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## Message from the Deputy Chairman

### PRESSING ON REGARDLESS

As we move into the fourth quarter of the year, global economic woes and uncertainties are taking its toll on certain sectors of the Malaysian economy. However, we in the Sunway Group regard overcoming problems as a challenge to be met and are determined to press on, regardless of circumstances to meet our many far-reaching goals.

Included in our strategy is to have smart partnerships with the government to help generate more business opportunities, not only for ourselves but also for those in industries allied to our operations, and to establish strategic alliances with others. We are always mindful of our responsibilities in contributing to the overall national effort.

As many of you are aware, the Sunway Group has grown over the years in response to the particular needs of the market. In recent years, due to the regional economic meltdown, we have had to take several decisions - some of which were rather painful - in order to restructure the organisation and introduce some radical measures for future growth.

For a company to survive in these unpredictable times largely dictated by global economic uncertainties, we have to be innovative and competitive, producing high quality value added goods yet at low cost.

Having said this, I would urge each and everyone of us, no matter what his or her position may be to rally forward and stay focused on developing innovative cost-effective strategic plans with a view to increasing all-round productivity.

In doing so, I need hardly stress that the staff in general in the Sunway Group should step up action to produce quality work within effective time management deadlines. This will ensure that we will be staying ahead of the completion - a position which we are proud to have enjoyed for a long time.

On the management side, many of you would appreciate that we are strong advocates of the concept of empowerment for executives in order that they may act in the best interests of the Group. This is coupled, of course, with an open-door policy practiced by the Chairman and senior executives. The spin-off from this is self-discipline, accountability, integrity and hardwork. In unity, we are moving forward.

One other matter which I would like to stress is the fostering of two-way communication between all levels of staff. In our transparent work culture, we listen to your feedback on a variety of matters and this, has contributed towards developing a spirit of comradeship among all employees. ■

So, let us press on, regardless.

Dato' Razman M. Hashim  
Deputy Chairman, The Sunway Group

Cover: Pyramid Ice - the largest indoor ice-skating rink in Malaysia - is not only the nation's premier international venue for ice sports, it is just one of the many entertainment attractions to be found at Sunway Pyramid.