

TENAGA Link

Communicating To Large Power Customers

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**Sinaran
Merdeka
Incentive**

Malaysia's 51st
Independence Day Celebrations



**"ON" to a
higher gear**



**Lighting up
the forests**



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editor's note

LIGHT UP, MAKE A DIFFERENCE

As the country celebrates its 51st birthday, and as the rakyat continues to live a blessed life in peace and harmony, we should not forget our heroes of yesteryears. Without them, we would not be where we are today, enjoying what we have, living our lives as Malaysians.

These are the people who strove to give us independence, who fought against foreign occupation and any form of oppression, enabling us to move forward and do things our way. Indeed, as we proudly hoist the Jalur Gemilang high up in the sky this year, let us pay tribute to our pre-1957 patriots, of all races and ethnicity, who have made it possible for us to live the lives we have today.

Let it be with a sense of gratitude and thankfulness, that we Malaysians salute them again this August 31, while we continue to uphold all that is precious as we light up and shout out; Merdeka! Merdeka! Merdeka!

For a company that has also been the beacon and light of the country – literally Tenaga Nasional Berhad too has its pool of – unsung-“heroes”; the everyday worker who has in his own way, and through his own initiative, contributed to the betterment of TNB through his services.

One such person is TNB Pahang General Manager, Dato' Mohd Rumai Puteh Abdullah.

A bold and brave person who tends to put the well-being of his company above all else, once in his career, Rumai found himself wrestling with five very dangerous thugs who were pilfering power from TNB.

Rumai was one of the key players who helped form a task force to combat electricity theft. Thanks to his initiative, presently, there is a special department in distribution that looks into the issue. Today, TNB is able to reclaim RM30 million to RM60 million annually!

When he was attached to TNB's subsidiary, Tenaga Nasional Berhad Energy Services (TNB-ES), Wan Nazmy Wan Mahmood was assigned to help the company's Large Power Customers with their power quality issues.

As a result these LPCs have been able to save losses amounting hundreds of thousands of ringgit to millions. This has also helped increase TNB revenue manifold.

Also to be hailed and applauded is S Kumar, Vice-President of ON Semiconductor. A champion in his own right, Kumar with his team, helped his company weather a difficult period in 2001 when the company almost went down. Since that scare, the company has gone through some restructuring exercises and made an incredible 180 degree turn. Currently, ON Semiconductor is doing very well indeed. It is amongst the leading players and suppliers in the power management components industry.

Our *Tenaga Link* issue, as you would already have guessed, is all about how individuals have made a difference and have lighted up the lives of all those who surround them.

With the recent Sinaran Merdeka Incentive 2008 that was presented to companies and building owners nationwide in an effort to encourage them to light up, thousands took advantage of the special annual offer to rejoice in the 51st Celebration of Malaysia's Independence on August 31.

With this issue too, TNB takes the opportunity to congratulate and welcome a host of two new Prime Customers into its exclusive list. At the same time, we recently had tea with 20 of our Large Power Customers in Ipoh, and held several dialogues with our clients at our Petaling Jaya office; all this, in an effort to strengthen existing ties between TNB and its valued customers, while keeping our “partners” in the loop about the latest developments involving TNB that affects them.

In addition, we held talks and dialogue sessions with several associations including MBAM, MAHO, MAH, MISIF, MICCI, FMM, ACEM as well as many others.

Indeed, TNB has been keeping very busy. After all, we are in the business of keeping everyone happy by making things clearer and lighting up people's lives, aren't we?

To all Malaysians, we would like to wish you Happy Merdeka. And to the Muslims, Selamat Berpuasa.



The Editor

Editor Roslan with Assistant Editors,
Syed (right) and Zulkifli.

ON Semiconductor



“ON” the Up and Up

S Kumar
VP, GM and Director of Assembly
and Test Operations for ON Semiconductor Asia,
SCG Industries Malaysia Sdn Bhd



ON Semiconductor factory in Senawang, Negri Sembilan.

In 2002, like a switch of a button, a company quickly went from sorry to super. A relook and restructure of the establishment not only allowed ON Semiconductor to keep its plug in place, but they have really lighted up the company's future.

When you are part of the helming team of a company that's spiralling, rapidly – practically in its death throes – and then, suddenly, the establishment makes not just a swift, remarkable recovery, but registers a stunning 180-degree about turn; you can only be ebullient about the whole episode.

S Kumar, the Vice President, General Manager and Director of Assembly and Test Operations for ON

Semiconductor Asia, SCG Industries Malaysia Sdn Bhd, is one such man who is still very much on cloud nine after having weathered a dark, stormy period that threatened the company's very existence in 2001.

At the brink of being a write off, the company he was with rose from the ashes to spread its wings and practically take flight; up, up and away!

"You could say that the company was near death eight years ago," Kumar recalls, "but we managed to transform

ourselves in the nick of time. And between 2003 and 2006, we made such a huge improvement, financially as well as in our marketing performance that we are doing quite well today,” he adds proudly, without any trace of being smug.

The “revolution” of the company began in 2002. The company evolved from being just a broad-based commodity supplier to a leading supplier of power management components. ON Semiconductor became a provider of power solutions that included four major segments – handheld wireless, power supplies, automotive as well as computing (desk tops and laptops).

In our interview with Kumar, he tells us more about how the company is doing; what is in store for the future; and he shares with us his winning philosophy as well as other valuable insights to ON Semiconductor.

Tenaga Link: Today, you are one of the leading providers of power efficient semiconductor solutions. What are the items you produce?

Kumar: The components we manufacture are used in different industries – medical, lighting, power supply, networking and telecommunications, computing, military, aerospace, consumer, wireless and automotive.

TL: Of all these sectors, which are the ones that are constantly growing? Which brings in the most revenue for the company?

Kumar: The computing industry continues to be the highest in demand, in particular wireless products – it is an ever growing one. Then we have the automotive business which is slightly dull right now.

The computing industry provides 23 per cent of our company’s growth, followed by the automotive sector, 19 per cent, communications, 19 per cent, military aerospace, 18 per cent, consumer items, 17 per cent and medical, 4 per cent.

TL: How many different types of products do you manufacture?

Kumar: We have a portfolio of about 15,000 part numbers. In a year we produce between 33 and 36 billion components. That would translate to about four pieces for every one

person in the world.

TL: Are there any exceptional products your company produces that others do not? What differentiates you from your competitors? Are there many players here in Malaysia?

Kumar: We do a lot of R&D. Fifty two per cent of what we manufacture are in fact proprietary products. The other 48 per cent are standard issues.



Kumar highlighting the company’s performance.

TL: How has growth been for this company? When were the best times? When were the most difficult periods?

Kumar: The company is doing well, thank you. The year 2001 and prior to that, we were experiencing very hard times. We were hit badly by the worldwide recession. Between 2003 and 2006, we grew tremendously. We are still doing rather well.

Our factories in Malaysia are able to make parts cheaper than in China because we focus on material. Also, our operation efficient equipment gives us an edge.

In addition, previously, we were just a supply chain, a service company. We couldn’t go to our customers and provide them with solutions. Now, after expanding to become a solution provider as well, we can.

We are able to design and thus get prime position when dealing with clients, and we get to capture more customers. We are stronger and more self reliant.

TL: How is the industry faring? How is ON Semiconductor doing?

Kumar: The Electrical and Electronic industry provides



a third of Malaysia's export. The total export is RM74 billion.

ON Semiconductor is growing faster than the market, doubling 3000 wagers to in excess of 9000. We are expanding every year.

“TNB is very reliable. They take good care of us. And we are certainly very happy with the services they provide us.”

TL: Who are your customers?

Kumar: Our clients include Dell, Quanta, Siemens, Bosch, Aztec, Samsung, LG, Motorola, Sony Ericsson and many more.

TL: Where do you see ON Semiconductor in five and 10 years time? What are the company's hopes and aspirations?

Kumar: Feedback over the last three years is that our CEO has been strong in operations and that this has steered us forward. We are now working towards becoming strong product leaders; to encourage more customer intimacy and strive for operational excellence.

We used to be broke but now we have a positive cash

flow,

We want to expand on market applications, venture into newer market sectors.

TL: For this, you must also have good workers to assist you. What is your management style? How do you get the best out of your workers?

Kumar: I am a “facts” person. I like details. You need to prove your point with me. I want to see figures.

I don't micro manage staff. I show direction and give help whenever they need it. I also believe that attitude is more important than competency.

As for getting the best out of our staff; we measure our business on cost, quality, technology and supply. To enable these four most important “weapons”, we need to look at people - skilled, knowledgeable - the best talent. And we need to constantly challenge them - all the time.

We don't look at what we pay for their services. We believe they are an investment and the results will come. Their pay is the input; their value will be the output. And we are able to bring out 50 to 100 times the value of the person.

TL: Of course, power supply is important as well, isn't it? How do you rate TNB?

Kumar: They have been great. TNB is very reliable. They take good care of us. And we are certainly very happy with the services they provide us. ■

Fostering closer ties with FMM

Most recently, TNB's top management held a dialogue with the Federation of Malaysian Manufacturers (FMM) at Wisma TNB, Petaling Jaya on August 25, 2008.. The session was to discuss and assist FMM in ironing out any problems or issues it may have faced. It was also an effort to foster closer ties between the two.

The session was chaired by TNB President/Chief Executive Officer Dato' Sri Che Khalib Mohamad Noh while FMM was represented by its President, Tan Sri Datuk Yong Poh Kon.

Committee, Ir. Dr. Philip Tan, member of the Energy Management Committee, Lee Cheng Suan, FMM CEO and Dato' O K Lee council member and member of Energy Management Committee, as well as other members of the Energy Management Committee.

At the event, Dato' Sri Che Khalib brought forth two issues of discussion: Coal & Gas Challenges



From left : Hjh Nazariah, Hj. Ismail, Roslan, Hj. Zaharuddin, Dato' Ir. Hj. Amir Nordin and Hj. Hussin

Also in attendance were Mohd Nazri Shaharuddin, TNB Vice President (Generation); Zainab Abdullah, Vice President (Planning), Rusli Idrus, Managing Director (TNB Fuel Services Sdn Bhd), Hj. Hussin Othman, Senior General Manager (Asset Supervision Transmission Division), Dato' Ir. Hj. Amir Nordin Abdul Aziz, Senior General Manager (Operation - Region 1), Ir. Hj. Azman Mohd, Senior General Manager (Operation - Region 2) also representing Vice President (Distribution Division), Zaharuddin Tajul Arus, Senior General Manager (Engineering), Roslan Ab Rahman, General Manager (Customer Services and Marketing), Hj. Ismail Abdul Rahman, General Manager (Corporate Affairs) and Hjh. Nazariah Ibrahim, General Manager (Finance).

On the side of FMM, those who attended the session included Dato' Ir. Lew Chin Hoi, council member and chairman of the Energy Management

and TNB Tariff Adjustment. Obviously, the presentation helped FMM members have a better grasp and understanding of the subjects that were tied to the challenges faced by TNB as the latter supplies power to its industrial customers.

On behalf of FMM, Dato' Ir. Lew, also presented a paper entitled "Proposed revisions to support industries activities in co-generation and some tariff comparisons."

It was a fruitful session which provided FMM members with an update on the current scenario of events pertaining to TNB that also involved them.

The three-hour session ended with the two parties exchanging souvenirs, followed by tea.



One for the album - FMM and TNB

Keeping All Aglow

Transforming the city into a sparkling fairyland of bright lights; this has always been part of Kuala Lumpur City Council's main plan as it supports Tourism Malaysia in its endeavour to establish the capital as one of the most enchanting cities in the region.

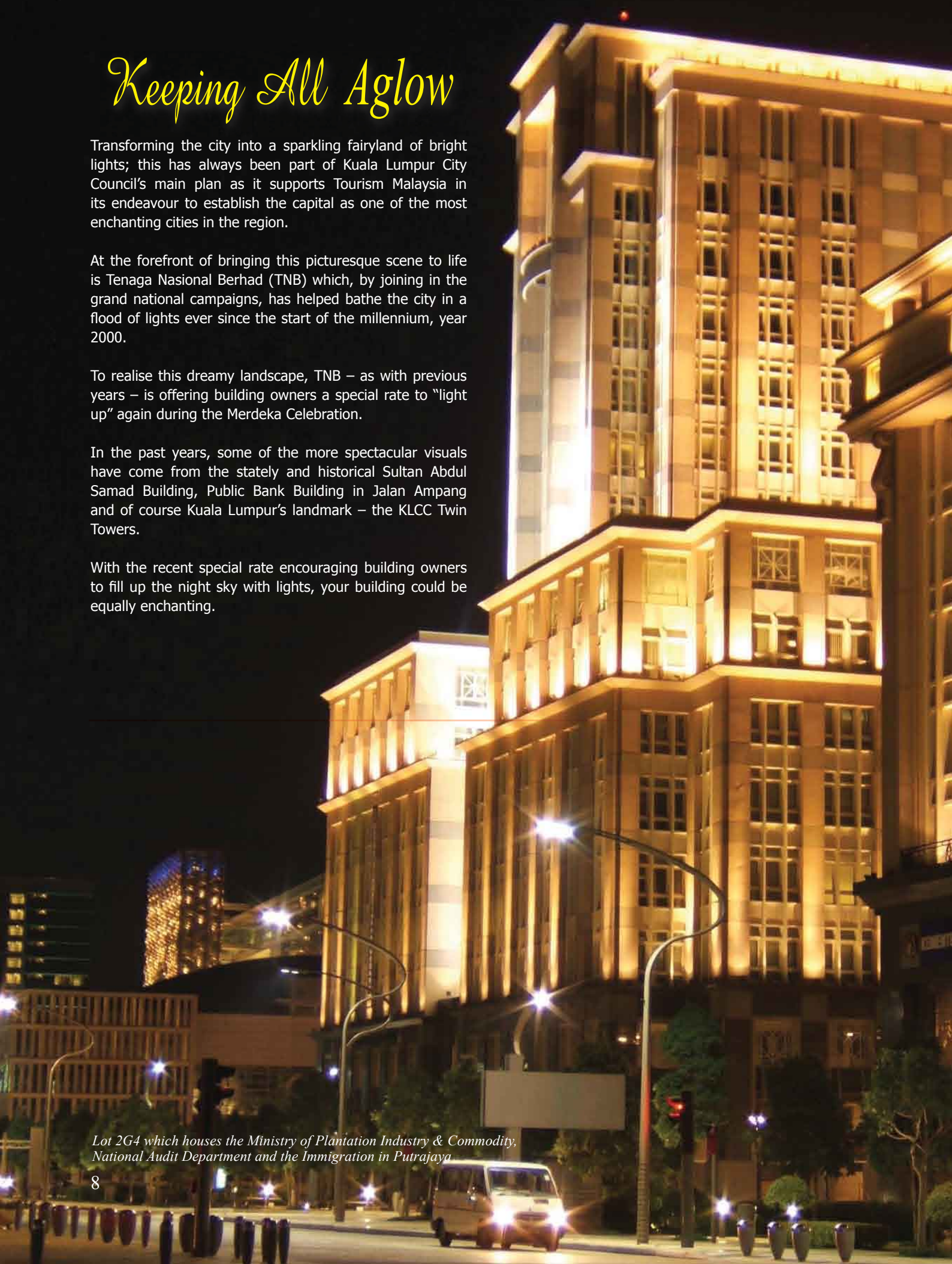
At the forefront of bringing this picturesque scene to life is Tenaga Nasional Berhad (TNB) which, by joining in the grand national campaigns, has helped bathe the city in a flood of lights ever since the start of the millennium, year 2000.

To realise this dreamy landscape, TNB – as with previous years – is offering building owners a special rate to "light up" again during the Merdeka Celebration.

In the past years, some of the more spectacular visuals have come from the stately and historical Sultan Abdul Samad Building, Public Bank Building in Jalan Ampang and of course Kuala Lumpur's landmark – the KLCC Twin Towers.

With the recent special rate encouraging building owners to fill up the night sky with lights, your building could be equally enchanting.

Lot 2G4 which houses the Ministry of Plantation Industry & Commodity, National Audit Department and the Immigration in Putrajaya





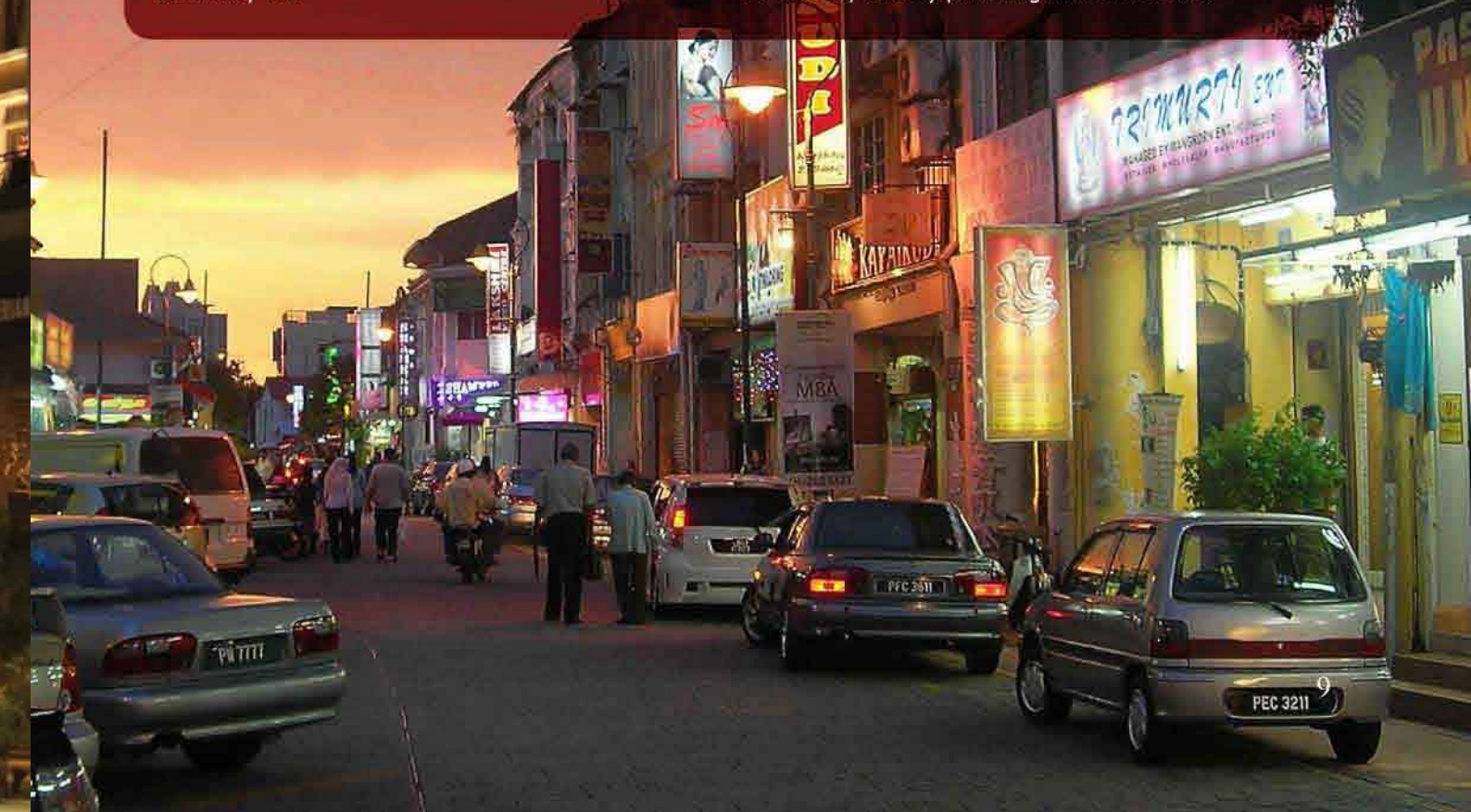
When Sinaran Merdeka shone so brightly!

With the recent Sinaran Merdeka Incentive 2008 that was presented to companies and building owners nationwide in an effort to encourage them to light up, thousands took advantage of the special annual offer to rejoice in the 51st Celebration of Malaysia's Independence on August 31.

The Sinaran Merdeka Incentive 2008 provided a very affordable 16.9 sen/kWh rate. The incentive utilised the Customer Information Billing System (CIBS) and rebates will be credited in the October electricity bill.

The move taken is one of TNB's contributions towards enhancing the nights during the Merdeka Celebrations – August and September. The incentive was first introduced in 2000 to encourage commercial building owners to light up their buildings at night throughout the celebratory two-month period – August and September.

The offer that ended on September 30, 2008 saw the participation of eligible commercial customers like the owners of office buildings, commercial complexes, shopping complexes and hotels under tariff category B, C1 and C2, actively partaking in the festivities.



A dialogue between TNB and Malayan Iron & Steel Industry Federation (MISIF)

The dialogue was held on 8 July 2008 at TNB Board Room Level 20 Wisma TNB Jalan Timur, Petaling Jaya and started at 10.30 am.

Among the attendees from MISIF were Chow Chong Long, MISIF President, Dato' Albert Cheng & Anthony Chin, the council members and other MISIF members.

The dialogue was officiated by Dato' Ir. Aishah Dato' Hj. Abdul Rauf, VP Distribution of TNB. In her opening speech she presented an overview of TNB business highlights, explained briefly on TNB PQ Services which TNB is offering to the LPC free of charge, and briefly on the tariff adjustments.

To cater for the MISIF needs and to update the members with the latest information, we have organized two presentations namely on TNB PQ Services by Hamdan Ali, from TNB-ES and TNB Tariff Adjustment by Hj.

Abu Bakar Ismail Senior Manager from the Tariff Unit.

A special presentation was also been given by Chow Chong Long, MISIF President on the latest scenario of the Steel and Iron Industry in Malaysia. The presentation has benefited TNB a first hand info on the steel & iron industry.

The luncheon was hosted by TNB CEO/ President Dato' Sri Che Khalib Mohamad Noh.

Overall, this dialogue has been a fruitful session for both parties, whereby some concerns from the members of MISIF were being clarified by the representatives from TNB. We hope such a dialogue will strengthen and enhance the relationship with our customers and we deeply hope to serve our customers better in the future.



Chow Chong Long and Dato' Ir. Aishah



Giving attention...



TNB and MISIF group photo

Perak Top 20 Large Power Consumers (LPCs)

As many as 20 of Perak's top Large Power Consumers (LPCs) were recently feted to hi-tea at the Impiana Casuarina Hotel, Ipoh, together with top brass from TNB Perak's Distribution Division, the State's General

Manager and TNB Perak's department heads.

Those present included representatives of Associated Pan Malaysia Sdn Bhd, Perak Hanjoong Cement Sdn Bhd, TLDM Lumut, as well as the General Manager of Tasek Corporation and Deputy Director of the Raja Permaisuri Bainun Hospital.

The Customer Services and Marketing Unit of Perak had organised the event as a note of thank you to the General Managers, Managing Directors and

representatives of Perak's top 20 LPCs while also encouraging them to get acquainted with TNB's Distribution Division's higher management and local authorities of TNB Perak. The event was also held to introduce four newly elected Area Managers as well as to inform those present about the relocation of two TNB offices and renaming of another two TNB Perak branches.

In his address, the GM of TNB Perak, Hj. Mohd Zahir Md Nagor, took the opportunity to congratulate and salute the LPCs present, for not only being amongst the biggest power users in Perak, but also excellent paymasters who always settled their accounts within 30 days of receiving the bill.

Also present at the event were Ir. Hj. Azman Mohd, SGM (Operation - Region 2), Dr. Leong Yow Peng, AGM (Customer Relationship Management and Marketing) and Mohd Faris Abdullah, Branch Manager, Asset Supervision (North 3-Ipoh).

In his speech, Ir. Azman explained the tariff restructuring which was enforced on July 1, 2008. At the end of the evening, he also presented souvenirs to attendees.

Overall, this was a successful meet-and-greet event that saw the mingling of TNB's management team and LPC representatives, who were also pleased that the occasion addressed power issues to their premises.



Ir. Hj. Azman presenting a gift to Carsem's (M) Sdn Bhd's representative



The Meeting over hi-tea



A speech by a representative of APMC

Malaysian International Chamber of Commerce and Industry (MICCI) and TNB Dialogue

Rearing and enhancing better customer ties has always been among our priorities in moving TNB to a higher height. In the effort to support this role, a dialogue with Malaysian International Chamber of Commerce and Industry (MICCI) was held on 4th July 2008 at Board of Directors Room, 20th floor of Wisma TNB, Jalan Timur, Petaling Jaya.

This fruitful dialogue was chaired by Ir. Hj. Azman Mohd, SGM (Operation - Region 2) while other TNB representatives included Hj. Zaharuddin Tajul Arus, SGM (Engineering), Dr. Leong Yow Peng, AGM (Customer Relationship Management and Marketing) and others.

On the other hand, honorable guests from MICCI included YM Tengku Dato' Zainal Rashid (Past President of MICCI and Infrastructure Chairman of Harper Wira), Abi Sofian (AGM for Facilities of Northport

(M) Bhd), Norashimah Abdul Aziz (Senior Manager for Facilities Maintenance of Malaysian Airline System) and other MICCI members.

In addition to the discussion on problems and issues faced, in coordinating with the recent review of electricity tariff, a presentation on the new tariff structure was given by Hj. Abu Bakar Ismail, Senior Manager (Tariff Development). Moreover, since Power Quality problems are faced by most of the industrial customers nowadays, a presentation on PQ mitigation services was given by Hamdan Ali, Senior Engineer (EE & PQ)

from TNB-ES.

This dialogue session ended with notes of appreciation from MICCI members and customers were looking forward to such good communication and discussion in the future.



Hj. Bakar (left), YM Tengku Dato' Zainal & MICCI members



Ir. Hj. Azman (left) & YM Tengku Dato' Zainal Rashid leading the discussion



Dr. Leong (Centre) with MICCI members



Ir. Nirinder (right) with MICCI members

ACEM gets clearer picture

In the effort to bring about better communications while strengthening existing ties, a dialogue session was held between TNB and the Association of Consulting Engineers of Malaysia (ACEM). Chaired by Dato' Ir. Hj. Amir Nordin Abdul Aziz, SGM (Operation – Region 1), Distribution Division TNB. Among the issues discussed included connection charges, fire-fighting classification at TNB substations and the standardisation of headroom requirements.

The two main presentations held that day - "Immunity & Emission Design Requirements for Industrial Customers' installations" and "The New Tariff Structure" - were truly beneficial as they helped shed light and gave a clearer picture to ACEM on the mentioned subjects. Indeed, they certainly added value to the session.

This dialogue ended on a happy note with a renewed commitment between both parties to ensure a more productive working relationship in days to come.



Dato' Ir. Hj. Amir (Centre) chairing the dialogue



Round-table talk

MBAM, MAH & MAHO

Meeting over hi-tea can turn out to be meaningful ones if the objective of fostering better relationship through 2-way communication is achieved. This was what the true portrayal of hi-tea meetings held recently between TNB and Master Builders Association Malaysia (MBAM), Malaysian Association of Hotel Owners (MAHO) and Malaysian Association of Hotels (MAH).

Carrying on in a harmonious environment, the meeting sessions with MBAM, MAHO and MAH were chaired by Hj. Zaharuddin Tajul Arus, SGM (Engineering), Roslan Ab Rahman, GM (Customer Service and Marketing) and Dr. Leong Yow Peng, AGM (Customer Relationship Management and Marketing), respectively.

Besides discussion of latest general issues, presentations on new tariff structure were given to members of MAHO and MAH as well. Customers were looking forward to such relationship fostering functions in the future as to strengthen the relationship between both parties.



Roslan (left) with MAHO members



MAH members



MBAM dialogue and discussion

PRIME CUSTOMERS - WE ARE PROUD TO HAVE YOU ON BOARD

"PRIME"

Very simply, the word means "most important", "top of the list", "crème of the crop", "best of the best".

We all know the saying that "the customer is always right".

But if you were in business, and had put some of your clients under your personal list of not just "customers" but "PRIME customers", it would augur you well to take very special care of them as one could say, they are among your best clients.

And Tenaga Nasional Berhad has 1000 of them: One thousand Large Power Customers (LPCs) under its exclusive Prime Customers' list. The companies have been identified based on the average monthly bill. Being as important as they are, TNB's PRIME customers are managed through a special programme called PRIME Programme, where the list of customers' information is stored and monitored frequently by TNB's Key Account Management Section, Customer Service & Marketing Department, at state and regional levels.

In addition, PRIME customers are frequently visited by TNB officers as part of the PRIME Programme. The objectives are:

- to built customers relationship
- enhance customers satisfaction
- understand the customer better
- to get feedback on TNB services and performances

MOX-LINDE GASES SDN BHD



Wong Siew Yap
Managing Director

MOX-Linde Gases Sdn Bhd (formerly known as MOX Gases Sdn Bhd) ["MOX-Linde Gases"] is the leading industrial gas supplier in Malaysia. It made its presence in Malaysia since 1960. MOX-Linde Gases manufactures and distributes industrial, specialty and medical gases, and provides a range of related services including the installation of gas equipment and pipelines and associated engineering services. In addition, MOX-Linde Gases supplies packaged chemicals, welding and consumables products.

With more than 45 years of experience in the gas industry in Malaysia, MOX-Linde Gases combines local knowledge with global expertise and resources in the areas of technology, research & development, gas applications, engineering and best operating practices.

In 2008, following the integration between MOX group of companies and Linde businesses in Malaysia, MOX-Linde Gases is now a proud member of The Linde Group. The Linde Group is a world leading gases and engineering company with about 50,000 employees working in about 100 companies worldwide. The strategy of The Linde Group is geared towards earnings-based growth and focuses on the expansion of its international business with forward-looking products and services.

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Website : www.mox-linde.com.my

ASTRAL REALTY SDN BHD (East Coast Mall)



Zubir Shamsuri
General Manager

East Coast Mall is the newest shopping destination located at Kuantan prestigious commercial address with goods, and services to please and pamper the needs of shoppers, from fashion, entertainment, arts & culture to local delicacies and international gourmets.

Set in the heart of Kuantan town, East Coast Mall is surrounded by hotels, office buildings, scenic park and dancing fountains, promising hours of leisurely pleasure.

The mall is located at the new business centre Putra Square, which is opposite to stadium Darul Makmur. The total area of the mall is around a

million square feet and it has already officially opened on 30 April 2008.

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25200 Kuantan, Pahang

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Annual MITI Dialogue 2008

Ministry of International Trade and Industry Malaysia (MITI) held its Annual Dialogue on 7th, 8th and 15th August 2008 at the Delima Room, Level 6, Block 10, Ministry of International Trade and Industry, Government Office Complex, Jalan Duta, Kuala Lumpur.

The main objective of the dialogue is to provide an opportunity for commercial and industrial associations to give their feedback to the government on current policies and investment issues.

The Annual MITI Dialogue 2008 was chaired by YB Tan Sri Haji Muhyiddin bin Mohd Yassin, Minister of International Trade and Industry, Malaysia, on 7th, 8th and 15th August 2008.

Representatives from TNB were headed by Dato' Ir. Aishah bt. Dato' Hj. Abdul Rauf, Vice President (Distribution).

Other TNB representatives as follows :

1. Dato' Ir. Hj. Amir Nordin Abdul Aziz, Senior General Manager (Operation - Region 1)
2. Ir. Hj. Azman Mohd, Senior General Manager (Operation - Region 2)
3. Roslan Ab. Rahman, General Manager (Customer Service & Marketing)
4. Megat Said Megat Ramli, Assistant General Manager (Commercial Management)
5. Dr. Leong Yow Peng, Assistant General Manager (Customer Relationship Management and Marketing)
6. Jamilah Kamal, Senior Manager (TNB representative in MIDA)



Y.B Tan Sri Hj. Muhyiddin Mohd Yassin,
Minister of International Trade and Industry, Malaysia

Most government agencies were invited to the dialogue whilst the categories of association / industries which participated in the dialogue were as follows;

1. National Associations
2. International Associations
3. Electric and Electronics Industry
4. Wood-based Product Industry
5. Rubber & Rubber-based Product Industry
6. Machinery & Equipement Industry and Metal Industries
7. Textile and Clothes Industry
8. Food Processes Industry
9. Petrochemical & Phamerceutical Industries
10. Transport Equipment Industry
11. Service sectors

The dialogue provides channels for soliciting feedback on TNB services & performance and support the government in enhancing the business investment and making it a more conducive environment to operate businesses in Malaysia.



Ministry of International Trade and Industry,
Malaysia (MITI) Complex at Jalan Duta,
Kuala Lumpur

NO TRIP IN THE DARK

Wan Nazmy Wan Mahmood knows his stuff well. Now he's making sure TNB's Prime Customers see this too. Slowly but surely, he and his team are winning these clients over, not just with their ability to help mitigate customer-side problems, but with a genuine concern for their welfare.

*Wan Nazmy Wan Mahmood
Chief Engineer, Engineering Services
Distribution Division, TNB*

What do you do when the lights go out at home? Considering you had settled your electricity bill for that month, the natural thing – after checking the switch box – would be to call TNB, right?

Of course. And that's what Large Power Customers (LPCs) – big-time electricity users – do as well when a surge occurs and a power trip ensues.

However, the difference between the individual and LPCs, is that, when a breakdown happens, the former could be left with spoilt products worth a few hundred ringgit at most while the latter may – even if the disruption was but for a second – end up losing millions.

Understandably, LPCs are acutely anxious about the supply quality of electricity to their premises. Whenever the lights go out, temperatures rise. And as tempers flare due to a short circuit somewhere, the blame is squarely put

on Tenaga, which, the then TNB Energy Services Senior Manager, Wan Nazmy Wan Mahmood, says, is absolutely unfair.

And why not? "Sometimes, lightning disrupts power supply; then there are those who might be digging elsewhere and again a disruption occurs... these are things beyond our control," he says.

Sadly, Nazmy reveals that most customers don't really care if it is a "reliability issue" – where the problem could stem from a faulty cable and could be immediately rectified by TNB, or a voltage dip where the disturbance or outage could have been due to power quality issues that are more difficult to zoom in.

"For them, it is one and the same. They only see it as an economic loss. They lay the onus on TNB to get things right, and not have the problem repeated in future."

But the solution, says Nazmy, lies in the need for both parties to work

together. Vendor and customer must first differentiate the two: whether it's a reliability or power quality issue. A correct diagnosis is imperative for an effective solution.

For a better understanding of what's at stake, Nazmy explains:

"Supply quality consists of two things: supply reliability and power quality.

When we discuss supply reliability, it's about whether you have power supply or not, whether there's voltage or it's at point zero.

As for power quality, the voltage is there. It exists, but it may be insufficient, or the circulation might not be – in layman's terms – 'beautiful enough'.

How does one measure beautiful? The voltage we supply must be within a sine wave shape and magnitude. If it deviates from the limit, we have poor quality problem. In short, power quality

is a measure of deviation from the perfect sine wave formation.”

Power quality issues, says Nazmy, come in two forms: “The first takes on a steady state, where the problem is constantly there. It’s called ‘harmonic’. The sine wave shape is inconsistent, abnormal. This type of power quality affects the equipment and cables. Breakdowns could happen due to overheating. Capacitor banks could explode. Electrical equipment will have a shorter lifespan. Those that typically last for 25 years could go out in less than three. Bulbs and fluorescent lamps need to be changed every now and then.

Type two is more temporary in nature: It comes and goes. It lasts for very short durations, often less than one second. It can be here today and disappear soon after. Then it’s there again next month. It occurs randomly. The symptom: flickering, caused possibly by a disturbance in the system somewhere. Here, the voltage dips or sags, until the disturbance is cleared.

This usually happens when there’s lightning. Most of the time, with our protection system, we are able to rectify the disturbance within a second.

This is where my unit comes in. On top of TNB’s efforts to do supply side mitigation, we are now, on behalf of TNB, doing customer - side mitigation for power quality. Ideally, as the name itself suggests, customer - side mitigation is the customers’ responsibility, while TNB takes charge of the supply - side mitigation.

But it was Distribution Division’s Vice President, Dato’ Ir. Aishah Dato’ Hj. Rauf’s idea that the additional service be provided.”

The move follows TNB’s concern that its customers are always coming back with the same complaints even after rounds of explanation and repeated advise about possible power quality issues and the likely solutions they could look into.

The unit Nazmy is attached to is one of three under Tenaga Nasional Berhad Energy Services (TNB-ES), a TNB subsidiary. It handles power quality and energy efficiency. (The other two units are devoted to looking into renewal energy development, mini hydro and solar hybrid in particular).

“Our unit was established in 2002. I got

transferred here in 2004, and we started customer-side mitigation in 2006.

The consultants were also suppliers of their own products. That’s where the problem lied. Consultants must be independent of products. When they go into



Dato’ Ir. Aishah Dato’ Hj. Abdul Rauf, Vice President (Distribution) launched Power Quality Guide Book recently .

the factories to identify and solve problems, they need to think small in terms of costing and investments.

We need to make the customers understand that they too must contribute to this problem-solving effort; not just complain. They must appreciate that we are going in there for free, where they should be hiring others to do the job. They must see that, unlike the typical industrial site consultants whose main target is to introduce a product while mitigating the problem, we, on the other hand, are there as independent, unbiased consultants who are serious in wanting to assist them in solving their power quality issues.

On the supply-side mitigation, we will work to reduce the severity of that particular event by minimising depth, magnitude and duration. For example, in the case of lightning, we can ensure that there will be - as is happening now - ongoing efforts by TNB to make lines and cables more robust. This is achieved by putting more lightning arrestors that are able to absorb and deliver lightning energy from the lines to the ground safely without damaging the system.”

Back to customer-side mitigation, Nazmy

says there were three levels in which his unit needs to go through. He calls them simply as Task One, Task Two and Task Three.

At Task One level, Nazmy’s team looks through and studies the customer’s system to identify the most probable, weakest point that often trips or stalls due to disturbance. It would be like a walk through audit – looking at the processors, production floor – with the customer’s technical manager.

“Sometimes, we discover that they are not conversant enough with their own equipment and system; they are not familiar with the rationale behind certain procedures; why and how they work; why certain values are attached to certain settings in their equipment. Once they realise that we are able to determine the most probable weak point, (sometimes they know where it is but keep silent, just to test us) they will have more confidence in us and start cooperating. Then, they will be more willing to surrender data and certain information regarding their system or equipment parameters. Initially, they would have been suspicious of our intentions: that we are trying to get information to pass on to other factories. But when they realise that we are competent enough to identify the problem and genuine enough to help them solve it, they are more forthcoming.”

Once the source of the problem has been identified, Nazmy’s unit would go ahead to conduct tests in Task Two: Verifying by testing the existing immunity level of the equipment or weak point.

“We must test against certain industry standards. From there, we will know if the equipment needs to be upgraded so it can withstand power quality issues. Most of the time these problems, like lightning, are beyond our control but at least at the customer’s end, if there’s some space or opportunity where we can push the equipment to make it robust enough to ride through that one-second duration, why not try to. The non-reaction or resilience of the customer’s equipment to lightning, even if it was for a millisecond longer, could help in preventing a trip that could have cost the company its profits.

Task Three would see TNB-ES recommending a solution that would most suit the equipment’s needs. We are in a better position to suggest the best solution because we know exactly what is required as we had undergone testing in Task Two,

unlike the other consultants who would not have bothered with the testings and thus may not be sure of the source of the problem.

From there, we proceed to propose the most optimum or suitable solution that meets the requirement without overdesigning – one that's cheap and practical."

So far, the response from customers has been positive with several happy clients including big cement company LaFarge, Rohm, an electronic diode manufacturer, and Flexsys, a chemical concern. But there is still a long way to go as TNB-ES has been given a list of 50 LPCs by TNB Distribution and it would take quite some time before Nazmy's unit is able to service all of them. Most customers are at Task One and Task Two levels. Then there are a few who are at actual investment level.



Wan Nazmy (left) conducting walkthrough audit with Texas Instrument (TI) technical staff.

TNB has given us a year or 52 weeks to assist our 50 clients. Task One itself might require more than three or four visits per customer, for us to really understand the problems and gain the client's confidence. As for the second stage, in order to execute Task Two, we would need to request for the shutdown of the customer's production line. For this, they would require lead time and that could be a few months advance notice."

While these procedures tend to slow things down, Nazmy is nonetheless happy with the progress TNB-ES has made thus far. His hopes are that current customer side mitigation initiatives will continue, as both TNB and the customer are, slowly but surely, seeing results.

"Customers are also more receptive to the

fact that they must be responsible and play their part when it comes to customer-side mitigation, and we are only there to assist them. Now they understand the concept better, they have started to ask us, why we are doing this for them! They ask us what our incentives are."

When such questions are posed, Nazmy and his team enlighten clients by explaining their two main incentives: Number one is about maintaining a good image. Every time they encounter complaints, the letters are 'cc-ed' to MIDA and this gives TNB a bad name, irrespective of whether it is the customer's duty to check his own equipment's reliability and resilience to power quality issues.

Monetary concerns make up the second reason. "Even if the outage lasted for five seconds, the company would stand to lose a lot of money from a prolonged down-time. It could take half a day or more to get things up and run again.

And when the meter stops running, TNB will also lose from non-collection due to the hours needed to rectify, clean up the lines and restart operations. If cement plants like LaFarge pays a bill of a several million a month, this could see TNB losing revenue amounting to a few hundred thousand for a few hours."

In lieu of these factors, Nazmy believes that TNB has indeed taken the right steps and initiatives to alleviate this long-standing, recurring problem. In addition, he feels that the service could be expanded to include more customers. "This is a good thing. It has the potential to benefit many more companies: We have 60,000 LPCs of which 1,000 are Prime Customers. In time, maybe we could look to assist the others as well.

"We are the vehicle for TNB to do non-core business. TNB is not able to provide this service as it falls outside the scope of its core businesses which are generation, transmission and distribution. Yet, customer service mitigation is vital for TNB to iron out some of its main problems."

Apart from looking into power quality issues, Nazmy's unit, which comprises a staff strength of five engineers, monitors the health of the country's power system: when a monitor captures deviation from normal values, they will send out *sms*-es to the various officers and engineers throughout country informing them of a

power quality event that had happened and make available all data through TNB's Intranet.

Nazmy is proud of his tenure at TNB-ES as it is a pioneering effort, the first of its kind which has allowed him and his team into factories to help with customer-side mitigation. "There has been no precedence before this. To me, this is considered as landmark, a blue print of sorts.

We have managed to change some customers' mindset. In the past, they were reluctant to invest in issues relating to customer-side mitigation, believing that everything should be solely borne by TNB. Now, we have managed to convince them and make them realise that customer-side mitigation is actually their responsibility, but we are there to assist them."

With everything moving smoothly in the past year, Nazmy's new ambition is to cross over from customer-side mitigation to supply-side mitigation. And at Press time, Nazmy, who has been with TNB for the past 23 years, had just been promoted to the position of Chief Engineer, Engineering Services, Engineering Department, Distribution Division.

"I have been doing customer-side mitigation for four years, especially so during the past year. Naturally, now I should look into the supply-side of the things; which one does as Chief Engineer in engineering services."

Nazmy started off as a Consumer Engineer with TNB (then LLN), Kuala Terengganu, Terengganu. Then he became District Manager for Kemaman, Terengganu, Kuala Kerai, Kelantan and Temerloh and Kuantan, Pahang, before assuming his current position.

Nazmy received his Bachelor of Science in Electric Power Engineering at the Rensselaer Polytechnic Institute, Troy, New York in 1985. He graduated on the Dean's List at that Ivy league university. He obtained his Masters in electrical engineering from Universiti Tenaga Nasional (UNITEN) in 2002 with the highest GPA score of 4.0.

And Nazmy continues to be at the top of his game. Indeed, just by talking to this man, anyone would deduce that he is one person who knows his stuff well. And he's delightfully articulate too! ■

When you are a TNB staff with Taman Negara under your watch, you can be assured of getting more than a jolt of excitement during your rounds in the forests.



Dato' Mohd Rumai Puteh Abdullah

A Charged Life In TAMAN NEGARA

Some Tenaga Nasional staff live dangerously, just for you. Did you know that?

They put their lives on the line just to light up yours. Were you aware of this?

You might think it has everything to do with the high-voltage dangers associated with the electricity they help to install in your homes. To a certain extent, that's true. But for some of them, they face even fiercer challenges. For this particular batch of TNB workers, it's a jungle out there, literally.

They are the ones who service the Pahang region, in particular, our 130 million-year-old tropical rainforest, Taman Negara. It's a place occupying a

massive area where tigers and elephants roam freely – as well as other things that creep and crawl, stalk and slither, pounce and prey. The National Park is also, naturally, a tourist attraction, complete with resorts and villages. Thus, when the lines go down, the TNB staff would have to go in and fix them as quickly as they can - through thick and thin.

TNB Pahang General Manager, Dato' Mohd Rumai Puteh Abdullah, who himself often tracks deep into Taman Negara, sheds light on this issue: "One of the biggest challenges we face here is the daunting task of providing service, an industry Pahang is most known for. It is in Pahang that most of the highlands and thick virgin jungles are located in the Peninsular – Cameron Highlands,

Fraser's Hill, Genting Highlands, Taman Negara...Some of these areas are difficult to access, especially the forests.

"Still, to meet the standards in Pahang so that we are on par with the other States, we need to do more. We have to go the extra mile. For example, to supply power to the Taman Negara villages, we would need to build 33kV overhead lines through the thick forests; 102 kilometers long to be exact. The length is a record for West Malaysia.

"In addition to this, we have limited way leave because we are not allowed to cut down the trees. This makes it harder for us to do our job. Some trees are so high, when it's the rainy season or when it gets windy, the twigs, branches

and leaves break and fall off, or sway and short circuit our lines. And when breakdowns happen, we would surely have to go in to rectify the problem.”

Since there are rarely any access roads, Rumai says it often takes more time than usual to repair a fault. To get to a destination deep within Taman Negara, TNB staff would need to wade through the trees, clear the bushes as the workers go along, carry equipment by hand – including the ladder – and all this while having to be mindful that there are dangers that lurk in the dark, and that time is of the essence: the hours to do work are limited – daylight only as most animals are nocturnal and come out to feed at night.

“When our men finally reach the place to carry out our investigations, it’s often almost midday. By 4pm, they would have to go out, or they could be stranded. If one isn’t able to finish the job he started, he would have to go back the next day and go through everything he did the previous day. There have been times where members of our staff have had to stay put on the pole for quite awhile, hanging on to dear life, waiting for a wild

beast to move off.

“As I said, this is more of a service than a business. But we still need to do our job well as we are also dealing with tourists and resort owners who depend on not just light but the internet access to communicate with the world outside and such.”

Rumai adds that apart from Taman Negara, there is another long line – 70 – 80km – that stretches from Muazzam to Selancar. This one cuts through agricultural land and oil palm estates where sometimes when the farmers cut down the older trees in order to replant, the fronds are burned. Also, during the dry season there are lots of bush fires. These activities affect the overhead lines. Then there are the illegal hunters: poachers trying to shoot down rare birds with their shot guns, resulting in pellets hitting the lines and damaging them.

The distance between Tanjung Batu and Tanjung Gemuk, also a forest reserve is yet another “difficult” area. “Trying to work while keeping to the forest reserve regulations not to cut down the trees, can be trying. But we have to abide by this.”

Still, given the circumstances, TNB Pahang has done relatively well for itself.

“The service industry is not as lucrative as the manufacturing sector which some other states boast of. Revenue wise, Pahang is still lagging behind. Hopefully by this year we will enter the ‘billionaire’s club’. When I took over three years ago the annual figure was just below RM700 million. By the end of the financial year, we may hit the one billion ringgit mark; not much really, when we compare this to other states; the collection at Johor’s Pasir Gudang alone is in excess of RM1.2 billion already – but it’s a step forward. After all, we only have 380,000 customers – a small number when compared to the other states.”

Pahang’s SAIDI numbers (interruption index) have also improved. “We achieved 400 minutes per customer per year, 5 years ago, now we are below 100

minutes, which is quite an improvement.”

In his position, overseeing the biggest state in the Peninsular, Rumai’s main functions include ensuring that TNB operations – the technical and business aspects – run smoothly and in the right direction as envisaged by the top management. He ensures the reliability and quality of supply is consistent and sufficient. For this he has 1,200 people to assist him.

“There have been times where members of our staff have had to stay put on the pole for quite awhile, hanging on to dear life, waiting for a wild beast to move off.”

Besides this, Rumai’s duties entail approving project proposals, dealing with contractors and readying final payments, a lot of planning and post mortems, discussions and meetings. “Basically, we are available 24 hours a day.”

At the moment, TNB Pahang’s focus is on Kuantan, where 60 percent of revenue is concentrated. “We are refurbishing and replacing our aging assets - the old cables, main intakes and such. We are embarking on new infrastructure and upgrading main distribution from 11kV to 33kV, to allow for the flow of bigger power loads.”

As for the Eastern Corridor Economic Region which largely involves Pahang, Kelantan, Terengganu and Mersing, Johor, Rumai explains that it is still in the initial stages. “We are in the planning stages. We recently received notice that a company is considering investing RM2 billion in Gebeng, Kuantan. They are exploring to set up a solar panel factory. There is also talk of an aluminium smelting plant, also to be set up in Gebeng. All are in the primary stages of discussion.

“But TNB is always on the ready. Throughout this area we have our

transmission lines. We are involved with all state committee meetings. Any input required, we're always there."

Upon obtaining his electrical engineering degree from Portsmouth, England, Rumai came back and worked for TNB (then Lembaga Letrik Negara or LLN) in 1979. He was later seconded to the Perak River Hydro Private Utility Company as pupil engineer and was subsequently promoted to assistant engineer two years later at the Kinta Electrical Distribution Company Ltd in Kampar.

Rumai's next posting was the Meters and Testing Department in Petaling Jaya. He was here for 14 years as testing engineer. "I tested all materials used by LLN then from transmission line materials to distribution materials," he remembers.

Rumai's duties also encompassed purchasing and distribution of meters for TNB while he looked into its revenue streams. Apart from keeping abreast with new technology, buying meters and distributing them, his job entailed metering for independent power stations as well as looking into revenue security as electricity theft was high in the early 90s.

When TNB was newly corporatised there was lack of enforcement. Pilferage was rampant and there was no specific department looking into the problem.

Rumai was one of those actively involved in combating the menace and culprits involved.

"This was a real challenge for us. We were dealing with dangerous underground figures. We managed to form a task force for this purpose. That in itself was a feat as previously, no one was serious enough to look into the problem, either that, or they were afraid."

"We worked closely with the police. I remember in May, 1993, we caught - red-handed - a group who was meddling with our meters. From that operation, we

managed to recover a substantial amount of revenue that had already been written off.

able to reclaim RM30 million to RM60 million annually.

It is only natural that Rumai feels proud of what he has initiated and he lists an incident where he wrestled with the criminals in the bushes to successfully apprehend the thieves, "five of them", as a personal satisfaction.

"We managed to collect forgone revenue - TNB income that was already entered in the book as a loss."

But as things began to heat up and fearing his safety, TNB made Rumai a Senior District Manager in 1998 and transferred him to Melaka. "I was taken out and given the task to head and manage TNB Melaka."

During this period, Rumai concurrently assumed the position of State Business Manager as Melaka was then undergoing a serious transformation to become a centre of excellence.

A year later, he was made Chief Zone Meter Manager in Johor Baru. In 2000, Rumai came back to the Meters Department as Senior Manager, Meters. He was made Head of the Meters Department in 2003 and consequently Deputy General Manager of Petaling Jaya's Meters Department. In 2005 he became TNB Pahang's General Manager.

Out of TNB's 1000 prime customers, 42 are in Pahang. They include Malaysian Newsprint Industry, BP Chemicals, Genting Highlands, Pahang Cement, and Rumai makes sure that he visits them every year.

In his position today, Rumai says, he would like to work to further improve on TNB services in the region.

"I am proud to say that TNB Pahang is looked up to as one of the more prominent, well-respected organisations in the East coast. This is a reputation we have managed to build for ourselves. And we want to continue doing so." ■



Serious discussion...Dato' Mohd Rumai with his technical staff at Taman Negara, Pahang.



Vice President of TNB Distribution Dato' Ir. Aishah Dato' Hj. Abdul Rauf, Managing Director of Elektrisola Thilo Jochen Westerhausen and Dato' Mohd Rumai during a working visit to the Elektrisola factory in Bentong, Pahang. Elektrisola is a factory that produces magnetic wires for the electronic industry.



Dato' Ir. Aishah, Roslan Ab Rahman (GM - Customer Service & Marketing) and Dato' Mohd Rumai during a working visit to the Malaysian Newsprint Industries (MNI) located in Mentakab Pahang. MNI is a factory that processes and produces printing paper.

Then, Rumai was the key player - the main instructor - who formed the teams and raiding parties. Thanks to his initiative, presently, there is a special department in distribution that looks into the issue. And up until today TNB is

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