GEN Z MEETS SUSTAINABILITY
Post-Millennial Sunwayians share their views on sustainability

DISCOVERING NEW CURES
Prof Chas Bountra shares on the need for innovation and collaboration in drug discovery

DEMOCRATISING ACCESS TO KNOWLEDGE
Sunway University Press empowers lifelong learning

MONEY, MARKET, MENTORS
Sunway iLabs offers the three M’s to support student entrepreneurs

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A CULINARY FEST OF EAST MEETS WEST

Sunway plays host to Hong Kong superstar Nicholas Tse and Canadian celebrity chef David Rocco

With the premise of a culinary battle between Hong Kong celebrity Nicholas Tse, and Canadian celebrity chef David Rocco, FOX Networks Group Asia (FNGA) launched its newest original series, ‘Celebrity Chef: East Vs West’.

The five-part series features Tse and Rocco traveling throughout Asia to learn about the city, food and culture before taking up the challenge of preparing a local dish handpicked by a local chef.

Sunway City Kuala Lumpur and The Banjaran Hotsprings Retreat are the official destination partners for the series in Malaysia, and hosted the chefs during their stay in Malaysia.

‘Celebrity Chef: East Vs West’ appeared on FOXLife from 25 March - 22 April and will air on Nat Geo People from 16 May - 13 June. The series will also be syndicated exclusively in China by Tencent, a partner of FNGA.
Sunway University has launched its own publishing department to give the public access to its research, public lectures, artwork and intellectual property.

Tan Sri Dato’ Seri Dr Jeffrey Cheah AO, Sunway University Chancellor and Founding Trustee of the Jeffrey Cheah Foundation, said the Sunway University Press was set up in keeping with the University’s vision of becoming an Asian powerhouse of knowledge.

To mark the official launch, Sunway University Press presented its first two publications of the year – ‘Great Thinkers, Great Minds – Sunway University Professorial Lecture Series’, and ‘All About Derivatives – Mathematical Differentiation for College Students’.

The former features a selection of 10 papers on original research presented as public lectures by Sunway University’s academics while the latter is a practical guide to mastering mathematical differentiation.

Sunway University Press also supports academicians by providing guidance on intellectual property matters and the publishing process, as well as a constructive writing and publishing space.

Find out more about Sunway University Press at press.sunway.edu.my

Launch of Sunway University Press is in line with United Nations Sustainable Development Goal to empower lifelong learning

We can create a society of lifelong learners for a sustainably inclusive and progressive society. The publishing department further reiterates our ambition to have quality knowledge within reach of more people.

TAN SRI DATO’ SERI DR JEFFREY CHEAH AO
Chancellor of Sunway University and Founding Trustee of the Jeffrey Cheah Foundation

From left to right: Dr Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University; Tan Sri Dato’ Seri Dr Jeffrey Cheah, Chancellor of Sunway University and Founding Trustee of Jeffrey Cheah Foundation; Prof. Peter Heard, Provost of Sunway University; and Prof. Graeme Wilkinson, Vice-Chancellor of Sunway University

Scan this QR code to WATCH THE VIDEO:
Sunway University Press
Following its 10th anniversary last year, Sunway Carnival Mall will be doubling its retail space and refurbishing its facilities to meet the growing demand of retail space from international retailers.

With the mall approaching almost full occupancy, the expansion phase will increase its gross floor area from 780,000 sq ft to 1.45mil sq ft, adding another 330,000 sq ft of new net lettable area (NLA) to the existing 50,000 sq ft, bringing it to a total of 830,000 sq ft in NLA in 2020.

The expansion will also increase the number of shops from 220 to 450 across both wings of the mall, as well as enlarging the car park capacity from 1,100 lots to more than 3,000 bays.

Expansion plans also include a total revamp of architecture to feature a bold neo-futuristic façade and a new atrium with a barrel vault roof. To reflect the modern-day family’s needs, the expansion will also put in place family-friendly facilities and amenities such as children’s play area, baby rooms, private nursing rooms, child-friendly basins and diaper changing stations at all restrooms.

Following the completion of the expansion phase in 2020, Sunway Carnival Mall will then embark on a refurbishment exercise for the old wing to ensure uniformity in design and theme across the entire mall.

Over the next decade, Sunway Group will also be investing into developing Sunway Medical Centre in Seberang Jaya and a tertiary educational institution in the island state.

Launched in 2007, Sunway Carnival Mall is one of Sunway Malls’ five retail assets and the Group’s only mall outside of Klang Valley, attracting some eight million visits annually.
Poverty is the reality for nearly all children who live in low-cost flats in Kuala Lumpur, according to a survey by Unicef Malaysia.

Closer to home, a recent survey conducted by the Sunway Group showed that families who sent their children to SK Bandar Sunway and SMK Bandar Sunway fall under the B40 classification (median household monthly income of RM3,000) where 63% of the families whose children are studying at these schools have a monthly household income below RM2,000.

In line with Sunway’s pledge to #SunwayForGood, Sunway Group sought to bridge the gap in education inequity through the Sunway ‘Back to School’ programme this year.

Through the initiative, almost 850 students from the two schools received school uniforms, school shoes, school bags, water bottles, and track bottoms to start them off on the right track for the new schooling year.

“These supplies will go a long way in relieving parents of the financial commitment required to purchase school necessities. We hope this will boost the confidence of our students, improve school attendance and allow them to reach their full potential on various activities without worrying about the lack of proper equipment,” said Pn Haniza Mohd Jabar @ Ibrahim, Principal of SMK Bandar Sunway.

Since adopting SMK Bandar Sunway in 1995 and subsequently, SK Bandar Sunway, Sunway Group has contributed more than RM4 million in total to both schools through construction, paint and repair works.
honouring the Asian value of close family ties and the belief that it will usher in good fortune, the Reunion Dinner is one of the most significant events in the celebration of Chinese New Year. This year, 155 urban poor and cancer-stricken families from around the Klang Valley were able to partake in a joyful reunion dinner via Sunway’s ‘Share Because You Care – Chinese New Year Cheer’ programme.

The families were in for a treat as volunteers from Sunway and Kechara Soup Kitchen Society took them shopping for RM350 worth of groceries per family at Sunway Putra Mall. Giving families the opportunity to purchase their own groceries made their reunion dinners more meaningful.

Each family also received a box of Yee Sang, Ang Pow and health supplements. Grab sponsored the families’ transportation during the shopping trips.

Puan Sri Dr Susan Cheah, EXCO member of Sunway Group, said the contribution was in line with the Group’s goals to build sustainable communities through social inclusion. “Sunway strives to make a positive impact in the communities in which we operate. We believe that a community that celebrates together, stays together and grows together. It is truly a privilege to get to know these diverse individuals, their backgrounds, and their many hopes and challenges,” she said.

The families came from Great Heart Charity Association (GHCA), Touching Lives Club & Padmasambhava Children Loving Association Klang, Persatuan Kanak-Kanak Kurang Upaya (P3KU), Subang Jaya Buddhist Association, National Cancer Council (MAKNA), National Cancer Society of Malaysia (NCSM) and Breast Cancer Welfare Association Malaysia (BCWA), in addition to those identified by Kechara Soup Kitchen Society.

Last year’s ‘Share Because You Care – Malaysia Day’ programme saw Sunway collecting more than 2,300 kg worth of groceries across seven locations, which were disbursed to 100 families in the Klang Valley and 20 families in Penang.

Scan this QR code to WATCH THE VIDEO: Share Because You Care: CNY 2018
Whether it is medicine prescribed by the doctor or multivitamin supplements to fortify our health, drugs are part and parcel of our everyday lives.

With medicines more readily available in this day and age, we often do not think about how difficult and costly it is to develop drugs.

Discovering new drugs comes at a high cost, said Professor Chas Bountra, Professor of Translational Medicine at University of Oxford's Nuffield Department of Clinical Medicine.

Quoting from a 2014 Forbes analysis, Bountra said that American pharmaceutical company Amgen spent US$3.5 billion (RM14.1bil) on average to develop a new drug that is marketable.

According to the same report, UK-based AstraZeneca spent an average of US$11.5bil (RM46.3bil) per new drug, he said during his talk, 'How We Are Transforming the Discovery of New Medicines' at the 2nd Cambridge-Oxford-Sunway Biomedical Symposium held at Sunway University in November.

Describing this as “unsustainable”, Bountra pointed out that most of the new drugs were not novel drugs but variants of an existing drug. Innovative novel drugs refer to new molecular entities that have chemical structures that have never been approved before.

There is a pressing need for new novel drugs, said Bountra, adding that there has been no new drug for Alzheimer’s disease since 2002, no novel antibiotic since 1984 or psychiatric drug in the last 30 years.

In 2015, only 39% of the 51 drugs approved by the US Food and Drug Administration were novel ones, he said.

“Our pharmaceutical industry is in a crisis – we need innovation. Coming up with new drugs is not just a problem for the industry but for all of us because one day, we will all be patients,” he said.

Drug discovery is challenging because “we are all so different”, he said. “If I looked at 100 Alzheimer’s patients, they would all be manifesting different symptoms. We differ in our diets, our genetic make-up, our living environment, and amount of sleep we have,” he explained.
There is also a lack of good biomarkers (indicators or signs) for many diseases, without which, makes it difficult to measure a patient's response to a drug or the severity of the disease, he said. This is a problem especially in drug discovery for neuropsychiatric diseases such as Alzheimer's or depression.

Another problem with drug discovery is duplicity and redundancy, which occurs because different stakeholders tend to work in silos instead of collaborating with one another, said Bountra.

“It is very difficult, very risky and unlikely that one institution, company or country can do it on their own. We have to come together to collaborate because to do it on your own is quite impossible.

Less duplication, more transparency, and more collaboration is the only solution,” said Bountra, who is the Chief Scientist at the Structural Genomics Consortium (SGC), one of Europe's major academic drug discovery centres.

The SGC is a public-private partnership with the primary aim of combining the strengths of industry and academia to heighten the probability of discovering new drugs.

Currently working with more than 300 academic labs worldwide, SGC focuses only on novel genes or novel proteins that could potentially become drug targets in future.

“To work effectively, medicines must find the right protein like a key in a lock. When used effectively, the structure of a protein drug target can speed up the discovery of new medicines by 18 months or more,” he explained.

SGC then makes public its findings to allow commercial partners and other academics to build on their initial research. This promotes faster drug discovery, reduces duplication, and speeds up commercialisation opportunities at a lower price.

“For collaboration to work, we need to create trust and win-wins. There needs to be mutual respect. Every stakeholder must recognise that they each have complementary skills and are working towards the same goal,” he said.

“As academics, our job is to train the next generation of students and to do what is right for society. It's not about the money. I believe that if we focus on big important problems, bring together the right people, organisations and infrastructure, then we will always attract the necessary funds,” said Bountra.

Bountra described Sunway Group founder and chairman Tan Sri Dr Jeffrey Cheah as an example of someone who seeks to contribute to society.

“Tan Sri Dr Jeffrey Cheah has said that he wants to create sustainable impact – he wants to do something that can result in long-term change. Forget about competition, understand what customers want. We need more people like this on the planet – a man with remarkable vision,” he said.
ACHIEVEMENT UNLOCKED

1. Sunway Construction won the **Commendation Award** under the Knowledge Management category at the **ACCA Malaysia Sustainability Reporting Awards 2017**.

2. Sunway Putra Mall clinched the **FIABCI Malaysia Property Award 2017** in the Retail Category.

3. Sunway Medical Centre was awarded the **Best Fertility Centre in Parenthood Malaysia Parents’ Choice Awards 2018**.

4. Sunway Putra Hotel received the **ASEAN Mice Venue Standard 2018-2020 Award** at the **ASEAN Tourism Forum (ATF)**, an annual tourism promotional event attended by Tourism Ministers across ASEAN.

5. The Banjaran Hotsprings bagged the **TripAdvisor 2018 Travellers’ Choice Award** for the sixth consecutive year after they were awarded in four (4) categories: 
   i. Top 25 Hotels – in Malaysia
   ii. Top 25 Hotels for Romance
   iii. Top 25 Luxury Hotels
   iv. Top 25 Hotels for Service – in Malaysia

6. Sunway Group was selected by the Prime Minister and the Tourism and Culture Minister to receive the prestigious **Prime Minister’s Award** at the **Malaysia Tourism Awards 2018**. Sunway Putra Mall also won the **Integrated Shopping Mall Award** under the Best Shopping Centre category.

7. Sunway University won the bid to host the **2018 Harvard Project for Asian and International Relations (HPAIR) Asia Conference**. The conference is a 5-day academic programme held on two annual terms – one in Harvard University and one in a different ASEAN city each year.

RECOGNITIONS IN Q1 2018

3. Sunway Medical Centre was awarded the **Best Fertility Centre** in Parenthood Malaysia Parents’ Choice Awards 2018.
Creating a Better World for All

With more than 23,000 people from 164 countries congregating at the Ninth Session of the World Urban Forum (WUF9) in Kuala Lumpur, one can safely say that sustainable development requires the partnership and collective effort from individuals of all walks of life as it is a global issue.

As the foremost international platform for interaction between policymakers, local government leaders, non-governmental organisations and practitioners in sustainable urban development and human settlements, the WUF9 was the perfect arena for Sunway Group’s Head of Sustainability Taskforce, Cheng Jew Keng, to present on Sunway City, Kuala Lumpur, as a case study for sustainable development.

Sunway also organised a tour for delegates around Sunway City, Malaysia’s first fully-integrated green township, to see how sustainability efforts were integrated and implemented. Delegates visited the Jeffrey Sachs Center on Sustainable Development at Sunway University (JSC) to view research work that focused on sustainability efforts in Malaysia and the region.

What was your key take-away from the WUF9?
There are many organisations, governments and people who are interested in making the world a better place for all. It is important to partner with one another, to leverage our collective strengths and to help one another grow together in an urban environment that is increasingly unequal socially and environmentally polluted.

What case studies did you find interesting and could be potentially applied to either Sunway City or across Malaysia?
The proposal to use urban underground spaces for cities of the future – this may be a good option to optimise land use vertically. However, the cost is prohibitive and expertise is currently limited. We should explore this proposal at the right time when resources are available as it is unsustainable for cities to continue growing in a “sprawl-like” manner.

What projects are you currently working on with regard to sustainability at Sunway City?
In 2018, the big agenda would be to increase employee awareness on the UN SDGs. If employees themselves are not sure what the SDGs are, it will be an uphill battle to incorporate sustainable development principles into our day-to-day work.

Operationally, there are three key areas that we are looking at – energy management, water management and waste management. [SEE SIDEBAR]

What are the current challenges faced by Sunway City in making these plans a reality?
Changing the behavior of end users is a challenge. We must accept that we cannot do business as usual. If you are born after the year 1950, you are part of the generation that is contributing to the biggest increase of worldwide carbon emissions. So we each must do our part in looking at these challenges and turning them into opportunities to improve the city that we live in.

Focus areas of Sunway’s Small’s Sustainability efforts in 2018

1) Energy management
- Replicate energy efficiency efforts across more properties this year, after achieving 5% savings in electricity bills in our pilot effort
- Install solar panels as part of Sunway’s decarbonisation plan to reduce reliability on the grid – Sunway’s first venture into renewable energy usage

2) Water management
- Get license approved to begin operations at Sunway’s water treatment plant, which has a maximum production capacity of 8.5 million litres of water per day – equivalent to the water consumption for 51,500 people (as per WHO recommendations)

3) Waste management
- Implement a more effective waste management system by increasing segregation of waste at source, recycling and composting
Twenty-three-year-old Janak Preet Kaur joined Sunway Property and Facilities Management as a Sustainable Development Executive in February because she was keen on a career related to conserving the environment.

“I felt it would be a great opportunity to make a big difference in how the commercial sector in Malaysia manages its environmental impact,” she says.

As part of the new Sustainable Development department, Janak tries to educate everyone about the United Nations Sustainable Development Goals (SDG). She practises simple green habits, such as jotting down meeting minutes using a laptop instead of using paper, unplugging her laptop and switching off lights during lunch time, as her personal contribution to the SDGs.

“These habits may seem small, but you can see a significant impact if every one of us adopts them,” she says.

Inconvenience is the biggest hindrance to adopting sustainable habits, Janak says. “When I go out, I do my best to order "no straw" with my drinks. It’s not easy, as I get weird stares and my family gets annoyed at me sometimes for causing unnecessary confusion, but I think it’s worth it. I also try to shop for brands that encourage sustainability efforts or are practicing it themselves.”

“It is more convenient to take away food in a one-off disposable container, rather than bringing along your own reusable container that you have to wash and dry. It all boils down to how much of an effort you want to make, and whether you are willing to turn certain things into habits,” she says.

“One of our major challenges as Malaysian citizens is the way we handle our waste – we are not conscious of our consumption habits. We need to change our habits and teach the younger generation to not litter, and understand that ultimately we will be the ones who suffer if we continue to dispose of trash irresponsibly,” she says.

G rowing up in a connected, globalised and technology-driven world, Gen Z individuals are digital natives with strong entrepreneurial ambition and a greater awareness of sustainability than any preceding generation.

 Constituting those born from the year 1995 onwards, Gen Z folks are currently in their early 20s and entering the workforce, which means companies that understand what makes this young generation tick will maximise their potential, not just as consumers, but as employees too.

Berita Sunway speaks with some of Sunway Group’s newest recruits for their take on sustainability and what they are doing to make the world a better place.
Educating employees on SDGs

For Sunway Group to align all its business units to the 17 SDGs, every employee must walk the talk when it comes to sustainability.

Prior to joining Sunway, Apshy never bothered to use reusable water bottles as plastic disposable ones were more convenient. This changed under the influence of her team members and Sunway’s push for eco-friendly options.

“"I try my best to recycle, buy fair trade groceries and to shop locally as much as possible. At work, having projects that we as a department can do together would be nice – have a communal plant in office that everyone takes care of, or a possible weekly collection of recyclables for donation,” she says.

Besides financial feasibility and inconvenience, a lack of accessibility is an obstacle to sustainability in Malaysia.

“Sustainability often feels like too big of a concept to bring down to the individual level. Instead of asking what Malaysians can do, I think what needs to be done is to educate Malaysians on what the SDGs are and then we’ll realise how much we already do, and how easy it actually is for us to do more,” she says.

Gen Z Meets Sustainability

Sunway Group employees from the post-Millennial generation share their views on saving the planet via sustainability

Looking for a job that actively promoted corporate social responsibility, Apshy Vimal applied to work in Sunway Group after finding out about the company’s sustainability initiatives.

Working as a Corporate Communications Executive for the Group Brand Marketing Communications department, Apshy is encouraged by how Sunway pushes for sustainability in all business practices.

“It makes me optimistic about the future of business. We can participate in capitalism in a way that betters and sustains the society in which it operates both economically and socially. I believe that as a society, we are moving to a more conscious level of consumerism and with Sunway adopting the SDGs, consumers will be more inclined to supporting Sunway,” says the 22-year-old.

Jew Keng, Sunway Group Head of Sustainability Taskforce.

Our GBMC team will assist to disseminate information related to SDGs on all of their communication media such as lift posters, group portal, website and email blasts throughout Sunway City and other regional offices throughout the country. This information is not only educational for our employees but also for the public who live, work and learn in the Sunway ecosystem. With increasing employee awareness, we hope they will subsequently take part in activities that will support these SDGs.

Make sustainability accessible
The sky is the limit when it comes to the imagination of the young.

An economical built-in navigational system for motorcycle helmet visors and an online crowdsourcing platform to connect hackers with companies in need of their services were just some of the novel business ideas pitched by young budding entrepreneurs at Sunway Innovation Labs’ Start-It Challenge.

The winner of the Start-It Challenge, 24-year-old Sunway University alumnus Jason Yim, is working on creating an artificial intelligent (AI) robot to chat with people facing mental health problems and to offer basic cognitive behavioural therapy.

“Silicon Valley venture capitalist Bill Reichert of Garage Technology was here and he has never heard of some of these ideas before, even in Silicon Valley. These were solutions that addressed relevant issues in the region, and they were scalable,” said Matthijs Geert-Jan van Leeuwen, director of Sunway iLabs, the non-profit start-up incubator of the Sunway Group.

A collaborative initiative of Sunway University, Sunway Group and Sunway Ventures – the Group’s corporate venture capital arm – Sunway iLabs was recently certified as a Digital Hub under Malaysia Digital Economy Corporation (MDeC) Malaysia.

The Start-It Challenge was just one of the many initiatives organised by Sunway iLabs.

In December, Sunway iLabs teamed up with MDeC and Silicon Valley-based US Market Access Center Inc (USMAC) to organise TechMatch ASEAN 2017, a two-day pitch marathon.

The event connected 40 Asean-based start-ups with a group of 20 corporate investors, venture capitalists and business angel investors from Silicon Valley and other parts of the world.

“Normally when you talk to these corporates, they don’t know Malaysia and the start-up ecosystem,” said van Leeuwen. Market access is one of the benefits enjoyed by start-ups joining the Sunway iLabs six-month accelerator programme.

According to van Leeuwen, Sunway iLabs differentiates its accelerator programme from others in the market by curating only the top 10 teams out of the initial 20 that display immense growth potential, following a Foundation Phase. During the one-month period, teams will attend workshops, mentoring sessions, and are required to set up key performance indicators.

“Most accelerator programmes fail at this point – they fail to select start-ups appropriately at the foundation phase. If start-ups are not ready for growth or don’t look hungry for growth, we will tell them to come back another time,” he said, adding that besides himself, the selection committee consists of 20 angel investors from Nexea Angels.

For the next five-month Validation Phase, Sunway iLabs takes an 8% equity stake in the shortlisted start-ups. The teams each receive RM50,000 seed funding, RM150,000 worth in Google technology credits for its cloud services and legal advice – resources to achieve as much business growth as possible.
University degrees need to be more pragmatic. Four years (spent in university) is already considered a lifetime in the tech industry. In iLabs, we do short programmes and hold hackathons so students can turn knowledge into real application to build real solutions to problems.

MATT VAN LEEUWEN
Director of Sunway iLabs

Being part of the Sunway conglomerate means start-ups get to test their business ideas across the group’s 12 business units, in addition to making use of iLabs’ co-working space, laboratories, researchers and interns at Sunway.

Start-ups also receive tailored mentorship from entrepreneurs and industry leaders, depending on each start-up’s unique challenges.

Recognising entrepreneurship as a viable career option, Sunway University’s Business School launched an Entrepreneurship degree programme while the School of Science & Technology began offering a Mobile Computing & Entrepreneurship degree last year.

Investing into entrepreneurship not only builds the local talent pool in Malaysia – it also helps Sunway access ideas from the young generation for its community, said van Leeuwen.

“We had a hackathon in October for smart cities and we wanted to see what students think about sustainable cities. One team came up with a traffic system so we’re meeting them to do a proof of concept and if it works, it could lead to something bigger for the business idea,” said van Leeuwen.

For more information on Sunway iLabs, visit https://innovationlabs.sunway.edu.my