

BERITA

# SUNWAY

## STAYING AWAKE DURING A BRAIN SURGERY?

CREATING  
SUSTAINABLE  
AND LIVEABLE  
COMMUNITIES

MAXIMISING  
POTENTIAL  
OF PUBLIC  
SCHOOLS

CUISINE  
CRUSADE  
AT SUNWAY  
RESORT  
CITY

EVOLVING  
INTO A  
GLOBAL  
EDUCATION  
HUB

CONSTRUCTION  
STANDARDS TO  
THE FORE

ISSUE  
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## COLOPHON

**ADVISORS**  
YBhg Tan Sri Datuk Seri Razman M. Hashim  
Jane Poh  
Sharzede Hj. Salleh Askor

**EDITORIAL BOARD**  
**Editor-In-Chief**  
Yap Shi Han  
yapsh@sunway.com.my

**Sub-Editor**  
Ng Yit Kim, May  
maynyk@sunway.com.my

**EDITORIAL ASSISTANTS**  
Ang Sher Lyn, Dhiwenia  
Subramaniam, Dr Tong Gin Chee,  
Nor Hidayah Hassan, Tabitha Revi

**PUBLISHER**  
Sunway Group Brand  
Marketing & Communications

**REGISTERED ADDRESS**  
**Sunway Management Sdn Bhd**  
Level 16, Menara Sunway  
Jalan Lagoon Timur  
Bandar Sunway  
47500 Selangor Darul Ehsan  
Malaysia  
Tel: +603 5639 8889  
URL: www.sunway.com.my

**PRINTER**  
**Gloverin**  
No 3 Jalan PJS 11/16  
Bandar Sunway  
46150 Petaling Jaya  
Selangor Darul Ehsan  
Malaysia  
Tel: +603 5633 9666

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**SUNWAY GROUP BRAND MARKETING & COMMUNICATIONS**  
Level 18 Menara Sunway  
Jalan Lagoon Timur  
Bandar Sunway  
47500 Selangor Darul Ehsan  
Malaysia  
Tel: +603 5639 8631/8194/9855

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# UNIMPEDED GROWTH

## CONTINUED PROGRESS

TAN SRI DR JEFFREY CHEAH, AO  
FOUNDER & CHAIRMAN,  
SUNWAY GROUP

I am heartened to say that we concluded the year 2014 with top quartile scores amid our 40th anniversary celebrations, themed "A Part of You." We saw with great pride a string of accomplishments throughout the Group underscored by some 20 major national and international awards.

These excellent awards testify to the strong support our stakeholders have entrusted us. We remain committed to enriching more lives, building more liveable communities, and forging forward with a constancy of purpose and a relentless entrepreneurial spirit for innovation. We will continue to game-change the way our communities **live, learn, work, play, stay, be healthy and safe.**

Our focus on **Enriching Lives**, for instance, will see us deepening our impact in education by partnering with Yayasan Amir in its Trust Schools Programme for the next five years (2015-2019). This programme is aimed at driving the transformation of the outcomes of students in national government schools through the Public-Private Partnership. Sunway Group has made a RM75 million commitment to establish the Jeffrey Cheah Trust School Programme under the auspices of Yayasan Amir, to support the transformation of SMK Bandar Sunway and SK Bandar Sunway, two of our six adopted schools, into Model Schools by 2019.

As for **Community Building**, Sunway Resort City, our flagship integrated township, is constantly improving and upgrading its accessibility and connectivity with Malaysia's first elevated eco-friendly electric Bus Rapid Transit (BRT) - Sunway Line which is expected

to be launched by mid-2015. Also on track are the expansion plans for Sunway University's new building, Sunway Pyramid's further extension of SP3, Sunway Medical Centre's Oncology Building and Sunway Lagoon's Nickelodeon-themed attraction within Sunway Resort City. Sunway Putra and Sunway Velocity, both integrated developments featuring components of retail, commercial residential and hospitality, will add much vivacity to the landscape of Kuala Lumpur upon completion.

*We are also on course to become the country's largest owner-operator of shopping malls by 2018 with the new premium outlet mall in Sunway City Ipoh and an extension of Sunway Carnival Mall in Seberang Jaya- in the northern region. Down south, the 100% sales take-up rate of our first integrated development in Sunway Iskandar, Citrine, as well as a planned water park, will continue to bode well for the 1,800-acre Sunway Iskandar, Malaysia's first Nature's Capital City. We expect the development to be in full swing in the next 10 to 15 years. This will become another world-class township and a major contributor to the nation's economic growth.*

Driven by an **Entrepreneurial** spirit to grow and add value for our stakeholders, we have announced the listing of Sunway Construction Group on Bursa Malaysia targeted for second quarter of 2015. This will enable us to grow the construction arm, and for Sunway Group to further unlock its potential value from its strong position. In addition to the listing, we will continue to build upon our synergies between our property and construction arms.

In the same spirit we will also be pursuing regional expansion with a focused goal of garnering a contribution of 30% of revenue and profits from businesses abroad by 2018. We will strive to be the market leader in many of the businesses that we are currently in. Naturally, we will also continue to look outwards to explore growth, domestically or expand into new frontiers, such as the new Asean Economic Community.

The year 2015 will come with its own sets of challenges, as well as opportunities for greater growth. We need to be more determined, action-oriented, and we will take the initiative for stronger leadership in our industries. With the continued dedication and support of all Sunwayians, I believe that together we will forge forward in all fields where we embrace our core values of Integrity, Humility and Excellence in our pursuits ahead.

I wish everyone the best of health with a productive and progressive 2015 ahead.



# CREATING SUSTAINABLE & LIVEABLE COMMUNITIES



1

1. Sarena Cheah, Sunway Group Property Development Division's Joint Managing Director of Malaysia and Singapore receiving the Top Property Developer Award.

2. Sunway takes the No. 1 spot at The Edge Malaysia Property Excellence Awards 2014.

Sunway's wins at The Edge Property Developers Awards 2014 attest its commitment to building for a better tomorrow



2

As Malaysia's population increases, there is a pressing need to build homes that are sustainable and affordable. Property developers are becoming more perceptive of the needs of increasingly discerning homebuyers taking into consideration the demand for quality living and greener development.

*As a Master Community Developer, Sunway has taken the initiative beyond building townships. It continues to foster a holistic, liveable and progressive environment through the sustained growth in its developments.*

The viability and consistency of Sunway's approach to community building was validated by The Edge, Malaysia's leading business publication, honouring Sunway Group with the pole position at The Edge Top Property Developers Awards 2014, deemed the definitive ranking for the nation's property industry.

Sunway also scored Best in Qualitative Attributes while taking home two other awards in The Edge-PAM Green Excellence category. The Banjaran Hotsprings Retreat was declared winner for the said category while Sunway Rymba Hills garnered honorary mention, underscoring Sunway's clear focus on sustainable development.

The Banjaran Hotsprings Retreat is a great feat of preservation nestled in a 16.59-acre valley in Sunway City Ipoh. Flanked by 260 million-year-old limestone hills, cradled within a verdant rainforest, and surrounded by rejuvenating geothermal hot springs, natural caves and cascading waterfalls, the development has 25 eco-luxurious garden and water villas, Malaysia's top-class spa and wellness resort complete with a host of lavish retreat experiences.

Sunway Rymba Hills, a secure LOHAS (Lifestyles of Health and Sustainability) residential development, is the first and only residential development in Petaling Jaya with an exclusive 6.5-acre private forest park and private clubhouse facilities. Built on a 19.72-acre prime land in Sunway Damansara, 60% of the area is dedicated to greenery, tailored for well-heeled homebuyers who desire modern living set amidst green natural environment.





1

In addition to the coveted industry award, two of Sunway's leading construction personalities were also recognised for their meritorious contributions. Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group was presented with the Prominent Player Award, while Mr Kwan Foh Kwai, Senior Managing Director of Sunway Construction, was named CEO of the Year.

The three merits not only benchmark Sunway against the industry's best but also seek to amplify Sunway Group's 40th anniversary in 2014. These achievements will also help pave way for the construction unit's eventual listing on Main Market of Bursa Malaysia Securities Berhad targeted for the second quarter of 2015.

40 national and international recognitions for excellent industry performance, management, safety and health, as well as quality.

The MCIEA awards are regarded as a foremost accolade for all-round excellence in the Malaysian construction industry. The Builder of the Year award is presented to Grade G7 contractors, the highest contractor category in Malaysia endorsed by the Construction Industry Development Board, to those who have demonstrated overall excellence in the company's performance and project implementation.

This is the third year Sunway has won, and incidentally, also bagged the most number of awards at the awards ceremony becoming the first construction company to have won the Builder of the Year award three times. To date, the construction unit alone has garnered nearly



Sunway Construction is currently one of the leading construction powerhouses in Malaysia with an outstanding construction order book, in excess of RM3.4 billion as of 31 July 2014. Its current projects include major nation-building infrastructure projects such as the Mass Rapid Transit Package V4, Light Rail Transit – Kelana Jaya extension line, Malaysia's first elevated Bus Rapid Transit – Sunway Line, Afiniti Urban Wellness Centre, KLCC North East Carpark and KLCC Package 2.

As an innovative turnkey contractor, Sunway Construction is currently the first in its field to design buildings using the Virtual Design and Construction system (VDC). This integrated approach to managing design and costs through digitisation of information models ensures better streamlining of design, scheduling and fabrication processes, and is seen by the Group as a competitive edge going forward.



2

1. (from left to right) Dato' Tan Kia Loke, former Senior Managing Director of Sunway Construction; Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group; and Mr Kwan Foh Kwai, Senior Managing Director of Sunway Construction with their wins.

2. Sunway clinched three awards at the Malaysian Construction Industry Excellence Awards (MCIEA) 2013.

# CONSTRUCTION STANDARDS TO THE FORE

Three big wins for Sunway's exemplary performance in the nation's construction industry

Construction is a crucial contributor to the competitiveness and prosperity of the nation's economy. For any country, a modern, efficient infrastructure is a major driver of productivity, and the construction industry has a vital role in delivering the built infrastructure in an innovative and cost-effective way.

Sunway Construction has continuously striven to improve the performance of the construction industry through elevating the quality and innovation of its products and services. As a result, Sunway Construction was honoured Builder of the Year by the Malaysian Construction Industry Excellence Awards (MCIEA) 2013.



## ADDRESSING THE NEED

# FOR ENGLISH LANGUAGE

Coaching students to improve English while instilling confidence and building up communication skills



In line with the spirit of Jeffrey Cheah Foundation (JCF) – Nurturing the Seeds of Wisdom, Sunway Group advocates access to quality education, and as part of this advocacy, the Sunway English Development Programme was mooted to improve English proficiency among secondary students in Malaysia.

Following the success of the inaugural Sunway-Oxbridge Essay Competition, which saw submissions from all states in Malaysia, Sunway Group continued the momentum with a 10-week English Tutorial Programme for the students of SMK Bandar Sunway.

Jointly organised by Sunway Group and Sunway University, the programme saw participation from 40 Form 4 SMK Bandar Sunway students. During the 10 weeks, students engaged in various interactive games and activities to foster greater use of the English language. The programme culminated in a lively public speaking competition and a Dikir Barat performance in English.

One of the highlights of the finale competition saw SMK Bandar Sunway student, Siah Ren Jun @ Raphael John, launching a passionate argument against the fact that students can improve their English through Facebook. He walked away as a winner of the public speaking competition, receiving cash prize and a trophy.

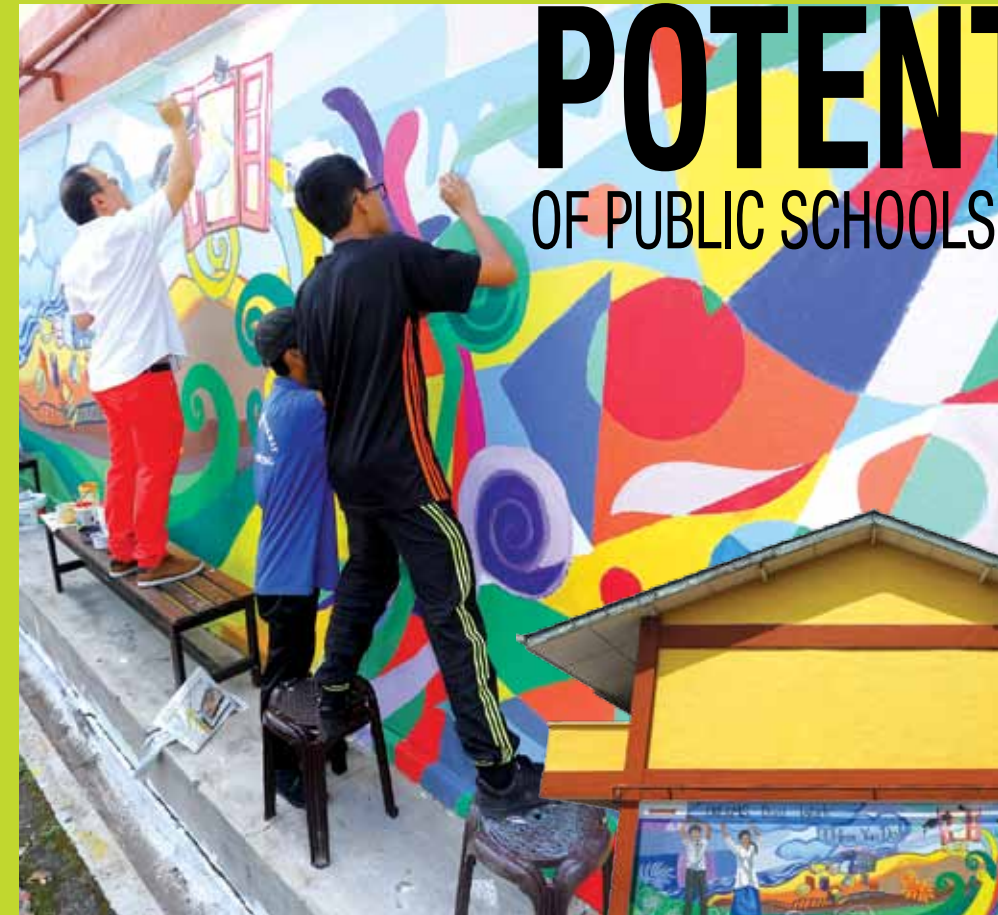
Chief Judge Jonathan Moh Jun Han, lecturer of Sunway University Centre for English Language Studies and president of Sunway University Toastmasters Club, commended the students' effort and success in overcoming their fears and delivering their speeches and performances eloquently in front of an audience.

Sunway Group also enlisted the expertise and assistance of Sunway University Head of Centre for English Language Studies, Professor Stephen Hall, and his lecturers Kenny Ong and Pax Wong, as well as Leonard Chin, a lecturer in the A-Level programme in Sunway College. They trained and coached the SMK Bandar Sunway students in a series of workshops prior to the competition.

"This programme has taught me not to be afraid to make mistakes. The more you speak in English, the more able you are to learn from mistakes. This competition has also given me the exposure of how it is like to be a speaker in a public conference." - Siah Ren Jun, winner of Sunway-public speaking competition.

"In order to be a great speaker, you must know how to connect with the audience. Your speech must convey a message for the audience to remember and the way you speak should inspire and motivate them. I am happy that the students have applied what we have taught them but I believe they can go further than this," - Jonathan Moh, Chief Judge/lecturer of Sunway University Centre for English Language Studies and president of Sunway University Toastmasters Club.

# MAXIMISING POTENTIAL OF PUBLIC SCHOOLS



A five-year partnership between the Jeffrey Cheah Foundation and Yayasan AMIR will see improvement of accessibility to quality education for public schools

With this collaboration, JCF sets out to significantly improve the academic performance of two of its adopted schools\* – SK Bandar Sunway and SMK Bandar Sunway, with a RM75 million contribution as part of the five-year commitment commencing 2015. The contribution will also help finance the purchase of teaching and learning tools; allowance for appointed advisory teachers and middle leaders; and coaching amongst others.

Both SK and SMK Bandar Sunway will be given training and support central to developing the schools, raising the quality of teaching and learning, maximising student potential, and strengthening the involvement of parents and community in the students' learning. The schools will use the Malaysian syllabus as stipulated in the Malaysian Education Blueprint 2013-2025. The Foundation, with its participation and support towards the programme, will also strengthen the social fabric of the community through improved levels of education and higher employment rates.



Trust Schools are public schools that are jointly managed by Yayasan AMIR Trust School Programme (YATSP) and school principals, under the care of the Ministry of Education (MOE). The first trust school initiative started in 2010 when Yayasan AMIR piloted the programme in 10 public schools. Aimed at improving accessibility of quality education, the not-for-profit Yayasan AMIR introduced the government school transformation programme through a Public-Private Partnership with the support of the Ministry of Education.

Aligned with the vision of Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group, and the Jeffrey Cheah Foundation (JCF), the latter has sponsored two trust schools through the programme to nurture well-rounded students equipped with skills which will subsequently contribute to the talent pipeline for the industries and community.

\* Jeffrey Cheah Foundation has adopted six schools nationwide namely SMK Bandar Sunway, SK Bandar Sunway, SJK (C) Chee Wen in Subang, SK Convent Klang, SMJK (C) Yuk Choy and SJK (C) Gunung Hijau in Perak.



# DIABETES AWARENESS — AN ONGOING EFFORT

THOUSANDS TO GET SCREENINGS FOR  
PREVENTION OF DISEASE



Last year, it was reported that an alarming 3.6 million adults are estimated to be affected by diabetes in the country, according to the Obesity Prevention Council President. The terrifying number puts Malaysia as one of the highest on the list in both ASEAN and the western pacific regions.

Entering the second year of a five-year campaign (2014), Sunway Medical Centre (SunMed) is making progress in its efforts reaching out to Malaysians with its innovative annual 'Let's Take 5' campaign with even more inventive efforts.

The campaign, which aimed at highlighting the complications related to diabetes, namely stroke (brain), eye, heart, kidney and foot to the public took on the theme 'Beat Diabetes' for the year 2014, which focused on heart complications caused by diabetes.

The campaign commenced with roadshows educating and empowering the public on the dangers of diabetes and to take charge of their health. These roadshows, held in Klang Valley and Penang, offered free health screenings including body mass index (BMI), blood pressure and blood glucose tests. Diabetes Nurse Educators and Dietitians were also on hand to provide counselling for those at risk.

A change from previous years, SunMed also reached out to corporate clients to set up booths in their office buildings, beyond residential communities.

In order to create a wider impact, the campaign concluded with a mega event at Sunway Pyramid, attracting thousands of participants. Having in mind that children too can benefit from early education, a host of exciting activities were planned for families including children's colouring contest, pop quizzes and games, and healthy cooking demonstrations.

SunMed also organised a World Diabetes Day celebration and the launch of Children's Fund with Malaysian Endocrine & Metabolic Society (MEMS) in collaboration with Diabetes Malaysia. A Charity High Tea was also hosted for 140 diabetic children and their parents at the Swan Convention Centre in November 2014 with engaging performances by Pak Ngah Production, a silent auction and a Batik charity sale.

## DIABETES: MYTHS OR FACTS ?

**Q:** Healthy food like whole grains and fruits won't increase your blood sugar level.

**A: False.** These are carbohydrate sources as well and will be converted to sugar therefore consuming too much will also increase blood sugar level. But there are healthier options because of its nutritional values, fibre content and steady release sugar to the blood streams.

**Q:** Diabetes is caused by eating too much sugar.

**A: False.** It is due to absence of insulin, lack of insulin or poor function of insulin in the body. However, being overweight and leading a sedentary lifestyle also contributes to developing diabetes.

**Q:** The more diabetes tablets I take, the faster my kidneys will damage.

**A: False.** If you do not take diabetes medication, and sugar level increases, it will increase the risk of kidney failure.

**Q:** Insulin treatment causes complications and death.

**A: False.** Insulin treatment if taken according to doctor's instructions and proper technique will reduce the complications of diabetes.

**Q:** Erectile dysfunction is caused by diabetes tablets.

**A: False.** If you do not take diabetes medication, and sugar level increases, it will increase the risk of erectile dysfunction due to damage to the nerve system.

**Q:** People with diabetes need to follow a very strict diet.

**A: False.** Diabetes patients can eat a variety of food including their favourite dishes and minimizing or avoid simple sugar. They only need to plan their meals well especially on the carbohydrate portion with a dietitian.



# SINGAPORE - SUNWAY ISKANDAR CLOSER THAN YOU THINK



## A MULTI-MILLION RINGGIT PROJECT TO REDUCE TRAVELLING DISTANCE

**B**y 2017, you can minimise your travelling time via Singapore Second Link to Sunway Iskandar as the design and construction for the final stretch of the Coastal Highway Southern Link, connecting to the Second Link Highway, is well on track. The project kick-started through a Facilitation Fund Agreement (FFA) signed by Iskandar Investment Berhad (IIB) between the Government of Malaysia and Bank Pembangunan Malaysia Berhad (BPMB), marking a key milestone for Iskandar Malaysia and a successful model for the government in its effort to promote Public-Private Partnership initiatives in Malaysia.

It will take a mere 5 minutes from the Sultan Abu Bakar Custom Immigration and Quarantine (CIQ) Checkpoint at the Second Link to get to Medini via this strategic linkage. The completed project will be the southern gateway to Medini Iskandar serving high traffic volume generated by high-profile international projects including Legoland Malaysia Resort, Pinewood Iskandar Malaysia Studios and the Avira Resort Wellness Project in Medini Zone E.

Scheduled to complete by the second quarter of 2017, the new 5.2km highway will traverse the proposed Gerbang Nusajaya South development, Kg. Tiram Duku Kiri, Kg. Bukit Kuching and Leisure Farm. The linkage will provide direct connection from the Coastal Highway Southern Link to Sunway Iskandar – the central business district of Nusajaya, reducing approximately 10km of travelling distance.

The Coastal Highway Southern Link is a project between IIB, Sunway Iskandar Development Sdn Bhd (SIDSB), UEM Sunrise Berhad (UEM Sunrise) through its wholly-owned subsidiary Nusajaya Rise Sdn Bhd (NRSB) and Mulpha International Berhad (MIB).

The project is partially funded by the Government via a grant from Unit Kerjasama Awam Swasta (UKAS). The tripartite SIDSB, NRSB and MIB will collectively contribute to the remaining project cost, estimated at RM180.3 million, thus enabling the implementation of the project.

*The agreement was signed by Datuk Syed Mohamed Syed Ibrahim, President and CEO of IIB; Dato' Ahmad Husni bin Hussain, Director General of UKAS; and Zakaria Saad, Head of Business Banking at BPMB, and witnessed by YB Senator Dato' Sri Abdul Wahid Omar, Minister in the Prime Minister's Department and Tan Sri Dato' Azman bin Hj. Mokhtar, Chairman of IIB.*

**M**ore than 500,000 residents within Subang Jaya, Bandar Sunway and USJ will benefit from the improved infrastructure with major road expansion and upgrading projects undertaken by Sunway. Together with Subang Jaya Municipal Council and Malaysia Highway Authority (MHA), Sunway has pledged more than RM200 million to upgrade roads and infrastructure as part of its ongoing corporate social responsibility efforts.

Completed in 2013, the RM40 million link to KESAS highway was built to facilitate direct access in and out of Sunway South Quay. The ingress into Sunway South Quay will be opened in conjunction with the launch of Malaysia's first elevated Bus Rapid Transit (BRT) along Jalan Lagoon Selatan by mid-2015. The BRT-Sunway Line, a public-private partnership between Sunway Berhad and Syarikat Prasarana Negara Berhad, aims to drastically improve accessibility and connectivity within Bandar Sunway and its surrounding areas.



# RM200 MILL TO TRANSFORM ROADS & INFRASTRUCTURE

Group co-invests  
in infrastructure to  
ease traffic flow

In addition to the RM 40 million link, an elevated road directly linking Sunway South Quay to the New Pantai Expressway (NPE) will be built and is targeted to commence within three years.

Sunway has also undertaken the expansion of the road along New Pantai Expressway (NPE) from Sunway Pyramid leading up to Persiaran Kewajipan junction. The construction of this phase commenced in 2013 and is targeted to complete by mid-2015. The widened NPE road, partially completed from the junction of Jalan SS13/3 to the Kewajipan Roundabout, was open for public use as of November 2014.

The widened roads and direct access to major highways are expected to significantly reduce traffic congestion within the vicinity. Greening and landscaping works are also constantly being carried out to complement the infrastructure projects.



1. Ongoing road expansion initiatives along NPE from Sunway Pyramid leading up to Persiaran Kewajipan junction.
2. New KESAS link completed in 2013.
3. Widened NPE road from the junction of Jalan SS13/3 to Kewajipan roundabout.



# OUR 40<sup>TH</sup> ANNIVERSARY IN 2014 KEY HIGHLIGHTS



## Australian Merits for Sunway Medical Centre

Sunway Medical Centre is the first hospital in Southeast Asia to be awarded international accreditation by the Australian Council on Healthcare Standards (ACHS). The accreditation is an excellent evidence of the hospital's commitment to delivering the highest quality of care to Malaysians, in accordance with international standards of healthcare assessment of multi-specialty medical care.

## Stop Hunger Now!

Sunway packed a total of 100,000 highly nutritious meals for more than 1,000 underprivileged individuals among them children and poor families. The Stop Hunger Now programme saw more than 800 Sunway staff from the central, northern and southern regions pack meals comprising rice, soy, vegetables, and 21 essential vitamins and minerals. This is an annual initiative as part of Sunway Group's C.A.R.E. (Community Aid, Reach-out, Enrichment) CSR projects.



## RM2.5 million for Kidney Health

Sunway Group raised a total of RM750,000 for the National Kidney Foundation of Malaysia (NKF) at a charity dinner held at Sunway Resort Hotel & Spa. The event was also aimed at promoting organ donation and increasing awareness of kidney transplant. Sunway has to-date collected RM2.5 million in support of NKF.



## It pays to be "Sunway Pals"

Sunway Pals, a loyalty programme in appreciation of the public's support for the Sunway brand, was introduced in conjunction with Sunway's 40th anniversary. Members are rewarded with great loyalty points (which can be used like cash) every time they spend at any of the many Sunway business entities and participating merchants. Sunway Pals is the fastest growing loyalty programme in Malaysia with some 200,000 members within a year since its introduction in February 2014.

Find out more at [www.sunwaypals.com.my](http://www.sunwaypals.com.my)



## A Harvard Insignia at Sunway

In 2013, Jeffrey Cheah Foundation contributed USD6.2 million (approximately RM20 million) to Harvard University to establish two Jeffrey Cheah professorships at Harvard. With that, the Jeffrey Cheah Institute on Southeast Asia (JCI), a component of Sunway Education Group and Malaysia's first private university-based public policy think tank, was birthed to help promote research and teaching on Southeast Asian issues.



## Writing to support a smoke-free environment

A Sunway-Oxbridge Essay Competition 2014 was spearheaded by Sunway Group to raise standards of English proficiency in Malaysian schools. Endorsed by Ministry of Education, the essay competition saw more than 2,000 entries from secondary schools using the Malaysian syllabus nationwide. The competition was jointly organised by The Oxford & Cambridge Society Malaysia, the Jeffrey Cheah Foundation, Sunway University, Monash University Malaysia and in partnership with Sunway Pals and Astro TVIQ's "Oh My English!"





## SUNWAY UNIVERSITY THRIVES AMID

# NEW WORLD CLASS

## FACILITIES

Sunway Group has invested RM350 million to build a brand new state-of-the-art university building at Sunway University. In line with its vision of creating a world-class learning hub in Bandar Sunway, the institution will be equipped with one of the most advanced educational facilities in Malaysia. Upon completion by mid-2015, the new building will cater to more than 9,000 students.

The 12-storey modern building will showcase an amazing 880,000 square feet of space including lecture theatres, mini-theatres, a large scale auditorium, laboratories and training rooms to meet the most demanding contemporary standards of 21st century higher education.

The building, created with intelligent spaces, is designed to help unleash the power of creative minds while catering to a variety of learning methods from the formal to the informal. Aside from academic facilities, the campus will include a training restaurant, cafeteria, wine laboratory, art gallery, a Power Centre for sports, dance and music, and a FIFA-certified synthetic turfed football field.

[ Modern new campus on track in bringing world-class facilities to benefit students ]

Highlights of the new building include the Executive Learning Centre for budding entrepreneurs, and the Social Enterprise and Business Incubators for business mentorship and think-tank forums.

On campus will be the Tun Hussein Onn Library, encompassing three floors, with more than double the existing library space. Seating capacity will be increased tremendously to more than 1,000 seats. The resource-rich library will be equipped with comprehensive print and digital reference collections. The library will also have an extended hour study area, collaborative study zone, group project rooms, personal study spaces, IT zones and drink and phone areas.

These include the Harvard Collection, equipped with a growing number of more than 900 titles and volumes each. The Harvard Collection comprises Harvard University publications, resources, case studies and videos as well as publications of its illustrious alumni.

The new campus building is easily accessible to all at Sunway Resort City via an elevated covered canopy walkway.

**S**unway Putra, a 4.5 acre self-sustained integrated development positioned in the heart of the Diamond Triangle, is set to morph into one of the most vibrant business hubs in downtown Kuala Lumpur.

Backed by strong business components namely Sunway Putra Mall, Sunway Putra Tower and Sunway Putra Hotel, Sunway Putra fronts the internationally-renowned Putra World Trade Centre.

The 5-star Sunway Putra Hotel offers 650 well-appointed and contemporary styled guest rooms; ranging from Superior, Deluxe, Club rooms to Suites. An Executive Lounge with unobstructed view of magnificent Kuala Lumpur is located on level 35, catering to the comfort and leisure of Club and Suite occupants. The hotel houses a 10,000-square feet pillarless Grand Ballroom, accommodating up to 800 guests and fifteen state of the art Meeting Rooms.

For dining, the Coffee House offers a wide array of international and Asian favourites while Japanese specialities are served at Gen @ 10. Freshly-made gourmet delicatessens, coffee varietals and flavoured teas are served daily at the Atrium Lounge with an open skylight, adjacent to the hotel's grand Reception lobby.

Sunway Putra Tower comprises 24 floors of office space, with 317,000 square feet of net lettable area (NLA) and an average of 15,000 square feet floor plates. Currently, refurbishment works on major facilities such as lift lobbies, lift systems, washrooms and main entrance lobby are underway at Sunway Putra Tower. The office tower enjoys the convenience of seamless connectivity to the Sunway Putra Mall, Sunway Putra Hotel, LRT/KTM stations and PWTC.



Sunway Putra Mall enjoys superb pedestrian traffic and accessibility via KTM, public buses, monorail and LRT and is within a 15-minute drive from most parts of the city. It caters to the upscale residential catchments including the likes of Bukit Tunku and Taman Duta alongside businesses in Sentul East and West, Mont Kiara and Hartamas.

The uber-modern design of Sunway Putra Mall with bright and bold hues of red, orange and yellow- inspired by South Africa's Sun-drop Diamond will rejuvenate decades old, area bringing forth hope, prosperity and renewal. With an extensive RM1 billion transformation, Sunway Putra Mall will offer eight levels of retail podiums and five unique precincts - Vanity Hall, Esquire Square, Asian Avenue, Market Place and Selera Street.

With an increased NLA of 600,000 square feet, Sunway Putra Mall will introduce an eclectic mix of gourmet emporium, international and regional fashion, family goodness, food and beverage, and many other offerings which resonate with today's urban lifestyle.

By mid-2015, Sunway Putra will emerge as an iconic development within the RM4 billion *River of Life* project, an Entry Point Project (EPP) by the government aimed at bringing recreational life to the 110-km Klang River basin and increasing economic viability of the area.

# POISED TO REJUVENATE KL DIAMOND TRIANGLE

Sunway Putra, a multi-billion Ringgit iconic integrated development comprising Sunway Putra Mall, Sunway Putra Hotel and an office block Sunway Putra Tower, expected to see an eclectic mix of tenants, improved traffic circulation and a complete facelift





## STAYING AWAKE DURING A BRAIN SURGERY?

**Neurosurgery performed without anaesthesia reduces risk of damage to linguistic and sensory capabilities**

The brain is arguably the most important part of the human anatomy for optimum quality of life, being the seat of intelligence, interpreter of the senses, initiator of body movement, and controller of behaviour. It is also the most complex organ when it comes to surgery. Damage to the brain will greatly affect cognitive behaviour and body movements.

Any treatment of the neurosurgical condition that involves invasive procedures or surgery is extremely high risk. The procedures require the skilled touch of a surgeon as well as cutting-edge technologies.

One of the sophisticated techniques in neurosurgery is the Awake Brain Craniotomy, performed without local anaesthesia enabling the patient to be awake during the procedure. The Awake Brain Craniotomy has been successfully performed at Sunway Medical Centre by Dr. Syed Abdullah Al-Haddad.

**The aim of the procedure is to minimise the risk of damage to linguistic, motor or sensory capabilities of the patient during the surgery.**

**It is the preferred technique for removing lesions close to or involving, functionally important regions of the brain such as motor and speech.**



During the procedure, the patient is able to interact with the doctor and it is this interaction that is the key to the procedure. The interaction is the most reliable way to ensure that the doctor does not damage healthy surrounding brain tissues while achieving gross resection\* of the tumour. During the operation, the doctor will 'test' the patient by asking the patient to answer questions and perform simple tasks to make sure the motor and speech functions

remain intact. From the patient's reaction, the doctor is able to map out and protect important regions of the brain and avoid damaging them during the surgery.

For patients with difficult brain tumours in areas near the speech or motor centre in the brain, Awake Brain Craniotomy offers better outcomes and preserves more functionality than many other treatments.

**The idea of being awake while being operated on may sound unpleasant and scary but the patient does not feel pain despite being awake as there are no pain fibres in the brain. Anti-anxiety medication is used to keep the patient calm amid drilling noises and unusual sensations. Regional anaesthesia is also used on the surrounding tissues such as scalp.**

Without the use of general anaesthesia, patients usually recover faster after the surgery. They are usually able to go home after 3 to 4 days in the hospital.

\* Surgeon removes all visible tumor and no apparent tumor remains.

# WHY IS ENERGY MANAGEMENT IMPORTANT

## Sunway champions better resource management for better lifestyles

As Malaysia's communities continue to grow, the expanding population creates an impact to our natural environment. The manufacturing, design, construction, and operation of the buildings in which we live and work are responsible for the consumption of many of our natural resources.

Green buildings use less energy, water, create less waste and are healthier in which to live, work and conduct leisure activities. These buildings essentially incorporate techniques that use resources more efficiently during the entire building cycle — construction, renovation, operation, maintenance, and demolition — than builders of conventional structures. The environmental benefits of green buildings are plenty — they help protect ecosystems and biodiversity, improve air and water quality, reduce waste flowing into streams, and help conserve natural resources.

Besides protecting the ecosystem, a green building such as The Pinnacle, Sunway will also result in lower operating costs because it uses less energy and materials. The improved indoor air quality which is built into its design improves the health of occupants.

The Pinnacle Sunway is the first building in Sunway Resort City (SRC) to be Multimedia Super Corridor (MSC) certified. The Grade A office building is designed with state-of-the-art facilities and accredited with Green Building Index (GBI) and Building & Construction Authority (BCA) Green Mark certifications to meet the needs of multinational companies and large corporations.

The 27-storey building is the tallest in Bandar Sunway with a lettable area of 580,000 square feet. Its ultra-modern façade has attracted multinational corporations (MNCs) including Ericsson, PepsiCo, Huntsman, Roche, Johnson & Johnson and Hitachi Sunway to set up their corporate offices here.



The Pinnacle has a large floor plate of 25,000 square feet that provides efficient space planning to the tenants. The Pinnacle, a highly touted smart building, is equipped with an e-directory, temperature control, a computerised visitor management system, destination controlled high-speed lifts, high-speed connectivity and a fibre-optic backbone.

Other unique features include seamless linkages at the mezzanine floor to Menara Sunway, Sunway Group's global headquarters, and other alfresco food and beverage outlets at Sunway Resort Hotel & Spa. With a sweeping view of Sunway Resort City, the Sky Garden at Level 14 is a superb venue for private business functions.

Designed to be energy and water efficient, it is equipped with modern features such as high performance glazing, chiller plant system design, LED lights and rainwater harvesting for irrigation. The building also uses low VOC paint, adhesives and sealants. Building materials are sourced locally with previous trees transplanted in nearby developments.

As part of the integrated township of SRC, tenants will benefit from the facilities and amenities nearby with excellent connectivity and accessibility. The building is also strategically located within walking distance to an elevated Bus Rapid Transit (BRT)-Sunway Line station, due to complete by mid-2015 making it a perfect choice for corporations seeking alternatives away from the crowded buzz of Kuala Lumpur.



# EVOLVING INTO A GLOBAL EDUCATION HUB

SUNWAY ESTABLISHES ACADEMIC TIES  
WITH UNIVERSITY OF CAMBRIDGE AFTER  
LINKS WITH HARVARD AND OXFORD

## Jeffrey Cheah Foundation

(JCF) and Gonville and Caius College in the University of Cambridge (Caius) have entered into an agreement to establish the Jeffrey Cheah Professorial Fellowship Fund. This partnership, with a benefaction of £1,200,000 (approximately RM6.2 million) by JCF, will support in perpetuity, two University of Cambridge professors who are Fellows of Caius, and who will be known as the Jeffrey Cheah Professorial Fellows.

The two Jeffrey Cheah Professorial Fellows will be designated by Caius and endorsed by JCF, with the preference that at least one of the Fellows will be in Life Sciences. Following the Fund, each of the Fellows will visit Sunway University at least once a year to give public lectures on academic development, and conduct master classes.

*Subsequently, Tan Sri Dr Jeffrey Cheah, AO, Founding Trustee of JCF and Chancellor of Sunway University, has been matriculated as a member of Caius, and admitted as a Gonville Fellow Benefactor of the College. His name has been engraved on the Benefactors' Wall at the Great Gate of Caius, recording the names of the College's greatest benefactors since its foundation in 1348. Tan Sri Dr Jeffrey Cheah is the first Malaysian to be honoured as one of the greatest benefactors of Caius. Currently, there are only thirty names on the Benefactors' Wall.*

The Gonville and Caius College, has a long historical association with medical teaching and breakthrough research. It is one of the largest in the University of Cambridge with a distinguished academic record. One of its most famous Fellows is Stephen Hawking, a celebrated cosmologist. Other famed alumni and Fellows include Sir William Harvey, discoverer of the circulation of blood (1618); and Sir James Chadwick, who discovered the neutron (1932).

This is the second donation by the JCF to a prestigious university abroad. The first was a gift of USD\$6.2 million (approximately RM20 million) to Harvard University in 2013 to establish two Jeffrey Cheah Professorships of Southeast Asia Studies and the Jeffrey Cheah Travel Grants for Southeast Asia Studies.



*(from left to right):  
Professor John A. Todd FRS,  
Professor of Medical Genetics,  
University of Cambridge;  
Tan Sri Dr Jeffrey Cheah AO,  
Founding Trustee of Jeffrey  
Cheah Foundation/Founder &  
Chairman of Sunway Group;  
Professor Kay-Teo Khaw  
CBE, FMedSci, Professor of  
Clinical Gerontology, University  
of Cambridge; Professor  
Jarlath Ronayne AM, Tan Sri  
Jeffrey Cheah Distinguished  
Professor, Sunway University.*

The **Jeffrey Cheah Foundation** is the first-of-its-kind in Malaysia within the field of private higher education, modeled along the lines of one of the oldest and most eminent universities in the world, Harvard University. The ownership and equity rights of the Sunway Education Group's learning institutions have officially and legally been transferred to the Foundation, **valued at more than RM720 million.**

Governed by a distinguished board of nine trustees, the Foundation aims to safeguard the institutions in perpetuity by ensuring that the assets and operating surpluses are used to perpetuate the cause of providing and sustaining quality education for present and future generations of students. It continues the mandate of the Sunway Education Trust established in March 1997, and both entities have disbursed in **excess of RM165 million in scholarships to more than 20,000 deserving students to-date.**

The **Jeffrey Cheah Foundation** was launched on 18 March 2010 by the Prime Minister of Malaysia, Dato' Sri Mohd Najib Tun Abdul Razak, in the presence of its Royal Patron, H.R.H. The Sultan of Selangor, Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj.



# CIRQUE-STYLE LUMIAIR FASCINATES MALAYSIA

**A night to remember for thousands as part of Sunway's 40th anniversary, a first in the country**

Sunway culminated its 40th anniversary celebrations with a big bang, hosting a world-class, first-of-its-kind cirque-style performance, LumiAir – A Cirque Sensation, in Sunway Lagoon's amphitheatre. Thousands thronged the amphitheatre to watch 30 renowned international performers from France, Canada, Russia, China and Belarus, string together an enchanting storyline with colourful characters at the multi-destination theme park.

Held for the first time in Malaysia, the mega production enthralled its audiences with grand cirque-style sequences merged seamlessly with spectacular tricks in the air, while dramatic breathtaking acrobatic ballet scenes held the audiences captive. Brilliant plays of lights added to the magic of the shows while jaw-dropping illusions elicited gasps of awe from the floor. Between sets, comedic intermissions by gregarious performers had the crowd bellowing with laughter.

What truly brought the performance to life was the extraordinary cast of cirque characters, the elegant and graceful dancers complemented by the contagious energy of the acrobatic performers. The cast glittered in opulent costumes, a magnificent sight to behold amidst the stunning set.

LumiAir is the brainchild of Susan Porett, a producer with an incredible 20 years of experience under her belt from all forms of live shows and theatre entertainment.

The choreographer for the entire production is current World Aerobics champion, Anthony Ikin, whose extensive experience ranges from being soloist at Paris' Moulin Rouge to being a choreographic consultant for Gymnastics Australia. For LumiAir, Anthony combined his expertise with Daniella Winter, a past choreographer for Australia's Got Talent. Their efforts combined lent the truly indescribable wonder to the entire performance.

An additional feel-good factor was a special performance for more than 500 students and teachers from SMK Bandar Sunway, SK Bandar Sunway and Hearts of Gold Foundation as part of Sunway's corporate social responsibility initiative. The schools and the Foundation have had a long partnership with Sunway Group and the Jeffrey Cheah Foundation.



# INNOVATING AT WORK

**Inspirational speakers  
expound on leadership**



2,000 executives were treated to a day of inspirational talks and sharing by two widely admired Malaysian corporate figures, namely Mr Azran Osman-Rani, Chief Executive Officer of AirAsia X and Mr Anas Zubedy, Founder of Zubedy (M) Sdn Bhd at the Sunway Managers Conference 2014.

Mr Azran, who helmed the start-up team responsible for developing the business plan of the world's first truly low-cost long-haul airline, inspired many with the company's distinctive culture of different thinking- by being innovative with a clear

sense of purpose, encouraging an open concept, and allowing growth opportunities.

Mr Anas Zubedy added a new and interesting twist to the conference when he moderated a forum titled "Intergenerational Leadership". The forum saw 10 Sunway panelists representing five generations namely Seniors, Baby Boomers, Generations X, Y and Z. The session amplified ways to communicate effectively across multiple generations.

1. "Celebrating 40 years of success" session with Founder and Chairman of Sunway Group, Tan Sri Dr Jeffrey Cheah, AO.
2. Opening remarks by Deputy Chairman of Sunway Group, Tan Sri Datuk Seri Razman M. Hashim.
3. Inspiring talk by Chief Executive Officer of AirAsia X, Azran Osman-Rani.
4. Sunway panelists across different generations share their views on "Intergenerational Leadership".

# INCHING UP IN LABORATORY MEDICINE

**Sunway Medical Centre Laboratory first in nation to receive internationally recognised certification**



The Westgard Certificate was presented by Mr Sten Westgard, Westgard QC Director of Client Services, to Mr Choo Voon Chee, Acting CEO, Sunway Medical Centre, witnessed by Mr Lau Beng Long, Managing Director, Sunway Group Healthcare Services, Yang Berbahagia Tan Sri Dato' Sr M. Jegathesan, Laboratory Director, Sunway Medical Centre, Dr. G. Balasundram, Medical and Dental Advisory Board (MDAB) Chairman, Sunway Medical Centre and Mr Gary Vadoros, General Manager of Diagnostics, Abbott, Malaysia/Singapore/Brunei.

In a study by the American publication International Living, Malaysia's healthcare system was ranked third best out of 24 countries in its 2014 Global Retirement Index - surpassing Spain, Italy, Ireland and New Zealand, among other countries. Malaysia scored 95 out of a 100 points, and is recognised for its medical expertise by Malaysian healthcare practitioners – "equal to or better than what it is in most Western countries".

Poised to set high medical standards, patient safety is one of the top priorities of Sunway Medical Centre. One of its latest efforts towards upholding this is its pursuit of the Westgard Sigma Verification, which measures the performance of quality control by a laboratory. Laboratory medicine, an integral part of health and patient care, is essential for our doctors in administering the right treatment and care. Everyday, Sunway Medical Centre conducts thousands of tests and analysis that impact the lives of our patients.

**The Westgard Sigma Verification programme employs a Six Sigma Quality Management System to ensure the analytical quality of test results is acceptable for their intended clinical use. It also provides assurance for the analytical quality of testing processes; the selection and validation of instrument systems; design of quality control procedures; standardisation of quality control practices and proper monitoring and assessment of quality on the sigma scale.**

The verification reaffirms Sunway Medical Centre Laboratory pledge towards a high standard to advance quality care for its patients. Sunway Medical Centre Laboratory earns the distinction of being the first medical institution in Malaysia to receive the Westgard Sigma Verification from the United States.



# CUISINE CRUSADE

## at Sunway Resort City

**ENJOY A COMPREHENSIVE DINING EXPERIENCE WITHIN MALAYSIA'S FIRST FULLY INTEGRATED TOWNSHIP**

As a veritable food haven, Sunway Resort City has already made its mark on the food enthusiasts' map with a choice of nearly 200 food and beverage outlets throughout the 800-acre township. Malaysia's love for food has inspired Sunway Resort City to include a new variety of outlets to the food galore for all to discover. The never-ending food trail makes for endless adventures for a desirable palate!

The Grand Imperial Chinese restaurant at Pinnacle Annexe offers the best of Cantonese cuisine prepared by master chefs with a promise to tantalise your taste buds. For those who are looking for an elegant venue coupled with excellent food, the purpose-built Grand Imperial Royale Ballroom has the capacity to host 500 guests under one roof, an ideal venue for wedding and dinner banquets. Meanwhile, the Grand Imperial's Hexa Lounge provides the perfect spot for small parties and gatherings complete with a full bar and award winning cocktails for a relaxing evening with friends and family.

A new dining destination at Sunway Resort City, **Eight Gourmets Gala (EGG) at Pinnacle Annexe**, brings together eight unique offerings under one roof with its own distinctive cooking styles and specialities in a single space. For vegetarians and health enthusiasts, **Yi Gourmet Vegetarian Kitchen** provides scrumptious meat-free dishes, while **Chiyo Sushi** is a haven for Japanese cuisine lovers. **Hakka Crab and Hook & Cook** serves up steaming fresh seafood dishes, while **Nibbles by Caffeinees** has healthy salads and soup, **Chateau De Caffeinees** offers a fusion spread of fine coffees. For those who wish to unwind over drinks by the bar should check out **Malt Berry Apes**, or complete your meal with delectable desserts at **Confessions of Lady Laura** set to satisfy your sweet cravings!

At Sunway Resort Hotel & Spa, **Busaba Thai** will soon open its doors to offer exquisite Thai dishes complete with the finesse of a fine dining restaurant for a memorable dining experience in a serene Siamese-inspired ambience.

Housed in a purpose-built food and beverage district, Sunway Resort Hotel & Spa's new coffee house will offer a range of scrumptious cuisine within a chic venue in the first quarter of 2015.

In addition, the brand new **Taste Enclave** offers up a host of nostalgia-inducing hawker stalls and mini restaurants to provide diners with a selection of local and international cuisines. Embark on a culinary adventure by indulging in Yemeni cuisine and traditional Middle Eastern spread at the **Marhaba Restaurant** located at Oasis Boulevard opposite Sunway Resort Hotel & Spa!

Right next to Sunway Resort Hotel & Spa is **Soju**, a cosy spot with live band performances and skilled DJs spinning the latest tunes late into the night. Enjoy light food and drinks and wind down to a perfect evening of indulgence.

**Sunway Pyramid** is an amazing food destination comprising a total of 160 dining outlets housing from local, Mediterranean, Western, Japanese and other cuisines spread over three of its four precincts – **Oasis Boulevard, Asian Avenue and Marrakesh**. Whether you're here for breakfast, lunch, tea or dinner, **Sunway Pyramid** is definitely the place to go be it for a convenient and unique dining experience, making your food fantasy come true!

Other dining outlets include **Cafe Madeleine Patisserie** at Sunway University and **Sunway Medical Centre**, **Lighthouse Beach Bistro** at Sunway Lagoon, **Bubba Gump Shrimp Co** at Sunway Pyramid, the largest restaurant in Asia; and **Johnny Rockets Malaysia** in Sunway Pyramid, the largest retail branch in the world amongst others.

### The Banjaran's Crispy Prawns with Lemongrass and Citrus Fruits (Recipe for 10 persons)



#### CRISPY GIANT PRAWNS

- 2 or 3 pieces giant prawns (depending on size), shelled OR 20 or 30 pieces smaller prawns (depending on size)
- A dash of salt, pepper and purple curry powder
- Juice and zest of 2 green lemons
- 200 grams toasted bread, cut into small cubes (2 mm)
- 2 eggs
- 50 grams white flour

*Marinate giant prawns with lemon and curry powder; make a crust with bread, flour and egg. Fry until crispy in oil (180°C) and add salt to taste. Serve immediately.*

#### SALAD OF CITRUS FRUITS

- Pomelo sacs 1 section
- 1 yellow lemon, cut into cubes
- 1 tangerine, cut into small cubes
- Ginger, finely chopped or sliced 20 grams
- 2 soup spoons of honey
- 2 pieces lemongrass, finely chopped
- Salt and pepper to taste
- 1 piece Chilli - remove seeds and chop finely

*Marinate all ingredients together for at least ½ hour. Mix carefully.*

#### CORIANDER SAUCE

- Natural yogurt or sour cream 200 grams
- Zest of 2 lemons
- Dijon-mustard 200 grams
- Fresh coriander leaves, chopped 20 grams
- Salt and pepper to taste

*Mix all ingredients and season with more salt and pepper (if needed).*



#### SALAD IN A GLASS OR CHINAWARE CUP (SMALL)

- Micro green 100 grams
- Rocket salad and watercress 100 grams
- Fresh herbs 50 grams
- Olive or sesame oil 50 grams
- Balsamic vinegar 20 grams
- Ginger and chilli, julienne 10 grams
- Salt and pepper to taste

#### GARNISH

- Organic garden salad and micro green
- Lemon oil and lemon zest
- Roasted sesame seeds
- Crispy nut bread
- Reduced red balsamic vinegar

#### DIRECTIONS

1. Dress citrus fruit salad on a plate and place fried crispy prawn on top.
2. On the side, place green garden salad in a small bowl or a glass.
3. Draw a frame with reduced balsamic and coriander sauce and garnish with roasted sesame seeds.
4. Add lemon oil and lemon zest.







# SHARED SERVICES

TO AUGMENT EFFICIENCIES

**Integration of services to optimise delivery of cost-effective, flexible and reliable services to stakeholders**

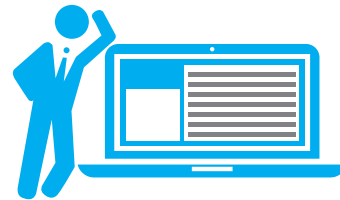
**W**ith a growing workforce of **13,000 employees** within Sunway Group today, HR SSC, which was established in 2013, acts as a centralised HR processing centre. It manages payroll, recruitment, service management, people services, master data management, reporting and process optimisation. This initiative gives more space for HR business partners to better focus on working with their business leaders, supporting the growth of the business by building capability and developing talents.



**L**everaging technology, HR SSC is in the process of implementing the **Human Capital Management (HCM)** system, with the objective of automating HR processes to boost efficiency and productivity. As a whole, HR SSC is committed to delivering quality, efficient, customer centric and cost effective HR services by partnering with Group and Business Unit HR to create HR strategic and competitive advantage to the businesses we serve.

**O**ne of the challenges of growing a group of companies is to be consistently efficient while pursuing growth. Standard operating procedures (SOPs) are one way of ensuring that all personnel understand the line of reporting, approving procedures, requisitions and so forth. Sunway's **Shared Services Centres (SSCs)** act as the backbone to facilitate efficiency across Sunway Group's 12 business divisions driving towards one vision.

In addition, SSCs ensure not only SOPs are observed but also eliminate duplication of common processes within the Business Units (BUs). This allows a greater focus on their respective Value-Added-Tasks in improving efficiency and economies of scales.

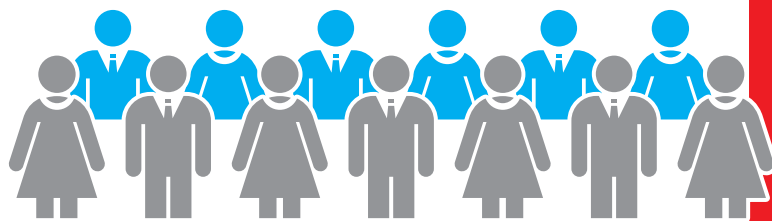


**I**nformation Technology Shared Services Centre (**ITSSC**) equips BUs with strategic competitive advantage through latest information technology, Human Resources Shared Services Centre (HR SSC) supports and manages common HR transactions across the Group, while Finance SSC (FSSC) provides the Group comprehensive financial accounting services.

Formed in 2003, ITSSC was one of the earliest SSCs set-up within the Group. Its objective is to achieve operation efficiency via standardisation, consolidation and optimisation of the usage of IT resources across the BUs. While many businesses around the world opt to outsource their IT management to external providers, Sunway has amplified its own IT resources to support the Group's needs with its own data centre of excellence. This has brought about dedicated services from a committed and professional team of internal consultants.

**O**ne of the first key initiatives at ITSSC was the setting up of centralised data centre within Menara Sunway (Sunway headquarters).

The **Corporate Data Centre (CDC)** provides an efficient and reliable platform for the growth and business expansion for the BUs. This is done by leveraging the cost shared of capital deployment and standardisation model, allowing ITSSC to capitalise on economies of scale. This has resulted in effective cost savings for the business. Today, ITSSC supports some 81 businesses within the Group.



**S**unway Group is the first Malaysian conglomerate to have a fully integrated **FSSC** which includes general ledger books closing and tax provisioning, payment and non-trade receivable transactional processing as well as bank, intercompany and vendor reconciliation reporting.

FSSC continues to support business expansion of the Group and provides services to its 188 companies, representing 71% of Sunway's businesses. FSSC will continue to leverage technology to improve efficiency and productivity through optimisation and implementation of best practices.

## The Crimson Council

**Tan Sri Dr Jeffrey Cheah, AO** to sit on the Harvard University Global Advisory Council

**T**he Founder and Chairman of Sunway Group, Tan Sri Dr Jeffrey Cheah, AO recently added another milestone to his long list of growing achievements by being called to the Harvard University Global Advisory Council by President of Harvard University, Drew Gilpin Faust.

Tan Sri Cheah's long standing association with Harvard University stems from a gift of USD6.2 million (approximately RM20 million) to the Ivy League university through the Jeffrey Cheah Foundation (JCF) which established the Jeffrey Cheah Professorship and Jeffrey Cheah Visiting Professorship in Southeast Asia Studies both in perpetuity, and the Jeffrey Cheah

Travel Grants for Southeast Asia Studies. To complement this development, Sunway University established the Jeffrey Cheah Institute on Southeast Asia (JCI). The Jeffrey Cheah Chairs will enable two-way flow of scholars and researchers between Harvard University and Sunway Education Group.

Set up to analyse and assess the effectiveness of the Harvard University's existing global resources and capabilities, the Council works closely with the President to ensure its aim of perpetuating Harvard University's continued global leadership in higher education and future research. This falls very much in line with Tan Sri Cheah's vision to link with world renowned educational establishments,

including Cambridge University and Oxford University, to provide quality education in this region.

### THE VISIONARY

Aside from being Foundation Chancellor of Sunway University, the Perak-born polymath counts nine honorary doctorates to his name, holds numerous government advisory positions and heads up a number of social and welfare organisations. The educational investment led to the establishment of the Sunway Education Group which includes Monash University Malaysia. The Jeffrey Cheah School of Medicine and Health Sciences and Sunway International School, along with these institutions, all fall under the umbrella of the JCF, which has disbursed more than RM165million in scholarships to over 20,000 deserving students, as well as reinvesting all its profits into the upgrading of facilities in the amalgam of institutions. ■

### Foundation for Life

The Jeffrey Cheah Foundation was launched on 18 March, 2010 by Prime Minister of Malaysia, Dato' Seri Najib Tun Razak, in the presence of H.R.H. The Sultan of Selangor, Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj.

It is the nation's largest education-focused social enterprise and the first-of-its-kind in Malaysia within the field of private higher education, modelled along the lines of one of the oldest and most eminent universities in the world, Harvard University.

With its unique structure, the Foundation, governed by a distinguished board of nine trustees with HRH Sultan of Selangor as its Royal Patron, can seamlessly continue Tan Sri Jeffrey Cheah's vision and legacy of giving, and be the catalyst for others to do likewise in the critically important cause of education, designed to last in perpetuity.

It is indeed a legacy of hope – a Foundation for Life – especially providing students who might not otherwise have the opportunity to receive a first class education, to further their aspirations.



**SUNWAY UNIVERSITY**  
WHERE 5, Jalan Universiti,  
47500 Bandar Sunway, Selangor  
[www.sunway.edu.my](http://www.sunway.edu.my)



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