

Lion Today

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CONTRIBUTION FOR COVID-19 CAUSE



- ▶ Annual Senior Managers Meeting
- ▶ Parkson Credit Raises RM150 Million With HSBC To Accelerate Business Expansion
- ▶ HI-REV Celebrates 25 AMAZING REV YEARS With Its Dealers
- ▶ Penjana - Short-Term Recovery Plan To Boost Economy



► Puan Sri Chelsia Cheng (left photo, right) handed over contribution of RM60,000 in cash and medical supplies to Selangor Red Crescent Acting Chairman, Mr Nanthakumar Rajasingam, and sharing some light moments with MRCSS officials.
 ► Puan Sri Chelsia Cheng (gambar kiri, kanan) menyampaikan sumbangan wang tunai dan bekalan perubatan berjumlah RM60,000 kepada Pemangku Pengerusi Bulan Sabit Merah Selangor, Encik Nanthakumar Rajasingam dan beramah mesra dengan pegawai-pegawai MRCSS.



► For a good cause, (from left to right): Ms He Xiao Ling, Mr Xu Xiong Xing, Mr Si Chang Nan, Ms Juliana Cheng, Mr Yu Kai Yan, Mr Zhang Zheng Tang and Ms Huang Lu.
 ► Untuk tujuan murni, (dari kiri ke kanan): Cik He Xiao Ling, Encik Xu Xiong Xing, Encik Si Chang Nan, Cik Juliana Cheng, Encik Yu Kai Yan, Encik Zhang Zheng Tang dan Cik Huang Lu.

► Banting Home staff (top left) receiving the items donated by Puan Sri Chelsia Cheng and friends for the residents.
 ► Kakitangan Pusat Penjagaan Banting (atas kiri) menerima barangan sumbangan Puan Sri Chelsia Cheng dan rakan-rakan beliau untuk penghuni pusat.

HOGAN BAKERY REACHES OUT TO THE MEN IN BLUE

In showing its appreciation to the frontliners battling the Covid-19 pandemic, Hogan Bakery led by Head of Operations, Mr Leong Wai Keong (2nd from right) distributed breads and cookies to the men in blue at Ibupejabat Polis Daerah Cheras, received by Tuan Ishak Hassan (2nd from left).



► Puan Sri Chelsia Cheng (3rd from left) and representatives from MRCA handing over the contribution to the single mothers (extreme left and right) witnessed by Puan Fatimah Zuraidah (centre).
 ► Puan Sri Chelsia Cheng (3 dari kiri) dan wakil MRCA menyampaikan sumbangan kepada ibu tunggal (paling kiri dan kanan) disaksikan oleh Puan Fatimah Zuraidah (tengah).

CONTRIBUTION FOR COVID-19 CAUSE LPF HANDS OVER RM60,000 TO MALAYSIAN RED CRESCENT

On 15 May 2020, Lion-Parkson Foundation (LPF) handed over a total contribution of RM60,000 to Malaysian Red Crescent Selangor State (MRCSS) in support of the assistance work extended by MRCSS to hospitals, clinics and the underprivileged to help overcome the Covid-19 pandemic.

LPF Chairman, Puan Sri Chelsia Cheng presented the donation which comprised RM30,000 in cash from LPF and RM30,000 in kind which included hand sanitizers from LPF and personal contribution of medical supplies i.e. surgical masks, thermometers and PPE (personal protective equipment) suits from Puan Sri and her friends to MRCSS Acting Chairman, Mr Nanthakumar a/l Rajasingam at Lion Office Tower.

PARKSON CHINA DONATES TO SHANGHAI CHARITY FOUNDATION

Parkson China donated RMB 2 million (approximately RM1.209 million) to Shanghai Charity Foundation for its Covid-19 Anti-Epidemic Fund on 26 March 2020.

Parkson China Executive Director, Ms Juliana Cheng; Operations Director, Mr Zhang Zheng Tang; Parkson Property Division General Manager, Mr Yu Kai Yan and Director of Marketing, Ms Huang Lu were present at the presentation ceremony at Shanghai Charity Foundation and received an appreciation certificate from the Foundation's Deputy Chairman, Mr Si Chang Nan; Deputy Secretary - General, Mr Xu Xiong Xing and Project Development & Customer Services Deputy Manager, Ms He Xiao Ling.

AID TO BANTING HOME

The Home for Handicapped & Mentally Disabled Children in Banting has been severely impacted by the Movement Control Order which was implemented by the Government effective 18 March 2020. The Home's plight was shared on Parkson's facebook and with our colleagues and friends who donated generously to the Home. Puan Sri Chelsia Cheng and her friends also contributed cash, breads and cookies from Hogan, adult diapers, washing detergent, toiletries and hand sanitizer to the Home.

HARI RAYA CHEER FOR SINGLE MOTHERS

LPF presented Hari Raya contribution amounting to RM12,300 to 50 single mothers registered with the Social Welfare Department (JKM). Puan Sri Chelsia Cheng handed the contribution which comprised Parkson vouchers worth RM150, cookies, 'sarong', face masks and hand sanitizer to two mothers who were present at a simple ceremony at Lion Office Tower on 11 June 2020.

Present at the event were Deputy Director General of JKJ, Puan Fatimah Zuraidah binti Saleh and Director - Community, Cik Nor Tipah binti Majin; Malaysia Retail Chain Association (MRCA) Vice Presidents, Ms Shirley Tay and Ms Valerie Choo; Deputy Treasurer General, Dato' Winnie Lim and member, Dato' Grace Lee.

The mothers also received RM100 'duit raya' each sponsored by MRCA. This RM5,000 'duit raya' was part of the funds Puan Sri Chelsia helped to raise for charity through the sale of her calligraphy/art pieces at MRCA's Chinese New Year Banquet on 13 February 2020.

This is the third time that LPF and Parkson are collaborating with JKJ. Earlier plans for a 'buka puasa' were replaced by the simple Hari Raya event due to Covid-19 pandemic.

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

PUBLISHER
 Lion Group Management Services Sdn Bhd
 Reg. No: 201501007647 (1132980-H)
 Level 11-15, Lion Office Tower
 No. 1, Jalan Nagasari
 50200 Kuala Lumpur
 Wilayah Persekutuan

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

PRINTER
 Pencetak Weng Fatt Sdn Bhd
 Reg. No: 197401002762 (19847-W)
 Lot 6, Lorong Kilang A
 Off Jalan Kilang
 46050 Petaling Jaya
 Selangor Darul Ehsan

Tel: 603 - 7783 9231
 Fax: 603 - 7783 9250
 Email: wfprint@wengfatt.com.my

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EDITOR'S MESSAGE

The annual Senior Managers Meeting was held at the beginning of the year in January for the Group's divisions and operations to review their performance and set targets in order to stay on track in the ever competitive business environment. The divisions/companies presented their business plans and strategies to overcome the challenges, reduce cost and improve efficiency and profitability.

The outbreak of Covid-19 that is now a pandemic has brought drastic changes and challenges to everyone in the world. It is no longer 'business as usual' and we are becoming accustomed to the New Normal in everything we do; how we live, work and socialise to how our communities act and behave with discipline, and countries cope with the pandemic and its serious repercussions. Governments throughout the world have to deal with the increasing number of fatalities from Covid-19 and businesses which have closed down leading to unemployment and loss of income. The need to safeguard everyone's health and safety, and to save the economy, businesses and jobs is a tough balance and not easy to handle.

With social distancing in place and almost zero travel, digital technology enabled everyone to stay in touch with friends, family, and work remotely. Digital devices i.e. computers, laptops, handphones became our working, learning and socialising tools, and gave us accessibility to information, easy and immediate communication and ability to share information, and work from home. They also enabled us to do online buying and gave online businesses a huge boost. The Internet has made it possible for all of us to connect whenever and wherever we are.

During this time, charitable organisations and homes for the less fortunate are among the more badly affected as funds dry up with far less donors and corporate sponsors due to the ongoing economic woes. Our Lion-Parkson Foundation responded to appeals for donations and contributed cash and medical supplies to Red Crescent in aid of frontliners and the needy, and the Social Welfare Department to assist single mothers. Our Foundation Chairman, Puan Sri Chelsia Cheng and her friends, and our colleagues and friends also donated cash and provisions to the Home for Handicapped and Mentally Disabled Children in Banting.

We support and laud the Government's measures and sustained efforts to control the Covid-19 pandemic in the country. Malaysia is now under the Recovery Movement Control Order until 31 August 2020, which is focused on empowering the people, propelling businesses and stimulating the economy through numerous initiatives designed to assist the rakyat particularly the lower income and vulnerable groups, help businesses especially the SMEs (Small and Medium scale Enterprises) and preserve jobs, drive the digitalisation of businesses and innovation, and encourage local spending and domestic travel to spur the economy.

These are unprecedented times and will be the new norm until a vaccine is available. We need everyone's support, cooperation and discipline to overcome this global crisis.

We could not publish our bimonthly newsletter i.e. January-February and March-April issues during the MCO period. Hence this issue features the major happenings and events from January to June 2020. We welcome any feedback or comments.

UTUSAN PENGARANG

Mesyuarat Pengurus Kanan tahunan berlangsung di awal tahun pada bulan Januari di mana bahagian dan operasi perniagaan Kumpulan mengkaji semula prestasi dan sasaran yang ditetapkan dalam usaha untuk berada di landasan yang betul dalam persekitaran perniagaan yang semakin kompetitif. Bahagian/syarikat berkenaan membentangkan rancangan dan strategi perniagaan masing-masing bagi menangani cabaran, mengurangkan kos dan meningkatkan kecekapan serta keuntungan.

Penularan wabak Covid-19 yang kini menjadi pandemik membawa perubahan dan cabaran drastik kepada semua manusia di dunia. Ianya bukan lagi 'perniagaan seperti biasa' dan kita kini semakin terbiasa dengan Normal Baru dalam urusan harian; bagaimana kita meneruskan kehidupan, bekerja dan bersosial sehinggalah bagaimana berdisiplinnya sikap dan peri laku anggota masyarakat, dan bagaimana negara-negara berdepan dengan pandemik ini dan akibatnya yang serius. Kerajaan di seluruh dunia terpaksa berdepan dengan jumlah kematian yang semakin meningkat akibat Covid-19 dan banyak perniagaan yang gulung tikar sehingga menyebabkan pengangguran dan kehilangan punca pendapatan. Untuk mengimbangi kedua-kedua kepentingan iaitu menjaga kesihatan dan keselamatan setiap orang, dan menyelamatkan ekonomi, perniagaan dan pekerjaan adalah sesuatu yang mencabar dan tidak mudah untuk dikendalikan.

Dengan penerapan penjarakan sosial dan kembara/perjalanan yang hampir sifar, teknologi digital membolehkan kita semua terus berhubung dengan rakan, keluarga, dan bekerja di luar pejabat. Peranti digital seperti komputer, komputer riba, telefon bimbit menjadi alat untuk bekerja, belajar dan bersosial, serta memberikan kita akses kepada maklumat, berkomunikasi dengan mudah dan pantas serta membolehkan perkongsian maklumat, dan bekerja dari rumah. Ianya juga membolehkan kita membuat pembelian secara atas talian dan membuka peluang besar kepada perniagaan atas talian. Internet telah memudahkan kita berhubung pada bila-bila masa dan di mana sahaja kita berada.

Pada masa ini, antara yang teruk terjejas adalah organisasi amal dan rumah kebajikan untuk golongan kurang bernasib baik kerana dana mereka semakin menyusut memandangkan bilangan penderma dan penaja korporat semakin berkurangan berikutan masalah ekonomi yang berterusan. Yayasan Lion-Parkson kita menyambut baik beberapa permohonan sumbangan dan menyumbang wang tunai serta barangan perubatan kepada Bulan Sabit Merah bagi membantu petugas barisan hadapan dan golongan yang memerlukan dan Jabatan Kebajikan Masyarakat untuk membantu ibu tunggal. Pengerusi Yayasan, Puan Sri Chelsia Cheng dan sahabat-sahabat beliau serta rakan-rakan kita juga menyumbang wang tunai dan barangan keperluan kepada Pusat Penjagaan Kanak-kanak Terencat Akal dan Kurang Upaya di Banting.

Kita menyokong dan memuji langkah-langkah dan usaha berterusan pihak Kerajaan dalam mengawal penularan pandemik Covid-19 di negara ini. Malaysia yang kini berada di bawah Perintah Kawalan Pergerakan Pemulihan hingga 31 Ogos 2020, memberi tumpuan kepada usaha memperkasakan masyarakat, memacu perniagaan dan merangsang ekonomi melalui pelbagai inisiatif yang dirangka untuk membantu rakyat khususnya golongan berpendapatan rendah dan golongan yang memerlukan, membantu perniagaan terutamanya PKS (perusahaan kecil dan sederhana) serta mengekalkan pekerjaan, memacu digitalisasi perniagaan dan inovasi, serta mendorong perbelanjaan tempatan dan perjalanan domestik bagi memantapkan ekonomi.

Kesemua ini adalah sesuatu yang belum pernah kita alami sebelum ini dan akan menjadi norma baru sehingga vaksin ditemui. Sokongan, kerjasama dan disiplin setiap anggota masyarakat sangat diperlukan untuk kita mengatasi krisis global ini.

Buletin dua bulan kita iaitu isu Januari-Februari dan Mac-April tidak dapat diterbitkan semasa tempoh PKP. Oleh itu, isu ini memaparkan peristiwa dan aktiviti utama dari bulan Januari hingga Jun 2020. Sebarang maklum balas atau komen sangat dialu-alukan.

COMMUNITY RELATIONS



DONATES KIDNEY DIALYSIS MACHINE

Lion-Parkson Foundation (LPF) donated one unit of dialysis machine worth of RM35,600 to Pusat Dialisis NKF-Nanyang in Setapak, Kuala Lumpur in February 2020. To date, our Group has donated a total of 23 dialysis machines worth RM875,000 to National Kidney Foundation and other charitable organisations.



ANNUAL SENIOR MANAGERS MEETING

Directors and senior managers from the Group's business operations including Head Office functions and Parkson Group reviewed their divisions' performance and targets for the new financial year at the Senior Managers Meeting at the Group Head Office on 13 January and 14 January 2020 respectively.

Group Head Office and other divisions namely Property, Posim, Likom, Secom, Steel and Mining presented their

business plans and goals on the first day whilst Parkson Retail and its subsidiaries had theirs on the second day.

In his remarks, Group Executive Chairman, Tan Sri William Cheng stressed on the need for everyone to have a new mindset for 2020 and beyond, and to acquire other skills to remain relevant and competitive in the present challenging business environment.

13 January 2020



► From left to right: Steel Division COO, Mr Paul Chan; Group Director, Datuk CS Tang; Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng and Group Director, Mr Ooi Kim Lai listening to the presentations by the senior managers.
 ► Kiri ke kanan: COO Bahagian Keluli, Encik Paul Chan; Pengarah Kumpulan, Datuk CS Tang; Tan Sri William Cheng; Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng dan Pengarah Kumpulan, Encik Ooi Kim Lai mendengar pembentangan daripada para pengurus kanan.



► Brainstorming on future plans and direction.
 ► Berbincang bagi menentukan hala tuju masa depan.

14 January 2020



► Keeping abreast of developments in Parkson's operations.
 ► Mendengar perkembangan terkini operasi Parkson.



► From left to right: Parkson COO, Mr Law Boon Eng; Tan Sri William Cheng; Parkson Holdings Executive Director, Ms Natalie Cheng and Parkson Retail Asia Executive Director, Ms Vivien Cheng at Parkson Group's senior managers meeting.
 ► Kiri ke kanan: COO Parkson, Encik Law Boon Eng; Tan Sri William Cheng; Pengarah Eksekutif Parkson Holdings, Cik Natalie Cheng dan Pengarah Eksekutif Parkson Retail Asia, Cik Vivien Cheng di mesyuarat pengurus kanan Kumpulan Parkson.



► Group discussions on achieving the company's targets.
 ► Sesi perbincangan berkumpul untuk mencapai sasaran syarikat.

HI-REV CELEBRATES 25 AMAZING REV YEARS WITH ITS DEALERS



► Group Executive Chairman, Tan Sri William Cheng with the recipients of the High Achievers award.
 ► Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng bersama para penerima anugerah Pencapaian cemerlang.

Year 2020 marked another milestone for HI-REV. Since its inception in 1995, the brand has grown in many aspects – product credibility & reliability and strong brand presence across the country.

In conjunction with Lunar New Year, HI-REV hosted a series of appreciation dinners with its dealers nationwide and celebrated its 25 AMAZING REV YEARS with them. At the events, HI-REV launched its new range of motorcycle engine oil 4T 150cc Series as follows (right photo):

- Fully Synthetic API SN/JASO MA2 SAE 15W-50
- Semi Synthetic API SN/JASO MA2 SAE 15W-50
- Multigrade API SN/JASO MA SAE 20W-50

HI-REV's top-tier 4 strokes 150cc motorcycle engine oil is formulated with MODE PERISAI to reduce friction and protects the engine even in the most extreme riding conditions.



CONTINUOUS TRAINING @ PARKSON CREDIT

Parkson Credit Sdn Bhd continuously conducts training for its employees to ensure that they are upskilled to meet the new challenges that come with a growing company, and encourages its senior employees to conduct in-house training both to enhance their leadership potential and to share knowledge and experience with those more junior.

HR staff Tengku Muhammad Fauzan, Lee Meng Fei, Stella Lee and Nur Ifsyafawati conducted four sessions of training on Code of Conduct in February to ensure that employees are aware of their ethical responsibilities.

Scored tests were held and a prize was given to the top scorer of each session to motivate and engage with the participants.

Every morning, Parkson Credit begins its day with a recital of its vision, mission and values followed by a brief presentation by an employee. The presentations by departments on rotation, comprise of important notices such as changes in procedure, general self-help topics, and even non-work related subjects. The briefings allow employees to stay up-to-date on the going ons within the Company, and to bring employees of different departments closer as a community.



PARKSON CREDIT RAISES RM150 MILLION WITH HSBC TO ACCELERATE BUSINESS EXPANSION

Parkson Credit Sdn Bhd has successfully raised RM150 million through HSBC Malaysia's newly developed Receivables Purchase Facility. The proceeds from the facility will be used to finance Parkson Credit's business expansion in Malaysia in line with the company's strategies to increase its footprint in the country.

Parkson Credit Senior General Manager, Mr Danny Poh said that HSBC Malaysia's structured Receivables Purchase Facility creatively supports Parkson Credit's business growth via efficient application of collateral with flexibility and scalability. HSBC Malaysia's understanding of Parkson Credit's business and their development of tailor-made financing solutions will accommodate Parkson Credit's growth strategies.

The partnership between the two organisations started since the inception of Parkson Credit in 2014 with HSBC Malaysia providing financial support to Parkson Credit. The Receivables Purchase and propelling it closer to its business expansion plans.



► From left to right: HSBC Malaysia Vice President, Corporates, Mr Edmund Ling; Head of Global Banking, Encik Omar Mahmoud; Head of Large Local Corporates, Global Banking, Ms Christina Cheah with Parkson Credit Senior General Manager, Mr Danny Poh; Parkson Holdings Berhad Group Director, Mr Ooi Kim Lai and Group Treasury Senior Manager, Mr Yeo Keng Leong.

EVENTS @ SECOM TRAINING

ESSENTIAL FIRST AID, CPR & AED

30 people attended a training session on "Essential First Aid, CPR and AED" on 10 January 2020. Conducted by CERT Academy, the participants were given hands-on training on handling various types of common injuries in addition to administering CPR and automated external defibrillator (AED).



AMAZING CUSTOMER SERVICE



On 17 January 2020, 25 employees attended a training session on "Amazing Customer Service" to enhance their skills in dealing with customers.

ACCIDENT INVESTIGATION & REPORTING

A training session on 'Accident Investigation & Reporting' was conducted for the staff from Operation, SG & CMS departments on 14 February 2020 to provide them with better understanding and training on incident report writing.



EVENTS @ SECOM

SECOM ATTAINS ISO18788 : 2015



SECOM Malaysia added another feather to its cap by being accredited with the ISO18788 : 2015 - Security Operations Management System. Deputy General Manager, Mr Susumu Kuryu (second from left) received the Certificate of Appreciation from the Secretary General, Ministry of International Trade and Industry (MITI), Dato' Lokman Hakim Ali who represented MITI Minister, at Majlis SIRIM Industri 2019 in November 2019.



CAREER FAIR

SECOM participated in the YES-2-WORK (Y2W) Career Fair organised by TalentCorp on 11 February 2020, which was attended by over 200 jobseekers.

HEALTH TALK

Dr Bala from Qualitas Health Klinik Sunsuria gave a talk on COVID-19 to SECOM employees on 26 February 2020. He spoke on hygiene management, various precautionary and preventive measures as well as vaccine awareness. Some staff did the blood test to check on their health condition such as full blood count, kidney and liver profile, uric acid level, fasting glucose and cholesterol levels and urine analysis.



TRAINING @ AMSTEEL KLANG LEADING WITH EMOTIONAL INTELLIGENCE



On 21 & 22 January 2020, 25 people attended a training session on 'Leading with Emotional Intelligence' (EQ) to enhance their leadership and people management skills.

BASIC CHEMICAL SPILLAGE CONTROL

25 members of the Emergency Response Plan & Preparedness (ERP) team attended a training session on Basic Chemical Spillage Control on 12 & 13 January 2020 to refresh their knowledge in handling emergencies in the event of chemical spills and emergency protocols in handling emergencies.



HABITS OF EXCELLENCE

A training session entitled Habits of Excellence, a modification from 7 Habits of Excellence, was held for 25 supervisors and executives on 15 & 16 January 2020 to motivate them on achieving excellence and professionalism in their daily tasks.



SHORT-TERM RECOVERY PLAN TO BOOST THE ECONOMY

On 5 June 2020, Prime Minister Tan Sri Muhyiddin Yassin announced the Penjana - Short-Term Economic Recovery Plan (ERP) worth RM35 billion to address the health and economic challenges of COVID-19. The ERP is stage 4 of the 6 stages in the Government's 6R Strategy i.e. Resolve, Resilience, Restart, Recovery, Revitalise and Reform.

Below are some key highlights of Penjana – Short-Term ERP:

- Up to 2 June 2020, the Statistics Department recorded that around 12.7 million or 83.5% of the workforce has started working compared to 10.2 million on 17 May 2020.
- Nearly RM9 billion allocated by Government to address rising unemployment which will benefit over 3 million workers nationwide.
- Wage Subsidy Programme which allocates RM600 per worker in the SME (Small & Medium Scale Enterprises) to be extended for another three months.
- An employment subsidy programme worth RM1.5 billion with companies getting the financial subsidies for giving jobs to the unemployed which will benefit about 300,000 people.
- Two incentives for companies, whereby those that employ unemployed Malaysians under 40 will get RM800 per worker and firms that employ those who are 40 years and above or persons with disabilities (OKU) will get RM1,000. The incentives will be given for six months.
- My30 unlimited pass for public transport users with commuters paying only RM30 a month for unlimited rides, beginning 15 June until the end of 2020.
- E-vouchers will be available for those who order child-minders' services online.
- Up to a RM3,000 incentive of individual income tax for fees paid by parents to *taska* (daycare centres) and *tadika* (kindergartens).



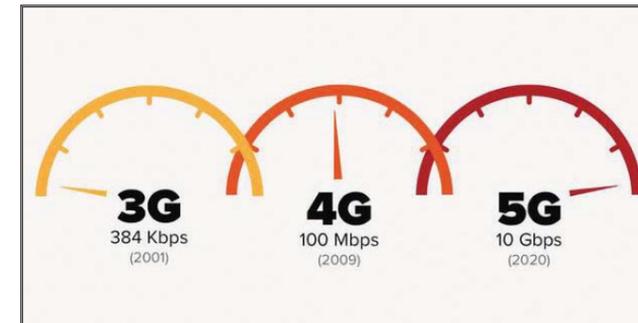
- Campaign Shop Malaysia Online to encourage trade via e-commerce platforms using promo codes and discount vouchers with the Government allocating RM70 million which would be matched by e-commerce platforms.
- RM1 billion for the tourism industry under Penjana Tourism Funding to ensure that the country's tourism industry can still be competitive in the new normal.
- Penjana Nasional fund worth RM600 million to drive the process of digitalisation of businesses and innovation. A matching fund will be matched by local and international investors.
- To encourage greater use of contactless payments, the Government has allocated RM75 million to e-wallets, or RM50 per person, set to benefit 15 million Malaysians.
- 100% sales tax exemption for the purchase of locally assembled cars beginning June until 31 December 2020.
- Full exemption of tourism tax from 1 July 2020 until 30 June 2021.
- Exemption of services tax on lodgings and accommodation services extended from 1 September 2020 until 20 June 2021.
- Lessen companies' financial burden through the waiver of penalty to companies that are late in submitting payment for SST as well as extension of various tax exemptions.



WHAT IS 5G TECHNOLOGY

..... by Group IT Department

5G is the 5th generation mobile network. It will take a much larger role than previous generations. 5G will elevate the mobile network to not only interconnect people, but also interconnect and control machines, objects, and devices. It will deliver new levels of performance and efficiency that will empower new user experiences and connect new industries.



Benefits of 5G

5G is a new kind of network: a platform for innovations that will not only enhance today's mobile broadband services, but will also expand mobile networks to support a vast diversity of devices and services and connect new industries with improved performance, efficiency, and cost. 5G will redefine a broad range of industries with connected services from retail to education, transportation to entertainment, and everything in between.

5G offers faster data download and upload speeds, which is 1,000 times faster compared with the current 4G connection. In addition, this radio spectrum will allow more devices to access the mobile internet at the same time.

It is fast and efficient enough to replace current fixed wireless, which will open up a range of new business applications. It is also more reliable, costs less and offers useful new features such as different networks over the same cellular signal.

How 5G will change business

Currently, manufacturing industries around the world are facing pressures to deliver products faster and cheaper. Thus, 5G technology is expected to promote automation in manufacturing by creating smart factories that will make processes more efficient and cost effective. Subsequently, this will shift the workforce to do more creative tasks in the future.

Mobile augmented reality (AR) shopping experiences with 5G will be the next revolution in retail industry whereby customers are able to visualise products in a local environment. AR with 5G will enable in-store shoppers to view additional information on a product by simply pointing their phones at it.

5G is expected to usher in self-driving vehicles and smart traffic lights to reduce the travelling and waiting time in traffic. Enabling low-latency communications between vehicle-to-vehicle and roadside infrastructure is a key driver for the deployment of 5G. In the US and EU, driverless cars, trucks and lorries are forecasted to potentially be on the roads in the next 10 years.

Conclusion

Many people expect the introduction of 5G will bring advantages to small and large businesses especially the fourth industrial revolution – Industry 4.0 where everything is connected, processed and digitised. This is set to transform and advance existing businesses as well as creating new industries.

In a recent news article, it was reported that Malaysia is on track to commercially roll out 5G technology in the third quarter of 2020. 5G technology will also be the "catalytic enabler" of the digital economy, which will benefit the growth of Malaysia's economy and sustainability.

Source:
<https://5g.co.uk/guides/5g-benefits-for-businesses/>
<https://www.techradar.com/news/5g-how-will-businesses-benefit>
<https://www.bbc.com/news/business-44871448>
<https://www.qualcomm.com/invention/5g/what-is-5g>

LEARNING SESSION FOR LPF SCHOLARS

CeDR Corporate Consulting organised a Learning Session from 3 to 6 February 2020 for 2018/2019 Lion-Parkson Foundation scholars. The 2019 scholars attended an orientation programme with insights into the Group's businesses and were taken on a site visit to Parkson Elite Pavilion; followed by another two-day workshop with the 2018 batch joining in.

The scholars also went on a one-day study visit to Jungle School Malaysia in Gombak to better understand the Orang Asli community and were

divided into four groups to come up with a presentation based on their experience. The winning group presented their proposal at the closing ceremony which was attended by Senior Manager - HR, Ms Goh Chui Lang. In her closing remarks, Ms Goh stressed on the importance of integrity and advised the scholars to always have integrity no matter how many temptations or challenges they may face in life.



► Site visit to Parkson Elite Pavilion.
 ► Lawatan sambil belajar ke Parkson Elite Pavilion.



► Scholars with Ms Goh Chui Lang (seated, centre), Major (R) Kalam Pie (2nd from right) from Jungle School Malaysia and CeDR officials at the closing ceremony.
 ► Para pemegang biasiswa bersama Cik Goh Chui Lang (duduk, tengah) dan Mejar (B) Kalam Pie (2 dari kanan) dari Jungle School Malaysia serta pegawai CeDR di majlis penutup.

LPF CHAIRMAN DONATES ART PIECES FOR CHARITY

Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng helped Malaysia Retail Chain Association (MRCA) to raise about RM35,000 for charity through the sale of her calligraphy/art pieces at MRCA's Chinese New Year Banquet on 13 February 2020.

Puan Sri Chelsia drew 24 pieces of flowers representing the 24 festivals in the Chinese calendar and 18 roses in view of the following day being Valentine's day as well as a piece of calligraphy which were purchased by the guests at the event.



► All for a good cause.
► Bergembira sambil beramal.



► Puan Sri Chelsia Cheng holding up one of her flower paintings.
► Puan Sri Chelsia Cheng menunjukkan salah satu daripada lukisan bunga beliau.

2020 CNY CALLIGRAPHY CHARITY SALE

For the 11th consecutive year, LPF and Parkson Corporation Sdn Bhd assisted five independent schools in the Klang Valley, namely Chong Hwa Independent High School (KL), Confucian Private Secondary School, Kuen Cheng High School, Kwang Hua Private High School, and Tsun Jin High School to organize a Chinese New Year Calligraphy Charity Sale in aid of needy students in these schools.

The Charity Sale was held at 8 participating Parkson stores namely 1 Utama Shopping Centre, IOI City Mall Putrajaya, Klang Parade, NU Sentral, OUG Shopping Centre, Pavilion KL, Sunway Pyramid, and Sunway Velocity Mall. The students from the 5 schools sold their Calligraphy works and staged Chinese orchestra performances at these Parkson stores over 2 weekends prior to the Lunar New Year celebration in January 2020.



Xian's Place Calligraphy Centre had also organized a Chinese New Year Calligraphy Charity Event at Parkson Pavilion on 5 January 2020 in aid of the newly-built Old Folks Home by LPF in Banting, Selangor. LPF Chairman and Founder of Xian's Place, Puan Sri Chelsia Cheng led a group of teachers and students from the Centre who demonstrated and sold their calligraphy pieces to the public.



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THE SECRET TO MANAGING ACROSS GENERATIONS

Let's face it; today's workforce looks very different than those of the past — especially if you're a manager. It is now very common for employee groups to extend across many generations, making it the norm for managers to also have to manage employees whose ages span half a century within a single department. Individual roles are also shifting in a way that can introduce new tension into the workplace. This trend may cause some leaders to worry that their older employees may resent their younger managers, among the other challenges that age diversity can bring.

Generational differences don't have to create a divide in the workplace. Regardless of the generational makeup of the company, managers need to view their employees as individuals with unique needs and their own personal reinforcers. To do so, assume that people want to be judged on their merits, not as part of some special generation. Managers ought to continuously seek out ways to understand why each individual exhibits certain behaviors and then identify reinforcers that are meaningful to each employee.

That requires letting go of the assumption that people from the same generation have the same needs and that those needs are different from those from other generations.

The science of behavior supports that people, regardless of their age or other stereotypical labels, perform optimally when the following three things are present:

- ▲ Precise pinpoints of behaviors that are valuable to the organization
- ▲ Frequent feedback on the progress or lack thereof on those behaviors
- ▲ Reinforcement for engaging in those behaviors and when accomplishments are met

When you apply the science in this way, you will come to find the critical secret to managing across generations really is no secret and it's available to all — the science of behavior. Managers must simply apply the tools and principles of the science to achieve positive outcomes from all employees. Sure, it's important to encourage understanding between employees of different generations so as to avoid tensions and misconceptions. But ultimately, the best strategy for managing across the generational gap is to provide the universal framework that encourages positive behavior.

To encourage high levels of collaboration between employees of all ages, managers should incorporate the following five tips.

Define the specific behaviors that are valuable in the job: Age differences become much less of an issue when every employee



has a clear understanding of what good performance looks like. When expectations are clearly communicated and understood, employees will understand their role and the performance that is expected of them.



Provide timely and specific feedback: Regardless of an employee's reinforcement history, pinpointed feedback is necessary for performance improvement. Let employees know what they are doing well and where they need to improve. The best job you will ever have is one where at the end of the day, you know how you've done, the good and bad.



Create opportunities for employees to have input on how company targets are achieved: The best managers don't tell their employees what to do. They are constantly asking them for advice on how to solve a problem. All age groups work better together when they feel valued and feel reinforced for the skills they bring to the table. Few things cause employees to be engaged more than participating in the design of systems and processes that they use in their work.

Deliver positive reinforcement early and often: At the start of a new project or task, your employees will respond to a steady stream of positive reinforcement to get them on track and keep them there. As time goes on the desired behavior will become self-sustaining and managers can look for other new desired behaviors to reinforce so that improvement continues. Do not take hard work for granted. We call hard work discretionary effort. Of course hard work should be directed toward achieving valuable targets. Hard work on trivial tasks is trivial.



Be patient with the shaping process: Supporting this framework for effectively managing across generations is an ongoing process. Shaping is defined as the positive reinforcement of successive approximations toward a goal. It is appropriate to reinforce even the smallest improvement. Shaping is a powerful tool that everyone needs to master. It often flies in the face of processes like stretch goals but is infinitely more successful than stretch goals.

If leaders follow these steps they will not only make employees happier in their work, but they'll also create high performers out of employees, whether they are 20 or 60.

Taken from: <https://www.aubreydaniels.com/blog/secret-managing-across-generations>

#CEDRACTIVITIES AN ORANG ASLI EXPERIENCE FOR OUR LION-PARKSON FOUNDATION SCHOLARS



◆ A tour of the Museum, where the scholars were exposed to the history and way of life of the different Orang Asli tribes.



◆ Palm frond weaving to make a roof which will be used as part of their renovation of Tok Batin's shelter in the jungle.

CEDR conducted the 2020 edition of the Lion-Parkson Foundation Scholars Program between 3 - 6 February 2020. This is a yearly program with differing focus - in terms of soft skills programs and community outreach - designed to give our scholars a skills upgrade which will come in handy for their studies and the corporate life after, as well as giving them exposure to community issues which they get involved in.

This year's program saw us selecting "The Jungle School" which is a leadership experiential empowerment program using nature i.e. the rainforest in Malaysia as a venue. Hosted by Major (R) Kalam Pie and the talented indigenous 'hidden gems' i.e. master craftsmen and weavers, and indigenous jungle experts, the Jungle School helps to empower the indigenous people in Gombak to share their cultural knowledge and expertise. That, along with their vision of becoming a catalyst to get world recognition of the rich heritage of the Orang Asli in Peninsular Malaysia was something that we wanted to support.

The scholars experienced the survival skills of the Orang Asli, learning about the use of flora and fauna, the basic skills of food searching and the traditional ways of the Orang Asli hut making, camping, awareness of the rainforest sustainability, law of the jungle, preparing food the Orang Asli style, and tree planting program - all of which gave them a deeper insight to the lives of people of the land.

For more information on the Jungle School, please visit: <https://www.jungleschoolgombak.com/>. We encourage everyone to get involved with the Orang Asli community and help them retain their traditional way of life.



◆ The blowpipe session.



◆ Tok Batin's shelter, where the scholars were treated to a lunch prepared entirely over the fire pit.



◆ Explaining the significance of the plants and the history of the abandoned house said to be refurbished soon.



◆ A group shot with Tok Batin Ulang bin Sipang and the scholars.

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