

BERITA Sunway

ISSUE 46 • JUL-SEPT 2013 KDNPP 5365/10/2012 (031031)

CULTIVATING A CULTURE OF
PASSION



PUTTING SUNWAY'S PURPOSE
INTO PRACTICE

THIRD PUTRA BRAND AWARD FOR
SUNWAY BERHAD

NICK VUJICIC'S TALK @
SUNWAY UNIVERSITY



CONTENTS

ISSUE 46 • JUL-SEPT 2013



04



06



10



12



15

FROM THE SENIOR MANAGEMENT'S DESK

- 03** "Putting Sunway's Purpose Into Practice"

FEATURE

- 04** Cultivating a Culture of Passion

PROPERTY

- 06** 1st in Malaysia:
The Elevated Bus Rapid
Transit (BRT) – Sunway Line
- 08** A Pinnacle of Success
- 10** Connecting with
The Community

CORPORATE RESPONSIBILITY

- 12** Committed to Smoke-free
Workplaces

NEWS BITES

- 14** Third Putra Brand Award
for Sunway Berhad
- 15** Nick Vujicic Lectures at
Sunway University
- 16** Sunway Medical Engages
The Community
- 17** Sunway Velocity Wins
"Best Mixed-Use
Development"

- 17** The Lost World of Tambora
Wins Best Brand Award
- 18** Sunway Construction Wins
International Achievement
Award
- 18** Professor Dwight Perkins
Delivers Lecture at Sunway
University
- 19** Sunway Wins BCI Asia Award
for Third Consecutive Year
- 19** Sunway Establishes Nation's
First Accounting Training
Excellence Centre

COLOPHON

ADVISORS

YBhg Datuk Seri Razman M. Hashim
Sarena Cheah
Shirley Foenander
Sharzede Hj. Salleh Askor

EDITORIAL BOARD

Tong Gin Chee, Nor Hidayah
Hassan, Tabitha Revi,
Yap Shi Han & Dhiwenia
Subramaniam

PUBLISHER

Sunway Group Brand
Marketing & Communications

REGISTERED ADDRESS

Sunway Management Sdn Bhd
Level 16, Menara Sunway
Jalan Lagoon Timur
Bandar Sunway
46150 Petaling Jaya
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

Berita Sunway is published
quarterly.

The views and opinions
expressed or implied in Berita
Sunway are those of the authors
and do not necessarily reflect
those of Berita Sunway, its
directors or editorial staff.
Unsolicited transparencies and
articles are sent at owner's risk
and the Publisher accepts no
liability for loss or damage.

ALL RIGHTS RESERVED.
©Copyright 2013 by Sunway
Group Brand Marketing &
Communications.

Should you wish to be on our
mailing list, kindly contact us at

**SUNWAY GROUP BRAND MARKETING
& COMMUNICATIONS**
Level 18, Menara Sunway
Jalan Lagoon Timur
Bandar Sunway
46150 Petaling Jaya
Selangor Darul Ehsan, Malaysia

TEL +603 5639 8059/8094/8066.

Printed on environmentally
friendly paper.

FROM THE SENIOR MANAGEMENT'S DESK



MS SARENA CHEAH,
Executive Director of Strategic
and Corporate Development,
Sunway Berhad

"PUTTING SUNWAY'S PURPOSE INTO PRACTICE"

Following the merger between Sunway City and Sunway Holdings in August 2011, we introduced "Leading with Passion" as Sunway's new corporate credo, renewing our commitment together, towards achieving the company's vision, to be the leading regional property-construction group.

As a diverse and thriving conglomerate with 11 business units specialising in a wide range of industries, the shared credo plays a crucial role in all our daily engagement with our stakeholders, reinforcing the importance of practicing 'passion' at work in every Sunway employee. We believe that when all employees lead with passion, we can have greater productivity and increase the chances of success in a global economy. From the perspective of our external stakeholders, our deep passion for excellence means we are 100% committed in our journey to scale new heights and deliver beyond.

While passion is imperative for progress, leadership plays an equally important role in the Sunway corporate culture. Beyond being simply passionate, it is also vital for leaders to equip themselves with emotional intelligence and interpersonal skills. To become an effective leader, one must be accountable to those under their auspices, without forgetting to share knowledge and to develop those who look up to them. To weave passionate leadership into the fabric of our corporate culture, it is important that we always lead with integrity and commit to fostering team synergy. When we empower others, our team becomes stronger. When we have a stronger team, this will translate into a greater company.

To assume that leadership is primarily about managing a team is not accurate. Likewise, not only those in the top echelon are expected to behave like leaders. Each employee is a leader in his or her own right. When all employees at all levels demonstrate personal leadership at work, we can cultivate exemplary leadership within the company.

To inculcate the Leading with Passion culture, in 2012, we executed a host of exciting activities including Passion Idol and Innovation Challenge to enable Sunway employees to KNOW and UNDERSTAND the credo. Such events were underpinned by the Sunway Leadership Criteria (SLC), a competency framework that serves as the common leadership language, empowering employees to continuously nurture and to develop ourselves towards becoming effective leaders in Sunway.

The role SLC plays continues to be crucial. Our goal for 2013 is for all employees to PRACTICE Leading with Passion. Refining the art of passionate leadership, and the art of achieving the impossible, requires practice. For this second year of the Leading with Passion campaign, aptly themed "Living It Out," we will focus on empowering our employees to cultivate the ability of daring to deliver beyond. We urge all employees to take to heart the SLCs, and use them as the guiding beacon on how to best lead with passion in whatever endeavours they might take on.

In addition to participating in the activities organised by this year's LWP committee, such as the "Express Your Passion" contest and the Innovation Challenge, we hope many of you will also take the lead in demonstrating passion in your own unique ways – be it through undertaking new initiatives or organising LWP activities for your respective components. The credo will also be infused into existing events such as Corporate Dinners, and the Sunway Family Day.

On a broader scale, we are leading with passion through active involvement in various nation-building projects, such as the construction of Malaysia's first elevated Bus Rapid Transit in Sunway Resort City, a highly touted game changer which will undoubtedly transform the way we commute. Down south in Sunway Iskandar, Johor, we are reimagining and creating new possibilities for the betterment of the global community. We are proud to share that our passion for excellence is consistently recognised and endorsed by high-calibre accolades. For example, Sunway Property was recently awarded the BCI Asia Award for the third consecutive year, firmly establishing the company as one of Malaysia's Top 10 property developers. Our Construction arm on the other hand, recently took home the International Achievement Award, one of the most prestigious categories among the Malaysian Construction Industry Excellence Awards 2013 (IMCIEA), for its construction of Zayed Sports City Development, Phase 1A in Abu Dhabi.

American industrialist and the founder of Ford Motor Company Henry Ford once said, "Coming together is a beginning. Keeping together is progress. Working together is success." Through Leading with Passion, together we can steer ourselves towards achieving our collective, powerful purpose as an organisation and provide a better future for communities in which we build, serve and live within.

WALKING THE TALK CULTIVATING A CULTURE OF PASSION

Since Sunway Group was established in 1974, we have remained committed to sustainably develop the communities that we build, serve and live. This is because we recognise that it is not organisations that inspire people – it is people who inspire people.

Sunway's stand for the people has culminated in the credo, *Leading with Passion*, an acknowledgement that our people are our greatest strength; and everyone within Sunway is to be adequately empowered to be successful so that they can make a difference every day, in every way.

Sunway is collectively, more than 12,000 people who offer their expertise across a wide range of specialised industries. While our diversity is our strength, the unifying element here is passion: a passion to innovate to enrich lives. With this passion, we are able to support our communities in more than 40 locations around the world.

Believing that extraordinary and sustainable growth can only be created when we bring people who are passionate about making positive change together, we aspire to continuously build a collaborative, inclusive environment.

PEOPLE MATTER TO US

To develop better teams and business units, we strive to grow our people through adopting a high-performance, people-centric approach to business. This means we take the training and development of our people as essential business drivers in line with our vision. For example, every employee at Sunway is required to attend training courses relevant to his/her job role.

Sunway also provides education assistance for high-performing employees who wish to pursue academic programmes including

diploma, tertiary, professional qualifications (ACCA, ICAEW, CIMA), Masters and PhD. As the world rapidly transitions into a global marketplace, Sunway employs a methodical talent development system to ensure each Sunway employee is armed with the necessary skill sets to effectively navigate these shifts and embrace growth. Specifically, through Sunway's specially tailored suite of Talent Development programmes, we seek to steer promising employees to take on future leadership roles and empower them to assume middle and senior management positions in the company.

To engage and develop *Leading with Passion* as the corporate culture, we also encourage every employee to practice two-way communications, ask tough questions and share best practice so that we can, together, improve every day and continue to deliver solutions that matter.

We invite innovation by creating collaborative platforms to empower Sunwayians to come together to share, create, and inspire each other; ultimately advocating a culture for innovation. Some of the platforms that we have built to inspire innovation through collaboration are the Group Employee Engagement Survey, which functions as a listening platform to deepen the understanding of Sunwayians needs, and the Sunway Managers' Conference which inspires a leadership culture amongst our people.

Be it transforming mining craters to mega townships, or revolutionising the delivery of quality education to all, each Sunwayian contributes to a larger purpose – impacting lives by building better communities every day. Through impactful acts of volunteerism, philanthropy and community building, each Sunwayian is contributing to make differences

in their community – educating, healing and progressing the communities we build, serve and live within.

A LARGER PURPOSE – BETTER COMMUNITIES, INSPIRING HAPPINESS

Sunway has progressed beyond encouraging work-life balance to advocate a more effectual and sustainable concept of work-life effectiveness for all Sunwayians because people matter to us.

This means we recognise and develop an environment that promotes our people's participation in multiple roles as parents, friends, employees, and partners, so that they grow, not only professionally, but also as individuals. Indeed, recognition plays a big part in enculturating happiness and we practice it in many ways. From our Long Service Awards to our Mother's Day Appreciation Tea, we encourage Sunwayians to find meaning and purpose in life, as fuel for continuous passion.

In February 2013, Sunway signed a tenancy agreement with REAL Kids Education Group to establish a kindergarten at Jalan PJS 9/6 for Sunway employees. The construction of the kindergarten is already in progress, and it is estimated that the kindergarten will commence operations in 2014.

Work-life effectiveness contributes to the enrichment of our people's life as a whole. We make happiness a mission because it is, after all, an irrefutable truth that happy Sunwayians are productive Sunwayians.

In addition, every Sunway employee, whether based in Menara Sunway, Kuala Lumpur, or overseas in China, have equal access to exclusive benefits at any one of Sunway's components. For example, Sunwayians enjoy special rates to hotel stays, special promotions from mall tenants, discounted entrance rates to theme parks, health benefits among others. Through providing Sunwayians with access to integrated facilities both home and abroad, Sunway seeks to further amplify and enhance the lifestyle of every employee.

Work-life effectiveness contributes to the enrichment of our people's life as a whole. We make happiness a mission because it is, after all, an irrefutable truth that happy Sunwayians are productive Sunwayians.



01



02



03



04

- 01 Employees having fun at Sunway Lagoon during the annual Sunway Family Day
- 02 Ms Michelle Khoo from Sunway Berhad, Winner of the Sunway Mother-Child Lookalike Contest
- 03 "Runway In Full Bloom" - A fashion show for Sunway Moms
- 04 Registration

1ST IN MALAYSIA THE ELEVATED BUS RAPID TRANSIT (BRT) – SUNWAY LINE

“Sunway’s purpose is to create communities; sustainable communities, that brim with life; powerful ecologies where people, opportunities, and ideas meet and thrive. More than the built environment of roads and real estates, we build destinations for relationships; connecting people with people, people to progress.”

TAN SRI DR JEFFREY CHEAH AO,
Founder and Chairman of Sunway Group



It is Tan Sri Dr Jeffrey Cheah’s passion to build for communities; Sunway now features Malaysia’s first elevated Bus Rapid Transit, called the BRT - Sunway Line. The project is the first public-private partnership (PPP) between Syarikat Prasarana Negara Berhad and Sunway Berhad.

The BRT - Sunway Line is a public transportation that runs on a dedicated elevated lane, specially designed for easy and comfortable commutation via its fleet of eco-friendly electrical buses fitted with disabled friendly features. Completion is slated for early 2015.

DESIGNED FOR YOUR CONVENIENCE

Two of the BRT stations are designed with park and ride infrastructure allowing commuters to park their cars and motorcycles before boarding the BRT. Commuters also enjoy easy access to major commercial centres within Sunway Resort City via elevated covered walkways.

ENRICHING LIVES THROUGH CONNECTIVITY

The BRT - Sunway Line is expected to serve approximately 500,000 residents including an estimated 50,000 students around Bandar Sunway, Subang and USJ areas.

BY AIR

In the near future, you may take the KLIA Express to KL Sentral, which connects to Setia Jaya KTM Station or the proposed LRT station in USJ, at which the BRT stops. Within minutes, the BRT takes you to world-class facilities and amenities of Sunway Resort City and other areas of Subang Jaya.

BY RAIL

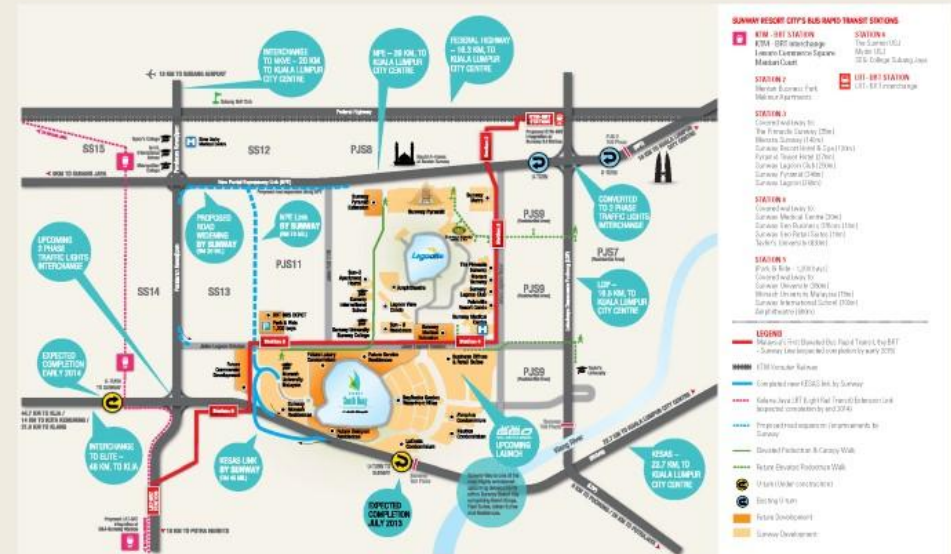
The BRT - Sunway Line links to the extended LRT line in USJ allowing easy access to places like Damansara, USJ, Putra Heights, Lambah Subang, Kelana Jaya, Subang Jaya, Bandar Kinrara, Puchong and Seri Petaling.

BY LAND

Sunway has invested RM136 million in major roadworks to ease traffic congestion by 80% in Sunway, Subang and USJ areas. Major projects include:

- Direct access in and out of Sunway South Quay from Lebuhraya Shah Alam (KESAS) Link.
- Road widening of two lanes from Sunway Pyramid to Persiaran Kewajipan along New Pantai Expressway (Roadworks commenced).
- The NPE Link, a direct link from Sunway South Quay to NPE.

ABSOLUTE ACCESSIBILITY & SEAMLESS CONNECTIVITY



A TRANSPORTATION GAME CHANGER





A PINNACLE OF SUCCESS

The Pinnacle Sunway, representing Sunway's Grade A commercial office tower to add to the thriving Sunway Resort City, slated for completion by the end of 2013, will exponentially add to the vibrancy of the award-winning and successful township.

The Grade A, 27-storey, 580,000 sq ft nett office tower stands out with a generous floor plate of 25,000 sq ft net, that affords flexibility for expansion. Located atop a 6-level basement carpark, the Ground and Mezzanine floors are designed for banking operations and F&B outlets.

The Pinnacle Sunway's most attractive proposition is its highly strategic location. Located right beside Menara Sunway and surrounded by Sunway Resort City's world-class amenities provided by its seven key components. Tenants and visitors of The Pinnacle Sunway can enjoy the facilities of Sunway Resort Hotel & Spa, Sunway Pyramid Convention Centre, Sunway Pyramid Shopping Mall, Sunway Medical Centre, Sunway University, Monash University Malaysia, Sunway Lagoon and Sunway Lagoon Club which are all within walking distance. The nearby Sunway South Quay, a high-end residential development, supports a complementary lifestyle for the corporate denizens of the Pinnacle.

The Pinnacle Sunway's excellent location is further enhanced by the seamless connectivity provided by an outstanding network of public transportation and major highways that augments its accessibility. Located between the two main roads of Jalan Lagoon Timur and Persiaran Lagoon, The Pinnacle Sunway is easily accessible via 6 major highways: New Pantai Expressway (NPE), Kesas Highway, Federal Highway, NKVE, ELITE Highway and LDP.

The office tower will also be serviced by Malaysia's first elevated Bus Rapid Transit system which will connect the building to the rest of Klang Valley through the existing KTM and LRT stations. More than 10,000 interconnected covered car park bays will be made available to the tenants and visitors of The Pinnacle Sunway.

Designed to exemplify the best of sustainable building, The Pinnacle Sunway has received certification from both Malaysia's Green Building Index (GBI) and the GreenMark Rated Gold from the Singapore's Building and Construction Authority (BCA). Once completed, the MSC-status office tower will serve as an iconic landmark that exemplifies the best of commercial life within a fully integrated city and an ideal home for multinational companies and large corporations.

GRADE A OFFICE SPACES

27-STOREYS

580,000 SQ FT
NETT OFFICE TOWER

25,000 SQ FT
NET FLOOR PLATE

6-LEVEL BASEMENT CAR-PARK

CONNECTING WITH THE COMMUNITY

Sunway Property recently treated Sunway PALS and local and international students from Sunway University and Monash University Malaysia to a splashing good time at Sunway Lagoon in a continued effort to bring the communities within Sunway developments closer together. The inaugural event also served as an opportunity to reward local and international students who have chosen to forge their educational path with Sunway.

Aptly themed "Sunway Challenge", the event saw participants compete in a series of games, puzzles and challenges in the style of 'Amazing Race' for a chance to win up to RM6,000 worth of cash prizes. Participants also had the opportunity to experience Sunway Lagoon's latest attractions – the Vuvuzela, the world's largest vortex water ride, and the World's First Waterplex in 5D.

Sunway Challenge is one of the many initiatives organised by Sunway Property's Customer Service to enrich the lives of its communities and to foster closer relations between developer and purchasers. Other activities previously organised for purchasers include musical shows, movie nights, lucky draws and lunch parties. In fact, Sunway PALS and children from Rumah Kanak-kanak Ini Di Sayangi (K.I.D.S) were recently treated to an exclusive screening of Iron Man 3 at TGV Sunway Pyramid.

Sunway's engagement with the community is not limited to just "fun and games", but extends beyond, such as taking the lead in driving sustainable movements. For example, in conjunction with World Environment Day 2013, and to further encourage green efforts within Sunway developments, Sunway Property contributed 100 trees to the local

Residents' Association, to be planted across the whole development of Sunway Parkville. The continuous engagement with both community and nature stands testament to Sunway's unwavering commitment in doing business with a heart.

- 01 Get Set, Ready, Go! Ms Joyce Sin, Senior General Manager - Marketing & Sales/Customer Relations, Sunway Property, Mr Ong Ghee Bin, Executive Director of Property Development Division for Central Region, Sunway Berhad, and Ms Alice Leow, General Manager - Customer Relations, Sunway Property, present the Opening Gambit.
- 02 Participants cheering before the Challenge starts.
- 03 Looking forward to a date with Iron Man!
- 04 Going green at Sunway Parkville.
- 05 Participants feeling triumphant after experiencing Vuvuzela.



02



01

ABOUT SUNWAY PALS

Purchasers of Sunway's properties are automatically awarded membership into the exclusive Sunway PALS programme. The programme was initiated to foster a lifelong relation with the purchaser of a Sunway Property. Sunway PALS are also the first to view Sunway's new property launches. For more information, visit the Sunway PALS Facebook or www.MySunwayProperty.com, or call the toll-free number at 1-300-88-011.



03



04



05

COMMITTED TO SMOKE-FREE WORKPLACES



Launch of World No Tobacco Day at Sunway Pyramid.

As a staunch advocator of smoke-free workplaces, Sunway Group Founder and Chairman Tan Sri Dr Jeffrey Cheah, ⁰¹ has delineated a plan to make Sunway Resort City a 100% smoke-free zone, in alignment with the Group's purpose to provide a better and healthier future for its committee.

The implementation of smoke-free township will free an estimated 200,000 residents in Sunway Resort City from the harmful effects of cigarette smoke, which includes a population of 30,000 students. The pledge is also expected to send a strong anti-smoking message to the township's international tourists and guests, as it receives 40 million visitations yearly.

Starting this year to 2018, Sunway Group will progressively roll out a comprehensive smoking cessation plan to educate and to

inform its employees of the benefits of smoke free environments. Specifically, Sunway will focus on informing and educating Sunway stakeholders in 2013, advocating the benefits of a smoke-free environment from 2014 to 2017, to successfully achieve a smoke-free township by 2018. The commitment to combat smoking will also be incorporated into the Group's human resources policy.

Tan Sri Dr Jeffrey Cheah made the announcement at the launch of the International World No Tobacco Day 2013 held recently at Sunway Pyramid. Organised by the Ministry of Health, the three-day event offered visitors the opportunity to learn more about the hazards caused by tobacco and smoking including other important information. There were also free health screenings offered by Sunway Medical Centre.

Besides supporting the World No Tobacco Day 2013 launch as venue sponsor, Sunway has also forged a close working relationship with the Ministry of Health to formulate the National Smoke Free Workplace Guideline.

Another initiative to combat smoking is the partnership with the Malaysian Health Promotion Board, MySihat, to further empower management's capacity for tobacco control. Specifically, in February 2013, Sunway Medical Centre played host to the launch of the Malaysian Blue Ribbon Campaign, an event initiated and driven by MySihat to create awareness on the health hazards of secondhand smoke. The Campaign also aims to recognise and honour individuals or organisations for saving peoples' lives from exposure to secondhand smoke.



01

The Group's anti-smoking advocacy work had started in 2008, when it had drawn out its first charter paper on smoke-free zone, with the gazette of five of its buildings in Sunway Resort City as smoke-free establishments. A Sunway Smoke-Free Committee was appointed to lead the Group's initiatives towards the cause. The Committee is the first corporate member of the Asia Pacific Child and Family Health Alliance for Tobacco Control.

Sunway Group's efforts support the Government's strategies, which are already in place to curb smoking. This includes a ban on direct and indirect promotion of tobacco products and reducing nicotine content in cigarettes by 2015.

⁰¹ Tan Sri Dr Jeffrey Cheah, ⁰¹ Founder and Chairman of Sunway Group and YB Dato' Sri Dr S. Subramaniam, Minister of Health visiting the exhibition booth.

⁰² Free health check up by Sunway Medical Centre.

⁰³ Tan Sri Dr Jeffrey Cheah, ⁰¹ Founder and Chairman of Sunway Group, pledges his right to clean air, witnessed by Dato Sri Liow Tiong Lai, Minister of Health Malaysia, Dr Graham Harrison, WHO Representative to Malaysia, Singapore & Brunei, Datuk Dr Yatya Baba, CEO of Malaysia Health Promotion Board, and Datuk Dr Lckman Hakim Sulaiman, Deputy Director General (Public Health).



02



03

THIRD PUTRA BRAND AWARD FOR SUNWAY BERHAD



01



02

01 Our Third Win! Ms Sarena Cheah, Executive Director of Strategic and Corporate Development, Sunway Berhad received the award from Mr Khoo Kar Khoo, President of Malaysian Advertisers Association and Mr Ranganathan Somanathan, President of Media Specialists Association (MSA).

02 We Did It Again! The team celebrates for a job well done.

“We have always benchmarked ourselves with the best in the industries and strive to be a community builder that delivers products and services which enrich people’s lives in many ways.”

Sunway Berhad was a winner at the 2013 Putra Brand Awards, scoring a Silver in the Property Development category. This is its third, after being accorded the honour at the previous 2010 and 2011 events.

Organised by the Association of Accredited Advertising Agents of Malaysia (4As) and endorsed by Matrade, the Putra Brand Awards is a recognition and brand valuation exercise to not only recognise public-listed companies but also local brands and SMEs that are near and dear to the hearts of Malaysians. 6,000 consumers took part in the brand survey to nominate brands with outstanding performance. Sunway’s success at the event is a testimony of consumers’ trust in the home grown brand.

Ms Sarena Cheah, Executive Director of Strategic and Corporate Development,

Sunway Berhad who received the award, said, “We have always benchmarked ourselves with the best in the industries and strive to be a community builder that delivers products and services which enrich people’s lives in many ways. This award reflects our service commitment and a testament that we are very much trusted by consumers and stakeholders.”

Sarena Cheah also said that Sunway will continue to be the exemplary Malaysian corporation with high quality service to meet both local and international expectations.

“We are blessed to have the right talents to help elevate Sunway to where it is today. Their commitment towards excellence and passionate drive to be part of its success has not only benefitted Sunway and its employees, but also the communities we operate within,” said Cheah.

NICK VUJICIC LECTURES AT SUNWAY UNIVERSITY

Motivational speaker extraordinaire and Life Without Limbs organisation founder Nick Vujicic recently shared his life experience to an audience of more than 5,000 people when he delivered his first public talk in Malaysia at Sunway University campus.

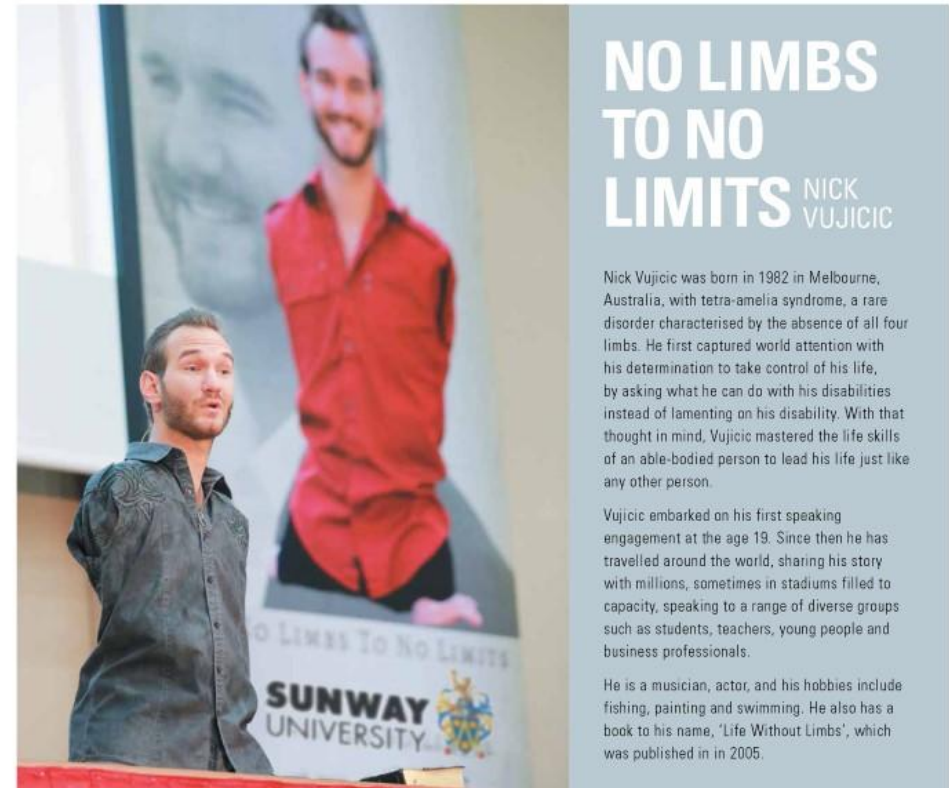
Speaking live in the University Hall to 1,500 attendees, of which more than a thousand were students, Nick’s story was concurrently beamed live across Sunway University to 21 halls, classrooms and lecture theatres, enabling many more people to watch him talk.

The talk was also streamed live to Sunway International School, Monash University Malaysia, Sunway College Johor Bahru and Sunway Resort Hotel & Spa. Although the talk was primarily organised for students of

Sunway Education Group, particularly Sunway University and Monash University Malaysia, limited passes were made available to the public on first-come-first-served basis via online registration with no entrance fee.

Apart from the rousing and enthusiastic welcome, the students, staff and public were moved and inspired by Nick’s passionate talk on having purpose, self-worth and to recognise one’s value.

The talk was sponsored by Jeffrey Cheah Foundation and Sunway University in line with efforts to bring in top international and inspiring speakers to Malaysia, in part to empower young minds and secondly, to enrich the experience of the surrounding community.



NO LIMBS TO NO LIMITS NICK VUJICIC

Nick Vujicic was born in 1982 in Melbourne, Australia, with tetra-amelia syndrome, a rare disorder characterised by the absence of all four limbs. He first captured world attention with his determination to take control of his life, by asking what he can do with his disabilities instead of lamenting on his disability. With that thought in mind, Vujicic mastered the life skills of an able-bodied person to lead his life just like any other person.

Vujicic embarked on his first speaking engagement at the age 19. Since then he has travelled around the world, sharing his story with millions, sometimes in stadiums filled to capacity, speaking to a range of diverse groups such as students, teachers, young people and business professionals.

He is a musician, actor, and his hobbies include fishing, painting and swimming. He also has a book to his name, ‘Life Without Limbs’, which was published in 2005.

SUNMED ENGAGES THE COMMUNITY WITH A MEMORABLE FUN-FILLED OPEN DAY



01



02

01 Budding Picasso's in earnest concentration at the SunMed colouring contest.

02 I think this is how it's done?

03 Congratulations on finding the treasure! Mr Lau Beng Long, CEO of Sunway Medical Centre, presents the mock cheque to the winning duo.



03

In a concerted effort to create and to encourage a health conscious society, Sunway Medical Centre literally open its doors to members of public when it organised its first Open Day recently.

In addition to the opportunity to familiarise themselves with the hospital and discover the various Centres of Excellence and services offered by Sunway Medical Centre, visitors were also given the opportunity to enjoy free health screenings, such as glucose test, cholesterol test, middle ear screening, as well as skin prick test for allergy detection. Counselling for those in the high-risk categories was provided by senior nurses and

dieticians, while those made of sterner stuff did their bit for the community by donating blood at the hospital laboratory.

One of the key highlights of the Open Day was The Amazing SunMed Drive Hunt, in which 40 teams competed against one another for the treasure of RM3,000 cash. Flagged off by CEO of Sunway Medical Centre Mr Lau Beng Long the Hunt saw participants drive around Sunway Resort City to complete healthcare related challenges and hunt for hidden clues around the hospital.

The very young were not forgotten in the family-oriented Open Day. While some chose to stretch their creativity by participating in the colouring contest, others decided to roam wild in an inflatable castle. Ever present to tickle the children's funny-bone was SunMed's very own "Patch Adams".

All in all, the SunMed Open Day proved to be a fun and educational day for all in the family, and a unique opportunity for hospital staff to further enrich the lives of the community it serves.

SUNWAY VELOCITY WINS "BEST MIXED-USE DEVELOPMENT" AT ASIA PACIFIC PROPERTY AWARDS



From Left: Mr Ong Pang Yen, Joint Managing Director of Property Development Division, Sunway Berhad, Mr Ong Ghee Bin, Executive Director of Property Development Division for Central Region, Sunway Berhad and Ms Sarana Cheah, Joint Managing Director of Property Development Division, Sunway Berhad.

Sunway Velocity emerged as 'Best Mixed-Use Development' at the recent 2013-2014 Asia Pacific Property Awards (APPA). Sunway Velocity was selected amongst a collection of projects submitted by Asia Pacific companies from 23 different countries.

This is the third APPA award received by Sunway Property. In 2011, Sunway Vivaldi received the Five-Star Award for Condominium while in 2012, Sunway Rydggeway received the Highly-Commended Award for the Multiple Units Development category.

The first APPA was organised in 1994. APPA is part of the long established International Property Award, and its award logo is recognised as a symbol of excellence throughout the global property industry.

Sunway Velocity is a freehold development, strategically located 3.8km from the Kuala Lumpur City Centre. It is easily accessible via Light Rail Transit (LRT) and the soon to be completed MY Rapid Transit (MRT). Sunway Velocity comprises of retail shops, office suites, service apartments, a proposed business hotel, and a lifestyle shopping malls sprawling over one million square foot, complete with more than 6,500 covered parking bays.

LOST WORLD OF TAMBUN WINS BEST BRAND AWARD



LostWorld of Tambun has been awarded the prestigious Best Brand in Leisure & Hospitality Award 2013 by BrandLaureate, firmly stamping the theme park as a market leader within Malaysia. The award is bestowed on an annual basis by the Asia Pacific Brands Foundation, the world's only branding foundation.

LostWorld of Tambun first opened its doors to the public on 11 November 2004. New attractions are brought in regularly to enrich visitors' experience. This June, visitors can look forward to Lupe's Adventure, Lost World's newest attraction and Perak's first roller-coaster ride.



Mr Calvin Ho, General Manager of Lost World of Tambun, beamed with pride as he received the Best Brand Award.

SUNWAY CONSTRUCTION WINS INTERNATIONAL ACHIEVEMENT AWARD



Mr Kwan Foh Kwai, Managing Director of Sunway Construction (far right) received the International Achievement Award, one of the prestigious categories among the Malaysian Construction Industry Excellence Awards 2013.

Sunway Construction has been awarded the International Achievement Award for the construction of Zayed Sports City Development, Phase 1A in Abu Dhabi.

The award, one of the most prestigious categories among the Malaysian Construction Industry Excellence Awards 2013 (MCIEA), was presented by the Construction Industry

Development Board (CIDB), a statutory body established in July 1994 under the Malaysian Minister of Works to coordinate all activities in the construction industry and to increase competitiveness among the players.

This is the 12th annual event organised by MCIEA to recognise achievements and contribution of the industry players in the

construction industry. All award recipients had undergone an assessment process in a two-tier evaluation system, formed by a panel of assessors comprise of individuals in senior management positions from 21 construction related organisation across the industry.

PROFESSOR DWIGHT PERKINS DELIVERS LECTURE AT SUNWAY UNIVERSITY



From left to right: Mr Lee Weng Keng, Chief Executive Officer of Education and Healthcare of Sunway Group, YBhg Dato' Seri Razman M Hashim, Deputy Executive Chairman of Sunway Group, YBhg Dato' Chew Chee Kin, President of Sunway Group, YBhg Tan Sri Dr Ramon Navaratnam, Corporate Adviser of Sunway Group, HRH Raja Nazrin Shah, Raja Muda of Perak, YBhg Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group, Professor Dwight Perkins, Emeritus Professor of Political Economy of Harvard University, Ms Elizabeth Lee, Senior Executive Director of Sunway University & the Sunway Education Group, Y.A.M. Tunku Zain Al-'Abidin ibni Tuanku Muhriz, JCF's Board of Trustees, YBhg Tan Sri Dato' Dr Lin See Yan, JCF's Board of Trustees.

Professor Dwight Perkins, Emeritus Professor of Political Economy of Harvard University, recently presented a lecture on "China's Slowing Economic Growth and its Implications" at Sunway University. Among the attendees were HRH Raja Nazrin Shah, Raja Muda of Perak, Jeffrey Cheah Foundation's Board of Trustees, staff and students of Sunway University, media and members of the public.

During his presentation, Professor Perkins shared that 'massive real estate' and 'infrastructure investment' (including offshore investments) have contributed significantly towards China's outstanding double digit economic growth in the past decade. Although China's GDP is slowing down due to global recession, Professor Perkins reassured his audience that an economic 'crash' is unlikely to occur, as China is simply experiencing a 'normal stage of development' typical of many other developing Asian countries.

Professor Perkins' lecture is part of the Tan Sri Jeffrey Cheah Distinguished Speakers Series (TSJCDSS), an initiative introduced by Sunway University to provide the community and the public with a platform for intellectual discourse and lifelong learning. Since the first lecture delivered on 8 March 2005, more than 55 experts from over 20 different educational institutions across three continents have shared their views. The TSJCDSS remains as one of Malaysia's longest running public lectures to date.

SUNWAY WINS BCI ASIA AWARD FOR THIRD CONSECUTIVE YEAR



Mr Ong Pang Yen, Joint Managing Director of Property Development Division, Sunway Berhad, received the award from Dr Matthias Krups, Chairman of BCI.

Sunway Berhad's Property arm scored a big win recently at the BCI Asia Award 2013 by bagging one of the most coveted awards for the Asian building and design industry. This is Sunway Berhad's third consecutive win, which firmly establishes the company as one of Malaysia's Top 10 property developers.

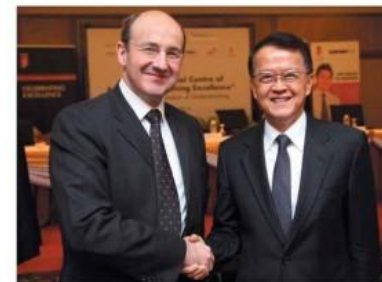
Mr Ong Pang Yen, Joint Managing Director of Property Development Division, Sunway Berhad, says winning the award is a strong recognition of the Sunway brand which underpins the company's drive to continuously deliver highly regarded and innovative products.

The BCI Asia Top 10 Awards is a prestigious label of excellence and success for firms

in the region and beyond. The awards recognises the ten leading design and development enterprises in seven key Asian markets, namely Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam, that have made the greatest contribution to the built environment in the prior year.

Winning firms were identified by BCI Asia according to the aggregate value of their projects under design or breaking ground in 12 months preceding the award year. The data is compiled by BCI Asia's researchers from interviews conducted with more than a quarter of a million architects and other building professionals.

SUNWAY ESTABLISHES NATION'S FIRST ACCOUNTING TRAINING EXCELLENCE CENTRE



The Deal Is On! Mr Michael Izza, Chief Executive of ICAEW extends a warm hand to Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group.

Sunway has signed a Memorandum of Understanding (MOU) with the Institute of Chartered Accountants in England & Wales (ICAEW), TalentCorp Malaysia, BDO Malaysia, Ernst & Young and PwC Malaysia via a collaboration between Sunway TES, a subsidiary of the Sunway Education Group, to establish the first accounting training excellence centre for Malaysia and the region.

This is the first public-private partnership in the region and it supports the government's aim of establishing Malaysia as an education hub for ASEAN and providing the needed skilled talent to effect Malaysia's Economic Transformation.

One of the first initiatives to be carried out at the centre is a pilot programme where promising ASEAN and Chinese students will have the chance to study for ICAEW's internationally-recognised ACA qualification in Malaysia. They will undergo the required training with accountancy firms BDO Malaysia, Ernst & Young or PwC Malaysia, with TalentCorp facilitating applications for the Work Visas required to train locally. Other accounting firms, banks and businesses are also expected to participate as the programme matures.

During the event, Chief Executive of ICAEW Mr Michael Izza said Malaysia was picked

as the training hub for ICAEW in the Asean region because of the Sunway Education Group's polished track record and the government's support.

The agreement was signed by Mr Michael Izza, CEO of ICAEW; Mr Lee Weng Keng, Director of Sunway-TES; Mr Johan Merican, CEO of TalentCorp Malaysia; Dato Gan Ah Tee, Managing Partner of BDO Malaysia; Mr Ramesh Rajaratnam, Partner of Ernst & Young and Encik Faiz Azmi, Executive Chairman, PwC Malaysia. The signing was witnessed by Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group.

