

FEATURE —
**SUNWAY REWARDS
CONSUMERS WITH 40TH
ANNIVERSARY GIFT**

PROPERTY —
**SUNWAY PALAZZIO
BAGS FIABCI
TOP HONOURS**

EDUCATION —
**DEMOCRATISING
QUALITY EDUCATION FOR
THE LEARNING DISABLED**

HEALTHCARE —
**SUNWAY MEDICAL CENTRE
CELEBRATES 15 YEARS
OF HEALTHCARE EXCELLENCE**

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SUNWAY



ISSUE 49
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FROM THE SENIOR
MANAGEMENT DESK

CELEBRATING 40 YEARS OF PURPOSE

DATUK SERI RAZMAN M.HASHIM
DEPUTY CHAIRMAN, SUNWAY GROUP



This year is an important milestone year for us as Sunway celebrates its 40th Anniversary. We have come very far from our humble beginnings as a small tin-mining company to become one of Malaysia's most formidable property-construction conglomerates.

I believe Sunway has been successful because we stayed true to our corporate purpose - to provide a better future for the communities in which we build, serve and live within. This business philosophy is deeply embedded in our culture and in our perennial commitment to our stakeholder universe as we continually deliver on this promise as dedicated co-investors in the communities which we have created.

Sunway in its 40th year is a conglomerate with presence in 40 locations worldwide, and businesses in 12 industries. This means we have an opportunity to touch people's lives in a positive way, everyday, in many places and in many ways. The theme for our celebration, "A Part of You" is a tribute to the many communities we built and served. It is only propitious that we deepen our relationships with the communities by intensifying our efforts for our communities along with our celebrations.

Central to creating even more impact for our communities are our corporate responsibility programmes which are categorised under three key areas of focus: Education, Healthcare and Community

Aid, Reachout, and Enrichment (C.A.R.E) Projects.

For education, the Jeffrey Cheah Foundation recently launched the Jeffrey Cheah Institute on Southeast Asia witnessed by the Deputy Prime Minister of Malaysia, intensifying intellectual exchange and deepening research for the region. The Foundation has gifted scholarships amounting to more than RM132 million to over 16,000 deserving students since 1997.

For Healthcare, we are committed to Sunway Resort City becoming a 100% smoke-free township by 2018. This year, we will continue to campaign for the public to be educated to take control of diabetes through exhibitions, screenings and health

talks. We are also organising a fundraising dinner on May 19th in aid of the National Kidney Foundation of Malaysia.

As for intensifying our C.A.R.E. projects, we are constructing Malaysia's first elevated Bus Rapid Transit (BRT) a unique public transport system under the first public-private partnership. Through Sunway's Light of Hope campaign, we will continue to see Sunwayians volunteering their time and effort to make a difference in the lives of hundreds of underprivileged children.

I hope you will take some time to join us in our work for the community this year - let's together create a difference for the world around us. ■

Malaysia's first GBI certified sustainable township.

SUNWAY RESORT CITY:

CONNECTIONS ENRICH LIVES.

Cities are profoundly different when they are imagined for global communities. From wasteland to wonderland, Sunway Resort City is today one of the region's best integrated townships because it empowers people through connectivity: connecting people to people, people to ideas, people to progress.

CREATED BY SUNWAY, INSPIRED BY YOU.

CONNECTED TO IDEAS

COMMERCIAL

The new energy efficient, MSC certified, 27-storey, Grade A, Sunway Pinnacle with over 10,000 interconnected car-park bays enhances the city's office offerings, ready for global enterprises and talent.

HEALTHCARE

Pioneering Sunway Medical Centre is the home to cutting edge healthcare, and medical research; the first private hospital in Asia to perform Sacroiliac Joint (SI) fusion surgery.

HOSPITALITY

Sunway Resort Hotel & Spa is the single largest integrated hotel development in greater KL with 1,234 guestrooms, suites, villas and serviced residences and 10,000 sq metres of function space within 55 meeting rooms, ready to support world-class MICE.

EDUCATION

Sunway Education Group, governed by Malaysia's largest social enterprise set-up, the Jeffrey Cheah Foundation, has linked up with Harvard University to create the region's first Jeffrey Cheah Institute of Research on South East Asia Studies.

RETAIL

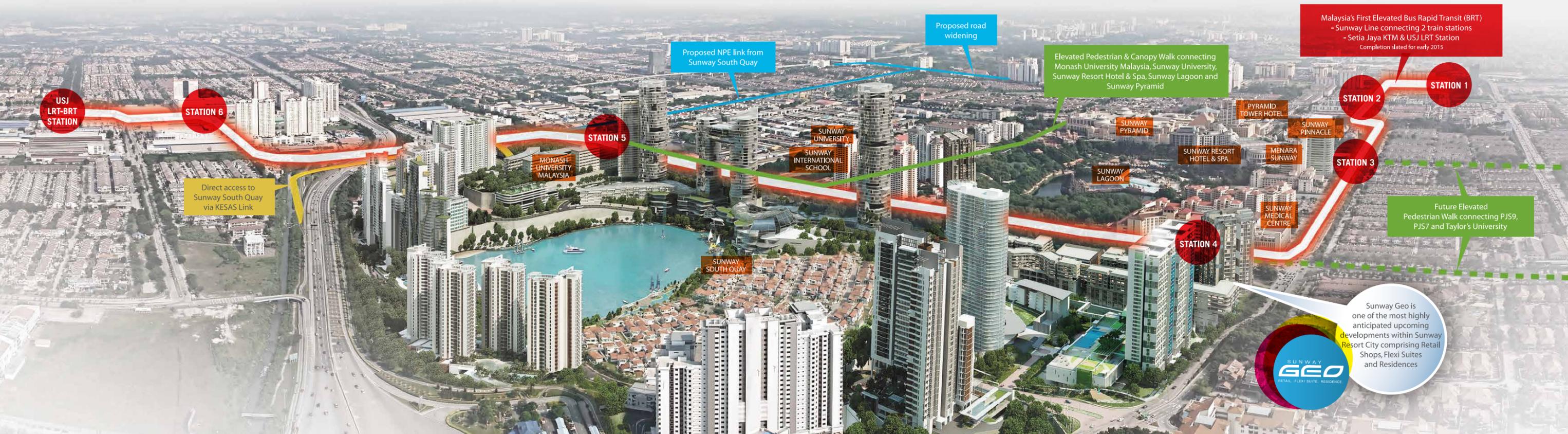
The first themed shopping and entertainment mall in Malaysia, the iconic Sunway Pyramid, is currently being expanded to be one of the largest malls in the world.

LEISURE

Asia's Best Attraction, Sunway Lagoon, home to the World's First Waterplex 5D and the World's Largest Water Ride, Vuvuzela, renews its content every year and is now home to MTV World Stage Malaysia from 2013-2015.

RESIDENTIAL

The 178-acre exclusive Sunway South Quay is currently in progress, for Sunway's growing international community.



ABSOLUTE CONNECTIVITY & ACCESSIBILITY

A secured canopied walkway and free shuttle buses connect Sunway Resort City's more than 7 million square feet of world class amenities and facilities over 800 acres, serving 40 million visitations yearly.

A mere 20 minutes to KL City Centre, 35 minutes to KLIA, and served by 6 major highways, Sunway Resort City is connected to the world.

Road improvements and the construction of Malaysia's first elevated Bus Rapid Transit (BRT) - Sunway Line is underway to improve connectivity even further for the 500,000 residents and 50,000 students in Sunway Resort City and surrounding areas.

Sunway Group builds, owns and manages all components within Sunway Resort City, making the Group the largest co-investor in the township. Sunway grows hand in hand with the communities it creates.

- STATION 1** SUNWAY SETIA JAYA
- STATION 2** MENTARI
- STATION 3** SUNWAY PYRAMID MALL
- STATION 4** SUNWAY MEDICAL CENTRE
- STATION 5** SUNWAY UNIVERSITY
- STATION 6** SUNWAY SOUTH QUAY

Sunway Group builds, owns and manages Sunway Resort City.



FEATURE

SUNWAY REWARDS CONSUMERS WITH 40TH ANNIVERSARY GIFT



THIS YEAR, SUNWAY TURNS 40 AND TRUE TO ITS BRAND PROMISE OF BEING COMMITTED TO THE COMMUNITIES IT BUILDS, SERVES AND LIVES WITHIN, SUNWAY GROUP HAS LAUNCHED A UNIQUE LOYALTY PROGRAMME, SUNWAY PALS AS A GIFT TO ITS COMMUNITIES.

Sunway Pals offers savings and rewards to its supportive customers, as a gesture of appreciation. At the launch event of the loyalty programme, the conglomerate had made it more meaningful by inviting the very first supporters of Sunway Group.

The 800-acre Sunway Resort City (SRC), Sunway's flagship township, which welcomes 40 million visitations annually, will be the first location where loyal customers can accumulate savings through Sunway Pals. SRC is made up of many entities such as hospitality, leisure, medical, retail, property and education divisions. This includes Sunway Pyramid Mall, which is the 8th largest shopping mall in the world, with 890 tenants.

Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group had presented customised, pre-loaded Sunway Pals cards to the special invitees. They included the first

"baby" born at Sunway Medical Centre, Ahmad Sharifi Sharidan, who attended the event with his parents; two-generations of Sunway-educated family who were among the first batch of students in Sunway College, Adrian Ooi and Adelaine Teoh and their children, Aaron, who is currently into his second year at Monash University Malaysia and Alvin who is enrolled in Year 11 at Sunway International School (SIS); Mohd Yazair B Razali who is the first Sunway Lagoon Fun Card member; Zambri Bin Idris, the first employee of Sunway Resort Hotel & Spa who has been with the hotel since it opened in 1996; and Sunway Property's platinum status property purchaser, Mary Lee, who is currently living in her Sunway property.

The first tenants of Sunway Pyramid Royal Selangor, PKTime and Giordano, who have been with the mall since it opened in 1997, also added joy to the event. ■



- 1 Dato' Ngeow Voon Yean, Managing Director, Property Investment Division, Sunway Group, receives his personalised Sunway Pals membership card from Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman, Sunway Group.
- 2 Group photo of Sunway's first supporters.
- 3 Zambri Idris, the first employee of Sunway Resort Hotel & Spa, is all smiles as he accepts his personalised Sunway Pals card from Tan Sri Dr Jeffrey.
- 4 The first Sunway Lagoon Fun Card member Mohd Yazair Razali grins with pride as he received his personalised card from Tan Sri Dr Jeffrey.

"IN MANY WAYS, MALAYSIANS FROM ALL OVER THE COUNTRY HAVE ALLOWED SUNWAY TO BE A PART OF THEIR LIVES, AND FOR THAT, WE ARE DEEPLY GRATEFUL. ACROSS MALAYSIA, WE ARE WELCOMING MORE AND MORE NEW MEMBERS INTO THE COMMUNITIES WE ARE BUILDING AS WE ENDEAVOUR TO ENRICH MORE LIVES WITH OUR INNOVATIONS."

TAN SRI DR JEFFREY CHEAH, AO

THE QUICK AND SNAPPY ON SUNWAY PALS

WHAT IS IT?	A totally fabulous loyalty programme offering both fantastic rebates and savings for dollars spent across Sunway establishments
WHERE TO USE?	Sunway Resort Hotel & Spa, Pyramid Tower Hotel, Lost World of Tambun Hotel, Sunway Hotel Georgetown, Penang, Sunway Hotel Seberang Jaya, Sunway Lagoon, Sunway Property, Sunway Education Group institutions, Sunway Medical Centre, plus 120 participating fashion, accessories, optical, digital, beauty, health, gifts as well as F&B outlets at Sunway Pyramid Mall. Talk about living it up with just one card!
WHAT ABOUT OUTSIDE OF SUNWAY RESORT CITY?	Hold your horses! More delightful merchants will be joining us soon. And also the other Sunway townships and establishments!
I DON'T LIKE CARDS/ I HAVE TOO MANY CARDS	Go cardless. Download the Sunwaypals App on Android, iOS and voila, no cards needed!
HOW TO COLLECT POINTS?	Get points when you shop, and get points when you redeem. It's a double bonus!
HOW TO SAVE MONEY?	Points collected while shopping will be converted into cash rebates. Hurrah! That's RM 100 = 100 Sunway Loyalty Points = RM 1 cash rebate.
OOH! WHAT MORE CAN I GET?	<ul style="list-style-type: none"> • 30% discount off Sunway Lagoon + 2X points • Instant Savings on Rooms booking + 2X points Sunway Resort Hotel & Spa and Pyramid Tower Hotel • Instant Savings on total food bill + 2X points at Sunway Resort Hotel & Spa and Pyramid Tower Hotel • Earn points for Events and Business Meetings in Sunway Resort Hotel & Spa, Pyramid Tower Hotel, Lost World of Tambun Hotel, Sunway Hotel Georgetown, Penang and Sunway Hotel Seberang Jaya • 2X points award for self-pay inpatient medical bills at Sunway Medical Centre • 30% off Executive health screening, dietetic counseling and audiology screening at Sunway Medical Centre • 1X points when you purchase residential or commercial property from Sunway Property • 10% Loyalty Bursary on Tuition Fee for continuing student at Sunway Education Group (except Monash University Malaysia)
WHERE DO I GET IT?	<ul style="list-style-type: none"> • Sunway Pals Membership Counter : G1.96, Red Zone, Ground floor, Sunway Pyramid Mall (near ice-skating rink) • Visit www.sunwaypals.com.my • Download the Sunwaypals App on Android and iOS

Find out more at:

☎ Sunway Pyramid Shopping Mall ✉ sunwaypals@sunway.com.my 🌐 facebook.com/sunwaypalsloyalty 📞 03-5633 3988

SUNWAY PALAZZIO BAGS FIABCI TOP HONOURS

ECO-LUXURIOUS SUNWAY PALAZZIO ADDS BEST HIGH-RISE DEVELOPMENT AT MALAYSIAN PROPERTY OSCARS TO PREVIOUS ACCOLADES

Sunway Palazzo has bagged top honours as the nation's Best High Rise Development at the FIABCI Malaysia Property Award, deemed the "Oscars" for the property industry in Malaysia. The freehold Sunway Palazzo had previously captivated the attention of international investors and homeowners from all over Asia when it became the first high-rise residential development in Malaysia to be awarded the prestigious BCA Green Mark Gold Award.

The recent accolade adds to the prestige of the low-density development, which is also CONQUAS certified, and has won the World Association of Chinese Architects (WACA) Award as well as the Best High Rise Residential Development in Malaysia at the 2009 Asia Pacific Property Awards sponsored by CNBC.

AN ICON OF GREEN EXCELLENCE

Today, the regal RM 422 million GDV Sunway Palazzo stands as a distinctive landmark in Sri Hartamas. An icon of grace, its twin loading towers in the shape of a curvilinear birds wings tower above the neighboring Sri Hartamas, Damansara Heights, and Mont Kiara.

Green innovation is the hallmark differentiator for the development. At only 37 units per acre, it is the epitome of efficient use of land and resource. In addition, the construction of Sunway Palazzo was completed with minimal impact on the existing site.

Verdant trees, left untouched during construction, line the site's boundaries, lending green appeal in addition to the 2.5 acre public park adjacent to the development, which has been enhanced by the developer as part of its contribution not only to the occupants of Sunway Palazzo but also its surrounding neighbourhoods. Within close proximity of the development are shopping complexes, international schools, banks, commercial centres, shop offices, restaurants and cafes.

Upon entrance, an impressive drop-off point welcomes occupants and guests at the Palazzo. A luxurious dual-level infinity 40m pool takes centre stage within the property's common area, with expansive open spaces provides a calm, composed space, designed to soothe the mind. 44 percent of the entire development is landscaped.



1



2

- 1 Ong Ghee Bin, Executive Director of Property Development Division, Sunway Berhad, received the award from Yang Amat Mulia Tunku Besar Seri Menanti Tunku Ali Redhaudin Ibrahimi Tuanku Muhriz, the Guest of Honour for the ceremony, FIABCI Malaysia President Yeow Thit Sang, and organising committee chairman Dr Yu Kee Su.
- 2 The ones who made it happened! Sunway Property team poses with pride with the architects behind Sunway Palazzo, and Sunway's JV partner Medallion Development
- 3 Sunway Palazzo, the award-winning high rise development



3

Befitting the emerald lushness outside, the architecture and interior design is eco-inclined and climatic-responsive. Each of the exclusive 160 units comes with deep balconies, sun breakers and sliding louvers which reduce solar heat, resulting in lower electricity consumption, while full-height windows with glazing provide ample natural lighting, ventilation and maximises the panoramic view of the Bukit Kiara Forest. Every unit has a private lift-lobby served by two lifts, and premium fixtures and fittings by Dada, Hansgrohe, Bosch and Gaggenau, an air of exclusivity only enhanced by 180-degree unobstructed view. The master bedrooms come with built-in sunken baths. ■

For more information on Sunway Property, please browse www.sunwayproperty.com

SUNWAY MEDICAL CENTRE CELEBRATES 15 YEARS OF HEALTHCARE EXCELLENCE

SUNWAY MEDICAL CENTRE IS TURNING 15 THIS YEAR, CELEBRATING A DECADE AND A HALF OF HEALTHCARE EXCELLENCE WITH A CAMPAIGN THEME THAT RENEWS ITS PLEDGE TO THE COMMUNITIES IT SERVES.

THE THEME, "COMMITTED TO YOU" ENCAPSULATES THE FOUR PILLARS THAT HAS SUPPORTED THE GROWTH OF SUNWAY MEDICAL CENTRE AS ONE OF THE LEADING TERTIARY HEALTHCARE PROVIDERS IN MALAYSIA: DEDICATED PEOPLE AND PROFESSIONALS, WARM HOSPITALITY WITH A CARING TOUCH, MODERN FACILITIES WITH ADVANCED TECHNOLOGY AND COMMITMENT TO QUALITY AND SAFETY.

COMMEMORATING 15 YEARS OF HEALTHCARE EXCELLENCE

KEY FOCUS	GROWTH FROM 1999 – 2013	AN AMPLIFICATION OF 15 YEARS OF DEDICATED SERVICE – INITIATIVES IN 2014
<p>01 DEDICATED PEOPLE AND PROFESSIONALS</p> <ul style="list-style-type: none"> More than 1,000 dedicated personnel More than 170 qualified specialist consultants 450 qualified nurses and 8 clinical instructors 1,000 different types of medical procedures 40 medical specialties Community & corporate health screening programmes SMK Bandar Sunway GOLD programme: Student attachment at various departments of the hospital Let's Take 5 campaign in conjunction with World Diabetes Day Outpatient primary care coverage, including for Precious Children's Home, PERMATA children and Ms Tan Hui Linn (acid attack survivor who was studying at Sunway TES) Annual GP Symposium In-house training programmes 	<ul style="list-style-type: none"> Increasing sub-specialisation of services with recruitment of new sub-specialists including foot & ankle surgeons, oculoplastic surgeons, paediatric orthopaedic, skin cancer specialists and radiation oncologists in addition to its 177 consultants Year long customer service improvement programme with QS First in 2014 Sponsorship of 30 nurses for sub-specialty training in 2014 Free screenings to the public, over 4,000 people screened last year from 40 road shows Hosting 5 major medical symposia, an increase from the 3 symposia hosted last year. Give a Heart campaign to raise funds for screening for underprivileged women with heart diseases Beat Diabetes, focusing on awareness on heart disease and its link to diabetes to create public awareness 	

1999
SUNWAY MEDICAL CENTRE
BEGINS
OPERATIONS



1ST CORONARY
ARTERY BYPASS GRAFT

2000-2002
1ST ENDOLUMINAL GRAFTING
FOR ABDOMINAL AORTIC ANEURYSM



1ST IMAGE GUIDED BRAIN SURGERY
(STEREOTACTIC FRAMELESS)

1ST OFF PUMP BEATING
HEART CORONARY ARTERY
BYPASS GRAFT

1ST ENDOLUMINAL GRAFTING FOR
THORACTIC AORTIC ANEURYSM

1ST CORNEAL IMPLANT

2003



ISO 9001:2000 QUALITY
MANAGEMENT SYSTEM
CERTIFICATION AWARD

1ST LEKSELL FRAME
BRAIN SURGERY

HEALTHMARK
CERTIFICATION AWARD

1ST DEEP BRAIN STIMULATION
FOR PARKINSON'S DISEASE
IN MALAYSIA

2004
MALAYSIA SOCIETY
FOR OCCUPATIONAL
SAFETY & HEALTH (MSOSH)
SILVER AWARD

PRIME MINISTER
QUALITY AWARD
FINALIST



MSQH HOSPITAL
ACCREDITATION AWARD

1ST COCHLEAR IMPLANT IN
PRIVATE HOSPITAL IN MALAYSIA

1ST MINIMALLY
INVASIVE SURGERY
TWO-INCISOR TOTAL HIP ARTHROPLASTY

2007
1ST LASER VAGINAL
REJUVENATION



1ST ENDOSCOPIC SPINAL SURGERY

2008
1ST BALLON SINUPLASTY

1ST ENDOLASER VARICOSE VEIN

1ST TRANSURETHRAL
RESECTION OF PROSTATE (TURP) BY
GREENLIGHT LASER



1ST LAPAROSCOPIC
ANTERIOR RESECTION

2009
1ST STEREOTACTIC CRANIOTOMY STEM
CELL TRANSPLANT

COMPLETION
OF TOWER B HOSPITAL
EXPANSION
PROJECT

2012
ACQUIRED

3 TESLA MRI SCANNING
ENDOSCOPIC ULTRASOUND

OLYMPUS EXERA III
COLONOSCOPE & GASTROSCOPE

2013
1ST SACROILIAC JOINT
FUSION SURGERY USING DIANA IN ASIA

PHONAK AWARD OF EXCELLENCE
IN PROFESSIONALISM (MALAYSIA)
SPEECH & HEARING CENTRE

OPENING OF AESTHETIC &
LASER CENTRE



LAUNCHED INDUSTRIAL
NURSING SERVICE

1ST TO INSTALL SIEMENS
SOMATOM CT SCANNER WITH STELLAR
DETECTOR

2014
1ST HOSPITAL WITH OPTOS
DAYTONA FUNDUS CAMERA

02
CENTRE OF
EXCELLENCE

- Aesthetic & Laser Centre
- Bone & Joint Centre
- Cardiac & Vascular Centre
- Cancer Centre
- Dental Services
- Eye Centre
- Hand & Microsurgery
- Neuro Science Centre
- Speech & Hearing Centre
- Mum & Baby Services
- Child Health Centre
- Diabetes Care Centre
- Dietetics & Nutrition Services
- Rehabilitation Medicine
- Wellness Centre
- Digestive Health Centre
- Ear, Nose & Throat
- Establishing new centres of excellence, including Foot & Ankle, Spine, and Breast Care to provide a complete range of medical and surgical disciplines to its current 19 centres of excellence.

03
PIONEERING
FIRSTS

- 1st Sacroiliac Joint Fusion Surgery using DIANA (1st in Asia) in 2013
- 1st hospital to install Siemens Somatom Dual Flash CT Scanner with Stellar Detector in Malaysia
- 1st hospital with Optos Daytona Fundus camera
- 1st Cochlear Implant for a private hospital in Malaysia in 2004
- 1st Deep Brain Stimulation for Parkinson's Disease in Malaysia in 2003

04
WARM
HOSPITALITY
WITH A CARING
TOUCH

- Support Groups (Haemodialysis & Breastfeeding)
- Public forum series
- International Patient Centre with Indonesian and Japanese interpreters
- Feeding Group Therapy
- Parentcraft programmes
- LEAN Club
- Upgrading of Executive Suites
- Introduction of Confinement menu
- Japanese clinic
- SunMed Kids Club
- Installation of flat screen TV in all wards
- Part of Sunway Pals loyalty programme
- Opening of discharge lounge

05
MODERN
FACILITIES WITH
ADVANCED
TECHNOLOGY

- As a state-of-the-art medical centre, Sunway Medical Centre is strategically located in the integrated resort city of Bandar Sunway, making it an outstanding facility for medi-tourism.
- Sunway Medical Centre is designated as a smoke-free hospital in order to create a healthy and safe environment for our patients, visitors and employees.
- 60,803sq.m. spanning 5 buildings
- 358 beds including 6 luxury suites
- 3 Tesla MRI scanner
- Dual source flash speed CT scanner with Stellar Detector
- ICIP (Intellivue Clinical Information Portfolio) monitoring system for ICU patients, Haemodialysis bays and holiday dialysis
- 119 consultation suites
- 12 operating theatres
- Multi-storey car park with 700 parking bays with valet parking
- 500 pax capacity Swan Convention Centre with AV linkage and live telecast capabilities for surgical procedures, training and education
- 33 dedicated Intensive Care Unit (ICU), Critical Care Unit, Neonatal Intensive Care Unit (NICU) and Neonatal High Dependency Unit
- 2 Catheterisation laboratory (Angioplasty, Stents)
- 24-hour radiology, diagnostic & laboratory, blood bank, pharmacy
- 24-hour accident and emergency
- SunMed Clinic at Sunway Pyramid with 34 specialties and latest technology
- Renovation to expand medical oncology ward to service more cancer patients in 2014
- Revamp of breastfeeding room and diaper changing room for mothers in Jan 2014
- Opening of retail pharmacy in Mar 2014
- New cancer centre and nuclear medicine block with 5 levels of single suite patient rooms overlooking Sunway Lagoon
- Introduction of robotic-assisted surgeries
- New PACS (Picture Archiving and Communication System) HIS (Hospital Information System) for Radiology

06
COMMITMENT
TO SAFETY AND
QUALITY

- MSQH accredited private hospital
- ISO 9001:2000 Quality Management System Certification Award in 2003
- HealthMark Certification Award in 2003
- Malaysia Society for Occupational Safety & Health (MSOSH) - Silver Award in 2004
- Finalist for Prime Minister Quality Award - Finalist in 2004
- Phonak Award of Excellence in Professionalism (Malaysia) - Speech & Hearing Centre
- Customer Satisfaction Index for improvement of customer service

DEMOCRATISING QUALITY EDUCATION FOR THE LEARNING DISABLED

FOR FOUR DECADES, CORPORATE SOCIAL RESPONSIBILITY (CSR) CONTINUES TO AUGMENT SUNWAY GROUP'S BUSINESS MODEL, OPERATING STRATEGIES AND CORPORATE CULTURE AS SUNWAY ACTIVELY ENGAGES THE COMMUNITIES THAT IT HAS CREATED AND IS A PART OF.

Sunway Group's partnership with the non-profit association, Golden Opportunities for the Learning Disabled (GOLD) now 19 years in length, is an example of how Sunway is very much committed to serve the communities, and acts as a co-investor in the communities it builds for the long run.

Sunway Group's relationship with Sekolah Menengah Kebangsaan (SMK) Bandar Sunway, where GOLD was conceived, began in 1995 when the previous contractor for the school abandoned the project. At an investment of RM3 million the builders of Sunway Group completed the school, under the personal stewardship of Founder and Chairman of Sunway Group, Tan Sri Dr Jeffrey Cheah, AO. The school became one of the first of six schools adopted by Sunway Group.

The relationship deepened in 1998, when the school established its Pendidikan Khas or Special Education classes for students with learning disabilities such as Down's syndrome, autism, hyperactivity, William syndrome etc. Believing that quality education is needs-blind, Tan Sri Dr Jeffrey and the management of Sunway Group then created a Sunway Job Training Programme for Special Students with the objective of helping the students with learning disabilities obtain jobs after they had completed their academic pursuits.

The Sunway Job Training Programme, which is endorsed by the Ministry of Education Malaysia, provides job training for learning disabled students from SMK Bandar Sunway's Special Education classes, effectively developing and equipping them with skills that they can use for their future employment. Complementing the students' special learning classes at SMK Bandar Sunway, the students assume a number of practical jobs in Sunway Medical Centre, Sunway Pyramid Mall, Sunway University, and Sunway Resort Hotel & Spa. The jobs offered include chef trainee, housekeeping assistant, and kitchen helper.

After selecting their apprenticeship, the students are required to attend pre-vocational classes 3 times a week with one additional day reserved for them to learn how to bowl at Sunway Pyramid Mall and become a tournament competitor. The bowling skills inject an element of fun for the students whilst they acquire valuable, real-life, and industry standard training and job experience to help them create a meaningful future.

While the programme achieved a certain success, having graduated 100 students from various backgrounds, and ethnicities from the programme, a new challenge then surfaced for GOLD. The students are now well-trained for jobs, but however, acceptance of the students into actual corporations was lacking.



1-3 Special children from GOLD experience real-life training at different Sunway businesses, including at Sunway Medical Centre, Sunway Pyramid Mall, Sunway Resort Hotel & Spa and Sunway University.

4 Jane Poh, Administrator for the Jeffrey Cheah Foundation, En Mohd Ghazali, Hearts of Gold Foundation, Sharzede Salleh Askor, General Manager, Group Brand Marketing & Communications, Sunway Group and the children at the signing ceremony.

JEFFREY CHEAH FOUNDATION

PLEGGED RM 100,000 TO FUND THE
SOCIAL ENTERPRISE SET-UP

HEARTS OF GOLD FOUNDATION

TRANSFORMING EDUCATION FOR
SPECIAL NEEDS CHILDREN IN MALAYSIA

DEVELOP PROGRAMMES AND BUSINESS PLANS
THAT WILL EQUIP CHILDREN WITH
LEARNING DISABILITIES

WORKING WITH THE SPECIAL EDUCATION UNIT
IN THE MINISTRY OF EDUCATION AND
PEMANDU TO PROVIDE BETTER EDUCATION
FOR SPECIAL NEEDS CHILDREN

Understanding the challenge, Jeffrey Cheah Foundation then stepped in. Through a collaboration with the Hearts of Gold Foundation, a social enterprise business model was developed for the learning disabled towards the cause of transforming education for special needs children in Malaysia in the long run.

Today, under the collaboration, Sunway University's newly established Sunway Institute for Social Entrepreneurship (SISE) assists the Hearts of Gold Foundation to develop programmes and business plans that will equip children with learning disabilities with sustainable lifetime skills. In addition to providing business expertise through the education provider, the Jeffrey Cheah Foundation had also pledged RM 100,000 to fund the social enterprise set-up.

Currently, the enterprise is thriving, The children create and design crafts, as well as produce baked goods, which are then sold to corporations and individuals for corporate premiums, and events. A recent stellar accomplishment for the children was a partnership with iKartini GOLD where the children produced an exclusive batik collection featuring tropical birds to international women leaders from the United Arab Emirates and Malaysia.

The successful model for learning disabled children has received national attention. In the near future, the Heart of Gold Foundation will be working with the special education unit in the Ministry of Education and PEMANDU to provide better education for special needs children in the country. ■

SUNWAY TES CONTRIBUTES TO TRANSFORMATION OF MALAYSIA AS A LEADING ACCOUNTANCY HUB IN APAC



Launch of the Sunway TES Centre of Accountancy Excellence
(From left) Lee Weng Keng, Chief Executive Officer, Education and Healthcare Division of Sunway Group; Tengku Nurul Azian Tengku Shahrman, Director, Education and SRI Human Capital Development of PEMANDU; Teo Ee Sing, Executive Director of Sunway TES and Sunway College; and Datuk Prof Dr Roziah Omar, Deputy Director General (IPTS), Higher Education Department, Ministry of Education.

In a first of its kind public-private partnership, Sunway TES has been nominated the Centre for Accountancy Excellence (CAE) by the Government via the Performance Management and Delivery Unit (PEMANDU) as part of the Unit's initiatives to transform Malaysia into a leading accountancy hub in the Asia Pacific region by 2020.

Under the CAE, Sunway TES, with its strategic partners will now champion accountancy programmes at the professional level at the national stage. With the collaborative effort, Sunway TES is expected to train about 600 to 700 students each year to achieve the target of 5,500 graduates within seven years from 2014.

This CAE is a multilevel collaboration between Sunway TES, professional accounting bodies such as the ACCA, ICAEW, and MICPA, international and local professional accounting firms as well as public institutions of higher education and large corporations to promote excellence in accounting training in Malaysia and thereafter, take the lead in the Asia Pacific region.

To achieve the target, Sunway TES will soon set up another five regional CAEs, one each in the north, south, east coast, and in Sabah and Sarawak which will offer internationally renowned professional accounting programmes with three key objectives – talent upgrade and development, enhancing public and private partnership, and human capital development.

The regional CAEs will help elevate collaboration between Sunway TES and the respective partners and to incorporate professional accounting qualifications into the existing accounting degree programmes. Other aims of the planned collaborations include developing academicians through knowledge exchange between lecturers from partner institutions. ■

JEFFREY CHEAH INSTITUTE (JCI) READY TO ADVANCE SOUTHEAST ASIA



Tan Sri Jeffrey Cheah, Founder and Chairman of Sunway Group, presents the token of appreciation to Deputy Prime Minister, YAB Tan Sri Dato' Hj Muhyiddin Mohd Yassin, while Professor Jorge Dominguez, Vice Provost for International Affairs and Chairman of the Harvard Academy for International and Area Studies, Harvard University (far left); Professor Dwight Perkins, Harold Hitchings Burbank Professor Emeritus of Political Economy, Harvard University (second from right); and Professor Dato Dr Woo Wing Thye, President of Jeffrey Cheah Institute of Southeast Asia Studies, looks on.

In August 2013, Jeffrey Cheah Foundation made a milestone contribution of USD6.2 million (RM20.51 million) to Harvard University, manifesting Tan Sri Dr Jeffrey Cheah's vision to establish the "Harvard of the East" and to bring the world's brightest minds to educate the youths of Malaysia and to progress the Southeast Asian region.

Following the contribution, Professor Datuk Dr Woo, a noted economist, was appointed to steward the advancement of the Jeffrey Cheah Institution of Southeast Asia (JCI). As President, one of Professor Woo's first task was to host inaugural International Academic Advisory Council meeting (IACC) and had set the framework for JCI.

The IACC is made up of 20 outstanding thought leaders from the region and beyond including leaders from the region and beyond including Professor Dwight Perkins, Harold Hitchings Burbank Professor Emeritus of Political Economy of Harvard University; Professor Tan Sri Dr Ghauth Jasmon, former VC of Universiti Malaya; Tan Sri Dr Lin See Yan, President of Harvard Club of Malaysia, Professor Tony Saich, Professor at Harvard Kennedy School of Government, Professor Wang Gung-Wu, Chairman of East Asia

Institute, National University of Singapore and Chairman of the Institute of Southeast Asian Studies in Singapore, Professor Dr Kiyohiko Nishimura, Professor at University of Tokyo and former Deputy-Governor of the Bank of Japan, and a number of others.

In addition to the IACC meeting, Professor Woo also led the first ever JCI conference which brought together thought leaders from 10 different countries to provide insights into the most pressing issues in the region. The JCI conference was officiated by Deputy Prime Minister of Malaysia, Tan Sri Dato' Hj Muhyiddin Yassin, who also officially launched JCI. ■

PROFESSOR DATUK DR WOO WING THYE

Penang born, internationally-renowned economist, Professor Woo Wing Thye, has been nominated as the first President of Jeffrey Cheah Institute (JCI) on Southeast Asia. As President, Professor Woo will advise on research priorities and academic activities for JCI, which has been established to be the public policy think-tank for Southeast Asia and promote research and teachings on the economies, societies, politics and cultures of Southeast Asia.

Professor Woo brings to JCI a wealth of experience, having served at the University of California at Davis, the Central University of Finance and Economics in Beijing, Fudan University in Shanghai and Columbia University.

Besides his academic experience, he has also served as a special advisor to the US Treasury (1997-1998) and was the Special Advisor for East Asian Economics in the Millennium Project of the United Nations (2002-2005). In July 2005, he was appointed to the International Advisory Panel to the former Prime Minister, Tun Abdullah Badawi and in April 2009 he was appointed Chairman of the International Economic Advisory Panel of Penang.

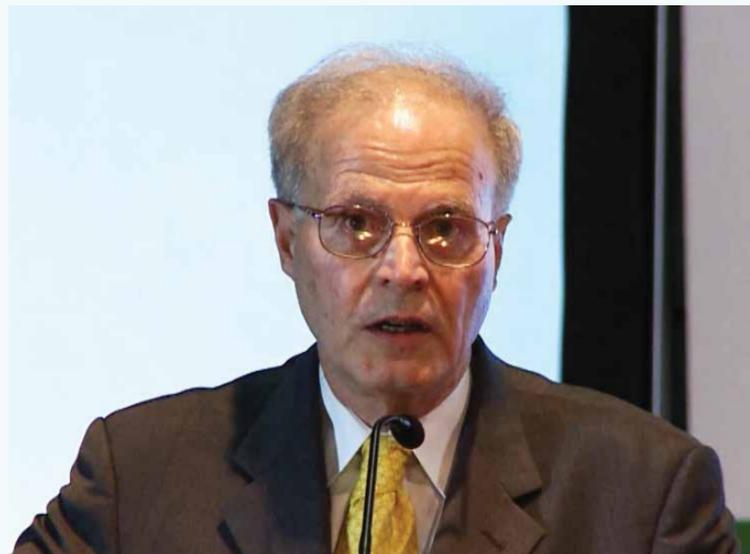
Professor Woo graduated from Swarthmore College in 1976 with a B.A (High Honours) in Economics, and a B.S in Engineering; received an M.A in Economics from Yale in 1978, and an M.A. and a Ph.D in Economics from Harvard in 1982.

**CORPORATE SOCIAL RESPONSIBILITY:
EDUCATION**

HERE ARE SOME OF THE BEST MOMENTS FROM THE JCI CONFERENCE

THE JEFFREY CHEAH INSTITUTE ON SOUTHEAST ASIA (JCI), A COMPONENT OF SUNWAY EDUCATION GROUP, WAS LAUNCHED BY THE DEPUTY PRIME MINISTER OF MALAYSIA, TAN SRI DATO' HJ MUHYIDDIN YASSIN ON 18 MARCH 2014.

CONCURRENT WITH THE LAUNCH, THE DEPUTY PRIME MINISTER ALSO OFFICIATED THE OPENING OF JCI'S INAUGURAL CONFERENCE. OVER 20 SPEAKERS FROM 15 COUNTRIES SHARED THEIR VIEWS DURING THE TWO-DAY CONFERENCE CENTRED ON THE THEME "OVERCOMING THE MIDDLE-INCOME TRAP AND KEEPING BALANCE AMID GLOBAL TURBULENCE".



Professor Jorge I. Dominguez, Vice Provost for International Affairs and Chairman of the Harvard Academy for International and Area Studies, Harvard University, kicked off the conference proceedings with the opening speech.

Following Professor Jorje's opening speech; world renowned economists continued with engaging sessions with the audiences.



DINNER TALK



PANEL 1



PANEL 4



PANEL 6



PANEL 2



PANEL 3



PANEL 5



LUNCH TALK

DAY 1

PANEL 1

Tan Sri Dato' Dr Michael Yeoh of Asian Strategy & Leadership Institute, Malaysia, moderated the first session on "Comparing the Economic Development of Southeast Asia and Northeast Asia." Among the speakers who presented were, Professor Dwight Perkins - Harold Hitchings Burbank Professor Emeritus of Political Economy, Harvard University; and Research Professor, Sunway University; Tan Sri Rastam Mohd Isa - Chief Executive, Institute of Strategic and International Studies, Malaysia; and Professor Dato' Dr Woo Wing Thye, President, Jeffrey Cheah Institute on Southeast Asia; Professor at University of California at Davis; Director of East Asian Program, the Earth Institute at Columbia University; and Research Professor, Sunway University.

PANEL 2

Professor Helen Bartlett, Pro Vice-Chancellor and President, Monash University Malaysia, chaired the second session "The Trajectory of the Chinese Economy and Its Implications for ASEAN." Among the panellists were Professor Fan Gang, Director of National Economic Research Institute; Professor at Peking University; and former member of the Monetary Policy Committee of the People's Bank of China; Dr Ooi Kee Beng, Deputy Director, Institute of Southeast Asian Studies, Singapore; and Senior Fellow, Jeffrey Cheah Institute on Southeast Asia; and Professor Dato' Dr Tan Tat Wai, Group Managing Director, Southern Steel Bhd; and Research Professor, Sunway University.

DINNER TALK

An exclusive dinner talk, presided by His Royal Highness Raja Dr Nazrin Shah, the Regent of Perak Darul Ridzuan, took place later that evening. Over 100 invited guests listened with rapt attention as His Royal Highness, who is also the Royal Patron of JCI, shared with the floor on "Southeast Asia, China and the Return of Big Power Rivalry".



Owned and governed by



DAY 2

PANEL 3

Professor Joyce Teo Siew Yean moderated the first session on "Human Capital Needs for the 21st Century: The Role of Higher Education." Among the speakers who presented were, Professor Peter John Heard - Deputy Vice-Chancellor, Research and Higher Degrees and Dean, Faculty of Science and Technology at Sunway University; Professor Tan Sri Dato' Dr Lin See Yin, Harvard Educated economist and a British Chartered Scientist; Tan Sri Dato' Dr Wan Mohd Zahid Mohd Noordin, Chairman of the Sime Darby Health Care Supervisory Committee.

PANEL 4

Dr Jayant Menon presented on "Building the Regional Economic Architecture for Growth and Stability." Among the speakers who presented were, Dr. Chalongsob Sussangkarn, Distinguished Fellow of the Thailand Development Research Institute (TDRI); Professor Fukunari Kimura, Faculty of Economics, Keio University; Professor Jorge I. Dominguez, Vice Provost of Harvard University, Professor Tham Siew Yean, Deputy Director and Professor at the Institute of Malaysian and International Studies (IKMAS).

LUNCH TALK

Professor Kiyohiko Nishimura – Dean, Economics Faculty, University of Tokyo; and former Deputy-Governor of the Bank of Japan spoke on "Post Crisis Challenges in the G8 and their Implications".

PANEL 5

Tan Sri Dato' Dr Ramon Navaratnam presented on "Managing the International and Domestic Fault Lines in East and Southeast Asia." Among the panellists were Professor Yoon Young-Kwan, International Political Economy of Seoul National University (SNU); YAM Tunku Zain Al-Abidin ibni Tunku Muhriz, Trustee of Jeffrey Cheah Foundation; Professor James Chin, Head of the School of Arts & Social Sciences, Monash University Malaysia.

PANEL 6

Professor Dato' Dr Woo Wing Thye presented on "Southeast Asia in the 21st Century." Among the panellists were Professor Anwar Nasution, Professor of Economics at the University of Indonesia; Dr. Vu Quoc Huy, Head of Department at the Institute of Regional Sustainable Development at Vietnam Academy of Social Sciences (VASS); Professor Dwight Perkins, Harold Hitchings Burbank Professor Emeritus of Political Economy, Harvard University. ■

WORLD'S BEST MINDS VISITS SUNWAY TO SHARE HARVARD LEADERSHIP TOOLS WITH MALAYSIANS



- 1 Participants listen in rapt attention as one of the trekkers highlights the advantage of design thinking as a tool for progress.
- 2 Elizabeth Lee, Senior Executive Director of Sunway University (centre), is on hand to meet and greet the international guests.
- 3 A hands-on approach for many of the participants who attended the Harvard workshops.

Jeffrey Cheah Foundation (JCF) and Sunway Education Group (Sunway Ed) recently hosted 34 graduate students from the top universities in the world in line with JCF and Sunway Ed's continuous efforts to partner some of the world's leading education institutions to bring education excellence and world-class intellectual discourse to Malaysians.

The graduate students were on the Asia Leadership Trek, organised by the Asia Leadership Committee under the Center for Public Leadership at the Harvard Kennedy School of Government. The industry takes the Trekkers on a three-week industry trek through five cities in Asia: Shanghai, Hong Kong, Singapore, Kuala Lumpur, and Seoul, exploring the theme "Asia in the 21st Century."

During the visit, the Trekkers facilitated an engaging public conference entitled "21st Century Malaysia: Public Leadership, Education and Entrepreneurship." Over 550 participants crowded the Sunway University Hall to learn from the Harvard-trained workshop facilitators and local esteemed leaders who shared knowledge on Harvard leadership tools, as well as their thoughts and opinions on leadership trends.

Participants also had the opportunity to get up close and personal with the trekkers during 12 Harvard workshops which lasted

75 minutes each. The diverse workshops on adaptive leadership, public speaking, learning systems, mentoring, creation of leadership teams, social change, education entrepreneurship, design thinking, competitive skills, learning strategies and decision making, equipped the participating youths with essential tools and skills for progress. A segment of the conference, which consists of a special workshop on application and admission processes to Harvard and other ivy-league received overwhelming response.

The keynote speaker for the conference was Yang Amat Mulia Tunku Zaini Al-Abidin ibni Tuanku Muhriz, Trustee of Jeffrey Cheah Foundation and Founding President of Institute for Democracy and Economic Affairs (IDEAS). Other panellists for the Leadership Forum include professional environmental engineer cum scientist Dato' Seri Dr. Zaini Ujang, Secretary General II from Ministry of Education, prominent Malaysian economist Tan Sri Dato' (Dr) Ramon Navaratnam, Corporate Advisor of Sunway Group, Member of the Board of Directors at the Asian Strategy & Leadership Institute (ASLI) and Pro Chancellor of Sunway University, and Wan Saiful Wan Jan, Chief Executive of IDEAS.

Apart from hosting the conference, the trekkers also visited various organisations including the Prime Minister's office, Petronas, IDEAS and Teach for Malaysia. ■



Malaysia's first elevated Bus Rapid Transit which is being constructed in Sunway Resort City is currently 35 percent (as of February 2014), meeting pre-set milestones set prior to the project's commencement in March 2013.

YBhg Tan Sri Syed Hamid Albar, Chairman of the Land Public Transport Commission (SPAD), recently visited the site with YBhg Tan Sri Ismail Adam, Chairman of Syarikat Prasarana Negara Berhad, and Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group.

At the site visit, Tan Sri Syed Hamid commended the development of the elevated Bus Rapid Transit Sunway line, which is a Public-Private Partnership (PPP) between Prasarana and Sunway.

The elevated BRT contributes towards higher usage of public transport over private vehicles in line with the Government's aim to achieve 40% of public transport modal share in Vision 2020. ■

- 1 Tan Sri Dr Jeffrey Cheah presents the map of Sunway Resort City while highlighting the various BRT stations to Tan Sri Syed Hamid Albar.
- 2 A group photo to commemorate the milestone progress of the elevated BRT-Sunway Line.

ELEVATED BRT-SUNWAY LINE IN GOOD PROGRESS



MALAYSIA'S FIRST ELEVATED BRT-SUNWAY LINE

BENEFICIARIES

- 500,000 residents in Bandar Sunway and USJ
- 50,000 students
- 40 million visitors and tourists yearly to Sunway Resort City

BENEFITS

- Less congestion with dedicated and elevated bus way
- Safe and secure
- Reliable travel with buses within 5 minute intervals (comparable to LRT)
- Cost-efficient travel

FEATURES

- Station 1 – Sunway Setia Jaya
- Station 2 – Mentari
- Station 3 – Sunway Pyramid Mall
- Station 4 – Sunway Medical Centre
- Station 5 – Sunway University
- Station 6 – Sunway South Quay

DEPOT, PARK AND RIDE FACILITIES

- Parking for 1,200 cars
- Strategically located at the education precinct in Sunway Resort City, benefiting students in the area

ECO-FRIENDLY BUSES

- 12-metre electric buses
- 60 pax capacity
- Disabled friendly

CONNECTING WALKWAYS

- 1 km elevated canopy walkway traversing Sunway Resort City
- Connecting walkway from station 4 to Taylor's University

FORECASTED RIDERSHIP

- 2,400 pax per hour in 2015 to grow to 5,200 pax per hour in 2035

WINNER

EXCELLENCE SHINES THROUGH DIFFERENT BUSINESSES

TAKES ALL

SUNWAY CONSTRUCTION WINS SIRIM QUALITY AWARD 2013

Sunway's construction arm has bagged the inaugural SIRIM Quality Award 2013, a formal recognition for SIRIM Berhad's clients who excels in quality management systems and products in various sectors. The award was presented by MOSTI Minister, YB Datuk Dr. Ewon Ebin at a ceremony held at Sunway Resort Hotel & Spa.



SUNWAY STUDENT VOLUNTEERS AMONGST TOP 3 BEST CHARITY & WELFARE CLUBS IN MALAYSIA

Sunway Student Volunteers (SSV) of Sunway University and Sunway College has been recognised as one of the top three clubs and societies at the recent SEC (Student Engagement Center) Honours 2013 under the Charity & Welfare category, positing them ahead of 158 other clubs from 36 different Malaysian universities.

Their nomination is a timely reminder of how Sunway Education Group seeks to inculcate a sense of selflessness among the next generation of future leaders, and is in line with Sunway's vision in enriching the lives of the surrounding community as well as the guiding principles of the Jeffrey Cheah Foundation.



SIRIM Quality Award 2013



SIRIM Quality Award 2013



NACRA Industry Excellence Award



Sunway Student Volunteers



Malaysia Tourism Award 2012/2013



Malaysia Tourism Award 2012/2013

SUNWAY WINS 2 NACRA AWARDS!

Sunway Group has triumphed yet again at the NACRA (National Annual Corporate Reporting) Industry Excellence Award when it took home the award for the Properties & Hotels category for the seventh consecutive year. Sunway REIT also excelled when it was presented with the Industry Excellence Award in the Real Estate Investment Trusts (REITs) & Investment Funds category for two years in a row.



IT SSC IS NOW ISO 27001 ISMS CERTIFIED!

IT Shared Services Centre (IT SSC) has been certified with the prestigious ISO/IEC 27001:2007 Information Security Management System (ISMS) by SIRIM QAS International, in recognition of its commitment to safeguard the information of its customers and to fulfill the requirement of ISMS.

Receiving the certification of a management system brings several advantages as it provides Sunway with an independent assessment of the company's conformity to the best practices in managing information security as accordance to the ISO 27001 ISMS standard. It also provides IT SSC with a standard framework, governance and guidance in managing Information Security.



SUNWAY PYRAMID MALL IS MALAYSIA TOURISM AWARD 2012/2013'S BEST SHOPPING MALL

Sunway Pyramid Mall has bagged the Best Shopping Mall Award at the Malaysia Tourism Award 2012/2013. This is the fourth time that the Mall had received such an honour from the Ministry – the last 3 awards in this category were awarded to us in 1998, 2004 and 2010 / 2011. To date, Sunway Pyramid has received 12 recognitions from the Ministry of Tourism and Culture and Tourism Malaysia, which included the Malaysia Mega Sale Carnival 2010 Best Thematic Decoration (Suburban Category), Best Promotions & Events (Suburban Category) and "Most Favourite Mall" award in 2012, among others. ■



IT'S ALL ABOUT YOU

IN ALMOST EVERY ORGANISATION, **GOOD TEAMWORK PLAYS A VITAL ROLE** IN GETTING THINGS ACCOMPLISHED. WE TALK TO THREE MANAGERS IN SUNWAY'S GROUP FUNCTIONS ON MOTIVATIONAL TECHNIQUES IN THE WORKPLACE AND THEIR FUTURE ASPIRATIONS FOR SUNWAY.



PHOEBE BEH
MANAGER
Employee Relations
GROUP HUMAN RESOURCES

How do you motivate your colleagues to be passionate about what they do?

To me, Employee Engagement is a business strategy. I believe when my colleagues are engaged, they are motivated, which makes for a much happier work environment, and this can help the Group to be successful and productive.

Be it at management level or a junior staff, each and every one of us can make a difference in Sunway. It is important to keep communications open and encourage sharing of thoughts and opinions. Communications help each individual feel that they are an important member of the team and that their voice matters.

When we work with others, success is shared. Offer our colleagues a pat on the back for a job well done. Take the opportunity to acknowledge those who have helped us accomplish successful results.

Our attitude and actions at work can help set an example for others to follow. The way we communicate with colleagues, the passion we put into our work and how we handle challenges, is noticed and can be contagious. We can inspire others to act and behave in the same manner.



MUZHABID ABDUL RAHMAN
MANAGER
IT Strategy
GROUP IT

How do you motivate your colleagues to be passionate about what they do?

It's important to find values in what we do. I think people should have a purpose, and communicate the 'Why' with all the things that they do. Knowing the why cultivates passion which will lead to everyone figuring out the 'How' and then execute the 'What'. In Sunway, there are a lot of opportunities for all employees. Always be ready, and when the opportunities present itself, let's do our best to rein it.

What are your dreams for Sunway Group IT for 2020?

The ICT community vision is aligned with the Group's vision to deliver strategic competitive advantage to the business. Since the merger in August 2011, we have seen the immense potential of a synergistic relationship between all the units, demonstrated by many cross-BU IT initiatives, discussion and also leadership rotation between the IT Heads for key enterprise-wide IT initiatives. In the Q4 2013 Quarterly Report by Group President, Sunway Group President Dato' Chew Chee Kin mentioned that we need to leverage on technology platforms for e-enablement and we need to innovate (and reverse innovate). It is an exciting time for Group IT, as the points above demonstrate a convergence of the clarity of vision and mission, with strong support from the ExCo and management team, and reinforced by the synergistic relationship within the ICT community, we can achieve our dream to help Sunway Group transcend to new heights!



NORMAN A. W. JAYATILAKE
MANAGER
Human Resources
GROUP SECURITY

Share with us what inspires you at work. For example, your boss, colleagues, working environment etc.

What inspires me the most at work is definitely the nature of my work itself. I love what I am doing at the moment. I deal with people on a daily basis and it gives me an opportunity to learn and deal with a lot of different personalities and situations. Over time, this job has helped me exponentially develop my interpersonal skills as well as my communication skills.

What are your dreams for Sunway Group Security for 2020?

My dream for Group Security Division is to develop and grow even more than what we have achieved to date, and for us to become the role model for other companies. One example is the Safe City Initiative spearheaded by Sunway Chairman and Founder Tan Sri Jeffrey Cheah, AO in 2001, which resulted in the establishment of over 850 security personnel, including 350 auxiliary police, to keep Sunway's communities safe. It is my ambition to see this initiative adopted by others to benefit the communities they create. ■

Do you like the new Berita Sunway? What are some of your favorite stories? Any areas we can do to further improve ourselves? Send us your feedback to sunwaycc@sunway.com.my. We look forward to hearing from you!

SOME PALS GIVE YOU ATTITUDE. WE GIVE YOU CASH REBATES.



No difficult days, no mood swings, no special time of the month. We're good any day you decide to spend at Sunway Resort City. With instant savings, special privileges and up to 2X points, you're sure to come back for more.

Not a pal yet? Sign up for your FREE MEMBERSHIP now at our Sunway Pals Membership Counter, Ground Floor, Sunway Pyramid.



SIGN UP
Apply for a card or download our app.



SPEND
Swipe your card or flash your app.



SAVE
Points earned converted into cash rebates.



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40 YEARS
A PART OF YOU

SUNWAY



SUNWAY <i>lifestyle</i>	ANDROID APP ON Google play
	Available on the App Store
	Windows Store