



VOL.37 NO.1 JANUARY / MARCH 2025 FOR INTERNAL CIRCULATION ONLY www.lion.com.my PP19070/082016(034572)

SENIOR MANAGERS MEETING



- Beijing Parkson Plaza Earns Dual Green Certifications
- Parkson Credit Celebrates 10th Anniversary With Gala Dinner
- Posim Marketing celebrates 30th HI-REV KEKAL HEBAT BERKUASA
- Lion-Parkson Foundation Supports Hospital Selayang Cataract Centre



SCAN FOR
COLOR
VERSION

Senior Managers Meeting Sets Strategic Direction for the New Year



● Presentations by the senior managers covering the Group's various operations.



● Keeping abreast with the developments in the Group's operations.

RETAIL & TRADING DIVISION

Celebrating 30th HI-REV KEKAL HEBAT BERKUASA



● Group Executive Chairman, Tan Sri William Cheng (in black coat) with Posim General Manager, Ms Valerie Poon on his right and management team cutting the anniversary cake and (below) Posim management team toasting to a better year ahead.



Directors and senior managers from the Group's business operations, including Head Office functions, attended the Senior Managers Meeting held at the Group Head Office on 22 January 2025. The meeting served to review divisional performance and establish strategic targets for the new financial year.

Property, Steel, and Mining divisions as well as Posim, Likom, Secom, Parkson and Parkson Credit presented their business plans and strategic goals to drive growth and improve operational efficiency.

In his address, Group Executive Chairman Tan Sri William Cheng emphasised the importance of adaptability in today's rapidly evolving business landscape. He urged all teams to continuously acquire new skills and strengthen their capabilities to remain competitive and resilient.

Cover photo : From left to right: Lion Posim and Lion Industries Corporation Executive Director, Ms Serena Cheng; Group Director, Mr Ooi Kim Lai; Tan Sri William Cheng; Group Director, Datuk CS Tang; Parkson Holdings Executive Director, Ms Natalie Cheng and Parkson Retail Asia Executive Director, Ms Vivien Cheng at the senior managers meeting.

Mesyuarat Pengurus Kanan Tetapkan Halatuju Strategik Untuk Tahun Baharu

Para pengarah dan pengurus kanan dari semua operasi perniagaan Kumpulan, termasuk fungsi-fungsi di Ibu Pejabat menghadiri Mesyuarat Pengurus Kanan di Ibu Pejabat Kumpulan pada 22 Januari 2025. Mesyuarat ini menilai prestasi perniagaan serta menetapkan sasaran strategik untuk tahun kewangan baharu.

Bahagian Hartanah, Keluli, dan Perlombongan serta Posim, Likom, Secom, Parkson dan Parkson Credit membentangkan rancangan perniagaan dan matlamat strategik masing-masing untuk memacu pertumbuhan dan meningkatkan kecekapan operasi.

Dalam ucapannya, Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng, menekankan pentingnya adaptasi di dalam landskap perniagaan masa kini yang pantas berubah. Beliau menyeru semua pasukan untuk sentiasa memperoleh kemahiran baharu dan memperkukuh keupayaan masing-masing supaya dapat berdaya saing dan berdaya tahan.

Gambar muka hadapan: Dari kiri ke kanan: Pengarah Eksekutif Lion Posim dan Lion Industries Corporation, Cik Serena Cheng; Pengarah Kumpulan, Encik Ooi Kim Lai; Tan Sri William Cheng; Pengarah Kumpulan, Datuk CS Tang; Pengarah Eksekutif Parkson Holdings, Cik Natalie Cheng dan Pengarah Eksekutif Parkson Retail Asia, Cik Vivien Cheng di mesyuarat pengurus kanan.

高层经理会议为新年制定战略方向

2025年1月22日，集团各业务板块及总部职能部门的董事和高级经理，齐聚集团总部，出席高层经理会议。会议旨在回顾各部门的业绩表现，并为新财年设定战略目标。

产业、钢铁与矿业板块，以及宝森、Likom、Secom、百盛和百盛信贷，分别汇报了各自的业务计划和战略目标，致力于推动业务增长并提升运营效率。

集团执行董事长丹斯里锺廷森在致辞中强调，在当今快速变化的商业环境中，适应能力至关重要。他鼓励所有团队持续学习新技能，增强自身能力，以保持竞争力和韧性。

封面照片：（左起）金狮宝森兼金狮工业机构执行董事锺惠雅、集团董事黄金来、丹斯里锺廷森、集团董事拿督陈怀安、百盛控股执行董事锺惠严以及百盛零售亚洲执行董事锺惠韵，出席高层经理会议。

RETAIL & TRADING DIVISION



Celebrating 30th HI-REV KEKAL HEBAT BERKUASA

In conjunction with the Lunar New Year, HI-REV held appreciation dinners for its customers nationwide. The brand also celebrated its 30th anniversary 'HI-REV KEKAL HEBAT BERKUASA' together with its business partners.

The year 2025 marks a significant milestone for HI-REV. Since its establishment in 1995, the brand has grown remarkably in various aspects, including product credibility, reliability, and a strong presence throughout the country.

During the celebration, HI-REV also launched its new jingle, HI-REV Hebat Berkuasa, symbolising its commitment to staying current, propelling the brand forward on all fronts, embracing change and remaining at the forefront of the industry.

EDITOR'S MESSAGE

Year 2024 kicked off with our Senior Managers Meeting to review the performance and set the strategic direction for the new year for all our business operations in the various sectors. This was followed closely by the Lunar New Year celebration with staff gatherings and lion dance performances at our companies' premises and the annual appreciation dinners by HI-REV for its dealers nationwide. Our Parkson stores also feted its customers and business associates with festive celebrations for both the Lunar New Year and Hari Raya in this first quarter of the year.

Parkson Credit saw an auspicious start to the year with the launch of its RM 1 billion Sukuk Wakalah Programme and its 10th Anniversary celebration with a gala dinner for its business partners and dealers.

We have established our Lion Group Sustainability Policy to signify our commitment to promoting and integrating sustainability into our business operations and decision-making processes so as to foster a responsible and sustainable future. Our sustainability initiatives are guided by the 3 core pillars of Economic, Social and Environmental Sustainability. This is in line with the global adoption of the 2030 Agenda for Sustainable Development at the United Nations General Assembly in New York on 25 September 2015 by Malaysia along with many other countries. Our Sustainability Policy is distributed to all our operating companies and published on our website.

Under Social Sustainability, our Corporate Social Responsibility (CSR) programme through Lion-Parkson Foundation supported the purchase of cataract lenses for the B40 group in several states under Hospital Selayang Cataract Centre, and contribution of wheelchairs and medical supplies to the residents of Dual Blessing Centre which caters to the needs of Persons with Disabilities (PwDs) and former drug addicts by organizing training for them and raise funds through their sale of basic household items and cookies, and recycling activities.

As nations, companies and individuals pursue digital transformation to improve efficiency, enhance customer experience and increase agility with better resource management, read about how using IT gadgets can help to improve our lifestyle in the article under Communico on page 12.

UTUSAN PENGARANG

Tahun 2024 dimulai dengan Mesyuarat Pengurus Kanan bagi menilai prestasi dan menetapkan hala tuju strategik di tahun baru untuk semua operasi kita di pelbagai sektor perniagaan. Ini diikuti dengan sambutan meriah Tahun Baharu Cina bersama warga kerja serta persembahan tarian singa di premis syarikat-syarikat kita, dan majlis makan malam penghargaan tahunan anjuran HI-REV untuk para pengedarnya di seluruh negara. Gedung Parkson turut meraikan pelanggan dan rakan perniagaan sempena perayaan Tahun Baharu Cina dan Hari Raya pada suku pertama tahun ini.

Sambutan tahun baru lebih bermakna buat Parkson Credit berikutan pelancaran Program Sukuk Wakalah bernilai RM1 bilion di samping meraikan Ulang Tahun ke-10 dengan majlis makan malam gilang-gemilang bersama rakan perniagaan dan pengedarnya.

Kita telah merangka Polisi Kelestarian Kumpulan Lion sebagai tanda komitmen untuk menerapkan amalan kelestarian dalam operasi perniagaan dan proses membuat keputusan, demi membina masa depan yang bertanggungjawab dan lestari. Inisiatif kelestarian kita berpandukan tiga teras utama iaitu Kelestarian Ekonomi, Sosial dan Alam Sekitar. Ini selaras dengan pelan tindakan Agenda 2030 menuju Pembangunan Lestari di Perhimpunan Agung Pertubuhan Bangsa-Bangsa Bersatu di New York pada 25 September 2015, yang diterima pakai oleh Malaysia dan negara-negara lain. Polisi Kelestarian kita telah diedarkan kepada semua syarikat operasi dan turut terdapat di laman sesawang kita.

Di bawah Kelestarian Sosial, program Tanggungjawab Sosial Korporat (CSR) menerusi Yayasan Lion-Parkson telah membantu pembelian kanta katarak bagi golongan B40 di beberapa negeri di bawah Pusat Katarak Hospital Selayang, serta menyumbang kerusi roda dan bekalan ubat-ubatan kepada penghuni Pusat Dual Blessing, yang membantu Orang Kelainan Upaya (OKU) dan bekas penagih dadah melalui pelbagai latihan kemahiran serta pengumpulan dana menerusi jualan barangan keperluan asas dan biskut serta aktiviti kitar semula.

Seiring usaha negara, syarikat dan individu melaksanakan transformasi digital untuk meningkatkan kecekapan, memperkasa pengalaman pelanggan dan mengurus sumber dengan lebih baik, sila baca rencana di ruangan Communico di halaman 12 mengenai bagaimana penggunaan gajet IT dapat membantu meningkatkan gaya hidup kita.

CONTENTS

1 - 4

CORPORATE UPDATES

- Senior Managers Meeting Sets Strategic Direction for the New Financial Year
- Lion-Parkson Foundation Supports:
 - Hospital Selayang Cataract Centre
 - Dual Blessing Centre

1 - 8

RETAIL & TRADING DIVISION

- Celebrating 30th HI-REV KEKAL HEBAT BERKUASA
- Beijing Parkson Plaza Earns Dual Green Certifications
- Grand Opening of Kunming Parkson Nanya Supermarket
- Parkson Zigong Supports Poetry Recitation Event
- Parkson Celebrates Togetherness at Lou Sang Ceremony
- JOM! Shopping Raya Brings Festive Excitement to Parkson IOI City Mall
- Welcomes the Year of the Snake with Lion Dance
- Supports MRA's CSR Initiative

8

RETAIL & TRADING DIVISION

- PBI Celebrates Lunar New Year with Joy and Togetherness

8 - 10

SERVICES DIVISION

- Updates @ Secom
- Lunar New Year Celebration
- FY2025 Budget, Strategies And Direction
- Talk By LHDN
- Training & Development Initiatives
 - CIDB Green Card Training
 - Stress Management Training
 - Team Building – Session 1
 - Safety At Work Office – Safety Awareness Programme
- News @ Parkson Credit
- Launches RM1 Billion Sukuk Wakalah Programme
- Celebrates 10th Anniversary With Gala Dinner

11

STEEL DIVISION

- Happenings @ Amsteel
- Ramadan Together: Clean Hearts, Clean Spaces
- Lion Dance
- Appreciation From KPDN

12

COMMUNICO

- Wearable Health Monitors: Transforming IT Gadgets In Lifestyle

12 - 13

LEARNING LINK

- How Mindfulness Helps Busy Executives

14-15

RETAIL & TRADING DIVISION

- SPAO: Leading Korean Fashion Brand
- Hogan Bakery: More Than Just A Pretzel

EDITORIAL

Editorial Advisor

Natalie Cheng

Editor

Quah Le Ching

Editorial Committee

Ryan Tieu Kai Ping, Fauziah Harun,
Hody Yee Mei Kuen, Ian Foo

PRINTER

Pencetak Weng Fatt

Reg. No. 197401002762 (19847-W)

Lot 6, Lorong Kilang A, Off Jalan Kilang

46050 Petaling Jaya, Selangor Darul Ehsan

Tel: 603-7783 9231

Fax: 603-7783 9270

Email: wfprint@wengfatt.com.my

PUBLISHER

Lion Group Management Services Sdn Bhd

Reg. No. 201501007647 (1132980-H)

Level 12-15, Lion Office Tower, No. 1 Jalan Nagasari

50200 Kuala Lumpur, Wilayah Persekutuan

Tel: 603-2142 0155

Email: corpcomm@lion.com.my

Website: www.lion.com.my

All rights are reserved by the Publisher. Reproduction in any form of the articles or photographs is strictly prohibited unless written permission is first obtained from the Publisher.

LION-PARKSON FOUNDATION SUPPORTS: HOSPITAL SELAYANG CATARACT CENTRE



On 22 February 2025, at a charity event organised by the Kuala Lumpur and Selangor Chinese Chamber of Commerce and Industry, Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng presented a cheque for RM10,100 to Hospital Selayang's Cataract Surgery Centre, represented by its Head, Dr Mohamad Aziz Salowi. The donation by LPF will support in buying intraocular lenses for cataract patients nationwide.

DUAL BLESSING CENTRE

On 11 January 2025, LPF attended Dual Blessing Centre's charity dinner in appreciation of its donation of wheelchairs and medical supplies worth RM72,693.70 to 10 beneficiaries from the Centre. To mark the occasion, LPF Company Secretary, Ms Alicia Lim (far left in the photo), presented a mock cheque for the amount to the Guest of Honour, Seputeh Member of Parliament, YB Theresa Kok, and received a Certificate of Appreciation from the Centre's Accountant, Mr Yow Chun Hong.



RETAIL & TRADING DIVISION

BEIJING PARKSON PLAZA EARNS DUAL GREEN CERTIFICATIONS

Beijing Parkson Plaza, a self-owned property of Parkson Group, has been awarded LEED Gold certification by the US Green Building Council (USGBC) and China's Green Building Two-Star Label.

LEED Gold signifies excellence in sustainable design and energy efficiency. According to the USGBC, LEED-certified buildings typically use 24–50% less energy, emit 33–39% less CO₂, reduce water usage by around 40%, and cut solid waste by up to 70%. Many Fortune 500 companies favour LEED-certified buildings for their environmental and operational benefits.



China's Two-Star Green Building Label confirms that Beijing Parkson Plaza meets the national standard for green renovation of existing buildings (GB/T 51141-2015), excelling in energy, water, and material conservation while providing a healthy and efficient environment.

Following a comprehensive review by the Beijing Municipal Commission of Housing and Urban-Rural Development, Parkson Plaza recorded carbon emissions of just 37.28 kg CO₂/m²/year, approximately 50% below local benchmarks, hence contributing significantly to China's 2030 carbon peak and 2060 neutrality targets.

Parkson's Engineering Property Department submitted the final performance data on 18 September 2024. With a certification score of 71.29, well above the Two-Star threshold, this achievement reflects Parkson Group's ongoing commitment to sustainability and green development.

Congratulations to everyone involved in making this achievement possible!

Grand Opening of Kunming Parkson Nanya Supermarket

On 4 January 2025, Parkson China celebrated the grand opening of Kunming Parkson Nanya Supermarket at Nanya Fengqing Mall, Yunnan. Spanning 8,000 sqm, the store offers over 11,000 local and imported products, delivering a premium retail experience that blends global tastes with modern lifestyles.

The event was graced by Parkson Retail Group CEO, Mr Zhou Jia; Yunnan GM, Mr Ruan Li Ming; Kunming Supermarket Deputy GM, Ms Peng Yi Liu, and representatives from North Star Group and Agricultural Bank of China. The supermarket drew over 8,000 daily visitors in its first three days, receiving highly positive feedback.

Building on the success of Bailian Parkson, the new store introduces a fresh retail concept to southern Kunming. Renowned for its extensive brand selection and long-standing international events such as the Thai Fruit Festival for six consecutive years and the Australian Products Festival for ten, Kunming Parkson continues to set the benchmark for high-quality, differentiated retail in Yunnan, now offering over 16,000 specialty items from more than 10 countries.



Parkson Zigong Supports Poetry Recitation Event



Parkson Zigong supported a "Poetry Recitation" event organized by local institutions including the Zigong City Federation of Trade Unions on 30 December 2024.

Themed "The Chinese Dream· The Beauty of Labour", participants recited classic poems celebrating the dignity of labour, alongside original works reflecting modern-day challenges and aspirations. Prize draws added a lively and festive touch.

The event highlighted national achievements and local development, while enriching the cultural lives of workers. Parkson will continue to collaborate with government and local partners to promote traditional culture, inspire workers, and contribute to a brighter, more hopeful future.

HAPPENINGS @ PARKSON

Parkson Celebrates Togetherness at Lou Sang Ceremony



Parkson hosted a Lou Sang ceremony themed Parkson Celebrates Togetherness at the Skylight Atrium of Parkson Pavilion Bukit Jalil on 12 February 2025. The event began with a lion dance performance, symbolising good fortune, followed by 150 attendees tossing Lou Sang in unison to welcome prosperity and abundance.

Among those present were Parkson's management team including CEO, Mr Law Boon Eng; COO Ms Adeline Wong; Executive Directors Ms Natalie Cheng and Ms Vivien Cheng; and Chairman of Lion-Parkson Foundation, Puan Sri Chelsia Cheng, along with key business partners.

Mr Law expressed gratitude to Parkson's business partners for their unwavering support, especially during the challenges of the COVID-19 pandemic. He highlighted the importance of strong partnerships in overcoming obstacles and driving collective success.

More than a festive celebration, the event reaffirmed Parkson's appreciation for its business partners and commitment to fostering lasting relationships.



JOM! Shopping Raya Brings Festive Excitement to Parkson IOI City Mall



On 8 March 2025, Parkson IOI City Mall came alive with *JOM! Shopping Raya*, a one-day event filled with joy, style, and exclusive rewards. Shoppers enjoyed a FREE RM50 Shopping Voucher, adding excitement to their purchases.

The Meet & Greet with Mira Filzah was a major highlight, giving fans a chance to interact with the popular actress. The event also featured a Mini Fashion Show by Yani Bakhtiar with 80s singer, Zur Eda, showcasing a stunning Raya collection. Traditional Gamelan and Caklempung performances enhanced the festive mood, while shoppers enjoyed interactive experiences like a photobooth and caricature drawings.

As the evening set in, Parkson hosted a Buka Puasa spread with satay and kuih-muih, creating a warm, communal atmosphere. With its blend of shopping, entertainment, and hospitality, *JOM! Shopping Raya* reaffirmed Parkson's position as the go-to destination for festive shopping.



HAPPENINGS @ PARKSON



Welcomes the Year of the Snake with Lion Dance



Parkson ushered in the Year of the Snake with a Lion Dance at its Head Office in Klang on 4 February 2025. The performance brought joy and positive energy as it moved through various departments, concluding with a symbolic fruit platter presentation to CEO, Mr Law Boon Eng, signifying blessings for the year ahead.

Heads of Department and employees participated in the celebration, embracing the unity and teamwork reflected in Parkson's slogan, *"The Best Place to Work and The Best Place to Shop, Together We Are Stronger!"*.

The event reinforced Parkson's commitment to fostering a positive and inclusive work environment. By bringing employees together in celebration, Parkson continues to cultivate a workplace that values teamwork, harmony, and shared success.



Supports MRA's CSR Initiative

Parkson participated in the inaugural Corporate Social Responsibility initiative organised by the Malaysia Retailers Association (MRA) and Pertubuhan Rahmah Madani (PRM) to assist flood victims in Pahang and Terengganu.

At the presentation ceremony at MRA's headquarters in Bangsar on 3 January 2025, Parkson's COO, Ms Adeline Wong (photo, 2nd from left) handed over the company's contribution to YB Senator Dr Hajah Fuziah binti Salleh, Chairman and Founder & Trustee of Yayasan Madani Special Officer, Encik Aidil Haryman Bin Mat Nor.

MRA members collectively donated food baskets valued at RM100 each for distribution by PRM, showcasing the retail industry's solidarity in supporting communities in need.





PBI Celebrates Lunar New Year with Joy and Togetherness

Parkson Branding and Innovation (PBI) celebrated the Lunar New Year with a festive luncheon at Dewan Perak 2, Menara PGRM, on 23 January 2025. The event began with 'Lou Sang' or tossing of the 'yee sang' salad dish, symbolising prosperity and good fortune.

Excitement grew as lucky Ang Paus were distributed, followed by a lucky draw with prizes of festive hampers. Laughter filled the room during a lively musical chairs game, and the highlight of the event was the best-dressed competition, where participants showcased their festive attire on the catwalk. It was a joyful celebration that strengthened team spirit and camaraderie within the PBI family.



UPDATES @ SECOM

LUNAR NEW YEAR CELEBRATION



On 24 January 2025, Secom welcomed the Year of the Snake with a lion dance performance to usher in good luck, prosperity, and ward off negative energies. Employees then gathered to enjoy a festive feast embracing the spirit of unity and celebration, fostering camaraderie, joy and a renewed sense of enthusiasm for the year ahead.



UPDATES @ SECOM

FY2025 BUDGET, STRATEGIES AND DIRECTION

Secom held its FY2025 Budget, Strategies, and Direction session on 7 January 2025. General Manager, Mr Lee Keang Hong outlined the company's goals and presented the budget, strategic plans and roadmap for the year ahead.



TALK BY LHDN



On 21 March 2025, the HR Department organised a talk by a Lembaga Hasil Dalam Negeri (LHDN) representative on "Rahsia Jimat Cukai", covering tax-saving strategies and e-filing procedures. Employees learned about tax reliefs, deductions, and compliance requirements, gaining valuable insights to maximise savings. The engaging session was well received and proved beneficial for all attendees.



TRAINING & DEVELOPMENT INITIATIVES

Secom is committed to continuous learning, offering training programs that enhance employee skills, growth, and well-being. These initiatives foster a skilled and engaged workforce. Training sessions in the first quarter of 2025 included:



CIDB GREEN CARD TRAINING

 Date: 10 January 2025  Participants: 21 pax

This training equipped employees with fundamental safety and health knowledge in line with Construction Industry Development Board (CIDB) regulations. Participants gained essential workplace safety skills, ensuring compliance with industry standards.





STRESS MANAGEMENT TRAINING

 Date: 6 February 2025  Participants: 24 pax

Designed to promote mental well-being, this session provided employees with practical techniques to manage stress, enhance resilience, and improve work-life balance. Through interactive discussions and exercises, participants learned effective coping strategies to maintain a healthy and productive mindset.





TEAM BUILDING – SESSION 1

 Date: 26 – 27 February 2025  Participants: 20 pax

This two-day session focused on strengthening teamwork, communication, and collaboration among employees. Engaging activities and problem-solving challenges fostered a positive workplace culture, reinforcing team spirit and camaraderie.



SAFETY AT WORK OFFICE – SAFETY AWARENESS PROGRAMME

 Date: 12 & 13 March 2025  Participants: 60 pax

This comprehensive safety awareness program emphasised best practices for maintaining a safe and hazard-free work environment. Employees received hands-on training on workplace safety protocols, emergency preparedness, and risk mitigation.



NEWS @ PARKSON CREDIT

LAUNCHES RM1 BILLION SUKUK WAKALAH PROGRAMME

Parkson Credit Sdn Bhd has launched its inaugural RM1 billion Sukuk Wakalah Programme, with HSBC Amanah Malaysia Berhad as the sole Principal Adviser, Lead Arranger, Lead Manager, and Shariah Adviser. HSBC Amanah subscribed to RM250 million of the initial RM333.33 million tranche as the Senior Sukukholder.

This asset-backed financing consolidates hire-purchase debt obligations and creates new investment opportunities in the Malaysian capital market. It will support Parkson Credit's expansion in motorcycle financing, which makes up 99% of its sales, with a focus on underserved suburban and rural markets across Malaysia.

Group Executive Chairman Tan Sri William Cheng called it a key step toward driving Malaysia's economic progress. HSBC Malaysia's CEO, Dato' Omar Siddiq highlighted the strategic value of connecting clients to Islamic financing opportunities, while Parkson Credit's CEO, Mr Danny Poh lauded HSBC's support since 2014 for driving the company's growth and market reach.



● (Standing left and right respectively) Dato' Omar Siddiq and Tan Sri William Cheng witnessing the signing between HSBC's Ms Christina Cheah and Mr Danny Poh.



● Dato' Omar Siddiq and Tan Sri William Cheng at the signing ceremony marking the collaboration between HSBC and Parkson Credit.

CELEBRATES 10TH ANNIVERSARY WITH GALA DINNER



● Mr Danny Poh (8th from right) leading the management team for a toast to many more successful years ahead.



● Headoffice and operating companies' staff posing for a commemorative photo with Tan Sri William Cheng and Mr Danny Poh (6th and 7th respectively from left).

Parkson Credit marked its 10th anniversary with a gala dinner at One World Hotel, Petaling Jaya on 14 March 2025. The event, attended by 810 guests including dealers, bankers, and business partners, was graced by Group Executive Chairman, Tan Sri William Cheng.

CEO Mr Danny Poh expressed gratitude for the strong partnerships that have driven the company's success, stating, "We are proud to reach this milestone and thank all our partners for their support."

The celebration highlighted Parkson Credit's decade of growth and its commitment to continued excellence and innovation.

HAPPENINGS @ AMSTEEL

RAMADAN TOGETHER: CLEAN HEARTS, CLEAN SPACES



On 24 March 2025, Amsteel Mills Klang held its annual Gotong-Royong with deeper significance, as it coincided with the holy month of Ramadan. Despite fasting, employees from various departments came together with energy and dedication to create a cleaner, safer workplace.

In his opening remarks, GM - Operations, Mr Lee Weng Lan said "Seeing everyone come together, even while fasting, is truly inspiring. This reflects the unity and spirit of teamwork that define Amsteel Mills."

Starting at 9.00 am, staff collaborated on clean-up activities including drain clearing and waste removal. Despite the blazing sun, morale remained high, a testament to the strong sense of community and shared purpose. The event concluded before noon and participants left with smiles, a sense of accomplishment, and a renewed spirit of unity - one that continues to thrive in their daily work culture.



LION DANCE

Amsteel Mills welcomed the Year of the Snake on 3 February 2025 with a Lion Dance performance, symbolising good fortune, prosperity and unity. As the lion danced through the halls and drums echoed across the premises, Amsteel Mills embraced the new year with fresh spirit and optimism.



APPRECIATION FROM KPDN

On 13 February 2025, Amsteel Klang participated in the Ministry of Domestic Trade and Cost of Living (KPDN) appreciation event in recognition of its strategic collaboration in producing an advocacy video on Scheduled Controlled Goods under the Supply Control Act 1961.

The video was developed to raise awareness among the public, business entities and key stakeholders on the importance of adhering to the Act. It also highlights the crucial role Scheduled Controlled Goods play in maintaining the stability of essential supplies across the country.

Security Manager, Encik Khairul Azlan Abdul Rashid and Assistant Manager – Barmill 1, Encik A. Rahim Burasman (left and right respectively) received an appreciation plaque from Pengarah Seksyen Kawalan Bekalan, Bahagian Penguatkuasa KPDN, Encik Shahrudin Hamzah.



WEARABLE HEALTH MONITORS: TRANSFORMING IT GADGETS IN LIFESTYLE

By Suzila Ahmad, Group IT

Wearable health monitors are transforming the way individuals track their health. Offering a range of features, they provide convenient, real-time access to various health metrics.

What are Wearable Health Monitors?

Wearable health monitors typically include devices such as:

- Smartwatches
- Sleep trackers
- Fitness trackers
- Smart clothing
- Heart rate monitors



These gadgets seamlessly integrate into everyday life, encouraging users to stay proactive about their health.

Key Features of Wearable Health Monitors

Wearable health monitors boast numerous essential features:

1. Heart Rate Monitoring: Track beats per minute effortlessly.
2. Step Counting: Count daily steps accurately.
3. Calorie Tracking: Monitor calorie intake versus expenditure.
4. Sleep Analysis: Gain insights into sleep patterns.
5. Health Alerts: Receive notifications for anomalies.

These features empower users to take charge of their health, helping them make more informed decisions.

Benefits of Using Wearable Health Monitors

Utilising these devices offers remarkable advantages. Firstly, they promote physical activity by allowing users to set goals and challenges, which motivates them to stay active. Secondly, they enhance awareness of health conditions, making early detection of potential issues possible.

Furthermore, these monitors facilitate data collection, enabling users to analyse patterns and trends over time. In turn, this information can help healthcare providers better understand individual needs.

How to Choose the Right Wearable Health Monitor

Selecting the ideal device can seem daunting. However, following these steps can simplify the process:

- Identify Your Goals: Determine which health metrics you want to track.
- Research Available Options: Explore various devices and their features.
- Consider Compatibility: Make sure the device is compatible with your smartphone or other devices.
- Evaluate Battery Life: Choose a monitor that can last through your daily activities.
- Read Reviews: Learn from other users' experiences to make an informed choice.

By considering these factors, choosing the right wearable health monitor becomes much more manageable. Users can find devices tailored to their specific health needs and goals.

Future of Wearable Health Monitors

Wearable health monitors are evolving rapidly with new innovations constantly emerging. As technology advances, these devices are expected to become even more sophisticated. For instance, features like continuous glucose monitoring are gaining popularity. Additionally, artificial intelligence may enhance predictive analytics, offering users personalised health insights.

Conclusion

In conclusion, wearable health monitors offer a wealth of benefits. By promoting active health management, they empower users to lead healthier lives. As technology continues to advance, these devices will become even more integrated into our daily routines, making health management more accessible and efficient than ever. With thoughtful consideration, anyone can find the ideal wearable health monitor and take a meaningful step toward a healthier lifestyle.

References:-

- <https://www.tomsguide.com/>
- <https://www.theverge.com/>

LEARNING LINK



GROUP LEARNING & DEVELOPMENT

LEARNING LINK

YOUR LINK TO LEARNING IDEAS & RESOURCES

CeDR Corporate Consulting Sdn Bhd

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

☎ 03-33447310

☎ 03-33447315

HOW MINDFULNESS HELPS BUSY EXECUTIVES

What is mindfulness?

Mindfulness is the art of being present and living intentionally in the present moment. It guides your mind from the past and future to the here and now. Through mindfulness, we can ease the pain we feel from the past and reduce anxiety and worry about the future. In turn, you create a space in between where you can be fully present with what is. In this in-between space, you can notice the sounds,

smells, sensations, and sights that are already there but usually go unnoticed because you're too distracted or not present.

Through mindfulness, we have an opportunity to feel calmer and more peaceful. And even if those moments are initially few and far between (and doesn't last long), knowing there's a place to go to feel OK can help fuel the rest of your day.



HOW MINDFULNESS HELPS BUSY EXECUTIVES

1. Improved Focus and Clarity

Regular mindfulness practice can bolster your attention span and enhance your ability to concentrate. By training the mind to focus on the present moment without distraction, mindfulness exercises help to cultivate mental clarity and cognitive resilience. Incorporating mindfulness into your daily routine can sharpen your mental focus and improve your overall productivity.

2. Reduced Stress and Anxiety

Certain kinds of mindful breathing can activate your parasympathetic nervous system which initiates the relaxation response, depresses heart rate, blood pressure and respiration, and allows your body to engage in reparative and restorative functions. While not everyone experiences relaxation right away, most report feeling a sense of calm and a reduction in the feeling of stress after this exercise.

3. Enhanced Emotional Intelligence

Mindfulness helps us become more attuned to our thoughts and feelings, increasing our self-awareness. By observing our emotions without judgment, we can better understand their origins and impacts and learn to respond to our emotions rather than react impulsively. This practice allows us to manage stress, reduce negative emotions, and maintain emotional balance, while fostering empathy by encouraging us to be present and attentive to others.

4. Better Decision-Making

Mindfulness teaches us to observe any thoughts and emotions surrounding a decision – the fear, the stubbornness, the ego – without getting entangled in them. It allows us to step back and see the bigger picture, to weigh our options not based on wishful thinking, but on the reality of the situation. Take a moment to breathe and center yourself, observing your thoughts and emotions without judgment, and then focusing on the present situation. This practice can provide clarity and calm, aiding in a more informed decision-making process.

5. Enhanced Creativity and Problem-Solving

By cultivating a calm and focused mind, you're better equipped to come up with novel solutions. Working memory is a key component of creativity, and mindfulness training can enhance it. Experienced meditators in particular are more verbally creative and better at solving problems. Studies have shown that even brief mindfulness breaks can enhance creativity.

6. Stronger Leadership

Continually engaging in self-reflection means mindful leaders are highly aware of their strengths, weaknesses, and biases. They understand how their actions and decisions impact others. This self-awareness prevents ego-driven decisions and helps maintain a balanced perspective.

Some Techniques for Practicing Mindfulness

We know the drill (and the battle cry!!) – I just don't have the time. So here's the thing about maintaining a good mental state... if you don't find the time on your own accord, the time will find you instead. Here's how you can practice mindfulness, even on your busiest days.

1. Loving-kindness meditation

Begin by calming your mind with mindful breathing. Then consciously offer love and kindness toward yourself by inwardly saying words such as: "May I be at peace. May I be free from anger. May my heart be open. May I be filled with compassion. May I be healed. May I be a source of healing for others."

Continue by wishing other people well. Picture a person in your mind's eye and hold him or her in your heart. Inwardly direct words, such as the following, toward that person: "May you be happy. May you be free from pain and suffering. May you experience love and joy."

End by coming back to your own body and breath. Enjoy the sense of connection you have with yourself and others.



2. Practice eating with gratitude

At your evening meal, take a moment to be thankful that you have good nourishing food and give some thought to all the people needed to make it possible – from the farmers to the cooks. Chew your food thoroughly to aid digestion and allow yourself to fully savor each bite. This little moment of gratitude can shift your attitude to enjoying a little feast rather than just getting the meal over with.



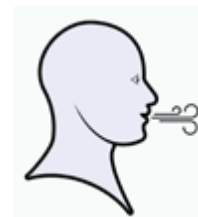
3. One minute of conscious breathing

Even a minute of conscious breathing can evoke calm and contentment by activating the parasympathetic nervous system (the part of us responsible for rest & digestion).

Try this:

- Close your eyes.
- Breathe in for a count of four.
- Breathe out for a count of eight.
- Repeat the cycle until a minute is up.

As you breathe out, it can be powerful to visualize releasing stress and tension from your body. You can do this practice anytime, anywhere.



As you can see, mindfulness needn't take time. Even a few moments here and there can make a difference. Even better, mindfulness is a practice we can infuse into the moments already happening in our lives.

With the help of mindfulness, we're just going to use those moments more intentionally. What opportunities for mindfulness exist in your life right now? Why not take a few moments to note them down, so you're ready to take advantage of them?

References:

<https://medium.com>
<https://www.mindful.org>
<https://bestself.co>
<https://www.megawecare.com>
<https://www.linkedin.com/pulse/mindfulness-unlocking-emotional-intelligence>

<https://stevenwebb.com>
<https://www.calm.com/blog/mindful-leadership>
<https://thenounproject.com>
<https://images.app.goo.gl>
<https://www.virtualhospice.ca>

SPAO

LEADING KOREAN FASHION BRAND



Shop Online



<https://spao.my>

Shop with us at:

SPAO, Parkson Elite Pavilion KL

SPAO, Sunway Velocity Mall

OUTPOZT, IOI City Mall

OUTPOZT, SkyAvenue Genting Highlands



MORE THAN JUST A

PRETZEL

It's an Experience!

Pretzel

RM4.00



Sausage Pretzel

RM6.80



Roselle Cheese Pretzel

RM6.20



Chicken Toast Pretzel

RM6.80



Lemon Cheese Pretzel

RM6.20



Matcha Pretzel

RM6.80



Terms & Conditions:
• All prices are inclusive of 6% SST.
• Pictures shown are for illustration purposes only.
• Hogan Bakery reserves the right to change these terms and conditions at any time without prior notice.

[f](#) [@](#) hoganbakerymalaysia

[globe](#) hoganbakery.com.my

**SHOP
ONLINE
NOW!**



* FREE delivery with purchase of RM80 and above
* T&C Apply