



South Quay Princess the yacht at Sunway South Quay

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BERITA  
**Sunway**

LACOSTA  
@ Sunway South Quay



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## Message from

# YBhg Dato' Dr. Chew Chee Kin, President, Sunway Group

*Excerpts of Dato' Chew's Speech at The Recent Graduation Ceremony of Monash University Sunway Campus*



Dear Graduates,

Congratulations on obtaining your degrees. This graduation ceremony is a very important day not only for you, but also for your dear families as your loved ones have probably made sacrifices to help you achieve this milestone today. You are very special as you have received Monash degrees while studying in your home country. You have the best of both worlds as during my days you could not do a foreign degree without leaving home. In fact, getting a degree itself was a tall order. Let me tell you what it was like during my time.

I grew up in a small town called Mentakab, in Pahang. I am the third child and the eldest son in a family of five children. When I was seven, my father left us. Due to our tight financial situation, my siblings and I had to work to pay for our school fees from primary school onwards. After completing my O Levels, there was no school near my home that conducts A-Levels education. I only had the option of moving to Kuantan or KL but of course I could not afford that.

So I joined Technical Teachers' Training College in KL, where my net monthly allowance was RM28, of which I sent RM25 home to help my family. When I started teaching, my monthly salary was RM370 a month, of which I sent RM180 to my two brothers who were studying A-Levels.

Our family was lucky as my brothers obtained scholarships to go to Universiti Malaya (formerly MU). One brother received a State Government Scholarship for science and the other received Colgate Palmolive Scholarship to study engineering. Through self-study, I also passed my A Levels a year after my youngest brother entered MU. Later, I joined my brothers in MU. The three of us shared the scholarship money which was intended for two. Never in her wildest dream did my mother ever thought all three of her sons would go to University. I learnt a few lessons along the way, the most important of which: In life we are all dealt with a different hand of cards. Often we cannot change these cards but what we can do is to make the best use of the cards we have.

Education is one of the greatest contributions to the progress and development of mankind. However, formal education cannot provide you with all the knowledge. It is important to know where the limits of formal education is so that we can complement our education with knowledge from other sources.

There are many great men who did not receive good formal education. For instance, Li Ka Shing whose business empire spreads across the globe, who only has a secondary school education. In Malaysia, the late Lim Goh Tong had very little formal education, yet he built a very successful business. Bill Gates, Michael Dell and Steve Jobs are all university drop outs, but we all know that they are legends in the business world. They received education but just not through formal channels.

Dear Graduates,

As you embark on a new journey after graduating, you may soon discover that very little of what you learned in the university is directly applicable to your work. However, your university education should enable you to learn and adapt quickly into the new environment. So you will probably learn how to do your job well very quickly with minimal guidance. More importantly you must remember to never stop learning and investing your time to improve yourselves. We, humans are the appreciating assets; the longer we work the more valuable we become because we improve over time, unlike other assets that depreciate over time. In fact, if our acquisition of new knowledge and skills is slower than the rate which knowledge and skills become obsolete, then we would start to depreciate. Learning is a life-long process, thus keep learning!

*Dato' Chew was conferred the degree of Doctor of Laws honoris causa of Monash University by its Chancellor Dr Alan Finkel AM at the Monash graduation ceremony (full story on Potpourri page 15).*

# A New Sunway University



Sunway University College is now officially a University. The proud moment took place recently when its Chairman and Chancellor, YBhg Tan Sri Dato' Seri Dr. Jeffrey Cheah, AO, received the official certificate from the Honourable Minister of Higher Education, YB Dato' Seri Mohd Khaled Nordin, inviting it to be instated as a University.

The University's Vice-Chancellor, Professor Robert Bignall said "under the visionary leadership and support of our Chancellor as well as the dedication and passion shown by our academics, we are well-positioned to forge ahead in developing and preparing young minds to be effective, visionary and exemplary future citizens and we continue to be encouraged in our endeavours to pursue excellence in education".

Sunway University has grown by leaps and bounds from a small college in 1987 to an award-winning institution with an international student population of more than 10,000 students. It achieved the highest Tier 5 Excellent rating in the Ministry of

Higher Education's inaugural SETARA rating by the Malaysian Qualifications Agency which places it on par with foreign branch campuses and the best public and private universities in the country, in terms of teaching and learning.

It has established a strong partnership with Lancaster University, a Top 10 UK University and has produced three cohorts of graduates from the Lancaster validated joint degrees. It has a range of Master's programmes and a PhD (Computing), extending the pathway of study options and inculcating a culture of research and innovation into its campus.

Some of its notable research activities that are being conducted which involves the community are in the areas of Infant Speech Study (Developmental Psychology) and Shuttle Bus Tracking System (Public Display Systems and Interactions).

Sunway University has recently added a new partner to its distinguished list of collaborating institutions, the well-regarded and renowned institution for excellence in hospitality and the culinary arts, Le Cordon Bleu.



## Sunway Launches LaCosta Condominium

LaCosta - A luxury lakeside condominium at Sunway South Quay where residents can enjoy a sandy beach pool and award-winning amenities of Sunway Integrated Resort City at their doorsteps.

Sunway City Berhad (SunCity) recently launched the much-anticipated LaCosta at Sunway South Quay, located in a strategic location amidst the Sunway Integrated Resort City (SIRC). LaCosta is set to make an excellent property investment.

LaCosta amazed homebuyers as it has a sandy beach pool - a perfect corner for families to gather and enjoy a splash, as well as an Olympic length pool. Residents will be thrilled by the fact that they do not have to travel far to enjoy a sandy beach pool as all they have to do is take the elevator.

Standing tall on a land area spanning 5.39 acres, the 4-tower condominium is nestled in the opulent Sunway South Quay. The development will have a total of 377 units with a built-up ranging from 1,302 sq. ft to 3,226 sq. ft. when completed.

The gross development value (GDV) is approximately RM400 million. The selling price starts from RM880,000 with attractive financing packages that includes developer interest bearing scheme during construction.

"LaCosta is yet another unique property in Sunway South Quay as it allows residents to enjoy a metropolis lifestyle adjacent to a 28-acre lake. To date, BayRocks Garden Waterfront Villas and A'marine condominium in Sunway South Quay have both enjoyed pristine and overwhelming response. As such, we are confident LaCosta will be in high demand and its appeal is strengthened further as it is situated within a hub of award-winning and world-class shopping, theme park, hospitality, education and healthcare facilities,"



said Ho Hon Sang, Managing Director of its Property Development division.

One of the main unique selling points of LaCosta is that every unit enjoys a lakeside view. Apart from the unique sandy beach pool concept, residents can also enjoy lushly landscaped podiums, extra wide balconies projecting a better view for each unit and most importantly, exclusive privacy with only 4 units per floor. There will also be four uniquely themed sky gardens, namely Mediterranean, Tropical, Herb and Zen gardens complete with facilities like games room, ballet studio, yoga zone and others.

LaCosta attracts towards working adults, professional couples and foreigners who wish to enjoy the modern convenience of living in SIRC as well as retirees and families with children due to its close proximity to the Sunway education institutions. It is also suited

for investors who are looking for promising investment returns.

The development also overlooks a majestic view of the entire Kuala Lumpur skyline. Residents will also be awed by the breathtaking view and lights of SIRC.

SunCity leveraged on its expertise in managing Sunway Lagoon which has the world's largest man-made surf beach when developing the sandy beach pool for LaCosta. In conjunction with its unique sandy beach pool concept, the launch of LaCosta was recently held at the Surf Beach @ Sunway Lagoon where the prospective buyers were invited to a fabulous beach party. The crowd's response was overwhelming and it was indeed a unique way of launching a property as SunCity offered guests a first-hand beach experience which will be replicated in LaCosta in the future.



# Sunway Medical Centre Launches Clinical Research Centre



(From L-R) Dr Chong Su-Lin, CEO, Sunway Medical Centre; Tan Sri Dato' M. Jegathesan, Chairman, SunMed Independent Research Ethics Committee (SREC) and Head of Division of Clinical Support; Datuk Razman M. Hashim, Deputy Chairman of the Sunway Group; Dr Cheong Yuet Ming, Clinical Advisor, CRC; Mr Lee Weng Keng, CEO, Education & Healthcare, Sunway Group; Mr Stuart Park, CEO, Prince Court Medical Centre; and Prof Dato' Dr Anuar Zaini, Md Zaini, Head of Jeffrey Cheah School of Medicine and Health Sciences and Vice Chairman, SREC.

Sunway Medical Centre (SunMed) recently launched its Clinical Research Centre (CRC), a significant day officiated by Datuk Razman Hashim, Deputy Chairman of the Sunway Group. The development of the CRC is in line with the Healthcare NKEA for clinical trials in Malaysia and also SunMed's aspiration to become a world-class teaching hospital.

"The Clinical Research Centre aims to contribute significantly to the health and research industry by promoting excellence in clinical researches conducted here in Sunway Medical Centre.

As SunMed aspires to be a world-class teaching hospital, we are working towards becoming the best candidate to provide leading medical education," said Dr Chong, CEO Sunway Medical Centre.

The CRC was built during the major expansion of SunMed over the past three years. In mid-2009, SunMed signed a Memorandum of Agreement with the Jeffrey Cheah School of Medicine & Health Sciences and Monash University Sunway Campus, to collaborate in education and research. The development of



YBhg Datuk Razman M. Hashim, Deputy Chairman of the Sunway Group cutting the ribbon to symbolise the official launch of SunMed Clinical Research Centre.



Mr Lee Weng Keng, CEO, Education & Healthcare, Sunway Group and Sunway Medical Centre and Mr Stuart Park, CEO, Prince Court Medical Centre exchanging the MoU.

the CRC provides in-house capability to attract and manage clinical trials as well as to collaborate with the academicians of the Jeffrey Cheah School of Medicine in medical research.

The CRC was also launched in response to the demand or evidence-based clinical research in the hospital. The CRC seeks to promote ethical and reliable clinical research based on the international and local Good Clinical Practice (GCP) standards. In early 2010, SunMed set up the Sunway Medical Centre Independent Research Ethics Committee (SREC) with the primary purpose of ensuring the protection of the rights, safety and well being of human participants in research with special attention given to research involving use of genetic testing. It is also to ensure that all research is carried out in accordance with the International Conference of Harmonisation (ICH) and Malaysian Guideline for Good Clinical Practice (GCP). Apart from research projects activity, the CRC also assists in documenting and tracking progress of the clinical studies being conducted.

CRC is dedicated primarily towards coordinating all studies performed at Sunway Medical Centre covering research on pharmaceuticals, medical devices, medical radiation and imaging, surgical procedures, medical records and biological samples,

epidemiological, social and psychological investigations.

Other CRC services include:

- Conduct feasibility studies for Pharmaceutical Companies;
- Manages research operations such as coordinate the required procedures for clinical trials with the relevant departments and provide other administrative and logistical supports;
- Coordinates the review of Clinical Trial Agreements;
- Budget preparation and negotiation;
- Being the platform for education, training and information sharing including providing guidance to new investigators and researchers on study design methodology, protocol writing, project management and data management

This development is in line with the National Economic Transformation Programme (ETP), specifically the Health National Key Economic Areas (NKEA) Entry Point Projects on Clinical Research Malaysia. The SunMed CRC will function as part of the national network for clinical research centres (public hospitals, university hospitals, private sector) to meet the targets of increasing the number of clinical trials performed in Malaysia.





## YBhg Tan Sri Dato' Seri Dr. Jeffrey Cheah Named 'Biggest Giver to Charity'

YBhg Tan Sri Dato' Seri Dr. Jeffrey Cheah, AO, one of 2009 Forbes Asia's Heroes of Philanthropy, was befittingly recognized by Malaysia Book of Records for the Biggest Contribution to Charity at the Malaysia Book of Records Awards Night.

This is yet another extraordinary testament to his immeasurable benevolence.

Amidst encouraging ovation from the audience, Tan Sri Jeffrey Cheah accepted the award in all humility from Tun Abdullah Ahmad Badawi, Former Prime Minister of Malaysia witnessed by Datuk Danny Ooi, Founder and Managing Director of Malaysia Book of Records.

This award is indeed a resounding manifestation of Corporate Responsibility by a genuine and accomplished corporate leader whose unflinching efforts in contributing and giving to society remains an inspiration to many.

## CR Award

### Adds New Feather to Sunway's Cap

Sunway Group continues to garner national attention when it clinched the Corporate Nationhood Initiatives Award at the Malaysia's CEO of the Year Award 2010.

Corporate Nationhood Initiatives Award seeks to promote national unity and nation building in the corporate agenda which is vital in driving the country's continued progress. It was introduced in 2009 by the New Straits Times Press and launched by the Prime Minister.

Beating more than 100 corporate companies, Sunway Group emerged as one of the two recipients of this highly coveted award with its much lauded Job Training Program, a key Corporate Responsibility initiative under the group's Education umbrella.

The Job Training Program was first conceived in 1996 with the aim of providing job training and skills to SMK Bandar Sunway's special students with Down Syndrome, Autism and ADHD amongst other disorders. About 10 special students undergo job training at various Sunway business units for a period of six months every year. Some 60 students have been trained to date, and scores of them have successfully been employed.

Pn Sri Susan Cheah received the award from Dato' Seri Mustapa Mohamed, Minister of International Trade and Industry who represented Prime Minister Dato' Sri Najib Razak at the gala dinner.



## Sunway Scoops Best Brands In Leisure - Shopping Mall Awards



Sunway Pyramid recently took home the Best Brands in Leisure- Shopping Mall award at the glitzy BrandLaureate 2010. A call to SMEs to build their brands to be recognised as 'The Brand' in their respective industries. SMEs must have a strong differentiation factor and brand identity to stand tall and stand out amongst their competitors.

The five most important criteria of the 2010 awards include brand strategy, brand position, brand innovation, brand

promise and brand culture.

The Asia Pacific Brands Foundation (APBF), established in 2004, recognises the importance of brands and branding in today's business environment as brands are the foundation and pillars of growth and development. Hence, the APBF has taken on the mission to educate, promote and disseminate the importance of branding and good branding practices to all Malaysians and world at large.

Led by Yang Amat Berbahagia Tun Dr Mahathir Mohamad, APBF has undertaken many initiatives through The Brand Laureate to support its brand mission of promoting branding and best branding practices.



Mr Chan (3rd from left) receiving the award from H.E. Tun Dr. Mahathir Mohamad (2nd from left) & Dr. K.K. Johari (far right), accompanied by Raja Datuk Ropiah binti Raja Abdullah (far left)

## Sunway Honoured at NACRA Awards 2010



Sunway Group was recently honoured with two leading awards at the National Annual Corporate Report Awards 2010. Sunway Holdings clinched the Industry Excellence Award under the Construction and Infrastructure Project Companies category; while Sunway City took home the Industry Excellence Awards under the Properties, Hotels & Trusts category.

The awards are a strong testament to Sunway Group's unrelenting commitment to excellence in corporate reporting that exemplifies high transparency and accountability; outstanding practices of business ethics and compliance with corporate governance standards.

Not resting on its laurels, Sunway will continue to provide sound, reliable and relevant information to its stakeholders on the group's business operations and financial performance through high quality corporate reporting. This will allow the group to strengthen its appeal and garner increased interest from international investors.

Sunway City has won this coveted award for four consecutive years; while this is Sunway Holdings' first.

NACRA is a collaborative effort of Bursa Malaysia Berhad, Malaysian Institute of Accountants and The Malaysian Institute of Certified Public Accountants (MICPA).

## Sunway Wins Putra Brand Award 2011



Mr. Ngeow Yoon Year receiving the award from Dato' Johnny Wan, AAs Council Member

Sunway City, for the second consecutive year, won the notable Putra Brand award (bronze) in the property development category.

Six thousand consumers took part in a brand survey to nominate brands with outstanding performance.

Organized in association with the Malaysia's Most Valuable Brands (MMVB), the Putra Brand Awards is a recognition and brand valuation exercise to not only recognize public-listed companies but also local brands and SMEs that are near and dear to the hearts of Malaysians.

While MMVB measures best brands by financial valuation, the Putra Brand Awards measures brands by consumer preference.



(L-R) John Autelitano, Aaron Soo, Daniel Lim, Chan Hoi Choy, Ngeow Yoon Year, Ngian Siew Siang, Cheah Wing Choong, Hanley Chew, Ong Chee Bin, Adeline Wong

## YBhg Dato' Chew Chee Kin Conferred Degree of Doctor of Laws Honoris Causa



YBhg Dato' Chew Chee Kin, Sunway Group President was recently conferred the degree of Doctor of Laws honoris causa of Monash University by its Chancellor Dr Alan Finkel AM at a graduation ceremony for the graduands of Monash University Sunway Campus.

Dato' Chew was recognized for his outstanding service in supporting the development of the Monash University Sunway Campus, including the inception of Jeffrey Cheah Foundation in 2010, and in the development of its cooperative enterprise with Monash University.

Beyond his direct contribution to the Sunway Group

and Monash University from the beginning of the establishment of the university in Malaysia, he has, through his business and community activities established and fostered important links between Malaysia and China.

Above all he has been and continues to be a great benefactor to public life in Malaysia. Through his leadership with Sunway he has worked tirelessly and generously to improve the welfare of the community through his commitment to a multitude of philanthropic activities, particularly in healthcare and education.





## Puan Sri Susan Cheah Accorded Most Outstanding Woman Award

YBhg Puan Sri Datin Seri Dr. Susan Cheah was recently honoured with 'The Most Outstanding Malaysian Chinese Woman for Loving & Caring Ambassador Award' by YABhg Datin Paduka Seri Rosmah Mansor, wife of the Honourable Prime Minister at the 100th Anniversary of International Women's Day cum Most Outstanding Malaysian Chinese Women Awards Night.

Puan Sri Susan Cheah was awarded for her tenacious effort and remarkable contribution to various sectors toward nation building. This inaugural award was organized by the Malaysian Chinese Woman Leaders Caucus and the Ministry of Women, Family and Community Development, and was attended by a legion of outstanding women who have contributed to the development of the country.

As an EXCO member of the Sunway Group of Companies, she has been instrumental in driving the strategic growth of the group. For her noteworthy initiatives, Puan Sri Susan Cheah has received the Paul Harris Fellowship Award from Rotary International; the Asia HRD Congress Award (Contribution to the Society); Outstanding Woman Award from the Federation of Hokkien Association; and Most Outstanding ASEAN Women of Achievement Award 2010 from Malaysia Women's Career Building Association, to name a few.

Besides her stewardship in the Sunway Group, Puan Sri Datin Seri Dr Susan contributes to diverse communities through her leadership positions with various social organizations.



## Mr Yau Kok Seng Conferred Dato'ship

Mr Yau Kok Seng, EXCO of Sunway Group and Managing Director of Sunway Holdings Berhad has been conferred Dato'ship recently by DYMM Sultan of Pahang during his 80th birthday celebration.

The conferment of (Darjah Kebesaran Mahkota Pahang Yang Amat Mulia-Peringkat Kedua Darjah Indera Mahkota Pahang) DIMP, carries the title "Dato'".

His leadership and contribution will continue to steer the Sunway Group to greater heights. Congratulations to YBhg Dato' Yau Kok Seng on this most esteemed honour.

## Sunway Bags MAS Diamond Award

Sunway Travel was recently bestowed the MAS Diamond Award 2010, for the very first time, at the Malaysia Airlines Agents Award Night 2011 held at Sunway Resort Hotel & Spa. It came as a pleasant surprise as the agency had consistently bagged the MAS Gold award for the past decade.

Sunway Travel owes its remarkable win to its recent reorganization and contribution to Malaysia Airlines (MAS) annual sales. Winning the award has propelled Sunway Travel to be among the crème de la crème of the industry.



## Sunway Construction Wins Export Excellence Award



Sunway Construction recently was awarded the prestigious Export Excellence Award (Services) by the Ministry of International Trade and Industry (MITI) at the 20th Industry Excellence Awards held at the Kuala Lumpur Convention Centre.

The Industry Excellence Awards or Anugerah Kecemerlangan Industri (AKI), organized annually by MITI, is the highest recognition given by the Government to companies for their exceptional achievements in organizational excellence, quality improvement and export excellence.

The Export Excellence Award honours Malaysian companies for performing exceptionally well in the global marketplace and their commitment and efforts in penetrating the export markets for their products and services.

Sunway Construction is known for its passion to deliver innovative, cost effective and quality design and build solutions for its clients. It provides fully-integrated construction services with specialties in building, civil engineering, mechanical & electrical engineering, geotechnical solutions, decorative stones, precast concrete products, and machinery and logistics services.

From humble beginnings, Sunway Construction has grown to become a leading construction conglomerate and has successfully internationalized its business. Currently it has operations in countries such as Abu Dhabi, Singapore, India, Indonesia and Trinidad & Tobago.



Mr Kwan Foh Kwai, Managing Director of Sunway Construction receiving the award from Dato Seri Mustapa Mohamed, Minister of International Trade & Industry, (Right) Tan Sri Azman Hashim, Industry Excellence Awards (IEA) Chairman.



From left: Jessie Yeow, Amir Jafri, Mohd Faudzi Hanafiah, Lim Sern Wei, Subba Rao, Mr Kwan Foh Kwai, Steven Shee, Tan In Tuan, Kong Heang Fock, Andrew Ong and Dato Tan



From left: Dato' KK Johari, Managing Director and Chairperson, BrandLaureate Sdn Bhd; Tan Sri Dato' Sri Hamad Kama Flah bin Che Othman (President and Group Chief Executive of PNB); Tan Sri Ramon Navaratnam, Sunway Group Advisor and Ms. Chew Bee Peng (The Executive officer of The BrandLaureate).

## YBhg Tan Sri Ramon Navaratnam Conferred The BrandLaureate Brand Personality Award 2010-2011

YBhg Tan Sri Dato' Dr. Ramon Navaratnam, Sunway Group's Corporate Advisor, was recently conferred the most prestigious BrandLaureate Brand Personality Award 2010-2011 by the Asia Pacific Brands Foundation (APBF).

Tan Sri Nava was recognised for his dedication as a public servant and prominent economist who has played an important role in Malaysia's economic development.

Tan Sri's significant contribution as an exemplary civil servant has not only played an important role in the growth and political stability of the country, but has also provided Malaysians with a broad perspective and insider's view of management practises in the public sector as well as in the banking and business sectors through his writings in the media.

APBF is a non profit organisation dedicated to promoting brand excellence initiating The BrandLaureate Brand Personality Awards to recognise the contribution of individuals from various industries and throughout the world. Previous winners from the international scene include Dr Edward de Bono and Robin Sharma, to name a few.

