

BERITA

# SUNWAY®

ISSUE 55 | JAN - APR 2016



## VOICES OF A GENERATION



New  
Beginnings  
That  
Inspire  
People

The Foundation  
for The Future

A Man For  
All Seasons

Innovative  
Information

The Rising  
Tide

Progressive  
Partnerships

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To Success

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# DRIVING TRANSFORMATIONAL GROWTH

The year 2015 has been another transformative year for the Sunway Group. We listed and transformed our Sunway Construction into Malaysia's largest pure-play construction company by revenue. It now has a market capitalisation of RM 1.8 billion, and is ready to support the nation's largest infrastructure projects. Sunway Resort City has also been transformed with the highly anticipated BRT-Sunway Line, which is now fully operational. The construction of the nation's first elevated and dedicated Bus Rapid Transit (BRT) system is our initiative to enhance accessibility and connectivity for more than 500,000 commuters in Sunway, USJ and Subang Jaya areas.

On Education, through the Jeffrey Cheah Foundation, we have cemented closer ties with Brasenose College, University of Oxford, following a landmark agreement in November. We have also forged strategic links with Gonville and Caius, University of Cambridge and Harvard University in the preceding year, making us the only

education group in the country to have built close academic ties with some of the world's most preeminent universities. This will significantly elevate the teaching and research standards in our universities and in Malaysia, and is in line with our aim to continuously transform Sunway and its education institutions into a world-class brand, synonymous with one of our core values of Excellence.

On the IT front, we are now a digital enterprise with Sunway SmartCloud. This effectively empowers all Sunway employees, across 50 locations worldwide, to access data and information anywhere, anytime, and using any devices.

At the same time, our global and national marketplace is also undergoing some changes. We will remain optimistic amid the challenging market outlook as Sunway has the added advantage as a diversified conglomerate supported by some of our more resilient businesses including the Construction, Building Materials and Healthcare sectors.

As we move into 2016, we need to confidently continue on to the next phase of our transformative journey. This is to be more agile, more innovative and creative. We will usher in a new era of growth from a position of strength, as the nation's leading property-construction conglomerate.

Our Build-Own-Operate model will become the bulwark of our expansion. We are now a Group operating with a combined market capitalisation of RM12 billion and expanding on a firm basis. We have become Malaysia's top developer, having won again, The Edge Malaysia Property Excellence Awards for the second consecutive year. The property division has unbilled property sales of RM2.3 billion and land bank of 3,300 acres as at September 2015, which will keep

us busy and growing in the next 15 years. Currently, the total value of Assets Under Management for the Group's Property Investment and REIT divisions are more than RM7 billion.

As a market leader with scale and depth across the entire real estate value chain, it will be incumbent on us to lead change and to find innovative and creative solutions to enhance our real estate products. As we grow bigger and better, we must also become wiser to continue excelling. For this to happen, we in Sunway must embrace continuous learning. I am also a firm believer in lifelong learning and knowledge sharing. We must together, continuously train and retrain ourselves, to be a growing and dynamic organisation.

Given increasing global and domestic competition,

complexity, and constant change, when people and organisations are expected to always accomplish more with less, our Sunway Group has to promote and maintain a culture of transformation, to stay relevant for the long haul. Greater results can only be achieved and sustained by continuously developing and improving our organisational systems and processes; by leveraging technology for sustainable growth to engage customers, enhance offerings and to further improve our efficiency.

As we envision to become a leading regional property-construction group, we have to remain steadfast in our mission which focuses on innovating to deliver better value, building more synergistic and sustainable relationships, and achieving the highest standards of quality

and excellence. All these will be anchored by our core values of Integrity, Humility and Excellence, as we expand at home, in the new Asean Economic Community and worldwide too.

Sunway's journey through the many successes and the weathering of stormy times have been made possible with the dedicated and unwavering dedication of our people. I firmly believe that the same dedication and passion will see us through as we forge ahead to meet whatever challenges as we continue to provide value to our stakeholders.

Thank you for your continued dedication and trust in Sunway.

On this note, let me wish you a Happy New Year and a great 2016 ahead!

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# SUNWAY TRIUMPHS AT THE TOP



## Sunway Berhad claims top spots at The Edge Malaysia Property Excellence Awards and the Malaysian Property Press Awards

Sunway Berhad made the news not once, but twice, when it claimed top spot and the Best in Qualitative Attributes sub award for the second year running at The Edge Malaysia Property Excellence Awards 2015 for Top Property Developer Awards (TPDA) 2015, and was named Property Developer of the Year at the Malaysian Property Press Awards (MPPA) 2015.

These awards affirm Sunway's sustained growth that is driven by the core values of Integrity, Humility and Excellence. The Edge Malaysia Property Excellence

Awards, which is one of the country's most authoritative real estate awards, recognises Malaysia's best overall property developer, while MPPA is adjudicated by senior members of the press, and takes into account the developer's positive market impact, performance, and quality of products, among other stringent criteria.

"We are very honoured to be recognised yet again and we thank all our stakeholders and customers who continue to believe in us.

We will continue to deliver quality products," said Sunway Berhad, Managing Director of Property Development Division for Malaysia and Singapore, Sarena Cheah.

This year proves to be no less of a headline-making one as Sunway Berhad shifts into high gear in Q1 2016 with the expansion of Sunway Pyramid 3, which consists of mall extension and a new hotel block, and the highly anticipated Nickelodeon Lost Lagoon, Asia's first Nickelodeon-themed land.



1. The Edge Malaysia Property Excellence Awards.



2. Malaysian Property Press Awards.

# BRILLIANT BILLIONS

Sunway bags two awards at The Edge Billion Ringgit Club Awards 2015



We are indeed delighted to have won both coveted awards, especially the award for Best Corporate Responsibility as we continue to serve and touch the lives of our communities through our corporate social responsibility programmes. We will continue to balance profitability and sustainability here at Sunway



**SARENA CHEAH,**  
Sunway Berhad  
Managing Director for Property Development Division, Malaysia and Singapore

Sunway celebrated a prestigious night at The Edge Billion Ringgit Club (BRC) Awards on 25 October as it took home two awards at the glitzy ceremony: The Most Profitable Company award within the Property and REIT sectors, and the Best Corporate Responsibility (CR) award for companies under RM10 billion.

"We are indeed delighted to have won both coveted awards especially the award for Best Corporate Responsibility as we continue to serve and touch the lives of our communities through our corporate social responsibility programmes. We will continue to balance profitability and sustainability here at Sunway,"

said Sarena Cheah, Sunway Berhad Managing Director for Property Development Division, Malaysia and Singapore, upon receiving the awards.

Among the corporate social responsibility efforts championed by Sunway's Education, Healthcare and Community Aid, Reach-out and Enrichment (C.A.R.E.) projects are the "Light of Hope" programme, which has helped some 80,000 underprivileged children, single parents and the elderly during festive seasons; Stop Hunger Now, which saw volunteers pack and distribute some 100,000 meals to needy and underserved communities across the country;

and continued support for the National Kidney Foundation to drive awareness and pledges for organ donation.

The Edge Billion Ringgit Club Awards recognises the best performances of the biggest and best listed companies in terms of highest profit growth, return on equity and stock price performance over three years.

A total of 166 companies with at least RM1 billion market capitalisation as of March 31, 2015 which made it into the Edge BRC members this year were also judged on their corporate responsibility efforts on top of financial performance.

## MAKING A SPLASH

Sunway Lagoon wins more awards for fun

Sunway Lagoon's reputation as the one-stop destination for fun and family entertainment was bolstered when it bagged Expatriate Lifestyle's Best of Malaysia's Best Attraction/Tourism Experience for Kids award.

"Recognition as Expat Lifestyle Magazine's Best of Malaysia's, Best Attraction/Tourism Experience for

Kids, is only testament to our efforts in our endeavour towards making Sunway Lagoon Asia's best attraction. We have not rested on our laurels because we constantly upgrade our parks and add in new attractions to not only keep up with, but exceed the expectations of even the most discerning of visitors," says Sean Choo, General Manager of Sunway Lagoon.

Sunway Lagoon now boasts a trophy cabinet that also includes of the recently acquired Silver Award in the Entertainment Category at the Putra Brand Awards 2015. It was also named TripAdvisor's Travelers Choice 2015 awards for water parks, amusement parks, zoos and aquariums around the world.

## TRIBUTE TO A LIFETIME ACHIEVER

**Tan Sri Cheah is the country's third recipient of the Lifetime Excellence Achievement Award by Sin Chew**



Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group, was recently honoured with the Lifetime Excellence Achievement Award at an awards ceremony organised by Sin Chew, the country's leading and most-read Chinese-language daily newspaper.

"This award will inspire me and my team at Sunway Group to continually contribute to society towards building a better future for our community, our people and our nation. Indeed this award must be dedicated to the Sunway family who has stood by me and the company through thick and thin", said Tan Sri Dr Jeffrey Cheah upon receiving the award.

The Sin Chew Business Excellence Awards, established in 2013, is positioned as one of the most trusted and prestigious business awards in Malaysia with an emphasis on strategic management approaches. To be awarded the Lifetime Excellence Achievement Award, a person must be recognised as a respected leader throughout the nation and beyond, with milestone achievements and contributions to the community, industry, and country over the past decades.

"As much as we have accomplished, and as much as we are proud of what we have achieved, I strongly feel that our work is

not quite done. We are more committed than ever, to providing opportunities for quality education and lifestyle improvement; promoting physical well-being; and securing a safe, and sustainable environment for our people," he added.

Recipients are also luminaries who have a high standard of integrity and excellent ethical leadership – qualities Tan Sri Cheah has shown in his commitment to developing sustainable and caring communities, as well as making Sunway certified in the FTSE4Good Index Series, one of the best-known indices in the world for socially responsible investment communities.

## A GROWING LEGACY

- Guided by core values of integrity, humility and excellence, Tan Sri Cheah has made Sunway Group into one of the most respected companies in Malaysia. Today, the Group comprises 12 established business divisions and a 14,000-strong employee base spanning across 50 locations worldwide.

- Sunway Berhad and Sunway Construction Group Berhad are constituents of the globally benchmarked FTSE4Good Index, one of the best-known indices in the world for socially responsible investment communities.

- He is listed as one of Malaysia's "Heroes of Philanthropy" by Forbes Asia, and Founding Chair for the Malaysian 30% Club, a group of chairmen and business leaders who are committed to bringing more women onto Malaysian corporate boards.

- In 2013, he was appointed a Council Member of United Nations Sustainable Development Solutions Network (UNSDSN).

- Tan Sri Cheah was appointed Officer of the Order of Australia ("AO") by the Prime Minister of Australia, and the Honorary Assistant Commissioner of

- Police title by Malaysia's Inspector-General of Police.

- His dedication to safety saw him appointed as Chairman of Malaysia Crime Prevention Foundation (MCPF) Selangor Chapter by the Deputy Prime Minister and Chairman of MCPF Malaysia.

- In 2007, Tan Sri Cheah established the framework of Jeffrey Cheah Foundation, which has disbursed scholarships exceeding RM210 million to more than 23,000 deserving students as of December 2015.

- His dedication to the future

- of Malaysian education saw him appointed as the Minister of Education to Malaysia's education panel. He is the founding trustee of the Board of Mahathir Science Award Foundation, Razak School of Government, and the Perdana Leadership Foundation.

- Among the accolades and awards he has received include: Best CEO for Investor Relations (Mid Cap) by the Malaysian Investor Relations Association (2015), Malaysia's Outstanding CEO by The Edge Billion Ringgit Club (2014) and Malaysia Outstanding Property Personality by The Edge (2013).

## SUNWAY, FORBES HOST ASIA'S TOP COMPANIES

Sunway Group holds the honour of hosting **the first-ever Forbes Asia "Best Under A Billion"** award ceremony and dinner in Malaysia



On the night of November 2, the rising stars of Asia's business communities gathered at Sunway Resort Hotel and Spa to attend Forbes Asia "Best Under A Billion" award ceremony and dinner.

Held for the first time in Malaysia, the prestigious ceremony

highlighted 200 listed companies in Asia Pacific with an annual revenue between US\$5 million and US\$1 billion, have positive net income and were publicly traded for at least a year.

"We are proud to partner with Forbes Asia to stage an international award ceremony to recognise the 'rising stars'

across Asia and showcase Kuala Lumpur as a destination of choice for business and investment," said Sunway Group Founder and Chairman Tan Sri Dr Jeffrey Cheah at the opening address.

The event was graced by the Minister in the Prime Minister's Department Dato' Sri Abdul Wahid bin Omar, with Tan Sri Cheah and

We are proud to partner with **Forbes Asia** to stage an international award ceremony to recognise the **'rising stars'** across Asia and showcase Kuala Lumpur as a destination of choice for business and investment.

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

Forbes Media's Vice Chairman Christopher Forbes receiving the delegates from around the region.

There were 11 Malaysian companies on the list – an incredible achievement considering the final 200 was chosen from an initial list of 17,000 companies.

**7** Number of times Sunway Lagoon played host to MTV World Stage Malaysia.

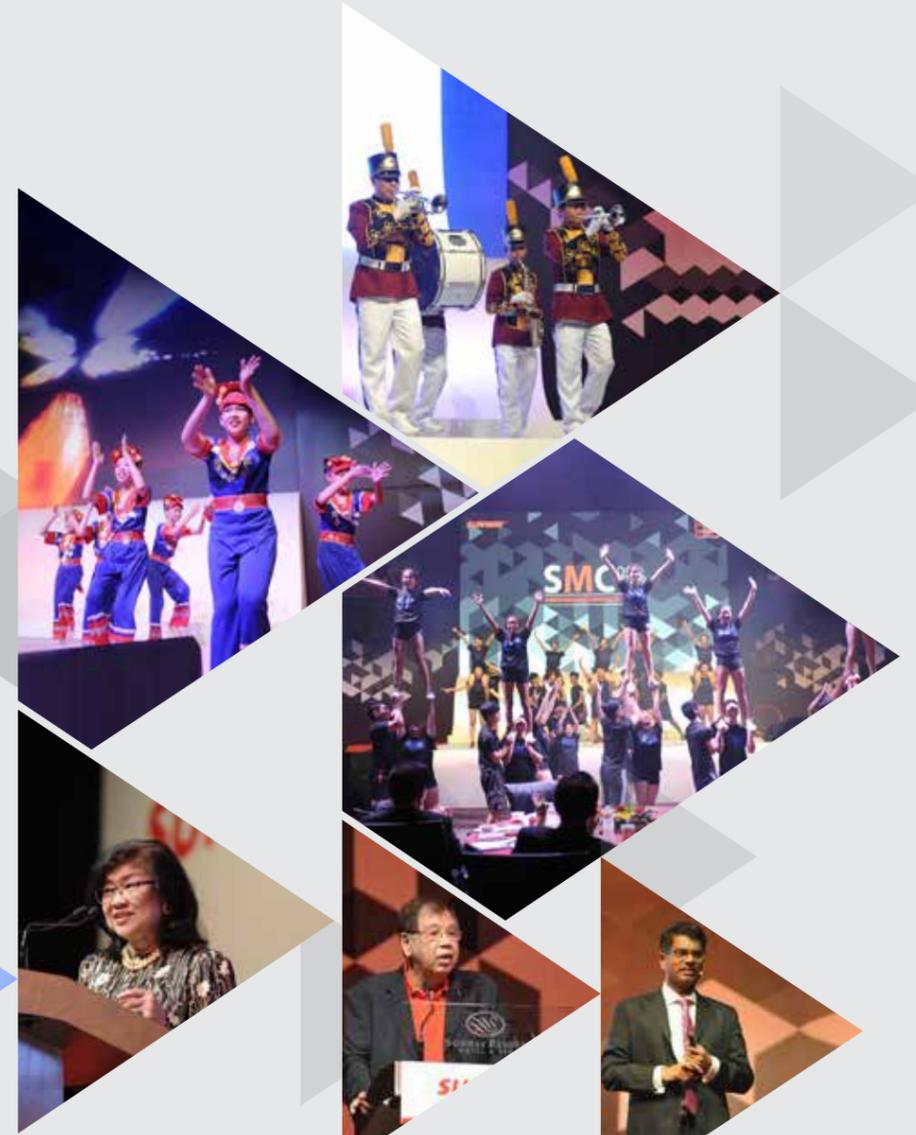


**5** Acts in one night: Jason Derulo, Carly Rae Jepsen, Apink, SEKAI NO OWARI, Stacy.



# THE WAY FORWARD

Annual conference set to foster passionate and bold leadership



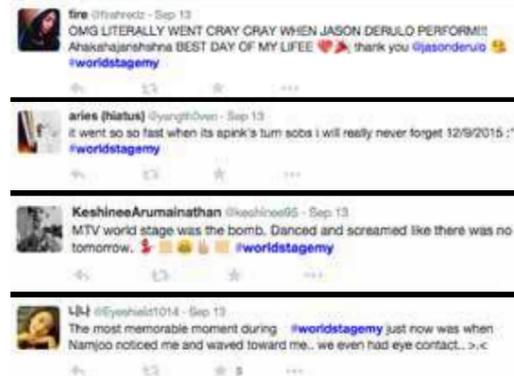
## ON THE GLOBAL STAGE

On 12 September 2015, Sunway Lagoon once again played host to one of the year's biggest music nights in Southeast Asia: the MTV World Stage Malaysia 2015. It was no less spectacular with a line-up that comprised some of pop music's biggest stars on the planet like Jason Derulo, Carly Rae Jepsen, Apink, SEKAI NO OWARI, and Malaysia's own Stacy. Here's a breakdown of the massive event, in numbers.

**20,000**

Fans gathered at Surf Beach, Sunway Lagoon on Saturday night.

**100 million** Social impressions within 24 hours!



**600 million** Number of audiences MTV World Stage Malaysia was broadcast via MTV's global networks.

**14** Number of tracks performed during Jason Derulo's marathon medley, which included "In My Head", "Marry Me", "Whatcha Say" and "Want To Want Me".

**27** Number of Malaysian finalists Stacy had to compete against in becoming the #MostWanted Act.

The 20th Sunway Managers Conference on 6 November saw some 2,000 executives across Sunway Group gather at the Sunway Pyramid Convention Centre for a thought-provoking full-day conference.

Tan Sri Dr. Jeffrey Cheah and Tan Sri Razman M. Hashim laid out their expectations at the conference for Sunway's future leaders, while guest speakers spoke about the underlying qualities that inspiring leaders must possess particularly in trying times.

The programme was driven by the credo "Leading with Passion"

to inspire Sunway executives to dream more, learn more, do more and become more. Chairman of AirAsia X Berhad Tan Sri Rafidah Aziz was invited as a special guest to share her lessons learnt over the decades on "Leading The Next Generation", and Mr. Senthil from Arbinger South East Asia to advise Sunway executives on how they can take the lead in changing mindsets.

Participants were also entertained by the traditional Chinese group dancers from SJK (C) Chee Wen, one of Sunway Group's six adopted schools in the country. Accounting Lecturer at Sunway College Brian Chia performed a soothing number

using the saxophone followed by a cheerleading performance by Sunway University Cheerleading, an award-winning club established in 2013.

### SURVIVE AND STRIVE

Tan Sri Cheah opened the conference with his vision for Sunway in the coming years. He outlined the need for Sunway to face up to the challenging economic environment.

He added that much of Sunway's ability to not only survive, but thrive during these challenging times was down to its core values of Integrity in its practices, Humility in wanting to learn more,

and Excellence in delivering quality work.

### WHOLEHEARTED LEADERSHIP

Deputy Chairman of Sunway Group Tan Sri Razman M. Hashim ended the conference on a cautiously optimistic note for attendees. "Everyone thinks of changing the world, but no one thinks of changing himself," he said, quoting Leo Tolstoy. "This is a dictum that is a useful starting point for all of you change captains, who we hope to engage in leading Sunway's journey. The fact is organisations don't change, people do, and we look forward to leading this change."

# ROARING GOOD TIMES

Thousands gathered at Sunway Iskandar for a fun day-out with "dinosaurs" and special guests

Sunway Iskandar was transformed into a land before time on 19 September when Sunway Property

brought thousands together for a day out with pet "dinosaurs" and an outdoor movie screening of Jurassic World.

The first ever Dinosaur Alive show and Outdoor Movie by the Lake activity saw over 6,000 people turn up at Nature's Capital City, with some from Kuala Lumpur and Singapore. MediaCorp Class 95FM DJ Jean Danker, Capital 95.8 DJ Lin Ling Zhi, Love 97.2 DJ Violet also turned up to add to the fun and laughter as they met with fans.

"We want to encourage the community to get closer to nature instead of confining themselves

indoor most of the time. In line with our concept of 'Living Sunway, Living Community', we at Sunway Iskandar will continue to bring people together through meaningful and joy-filled events in the near future," said Gerard Soosay, CEO of Sunway Iskandar.

The events are a key part of Sunway's role in bringing the community closer together to create a sustainable, vibrant and livable township. Sunway Iskandar has been organising a number of community-driven events since 2014, including the White Christmas and World Environment Day celebration.



## MOVIE MANIA

A clear night was the perfect setting for an outdoor movie screening of Jurassic World.



## A LAND BEFORE TIME

A glimpse of what went on at Sunway Iskandar's community event



## CAN I TOUCH A DINOSAUR?

Children getting first-hand experience in feeding a baby T-Rex, ride a Triceratops, and witness a "live" duel between a Triceratops and Stegosaurus. Don't worry: We made sure no dinosaurs were harmed.

## GUESTS GALORE

Adding to the fun were Love 97.2FM DJ Fen Ying and YES 93.3FM DJ Chen Ning, who dropped by to meet and greet fans in the evening.

## FEAR FACTOR

## Sunway Lagoon's Nights of Fright returns for a third time, with triple the excitement

Halloween is fast becoming one of Sunway's favourite times of the year, thanks to the annual Nights of Fright (NOF) attractions at Sunway Lagoon. Themed Festival of Fear, the third Nights of Fright delivered its promise to amp up the scream factor three times as much as previous years, delighting thousands of visitors who flock to get their dose of real horror.

"As Asia's one stop destination, Sunway Lagoon is excited that Nights of Fright 3 has returned with three times the fear and three times the chaos," said Sean Choo, General Manager of Sunway Lagoon.

Sunway and The Sudden Impact! Entertainment Company worked hard together to produce

more than just an ordinary house of horrors. New scare zones were erected, including Kevill Hill, which depicted a cryonic vision of the future gone wrong at the Lynton V Harris Scream Park; Terrortory-X, where chainsaw-wielding mutants walk about destroying everything; Pirate Jack's zombie-filled Locker O' Lanterns, and The Ring's Sadako Dori. Visitors were also treated to the wedding of NOF's zombie host, Mr. Chaos, to the frightful and delightful Ms. Havoc.

The scare fest was attended by notable celebrities such as Brandon Ho, Kit Mah, Nigel Chin, Kevin Chong and Melissa Th'ng who not only paid a visit, but also took their chance to be part of the Nights of Fright by transforming into the vicious monsters.



# THE GIFT OF LIFE

Sunway encourages more Malaysians to become organ donors through support for NKF



to sign up as organ donors. One such effort is its support for the National Kidney Foundation of Malaysia (NKF), which on October 20 launched an organ donation promotion unit at Sunway Pyramid.

Located at CP3 of Sunway Pyramid shopping mall, the organ donation promotion unit is the first of its kind established in a mall in Malaysia. Full-time healthcare professionals from NKF's Public Education Department are employed to provide easily

accessible information and allow visitors to sign up for organ donation.

Funds for the organ donation promotion unit came from the National Kidney Foundation Malaysia's Charity Dinner organised by Sunway in May last year, which raised RM 731,760. Sunway has helped NKF raise some RM 2.5 million to-date for a host of programmes.

## THE VITAL STATISTICS OF ORGAN DONATION IN MALAYSIA

- There are over **19,000** people on the waiting list for organ transplant, the majority of whom are kidney patients.
- Malaysia is among the countries with the **highest number** of patients requiring dialysis per capita in the world.
- Only **1%** of the Malaysian population has signed up as organ donors.
- Other **vital organs** urgently required are the heart, liver, and lungs.
- Prospective donors must be over **18 years old**, in good health and free from high-risk lifestyles. Individuals below the age limit will require parental or guardian consent to be a donor.

# BRINGING HOPE IN DIWALI

## The Light of Hope continues its glow this Diwali



As millions of Hindus across the world celebrated Deepavali, Sunway Group took the opportunity to spread a little light of hope to the underprivileged children in Georgetown, Penang.

St Joseph's Home, and Pusat Jagaan The Ramakrishna.

The children and caretakers were the honoured guests of the evening's celebration, made more vibrant by high-spirited dancers and clowns. Prior to the celebration, funds were raised amongst Sunway Group employees with all proceeds used to purchase school bags, stationery sets and groceries for the homes.

Mr. Nagaswaran, General Manager of Sunway Hotel Georgetown, and YB Professor Dr. P. Ramasamy

jointly presented these items, together with Deepavali angpows, to the delighted children and their caretakers.

This latest event is part of Sunway Group's "Light of Hope" programme, which is one of Sunway's C.A.R.E. (Community Aid, Reach-Out and Enrichment) projects, a pillar of the Group's corporate social responsibility initiatives which aims to reach out and touch the lives of the less privileged, especially during festive seasons.

## ABOUT LIGHT OF HOPE



Sunway's Light of Hope is more than just a series of celebrations; it is our way of recognising the importance and respect that all Malaysian communities deserve, regardless of race, religion, and age.

To date, Sunway has hosted some 80,000 underprivileged children, single parents and the elderly to a memorable and joyous day-out at Sunway Lagoon and Sunway Lost World of Tambun theme parks, Sunway hotels and Sunway shopping malls in addition to practical gifts and goods.

Find out how you can join us in spreading the light of hope by visiting [sunway.com.my](http://sunway.com.my)



1. Mr Nagaswaran, Sunway Hotel Georgetown general manager presenting Diwali Angpow to the children gathered at Sunway Hotel Georgetown.  
2. The children clowning around while caretakers watch on.

# SUNWAY PYRAMID'S LITTLE MIRACLE

## FOUR TEENAGERS AND PYRAMID STAFF TURN A MOMENT OF PANIC INTO A MOMENT OF JOY



If you do not believe miracles happen, just ask Siow Huey Quin. On 22 September 2015, while shopping about like everyone else at Sunway Pyramid, the 35-year-old expectant mother suddenly went into labour at about 4pm. Her pained expression and pale condition were noticed by a group of four teenage students who rushed to help her, despite not knowing exactly what to do.

As delivery was imminent, the students - 15-year-old Shirley Lee, 19-year-old Wong Hui Yu, and 18-year-olds Wee Tai May and Farhana Mohd - along with a few courteous Sunway Pyramid and Capricciosa restaurant staff stepped up and helped with the delivery process while waiting for the ambulance.

The mall's security team and Sunway's auxiliary policemen cordoned the area for privacy while Capricciosa staff provided them with table cloths and took turns to

calm the mother down, fan the mother, and once the baby was delivered, they also helped clean the baby. Their bold and quick reactions turned tragedy into joy for Siow and her husband Kee Hoo Beng.

"On behalf of Sunway Pyramid, we would like to commend and sincerely thank those involved for their helping hands in this situation. It is not every day we see such courage from Malaysians. We can only do so much alone, and what happened here proves that when we work together in unity, we can accomplish anything" said Kevin Tan, Chief Operating Officer of Sunway Shopping Malls.

The name of the "miracle" baby was announced at a full moon celebration fully sponsored by Sunway Pyramid - Kee Sun Way. Sunway Pyramid also presented a lifetime parking card to the Kee family, in addition to RM1,000 worth of Sunway Pals points.



## DON'T PANIC!

If you ever find yourself in an emergency situation, remember to keep calm and know how to call for help. Here's a cool tip: Download the Sunway Pyramid Shopping Mall App, which features a one-tap emergency call button for any immediate assistance.



**DOWNLOAD** the Sunway Pyramid Shopping Mall App, which features a one-tap emergency call button for any immediate assistance.

1. The brave girls - (L-R) Shirley, Hui Yu, Tai May and Farhana  
2. The happy Kee family

# SUNCON SHINES BRIGHT

## SunCon gets major boost with **RM1.6bil contract award** from Putrajaya Bina and **RM107mil contract** from Cititower

Sunway Construction Group Berhad (SunCon) continues to be a major force in the Malaysian construction industry after it was awarded a RM1.6bil design and build contract from Putrajaya Bina Sdn Bhd in September 2015.

The RM1.6bil development sits on a 34-acre land in Precinct 1 Putrajaya which comprises four packages, including 10 blocks of office towers, a podium parking and external works. Completion is expected to be in 34 months.

On the other hand, SunCon also clinched another contract worth RM106.75mil from Cititower Sdn Bhd. The project will comprise construction of

the substructure works and associated works for the proposed mixed commercial development for Lot 176 at Persiaran KLCC, Kuala Lumpur City Centre.

SunCon's current projects include the Mass Rapid Transit Package V4, Light Rail Transit - Kelana Jaya extension line, Afiniti Urban Wellness Centre in Iskandar Johor, KLCC North East Carpark and KLCC Package 2, Sunway Medical Centre Phase 3, and Sunway Pyramid Phase 3.

As of September 2015, the Group's total outstanding order book stands at RM4.3 billion.



"We have been awarded jobs in Putrajaya quite consistently since 2000 and we are glad to be developing Parcel F, the final building in Putrajaya,"

**KWAN FOH KWAI**  
Senior Managing Director,  
Sunway Construction Group Berhad



FTSE4Good



### SUNWAY DOES GOOD

Sunway's holistic approach to development was reaffirmed after **Sunway Berhad** and **Sunway Construction Group Berhad** (SunCon) were included in the FTSE4Good Index Series. This is the first time SunCon was included in the Index following its listing

### FTSE4GOOD INDEX SERIES RECOGNISES SUNWAY'S COMMITMENT TO BALANCING PROFITABILITY AND SUSTAINABILITY

on Bursa Malaysia in 28 July 2015, while Sunway Berhad continues to be part of the Index following its second review.

The UK-based FTSE Group is one of the best-known indices in the world for socially responsible

investment communities, and companies included in its index must demonstrate strong Environment Social and Governance (ESG) practices across 14 themes, including climate change, water use, biodiversity, and environmental supply chain.



# INNOVATIVE INFORMATION

Sunway Group's Chief Information Officer **CHEAH KOK HOONG** shares his vision of how Information Technology is shaping the construction industry for a better future

In the age of Big Data, cloud computing, and the Internet of Things (IoT), it is clear that the "I" in IT no longer stands just for information, but also for innovation. Today, anyone involved with IT – from CIOs to everyday system administrators – are not merely tasked with managing information, but are also expected to know how to use that information to propel the company forward.

In line with this change, Sunway's IT division has been charged to assist in business strategies by potentially adopting new cutting-edge technologies that not only improve the processes involved, but also push for new business models. In these deliberations, the questions we always ask ourselves is not only "What's next?" but also "How can we use them to our advantage?" These are some of the answers.

## Digitalisation of information



Not to be confused with "Digitisation" – which involves converting hardcopies to digital formats on the screens with added simple analytics – "Digitalisation" is a whole new level of integrating Mobility, Cloud, Social, and Big Data coupled with the recent advent of IoT (Internet of Things) into everyday work processes.

Using Cloud solutions to host our systems and applications, for instance, has helped us reduce costs by centralising the solutions instead of isolating the implementation at each construction site. Examples of this can be seen in the consolidation of invoicing, billing and improved integrity through scanning of invoices, delivery notes and other key documents to be processed centrally in headquarters.

This is both beneficial to us and our suppliers because it reduces the hassle and allows us to pay them much quicker. In fact, the implementation of eDMS (e-Document Management System) allows various data collected from the construction site to be centralised and accessible where necessary, which saves time and effort in the manual collection of data that is prone to loss and theft without proper security systems in place.

## Better Safety



Safety is regarded as the top most priority on construction sites. Through the IT Sensors that feed data into the Big Data engine, we could obtain a better overview of the processes involved and potential concerns that could occur across the construction sites with minimal manpower required in monitoring via manual logs or journals.

These logs are not accurate and lack the ability of explaining what really happened. But with the sensors being placed at strategic areas, these could do a far better job in detecting what is really going on and consolidate them into meaningful form of data. This information is then made readily available in real-time via Cloud solutions and mobile devices, through which key stakeholders could access it anywhere at any time, empowering them in making not just the right decisions, but timely ones as well.

## Knowledge Management



Working off a cloud-based system has allowed us to improve the reach and efficiency of our Knowledge Management. The shared experiences across projects allow users to discover what was done in the past and use them as reference guide to manage new projects, especially unique situations that require sophisticated solutions without the need of reinventing the wheel.



## INNOVATING TO OUR ADVANTAGE

A snapshot of what Sunway's IT department is doing to improve the Group's core activities.

## Bimodal IT



In addition, we have also realised the importance for IT in organisations to start embracing the concept of what Gartner has introduced as "Bimodal IT" – two distinct modes of practices with one mode focusing on Stability (Traditional and Sequential) and the other mode on Agility (Exploratory and Innovation). This approach addresses the fundamental issues of trust and stability, while allowing us to embrace the massive change in technology a corporation like Sunway needs in order to be successful in the data-driven future.

## E-Invoicing



Moving into an e-Invoicing solution by creating a digital invoice-based eco-system will further improve the efficiency and effectiveness of payments and reduce wastage. This allows for companies to save substantial costs, and encourage the adoption of green practices.

## IoT Sensors



The past couple of years has witnessed much discussion about the Internet of Things – an age where Internet-connected devices will surround us, and make our lives better through Big Data. In the construction industry, IoT-enabled sensors are placed in construction machines to gauge how they are behaving and control them remotely. This will help us achieve better productivity by only spending adequate resources that prevent unnecessary wastage and save significant costs to the company. For example, a bore pile machine with sensors in place could determine how deep the pile has gone into the ground and the condition of the soil. Such pieces of information are deemed critical in determining the necessary measures and instruments required to adjust the piling works accordingly and effectively.

Statistical Data that is captured and stored via Cloud solutions could also be used in performing predictive analysis over the time and resources needed to complete all the construction phases involved.

## SETTING THE STANDARDS

In recognition of its excellent IT practices and outstanding values delivered in client infrastructure projects, Hitachi Sunway Data Centre Services was awarded "Best Infrastructure Management Project of the Year" at The Outsourcing Malaysia Excellence Awards 2015, while Hitachi Sunway Information Systems won the Computerworld Malaysia Readers Choice Awards (RCA).

This is the fourth consecutive year Hitachi Sunway Data Centre Services has won at The Outsourcing

Malaysia Excellence Awards, hosted in conjunction with the Smart Sourcing Summit 2015.

Computerworld's RCA, commonly acknowledged as the 'Oscars of the Malaysia IT industry', is awarded based on readers' actual evaluation and participation in an online survey. "This award is both a validation and strong endorsement of our commitment in delivering the best-in-class of services to our customers," said Cheah Kok Hoong, Group CEO and Director of Hitachi Sunway, upon receiving the prize.



## BUILDING A CAREER IN... PROPERTY DEVELOPMENT



Yoong Wai Seng has been a Senior Executive with Sunway Iskandar Project Management department for more than two years. As part of the project management team, Yoong has the platform to oversee all of the processes required in delivering a large-scale integrated township, which will be the end result of a strategic collaboration between all parties ranging from architects, consultants, contractors and suppliers.

### These are his experiences and lessons on HOW TO SUCCEED IN HIS CAREER LINE

#### 1 BE PASSIONATE AND CURIOUS

Yoong's path to success starts with a never-ending curiosity and a passion for creation – two traits that are shared by successful people, regardless of their industry. During his days as a civil engineering student at Universiti of Teknologi Malaysia (UTM), he discovered a fascination for property and township development. "During my academic years, skyscrapers never failed to leave me in awe and I always wondered how they conquered the sky," he said.

"It was this intention alone that prompted my curiosity about construction methodology and the entire development process from land acquisition, towards conceptual and detailed planning, followed by construction progress on site. Each development phase offers different perspectives and knowledge which are central to delivering an integrated township that eventually serves the community," he said.

#### 2 EMBRACE CHALLENGE

When Yoong joined the pioneering Sunway Iskandar – dubbed Nature's Capital City – team back in 2013, it was a skeletal team and developments in Johor Bahru had not gained much traction. "It was truly a challenge that we faced on a daily basis to understand all the parameters required for planning and also to understand the market sentiment in Johor Bahru. There were so much uncertainties that the team had learnt through the hard way from various explorations and studies that we had conducted," he said.

In the end, the challenge proved to be Yoong and his team's big break. Sunway Iskandar made its debut with the launch of their maiden mixed development project that comprised retail, office and serviced apartment in 2014, with a 100% of the office units being sold out.

#### 4 PREPARE FOR UNPREDICTABILITY

As much as Yoong enjoys being part of the property development industry, the dynamism of the property market can make it hard to predict future trends. "The market sentiment is driven by a lot of external factors such as global economy, government control measures, market trends, upcoming hot spots surrounding the developments, and other various factors," he said.

"With the market so fluid and uncertain at times, it is not easy to convince the top management to accept our proposals at times. There were times that the team was pushed to explore a lot of options before proceeding with execution. The process can be rather taxing as we are required to look into every angle and other possibilities before decisions are made."

#### 3 NEVER STOP LEARNING

Even after two years of being a "project manager", Yoong hasn't stopped learning. It's a job that requires one to be humble, and accept that there are times when one just has to figure things out as the situation presents itself.

"My tenure in Project Management department exposes me to areas of knowledge that I must explore and learn. It is a never ending learning process that I could challenge myself to embrace. On the other hand, I must admit that there is still room for improvements, especially in dealing with and managing subordinates," he said.

#### 5 SOFT SKILLS ARE VITAL

To be competent, one needs to have the technical skills and knowledge in property development. To be a successful "project manager", as Yoong learned, requires patience to understand and manage the expectations of people – whether they be clients, subordinates, or superiors.

"It is the art of human management that I would love to continue developing in my journey with the team. Being in a managerial position also means conducting oneself in a calm demeanour, and to continuously engage and motivate all of the team members to synergise better towards our common goals."



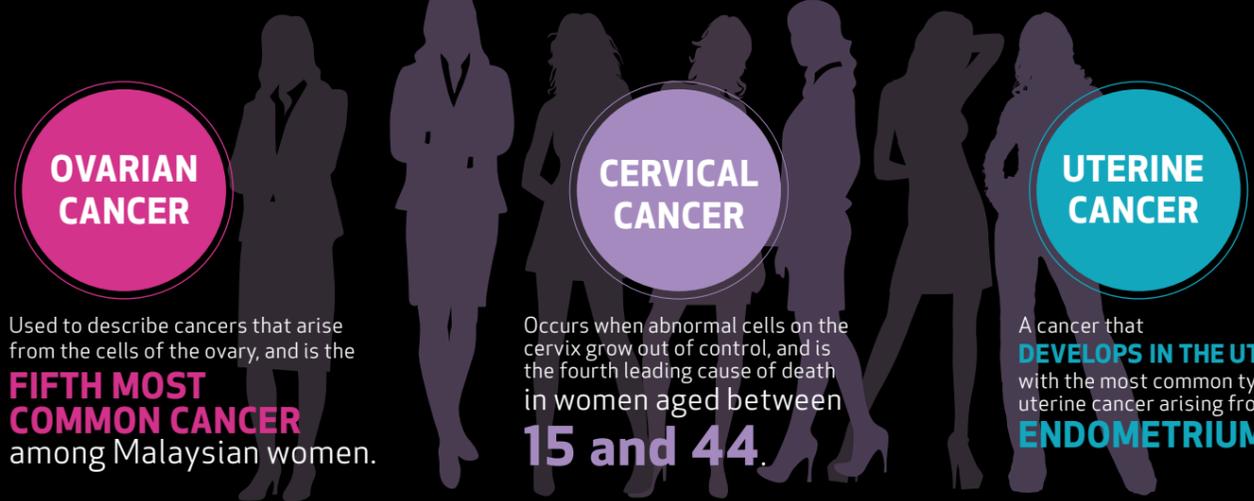
## GYNAECOLOGICAL CANCERS: What You Need To Know

Sunway Medical Centre's specialist in Clinical Oncology Dr Christina Lai Nye Bing voices out her concern about gynaecological cancers, and what can be done to save yourself from it.

Gynaecological cancers – or cancers that affect a woman's reproductive system – are among the most common cancers that affect women in Malaysia. Thousands of new cases of gynaecological cancers are diagnosed every year, yet it has been observed

that women in Malaysia still fail to seek help quickly. This article, while not entirely comprehensive, was written so that it may help women spot the signs of cancer, and know what to expect next.

### THERE ARE THREE KINDS OF COMMON GYNAECOLOGICAL CANCERS



**OVARIAN CANCER**

Used to describe cancers that arise from the cells of the ovary, and is the **FIFTH MOST COMMON CANCER** among Malaysian women.

**CERVICAL CANCER**

Occurs when abnormal cells on the cervix grow out of control, and is the fourth leading cause of death in women aged between **15 and 44**.

**UTERINE CANCER**

A cancer that **DEVELOPS IN THE UTERUS**, with the most common types of uterine cancer arising from the **ENDOMETRIUM**.

#### SIGNS & SYMPTOMS

It may include abdominal bloating or swelling, quickly feeling full when eating, weight loss, discomfort in the pelvis area, and changes in bowel habits and frequent urination.

#### RISKS

The risk of this cancer increases with age, especially for women over 50. Additionally, women with a first-degree relative with ovarian cancer are about three times more likely to develop the disease.

#### DIAGNOSIS AND TREATMENT

Tests can include an ultrasound, blood studies, CT scans, barium enema X-rays, colonoscopy, MRI, and chest X-rays depending on the doctor's findings. Ultimately, the surgical opening of the abdomen (exploratory laparotomy) is necessary to confirm or rule out an ovarian cancer diagnosis. Surgery is the standard treatment for ovarian cancer.

#### SIGNS & SYMPTOMS

Early cervical cancers and pre-cancers usually have no symptoms. When the cancer becomes more advanced, women experience abnormal vaginal bleeding, unusual vaginal discharge, and pain during vaginal intercourse.

#### RISKS

Risks include human papillomavirus (HPV) infection, immune system deficiency, having had genital herpes, smoking, being aged between the late teens and mid-30s – although women over 40 remain at risk and need to continue having regular cervical cancer screenings – and previous exposure to diethylstilbestrol (DES).

#### DIAGNOSIS AND TREATMENT

Tests to confirm a diagnosis of cervical cancer include various biopsies while tests to find out the stage and treatment for cervical cancer include a chest X-ray, a CT scan, an MRI, a PET scan and a biopsy. Cervical cancer found in its early stages can be successfully treated surgery, radiation therapy, chemoradiation, and chemotherapy.

#### SIGNS & SYMPTOMS

The most common symptom is abnormal vaginal bleeding, with most women diagnosed with this cancer being post-menopausal. Other symptoms include lower abdomen pain and pain during sex. Advanced uterine cancer may cause pain in the back, legs, or pelvis, loss of appetite, tiredness and nausea.

#### RISKS

Although the risk factors are unclear, there are contributing factors, including age (especially for those over 50 years old), obesity, taking oestrogen-only hormone replacement therapy (HRT) after menopause, taking tamoxifen, and having first-degree relatives with uterine, colon, or ovarian cancer.

#### DIAGNOSIS AND TREATMENT

The options include pelvic examination, transvaginal ultrasound, computed tomography (CT or CAT) scan, magnetic resonance imaging (MRI) and biopsy. Uterine cancer is treated by one or a combination of treatments, including surgery, radiation therapy, chemotherapy, and hormone therapy.

# THE FOUNDATION FOR THE FUTURE

Awarding scholarships to deserving and outstanding students to pursue their dreams

A nation that excels is built on a solid foundation of youth that are well-educated, well-prepared, and committed to its success. Recognising the need to help deserving students achieve their dreams, and develop the outstanding talent in Malaysia, Jeffrey Cheah Foundation (JCF), Malaysia's largest education-focused social enterprise, disbursed scholarships worth RM45million to more than 3,000 students in 2015 – surpassing the previous year's total of RM33 million to make it the foundation's largest contribution to date. More than RM210 million in scholarships have been paid out to thousands of deserving students since 1997.

The scholastic awards were given out during the JCF Scholarships and Awards Ceremony on 22 September at the Jeffrey Cheah Hall, Sunway Campus. Now in its 15th year, the annual event is among Sunway Education Group's hallmark events that recognises academic achievements and outstanding extra-curricular accomplishments

at Sunway University and Sunway College.

Beyond the numbers, what matters more to the Foundation is that students are given a chance to achieve their full potential at the world's best educational institutions. Through the latest Jeffrey Cheah Travel Grants for Southeast Asia Studies at Harvard University, for example, seven outstanding students were given scholarships to Harvard University to learn, collaborate, present lectures and conduct research utilising the University's library and museum collections and its faculties' expertise.

Other awards given out during the ceremony include the Sunway Sports & ECA Achievers' Award that was given out to four students, while forty students received scholarships in the Sunway Music Talent Scholarship and Sunway Sports Scholarship categories to fund their studies at Sunway in recognition of their talent and sporting achievements respectively.

To know more about the JCF Scholarships, including how to apply for one, please visit <http://jeffreycheahfoundation.org.my>



### Minister of Higher Education Malaysia, Dato' Seri Haji Idris Jusoh:

"Today's event reflects the Jeffrey Cheah Foundation's unflagging commitment towards its three governing principles, Giving to Society, Quality Education and a Vision in Perpetuity. Today's event also exemplifies the Foundation's dedication to work closely with the Government. This Public-Private Partnership is beneficial to all and I am glad to note that the Foundation's vision is very much aligned with the aims of the Malaysia Education Blueprint 2015-2025 for Higher Education which was launched in April this year."



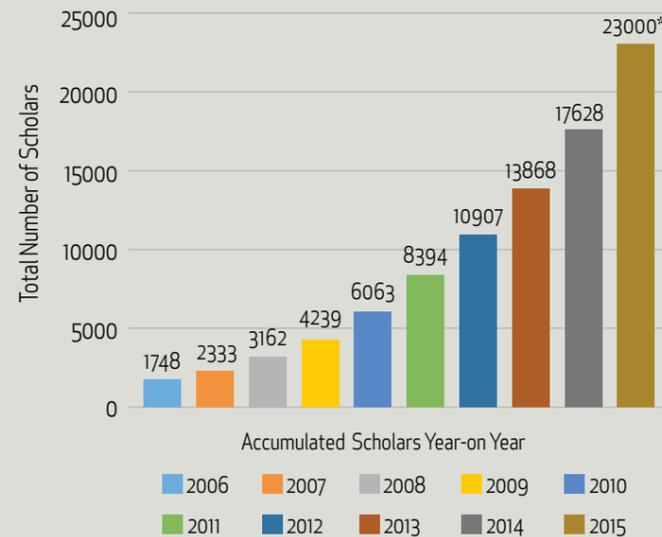
### Sunway Group Founder and Chairman, Tan Sri Dr. Jeffrey Cheah, AO

"I must stress that it is not only about numbers but the meaning and significance of the scholarship that matters. After all, the benefits of quality education can never be quantified in absolute terms, it is the enormity and greatness of the impact it has on an individual's life".

## GROWING AMBITION

Over the 15 years since its inception, the JCF Scholarships & Awards have enabled thousands of students achieve their ambitions, and will continue to do so for years to come.

### ACCUMULATED SCHOLARS YEAR-ON-YEAR



\*As of December 2015, includes pledged amount from Monash University Malaysia



### LIEW ZIQING JCF-Sunway Group Scholarship 2013

Having received a full scholarship that covers his tuition, accommodation and subsidised living expenses, Liew ZiQing in October 2013 commenced his four-year Masters in Engineering degree

at the University of Cambridge. He was one of the top students who represented Malaysia in the 45th International Chemistry Olympiad in Moscow, Russia and won the Bronze medal. He also won a Silver award at

the Singapore Mathematical Olympiad 2010, and received a Distinction on each occasion that he participated in the Australian Mathematics Competition in 2007, 2008 and 2010.

## PREVIOUS SCHOLARSHIP RECIPIENTS



### WAK MAYNA A/P AKOP JCF Community Scholarship 2015

A determined student who aspires to be an event manager one day, Wak Mayna is from the Semai tribe, an orang asli community in Perak. She was awarded the JCF

Community Scholarship in 2015 and is currently pursuing her Diploma in Events Management at Sunway University.



### NATASHA ROSLAN Sunway Sports Scholarship 2014

Currently pursuing her American Degree Transfer Program at Sunway University under the Sports Scholarship, she will be transferred to the United States to further her studies.

Natasha has won the Sunway Sportswoman of the Year 2015, in recognition of her accomplishments and contributions in Sports (Bowling).

Other achievements include Gold in the Women's Team at the 28th SEA Games, Singapore; Gold in the Masters category and two Silver in the Doubles and Women's Team categories at the 18th Asian Tenpin Bowling Championships in Bangkok, Thailand; and three Gold at the MASISWA Bowling Championship 2015 for the Women's Single, Double and Team categories.



## A MAN FOR ALL SEASONS: TAN SRI ARSHAD AYUB

In celebrating the conferment of Sunway University's first honorary doctorate upon Tan Sri Arshad Ayub, Sunway Group Corporate Advisor Tan Sri Ramon Navaratnam pays tribute to the man he regards as a friend, pioneer, and leader.

Below is an abridged version of Tan Sri Ramon Navaratnam's citation at the Sunway University graduation ceremony on October 9.

Let me first thank chancellor, Tan Sri Dr. Jeffrey Cheah and Sunway University for giving me this distinct privilege to give the citation speech for Tan Sri Arshad Ayub.

I well recall with some emotion, that about 55 years ago in the 1960s, when all you graduates were not born yet, Tan Sri Arshad and I were brother officers in the prestigious Malaysian civil service in the Ministry of Finance.

We were young graduates like you all, quite exclusive and full of enthusiasm. We were imbued with high ideals and strong values of dedication and commitment, to serve god, king and our new independent country.

I remember that even then, Tan Sri Arshad was a born leader among us. He was full of energy and ideas. His firm and fair voice carried much weight and influenced policymaking. But his hallmark is that he always showed great understanding and empathy for the aspirations of the less-privileged Malaysians of all races.

He derived these caring qualities, from his background of abject poverty. His dear parents, who were rubber tappers were poor and passed away early in his childhood. Young Arshad Ayub then had the heavy responsibility of bringing up his four siblings. He was a labourer and a trishaw rider to support his siblings. Despite his many challenges, trials and tribulations and typhoid, he soldiered on, with his determination, to quote him – "to make the best of life and its opportunities".

### The Forward Thinking Malaysian

He was always, first and foremost – a true Malaysian. He did not have racial and religious hang ups. At the Mara Institute of Technology (UiTM), he quickly organised a competent multiracial academic team. They were chosen, on the basis of merit, regardless of race and religion. He set his mind to build a quality-oriented and fast expanding academic and professional institute – and he succeeded beyond all expectations.

Tan Sri Arshad is also highly innovative. As a pioneer educationist, he blazed several new trails in tertiary education in Malaysia. He was the first educationist to introduce flexible entry points. Thus, he also catered for what he called "late bloomers". He got a second chance and wanted to give to others, too.

His ITM was the first public institution to introduce professional courses like business management, mass communications, and estate management. Twinning programmes were also introduced by Tan Sri Arshad in ITM for the first time.

However, I believe that Tan Sri Arshad's most impressive achievement was to rapidly expand UiTM, setting the foundation for it to become the country's largest education institution today. From just 219 students, with only 11 lecturers in 1965, he grew UiTM to 6,856 students and 904 lecturers, covering 60 programmes in 13 different schools, just 10 years later when he left in 1975.

After UiTM, he returned to the civil service and served with great distinction as secretary-general of three separate ministries: primary industries, agriculture, and land and regional development. He also was the deputy director of the Economic Planning Unit and the deputy governor of Bank Negara. For all his great contributions to our country, he was bestowed not with one or two, but 10 datuk-ships.

### In Honour of Excellence

For all your rich achievements, Sunway University is indeed very proud to award you our first honorary doctorate – the doctor of education.

But most of all, we pay tribute to you dear Tan Sri Arshad, as a prominent pioneer and a real leader in so many fields and for contributing so much towards Malaysia's socioeconomic growth and development after Merdeka.

Terima kasih, Tan Sri. You are indeed an outstanding and remarkable true blue Malaysian!

## SUNWAY AMONG MALAYSIA'S BEST GRADUATE EMPLOYERS

Sunway Group's strategy for engaging graduate employees proves promising at Malaysia's 100 Leading Graduate Employers Awards 2015



Wooing today's digitally empowered generation requires more than just a well-paying salary and a decked-out cubicle. Motivation, challenge, and engagement are now more important than ever in retaining talented graduates, and ensuring that the company does not lose its young lifeblood.

Given the circumstances, it was especially pleasing for Sunway Group to have been listed as the top three employers in three sectors – Property and Construction; Leisure, Travel and Hospitality; and Education – at Malaysia's 100 Leading Graduate Employers Awards 2015. The excellent results also saw the Group's overall ranking advance five notches to 12th place from 17th in 2014.

### Ready to Engage

Employee engagement is a serious concern on the corporate agenda of every major company, and is no less important in the Group's approach to Human Resource management. In a 2013 Harvard Business Review report, 71% of respondents ranked employee engagement as very important to achieving overall organisational success, but only 24% of respondents say

employees in their organisation are highly engaged.

At its core, employee engagement is about attracting talent, fostering commitment, and ensuring retention – which are no small feats when one considers the over 14,000 Sunway employees who work across 50 locations worldwide.

While there is not a fix-it-all formula to successful engagement, the Group was able to identify three fundamental pillars of behavior – Say, Stay and Strive – that were key to creating positive business outcomes, including better retention, productivity, and customer satisfaction.

### Becoming the Best

Among the efforts to improve employee engagement in the coming years include the Sunway

Group Engagement Awards 2017, which seeks to reward best-performing Business Units or Corporate Functions and Engagement Champions. These internal awards will play a pivotal role in the Group's aspirations to become an employer of choice and achieve the Best Employers in Malaysia.

## PILLARS OF BEHAVIOUR

The three key behaviors that cumulatively indicate strong engagement:



### SAY

Employees consistently speak positively about the organisation to co-workers, potential employees and customers



### STAY

Employees have an intense sense of belonging and desire to be a part of the organisation



### STRIVE

Employees exert extra effort and engage in work, and continue to contribute effectively to business success

# THE RISING TIDE

President of Jeffrey Cheah Institute on Southeast Asia (JCI) Professor Woo Wing Thye briefs us on its latest activities, the encouraging support it has received, and future as an influential think-tank in the Southeast Asian region.



International Monetary Fund, World Bank, and the United Nations.

In this interview, he further explains JCI's role at Sunway University and the institute's future plan in further strengthening the university.

**Being an independent think-tank studying the development problems in Southeast Asia to help formulate public policies, JCI has organised and hosted many public lectures, forums and events such as the Symposium. How do you decide on the topics that are worth highlighting, given the diverse range of regional social, economic and political issues?**

**Professor Woo:** The topics were chosen after the JCI team had identified the most important problems that each ASEAN member faced. We found that all ASEAN members suffered significant deficiencies in "good governance", "social inclusiveness and mobility", "economic dynamism" and "environmental protection" and so our events have focused on these issues.



**How effective have these forums been in helping JCI achieve its mission?**

**Professor Woo:** Judging from the size of the audience registration for these events, it is clear that these problems are important concerns of the Malaysian public. The good response from the audiences, and the existence of a large core group of attendees suggest that JCI has been effective in getting people to think analytically about these issues.

To ensure that we get the best speakers for each topic, we have collaborated actively with different organisations to design the programme of each event. For example, in our event on how to improve the functioning of the Malaysian parliament, we had speakers from Barisan Nasional and Pakatan Rakyat, in addition to the presentation by a renowned lawyer not affiliated to either coalition. For the event on social inclusiveness in public policy, we partnered with the Group of 25.

**JCI will be supporting economic courses for the business school students at Sunway, and secondly publishing Harvard University Professor Dwight Perkins' book in the context of explaining the Malaysian economy from 1950-2014. How do these initiatives line up with JCI's goal?**

**Professor Woo:** JCI is committed to helping Sunway University become a world-class university. The first step for JCI is to work closely with the business school faculty to formulate plans to build niches of excellence in teaching and research within the business programme.

**How do you see Sunway University and JCI in 10 years' time?**

**Professor Woo:** In 10 years' time, Sunway University will match any university in Malaysia in the quality of its academic programmes. The general analytical ability of JCI will match any public policy think-tank located in Southeast Asia, and the research of JCI on economic and political issues within ASEAN will match those of any public policy think-tank in the world.

## PROGRESSIVE PARTNERSHIPS

Following the joint conference between Harvard University's Asia Centre and Sunway University's Jeffrey Cheah Institute on Southeast Asia, Sunway Education Group spoke to Harvard University Professor Dwight Perkins on his relationship with Sunway's education and research efforts.

**How was your trip to Malaysia? Could you share with us some of the main takeaways from your short time here?**

**Professor Dwight Perkins:**

On this most recent trip I had two main objectives: One was to do research under the auspices of JCI with Rajah Rasiah of the University of Malaya and Professor Woo Wing Thye, President of JCI. Our research topic focuses on trying to explain the nature of the current Malaysian economic growth slowdown and its implications for Malaysia's economic future.

The second objective was to help Sunway University's leaders think about how to build a first-class economics department within the university. It was clear to me that it was a good time to think seriously about building an economics department possibly in collaboration with Sunway University Business School and JCI.

**What attracted you to pursue studies on Southeast Asia and to lend your support to the JCI and Sunway University?**

My interest in Southeast Asia really began when I was an undergraduate at Cornell University in the 1950s. I took several economics and mathematics courses at Cornell as well, which led me to the conclusion that the tools of economics were the most useful ones that would help me in understanding the Asian issues I was most interested in. I began teaching at Harvard in 1963. In the years that followed Harvard's Development Advisory Service (which later became the Harvard Institute for International

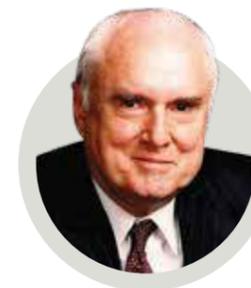
Development), I began working with and providing advisors to the Economic Planning Unit of the Malaysian Government. In 1968 I was asked if I would be willing to become a part of that advisory group during the summers of 1968 and 1969. Those two summers solidified my interest in Malaysia.

In subsequent years I have had many opportunities to visit, teach, consult, and do research in Malaysia and elsewhere in Southeast Asia, notably in Vietnam, Indonesia and to a lesser degree Singapore.

**How did you get involved with Sunway's role in education and promotion of SEA studies?**

My original involvement with Sunway probably came about because I had been involved both in running several research institutes at Harvard and had played a small role in the early stages of what later became the Lee Kuan Yew School of Public Policy at the National University of Singapore, and a larger role in building the Fulbright Economics Teaching Program in Vietnam.

I have heard very positive things about Tan Sri Dr Jeffrey Cheah and his efforts to build Sunway University. The board of the Jeffrey Cheah Foundation that stood behind these efforts also included two highly respected friends whom I knew would only be involved if the effort were not both promising and of high quality. My subsequent involvement with Sunway University and JCI reflects the fact that I saw for myself how much was being accomplished under the leadership and commitment of Tan Sri Cheah.



On 27 October, Tan Sri Dr Jeffrey Cheah made another landmark achievement for Sunway when he officiated the opening of the first-ever joint conference between Harvard University's Asia Centre and Sunway University's Jeffrey Cheah Institute on Southeast Asia (JCI) at Harvard.

The conference, titled "Southeast Asia Explores Sustainable Development: Coping with Socio-Economic Difficulties, Big Power Rivalry, and Climate Change", showcased world leading academics including Professor Jeffrey Sachs, Director of the Earth Institute, Columbia University; Professor Arthur Kleinman, Victor and William Fung Director, Harvard University Asia Center and Professor Dwight Perkins, Harold Hichings Burbank Professor of Political Economy, Emeritus, Harvard University.

Also celebrated at the event was the milestone collaboration between Harvard Medical School and Sunway Medical Centre and Sunway University.

In this unique arrangement, the two medical institutes will work together to promote specialised medical education to emerging leaders in medical and healthcare in Malaysia, Southeast Asia, Australasia and other countries in Asia.

During a brief visit to Malaysia, Sunway Education Group took the opportunity to gather Professor Perkins's perspective on Malaysia, Southeast Asian studies, and the role that JCI and Sunway University play in shaping opinions about the region.

## A SPECIAL PATH TO SUCCESS

Special students celebrate their graduation from Sunway Group's Job Training Programme 2015



It was a joyous celebration for 13 students of Sekolah Menengah Kebangsaan Bandar Sunway as they collected their graduation certificates in front of their parents, family, friends and teachers with a broad smile.

These young achievers are the latest graduates of Sunway Group's Job Training Programme 2015, which was first developed to support those with learning differences – including Down's syndrome, autism, Williams Syndrome, and attention deficit

hyperactivity disorder (ADHD) – to lead self-sustaining and meaningful lives.

“At Sunway Group, we take our role in providing equitable access to education very seriously and with great pride.”

**JANE POH**  
Sunway Group Brand Marketing & Communications Senior General Manager

“We believe that diversity, in skills, gender, and capability, is necessary for the nation to advance to be a higher-income nation,” she added.

Under the programme, which has been operational since 2006, students go through a six-month multifaceted job-training at various components of Sunway Group's businesses. This year's participants had assumed roles at Sunway University, Sunway Resort Hotel and Spa, and Sunway Medical Centre.

Seven of the students are currently undergoing the transition programme at Kompleks 3C Majlis Perbandaran Subang Jaya, working on their creative fingers through baking, decorating handmade cards, porcelain and ceramic products, hampers and other special handmade gifts.

To date, some 100 students from various ethnic backgrounds have graduated from the programme.

## TIPS FOR PARENTS OF STUDENTS WITH LEARNING DIFFERENCES

In an interview with PBS, Harvard graduate student Daniel Paris, who is diagnosed with multiple learning disabilities, shares how parents can help their child cope with learning differences.

### 1 Never lower your expectations for your child

Too often, students with intellectual disabilities are given low expectations because it makes it easier for caregivers and school staff to deal with them. Don't, because such a negative primer will cause them to question their capabilities and what they can achieve.

### 2 Intelligence is more than an IQ score

Help your child see that intelligence is a continuous, malleable and

developing process – those who grow up with such an attitude are known to try harder and be more successful than grade-chasers.

### 3 Understand that people learn in different ways

Not everyone learns in the same way: some people need glasses to see, while others need medicine to focus, or a quiet place to study. Children with learning differences may take a longer route to learning, but it is part of the same process of understanding and accepting one's identity of who we are, what we need, and what our limitations are.

### 4 Never give up on your child

Your child will face a lifetime of putdowns, lowered expectations, doubt, misunderstanding and people giving up on them – empathise with their difficulties and make sure they are getting what they need and that their education is not being shortchanged.

Source: <http://www.pbs.org/newshour/run-down/advice-to-students-and-parents-with-learning-disabilities/>

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