FOREWORD
LEAPING OVER TO ANOTHER FRUITFUL YEAR AHEAD pg. 1-2

SPECIAL FOCUS
JOURNEY TOWARDS OBTAINING MSPO CERTIFICATION pg. 3-4
VENTURING INTO RURAL PROJECTS pg. 5-6

BUSINESS HIGHLIGHT
PROGRESS HIGHLIGHT OF THE PAN BORNEO HIGHWAY PROJECT (WPC02) pg. 7-8

PEOPLE
GETTING TO KNOW YOU
DJOHAN YUNG WEI DE ROZARIO pg. 10
SIM HOCK YONG pg. 11

EVENTS/ HAPPENINGS pg. 12-26
As the year ended, I reflected on what had transpired over the past year, it has been an eventful year for Samling.

A number of our senior executives had fallen ill. A couple of them have had major heart surgeries, one had a stroke and had to retire, and as for me, I finally got my knee looked into. Glad to report all is well, and back to their best.

We started the year with trepidations on all fronts - the economic turmoil in the region and globally. In past editions, I have said that we need to transform our timber businesses. From a natural forest domain to a substantially planted forest. It conjures the need to have different products, methodology and customers; a tall order for anyone. And with what is happening in the global trade and the foreboding events of climate change, we see opportunities being presented herewith.

As already made known to some of you, we have two agreements with Chinese manufacturers to produce kitchen cabinets and floorboards predominantly for the US markets. The ability to produce at a competitive cost and to increase recovery of our logs (basically monetizing the whole log) is a major challenge. I believe we can, and glad to inform that things are moving speedily along this transformation.

In the midstream, changing our product range to products made from wood of our planted trees will be our main focus. The venture into kitchen cabinets and flooring provides us with an opportunity to revitalize our offerings. Over the last six months, we have been testing new methodologies of producing a cheaper plywood gleaned from visitations to plywood and wood manufacturers in China and Taiwan. I believe we are almost there in terms of product cost and wood recovery. Our tests thus far look promising as there are indications that significant cost reductions can be achieved. If we can sustain this, we should be very competitive in our offerings.

Another area of focus is to diversify into more downstream products using wood from our planted forests. This is a 2-prong strategy of reducing product cost and monetising our planted forests. In a nutshell - “how we recover the costs of our reforestation and in the process generate the funds for further planting to continue our transformation to the next generation of wood products. ”

As most of you know, we went into pellet production not only for the aforementioned reason but also to capitalise on the biomass opportunities of renewable energy in line with global trends to reduce the coal and nuclear usage for power generation. We are bold to enter this field and to establish a leadership role in Asia in certified wood pellet production. We firmly believe that we are best equipped to be a premier producer given our accessibility to certified wood, quality wood, extraction capabilities with excellent logistical and infrastructure support. Furthermore, we managed to secure designated port facilities, with significant storage capacities facilitating bulk shipments which many of our competitors in the region could not match. I call these our “Samling’s Difference” which will give us a substantial advantage over our competitors in Malaysia, Indonesia and Vietnam. The result is we shall be able to command a significant premium over others in the Asian market. Our mission is to be the biggest premier producer of certified wood pellets in Asia Pacific. I am glad to say that our first batch of pellets will roll out this quarter from our newly set up plant in Bintulu.

In the furniture and housing products front, we are now looking at possible new alliances or ventures to enhance our product range, again focusing on the utilisation of our planted forests. I shall share more about this in future editions.

As you can see, there are challenges ahead. I believe we are now ready, resilient and committed to face the challenges - there is light at the end of the tunnel.

Lawrence Chia
CEO, Samling Group of Companies
SPECIAL FOCUS

JOURNEY TOWARDS OBTAINING
MSPO Certification

A Quick Glimpse at MSPO

According to the MS 2530-3: 2013 and MS 2530-4:2013, the Malaysian Sustainable Palm Oil (MSPO) certification is a set of standards made compulsory by the Malaysian Palm Oil Board which was first introduced in 2013. These standards are absolutely mandatory and applicable to all palm oil industries including both plantation and mill operation in Malaysia. The MSPO Standards contain seven principles which include:

I. Management commitment and responsibility
II. Transparency
III. Compliance to legal requirements
IV. Social responsibility, safety and employment conditions
V. Environment, natural resources, biodiversity and ecosystem services
VI. Best practice
VII. Development of new planting

The management of the entity that meets the requirements of the MSPO will be able to obtain certification under the standards.

The journey of MSPO Certification for our estates and mills in the Sarawak Region has gone through several phases before reaching its final destination.

Milestone 1: Introduction and Training Sessions

Our journey kicked-started in January 2018. The management team were trained by the MSPO consultant, Global Sustainability Advisory Services (GSS), which introduced MSPO standards, principles and implementation methodology and awareness. Despite the comprehensive training, it would not be sufficient until the team practically apply the knowledge acquired. However, our team accepted the challenge with a positive mindset and all set to embark on this significant journey.

Milestone 2: Getting to Know the SOP of MSPO

In February 2018, the consultant officially informed our team the MSPO standard operating procedure (SOP) covering the implementation methodology of each principle which is practically adoptable and suitable for the estates and mill management.

Milestone 3: Establishing the MSPO Committee

The meeting was conducted by each centre’s (Belaga, Jelalong and Lana) Senior Management to form a committee, where each estate’s committee comprises the Chariman, Project Coordinator, Secretary, and the Person-in-Charge of the principles who were appointed based on their strength and expertise in the particular task given.

Milestone 4: Setting Up an Effective Documentation System

Standardising all the documentation such as Safety Procedures, HIRARC, SOP/SWP, Social Impact Assessment, High Biodiversity Value Assessment, Environmental Aspect and Impact Assessment, and various management plans across all 13 estates and three mills have brought us lots of challenges as a massive amount of paperwork was involved. With consultation from experts and senior management, finally, we were able to standardize the documentation for all estates and mills, ensuring all information to be controllable, standardized, up-to-date and timely accessible.

Milestone 5: On-Site Implementation

The on-site implementation poses another challenge as lots of factors need to be taken into consideration including contractor management, social welfare, corporate social responsibility, employment condition, safety and health, environmental quality, and a good agricultural practice. However, with guidance from the experts and senior management, the on-site implementation was successfully conducted including chemical storage, scheduled waste storage, application of various licenses and permits and conveying the MSPO awareness and policies to related stakeholders. Despite these challenges, our commitment to the MSPO did not restrain our performance on our daily job routine.

Milestone 6: Training and Competency

As part of our continuous improvement programme, we have conducted various training sessions for the employees, including Safe Working Procedure, Good Agricultural Practice, Environmental Quality Management, emergency drill, 5S, Safety and Health related awareness, and practice of new technology with engagement of external competent trainers for internal audit training.

Final Milestone: MSPO Certification

Initially, the first internal audit’s result in February 2019 was not as good as we expected due to several major non-compliances and opportunities for improvement. However, it did not discourage us from moving forward. After non-compliance root cause analysis, proper preventive and corrective actions, the subsequent audit by consultant has found 90% of documentation completeness and only a few things that need to be improved such as continual improvement plan and high biodiversity management.

In March 2019, the Stage 1 audit was conducted by the auditors from NIOSH whom have provided us with some significant tips to improve the documentation and get us ready for Stage 2 audit. MSPO Stage 2 audit was conducted from April until mid of May 2019 for all three centres. Finally, the audit’s finding showed a few minor non-compliance that required rectification and there was no major non-compliance finding for all 10 sampled estates and all three mills involved. During the closing meeting, the lead auditor announced that we were recommended for certification.

By June 2019, the NIOSH announced that we have conformed for certification of MS 2530-3:2013 and MS 2530-4 standard for estates and mills in Lana, Belaga and Jelalong groups respectively. Obtaining the MSPO certification is our team’s greatest pride after relentless efforts and commitment towards achieving it. Our team is all set for the challenges of next audit.
SRSB was awarded its first Design and Build Contract in 2013 for upgrading and improvement of the abandoned logging road from junction of Long Banga to Pa’ Umor, Baram, Miri Division, Sarawak. With the completion of the project ahead of schedule, SRSB managed to secure more projects from the Government. With SRSB capability and ISO 9001 QMS system in place, experience gained and lessons learnt from completed projects, SRSB confidently ventured into other building projects.

Upgrading of Abandoned Logging Road (2013 to date)
The Design and Build contract for the upgrading and improvement of the abandoned logging road in Baram awarded by Kementerian Kemajuan Luar Bandar dan Wilayah (KKLW) to SRSB was in multiple phases. Phase 1 of the project involved roads leading from junction of Long Banga to Pa’ Umor. This was followed by Phase 2 in Long Jegan and Long Luyang while Phase 3 involved eleven scattered kampung roads in the Baram Region. The roads proposed under these contracts served as connecting links and access roads to nearby villages in the surrounding Baram areas.

Work scope for the projects involved upgrading of 181 km of existing ex-logging and kampung roads up to gravel surface finishing with a 5-metre wide, single lane carriageway. HDPE pipe culverts were constructed to enable crossing for minor streams while 23 semi-permanent I-beam bridges were constructed to enable crossing for major streams.

Recentlly, SRSB was awarded to do the re-upgrading of existing road from Long Luping to Ba’Kelalan in the Lawas Region. The re-upgrading works involved the existing 72 km of main road and nine kampung spur roads. The roads were either originally built by Samling for its timber operations or as part of Samling’s CSR programme.

The Ba’Kelalan stretch was previously upgraded through the Jiwu Murni Programme using a chemical stabilisation technology. However, the roads have deteriorated until it was no longer motorable particularly during rainy seasons (as shown below).

Moving on to SARES Solar Project (2016 to date)
SRSB was one of Sarawak Energy’s contractor for the civil and building works for Sarawak Alternative Rural Electrification Scheme (SARES) Projects in Baram since 2016. The scope of works included providing access, civil works, warehouse and logistics for the solar equipment and materials.

SARES is an integrated initiative of the Sarawak State Government supported by Sarawak Energy to speed up the efforts towards full electricity coverage throughout the State by utilising renewable energy such as solar and micro-hydro means in remote areas in Sarawak. SARES aims to provide a 24-hour electricity supply to rural communities in the State where it is not feasible to connect them to the main electricity grid.

The logistical challenges faced by the team to light up rural areas are due to Sarawak’s tremendous geographical landscape, including thick rainforests, rugged terrain and meandering rivers. For some villages which are inaccessible by vehicles or those located across the river, steel structure system for building roofs and walls were proposed to minimise the logistical challenges.
One of the Work Package Contractors (WPC02) for the Pan Borneo Highway project in Sarawak, Samling Resources Sdn Bhd (SRSB) has been spending the last 2 years in constructing the infrastructure of the dual two-lane carriageway road project connecting Sematan to Kuching. This RM 2.112 billion Pan Borneo highway package (WPC02) comprises an overall road length of 95.4 km, upgrading the existing single-lane JKR route. The construction work has been carried out in three sections namely, the Lundu Section, Bau Section and KSR Interchanges.

**BUSINESS HIGHLIGHT**

Hence, extensive planning on the sequence of work and site preparation is crucial, especially for the traffic management plan during construction phase of the new bridges and interchanges. This traffic management is implemented to minimise the disruption to traffic congestion and inconveniences to the public road user during the construction stage. Site establishment works with regular meetings and inspections have been carried out at the project sites to ensure that reasonable construction pace for all the bridges is maintained at all time.

**Overcoming the Major Challenges**

Some of the major challenges of this project include the construction of the six interchanges and twenty-two bridges. Building a bridge crossing an existing road or a river is never an easy task. Bridge is a special structure that provides a passage connecting two locations and the basic components inside a bridge construction consists of foundation (reinforced concrete piles, spun piles and bored piles), substructure (piers, abutments, bridge crosshead and bearing) and superstructure (girder beams, deck slab, post tensioned bridge girder, parapet and more). In order to meet the short project delivery and implementation timeline, our team comprising project managers, construction managers, engineers, quantity and land surveyors, foremen, supervisors and machinery operators have been working endlessly for countless days and nights to ensure all the physical works are completed within the stipulated duration.

Furthermore, the construction of the new bridge will require substantial amount of study and coordination between the sub-contractors and authorities on the realignment of existing roads, provision of slip lanes and road widening, demolishing and reinstatement of existing structures, road furniture, job safety and health analysis, relocation and protection of existing utilities within the vicinity of works and landscaping works.

**Ongoing Positive Progress**

We have currently completed 44.93% of the physical work at Bau Section, 42.29% at Lundu Section and 52.94% at KSR Section. Currently, we have successfully completed the girder launching works for the newly constructed twelve bridges, and half of the interchange flyover. The overall financial progress for WPC02 is 44.91% as of September 2019 and our team is optimistic that the Project will be completed by June 2021.

In a nutshell, SRSB aims to achieve integration at all levels between the client, consultant and sub-contractors during the project execution. Such integration would focus on ensuring better Quality, Environmental, Safety and Health (QESH) compliances through effective project management of the Pan Borneo Highway Project.
Movement within Samling

Farewell to Mr. Deng Heng Teck, General Manager of the Group Internal Audit Department

Mr. Deng Heng Teck has announced his intention to retire and hence, he has stepped down from his position as General Manager (Group Internal Audit Department) on 31 December 2019. Mr. Deng has been with the Group for 23 years, and during his tenure, he has contributed tremendously towards the company’s goals and also facilitated our significant growth. While it is sad to see him leave, he certainly deserves every wonderful moment in his new chapter of life. Let us wish him a happy retirement and all the best in his future endeavours!

Farewell to Mr. Deng from the bottom of our hearts and thank you very much for everything that you have done for us!

Ms. Chew Li Fong, Senior Manager — Compensation & Benefits Manager

Ms. Chew Li Fong will be assuming the newly established position, namely the Senior Manager - Compensation & Benefits from 4 November 2019 onwards. During her last engagement with Axiata Group, she was the Compensation & Benefits Specialist. With more than 10 years of experience in the field of compensation and benefits analysis as well as in benchmarking, she will be reporting to the Assistant General Manager of Human Resources.

She holds a Bachelor of Commerce from the University of Otago, Dunedin, New Zealand. She has a vast exposure in various industries ranging from manufacturing and retailing to services and consulting. On behalf of Samling Group’s colleagues, we would like to extend our warm welcome to Ms. Chew Li Fong.

Mr. Richard Ng Kwok Loong, Assistant General Manager - Oil Palm Plantation of Sabah Region

Mr. Richard Ng Kwok Loong has been appointed as Assistant General Manager - Oil Palm Plantation of Sabah Region from 11 November 2019 onwards. With the late CFO Mr. Cheam, he transferred me to Finance Department. Thereafter, I have moved within Samling Group from Tannex Timber to Tinjar Transport. Opportunity came in January 2005 when the late CFO asked for volunteers to go to China for the “Big Cat Project”. On that very same day, without much hesitation, Patrick Kong (ex-Internal Audit staff) and I volunteered. After the assignment, I have returned to Miri and worked in Samling Plywood Bintulu’s (SPB) veneer section for one and a half year before I was transferred to Syarikat Samling Timber (SST) reforestation for 3 years, and now back to China.

I am Sim Hock Yong from the Finance Department, China

It was a Friday. I can still vividly recall the dilemma that I faced; torn between a successful job interview for an audit firm and an acceptance call from Samling, informing me that I could report to duty right away on Monday. However, looking back at it, I am glad that I have made the correct decision to join Samling, the only company I’ve ever joined since April 2003. I kickstarted as an Audit Trainee, in the then, considerably small audit department with only 5 staff (including me). After merely two weeks, after my encounter with the late CFO Mr. Cheam, he transferred me to Finance Department. Thereafter, I have moved within Samling Group from Tannex Timber to Tinjar Transport.

Opportunity came in January 2005 when the late CFO asked for volunteers to go to China for the “Big Cat Project”. On that very same day, without much hesitation, Patrick Kong (ex-Internal Audit staff) and I volunteered. After the assignment, I have returned to Miri and worked in Samling Plywood Bintulu’s (SPB) veneer section for one and a half year before I was transferred to Syarikat Samling Timber (SST) reforestation for 3 years, and now back to China.

We were like “kampong boys” when we first landed in Shanghai Airport with our short-sleeved attire in winter as we couldn’t get winter clothing in Miri - we caught the unwanted attention of everyone! Perhaps overwhelmed with excitement, the adrenaline rush helped resist the cold. And my very first encounter of snow was three weeks later. As compared to my earlier days there, China advanced tremendously not only in technology but also standard of living, for instance, property price of first and second tier cities has skyrocketed at least 10 folds! Overall, doing business in China is very challenging due to its high value-added tax imposed by its Government and the rapidly escalating operating costs.

Despite some of the major challenges, I have made great advancement in my career within Samling Group, and I am forever indebted to our CFO, Mr. Goh who sent me to China.
Dato Sri Yaw Chee Ming has recently visited the Lana Plantation, Bintulu Sarawak after his last visit about five years ago. During this trip, Dato Sri Yaw has visited Belaga, Jelalong East and West estates, and lastly, Lana estate by the end of the trip. He stayed overnight in every estate during this visit. The visit session was kickstarted with the briefing on recruitment and retention of workers and legalisation issues, the “Yield Improvement Programme”, best management practices and etc. Apart from Dato Sri Yaw, also participated in the event were Ratha Krishnan Raman (Plantation Director), Suwardi Bin Mistor (Plantation Inspectorate), Lau Seng Kee (AGM), Kong Chee Kiat (Mill Controller) and Bacho Michael Semen (SM Lana), as well as all executives and staff of Lana Oil Palm Plantation and Lana Palm Oil Mill.

Next, the trip was followed by the field visit to Lana 6 as Dato Sri Yaw has always have concern about Lana 6 field condition and the SA encroachment. Mr. Wheendy gave a briefing on harvesting new product known as “E-Lock” and its advantages for harvesters. Subsequently, it was followed by a few field visits and briefings including Lana Quarry, Lana 2 Block 59 and 60 Cutter & Carrier system, and Bunch Chit system briefing by Mr. Zulfahmi and Mr. Roland (QA Team Leader), Lana 3 Block 112 and 118 with briefing by Mr. Moses on Mg Deficiency & Yield Improvement Programme, EFB mulching programme and their benefits. Lastly, he visited Lana 4 with a briefing by Mr. Hj Abu Bakar on road gravelling programme and MSPO compliances, and then, ended the trip with his visit to Lana Palm Oil Mill along with Mr. Kong CK and Mr. Puntang.

Dato Sri Yaw Chee Ming’s Visit to Sarawak Plantation

1 October 2019

Datoh Yung Wei De Rozario
Parkcity - Senior Sales Manager

With a mix parentage of Portuguese and Chinese, and hence, came my unique name, Djoohan Yung Wei De Rozario. Kuching was my place of origin and I have set foot in Miri, Sarawak since 2000. In the earlier days of my career, I was in the banking industry and the last position I held at EON Bank Bhd was Head, Credit Consumer Centre for Northern Region of Sarawak, before I joined Pantai Bayu Indah Sdn Bhd (PBI) in 2011.

I am truly inspired by all these sweet and memorable candid moments, which are captured with my camera, so I can “freeze” them into “still moments” that would serve as an everlasting memory for their family and friends, to recall the moments again, whenever they gaze upon the photos. As a photographer, being acknowledge for our art of photography is the most wonderful feeling of all. Every time, a couple thank and acknowledge us on stage and gave us a shout-out, it was so satisfying!

If you are interested in photography, try reaching out and look at the world through your lens instead of hearing it from others, live that moment, and as you capture the moment, try to understand the differences between people, places and, most importantly, appreciate life.

Think Big. Life is Too Short to Think Small.

“Think big and don’t listen to people who tell you it can’t be done. Life’s too short to think small.” — this is the motto that motivates me to always move forward to achieve my goals in life and in my career. Stop restricting or limiting yourself in your comfort zone, as you drive to go beyond your limits to achieve what you have aimed for, you will certainly find the breakthrough you seek, one way or another.
EVENTS & HAPPENINGS

8 October 2019

A COURTESY VISIT TO SAMLING
Encik Zaidi bin Bujang, the Manager of RTM Miri, has recently paid a courtesy visit to Wisma Samling on 8 October 2019. The purpose of this visit was to thank Samling Group for its recent donation towards their Merdeka event which was recently held at Miri Central Park.

During his meet up with Mr. Andrew Wee and Mr. Albert Tan, Encik Zaidi has also expressed his willingness to collaborate with Samling Group in any of our events in terms of media publicity. As a token of appreciation for Samling Group’s contribution, Encik Zaidi presented a “Thank You” plaque to the representative of Samling Group, Mr. Andrew Wee.

15-20 October 2019

ELEGANT LIVING APPEARED AT THE LARGEST BUILDING MATERIALS EXPO IN MEXICO (EXPO CIHAC)
From 15 to 20 October, EXPO CIHAC, the largest and most professional building materials exhibition in Mexico, was held at the Citibanamex International Exhibition Center in Mexico City. Elegant Living has exhibited a variety of high-quality and highly popular solid wood and hybrid flooring products, enhanced floor boards, stone flooring products, and many more, attracting the interest of many consumers. EXPO CIHAC is organized by the Mexican Building and Housing Promotion Center. This exhibition is held once a year. The exhibition is also a very important platform for companies to venture into the Mexican market. During the exhibition, there were a lot of visitors, especially real estate developers, retailers and designers who really like the products and designs of Elegant Living. At the exhibition site, Elegant Living managed to have fruitful negotiations with various medium to large-scale distributors, establishing a good foundation for the business development in the Mexican market. Elegant Living has officially joined Samling Group of Company in 2008, with a number of large-scale production as well as research and development bases established throughout the country, and have been leapfrogging towards the goal of “becoming the best flooring service provider in the world”. Currently, the products of Elegant Living are exported to many countries and regions in the America, Europe, Asia, Oceania and many other places, most of which are exported in the form of its own brands, with the production and sales volume in the forefront of the industry.

EVENTS & HAPPENINGS

19 October 2019

DESIGN KICK OFF EVENT
ParkCity has initiated a monthly Desa ParkCity Plalking Community Activity with its first round of activities held on Saturday, 19 October 2019. This is in line with ParkCity’s five brand pillars in ParkCity’s DNA to continuously ensure the sustainability of its township and fostering a sense of belonging among staff, residents, students, etc., as a strong community.

Plalking is an activity that combines walking and picking up litter along the way. It is also a wonderful opportunity to meet new friends while helping to maintain the cleanliness of the public vicinity commonly shared by the community. For convenience, bags and gloves will be provided for all volunteers participating in the event. This plalking activity will be held on every third Saturday of the month. For anyone who is interested to join this fun and meaningful activity, please contact community@ppcity.com.my.

19 October 2019

DISCOVER ELEGANT LIVING’S SECRET SURPRISE: THE OFFICIAL LAUNCH OF 2019 ELEGANT LIVING’S SUPER NEW PRODUCT DAY
On 19 October, Elegant Living has officially launched the Super New Product Day with the theme, “Don’t Panic, Life is Full of Surprises” at La Nova in Changsha, Hunan, China, gaining surprises and enabling participants to experience the new products through fun and exciting games. As a result, during the one-month of “Super New Product Day” event, all consumers across the country can enjoy more special privileges and promotions.

At the event, Elegant Living has created a fun game known as “Fun Poking Board” whereby participants need to write about the panic situation that they experience in life on the “Fun Poking Board” and poke through it, in order to stand a chance to win some prizes.

At the same time, Elegant Living has joined effort with Hunan Mendale Home Textile to create a background with bed for photo-shooting where participants were required to compete for internet celebrity punch card device, snapping photo and upload to share with a circle of friends, in order to get a surprise gift.

The 2019 Core New Product of Elegant Living has also been revealed during the event which became the highlight of this event. With the theme, “Engraving Time”, the non-aldehyde product series of circular arc artistic sculpture, and the wood product series with “fish bones” theme, were publicly revealed for the first time in front of consumers.

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On 23 October 2019, Vietnam International Township Development JSC (VIDC) officially introduced Park Kiara show units, the first residential condominium in ParkCity Hanoi. Located in the heart of the ParkCity Hanoi, Park Kiara provides the perfect connection to full-fledged resort style recreational and sports club, neighbourhood mall and quality international education institution. Built around the concept of creating a prosperous community based on ParkCity’s DNA, namely “Family, Neighbourhood, Community, Connectivity and Convenience”, it offers a complete sense of privacy and intimate luxury living.

The condominium comprises two towers of 31-storey each with only 432 units, all units own unrivalled panoramic of the car park podium. The full-height windows and the lofty ceilings allow greater lighting and ventilation. The top range of recreational and sport facilities to inspire a healthy living. The Dual Key unit promotes the renowned interior designer from Malaysia, Mr. Geoffrey Yau Fui Fook, in the heart of the ParkCity Hanoi, Park Kiara provides the project’s architects cooperated with Park Kiara project, the project’s architects cooperated with each building. It enables Park Kiara residents to enjoy the privacy, convenience, luxury living standards of a prosperous community. Be it a 1-bed room unit or the 2-storey penthouse, it is designed with the greatest care, for instance, the full-height windows and the lofty ceilings allow greater lighting and ventilation. The top of the car park podium is invested with a comprehensive range of recreational and sport facilities to inspire a healthy living.

With the desire to bring customers the true living values of Park Kiara project, the project’s architects cooperated with the renowned interior designer from Malaysia, Mr. Geoffrey Thomas, to design Park Kiara show units with the Parisian and Manhattan interior decorations. The Dual Key unit promotes balance of common and private living space, enhancing individuality while allocating space for meaningful family interaction.

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It was indeed a night of celebration for Perdana Parkcity Sdn Bhd (ParkCity) for bagging the inaugural 2019 FIABCI Malaysia Property Award for the Mixed-use Developments category (first-time introduced by FIABCI Malaysia in its line-up of annual awards) of its Plaza Arkadia development in Desa ParkCity, Kuala Lumpur. The award was presented by Yang Mulia Tunku Adj Prof Dato Sr Dr Fauzi Bin Tunku Dato Abdul Malek Al Haj to ParkCity’s Group CEO, Datuk Joseph Lau at the FIABCI Malaysia Gala Dinner held at the One World Hotel, Petaling Jaya on 2 November 2019.

“It is very gratifying to be the first recipient of the FIABCI award in the Mixed-use Development category. Our strategy to keep growing Desa Parkcity’s value as an address is to continually introduce new concepts and designs at every stage of the development. Plaza Arkadia reinvents the standard shop-office concept by redefining it as a hybrid with vibrant social spaces, all packaged in a contemporary, pedestrian-friendly design inspired by colonial architecture, interlinked with the modern small-office-home-office (SOHO) units,” Datuk Joseph Lau added, “Plaza Arkadia delivers on three strong objectives – it creates a strong sense of identity, it transforms the retail, living and working experience, and it redefines mixed-use. That’s the secret of its success.”

Also present at the Gala Dinner were loyal and supportive customers, members of the JMB, friends and business partners.

**PARKCITY’S PLAZA ARKADIA BAGS INAUGURAL FIABCI 2019 MALAYSIAN PROPERTY AWARD**

This year’s Samling Group of Companies Accountant’s Conference was held from 6 to 9 November 2019 in Da Nang, the third largest city in Vietnam, which is renowned for its sandy beaches and history as a French colonial port. It is worth mentioning that the attendance for this year is remarkably high with a total of 74 participants as compared to previous year.

The theme for the conference is “Staying Relevant in the Age of Disruption”, where accounting and finance professionals of Samling Group discussed the challenges and disruptions faced in today’s world and the measures that can be taken to address them. During the conference, a one-day tour was organized to visit Ba Na Hill and Hoi An to understand and appreciate the cultural values of the destination.

**ACCOUNTANT’S CONFERENCE 2019: STAYING RELEVANT IN THE AGE OF DISRUPTION**

The ParkCity Hanoi’s Recycling Event was held on 10 November 2019 in ParkCity Hanoi, Vietnam. This event was organised by ParkCity Hanoi to promote its branding through recycling activities with parents living in or near the Ha Dong District as its target audience.

Participating in the event were ParkCity Hanoi’s residents, International School of ParkCity Hanoi (ISPH) teachers, students, parents, staff, and the members of the public. Partners of the company such as organic suppliers, Green Hub, etc. were also invited to the event. During the event, ISPH has set up an information booth with games for the children. Meanwhile, students volunteered to assist with various activities throughout the day, encouraging the recycling of household waste.

**PARKCITY HANOI’S RECYCLING EVENT**

The team from Target Corporation USA visited Samling on 8 and 9 November 2019. The visited areas include Covered Segan Nursery and Refo Harvesting in Bintulu, followed by a stopover at Magna Foremost and Grand Paragon. The visit ended with a group presentation at Wisma Samling. The team were on a fact-finding mission and wish to consider the possibility of utilising PEFC certified materials for Target vendors in Indonesia and other countries in South East Asia.

They wish to assess the status of Samling’s PEFC materials including the authenticity of certified materials, whether or not the CoC is in place and the process flow for certification. The team was headed by Benjamin Hansen, the Principal of Sustainability Product Development, and was accompanied by Jane Evelyn, the Regional Director (OBSD), Indonesia. Meanwhile, Amy Smith, the Deputy Director, Forests of WWF (USA), joined the visit as an observer.

**TARGET CORPORATION USA’S TEAM VISIT TO SAMLING**
11 November 2019

SIGNING OF THE UTILISATION OF PORT FACILITIES AGREEMENT

The “Utilization of Port Facilities Agreement” was signed between Samling Plywood (Baramas) Sdn Bhd and Bintulu Port Sdn Bhd on 11 November 2019 at Wisma Samling Boardroom. This agreement signifies the beginning of a new business partnership in the horizon. Samling is renting an area in Bintulu Port in order to set up a storage system to accommodate shipment of our pellet using bulk vessel of 10,000 metric ton and above. Three silos will be built in Phase 1 with a total capacity of 15,000 metric ton with an expansion option of another three silos with similar capacity.

Representing Samling on the signing were its Group CEO, Mr. Lawrence Chia, COO, Mr. James Ho, and witnessed by General Manager, Mr. Lim Song Kuan. Signing on behalf of Bintulu Port Sdn Bhd were its Group CEO, Dato Mohammad Medan Abdullah and COO, Mr. Omar Bin Salleh, and witnessed by General Manager - Group Legal Counsel, Ms. Dayang Faizah Binti Awang Bujang.

15 November 2019

CELEBRATING THE FESTIVAL OF LIGHTS

A Diwali lunch was organised by all Indian colleagues from Samling Group’s Kuala Lumpur office on 15 November 2019. To commemorate this meaningful event, a session of “Lighting of Lamps” was conducted before the lunch session.

Diwali or more commonly known as Deepavali amongst Malaysians, is a special occasion to celebrate the lights overcoming the dark, that symbolises knowledge and wisdom. We would like to take this opportunity to thank our Indian colleagues for their effort and contribution, pulling off a successful event that was brighten up with lights and filled with sumptuous, marvellous feast.

15 November 2019

RELOCATION OF AINO LIVING’S NEW OUTLET

Aino Living has been relocated to Lot 2290, Marina Phase 1, Marina ParkCity, 98000 Miri Sarawak. With its new concept and outlet, more products made with Acacia wood from Samling Housing Products Sdn Bhd will be offered. Acacia wood is a versatile plantation timber that can be used in high-value end products. With Acacia wood, Samling Housing Products Sdn Bhd will be manufacturing high-quality home and outdoor furniture in Ready-To-Assemble (RTA) form as well as flat packed version under the AIDEAS brand.

Samling Housing Products Sdn Bhd is also promoting beautiful, natural pieces of wood slabs under the brand RETA, translated as treasure of the forest where each slab is milled to enhance the natural beauty of each piece and express the natural characteristic of the wood. Amongst the species of timber offered include Selangan Batu, Arau, Kapor, Meranti, Sepetir, Keruing, Nyatoh, Kayu Malam and Belian.

19-21 November 2019

MPOB INTERNATIONAL PALM OIL CONGRESS (PIPOC) 2019

The biennial PIPOC organised by Malaysia Palm Oil Board (MPOB) with the theme “BALANCING SUSTAINABILITY PILLARS” was recently held at the Kuala Lumpur Convention Centre (KLCC) on 19 to 21 November 2019. The PIPOC 2019 was officiated by our Prime Minister, followed by welcome remarks by the Minister of Primary Industries. One of the key messages is that our Malaysian Government is committed to increase the usage of blended biodiesel from 10% to 20% for the transport sector by next year.

PIPOC 2019 is the world’s largest palm oil technical and trade congregation which attracted more than 6,000 participants and trade visitors from over 40 countries. It features five concurrent conferences covering areas such as upstream, midstream, oleochemicals and specialty chemicals, food, health and nutrition, as well as global economics and marketing. PIPOC 2019 provides a strategic platform for interaction and in-depth deliberation on the many aspects related to palm oil industry, including innovations, the largest policy developments, challenges and the way forward for the industry. With 16 participants from Glenealy, the team has gained a valuable opportunity to further explore the advancements in various agricultural and technological aspects that are related to the palm oil industry, for instance, planting material in Columbia is able to produce oil per hectare at 11.25 tons.
ELEVENT & HAPPENINGS

ELEGANT LIVING AND SAMLING GROUP JOINTLY ORGANISED
2019 STUDY TOUR

From 19 to 21 November, the parent company of Samling Elegant Living Group has jointly organised a study tour comprising more than 50 participants. The study tour was led by Samling Group’s CEO, Mr. Lawrence Chia Kee Loong. The visiting companies involved in this study tour includes Elegant Living, Jiangmen Daping Wood Industry Co. Ltd., Foshan Tang Dynasty Wood Industry Co., Ltd., Zhongshan Four Seas Furniture Mfg. Ltd., Shengyuan Redwood Co. Ltd. and etc.

Another interesting activity known as “Fun Discovery of the Zhongsan’s Flavour”, which requires participants to complete the tasks one by one and pass through each level of the game. Eight groups of participants with a limited fund given and without any tools of communication, they were required to complete the tasks within the stipulated time. The group that accumulated the highest score from the given tasks and games will be the winner.

Most participants from Samling Group were visiting China for the first time and due to challenges in terms of language, customs and traditions. The participants also took part in various fun and exciting games such as rice harvesting, fetching water relay, and writing Chinese spring festival couplets.

The “Zhongshan Challenge” is the first day activity and also the most memorable activity was where each team sent one of its members to taste the “Exotic 5 Meat and 1 Soup Dishes”, comprising roasted voles, water snakes, snake’s skin, fried silkworm chrysalis (pupa), scorpions’ herbal soup and grass hoppers fried with eggs.

The Amazing Race during the retreat was solely organised by the colleagues of Elegant Living and a few committee members from Samling Group without any outside assistance. The site of team building was held in several renowned places such as Cuiheng Village, Sun Yat-Sen’s former place of residence, Zuo Bu Village, the former place of residence of Sun Yat Sen’s sister, as well as the Nanlan Market, in conjunction with the “Nanlan Farmer’s Appreciation Day”, allowing participants to know more about the local customs and traditions. The participants also took part in various fun and exciting games such as rice harvesting, fetching water relay, and writing Chinese spring festival couplets.

During the recent Timber Retreat in Zhongshan, China, the observations made during the study tour provided valuable takeaways for the participants which are applicable in their respective operations. Samling Group has also taken the opportunity to thank its colleagues in Elegant Living for their assistance in organising the retreat. The participants have encountered various challenges during the trip, including the few hours delayed of the flight to Sabah, the heavy traffic congestion encountered on their way from Shenzhen Airport to Zhongshan on the following day, as well as the flight delayed during their return trip to Miri on the 22, where they only managed to arrive at 12:00 a.m. Despite all these challenges, the team-building retreat was successfully conducted.

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**11 December 2019**

**PROMINENT TARGET SDN BHD SHAREHOLDERS AGREEMENT SIGNING CEREMONY**

A Shareholders Agreement Signing Ceremony between Lingui Developments Sdn Bhd and Harbin Long Sen Wood Industry Co., Ltd was recently held on 11 December 2019 at Wisma Samling Boardroom.

Representing and signing for the Samling Group was CEO, Mr. Lawrence Chia, while Harbin Long Sen Wood Industry Co., Ltd was represented by their Managing Director, Mr. Xiyun Zhao. Also joining in to witness the auspicious event were Samling COO, Mr. James Ho and CFO, Mr. Goh York Pooi, Mrs. Zhao and Ms. Kay Ting the lawyer of Long Sen from Messrs. Kay Ting & Associates, Advocate.

Prominent Target Sdn Bhd is a joint-venture company set up to manufacture and export kitchen cabinets mainly for the USA market. This joint-venture plant is located at Samling Plywood (Bintulu) Sdn Bhd (SPB). Overall, it was a successful event where the signing ceremony was smoothly conducted.

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**12 December 2019**

**CELEBRATING THE JOY OF CHRISTMAS**

The 2019 Christmas Lunch was held on 12 December 2019 at Plaza Arkadia, Kuala Lumpur. It was the very first Christmas for all Samling’s colleagues who are based in Kuala Lumpur. Apart from having a sumptuous feast, the gift exchange session amongst the participants has made the event more exciting.

To spice up everyone’s excitement, Samling Group’s Executive Chairman Dato Sri Yaw Chee Ming and Chief Executive Officer, Mr. Lawrence Chia, have both personally contributed the money as additional token for lucky draw for 10 lucky staff. Overall, it was a memorable and fun event for all participants.

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**12 December 2019**

**MR. DEYING LIN, GENERAL MANAGER OF ELEGANT LIVING WON THE PRESTIGIOUS “2019 CHINESE TOP TEN CEO OF THE YEAR IN HOME INDUSTRY”**

On December 12, the “2019 China Real Estate New Era Grand Ceremony & 2019 China Home Industry New Era Grand Ceremony” jointly organised by Leju Finance, Sina Home, Sina Finance, Chinese Entrepreneur, China Real Estate Association, China Property Management Research Institution was grandly launched in Beijing. With its integrative capabilities, Elegant Living stands out from the rest and won the “2019 Investment Value Brand Award”. In addition, Mr. Deying Lin, General Manager of Elegant Living won the prestigious “2019 Chinese Top Ten CEO of the year in Home Industry”, while Mr. Pandeng Li, the General Manager of the Marketing Division won the “2019 Chinese TOP100 Manager of the year in Home Industry”.

Mr. Deying Lin, the General Manager of Elegant Living who won the prestigious “2019 Chinese Top Ten Home CEO of the Year” is famous for his leadership, innovative ability and strategic vision. As a veteran in the flooring industry, whom have assumed the position as the General Manager of Elegant Living since 2005, Mr. Deying Lin has led the company towards achieving a continuous rapid growth, turning the company into an industry leader. At the same time, Mr. Deying Lin has achieved outstanding results in the innovation of business management, products, integrity management, as well as promoting green development and industry development, and other accomplishments.
MIRI CITY MAYOR’S AWARD 2019

14 December 2019

Pantai Bayu Indah Sdn Bhd (PBI), the Master Developer for Marina ParkCity was once again announced as the winner of the “Miri City Mayor’s Award 2019” under the Corporate Category. Winning the award for two consecutive years since 2018, testifies its true effort and vision in developing and turning Miri into a vibrant city. Mayor Yii, in his address applauded the recipients of the awards for their contributions to the development of Miri.

PBI is a public-private joint-venture between Pelita Holdings Sdn Bhd (a state-owned company) and Samling Group of Companies, which was formed to address the issues of congestion in the city and environmental threats from the erosion and heavy siltation of the Miri River. The first of its kind 550-acre master-planned township, Marina ParkCity was formed when PBI expanded the city towards the sea by land reclamation and realignment of the Miri River to ease the navigation of boats and vessels. In addition, to Miri City Council’s vision for Miri City, Marina ParkCity is an example of PBI’s ability to transform an area in line with its vision, “To create a sense of place for people who value family, neighbourhood, community, connectivity, and convenience.”

EVENTS & HAPPENINGS

12 December 2019

APPRECIATION DINNER FOR MR. DENG HENG TECK, GENERAL MANAGER OF INTERNAL AUDIT DEPARTMENT

On 12 December 2019, employees from Samling’s corporate office in Kuala Lumpur gathered at the Unique Seafood Restaurant located in Petaling Jaya to bid farewell to Mr. Deng Heng Teck. Being the General Manager of the Internal Audit Department in Samling for 23 years, he has decided to retire from his position by end of this year.

During the dinner, the CEO of Samling Group, Mr. Lawrence Chia, personally presented a token of appreciation and a “Thank You Card” to Mr. Deng, while CFO, Mr. Goh York Pooi presented a “Thank You Plaque to Mr. Deng. To make the event more memorable, Mr. Lawrence Chia requested all male participants to wear a white shirt with a red tie during the dinner because he heard from someone that Mr. Deng likes to wear a white shirt with red tie every day. Also attended the dinner was the former General Manager of Human Resource Division, Ms. Olivia. During his speech addressed to Mr. Deng, Mr. Lawrence Chia wishes Mr. Deng a happy retirement, blessed with good health and lots of fun. Likewise, Mr. Deng also took the opportunity to thank everyone for the farewell party as well as Ms. Eleanor, Ms. Haniza, and Ms Carina whom have helped him to adapt to Samling’s work culture during his tough beginning when he was unfamiliar with Malaysian culture and could not speak the Malay language. He also thanked Mr. Lawrence Chia for his personal support and guidance, while expressing that perhaps Dato Sri Yaw Chee Ming, the Executive Chairman, is a much better person to work with than himself. In addition, the CFO, Mr. Goh, and other colleagues such as Ms. Eleanor and Mr. Stephen also mentioned some interesting behind-the-scene moments working with Mr. Deng and how helpful he was. Apparently, Mr. Deng is known for being the ideal gentleman amongst the ladies in Samling. Overall, it was a memorable dinner for everyone.

21 December 2019

A VISIT TO RUMAH JUARA

A group from Samling’s Kuala Lumpur office led by Mr. Goh York Pooi together with a group from Mr. Goh’s church visited Rumah Juara in Section 1, Petaling Jaya, a home for underprivileged children from broken families and single parents, with a few orphans. Rumah Juara has more than 40 children of various age and gender with the youngest aged 3 years old. This home is wholly funded by a church and contributions from public donors. Tan Sri Jeffrey Cheah Foundation provides full scholarships to children from the home who do well academically. This home aims to provide the children with a safe environment which instills good values, enabling these children a chance to succeed in future.

During the program, the caretaker, Brother Michael, followed by carols singing led by the boisterous but jovial children from the Home and Mr. Goh. Mr. Steven Ma from the Finance Department of Kuala Lumpur’s office led the children to play some games, with some dancing activities. After prizes were given, some of the children gave their testimonials and shared how they got into Rumah Juara and how it has helped them in their growth. In the final session, the children were visibly excited as they received school shoes and enjoyed a KFC lunch contributed by Samling. As indicated by Brother Michael, the school shoes directly met their needs as they will start the new school term in January 2020. Samling has also contributed badminton raquets, shuttlecocks and Carrom boards. The groups who visited the home believe that they have received and learned a lot from the sharing and positive attitude of the children despite the extreme challenges that life throws at them at such a young age.
LETTERS TO THE EDITOR
Drop us a line and let us know what you think of the contents that appear in each issue of Kata-Kata. We welcome suggestions on how to improve our quarterly employee newsletter.

ARTICLE CONTRIBUTION
If you love writing, love to be heard, want to be noticed, or simply want to share then we have the perfect avenue for you. Just send us your articles in Microsoft Word format together with the related images in high resolution, and we will feature it in our next issue. Please bear in mind that all articles are subject to editing.

For enquiries, please email : communications@samling.com.my

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