

BERITA

# SUNWAY



## A DIGITAL REVOLUTION

ISSUE  
**53**

MAY – AUG 2015

KDNPP 5365/10/2012 (031031)

SUNWAY'S SMOKE-FREE  
JOURNEY

TRYING TO  
CONCEIVE?

CONVERGENCE  
OF BEST GLOBAL  
THINKERS

WAKING UP  
AT HARVARD

# CONTENTS

03 **FROM THE SENIOR MANAGEMENT'S DESK**  
CHAMPIONING DIVERSITY AT SUNWAY

04 **ENRICHING LIVES**  
COMMITTED TO OUR COMMUNITIES

09 **SUNWAY'S SMOKE-FREE JOURNEY**  
SUNWAY-BH SCHOLARSHIP TO RECOGNISE MORE STUDENTS

10 **COMMUNITY BUILDING**  
WORLD-CLASS ONTARIO CURRICULUM EXTENDS TO ISKANDAR

13 **STROLL INTO FOOD PARADISE**  
TRYING TO CONCEIVE?

14 **INNOVATION**  
A DIGITAL REVOLUTION

21 **WHOLESOME LIVING AT ITS BEST**  
CONVERGENCE OF BEST GLOBAL THINKERS  
PREPARING FOR A BRILLIANT FUTURE  
A GOOD LISTING

22 **ON THE RADAR**  
ON THE RADAR

23

24 **SPECIAL FEATURES**  
WAKING UP AT HARVARD

26 **CASH AID FOR MORE DESERVING STUDENTS**

**COLOPHON**

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

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

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

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

**PUBLISHER**  
Sunway Group Brand  
Marketing & Communications

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

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

**BERITA SUNWAY IS A TRI-ANNUAL PUBLICATION.**

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 2015 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  
47500 Selangor Darul Ehsan  
Malaysia  
Tel: +603 5639 8631/8194/9855

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 at sunwaycc@sunway.com.my. We look forward to hearing from you!

**DESIGNED BY**  
CENTRAL ILLUSTRATION AGENCY

Printed on environmentally-friendly paper

Diversity is one of the major sources of strength for Malaysia. Today, the workforce is more diverse than previous decades with many businesses embracing diversity as the key for profitable and stable growth. Over the years, we have learnt that diversity drives performance and strengthens good governance. At Sunway, we leverage diversity to drive performance, strengthen the quality of the workforce and thus help enhance the nation's economic competitiveness.

In all our 12 businesses across 50 locations worldwide, our diverse employees come together in unison and in one spirit through our CSR programmes. In 2014, for example, I joined 800 staff from diverse backgrounds in age, gender, ethnicity, and business unit; across Peninsular Malaysia to get together and pack some 100,000 meals for a single purpose which is to combat hunger and feed the underprivileged communities. This was a noble and rewarding service.

*We believe that for us to realise the full potential of our organisation and find true success, we must embrace diversity to create an inclusive workplace. Diversity breeds a more creative, productive and innovative workforce. Sunway's culture of diversity and inclusion underscored by our core values of Integrity, Humility and Excellence reaffirm the importance of being humble, polite and respectful of people and the environment, which encourage efficiency and fulfillment.*

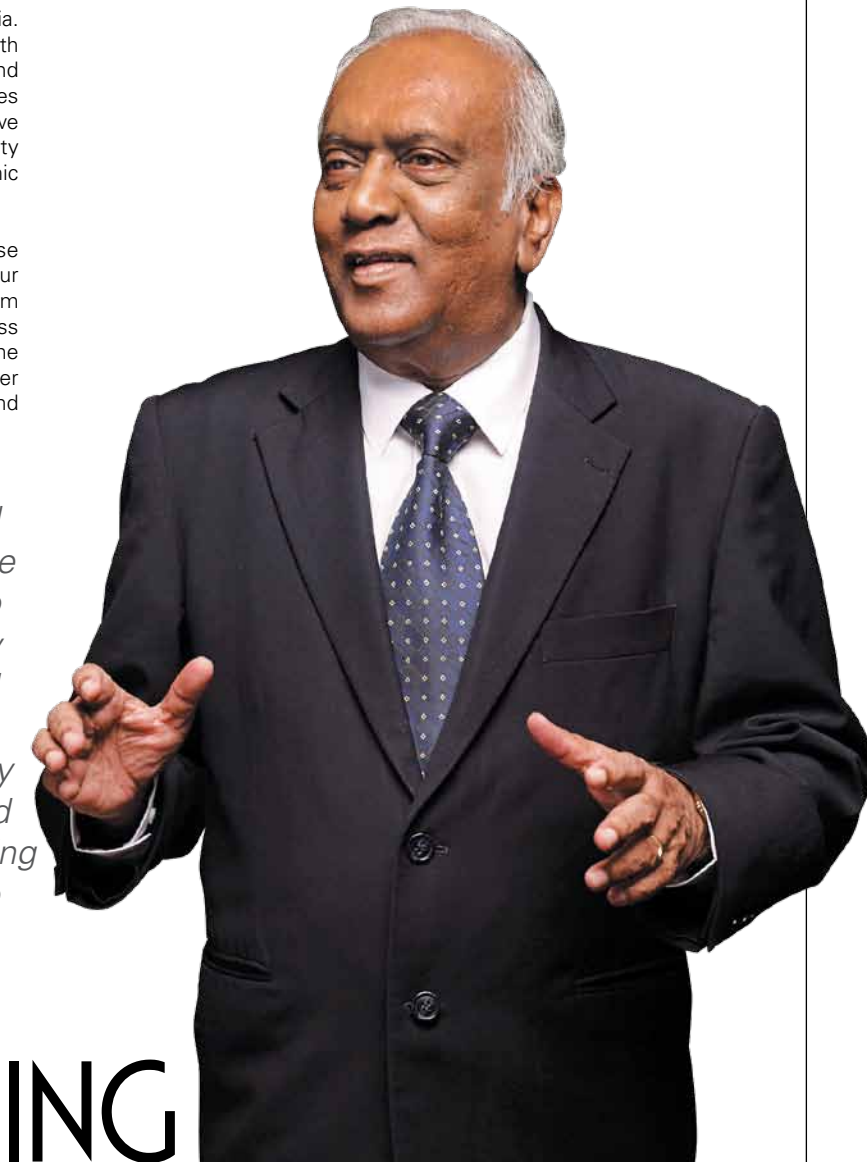


Image by The Star, Malaysia

**TAN SRI RAMON NAVARATNAM,**  
CORPORATE ADVISOR,  
SUNWAY GROUP

# CHAMPIONING DIVERSITY AT SUNWAY

Currently, Sunway comprises representatives from five social demographics, familiarly known as Seniors, Baby Boomers, Generations X, Y and Z. The statistics provided by Group HR shows that the majority of our staff comprises millennials who make up 55.8% of our company, followed by 38.8% Generation X and 5.3% Baby Boomers. As part of employee engagement, we strive to create better access to a greater array of experiences and perspectives, bringing levels of competitive advantage to attract and retain our diverse talents.

To manifest this commitment, Sunway's diversity and inclusion policy is aimed at creating a culture that respects and values one another's differences, promotes equality and diversity, and encourages the growth and development of its employees in a unique Malaysian multicultural environment. We are indeed building a better Malaysia in Sunway.

In my 20 years of service here with Sunway, I have seen the many initiatives carried out under the three key areas of our policy framework that includes talent, workplace and community development. We stress the key goals of Integrity, Humility and Excellence in all our activities such as recruitment and selection, recognition and rewards, performance management, to workplace environment, education and awareness, employee engagement, CSR programmes, scholarships and charity events.

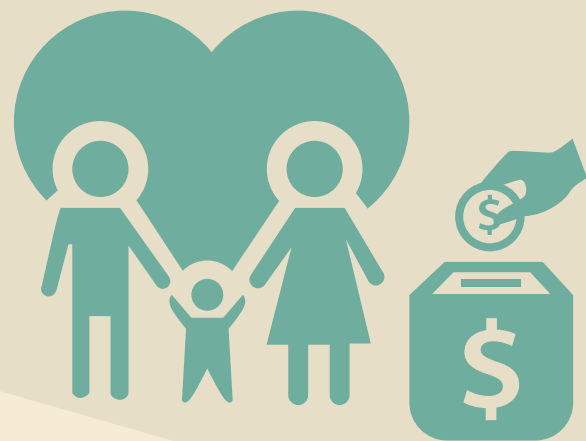
Let us continue the journey to build upon our policies and practices on diversity, inclusion and our core values and I believe Sunway shall succeed! Join us as we continue to cultivate an environment that includes and celebrates one another where all employees can contribute to their full potential and work in an ambience of mutual respect.

# COMMITTED TO OUR COMMUNITIES

Sunway's Community Aid, Reach-out and Enrichment (C.A.R.E.) projects aim to continuously make a difference in the lives of the needy and deserving communities

At Sunway, our commitment to Corporate Social Responsibility is integral to the success in our 12 businesses across 50 locations worldwide. We are building a brighter future for all Malaysians and continuing to create a real difference for the communities with C.A.R.E. projects.

We believe that the projects, underscored by the three core values of Integrity, Humility and Excellence, will lead to something big and create a far-reaching impact and legacy for the nation. As a co-investor in the communities we build, serve, and live within, we are constantly working to foster a safer, healthier, happier and more caring society.



## Community Aid

Partnering with NGOs, Sunway continues to intensify efforts towards social equality

• **Cash and in-kind contributions to various NGOs including:**

- Cruyff Court Iskandar
- Alzheimer's Disease Foundation
- Pusat Kreatif Kanak-Kanak Tuanku Bainun
- Peninsular Malaysia Fire and Services Workers Union
- The National Union of Journalists
- The Malaysian Association Help for the Poor Terminally Ill
- Sisters of the Infant Jesus Convent (IJC)
- Malaysian Nature Society etc.



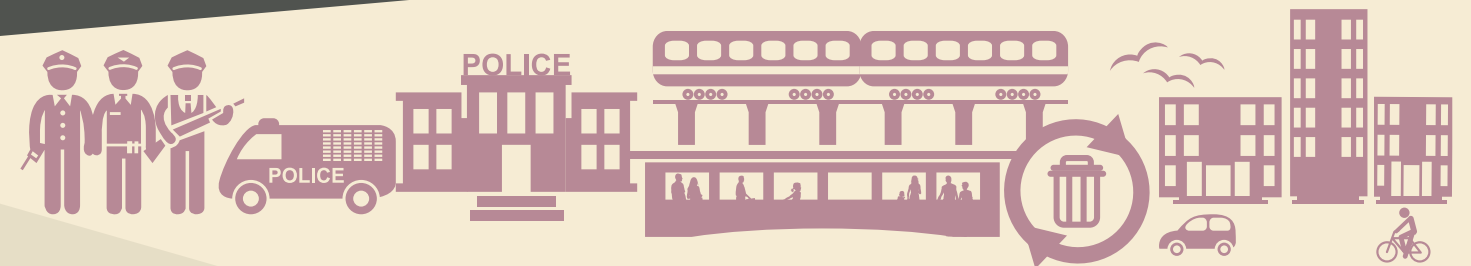
## Reach-out

Enriching the lives of the underprivileged through socio-economic projects

• **Sunway staff club, Kelab Sosial Sunway, takes the lead in driving a host of CSR initiatives including flood relief and other humanitarian efforts. These efforts include:**

The "Light of Hope" programme celebrates festive seasons with individuals from underprivileged homes, schools or orphanages throughout the nation. To date, Sunway has **hosted some 80,000 individuals during festive celebrations.**

**One of Sunway's biggest volunteer efforts** and an annual initiative organised by Sunway is to **combat hunger** via a partnership with the US-based organisation, Stop Hunger Now. In 2014, more than **800 Sunway employees packed some 100,000 meals** at various Sunway locations across Peninsular Malaysia for more than 1,000 underprivileged individuals.



## Enrichment

Prioritising the community by providing comfort and security, and by improving connectivity and accessibility

• **Safe City Initiative**

In 2001, Sunway launched the Safe City Initiative in partnership with the Royal Malaysian Police, Malaysian Crime Prevention Foundation (MCPF) and the state of Selangor.

Sponsored two units of vans at RM280,000 serving as mobile police stations in Bandar Sunway. Sunway will invest an additional RM3 million to construct a new police station within Sunway Resort City.

Construction of the **first Selangor Tourist Police Service Centre in Sunway Pyramid** to provide tourists safety advice and solutions.

Sunway Pyramid is the first shopping mall in Malaysia to equip its mall with panic buttons to combat crime.

Sunway conducts **24-hour joint patrols** alongside the Royal Malaysian Police in SRC which is also surveilled by **more than 2,400 CCTVs.**

Sunway has its own security force comprising 800 personnel, 350 of whom are Auxiliary Police (AP) who have completed intensive training at the Malaysian Police Training centre. **Sunway has one of the largest contingents of AP in Malaysia.**

• **Enhancing Accessibility and Connectivity**

Sunway builds **Malaysia's first dedicated and elevated Bus Rapid Transit system (BRT-Sunway Line)**, a public-private partnership between Prasarana Malaysia Berhad and Sunway. By early June this year, the 5.4km BRT-Sunway Line will provide **access and convenience for approximately 500,000 commuters** around Bandar Sunway, Subang Jaya and USJ.

The **RM10 million elevated covered Canopy Walk that links Sunway Pyramid, Sunway University and Monash University Malaysia** provides easy access to the community via the 2km walkway. It is patrolled by Sunway's security personnel and guarded by a total of 35 CCTVs.

Sunway **pledged more than RM200 million** to carry out **road and infrastructure upgrading works.**

• **Green Initiatives**

SRC was acknowledged as the country's **first green township** as recognised by Green Building Index of Malaysia.

Sunway reinvested some RM5 million to undertake landscaping and beautification works around SRC.

In 2009, Sunway launched a **styrofoam-free initiative** in Sunway-owned cafeterias within SRC. Today, Sunway Medical Centre, Sunway University, Monash University Malaysia, Sunway Lagoon Club, Menara Sunway, and Sunway Lagoon's staff cafeteria have implemented this green initiative.

**More than 500,000kg of recyclable waste** is recycled in SRC each year since the commencement of the recycling programme in 2003 to **cultivate a recycling culture** among the staff.

# SUNWAY'S SMOKE-FREE JOURNEY

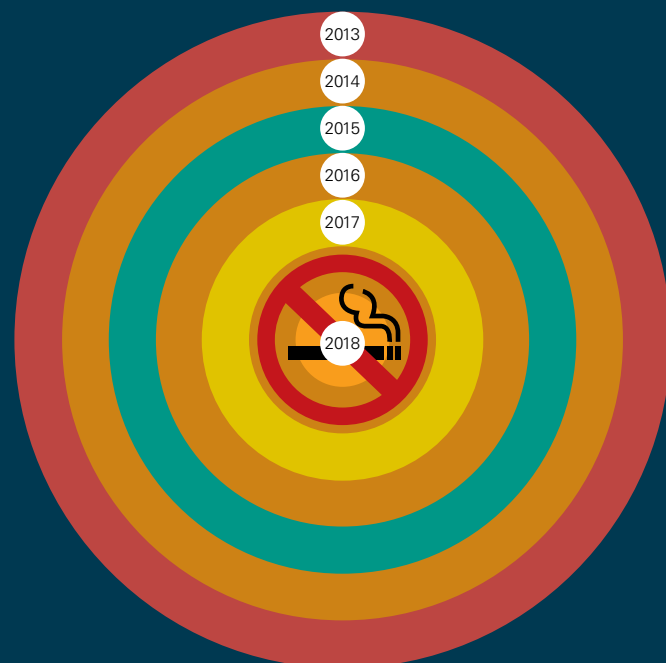
Championing community's right to clean air



As a strong advocate of smoke-free workplaces, Tan Sri Dr. Jeffrey Cheah, AO, Founder and Chairman of Sunway Group has reinforced his commitment in driving Sunway-owned buildings within the 800-acre Sunway Resort City (SRC) to be 100% smoke-free by 2018. This is part of the Group's Corporate Social Responsibility (CSR) efforts under the Healthcare pillar to inform and educate the community on health issues by creating a healthy and smoke-free space for its communities which include visitors, residents, students and employees.

Currently, Sunway Medical Centre, Sunway University, Monash University Malaysia, Sunway Pyramid and Sunway Resort Hotel & Spa are smoke-free (with designated smoking areas). In addition to being smoke-free premises, Sunway Medical Centre and learning institutions in the Sunway Education Group organise smoke-free awareness campaigns and public health forums within and beyond Sunway Resort City.

To raise awareness on the negative health effects resulting from tobacco use, Sunway supports the World Health Organization (WHO) through its collaborations with the Ministry of Health and the Malaysian Health Promotion Board (MySihat) in various initiatives and activities. This includes garnering awareness of Sunway smoke-free policies, assisting in developing Malaysia's first user guide on smoke-free workplaces, and participation in the Malaysia Blue Ribbon Campaign and World No Tobacco Day.



SUNWAY RESORT CITY (SRC)

Minister of Health Malaysia Datuk Seri Dr. Subramaniam Sathasivam (second right) presenting Tan Sri Dr. Jeffrey Cheah, AO the Outstanding Achievement award and witnessed by Tan Sri Dr. Mohd Nasir Mohd Ashraf, Chairman of Malaysian Health Promotion Board (second left) and Dr Manimaran A/L Krishnan, CEO of Malaysian Health Promotion Board (left).

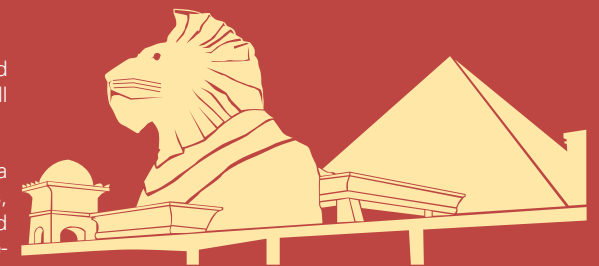


In November 2014, Sunway was awarded the Blue Ribbon Outstanding Achievement Award (Anugerah Pencapaian Cemerlang) at the Blue Ribbon Campaign 2014. The Award presented by the Minister of Health Malaysia Datuk Seri Dr. Subramaniam to Founder and Chairman of Sunway Group Tan Sri Dr. Jeffrey Cheah, AO, at the awards ceremony, is a testament to individuals, groups, institutions, civil society partners, local governments and other stakeholders who advocate and mobilise support for smoke-free environments.

### Sunway Pyramid

In 2013, Malaysian Health Promotion Board (MySihat) recognised and accredited Sunway Pyramid as Malaysia's first Health Promoting Mall (HPM).

HPM is part of MySihat's initiative to position shopping malls as a recreational setting that promotes the well-being of its shoppers, visitors, employees, tenants and local community towards achieving a healthier and active lifestyle, through physical activities, healthy food choices and smoke-free environment.



Messages and reminders supported with medical facts in forms of visuals are displayed at key locations throughout the mall, staircases and the covered elevated Canopy Walk, connecting Sunway Pyramid, Sunway University and Monash University Malaysia within Sunway Resort City.

### Sunway Hotels

All 1,005 guestrooms & suites, enclosed public areas and function venues within Sunway Resort Hotel & Spa, Pyramid Tower East and The Villas have been converted into smoke-free zones. However, designated smoking areas have been made available within selected outdoor locations at the hotel.



Sunway's Lost World Hotel in Tambun, Ipoh, has also set a milestone by being the first hotel in Perak to be smoke-free.

### Sunway Medical Centre

In 2014, Sunway Medical Centre set up a Smoking Cessation Programme supported by Quit Smoking Clinics and telephone helplines to help smokers commit to breaking the habit. A group of four pharmacists from Sunway Medical Centre also completed a smoking cessation training with the Ministry of Health.



### Partnership with Ministry of Health (MOH) and Malaysian Health Promotion Board (MySihat)

Besides the progressive roll-out at Sunway-owned buildings, Sunway also plays a key role as a strategic partner with Ministry of Health (MOH) and Malaysian Health Promotion Board (MySihat).

Past and present engagement activities include:

- Supporting The Blue Ribbon Campaign, an international campaign introduced by World Health Organization (WHO) launched in 2013, to promote awareness on health hazards of secondhand smoke.
- Creating awareness of the dangers of secondhand smoke and enforcement of Sunway smoke-free policies.
- Contributed to developing Malaysia's first user guide on smoke-free workplaces.



Under the MoU, both parties agreed to combine their expertise and resources for the benefit of needy and deserving Malaysian students. A Joint Selection Committee comprising representatives of Sunway University and BH will be formed to select eligible candidates for the scholarships. This inaugural Sunway-BH scholarship is expected to be offered for the August 2015 intake at Sunway University.

# SUNWAY-BERITA HARIAN SCHOLARSHIP

## TO RECOGNISE MORE STUDENTS

### SUNWAY INCREASES SCHOLARSHIP OPPORTUNITIES IN AGREEMENT WITH BERITA HARIAN FOR ITS SUBSCRIBERS

Since its establishment, the Jeffrey Cheah Foundation (JCF) has disbursed in excess of RM165 million to more than 20,000 deserving students towards the purpose of democratising quality education for Malaysians. To amplify the reach of scholarship assistance, the Foundation often creates strategic partnerships that can reach out to more students.

The most recent of these strategic partnerships on scholarships is the signing of Memorandum of Understanding (MoU) between Sunway University and Berita Harian (BH), a leading national Malay language paper, to establish the Sunway-BH Scholarship.

*(from left to right) Tan Sri Datuk Seri Razman M Hashim, Pro Chancellor of Sunway University, and Trustee of Jeffrey Cheah Foundation, Deputy Chairman of Sunway Group, and Dato Mahfar Ali, Group Editor of Berita Harian, signed the memorandum of understanding to establish Sunway-BH Scholarship, witnessed by Tan Sri Dr. Jeffrey Cheah, AO, Founding Trustee of Jeffrey Cheah Foundation, Chancellor of Sunway University and Founder and Chairman of Sunway Group; Dr. Lee Weng Keng, Chief Executive Officer of Sunway Group's Education and Healthcare Division; and Deputy Group Editor of Berita Harian, Encik Badrulhisham Othman.*

Sunway University is one of the 12 learning institutions governed by the JCF. Through the Foundation, Sunway University has pledged a total scholarship value of RM500,000 for four full-time study programmes which are approved by the Ministry of Education in the diploma or degree levels. This partnership will reach out to more than 20,000 students from schools subscribing to BH's educational supplement 'BH Skor' and participants of 'Seminar SPM BH Skor' and 'Anugerah Pelajar Cemerlang BH'. Eligible students will be able to choose from 12 degree and five diploma programmes including areas in business, computing and information systems, life sciences, hospitality and psychology.



Group photo of Sunway and Berita Harian following the MoU signing ceremony.

The Sunway-BH Scholarship will provide more talented and deserving students from financially challenged backgrounds with the opportunity to further their tertiary education and achieve their dreams and aspirations. The scholarships amount awarded by the Jeffrey Cheah Foundation is projected to surpass the RM200 million mark by end of 2015.

#### Key scholarships awarded to students through the Jeffrey Cheah Foundation:

<p>Since 2000, <b>11,475 recipients</b> have been awarded the <b>Tan Sri Dr. Jeffrey Cheah Entrance Scholarship</b> at a total of <b>RM54.1 million.</b></p>	<p>Since 2000, <b>519 recipients</b> have been awarded the <b>Sunway Talent Scholarships &amp; Awards (Academic, Extra-Curricular, Sports &amp; Music)</b> at a total of <b>RM3.4 million.</b></p>	<p>Since 2002, <b>124 recipients</b> have been awarded the <b>Jeffrey Cheah Foundation Community Scholarship</b> at a total of <b>RM5.4 million.</b></p>	<p>Since 2009, <b>899 recipients</b> have been awarded the <b>Tan Sri Dr. Jeffrey Cheah Continuing Scholarship</b> at a total of <b>8.9 million.</b></p>
--	--	--	--

\*The above figures are accurate as of January 2015.



**John Mackle**  
Principal of Sunway International School

# WORLD-CLASS ONTARIO CURRICULUM EXTENDS TO ISKANDAR

*Sunway International School to be introduced in the next thriving township, Sunway Iskandar*

Sunway International School (SIS) is the only school in Malaysia that offers the Canadian (Ontario) curriculum for students from Grades 7 to 11. The Ontario curriculum is recognised and respected as one of the world's leading educational systems, and its students are consistently ranked among the top performers in the Program for International Student (PISA). Currently located in Sunway Resort City, the Ontario curriculum will soon be added to the upcoming Sunway Iskandar, Johor community.

Strategically located in the heart of Medini, the education institution will seamlessly connect major highways enabling greater accessibility into Johor Bahru, Iskandar and Singapore. The completion of the Coastal Highway Southern Link (CHSL) in 2017 will further provide direct access to the new campus as it will only take five minutes for residents and visitors to arrive in Sunway Iskandar.



The state-of-the-art campus, is designed to nurture minds and build character, especially with our curriculum which focuses on educational technologies and emphasises soft-skill developments. Facilities

in the campus will include a library, multi-purpose hall, interactive science laboratories, an art room, swimming pool and football field among others.

Scheduled for its first intake in 2017, SIS Sunway Iskandar will be the first and only school in Iskandar, Johor to offer the Ontario curriculum. SIS is also a candidate school for the International Baccalaureate Diploma Programme (IBDP), a programme respected by leading universities across the globe.

### What differentiates Sunway International from other international schools in Malaysia?

Our teachers are 100% Ontario holistic-trained and certified with an extensive background in curriculum design, assessment theory, student-centred learning, strategies and rich expertise in co-curricular activities.

Secondly, our approach to student assessment is grounded upon research and focused on the belief that the purpose of assessment is to improve student learning. Our teachers provide students with regular feedback to help them achieve their learning goals.

A different approach toward assessment also means different classroom practices. Teaching and learning strategies include effective use of educational technology and also involve inquiry based approach with students developing communication, problem solving and critical thinking skills.

To sum up, what sets us apart are our qualified Canadian teachers who offer world renowned curriculum, innovative approach to assessment and learning, and exciting co-curriculum.

### How will the Ontario curriculum help achieve the full potential of the students?

It is designed to transform the learners of today into the leaders of tomorrow. Through the implementation of subject curriculum resources, innovative assessment and teaching strategies, our students will develop essential skills for the 21st century.

The SIS experience both in and out of the classroom will prepare our students to engage in the acquisition of knowledge and global challenges through inquiry, action and reflection. Students are required to study a minimum 30 courses in a period of four years. This not only provides them a broad base of knowledge, but allow focus, be it in Science or Business. Apart from the assessment of 70% coursework and 30% exam, our students are also expected to commit to 40 hours of community service and have the opportunity to join a wide range of sports and clubs.



# Stroll Into FOOD PARADISE

Indulge in Ipoh's hearty food favourites at Lost World Ipoh Street while visiting Sunway City Ipoh

For a long time now, Ipoh has been known as a food haven to Malaysians and Singaporeans alike. Its wide array of sumptuous dishes reflects the diverse cultures of Malaysia; a perfect accompaniment for travellers who visit Ipoh to experience the old-world charm that juxtaposes its beautiful cityscapes.

**Sunway City Ipoh has captured the quintessential charm with the Lost World Ipoh Street set amidst 19th century heritage buildings. Visitors can savour the best of Ipoh's delicacies such as kacang putih (groundnuts), tau fu fah (bean curd), lai chee kang (a drink with lotus seeds), omochi (glutinous rice treat), kuih bahulu (traditional kuih) and pomelos.**

A stroll down Lost World Ipoh Street is bound to create fond memories for coffee lovers who will appreciate the deliciously familiar aromatic scent of the traditional and popular Ipoh White Coffee. Made from coffee beans, skilfully roasted with palm oil margarine, the aromatic and flavourful coffee, which is usually served with condensed milk, was first introduced by Chinese migrants who worked in the local tin mines back in the 19th century.

A good souvenir for food lovers at home would be the *heong peah* (fragrant pastries) which look like flattened balls. Covered in a flaky baked crust, the pastries contain a sweet sticky malt and shallot filling that melt in the mouth.

A stop at Lost World Ipoh Street is an added treat for visitors hoping to enjoy other great attractions in Sunway City Ipoh such as the Lost World of Tambun and The Banjaran Hot Springs and Retreat.





Infertility affects

**1 in every 7 couples,**

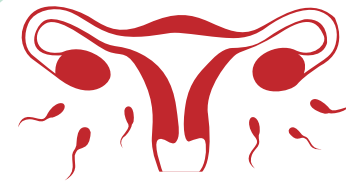
making it one of the most common problems faced for people between the ages of 20 to 45. A research by World Health Organization (WHO) in 2010 estimated that 60 to 80 million couples worldwide currently suffer from infertility.

Infertility is determined when couples are not able to conceive after 12 months of regular unprotected sexual intercourse as 85% of couples with normal fertility will conceive within a year of trying.

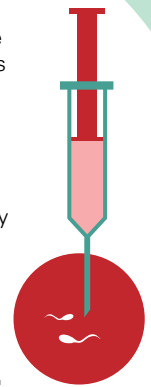


As fertility declines with age, more couples are seeking fertility services to help them conceive. Some of the causes of infertility include **pre-marital sex** and **multiple sexual partners**, which could lead to higher incidence of pelvic infection.

**Smoking and alcohol** intake also decrease fertility rates in both men and women.



If ovulation disorders, abnormal sperm production or function, problems with delivery of sperm, damage related to cancer, uterine or cervical abnormalities, fallopian tube damage or blockage, endometriosis or primary ovarian insufficiency are suspected, the couple should seek advice at a fertility centre.



Sunway Medical's Fertility Centre assesses fertility for both partners to understand the causes. Basic investigation and conventional treatment modalities are usually advised prior to advanced methods used to attempting pregnancy via artificially or partially artificial methods called

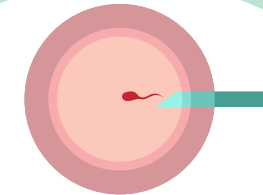
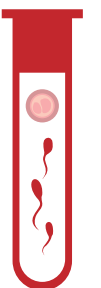
**Assisted Reproductive Techniques (ART).**

# TRYING TO CONCEIVE?

If you're trying to get pregnant, just how long do you try before seeking help? Get support and advice from the team of fertility experts at Sunway Medical Centre

One of the most common kinds of ART is **In Vitro Fertilisation (IVF).**

IVF is conducted by joining the sperm and eggs outside a woman's body in a small dish in the laboratory to allow fertilisation to occur. The patient will first need to undergo an ovulation induction with a combination of a few drugs to stimulate the ovaries to produce more follicles or eggs. After the egg is fertilised with the sperm, one or more embryos are then transferred into the woman's uterus.



Another method is the **Intra Cytoplasmic Sperm Injection (ICSI).**

a procedure where a single healthy sperm is injected into the centre of the egg using a delicate micro-needle. This method is used when the sperm have difficulty penetrating the egg or when the sperm count is very low. This method also requires the wife to undergo ovulation induction with a combination of a few drugs to stimulate the ovaries to produce more follicles or eggs.



Besides ART, other services available at Sunway Medical's Fertility Centre include sperm and embryo freezing for later use, semen analysis, surgical sperm removal, timed ovulation consultation, blastocyst transfer, frozen embryo transfer, oocyte freezing, embryo biopsy, laser assisted hatching and Intrauterine Insemination (IUI).

Sunway Medical's Fertility Centre can be contacted at **03-7491 6555** or its careline at **019-3381681.**

# A DIGITAL REVOLUTION

SUNWAY TRANSFORMS IT AND BUSINESS INFRASTRUCTURE IN FIVE-YEAR MODERNISATION PLAN

**Dato' Chew Chee Kin**  
President of Sunway Group

"As our employees and customers become more mobile- and social-driven, this major ICT upgrade will ensure that Sunway is at par with technology advancements for rapid business growth support, and to transform Sunway to be a social-savvy digital enterprise."

**Cheah Kok Hoong**  
Group CEO & Director of Hitachi Sunway

"This Cloud investment by Sunway will enable it to more seamlessly integrate ICT to effectively support and expedite Big Data interactions with its thousands of connections within its large business ecosystem."

**Paul Moug**  
Managing Director of IBM Malaysia

"IBM Connection Cloud, with its enterprise grade security and control, deepens customer relationships, increases effectiveness, and optimise workforces. We are excited to work with Sunway Group and help them achieve their business goals and aspirations."

**D**igital technologies are empowering people like never before, transforming the way consumers engage with brands and products. In the age of the customer, marketers are reinventing technologies; building value around the customer and their needs. For Sunway, technology plays an important role in improving efficiency and increasing productivity in the workplace, therefore, we ensure that our staff are equipped with the best, to perform at the best.

Embracing the digital revolution, Sunway Group through its joint venture company, Hitachi Sunway is working with IBM to deploy the IBM Connections Cloud. This collaboration will transform Sunway's IT and business infrastructure in its bid to become a digital enterprise. IBM Connections Cloud provides an intuitive set of cloud-delivered online technologies for businesses that combine **social networking and online collaboration, messaging, and web conference tools** to support Sunway Group's 12 business divisions across 50 locations worldwide.

The cloud-based solution will single-handedly drive continual high levels of satisfaction amongst Sunway's customers, suppliers and partners within its ecosystem. This solution will also drive greater innovation with the ability to collaborate and easily work with others inside and outside the firewall.

Hitachi Sunway Information Systems Sdn Bhd is a leading IT services and solutions provider in Southeast Asia (SEA). With the initiative, Hitachi Sunway will be the first to implement an IBM Connections Cloud site in Southeast Asia.



Sunway Medical Centre (SunMed) has selected Hitachi Sunway to implement a next generation Hospital Information System (C-HIS) by Testra Health. The new robust HIS system will not only kick start the hospital's five-year digital transformation programme but also replace traditional paper-based approach of physical medical records handling with Electronic Medical Records (EMR) for seamless record transfer to realize the hospital's vision of fully digitalising and centralising its administration and records. Valued at RM12 million, the project is expected to be commissioned within 18 months and will be implemented over two phases and expected to be completed in the third quarter of 2018.

1. (from left to right) Hitachi Sunway Group Chief Executive Officer and Director, Cheah Kok Hoong, Sunway Group President Dato' Chew Chee Kin and IBM Malaysia Managing Director Paul Moug at the launch of IBM Connections Cloud.  
2. Sunway Group Healthcare Services Managing Director Lau Beng Long and Cheah Kok Hoong.



# WHOLESOME LIVING AT ITS BEST

Property investment components to complement and strengthen Sunway's position as a Master Community Developer



## MASTER-PLANNED COMMUNITIES

### Sunway Iskandar

Sunway Iskandar, Sunway's largest township yet, offers world-class city living balanced with nature. Dubbed **Nature's Capital City**, the sustainable city thrives alongside **lush greenery and serene water bodies** including the 7km Pendas River and the Straits of Johor.

- 1,800 acres
- Sustainable city built amidst 40% nature and water
- Estimated GDV: RM 30 billion

### Sunway City Ipoh

A sleepy hollow pre-1995, Sunway City Ipoh is now Perak's largest integrated township and an economic driver of the Eastern Development Corridor of Ipoh. An epitome of sustainable development principled upon **preservation and conservation**, Sunway City Ipoh is home to natural assets including **260 million year old limestone hills, 100% natural mineral hot spring and caves**.

- 1,350 acres
- Epitome of sustainable development
- 1.5 million visitations yearly
- Estimated GDV: RM 2 billion

### Sunway Resort City

Sunway Resort City is an embodiment of the Sunway Group's expertise in **rehabilitation and restoration** of a tin-mining wasteland. It is the only fully integrated township in Malaysia with seven synergistic components, and will be served by Malaysia's first elevated BRT system (Bus Rapid Transit- Sunway Line) this year.

- 800 acres
- Malaysia's first Green Building Index (GBI) certified township
- 7 million square feet of world-class facilities
- 42 million visitations yearly
- Estimated GDV: RM 11 billion

## UPCOMING SUNWAY LAUNCHES TO LOOK OUT FOR

### Sunway Iskandar

Last year, Sunway Property saw a complete sell-out of Citrine's first phase office suites within its Lakeview Precinct, its maiden project in Sunway Iskandar. Citrine comprises serviced apartments, offices and a retail podium with a GDV of approximately RM300 million. Sunway Property will be launching its first landed homes within the 1,800 acre integrated township, dubbed Nature's Capital City, this year.

### Sunway Velocity

Sunway Velocity's V-Residence Suites and V-Residence 2 which are located within the Sunway Velocity freehold integrated development just 10 minutes from KLCC, have notched up sales of more than RM 480 million in 2014 including two successful launches in the same year. This year, Sunway Property will be launching a 5-storey office block as well as 3-storey retail shops within the development. It will also be completing the RM 1.6 billion Sunway Velocity Shopping Mall, a 1.4 million square feet mall which is built, owned and operated by Sunway, similar to the highly successful Sunway Pyramid Mall in Sunway Resort City.

For more than 30 years, Sunway Property has journeyed from being a homebuilder to a master community developer. This is evidenced by the success of our flagship township, Sunway Resort City, which has been replicated in Perak and Johor which are Sunway City Ipoh and Sunway Iskandar, respectively.

From a tin-mine in the early eighties, Sunway Resort City has flourished to become an RM 11 billion township and is currently the only integrated township in Malaysia comprising Property, Commercial, Education, Healthcare, Retail, Hospitality and Leisure components. With more than seven million square feet of world-class facilities, the thriving megapolis attracts an annual visitation of 42 million.

In our effort to continuously create wholesome living for our communities, Sunway has been busy expanding our strategic developments. Property investments under development due for completion this year within Sunway Resort City include Sunway University's New University Building, Pyramid Tower West, and an over a million square feet expansion to Sunway Pyramid Mall. All these properties will be completed this year, while Sunway Medical Centre's new extension will be completed early 2017.

Sunway University's New University Building at 880,000 square feet will feature a new 12-storey tower Academic Block, which houses state-of-the-art learning areas and facilities for up to 9,000 students. The 27-storey Pyramid Tower West integrated development will comprise 17 hotel

floors of 4-star tower hotel with 401 rooms and two levels of retail spaces, thus making Sunway Pyramid the largest mall in Malaysia.

Other expansions to look forward to within the city is the expansion of the RM 200 million Centre of Advanced Medicine at Sunway Medical Centre, slated for completion in 2017 and the addition of Asia's first Nickelodeon-themed attraction, Nickelodeon Lost Lagoon\* at Sunway Lagoon which is set to open this year.

\*Name to be finalised

1. (1987) Before construction of Bandar Sunway.  
2. Sunway Resort City. 3. Sunway City Ipoh. 4. Sunway Iskandar.

# CONVERGENCE OF BEST GLOBAL THINKERS

LARGEST ANNUAL CONFERENCE ON SOUTHEAST ASIA HELD FOR THE FIRST TIME OUTSIDE THE UNIVERSITY OF OXFORD

**S**unway University and the Jeffrey Cheah Institute on Southeast Asia (JCI) recently organised a week-long celebration of learning and sharing, which included the world's largest annual conference on Southeast Asia. The celebration kicked-off with a Training Workshop for Achieving Excellence in Malaysian Universities, which was attended by some 200 participants.

The 4th Southeast Asian Studies Symposium, the highlight of a week of intense intellectual discourse and discussions, brought in global thinkers and thought leaders comprising academics, business, political and civil society leaders who came together to address Southeast Asia's most pressing challenges. Themed "The Year of ASEAN: Integrating Southeast Asia", the Symposium was the first held outside the University of Oxford for the first time at Sunway University's New Building.

The Sultan of Perak, H.R.H Sultan Dr. Nazrin Shah, an alumnus of the University of Oxford, delivered a royal keynote address on the essential roles of ASEAN for the peace and prosperity of the people and nations in the region at the opening of the Symposium.



The Symposium presented interdisciplinary and transnational solutions to contemporary Southeast Asian issues, provided opportunities for dialogue and networking among the participants from Europe and Southeast Asia. It also acted as a platform for emerging and established scholars to demonstrate their latest research on Southeast Asia.

Topics covered included the most pressing challenges to the modernisation of Southeast Asia focusing on the environment and natural resources, public health, education and economic development. Featured speakers for this year's conference were Professor Wang Gungwu CBE, who is chairperson on three boards including the East Asian Institute, Lee Kuan Yew School of Public Policy at the National University of Singapore and the Institute of Southeast Asian Studies of Singapore; and Professor Dwight Perkins, Harold Hitchings Burbank Professor of Political Economy, and Emeritus Professor in the Faculty of Arts and Sciences at Harvard University.

In conjunction with the Symposium, Sunway University also hosted the Asian Economic Panel conference (AEP). Themed "Slower growth in Southeast Asia: What is to be done?" it served as a podium for more than 40 economists from around the world and former lawmakers in Southeast Asian countries who came together to discuss the most challenging issues concerning sub-regions of Asia or individual Asian countries.

The AEP was chaired by Professor Woo Wing Thy, President of JCI, and distinguished panellists which included Dr. Mari Pangestu, Former Minister of Trade, Indonesia; Dr. Chalongsob Sussangkarn, Former Minister of Finance, Thailand, and Former President of Thailand Development Research Institute; and Dr. Muhammad Chatib Basri, Former Minister of Finance, Indonesia.

As part of the programme, Sunway University also showcased the world's top academicians under the Jeffrey Cheah Distinguished Speakers Series (JCDS). The JCDS seeks to give the community and the public an opportunity to listen to global thought leaders speak on a variety of issues, whilst providing a platform for intellectual discourse and lifelong learning.

The outstanding experts were Professor Nick Rawlins, Pro-Vice-Chancellor for Development and External Affairs and Professor of Behavioural Neuroscience, University of Oxford; Professor Barry Eichengreen, Professor of Economics and Professor of Political Science, University of California, Berkeley and Professorial Fellow, Gonville & Caius, University of Cambridge and Professor Jeffrey Sachs, Director of the United Nations Sustainable Development Solutions Network and the Earth Institute, Professor of Economics and Professor of Health Policy and Management, Columbia University.

The event marks the first of academic and cultural project collaborations between the Jeffrey Cheah Foundation (JCF) and University of Oxford. This partnership illustrates JCF's commitment to continually support academic study of the region and develop a long and productive collaboration between the two respective organisations.

JCF had earlier established academic links with Harvard and Cambridge, allowing a two-way flow of researchers and scholars between the world's most prestigious education institutions and the Sunway Education Group.



Royal keynote address by the Sultan of Perak, H.R.H Sultan Dr. Nazrin Shah, an alumnus of the University of Oxford.



Keynote lecture by Professor Wang Gungwu CBE, Chairman of East Asian Institute, National University of Singapore.



Professor Woo Wing Thy, President of Jeffrey Cheah Institute.



Professor Dwight Perkins, Emeritus Professor, Harvard University.



Professor Barry Eichengreen, Professor of Economics and Professor of Political Science, University of California, Berkeley and Professorial Fellow, Gonville & Caius, University of Cambridge.

# PREPARING FOR A BRILLIANT FUTURE

Graduates from world's leading institutions advance research on ASEAN issues with forward-thinking Malaysians



The Asia Leadership Trek (ALT), organised in affiliation with the Asia Center at Harvard University and run under the auspices of the Center for Asia Leadership Initiatives (CALI), is a socioeconomic, political, and public service tour that exposes young professionals to the Asian region through active engagement and knowledge sharing of best practices in public leadership, education, and social entrepreneurship.

Early this year, the Jeffrey Cheah Foundation and Sunway Education Group played host to 45 graduate students (Trekks) from the best learning institutions in the world including Harvard University, Tufts Fletcher School of Law and Diplomacy, and Massachusetts Institute of Technology (MIT) who participated in the Asia Leadership Trek.

Themed "Opportunities and Challenges in 21st Century Asia," the ALT was held in Malaysia for the third time. The Trek channeled the students to five destinations across Asia to present talks, exchange ideas and share knowledge with local students.

The Malaysian Minister for Youth and Sports, YB Khairy Jamaluddin joined the 1,200 participants at the opening of the Asia Leadership Conference 2015 to welcome the Trekks. He delivered a passionate keynote

address, which set the aspirations for the conference. He said he held much hope in the younger generation, noting that more than 60 percent of the world's population is in the 15-24 age group, with 717 million youths in the Asia Pacific region alone.

**"Unlike the generation of leaders today, children of the eighties have a more common cultural milieu and outlook that should be harnessed to strengthen unity and integration across cultures. As we have seen, the biggest challenge of the new millennium is to ensure that extremism and bigotry do not prevail. Straddling the fine line between security, sensitivity and liberty will require strong leadership and the understanding of one another,"** said YB Khairy, referencing the Charlie Hebdo attack in Paris.

Speaking on the roles that youths could play in the integration of the ASEAN community, he said, "Similarly, the aim of greater cultural and economic integration, especially in ASEAN, promises to be more achievable if the younger generations prove that enduringly proud national loyalties can exist alongside more collective, regional identities. These identities ought to be incepted from a shared set of values and outlook, such that ASEAN becomes truly much more than a pragmatic cooperative of relatively small countries, an organisation with a more profound sense of unity and purpose."

Dr. Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University said, "This initiative is in line with the Sunway Education Group's continuous efforts to partner with some of the world's leading institutions to bring world-class education to Malaysia."

Participants from around Malaysia took the opportunity to expand their networks and share knowledge on international issues at the conference. The Trekks captivated the audience with their energy and enthusiasm, making the conference a resounding success in its goal to prepare young Malaysian minds for the future.



FTSE4Good

## A GOOD LISTING

**Sunway Berhad listed on FTSE4Good Bursa Malaysia Index for demonstrating good environment, social and governance practices**

Socially responsible investors are increasingly seeking for non-financial benchmarks to identify the social, environmental and ethical performance of the companies they invest in. The London based FTSE4Good Index Series lists companies that demonstrate responsible and sustainable corporate practices, enabling discerning investors and investment houses to make ethical investment decisions.

The FTSE4Good is recognised by market participants internationally for its efforts in identifying and measuring the performance of companies demonstrating good environmental, social and governance (ESG) practices. To be included in the index, companies need to demonstrate that they are working towards the highest standards across three pillars namely environmental, social and governance. These three pillars are sub-divided into 14 themes.



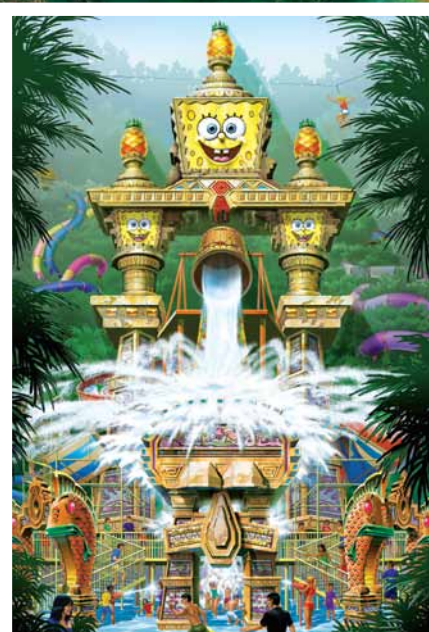
The themes include a company's approach to **climate change, water use, biodiversity, pollution and resources, environmental supply chain, health and safety, labour standards, human rights and community indicators, customer responsibility, social supply chain, anti-corruption, tax transparency, risk management** and **corporate governance** covering a total of 350 ESG-related indicators.

Sunway Berhad is one of the 24 stocks out of the top 200 Malaysian stocks to be identified and included as a constituent of the FTSE4Good Bursa Malaysia Index. As a master community developer, Sunway's unique build-own-operate business model ensures lifelong commitment to the sustainable growth and far-reaching impact of its communities.

Sunway Resort City, transformed from a derelict tin-mine, is Malaysia's first sustainable township as certified by Green Building Index. Sunway has also preserved 1,300 acres of natural heritage in its two townships namely Sunway City Ipoh and Sunway Iskandar. The group also emphasises efficient public transportation and actively promotes walkability as a 'liveability' component in its developments. It is in the midst of building Malaysia's first dedicated elevated Bus Rapid Transit (BRT)-Sunway Line using eco-friendly electric buses. BRT-Sunway Line is expected to serve more than 500,000 commuters in Bandar Sunway, Subang and USJ upon its completion this year.

# ON THE RADAR

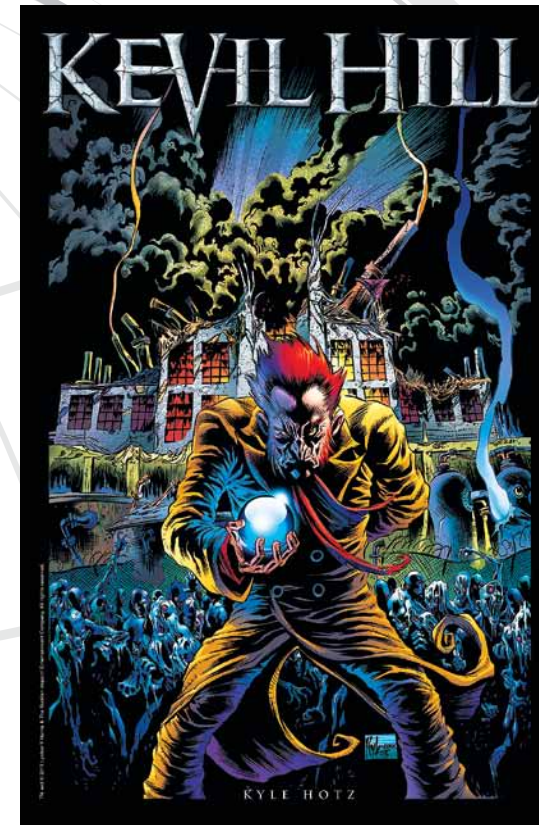
Updates and developments coming soon this year



## Who lives in a pineapple under the sea?

Asia's first Nickelodeon-themed attraction Nickelodeon Lost Lagoon is set to open its doors at Sunway Lagoon this year! Set amidst 10 acres of lush tropical rainforest, the attraction resembles a hidden world within a jungle. Nickelodeon Lost Lagoon\*, features more than 12 attractions for visitors of all ages include a Rainfortress which is an interactive water play area using reactive technology, a daily signature slime deluge, as well as a variety of other water slide attractions such as the Giant Aqua Tube Rides.

\*Name to be finalised



## Frozen inhabitants brought to life at Sunway Lagoon

If you're into wacky and spooky science-fiction, you'll be in for a thrill! Sunway Lagoon, together with the Kevill Hill Cryonic Corporation (KHCC), an entertainment company famed for its Kevill Hill attraction in Dreamworld Australia, anticipates to give you major creeps as they bring you a world of 'cryonics' scare this May 2015.

Experience a spine-chilling sci-fi twist as the KHCC team brings some of its inhabitants, 'The Frozen Ones' who will be brought to 'life' inside the new Kevill Hill experience, exclusively at the Lynton V Harris Scream Park at Sunway Lagoon. Log on to [www.sunwaylagoon.com](http://www.sunwaylagoon.com) for updates.

## Bus Rapid Transit (BRT) - Sunway Line to commence service

Malaysia's first dedicated and elevated Bus Rapid Transit (BRT)-Sunway Line will open to public early June, providing access and convenience for approximately 500,000 commuters around Bandar Sunway, Subang Jaya and USJ. The BRT-Sunway Line is a public-private partnership (PPP) between Prasarana Malaysia Berhad and Sunway.

Fully elevated with a distance of 5.4km, the BRT-Sunway Line has seven stations and connects with the Setia Jaya KTM station and Kelana Jaya LRT extension line in USJ 6. The 'park n ride' facilities, also known as Kompleks BRT Sunway (near the SunU-Monash station), will have a total of 1,153 parking bays including 102 bays for lady drivers, 23 bays for the disabled and 121 bays for motorcycles.



## SUNWAY<sup>TM</sup> CONSTRUCTION

### Listing of Sunway Construction

Sunway Construction has submitted an application to be listed on the main market of Bursa Securities. The initial public offering will involve the distribution of at least 155.9 million shares to Sunway Berhad shareholders, and an offer for sale of 415.2 million shares to institutional investors and the public.

The construction arm aims to be listed in the third quarter of 2015. Upon listing, Sunway Construction shall be one of the largest listed pure-play construction companies in Malaysia by revenue and market capitalisation.

# WAKING UP AT HARVARD

## RECIPIENT OF THE JEFFREY CHEAH TRAVEL GRANT REAPS CRIMSON EXPERIENCE



I am at Harvard Square sipping pumpkin spiced latte under the autumn foliage ablaze in transformation. Squirrels and scholars scurry about in thought; crimson buildings stand stately with history and honour; the air is crisp, the chatter is just bursting with brilliance. I absorb with humility the environment around me and replay the events of the previous few days in my head. Ten days before, I walked through iron gates that read, "Enter to grow in wisdom." I ritualistically placed my best foot forward, and accepted the invitation.

Just a few months before, I applied for the inaugural round of the Jeffrey Cheah Travel Grant for South East Asian Studies at Harvard University. Hardly six weeks into my PhD, I did not expect to measure up to other candidates and was not at all confident of being a successful recipient. Ordinary, diffident me with fragmented ideas and unstructured thoughts. What would be the value of investing in my mediocrity at this stage of my academic journey? Amazingly, I did receive the grant. Someone, somewhere...somehow did believe in me. Eager to make the most from the trip, I stalked the digital presence of Harvard scholars whose work inspired my academic direction. As I attempted to contact and arrange meetings with them, I learnt the power of persistence, patience and well, the importance of developing thick skin to cushion my crumbling confidence from disappointing responses. With some due diligence and lots of support from Jeffrey Cheah Institute of South East Asia Studies and Harvard Asia Centre, an exciting schedule was tailored to my interests and study area.



**Lavanya Vijayasingham**  
PhD Candidate  
Global Public Health  
Monash University

Lavanya is one of the recipients of the Jeffrey Cheah Travel Grant\*. The Travel Grant enables members of the Harvard community, scholars and practitioners from institutions in Southeast Asia including those under the Sunway Education Group to travel to and from Harvard to present lectures and conduct research. Her current area of focus is on "Living with Chronic Illness in Malaysia: A Healthcare, employment and social perspective."

*\*In 2013, the Jeffrey Cheah Foundation endowed USD\$6.2 million (approximately RM20 million) to Harvard University, to establish the Jeffrey Cheah Funds for Southeast Asia Studies. Under the Jeffrey Cheah Funds, a one-time lump sum of USD\$5.2 million established the Jeffrey Cheah Professorship of Southeast Asia Studies Fund and the Jeffrey Cheah Visiting Professorship of Southeast Asia Studies Fund both in perpetuity. The remaining USD\$1 million went towards funding the Jeffrey Cheah Travel Grants for Southeast Asia Studies.*

Sipping on my latte, I scribble some notes on my whirlwind ten-day education. I was able to discuss my ideas with and seek opinions from authorities in my subject area, some of them are editors of journals that I aspire to have my work published in. Having attended a graduate conference of post-graduate and early career researchers, I saw how graduate students articulated their work intelligently, infallibly on formal platforms. Informal meetings with post-graduate fellows and candidates gave me the chance to candidly chart how they think and act on those thoughts. Sitting in on classes, I had a glimpse of the student experience and teaching methods that bring together and mould the greatest minds of the world. As great as all these activities were, the highlight of my trip was meeting and discussing my ideas with a legend of medical anthropology and global health, Prof Arthur Kleinman, the director of the Harvard Asia Center who provided ideas for my work and invitations to events, including a talk by Nobel prize winner, Prof Amartya Sen.

So what value did such an investment in my travel yield? What would any institution gain from sending a probationary PhD candidate on an academic expedition of such high calibre? In my experience, this travel was a wonderful adjunct to the PhD confirmation process. It was a powerful platform to extend my knowledge base, refine my thought processes, and boost my confidence through access to academic networks outside the university, beyond my formal supervisory and evaluation panel. Much of the interactions and activities helped scope my topic, benchmark the operational quality I should be aspiring for,

and validate pre-existing ideas and directions that I perhaps was a little hesitant about before the trip. The opportunities to network, to gain exposure, to develop were invaluable. Court-side seats to see what it takes and what it means to be a high calibre researcher do not come by every day.

As the caffeine from my latte kicks in, I realise how this trip is also about waking up. It is a dawning, a realization, a becoming. I am a PhD Candidate, here on an academic journey. Like so many others, I walk in with bags full of uncertainties and biases that anticipate failure and threats to my work and sense of self. The tumbles and highs of this trip gave me the tools to believe in myself, the approach to my research and to accept that I am exactly where I need to be, doing exactly what it is that makes me happy. It is about stepping up and sitting at the table-not around the periphery of the room that most PhD students gravitate to. It is about accepting the importance of my voice and research and that I am capable to move beyond the beliefs of mediocrity that I impose on myself. Like the blazing leaves transforming around me, I am vibrant with drive, redressed with belief. The journey of figuring and reconfiguring work and life has brought me here- sipping a latte at Harvard University. I wake up as a fully convinced PhD student; a research professional in the making with a map in my hand. I am a curious discoverer, my quirky means and passions deserve a chance. I am an engine of powerful ideas and action. I just needed a little nudge for me to smell the spiced coffee beans.



1. The Widener Library in Harvard Square.  
2. Lavanya and Prof Arthur Kleinman in his office in Tozzer Anthropology Building.

# CASH AID FOR MORE DESERVING STUDENTS



## Tan Sri Dr. Jeffrey Cheah donates RM500,000 AKI cash prize to eponymous foundation for scholarships

Sunway Berhad, represented by its core business arms, Sunway Construction and Sunway Property, recently clinched three awards at the MITI Industry Excellence Awards (AKI) in three categories including the Prime Minister's Award, the highest accolade at the awards ceremony.

Organised by the Ministry of International Trade and Industry (MITI), the AKI recognises outstanding Malaysian companies to encourage continuous improvement in products and services, and has gained a reputation for being the nation's premier corporate recognition award.

In a true blue Malaysian spirit, upon receiving the PM's Award which carries a cash prize of RM500,000, Tan Sri Cheah donated the entire sum to the Jeffrey Cheah Foundation, which will be disbursed as scholarships to deserving young Malaysians. The Award is awarded to the most outstanding company chosen from a selection of winners across nine categories in the manufacturing and services sector each year.

AKI 2014 uses the Business Excellence Framework (BEF) as the benchmark criteria in the evaluation process. The BEF is used by many international organisations as a guide to promote outstanding practices in business by incorporating elements required for world class business excellence.



Sunway Construction had completed numerous iconic projects such as the Kuala Lumpur Convention Centre, Pinewood Iskandar Malaysia Studios, Legoland Malaysia Theme Park and Rihan Heights in Abu Dhabi. The construction firm bagged the Builder of the Year Award at the Malaysian Construction Industry Excellence Awards (MCIEA) 2013 as well as the recent MITI Industry Excellence Award (AKI) 2014 in the Construction Services Sector.

Its on-going projects include the Klang Valley MRT package V4, Malaysia's first elevated Bus Rapid Transit – Sunway Line, KLCC North East Car Park and the Afiniti Medini in Johor Bahru.

In the past year, Sunway Property has garnered some 20 international and national industry accolades and awards, including being ranked first in The Edge Top Property Developers Awards (TPDA) 2014 as well as clinching the Best in Qualitative Attributes Award 2014 and The Edge-PAM Green Excellence Award 2014 at the same awards ceremony for its eco-luxurious property, The Banjaran Hot Springs Retreat in Sunway City Ipoh.

1. Prime Minister of Malaysia, YAB Dato' Sri Mohd Najib bin Tun Haji Abdul Razak presenting the Prime Minister's Award that carries a cash prize of RM500,000 to Tan Sri Dr. Jeffrey Cheah, Founder and Chairman of Sunway Group, witnessed by Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry (right) and Tan Sri Azman Hashim, Chairman of the Anugerah Kecemerlangan Industri (AKI) Council (left).

2. (from left to right) Tan Sri Dr. Jeffrey Cheah (centre), Sarena Cheah, Managing Director of Sunway Group's Property Development Division for Malaysia and Singapore (right) and Kwan Foh Kwai, Senior Managing Director of Sunway Construction (left) with their respective wins in the Services Sector in the Open Category and Category 3 (Construction Services).

# CASHLESS PARKING



Sunway Pals is known for rewarding its members with points, instant savings and cash rebates. But now, Sunway Pals will take its members to the next level with the new parking feature! This means the Sunway Pals card can be used to pay for your parking fee.

Make use of cashless parking:

- No parking surcharge
- Access to preferred parking
- Extra 1 hour free parking\* (Coming in June 2015)

Not a member yet? Sign up for FREE\*\* today via the following ways:

- Register online at [www.sunwaypals.com.my](http://www.sunwaypals.com.my)
- Visit the Sunway Pals Membership Counter at G1.96, Ground Floor, Sunway Pyramid Shopping Mall or at F1.27, Level 1, Sunway Putra Mall
- Download the Sunway Pals mobile app

## Go Cardless!

Scan the mobile app QR code below:



With this mobile app, you can:

- Update your profile, password and PIN.
- Check your point balance and transaction history.
- View the latest promotions.
- View the latest participating merchants.
- Check the benefits.
- Scan your QR code when making a transaction.

What is cashless parking?	It's a card with the parking feature only available to Sunway Pals members. Enjoy cashless parking, including extra 1 hour free parking*, by using the same physical card to enter and exit car park.
How do I get the card with the parking feature?	For existing members (with card): Replace your existing Sunway Pals card with one featuring the Money Mobile logo at the back of the card.  For existing members (without card): Visit Sunway Pals Membership Counter G1.96, Ground Floor, Sunway Pyramid Shopping Mall or at F1.27, Level 1, Sunway Putra Mall to collect your card.  For new members: Sign up at Sunway Pals Membership Counter to get your card instantly.
Where can I use it?	Sunway Pyramid Shopping Mall, Sunway Putra Mall, The Pinnacle, Pyramid Tower Hotel, Sunway Resort Hotel & Spa, Menara Sunway and Sunway University.  Coming soon: Kompleks BRT Sunway.  For the latest parking locations, please check out our website at <a href="http://www.sunwaypals.com.my">www.sunwaypals.com.my</a> .
How do I top up?	Step 1: Visit Sunway Pals Parking Top Up kiosk beside the autopay machines at selected locations. Step 2: Insert Sunway Pals card into card holder. Step 3: Check balance on screen. Step 4: Insert notes to top up.
What is the accepted top up denomination?	The denomination of RM5, RM10 & RM50.
What is the minimum balance I must have in my card?	Minimum of RM10 must be available to enter parking.
How do I use it to enter/exit parking?	Tap and hold Sunway Pals card on card reader until you hear a 'beep'.
Can I use the mobile app for parking?	No. A physical card must be presented. The mobile app is not accepted.

Find out more at:



\*Coming in June 2015 at all locations except Kompleks BRT Sunway. \*\*Terms & Conditions apply.

[www.sunwaypals.com.my](http://www.sunwaypals.com.my)

**SUNWAY™**



[sunway.com.my](http://sunway.com.my)