chen Kwong Fatt, Steel Division Sports Club President (far left) and Mr Ng Chai Heng, Sports Director (far right).



► 1st & 2nd runner-up / *Kedua dan Ketiga* (Amsteel Klang "A" & Amsteel Klang "B"): (L-R) Mohamad Faizal, Mohd Fauzi and Foong Kok Onn (standing / *berdiri*); Ariffin, Izwan and Tham Yeow Chin (sitting / *duduk*).

FEMALE CATEGORY



► Champion / *Juara* (L-R): Suzanah, Noor Aznida and Siti Aslinda together with Mr Chen Kwong Fatt and Mr Ng Chai Heng.



► 1st runner-up / *Kedua* Brightsteel "A": (L-R) Widia Ardhiati, Haizanina Azura and Noor Khalilawati.



► 2nd runner-up / *Ketiga* Amsteel Klang "A": (L-R) Nor Azlia, Noorashikin and Lo Kar Fai.

IFTAR GATHERING AT AMSTEEL KLANG

An *Iftar* or "Berbuka Puasa" was organized for all Muslim employees on 24 August 2010 at Amsteel Klang's Multipurpose Hall. This is an annual event held during the Islamic month of Ramadhan with staff gathered to break their fast together. Mr Chen Kwong Fatt, Amsteel Klang GM-Operations and the respective Heads of Department were present at the event.



AMSTEEL KLANG ORGANISES...

BADMINTON COMPETITION

Amsteel Mills Klang held an Inter - Department Badminton Competition at Klang High School on 25 July 2010. A total of 32 pairs under the Male Category and 4 pairs under the Female Category from Amsteel Klang, Amsteel Mills Marketing and Lion Tooling participated in the competition.

Yong Sze Mei and Cheah Keen Mei emerged champion with Lim Yoke Yee and Rita Chan as 1st runner-up and Wong Poh Yen and Leong Oi Chan, 2nd runner-up in the Female Category. Badrul Hisham and Zaizul Kusnan clinched the Male Category with 1st runner-up, Lam Ging Hung and Rojahki bin Ngadni, and 2nd runner-up, Tee Teck Hooi and Chew Eng Lee.



► (a) Organising Committee / Ahli Jawatankuasa. (b) Players and supporters from Rod Mill 1/ Peserta dan penyokong dari Rod Mill 1. (c) Players and supporters from SMP / Peserta dan penyokong dari SMP.

& HEALTH TALKS

As part of its employees well-being initiatives, the ER Section arranged 2 Health Talks on 21 July 2010 at Amsteel Klang's Multipurpose Hall. Dr Mohd Nasir Ismail, Chief Medical Officer of Pantai Hospital Klang talked about Heart Diseases and Dietetics while Ms Ooi Ai Im from Assunta Hospital touched on the topic of Nutrition and Diabetes. Both sessions received overwhelming response from office and production staff.



KARAOKE COMPETITION AT AMSTEEL BANTING



► The 10 duets in the finals wowed the audience with their stirring performances.
 ► 10 pasangan duet yang berjaya melepasi peringkat saringan, memukau penonton dengan persembahan yang bertenaga.

The inter-department Karaoke Competition on 30 July 2010 saw ten duets wowing the audience and the two judges, Encik Nazri of Megasteel and Mr Terry Tham from Amsteel Banting.

It was also a display of talent by Ir Dr Loh Fook Guan, Amsteel Director (Works) who sang two Chinese songs while Mr Pong Chung Kuan, Amsteel Banting General Manager (Works) duetted with Rachel Tan from Accounts Department, and Encik Jasri Jaafar from Safety Department also entertained the audience with a number before the results were announced.



CHAMPION / JUARA

Mazri Ratimin & Mohd Firdaus Zaimon.
 Song / Lagu: Jangan Pisahkan



1st RUNNER-UP / KEDUA

Lee Teck Ming & Soon Zi Jian.
 Song / Lagu: Swear It Again



2nd RUNNER-UP / KETIGA

Nurain Saiful Ahmad & Jessy Tam.
 Song / Lagu: A Whole New World

AMSTEEL BANTING'S FISHING COMPETITION



► (From left to right): Ahmad Fadzil, Mustaffa Kamar and Mohd Adib b Sariyon receiving cash prizes from Mr Pong Chung Kuan, General Manager - Works.
 ► (Dari kiri ke kanan): Ahmad Fadzil, Mustaffa Kamar dan Mohd Adib b Sariyon menerima hadiah wang tunai dari Encik Pong Chung Kuan, Pengurus Besar - Kerja.

A Fishing Competition held on 27 June 2010 at Kolam Kampung Bandar Jugra by Amsteel Banting saw participants catching a variety of fish such as seabass and snapper. Ahmad Fadzil who caught a 1.8kg seabass after 9.03 min champion and received a RM250 cash prize. Mustaffa Kamar was 2nd with RM200 when he caught a 1.7kg snapper in 8.28 minutes while Mohd Adib Sariyon landed 3rd placing with a 1.7kg seabass in 10.10 minutes and earned himself RM150.

Other winners Mohd Yazid, Zaidy Kamarudin, Mri Rusdi, Shamsul Nizam, Muhamad Bahari, Masdar, Mohd Zaki, Ahmad Kamal Miswan, Ahmad Akmanizam, M Rizal, Muniswaran a/l Ayasamy and Mohammad Zaf who earned themselves 4th until 20th placing respectively.

TRAINING PROGRAMS AT ANTARA STEEL MILLS

For July and August 2010, the Training & Development Section conducted several in-house training programs:

A 3 days Programmable Logic Controller (PLC) module was held for the Mechanical Departments from Steel Plant, Rolling Mill 1 and Rolling Mill 2. It was conducted jointly by trainers, Mr Ravintheran and Mr Ambrose from CEDR Corporate Consulting.



Monthly Safety Training Programs, a joint effort between S.H.E. Department and Training Section, were carried out on 13 July and 10 August with the participation of 62 employees. To date, 403 employees have attended the program which is 55% of the total number of employees, since December 2008.

In order to ensure that Antara Steel Mills secures its ISO Certification based on updated version ISO 9001:2008, a training program was conducted for all Internal Quality Auditors (IQAs). The course was done in stages on 23 and 30 July and 9 August to prepare the IQAs to audit the company's Operating Procedures and Quality System Procedures according to the updated ISO 9001:2008 standard. The audit by SIRIM QAS International went smoothly.

ANTARA'S FOOTBALL LEAGUE - FINAL

Antara's football league had its final game at Padang Botak on 24 July 2010 between Team Harimau Muda from Rolling Mill 2 and Team Singa Tua from Antara Steel Plant. During the 1st half, Harimau Muda scored 3 goals against Team Singa Tua's 1 goal. In the 2nd half, Harimau Muda dominated the game and successfully put in 3 more goals. Muhammad Muzahimi Majid from Harimau Muda was chosen as Best Player in the final game, while Zainorekhan Md Zahir was Best Player for the tournament. Top scorer was Khaizam Hashim with Team Rewang FC selected as Fair Play Team. General Manager, Encik Rahmat Ibrahim presented the trophies and prizes to the winners.



► Encik Rahmat Ibrahim (3rd left) presented the trophy and mock cheque to Harimau Muda Team Manager, Encik Nor Sazli Wodi.
 ► Encik Rahmat Ibrahim (3 dari kiri) menyampaikan piala dan replika cek kepada Pengurus Pasukan Harimau Muda, Encik Nor Sazli Wodi.

ANTARA HOLDS... ...BOWLING COMPETITION



- ▶ Participants ready to bowl at Danga City Mall.
- ▶ Peserta bersedia untuk lontaran di Danga City Mall.
- ▶ Highest score winner, Encik Normizairin Mat Zin (left) with Encik Mohd Ahad Hassan.
- ▶ Pemenang markah tertinggi, Encik Normizairin Mat Zin (kiri) dengan Encik Mohd Ahad Hassan.

A Bowling Tournament organized by Antara Sports Club at Danga City Mall, Johor Bahru, saw 11 teams participating in the Team Category and 15 individuals in the Individual Master Category. Normizairin, Erwan and Mohd Sobri from RM1 emerged Team champion with 1476 pins; 1st runner-up went to Lokman, Sa'aim and Abdullah (RM2) while 2nd runner-up went to Suhaimi, Mahasan and Hamzah (RM2) with 1469 and 1405 pins respectively. With 727 pins in the Individual Master Category, Hamizan (Scrap grader) grabbed the championship title, while 1st and 2nd runners-up went to Azri Mohamad Saadon (Machine shop) and Abdullah (RM2) with 693 and 672 pins respectively. The Highest Score went to Normizairin Mat Zin (Guide shop). Sports Club President, Encik Mohamad Ahad Hassan presented trophies to the winners and gave away 10 prizes in the lucky draw.

...& ISRAK MIKRAJ & NISFU SYA'BAN CELEBRATIONS

Badan Kebajikan Islam Antara (BKIA) organized a talk on Israk Mikraj on 9 July 2010 at Block 18, Antara's flat with members gathered for Maghrib prayers followed by reading of *Yasin* and *Tahlil* before *Isyak* prayers.

BKIA Chairman, Encik Hamezid Junid enlightened the members on BKIA's financial assistance for child birth, marriage, retirement, SOCSO leave and demise. As such, the monthly contribution fee will increase from RM3 to RM5. BKIA Advisor cum Antara General Manager, Encik Rahmat Ibrahim addressed the audience followed by a talk on 'Israk Mikraj' and Good Practices for the month of Rajab, Sha'ban and Ramadhan by Ustaz Haji Ismail Md Ali. After the talk, the audience was treated to 'Nasi Ayam' Special for dinner.

On 27 July 2010, BKIA celebrated Nisfu Sya'ban by reading *Yasin* and *Tahlil* after Asar prayer. The month of Sya'ban is the eighth month of the Islamic lunar calendar, with the fifteenth night of the month being a special night of seeking forgiveness and repentance and not to commit any sin in the future. Nisfu Sya'ban is the day for starting anew for the year with good deeds like reading the *Yasin* and *Tahlil* and performing charity.



- ▶ Part of the audience enjoying the 'Nasi Ayam Special' dinner.
- ▶ Sebahagian tetamu menikmati makan malam Nasi Ayam Special.



- ▶ Encik Rahmat Ibrahim (left) presenting a souvenir to Encik Abd Malik Hj Ludin.
- ▶ Encik Rahmat Ibrahim (left) menyampaikan cenderamata kepada Encik Abd Malik Hj Ludin.

... & PARTICIPATES IN BOMBA COMPETITION



- ▶ Antara's participants ready to face the competition.
- ▶ Para peserta Antara bersedia untuk pertandingan.

Antara sent 4 teams to the Bomba Competition on 31 July 2010 organized by Jabatan Bomba & Penyelamat Pasir Gudang for private companies in Pasir Gudang. Team A led by Brigade Commander of Antara's Bomba Squad, Encik Bonsu Salam won second place in the Hose Drill Competition. In the Hundred-Foot Spread Hose (Individual category), Encik Yahaya Mat Husin won fifth place. Although Antara's representatives were not placed in the Putting-off Fire with Fire Extinguisher (Individual category), they gained invaluable knowledge to face the competition next year.

A total of 32 teams competed in the Hose Drill Competition while 20 individuals competed in the Hundred-Foot Spread Hose, and 30 participants, both male and female took part in the Putting-off Fire category.

BEST PERFORMING ISO/SOP INTERNAL AUDITOR AWARDS

Megasteel held an award presentation for the best performing ISO/SOP Internal Auditors on 23 July 2010 in recognition of their commitment to their daily work assignments and the additional task of preparing for and conducting the audit on ISO/SOP. The awards for the 3 categories of Best Written Audit Awards, Best Performing New Auditor Awards and Top Scorers for Audit Assessment were won by:

Best Written Audit Awards

- 1st Prize : **Mr Teo CK**, QA Dept
- 2nd Prize : **Ms Loo XC**,
CRMC Production Admin
- 3rd Prize : **Mr Chui TK**, CRMC Mechanical

Best Performing New Auditor Awards

- 1st Prize : **Cik Siti Aisha**, SMP Production
- 2nd Prize : **Mr Balan**, MIS
- 3rd Prize : **Encik Fairul**,
Caster Maintenance

Top Scorers for Audit Assessment

- 1st Prize : **Encik Mohd Zaki**,
Caster Production
- 2nd Prize : **Mr Tan Kim Leng**, QA Dept
- 3rd Prize : **Mr Lee You Yao**, QA Dept



The awards ceremony was attended by the Chairman of Steel Division SOP Committee, Mr Eric Cheng; Deputy Chairman, Dr Loh Fook Guan; Head of QA Department and ISO Working Committee Chairman, Encik Sabrudin Suren; Management Representative of ISO Steering Committee, Mr Pan Sze Moi; Heads of Department, representatives from other Steel Division companies and Lead Auditor for Megasteel, Encik Hassan Nuddin Ismail.



- Opening speech by Encik Sabrudin Suren, ISO Working Committee Chairman.
- *Kata-kata aluan oleh Encik Sabrudin Suren, Pengerusi Jawatankuasa Kerja ISO.*

PROPERTY & COMMUNITY DEVELOPMENT DIVISION

MAHKOTA HOTEL SIGNS CA

On 10 August, Mahkota Hotel Melaka signed its first Collective Agreement (CA) with the National Union of Hotel, Bar & Restaurant Workers, Peninsular Malaysia. The Hotel was represented by Mr Chuah Say Chin (GM Property Division), Mr Edward Lau (GM Mahkota Hotel), Encik Raja Rahim (HR Manager Mahkota Hotel), Mr George Yap (HR Manager, Property Division), and Mr Selvaraju (Group IR Manager). The Union was represented by its President, Encik Shairi bin Arifin and two committee members. Under the CA, the rights, interests and benefits of all staff who are Union members will be covered except for those holding management, executive, secretarial, and security positions.



- Encik Shairi bin Arifin (fourth from left) shakes hand with Mr Chuah Say Chin (centre) upon signing and exchanging of the Collective Agreement.
- Encik Ahairi bin Arifin (empat dari kiri) berjabat tangan dengan Encik Chuah Say Chin (tengah) bertukar dokumen selepas menandatangani 'Collective Agreement'.

IFTAR WITH THE ORPHANS AT MAHKOTA HOTEL

56 orphans from 'Budak Laki-Laki Tun Abdul Aziz (Durian Daun)' Home and their teachers were invited to Mahkota Hotel Melaka for an iftar 'breaking of fast' on 20 August 2010. It was part of Mahkota's CSR program to treat the underprivileged children together with the hotel's 25 trainees from Indonesia to a wide-spread buffet dinner to celebrate the month of Ramadhan. General Manager, Mr Edward Lau and the staff presented the children with 'duit raya' and packets of cookies. The joyous occasion was also shared with Mahkota's corporate clients and media personnel.



- ▶ (a) Mahkota's Human Resource Manager, Encik Raja Rahim welcoming everyone to the annual charity event. (b) Mr Edward Lau giving away Hari Raya goodies to the orphans during the dinner. (c) Puan Kamisah, Housekeeping Executive (left) and Encik Mohd Aidi, Chief Engineer (right) helping to distribute the goodies to the orphans.
- ▶ (a) *Pengurus Sumber Manusia Mahkota, Encik Raja Rahim menyambut semua orang untuk acara amal tahunan.* (b) *Encik Edward Lau memberikan sumbangan Hari Raya kepada anak-anak yatim di majlis makan malam.* (c) *Puan Kamisah, Eksekutif 'Housekeeping' (kiri) dan Encik Mohd Aidi, Ketua Jurutera (kanan) saling membantu mengedarkan sumbangan kepada anak yatim.*

“OPERATIONAL EXCELLENCE” ~ TOWARDS WORK SIMPLIFICATION



72 managers and executives of Silverstone Berhad attended a one-day Factory Conference on 7 Aug 2010 at SSL Traders Hotel in Taiping. Group Director, Mr Paul Chan delivered his keynote address at the conference themed “Operational Excellence” Towards Work Simplification. Also in attendance were General Manager, Mr Mike Toh and senior management staff.

The 7 cross functional groups started their workshop on identifying various processes for simplification, after the presentation by Mr Mike Toh on the company's direction in achieving Operational Excellence status and two other sessions on 'The Quality Advantage – An Overview' and 'Work Simplification – The Methodology and Approach' by Senior HR Manager, En Khairudin Zaman and Manufacturing Manager, Mr Chew Kee Guan respectively.

Group 5 from Tire Room Bias Department won the first price of RM800 cash for the Best Work Simplification Project, while Group 4 from Tire Room Radial and Group 3 of Bead Room/Bias Cutter Department won 2nd and 3rd placing, receiving RM 500 and RM300 respectively. The remaining 4 groups each received consolation prizes of RM100.

Special awards of RM250 each for “out-of-the-box” projects went to Group 1 from Banbury which came up with the idea of moving out 2 bins from the auto pigment operations, and to Group 3 for proposing the spiral overlay to be run for 225mm from the current 150mm. *Syabas to all!*

- ▶ Full turnout at the conference by Silverstone's managers and executives including Director, Mr Paul Chan and GM, Mr Mike Toh (middle photo, 1st row, 2nd from right and far right respectively).
- ▶ *Penyertaan yang memberangsangkan dari pengurus dan eksekutif Silverstone, termasuklah Pengarah, Encik Paul Chan dan Pengurus Besar, Encik Mike Toh (gambar tengah, barisan pertama masing-masing kedua dari kanan dan paling kanan).*

EXTRUDER: 5S CHAMPION FOR 1ST HALF 2010



Extruder Department was Silverstone's new overall champion in the monthly inter-department 5S competition for the first half of 2010. The department was rated the best, beating 11 other departments based on its consistent ranking in the first six months; finishing first for three months, second for two months and third, once. As a reward for their commitment and sheer determination, the department's staff received an exclusive gift each.

- ▶ Manufacturing Manager, Mr Chew Kee Guan (left) handed over the award to Extruder Department's Mr Sivanesrajah, Production Executive (middle) and Mr Chang Kaw, Production Manager (right).
- ▶ *Pengurus Kilang, Encik Chew Kee Guan (kiri) menyerahkan hadiah kepada Encik Sivanesrajah, Eksekutif Pengeluaran (tengah) dan Encik Chang Kaw, Pengurus Pengeluaran (kanan) dari Extruder Department.*
- ▶ Mr Chew Kee Guan presented the Challenge Trophy to Mr Khor Huan Hock, Purchasing Manager for Raw Material Store winning the July 2010 award.
- ▶ *Encik Chew Kee Guan menyampaikan piala pusingan kepada Encik Khor Huan Hock, Pengurus Pembelian mewakili Bahagian Setor Bahan Mentah yang dimenangi bagi bulan Julai 2010.*

The 5S inter-department competition is into its second year since its inception in July 2009. The second half of the year is now on with Raw Material Store Department currently holding the monthly award for July.



KELAB SUKAN SILVERSTONE'S AGM

Mr Bay Soon Choy, Production Manager of Division C has been elected as Kelab Sukan Silverstone (KSS)'s new President for 2010-2012 in the Annual General Meeting (AGM) held on 1 August 2010. 200 members including the former president, Mr Chew Kee Guan who did not seek re-election, attended the meeting. Most of the key committee members have been re-elected with only a few changes in the new line-up. All who attended received a door gift and were treated to *nasi tomato* after the meeting.

- ▶ Committee members / *Ahli Jawatankuasa 2010-2012*: (front row from left / *hadapan dari kiri*): Zainuddin, Sharipah, Ong Bee Kwan, Bay Soon Choy (President), Azmi and Mohd Sharif; (back row from left / *belakang dari kiri*): Mohd Yusof, Ros Aday, Shaiful, Hor Choon Po and Azizi.

BOWLING TOURNAMENT BY POSIM SPORTS CLUB



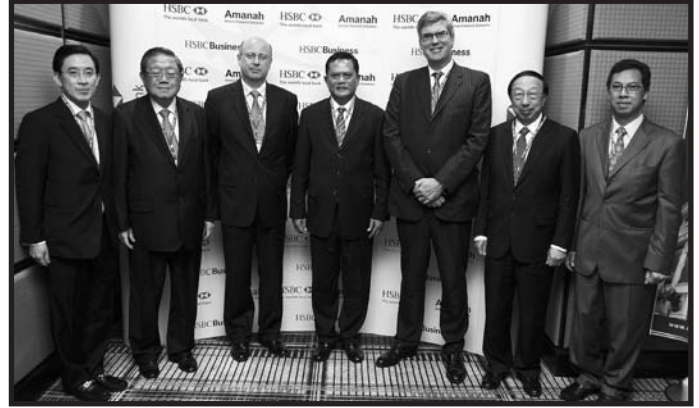
- ▶ Mr Derek Lim from Team Thundercats scored the highest points to win the individual category.
- ▶ *Encik Derek Lim dari Pasukan Thundercats memenangi kategori individu.*
- ▶ Winners holding aloft their trophies and cash prizes.
- ▶ *Para pemenang bergaya dengan trofi dan wang tunai masing-masing.*
- ▶ Participants sharing their merriment in a group photo.
- ▶ *Para peserta melakarkan kegembiraan dalam gambar kenangan.*

On 3 July 2010, Posim Sports Club organized a bowling tournament at Megalanes Bowling at Plaza Alam Sentral, Shah Alam. The event saw 11 teams consisting of 4 members randomly selected from various departments to form a team, taking part in the 2-frame game. Team Power Rangers emerged champion with 835 points and received RM200 cash and trophies.

1st runner-up went to Team Transformers with 833 points, receiving RM150 cash and trophies while Team Wonderpets with 800 points was the 2nd runner-up, receiving RM100 cash and trophies. Mr Derek Lim from Team Thundercats hit the highest score with 369 pins and received RM100 cash and a trophy. Prizes were presented by Sports Club President, Mr Dawson Chai.

SEMINAR ON

“ACTIVATE ASIA: INSIGHT INDONESIA”



- ▶ (Left photo) Tan Sri William Cheng delivered the opening speech and (right photo) Tan Sri Albert Cheng shared his work experience in Indonesia with the participants.
- ▶ (Gambar kiri) Tan Sri William Cheng menyampaikan ucapan aluan dan (gambar kanan) Tan Sri Albert Cheng berkongsi pengalamannya di Indonesia dengan peserta.

- ▶ Tan Sri William Cheng (2nd left) and Tan Sri Albert Cheng (2nd right) with Indonesian Ambassador, HE Tan Sri Prof. Drs Da'i Bachtiar (centre) and officials from KLSCCCI, HSBC and Indonesia.
- ▶ Tan Sri William Cheng (2 dari kiri) dan Tan Sri Albert Cheng (2 dari kanan) bersama Duta Indonesia, TYT Tan Sri Prof. Drs Da'i Bachtiar (tengah) bersama pegawai-pegawai dari KLSCCCI, HSBC dan Indonesia.

The Kuala Lumpur & Selangor Chinese Chambers of Commerce and Industry (KLSCCCI) had organised a seminar on 'Activate Asia: Insight Indonesia' on 8 July 2010 with assistance from the Associated Chinese Chambers of Commerce and Industry Malaysia (ACCCIM) and the Indonesian Embassy in Kuala Lumpur, to assist Malaysian businesses to gain better understanding of business opportunities in Indonesia. Our Group Chairman and CEO, Tan Sri William Cheng who is also the President of KLSCCCI and ACCCIM delivered the opening address at the seminar which was officiated by HE Tan Sri Prof. Drs Da'i Bachtiar, Indonesian Ambassador to Malaysia.

Group Executive Director, Tan Sri Albert Cheng was also present as one of the panelists and shared his experiences of working in Indonesia having spent ten years there from the seventies to the eighties followed by regular trips to keep abreast with the Group's operations and developments in the country.

The Group has invested in Indonesia since the 1970s and has 2 public listed companies engaged in the businesses of manufacturing and marketing steel office furniture, steel rackings, C channels, wire mesh, roof trusses etc. It has substantial market share in the steel office furniture in Indonesia and its operations span all the islands there.

Some of the pertinent insights by Tan Sri Albert were:

- Indonesia has undergone a lot of changes since the 1970s. Doing business is much easier now. Previously, Customs clearances used to take a month or more but now take about a week.
- The Indonesian rupiah has depreciated quite a lot over the years. From a low of Rp2,500 to one US Dollar in 1997, it is now about Rp10,000. Imagine the Ringgit going from RM2.50 to RM10.00 to one US Dollar, and the impact that would have on business. However, companies in

Indonesia have learnt to deal with the impact of devaluation, especially on the balance sheet. For companies that are buying and selling domestically, there is no impact and accounts receivable remains unchanged; but for companies that are importing raw materials in US Dollar and selling the finished product in rupiah, the impact would be an increase in accounts payable in proportion to the devaluation.

- Similar to investing in any other country, partner selection is very crucial. There will be serious trouble if one picked the wrong partner as the dispute settlement process is very complicated. If possible, it is better to settle the problem on a bilateral basis. Otherwise, it might incur a lot of expenses and the outcome may not be to one's satisfaction.
- The political situation in Indonesia has greatly stabilized since the days of former Presidents Megawati and Gus Dur. The last presidential election was relatively peaceful without any major demonstration. President Susilo Bambang Yudono won by a landslide in the direct presidential election by the citizens. Indonesian politics has matured a lot with democracy taking hold.
- Bahasa Malaysia is quite similar to Bahasa Indonesia and thus, it is easy to get around in Indonesia. However, there are some words with different meanings, such as *Bapak* which is father in Malaysia but Mister in Indonesia, or *Ibu* which is mother in Malaysia but Madam in Indonesia. There are also differences in expression, for example, in Malaysia, 6.30 is enam setengah but in Indonesia, it is setengah tujuh. Here, Saturday night is malam Sabtu but in Indonesia, it's malam minggu. Another difference is the term used for staff or employees who are referred to as "karyawan" in Indonesia while we call them "kakitangan" in Malaysia. To Indonesians, "kakitangan" literally means arms and legs.

TALK BY DEPUTY MINISTER OF HIGHER EDUCATION, DR HOU KOK CHUNG

The Group played host to the Deputy Minister of Higher Education, Dr Hou Kok Chung who gave a talk on Confucianism and Taoism to Lion staff, bankers and exco members of Kuala Lumpur & Selangor Chinese Chambers of Commerce and Industry (KLSCCCI) on 16 August 2010. Group Chairman & CEO, Tan Sri William Cheng who is also the President of KLSCCCI; Group Executive Director, Tan Sri Albert Cheng and Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng were present at the talk where Dr Hou spoke on Confucianist and Taoist teachings advocating universal values.

Dr Hou also officiated the opening of Xian's Place, a Calligraphy Centre at Level 7 in the

Office Tower and viewed the calligraphy works and Chinese brush paintings by Puan Sri Chelsia Cheng and other members of the centre that were on display.



- ▶ Dr Hou Kok Chung delivering his talk on Confucianism and Taoism.
- ▶ *Dr Hou Kok Chung memberikan ceramahnya tentang Konfusianisme dan Taoisme.*



- ▶ Dr Hou Kok Chung (2nd from right) officiated the opening of Xian's Place for Calligraphy accompanied by (from left) Puan Sri Wendy Ong, Puan Sri Chelsia Cheng and renowned calligrapher, Mr Kerk Won Hoo.
- ▶ *Dr Hou Kok Chung (2 dari kanan) telah merasmikan pembukaan 'Xian's Place' diapit oleh (dari kiri) Puan Sri Wendy Ong, Puan Sri Chelsia Cheng dan pakar kaligrafi, Encik Kerk Won Hoo.*

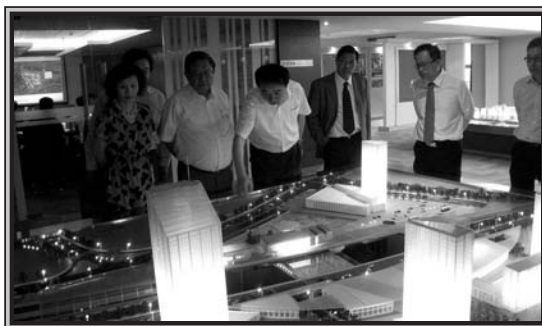


- ▶ Admiring the calligraphy works and Chinese brush paintings by Puan Sri Wendy Ong, Puan Sri Chelsia Cheng and other members of the calligraphy centre.
- ▶ *Memuji kerja-kerja kaligrafi dan lukisan berus Cina oleh Puan Sri Wendy Ong, Puan Sri Chelsia Cheng dan ahli-ahli pusat kaligrafi.*

GROUP CHAIRMAN VISITS SHANGHAI PUTUO DISTRICT

Group Chairman & CEO, Tan Sri William Cheng together with management staff from Parkson China comprising Mr Chew Fook Seng, Mr Tan Hun Meng and Mr Tan Guan Soon, and China Property Division's Mr Loke Mun Kit and Mr Sam Loy Kok Shen visited

Shanghai Putuo District in China on 13 July 2010. They visited Shanghai Zhenru Subcentre Development Zone Office and were briefed on the overall project development including the neighboring high-end commercial development by Hong Kong Changjiang Enterprise and Shanghai Greenland Enterprise, and the nearby Shanghai West high-speed train station.



- ▶ Shanghai Zhenru Subcentre's Chairman, Mr Shi Piling (4th right) briefing Tan Sri William Cheng (3rd left) on Shanghai West high-speed train station project.
- ▶ *Pengerusi Shanghai Zhenru Subcentre, Encik Shi Piling (4 dari kiri) memberi penerangan kepada Tan Sri William Cheng (3 dari kiri) tentang projek stesyen keretapi laju Shanghai West.*



- ▶ The delegation led by Tan Sri William Cheng called upon Shanghai Putuo District Secretary, Mr Zhou Guo Shao and his senior municipal officers.
- ▶ *Delegasi yang diketuai oleh Tan Sri William Cheng menghadiri perjumpaan bersama Setiausaha Shanghai Putuo District, Encik Zhou Guo Shao dan pegawai kanan kerajaan.*

The delegation also met with Shanghai Putuo District Secretary, Mr Zhou Guo Zhao and briefed him and his senior municipal officers on the Group's development plans.

ABOUT CAPTIVE INSURANCE



► Lloyd's building, an iconic building for those in the insurance industry.

► *Bangunan Lloyd's, sebuah bangunan yang ikonik bagi mereka dalam industri insurans.*



► Annie Lai in front of another iconic building in London, and other famous spots such as Tower of London, Tower Bridge and London Eye.

► *Annie Lai di hadapan bangunan ikonik lain di London, dan tempat-tempat terkenal seperti Tower of London, Tower Bridge dan London Eye.*



Lai Jia Enn or Annie Lai to her friends and colleagues is a Senior Executive in Lion Insurance Company Limited (LICL). LICL is a captive insurance company approved by the Ministry of Finance on 17 September 2004 to carry out business as an offshore captive insurer in or from the Federal Territory of Labuan. Annie who joined the company in August 2006 shares her experiences and knowledge on LICL and its operations and the insurance course she attended in London, with Lion Today.

Most of us may know about insurance, especially motor insurance and life insurance but very seldom do we hear about Captive Insurance. Having worked in LICL for the past 4 years, 27 years old Annie Lai said that a Captive Insurance Company ("Captive") covers the insurable risks of an affiliated entity. For example, a manufacturing company, retail chain, or real estate developer can form and own a Captive to insure risks associated with its standard operations. With the setup of LICL, the Group has a choice of which risk(s) and how much risk to retain within the Group, thus giving greater flexibility in managing the risks. Captive is one of the viable business alternative risk transfer tools for large corporations to reduce insurance costs and tax whilst protecting the assets. In Malaysia, there are many conglomerates or large companies granted this captive license.

LICL also helps to arrange and negotiate all new and renewal placements for the Group to ensure adequate coverage with reasonable terms and rates. It also acts as an advisor on all insurance matters with regards to coverage and claims.

Last year, the Ipoh lass who graduated from Monash University, majoring in Banking & Finance, and Marketing attended a five days Intermediate Marine Cargo insurance course organised by The Chartered Insurance Institute London, located at Fenchurch Street, London. Relating the experience which happened to be her first trip to London and her first time attending a course

overseas, it was conducted by very experienced insurance practitioners, who explained the main methods of cargo shipment and the documents used in international trade, and also examined the main areas of loss prevention and key considerations of cargo underwriting. The course was very interactive with a lot of humour, audio visual aids and case studies, and included a trip to Cardiff to visit a laboratory where investigations for hull and cargo claims are carried out.

As her job requires her to deal with insurers / reinsurers, it was a must to visit Lloyd's building designed by architect Richard Rogers, which Annie found to be a very informative tour to interact with the Underwriters and to observe how they work. Visiting Lloyds was an eye opener. The building is very innovative with its services i.e. staircases, lifts, electrical power conduits and water pipes on the outside; leaving an uncluttered space. It was so different from the Insurers in Malaysia as there are hundreds of employees from so many companies or syndicates operating under one roof in the building but in separate cubicles. There was a hive of activity with people everywhere seeking placement.

The knowledge and the experience gained is being applied in the workplace where she now has better understanding to deal with the Underwriters, locally and internationally that will benefit LICL and the Group as a whole. Annie appreciates being sent for the course and would like to thank the company and management for the invaluable experience.



INFO LINK

ASSESSMENT THAT AIDS & MEASURES LEARNING

Assessment makes training what it is intended to be. Mere presentation of information - without assessment of what the participants have gathered from what the trainer has presented to them - is not training. So assessment of learning is very much an integral part of training.

For the assessment to aid the learning process and to be a measurement of what the participants have gained, we (CEDR) have been designing the assessments with these principles in mind.

<p>VALIDITY We ensure that the assessment measures what it is supposed to measure. For example,</p> <ul style="list-style-type: none"> • Not measuring how good is the participant's memory, when it is supposed to be assessing his problem-solving skills and vice versa • Not grading someone on the quality of their writing, when writing skills are not relevant to what is being assessed • Assessing as much of the area being taught as possible 	<p>RELIABILITY We ensure that the assessment results are reliable or consistent. For example,</p> <ul style="list-style-type: none"> • The assessment uses similar methods and criteria for each group of participants • Other assessors using the same assessment tools (e.g test/ assignment/ project) will make similar judgement • The assessment will produce similar results with another similar group of participants • Only then can the assessment results be reliable/ trustworthy as a measurement of the participants' learning
<p>FLEXIBILITY We use a variety of different approaches; not just one. These include:</p> <ul style="list-style-type: none"> • Case-studies • Simulations • Projects • Presentations, etc. 	<p>FAIRNESS We ensure that the assessment is fair to all i.e. everyone has an equal chance of getting a good assessment result</p>

When we assess participants' learning, we could refer to two items as reference: the norm (other participants' achievements) or a set of criteria.

1) Norm-referencing - participants are compared against other participants. In a group of participants, the top 5% gets 'A's, the next 10% gets 'B's, etc and the bottom 50% fails.

2) Criterion-referencing - participants are assessed / measured against certain fixed criteria.

Which type of referencing do we use? We favour the criterion-referencing approach as we feel it is fairer – everyone has the opportunity to obtain a good assessment results which can motivate learning. In our training sessions, the purpose of assessment is not to identify high/low achievers but rather to spur all participants to be competent (according to the set criteria).

Of course, sometimes during the training session, we may have quizzes/ competitive group exercises (norm-referencing) - just to add the element of friendly competition. It is amazing how kiasu (competitive) some people can be during these times! But it is all in good fun and the kiasu spirit does motivate participants to learn and to practise the skills being trained.

Assessment is important to the process of learning; be it informal or formal assessment. At CEDR, we recognise this and are constantly working on improving the ways that we design the assessments so that they will aid participants' learning as well as measure their learning outcome.

ENHANCING TRAINING EFFECTIVENESS WITH ASSESSMENT

We, at CEDR are often asked by our HR colleagues or the CEOs / GMs of our operating companies on how we can ensure the training is relevant to participants and applicable at the workplace. It is indeed a very tough question to answer. We know it is a challenge to make training applicable and effective in the classroom with different trainees, and to get the participants to practice and use the skills they learnt when they are back to the workplace is really an uphill task! We will discuss in detail in this issue on how CEDR uses various types of assessment to make training effective and get participants to engage in an active learning process.

How do we assess participants DURING training?

Most of the assessments we use during training are informal and may occur at any time during training, for example: when the trainer poses a question, when participants express their views and opinions verbally or in written form, or during role-playing. For example:



(i) when the trainer poses a question



(ii) when the participants write down / present the key points



(iii) when the participants do a role play



(iv) when the participants express their views / opinion

Formative assessments (informal assessment during training) are based on the learning objectives set for the training. From what has been observed and heard from the participants, our trainers are able to gauge whether the participants have achieved the learning objectives. If the participants get the points right, our trainers will give positive feedback to reinforce learning; however if our trainers find the participants have misinterpreted / misunderstood the key points, feedback for improvement will be used to bring them back onto the right track.

How do we assess participants AFTER training?

Written test is an assessment method disliked by many participants as they feel that answering questions on paper is not practical. We are working to replace the written test with a customised and more meaningful assessment, for example (i) a short but work related assignment (ii) a work related project or (iii) a post training practical session. Here are a few examples:

Example 1

The participants from Lion Steelworks agreed to carry out a practical session after completing an English language programme. They were required to discuss a topic of their choice by using English and the assessor from CEDR observed the discussion. Constructive feedback was given by the assessor on the vocabulary and sentences used; it helped the participants to improve their spoken English.

Example 2

The participants from Mahkota Hotel were given a few scenarios to practice after a customer service training. The supervisors were required to monitor the practice and provide feedback to the CEDR trainer. Basically, this assignment was intended to create a continuous learning culture.

Conclusion

We believe when the right assessment method is used at the right time, it will reinforce learning rather than punish the participants. As a consultant or training provider, we are answerable to companies on training effectiveness and knowledge retention after training; it will always be our commitment to continuously update and improve the assessment method used in our training sessions.

KEEPING YOU IN VIEW



Lion Group employees are good at building bridges



Now how do I do this....ohhh, macam tu....



Everybody, focus here and see the magic begin



Hey! You guys saw the match last night??

Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 29/10/2010.

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

- "Wah... Wah... Rapatnya mata, ini tentu lebih lena, baiknya 'parking'! boss nampak tentu kena tengking."

Submitted by **Mohd Ezam b Abdul Rahman** (Lion Steel Works Sdn Bhd)

- "Safety first" - Rehat dahulu sebelum berkerja.

Submitted by **Mohd Azman b Mohamed Azhar** (Silverstone Berhad - Technical Service)



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

Company / Dept (please state full address):



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PARKSON

PARKSON Pavilion • KLCC • 1 Utama • Gurney Plaza

KUALA LUMPUR

- KLCC
- OUG Plaza
- Pavilion
- Sungai Wang Plaza
- The Mall

PUTRAJAYA

- Alamanda Putrajaya Shopping Centre

SELANGOR

- 1 Utama
- Klang Parade
- Plaza Metro Kajang
- Selayang Mall
- Subang Parade
- Sunway Pyramid Shopping Mall
- Wisma Etonic, Rawang

N. SEMBILAN

- Seremban Parade
 - Terminal 1 Shopping Plaza
- ### MELAKA
- Mahkota Parade
 - Melaka Mall
- ### JOHOR
- Holiday Plaza, Johor Bahru
 - Square One, Batu Pahat
 - Klauang Parade

KEDAH

- Pelani Parade, Sungai Petani
- ### KELANTAN
- Kota Bharu Trade Centre
- ### PERAK
- Ipoh Parade
- ### PAHANG
- Berjaya Megamall, Kuantan
 - East Coast Mall

PULAU PINANG

- Gurney Plaza
 - Prangin Mall
 - Sunway Carnival Mall
 - 1st Avenue (opening soon)
- ### SARAWAK
- Riverside Complex, Kuching
 - The Spring, Kuching
 - Bintang Megamall, Miri
 - Wisma Sanyan, Sibul

SABAH

- 1 Borneo, Kota Kinabalu
- Wawasan Plaza, Kota Kinabalu

LABUAN

- Financial Park Labuan Complex



Parkson Pavilion
Overall Best Retail Outlet 2009/2010



MALAYSIA'S MOST VALUABLE BRANDS '09