

# BERITA Sunway

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BUILDING  
**SAFER CITIES**  
FOR A BETTER TOMORROW



**SUPPORTING WOMEN IN  
THE WORKPLACE**

**SUNWAY VELOCITY:  
CHANGING THE KL SKYLINE**

**REALISING THE VISION:  
"THE HARVARD OF THE EAST"**

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### FROM THE SENIOR MANAGEMENT'S DESK



**FOO SHIANG WYNE,**  
General Manager,  
Group Human Resources

# SUPPORTING WOMEN IN THE WORKPLACE

We believe caring for our people is an embedded value within Sunway Group. Over the years, we have continuously strived to provide relevant and appropriate support to our people in various areas including upgrading the working environment, and taking care of their well-being and development.

The need to support working mothers at the workplace was identified several years back and the plan to build a childcare centre was initiated by top management to provide peace of mind to Sunwayians while they are at work.

As the plan progressed, Group Human Resources formed an official working committee to ensure the successful establishment of the centre, and follow through with implementing other initiatives to better attract, retain and develop women in Sunway.

We are pleased to share that the opening of the childcare centre will be in Q4 2013. With quality being our priority, we have appointed R.E.A.L Kids as our operator. In addition to the childcare centre, we have also successfully implemented a dedicated mother's room and designated car parking spaces for expectant ladies. Currently, we are in the process of further improving on our HR policies to include flexible working arrangements, and looking into options for new mothers to extend maternity leave.

According to the World Bank – Malaysian Economic Monitor's November 2012 Report, labour force participation among Malaysian women remains low at 46 per cent as compared to other ASEAN countries like Singapore (60 per cent) and Thailand (70 per cent). Such numbers indicate the nation is suffering a great loss of talents and skills from women.

**OVER THE YEARS, WE HAVE CONTINUOUSLY STRIVED TO PROVIDE RELEVANT AND APPROPRIATE SUPPORT TO OUR PEOPLE IN VARIOUS AREAS INCLUDING UPGRADING THE WORKING ENVIRONMENT AND TAKING CARE OF THEIR WELL-BEING AND DEVELOPMENT.**

As a recent survey conducted by TalentCorp Malaysia and the Association of Chartered Certified Accountants (ACCA) has found, the top three reasons given by Malaysian women for leaving the workforce is firstly, to raise a family; secondly, lack of work-life balance, and thirdly, to care for a family member. Although 93 per cent of female respondents on a career break indicated their willingness to return to work, a staggering 63 per cent acknowledged they faced many difficulties re-entering the workforce.

To us, these studies affirm that Sunway is on the right track to support and sustain women in the workplace. Besides adding value to employees, the work we are doing also contributes to the growth of the company and nation.

With strong support from the top management, we are committed to making this journey a success.

# BUILDING SAFER CITIES FOR A BETTER TOMORROW

BY DR TONG GIN CHEE

JACQUELINE MURIEL LIM AND REZA MUBIN CONTRIBUTED TO THIS ARTICLE



Inaction breeds doubt and escalates fear. Action, on the other hand, breeds confidence and increases courage.

Tan Sri Dr Jeffrey Cheah, 40



### VISIONARY LEADERSHIP IN CRIME REDUCTION EFFORTS

Sunway Group's Founder and Chairman, Tan Sri Dr Jeffrey Cheah personally leads Sunway's crime reduction efforts. He also leads Malaysian Crime Prevention Foundation, Selangor Chapter as Chairman.

In 2012, he was conferred the Honorary Assistant Commissioner of Police, the only private civilian and corporate leader to be bestowed the honour for the social impact he has achieved in the area of crime reduction.

## SAFE CITY HIGHLIGHTS

### 01 SAFE PLACES

Design and effective maintenance of built environment to reduce crime.

Our townships and developments are designed with efficient lighting to reduce opportunities for crime.

All essential facilities and amenities within our flagship development, Sunway Resort City (SRC), are within 500m from residential linked walkways and public transport. Walkways are flanked with low shrubs to enhance security while bollards are built to prevent motorcycle access to pedestrians.

A RM10 million, 1.1km guarded and secure elevated

covered canopy walk links Sunway Pyramid to Sunway University and Monash University Malaysia.

The elevated Bus Rapid Transit (BRT) – Sunway Line connects SRC to existing MRT stations and two free shuttle buses ply SRC for safe commuting.

Sunway Pyramid is one of the first shopping malls to be equipped with panic buttons.

We have wider sidewalks than other localities or townships, which are purpose-built to enhance safety for pedestrians.

### 02 DEVELOPING PEOPLE

Immersive action plan to reduce risk factors associated to crime through social development.



Our integrated township models are blueprints for sustainable economic growth. The creation of economic opportunities translates to social development, reducing the risk for crime to develop.

Jeffrey Cheah Foundation, established in March 2010, provides equal opportunity for quality education.

We build the Malaysian Crime Prevention Foundation

(MCPF), Selangor Chapter's website as a digital space that empowers the community with crime prevention tips.

We have organised Crime Prevention Education Programmes and Community Dialogues in partnership with MCPF to marshal grassroots support to prevent crime.

### 03 REDUCING PROBABILITIES

Immersive action plan to reduce risk factors associated to crime through social development.



Under the Safe City Initiative, we have the largest team of private security personnel numbering 800 pax including 350 auxiliary police outnumbering any police group situated in any other centralised locality in Malaysia.

SRC is equipped with more than 2,000 CCTVs.

In partnership with the Royal Malaysian Police Force, we initiated the festive "Leave Home Campaigns" to encourage the public to notify the police and security personnel to reduce opportunistic crime during festive seasons.

We contributed RM150,000 for the development of the MyDistress security application speeding police response time to 8 minutes. We also invested RM300,000 to build a police station for Sunway Resort City, protecting communities with police omnipresence.

### QUICK FACTS

Crime prevention partnerships	Royal Malaysian Police, Malaysian Crime Prevention Foundation, Selangor Government.	
Security personnel	Largest private security team – 800 security personnel, 350 auxiliary police.	
CCTV Surveillance	2,047 CCTVs - within SRC township (35 - canopy walk) 722 CCTVs - outside of township 577 CCTVs - outside of Klang Valley - Ipoh, Penang, Johor.	
Security fleet	2 patrol vans, 3 patrol cars and 9 motorcycles.	
Security programme	24 hour patrol and presence in identified hotspots.	
Community impact (immediate)	Partnership with MCPF Selangor	5.6 million population.
	Sunway Resort City	50,000 students, 200,000 population, 40 million visitations yearly.
	Sunway City Ipoh	10 million visitations yearly.

# A BLOCKBUSTER IN THE MAKING SUNWAY VELOCITY: CHANGING THE KL SKYLINE

BY YAP SHIHAN

1ST PHASE SHOP OFFICES  
**100% SOLD**

2ND PHASE SHOP OFFICES  
**90% SOLD**

1 BLOCK SERVICE APARTMENT  
**98% SOLD**

Amidst the hustle-and-bustle, Sunway Velocity is adding to the Kuala Lumpur skyline much vivacity and continued zest. Built upon 23 acres of freehold land, with a gross development value (GDV) of RM 3.6 billion, Sunway Velocity is just 3.8 kilometres away from the global icon – Petronas Twin Towers.

The fully self-sustained development is complemented by more than 6,500 parking bays and a two-acre central park adorned with beautiful foliage. Sunway Velocity is scheduled to complete in 2018.

#### ABSOLUTE CONNECTIVITY

With absolute connectivity, the future-proof Sunway Velocity is conveniently flanked by Jalan Cheras, Jalan Peel and Jalan Shelley, and neighbored by two upcoming MRT stations namely Cochrane and Maluri; and two existing LRT stations – Maluri and Chan Sow Lin. Users can take comfort that come rain or shine, there will always be an elevated covered walkway to the two upcoming MRT stations.

Residents of Sunway Velocity will also enjoy seamless accessibility via Smart Tunnel, New Pantai Expressway (NPE), KL-Seremban Highway, Maju Expressway (MEX) and Besraya Eastern Expansion project.

In anticipation of increased action and traffic in the area, Sunway Property is building a tunnel directly linking Jalan Cheras to the shopping mall's basement car park and an underpass from Jalan Cheras to Jalan Peel to allay traffic concerns.

#### ON TOP OF TRENDS

There will be five world-class components at Sunway Velocity.

**V RETAIL** A ginormous one million square foot lifestyle mall.

**V OFFICE** First-rate modern concept office suites.

**V RESIDENCE** Serviced residence designed for lifestyle living - everything *a la mode*.

**V BOULEVARD** A pedestrian-friendly environmental deck energised by a broad range of alfresco lifestyle, food and beverage outlets.

**V GARDEN** A vast two-acre central park, complete with jogging track, picnic garden and expansive green lawns.

#### UPCOMING LAUNCHES RESIDENTIAL – V RESIDENCE 2



The second tower of the highly anticipated serviced residence with sizes range from 850 to 1,130 square feet is now open for registration. Residents will enjoy a plethora of fun activities at the facilities floor and roof top. Proposed features include sky cinema, astronomy view deck, rock climbing wall and yoga deck.

Second tower will be launched in October 2013.

#### COMMERCIAL – RETAIL AND OFFICE



Ten new exclusive blocks comprising three-storey retail shops and five-storey offices are now open for registration.

Buyers are entitled to their own naming rights for en bloc purchase. The layout is entirely flexible to cater for different business needs. All units are connected via internal elevators, and is double frontage facing the main road and V Garden, coupled with a dedicated alfresco area facing V Garden.

Preview is slated for the fourth quarter of 2013.

#### AWARDS CLINCHED:

- > Highly Commended Mixed-Use Development award at the 2013-2014 Asia Pacific Property Awards
- > Phase 1A Service Apartment – BCA Green Mark Certified Award (Provisional) by Singapore's Building and Construction Authority (BCA).

# SETTING THE DIGITAL SCENES SUNWAY BUILDS MOBILE APPS TO ENGAGE AND ENRICH THE LIVES OF THE COMMUNITY

DR TONG GIN CHEE

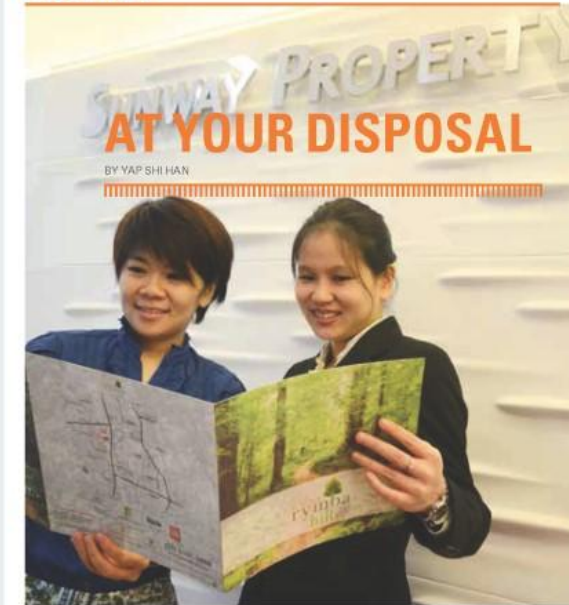
Staying connected with customers can be challenging for many companies. In today's digital era, mobile and tablets are fast taking centre stage as the primary experience for many. Developing mobile channels can provide an immediate touch point with consumers who are constantly on the move and ensure they remain consistently engaged with the brand.

Innovation is one of Sunway's three core tenets. To remain relevant, our businesses have taken proactive steps to develop mobile applications to formulate an effective long-lasting relationship with our target consumers.

In the coming months, users can look forward to downloading the Sunway Property mobile app onto their respective smartphone. In addition to having breaking news from Sunway Property at their fingertips, including information on new launches and community events, users can also quickly calculate loans and receive GPS directions to Sunway Property galleries. The search function included will undoubtedly make using the app a breeze!

By enabling our customers to interact with their mobile devices, be it through 'zooming', 'swiping', 'pinching' or 'tapping', we seek to humanise our customers' digital experience and build a strong bridge between the user and the brand.

CHRISTIE WONG, HAROLD HO KA KHONG, LEAW CHAI SZE AND TONY LEE CONTRIBUTED TO THE ARTICLE



In a continued effort to embrace a holistic approach to customer excellence, Sunway Property has been progressively reaching out to its wide pool of customers through digital platforms in addition to the more conventional approach. The purpose-built web site [www.mysunwayproperty.com](http://www.mysunwayproperty.com) is a dedicated platform enabling Sunway Property's purchasers to perform access appointment enquiries, billing, property details; track work progress and rectification status at their fingertips. The web site is user friendly and is in sync with our ethos to preserve and to conserve the environment as we go paperless and build in harmony with nature.

We continue to innovate ways to reach out to our stakeholders because we believe the brand is built upon trust especially with the communities we serve. For instance, we share exclusive property information, privileges and first-hand news through Facebook at [www.facebook.com/sunwayproperty](https://www.facebook.com/sunwayproperty) as the circle of young generation of property buyers expands. Write to us at [mysunwayproperty@sunway.com.my](mailto:mysunwayproperty@sunway.com.my) and let us know how we can further improve to serve you better.



### SUNWAY PROPERTY IT: PDI M+ (PRE-DELIVERY INSPECTION) & CCF M+ (CUSTOMER CARE FORM) (ANDROID ONLY)

An electronic solution for Sunway Property customer service department to achieve a higher operational efficiency as the apps simplifies the collaboration process between CCO (Customer Care Officer) and contractor by cutting out the multi hassle manual steps to stimulate the property defect issues reporting process.

**Key features:**

- PDI M+**
  - > Use during the project pre-delivery inspection stage, to ensure the property finishing is in good quality before handover to purchasers
- CCF M+**
  - > Use after handed over during the 24 months DLP (Defect Liability Period), to report the property defect issues feedback by purchasers

\* Both apps are for internal use by Sunway Property customer service department only



**SUNWAY LIFESTYLE APP (WINDOWS 8, IOS & ANDROID)**

An interactive pocket guide for visitors to Sunway's component

**Key features:**

- > Browse news and events about the happenings related to Sunway's 12 business units
- > Browse latest promotions and activities taking place in Sunway, whether up North, Central or down South
- > Access information about Sunway businesses, including where and what to eat, where to stay, play, live, shop and find the healthcare facilities available
- > Send feedback via email



**SUNWAY PYRAMID APP (IOS & ANDROID)**

An interactive pocket guide for visitors to Malaysia's first themed shopping and entertainment mall

**Key features:**

- > Find your favourite store easily with an enhanced navigation trail
- > Save your location and find your car after shopping
- > Browse latest promotion highlights
- > Browse eateries by food type, ie. Asian, Japanese, Local, etc.
- > Browse fashion category with more photos
- > Access to information about Sunway Lagoon, Sunway Resort Hotel & Spa, Sunway Medical Centre, Sunway University and Monash University Malaysia
- > Send feedback directly from the app



**SUNWAY MYCAMPUS APP (IOS & ANDROID)**

An interactive pocket guide to the Sunway Campus in Bandar Sunway.

**Key features:**

- > Browse news and events about the happenings related to the campus and the community
- > An animated navigation on outdoor and indoor map to direct a person to all facilities and staff offices. Very useful for newcomers to the campus
- > Shortcuts to Hotline/Emergency contacts allows you to quickly make calls in times of need
- > Staff directory
- > Facilities are grouped by categories, building, and floor
- > Submit feedback and suggestion through your camera phones directly

# REALISING THE VISION: "THE HARVARD OF THE EAST"

THE JEFFREY CHEAH PROFESSORSHIP, THE JEFFREY CHEAH FELLOWSHIP AND THE JEFFREY CHEAH VISITING PROFESSORSHIP ESTABLISHED IN HARVARD UNIVERSITY TO ADVANCE TEACHING AND RESEARCH ON SOUTH-EAST ASIA STUDIES BY DR TONG QIN CHEE

Jeffrey Cheah Foundation (JCF) has contributed a generous gift of USD \$6.2 million to Harvard University, one of the most prestigious institutions of higher learning in the world, to establish the Jeffrey Cheah Funds for South-East Asia Studies.

This is a very proud and exciting moment for every Malaysian, as the Jeffrey Cheah Funds pave the way for greater two-way flow of scholars between Harvard University and the institutions under the Sunway Education Group (SEG), most notably Sunway University and Monash University Malaysia, to support and spearhead research, conferences and workshops related to South-East Asia.

Under the Jeffrey Cheah Funds, a one-time lump sum of USD \$5.2 million establishes the Jeffrey Cheah Professorship of South-East Asia Studies and the Jeffrey Cheah Fellowship in South-East Asia Studies, both

in perpetuity. It also establishes the Jeffrey Cheah Visiting Professorship of South-East Asia Studies Fund.

The balance of USD \$1 million will go towards funding the Jeffrey Cheah Travel Grants for South-East Asia Studies. Available in annual payments of USD \$100,000 each, the Travel Grant will enable members of the Harvard community, scholars and practitioners from institutions in South-East Asia, including those under the SEG, to travel to and from Harvard and South-East Asia and Malaysia respectively to present lectures and to conduct research.

To complement this landmark development, Sunway University is in the process of establishing the Jeffrey Cheah Institute of South-East Asia Studies. The set-up and terms of reference of the Institute will be determined in close consultation with Harvard University. It is envisaged that the

Institute will act as a catalyst to attract the best and brightest to Sunway to further propel SEG to be the education hub of quality and cutting-edge research.

The milestone contribution distinguishes Tan Sri Dr Jeffrey Cheah, A0, Founder and Chairman of Sunway Group, and Founding Trustee of the Jeffrey Cheah Foundation, as a forward-thinking leader of tomorrow's global communities.

The Jeffrey Cheah Funds is a natural extension of Jeffrey Cheah Foundation's commitment to the community and education in particular and will bring benefits in terms of co-operation and support to scholars in Malaysia. The Jeffrey Cheah Chairs will also contribute towards efforts made by the Government to promote Malaysia as a world class education and research hub.

**Tan Sri Dato' Dr. Mohd Munir Abdul Hamid**  
Chairman, Bank Muamalat

Congratulations to Tan Sri. Southeast Asia- the region carving its economic space between China and India. Now it must get its regional politics right. Harvard of course, is tops. Kudos!

**Datuk Dr. Lokman Hakim S.**  
MD, GP&A, MScPH, PhD, FAWA  
Deputy Director General of Health  
(Public Health),  
Ministry of Health, Malaysia

Very proud of Tan Sri. Congratulations!

**Mr Daniel Teo**  
Former President of World F&B

Dear Jefferey,  
Just read your news, heartiest congrats of the philanthropic wonderful gift of the scholarships and travel grants! Well done and cheers!

**Dr. Hamidin Abd Hamid**  
CEO, Pacific School of Government

On behalf of Razak School of Government management team I would like to congratulate Tan Sri on this important contribution he made behalf of Malaysian and South East Asian studies. Thank you

**Professor Tan Sri Dato' Seri Dr. Haji Mohd Ismail Bin Merican**

Pro-Chancellor & Chairman,  
MAHSA University

You never cease to amaze me with your wisdom, foresight and generosity. The Government of Malaysia and all Malaysians must be proud of your sterling achievement and contribution in upholding educational excellence in this region. You have been able to establish our mark at Harvard and the very fact that the focus would be on South East Asia augurs well for luminaires and eminent scholars in this region to partake of the incredible culture of one of the most prestigious Universities in the world. Hopefully our own scholars and academics will learn a great deal about how to attain and maintain educational excellence with our involvement at Harvard.

You often quote, "I aspire to inspire before I expire." Well Tan Sri, you are already on a roll in this direction. Congratulations. Proud of you.

# HARVARD CHAIR CONGRATULATORY MESSAGES

**Tan Sri Sidek Hassan**  
Chairman, Petronas

Heartfelt congratulations to Tan Sri Jeffrey Cheah on the establishment of the Chair named after him at Harvard. Well done!

**Mr Gerard Raines**  
Vice President, Recreation Business  
Development, Netherland

Heartfelt congratulations for establishing a wonderful program with Harvard University. Harvard could not have chosen a better organization in Sunway or person in Tan Sri Jeffrey Cheah to establish such a partnership.

**Mr Chari**  
TUT, CFO, Celcom Axiata

Very happy and proud to read this. Our heartiest congratulations to Tan Sri.

# BUSINESS WITH A HEART CORPORATE RESPONSIBILITY AT SUNWAY

BY DR TONG GIN CHEE, YAP SHI HAN,  
JACQUELINE MURIEL LIM AND REZA MUBIN

Since our inception almost four decades ago, corporate responsibility (CR) continues to augment Sunway Group's business model, operating strategies and corporate culture as we actively engage our stakeholders and the communities we serve.

In line with our core tenets - which include community building and enriching lives - we approach CR through championing three key areas of focus namely Education, Healthcare and C.A.R.E. projects, an acronym for community aid, reach-out and enrichment.

As we expand our presence worldwide, we remain steadfastly committed that CR should always form an integral part of our business framework. By aligning our CR efforts with our business interests, and strengthening the sustainability of our businesses, we aim to create a positive and far-reaching impact on the nation and humankind.



## EDUCATION

To the public at large, Sunway may be best known as one of Malaysia's largest property-construction groups. Instead of building just properties, we believe in building for communities.

"I like to see young minds being educated. Education brings out the best in young people. That is why I am so passionate in giving to society through education," an inspiring quote by Tan Sri Dr Jeffrey Cheah, Ao, Founder and Chairman of Sunway Group, best exemplifies our commitment to responsible business practices and how we seek to put CR at the heart of our business.

The opening of Sunway College in 1987 marks our first important step in championing quality and affordable higher learning for the community and country. The upgrade of Sunway College to University College in 2004 and later to University status in January 2011, the successful partnership with Monash University Australia to set up Monash University Malaysia and most recently, the establishment of the Jeffrey Cheah Professorships at Harvard University (see full story on page 10 & 11), are some of the many examples demonstrating our unflinching commitment towards this end, not just for 'now' but for the future.

Jeffrey Cheah Foundation (JCF), a not-for-profit entity officially launched in March 2010, is the most definite and visible crystallisation of our Founder's vision and dream to leave a legacy that will benefit the posterity. More than RM720 million of assets of the Sunway Education Group were transferred into JCF in perpetuity, with surpluses ploughed back into the institutions for scholarship, research, upgrading of facilities and infrastructure.

As Sunway's largest philanthropic vehicle, JCF has awarded scholarships in excess of RM130 million to over 16,000 students. JCF has also contributed over RM12.5 million to Chinese vernacular and convent schools to enable major restoration and repair works to be executed.

Outside JCF, we have the Jeffrey Cheah Distinguished Speakers Series, a free public lecture organised by Sunway University for the community. We also have the Sunway Job Training Programme for Special Students, a programme started in February 2006 and endorsed by the Ministry of Education,



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Malaysia. Under the programme, special youth are exposed to real world environment under the guidance of experienced trainers from Sunway Medical Centre, Sunway Pyramid, Sunway University and Sunway Resort Hotel & Spa.

We believe education should not be about dollars and cents, but should be about making a lasting contribution to society. By changing the education landscape through pioneering game-changing developments such as the widely acclaimed joint degree programme in Malaysia, we believe Sunway will continue to play in the many years to come, a key role in contributing to the creation of the nation's human capital.



## HEALTHCARE

Our second pillar in CR, healthcare, stems from our strong belief in the importance of raising the healthcare standards in Malaysia and in helping to cultivate healthy living through informing and educating the community.

We have pledged to make Sunway Resort City a 100% smoke-free township by 2018. We have also, in collaboration with the National Kidney Foundation (NKF) of Malaysia, successfully raised over RM165 million for two NKF LifeCheck Mobile Health Screening Units, customised mobile units that provide early detection and prevention of kidney disease. We have also raised more than RM1 million for the Malaysian Liver Foundation. Such partnerships with health organisations are part and parcel of the intangible assets we endeavour to build to make a far-reaching impact.

Closer to home, Sunway Medical Centre is a key driver of "Let's Take 5", a diabetes campaign held annually in November in conjunction with World Diabetes Day to raise awareness on diabetes. Medical Camps are also organised on a regular basis to grant the less fortunate free health check-ups and screenings performed by medical professionals.



02

## C.A.R.E. PROJECTS

Our third pillar, C.A.R.E. projects, resonates with all of Sunway's twelve core business units.

As we continue to grow as a company, we aim to enhance the lives of the community around us through giving aid, reaching out to them, and via enrichment projects. By integrating social concerns into our business operations and core strategy in close collaboration with our stakeholders, we hope to leave a more positive impact on society.

Sunway Safe City Initiative, which started in 2001, is a chief example of how we seek to integrate good governance and good city planning to enhance the lives of the community around us (see full story on page 3 & 4). Through our partnership with the Royal Malaysian Police Force (PDRM), the Malaysian Crime Prevention Foundation (MCPF) and the State of Selangor, we have embarked on a host of collaborative initiatives and set up the necessary infrastructure to educate the community and reduce crime in Selangor.

In addition to enhancing connectivity, accessibility and mobility for our community with a landmark Elevated Bus Rapid Transit (EBRT) - Sunway line, a first for Malaysia, and also a first in public-private partnership between Syarikat Prasarana Negara Berhad and Sunway, we also seek to provide commuters easy access within Sunway Resort City via the RM10 million guarded and secure elevated covered canopy walk.

Through JCF we have formalised the collaboration with the Hearts of Gold Foundation to develop a social enterprise business model for the learning disabled and transform education for special-needs youth in Malaysia.

By focusing on our customers and innovation, we hope such collaborative efforts will deliver sustainable value for our stakeholders and the communities around us. In so doing, we believe we are able to change attitudes, evolve lives and move the world towards a better future.

01 Sunway Contributes to Johor flood victims

02 Free health checks for 50 children from Yayasan Salam

WE APPROACH CR THROUGH CHAMPIONING THREE KEY AREAS OF FOCUS NAMELY **EDUCATION, HEALTHCARE AND C.A.R.E. PROJECTS**, AN ACRONYM FOR COMMUNITY AID, REACH-OUT AND ENRICHMENT.

MORE THAN **RM720MIL** ASSETS OF THE SUNWAY EDUCATION GROUP HAVE BEEN TRANSFERRED INTO JCF FOR PERPETUITY

## WE LEAD WITH PASSION

HIGHLIGHTS OF THE 2013 LEADING WITH PASSION ROADSHOW

BY DR TONG GIN CHEE



The Leading with Passion committee ignites the passion in front of Sunway Lagoon as they flashmobbed to the infectious beat of Nicky Minaj's Starship.

Sunway Group is home to some 12,000 employees. We pride ourselves on specialising in a broad range of industries across 12 business units, including Property, Retail, Leisure, Hospitality, Commercial, Education, Healthcare, Construction, Trading & Manufacturing, Building Materials, Quarry and Real Estate Investment Trust (REIT).

To achieve the company's vision in becoming the leading regional property-construction group in August 2011, Sunway ardently introduced "Leading with Passion" (LWP) as the company's new corporate credo reinforcing the importance of demonstrating passion at work and living it out as a Sunwayian.

In 2012, we executed a host of exciting activities including Passion Idol and Innovation Challenge to enable Sunwayians to KNOW and UNDERSTAND the credo. This year, our goal is for all employees to PRACTICE Leading with Passion. At the same time, we hope to cultivate and encourage among every Sunwayian a greater sense of belonging and pride for the company.

To achieve these goals, Bryan Foong, general manager of Group Corporate Strategy and the LWP committee of 19-strong, initiated an excursion across Malaysia. Among the locations covered include Sunway Hotel Georgetown Penang (ISHGPI), Ipoh's Lost World of Tambun (LWOT) Theme Park, Menara Sunway, Sunway Hotel Resort & Spa,

Sunway Medical Centre, Sunway University Sunway Lagoon and Sunway College Johor Bahru. Each stop was marked by inspirational addresses on leadership and exemplary people performance by the local managers. Foong, in his capacity as Chairman of the LWP committee also spoke to the crowd on the importance for Sunwayians to lead with passion.

To rally and inspire employees to practice the corporate credo and create a stronger bond across the different components that make up Sunway Group, the Leading with Passion roadshow was further defined by a very unique team building exercise: flashmobbing. By inviting Sunwayians from every level, be it the non-executive or senior management to participate in the social experience as a cohesive group, we intended to build a stronger community and acknowledge the important role each play in Sunway.

In 2014, Sunway will be celebrating its 40th anniversary. It is expected to be a passion-filled year where each and every Sunwayian will know and understand the company credo. To empower ourselves and to become greater advocates of Leading with Passion, there is no better time than the present to demonstrate personal leadership at work. So come join us in Living It Out and let us weave passionate leadership into the fabric of Sunway's corporate culture!

To inculcate the Leading with Passion culture, Bryan Foong, general manager of Group Corporate Strategy and the LWP committee of 19-strong, initiated an excursion across Malaysia

## MARKING THE START OF A STRATEGIC COLLABORATION IN MALAYSIA

SUNWAY PARTNERS WITH VIACOM INTERNATIONAL MEDIA NETWORKS ASIA TO HOST MTV WORLD STAGE LIVE IN MALAYSIA AT SUNWAY LAGOON FOR THE NEXT THREE YEARS STARTING 2013

BY DR TONG GIN CHEE



MTV fans all geared up for exciting performances ahead.

Sunway has entered into a strategic alliance with Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc. and a leading provider of youth and adult entertainment content to extend the collaboration on MTV World Stage Live in Malaysia, where Sunway Resort City will continue as the event venue for the next three years, while exploring potential expanded collaborations across VIMN's brands.

"I am delighted we are joining hands with Sunway, who has been our venue partner for three of the previous MTV World Stage Live in Malaysia. The extended collaboration is testament to the strength of the relationship and the success of MTV World Stage Live in Malaysia.

We have strong partners who have invested in us because they believe VIMN brings expertise in creating youth-oriented

programming, brand strength and production expertise that help them to connect well with the millennial audience. I am confident of the success of this strategic alliance that will also continue to strengthen our brands' presence and channels' line-up for our audiences. I cannot wait to see what else we can offer together," said Ms Indra Suharjono, Executive Vice President and Managing Director of VIMN Asia.

"Sunway and MTV combined, is a powerful proposition. Together, we represent content of global interest at a magnificent destination. Together, we make a greatly compelling experience for youths who seek at every opportunity to enrich their lives by pushing the boundaries of their imaginations. It is a natural progression that we want to not only continue to grow with MTV, but consider potential collaborations across other Viacom brands," said Tan Sri Dr. Jeffrey Cheah, 40, Founder and Chairman of Sunway Group.



## OH WHAT A RED FIERY HOT NIGHT!

### SUNWAY ORGANISES APPRECIATION DINNER FOR LOCAL AND INTERNATIONAL MEDIA

BY DHIWENIA SUBRAMANIAM



01

01 Happy bunch of media after winning the table draw.

02 Media posed with some of Sunway Leadership Criteria.



02

Sunway Group recently held an appreciation night for more than 100 members of the media at Sunway Resort Hotel & Spa. Each and every one was attired in red aptly to the night's theme "Red Fiery Hot"!

In his welcome speech, Datuk Seri Razman Hashim, Deputy Chairman of Sunway Group said the media night is organised to pay tribute to the media who have been instrumental in empowering Sunway's work to reach out to the public.

In addition to the welcoming buffet spread, members of the media also enjoyed a remarkable line-up of non-stop entertainment, including internationally acclaimed Iranian-born magician and illusionist Mahdi Moudini, the budding 10-year-old starlet Crystal Lee, winner of the Best Actress Award at Shanghai International Film Festival 2013, electronic violinist Dennis Lau and beat box sensation Koujee. The main entertainment for the night featured local comedian diva 'Bibi K Poh' of the Boom Boom Room fame who delighted audience with her jokes, songs and skits, including an unforgettable rendition of Jacky Cheung's ballad "Love You A Little More Each Day".

Celebrity emcee Ferhad, kept the media constantly on their toes with a string of lucky draws offering attractive gifts such as digital gadgets and relaxing overnight trips to The Banjaran Hotsprings Retreat and to Sunway Resort Hotel & Spa to name a few.

## MAKING A DIFFERENCE ONE BIG CHANGE AT A TIME

### SUNWAY UNIVERSITY SETS UP SUNWAY INSTITUTE FOR SOCIAL ENTREPRENEURSHIP



One for the album: (From left) Associate Professor Dr Foo Yin Fah, Director, Sunway University Institute of Social Enterprise; Sarana Cheah, Managing Director, Group Strategy & Corporate Development, Sunway Group; Elizabeth Lee, Senior Executive Director, Sunway University and the Sunway Education Group; Lee Weng Keng, CEO, Education & Healthcare Division, Sunway Group; Tan Sri Dr Jeffrey Cheah, Pro-Chancellor, Sunway University; Datuk Seri Razman M. Hashim, Deputy Chairman, Sunway Group; Tan Sri Dr. Ramon Navaratnam, Corporate Advisor, Sunway Group and Professor Graeme Wilkinson, Vice-Chancellor, Sunway University.

Inspired by Jeffrey Cheah Foundation (JCF), the largest social enterprise in Malaysia with a unique operating model, Sunway University has set up the Sunway Institute for Social Entrepreneurship (SISE) to advance social entrepreneurship in Malaysia.

Social entrepreneurship is an activity that combines the passion of a social mission with a business-like discipline, innovation and determination. To transform and empower people to be socially entrepreneurial change-makers through education, multidisciplinary research and social impact innovation initiatives, SISE will offer undergraduate and postgraduate courses on entrepreneurship and social entrepreneurship that would help nurture vibrant and dynamic change-makers that would make a significant social impact to our community, nation and the world.

The Institute will establish an International Advisory Committee made of up renowned local and international entrepreneurs and academics that would provide advice on the strategic direction of the Institute as well as link the Institute with the wider global community of social entrepreneurs.

The management team will include a director, programme managers, associate researchers as well as in-house entrepreneurs...

The Institute will also undertake multidisciplinary research that would contribute to the understanding of social innovation and entrepreneurship and its practical applications.

"I strongly believe in social enterprise. JCF is a successful model of social entrepreneurship and we want to share our experience with others. I want to spread this knowledge so that others can start their own social enterprise to help others in need," said Tan Sri Dr Jeffrey Cheah, AO, Chancellor of Sunway University and Founding Trustee of JCF.

JCF itself is a fine example of social enterprise with a first-of-its kind not-for-profit structure in the country which has, to-date given out in excess of RM132 million worth of scholarships to more than 13,000 students since 1997 when it was the Sunway Education Trust.

## YET ANOTHER AWARD IN THE BAG FOR SUNREIT!

### SUNWAY REIT'S BEST CORPORATE GOVERNANCE PRACTICES SHINES AT THE GLOBAL EXCELLENCE IN MANAGEMENT AWARD



Standing at the forefront of excellence: Dato' Ngeow Voon Yean, MD of Property Investment Division, Sunway Berhad, Tan Sri Ramon Navaratnam, Corporate Advisor, Sunway Berhad,

Dato' Jeffrey Ng Tiong Lip, CEO of Sunway REIT Management Sdn Bhd & Mr Evin A/L Berty Luka Fernandez, Independent Non-Executive Director, Sunway REIT Management Sdn Bhd

Sunway Real Estate Investment Trust (REIT) has been awarded the highly acclaimed Global Excellence in Management Award (GEMA) for the category, "Excellence in Corporate Governance – Private Sector," further reaffirming its high standard of corporate governance practices.

This recognition marks the third time Sunway REIT's best corporate governance practices

have been recognised within the span of 9 months by various credible institutions including the National Annual Corporate Report Awards (NACRA) and Asia Pacific Real Estate Association (APREA), where Sunway REIT was named winner of the overall award for best practices in the emerging market category on top of five merit awards for various corporate governance best practices.

## OUTSTANDING LANDSCAPE IN SUNWAY CITY IPOH WINS PRAISES FROM IPOH MAYOR



Sunway has been presented with the Mayor's Landscape Award by Dato Haji Roshidi Haji Hashi, Mayor of Ipoh, in recognition of its concentrated and consistent effort to beautify and maintain the Ipoh landscape all year round. Another area which contributed to the win is SCI's eco-friendly landscaping. Specifically, in line with Sunway's commitment to develop sustainable communities, water is harvested from natural lakes within SCI. The award was conferred in conjunction with Ipoh City Council's 25th anniversary celebration.

Mr Wong Wan Wook, General Manager of Sunway City Ipoh, shared that Ipoh City Council awarded Sunway the project to beautify and maintain the Ipoh Township via Sunway's sister company Tajul Green Sdn Bhd, since April 2010. This is primarily due to Sunway's landscape work and meticulous maintenance. The bougainvillea flowers which can be seen blooming all year round SCI is a notable favourite among local and international tourists, as it exemplifies Ipoh's moniker as the Bougainvillea City.

In addition to maintaining the Ipoh landscape, Sunway City Ipoh had in 2002, worked closely with the State and Federal government to upgrade and widen Jalan Tambun from two to four lanes, effectively shortening the travel time from the city centre to SCI to ten minutes. Sunway had also contributed to the installation of streetlights along Jalan Tambun, as part of the Group's Corporate Responsibility to ensure the well-being of the community and its surrounding areas.

REZA MUBIN CONTRIBUTED TO THIS ARTICLE.

## BEST KEPT BEAUTY SECRET IS OUT!



Puan Sri Datin Seri (Dr) Susan Cheah, Sunway Group EXCO Member flanked by Senior Management of the Sunway Group and the Aesthetic & Laser Centre specialists.

### DOORS TO THE AESTHETIC & LASER CENTRE NOW OPEN

Sunway Medical Centre recently unveiled its latest centre of excellence, the Aesthetic & Laser Centre.

Located on Level 2, the beauty medical centre provides both surgical and non-invasive treatments for the skin, face and body. Some of these treatments include removal of wrinkles, fine lines, facial and body hair, tattoos, facelift, breast and body procedures.

The media and selected guests, including guest-of-honour Puan Sri Datin Seri (Dr) Susan Cheah and members of Sunway Group senior management, were led on a personal tour of the centre and had the chance to learn more about the functions of each machine. After the tour ended, they enjoyed a pampering session as a special treat. In addition, they also underwent a skin analysis, experienced an express make-up and manicure session, hair styling, as well as a head and neck massage.

The Aesthetic & Laser Centre is headed by consultant plastic & reconstructive surgeon, Dr Tan Geok Puan and consultant dermatologist, Dr Lee Yin Yin. In addition to the two consultants, the centre is served by two more consultant dermatologists, a qualified aesthetic physician and a nurse beautician.

SHANIZ CHAN CONTRIBUTED TO THIS ARTICLE

## WE ARE BUILDING SOUTH-EAST ASIA'S FIRST CRUYFF COURT

### SUNWAY LEADS AS MAIN SPONSOR OF CRUYFF COURT ISKANDAR

Sunway has contributed RM300,000 to build Southeast Asia's first Cruyff Court in Iskandar, ensuring that local children and members of the community have a safe and secured place to practice sports. In line with Sunway's mission to provide a better future for the communities in which they build, serve and live in and to further enrich the lives of the future generation, the Cruyff Court Iskandar will serve as a platform to teach football skills, social assistance and community building for underprivileged children.

Datuk Seri Razman Hashim, Deputy Chairman of Sunway Group, affirmed Sunway's commitment as a community builder and its belief that every child deserves quality education. The Jeffrey Cheah Foundation,

a non-profit entity ensures that its assets, funds and operating surpluses are used to perpetuate the cause of bringing quality education to Malaysian students. To date, Jeffrey Cheah Foundation has given out more than RM132 million in scholarships to over 16,000 deserving and needy students.

The Cruyff Court Iskandar is part of a worldwide initiative for 20,000 children championed by the Johan Cruyff Foundation. The Foundation, created in 1997 by legendary Dutch footballer Johan Cruyff to provide sporting opportunities for children with disabilities. Since then, more than 176 Cruyff Courts have been built, benefiting over 50,000 children across 14 countries.

Goal! Datuk Seri Razman Hashim, Deputy Chairman, Sunway Group, demonstrates his football prowess to an appreciative crowd.





<b>SUNWAY</b> lifestyle	Google play
	Available on the App Store
	Windows Store