

TENAGA Link

Communicating To Large Power Customers

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CEO OF THE YEAR 2008

Dato' Sri Che Khalib
Mohamad Noh
President/Chief Executive Officer, TNB



Mohd. Zahir Md. Nagor -
General Manager, TNB Perak

Towards an OPTIMAL HEALTHCARE

Madam Tan Suet Guan
*CEO of Pantai Hospital Kuala Lumpur
(PHKL)*

HARD WORK Pays Off

Editor's Note



Editor Hjh. Nazariah with Assistant Editors, Syed Hidzam (left) and Zulkifli.

To all our valued readers, greetings from me, Hjh. Nazariah Ibrahim, your new editor taking the place of Encik Roslan Ab Rahman who has been promoted to Senior General Manager, Operation Region 2.

Amidst the hustle and bustle of another hectic year, we are fortunate to be blessed with a fabulous compilation of the latest issue of *Tenaga Link*. As usual, each staff at TNB is diligently involved in continuous effort to sustain the excellence and dedication in TNB's service to its customers all across Malaysia (except the state of Sarawak) of which some of the most prominent are highlighted in this issue.

First of all, readers will have the pleasure of catching up on news regarding Dato' Sri Che Khalib Mohamad Noh, the President/Chief Executive Officer of Tenaga Nasional Berhad, especially with his recent bestowment of the esteemed Malaysia's CEO of the Year 2008 Award. Find out about his spectacular achievements and contributions to TNB since helming the reign in 2004 that earned him the prestigious recognition.

As usual, we feature interviews with prolific local figures, where in this issue our cover story, presents a special interview with CEO of Pantai Hospital Kuala Lumpur. She has graciously taken the time from her busy schedule to update us on the hospital's latest advances especially regarding their medical experts and state-of-the-art medical facilities available.

Our regional column highlights Tuan Haji Mohd. Zahir Md. Nagor, the current General Manager of TNB Perak who puts forth an enlightening discussion of his work scope, its challenges and meeting customer expectations. He also sheds light on what customers can expect in terms of improvements and new developments from TNB, particularly in Perak.

Lest readers think otherwise, we have not just been busy in the office, but out on the field as well. So far, TNB has participated in several key events this year, one of which is the bi-annual dialogue session with the Cement & Concrete Association (C & CA) on 27th March 2009. The session served as a valuable platform for both parties to discuss relevant concerns and exercise mutual cooperation in seeking solutions.

In early May 2009, a PQ services and consultancy meeting was held between TNB and DONGHWA Fibreboard of Kulim and Merbok, Kedah. Its objective was to discuss issues and advancements related to power supply equipment and technology in order to ensure consistency and quality service when it comes to clients.

Also noteworthy is a courtesy visit by a team of TNB officers to Puncak Niaga (M) Sdn. Bhd in Shah Alam on 26th May 2009. The visit was a great opportunity for both sides to foster close ties and exchange ideas on how to improve relations between the water and energy industries.

Another recent important event that we include in this issue is the launch of the first TNB Hybrid Solar System in Perak at the Dala, Gerik Resettlement Programme. With the launch, TNB moves another step forward in its commitment towards the Rural Electrification Programme, in tandem with one of its Corporate Social Responsibility undertakings that is "Powering Communities".

All in all, it has certainly been a busy time for us. We are certain that the rest of the year will be filled with more events as we work hard to fulfil future goals based on the three principle values introduced by our CEO: *Discipline, Integrity and Dedication*.

The Editor

Content

VOL. 01/09

PROFILE

DATO' SRI CHE KHALIB
-MALAYSIA'S CEO OF THE YEAR
2008 3-5

CORPORATE
NEWS

LAUNCHING OF
HYBRID STATION (SHS), DALA 6

STRENGTHENING
WORKING RELATIONSHIP WITH
PUNCAK NIAGA 7

COVER
STORY

TOWARDS AN
OPTIMAL HEALTHCARE – PHKL 8-11

POWER
BITES

DIALOGUE WITH:
• MICCI • PETRONAS
• C&CA • DONGHWA
• SHELL 12-13

WELCOME
ON BOARD

PRIME CUSTOMERS - WE ARE
PROUD TO HAVE YOU ON BOARD 14-15

OPERATIONS

- TNB CEO VISITS
THEME PARK WATER PROJECT,
CARRIBEAN BAY RESORT 16
- CHANGES AT TNB DISTRIBUTION 16

REGIONAL

HARD WORK PAYS OFF 17-19

**PROTECT OUR FIREFLIES, NATURE'S
PRICELESS TREASURE.**

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Dato' Sri Che Khalib

-MALAYSIA'S CEO OF THE YEAR 2008



Dato' Sri Che Khalib Mohamad Noh, President/Chief Executive Officer of TNB

A well known English poet, William Blake once said of greatness: "Great things are done when men and mountains meet." Dato' Sri Che Khalib Mohamad Noh, the President/Chief Executive Officer of Tenaga Nasional Berhad has proven to be a shining example of this kind of greatness as he recently became the proud recipient of the prestigious Malaysia's CEO of the Year 2008 Award.

The Malaysia's CEO of the Year Award is an annual honour organized by Business Times, in conjunction with the New Straits Times

newspaper publication along with American Express. This is awarded to corporate CEOs and executives who have successfully climbed the corporate ladder. Out of 107 candidates running the gamut of Malaysia's professional industries, it was Dato' Sri Che Khalib's spectacular achievements that earned him a place among the final five, and eventually the award itself.

The criteria for the award covers six areas including the CEO's skills and contributions, financial management, marketing management, operations

management, development management and involvement in community, environment and nation-building activities. In Dato' Sri Che Khalib's case, such esteemed recognition serves as a reflection of the CEO's hard work over the years in TNB.

Prior to the election of his current position in 2004, his resumé and background working experience are no less impressive. He began his career with Ernst and Young before moving on to bolder ventures such as companies under the Renong

Group including the North-South Highway Project, HBN Management Services Sdn. Bhd. and Renong Overseas Corporation Sdn. Bhd.

The position of Chief Executive Officer itself is not unfamiliar to him, having held the same post for Ranhill Utilities and KUB Malaysia Berhad in previous years. Thus, Dato' Sri Che Khalib knows exactly what is expected of a good CEO. "Among the initiatives taken at TNB is the introduction of three principle values for all staff members to



Dato' Sri Che Khalib with the Malaysia's CEO Of The Year 2008 award.



abide professionally and personally: discipline, integrity and dedication. Workers need clear leadership and direction. It is this responsibility that defines a CEO's abilities and steadfastness," he says.

And how those values have paid off. Under Dato' Sri Che Khalib's firm guidance, TNB has delivered productively for the past few years. Among Dato' Sri Che Khalib's many contributions are the introduction of effective ideas that lead to cost-cutting operational measures (since helming the reign in 2004, more than RM 2.6 billion in value has been saved), positive finances, fulfilment of international standards and exemplary service standards. In the financial year ending 2007, TNB registered a record profit of RM 4.2 billion. The company was also bestowed the Prime Minister's Award for Industry Excellence.

Perhaps one of the true signs behind the secret of Dato' Sri Che Khalib's triumphant career at TNB is the way



Dato' Sri Che Khalib with the Malaysia's CEO Of The Year 2008 Award presented by the then Deputy Prime Minister, Datuk Seri Najib Tun Razak while The New Straits Times Press (M) Sdn. Bhd. Chairman, Tan Sri Mohamed Jawher Hassan (left) and The NSTP (M) Sdn. Bhd. CEO, Datuk Anthony Bujang look on.



Dato' Sri Che Khalib sharing a light moment with Datuk Seri Najib during the award presentation ceremony at Mandarin Oriental Hotel Kuala Lumpur in February 2009.

he retains his self-effacing manner despite being very successful. In fact, it is a trait he espouses often to his staff: "The co-operation and loyalty of the staff should be earned through an earnest display of commitment toward successful endeavours coupled with a humble attitude."

As with most victories though, there are bound to be tough challenges along the way. "The role of CEOs today is vastly different from before

considering the numerous challenges faced by companies in overcoming the global economic crisis," he acknowledges. "Nowadays, a CEO must be creative, innovative, proactive and most importantly, he must be able to make important decisions within a small space of time, even if there are moments when many would find these decisions difficult to fathom."

With the many accolades he has collected for himself and his team

at TNB in just over 4 years, Dato' Sri Che Khalib shows no sign of slowing down. He is striving even harder now to uphold the excellent standards the company is known for. Definitely not one to rest on his laurels when it comes to passion and positive outcomes, it is easy to see why carrying a CEO's responsibilities come so naturally to him: he is not afraid to meet those mountains.

Excerpts from Tenagawan (February 09)

Launching of Solar Hybrid Station (SHS) Dala



TNB has conducted a launching ceremony of the Solar Hybrid Station (SHS) at Dala, Gerik Resettlement Programme. The ceremony was officiated by DYMM Paduka Seri Sultan Perak on 4th June 2009 at the Orang Asli Villages Resettlement Area, Gerik, Perak.

This is part of TNB Corporate Social Responsibility (CSR) activities, in tandem with one of our five CSR taglines, "Powering Communities".

The Solar Hybrid Station is the first project of its kind in Perak. Prior to this, TNB has developed SHS in Kedah (cable car station, Gunung Machinchang, Pulau Langkawi), Pahang (Kg. Denai) and Johor (Pulau Aur, Sibul, Besar, Pemanggil and Tinggi).

In his speech, TNB Chairman Tan Sri Leo Moggie says, "Together with the commitment of the company towards the Rural Electrification Programme and the government's Fifth Fuel Policy that encourages the utilization of renewable energy resources, TNB is proud that another project to enhance the quality of life in the rural communities has been realized."

The Solar hybrid system is an innovative electricity supply system which combines a renewable source of energy with fossil fuel to provide continuous and reliable electricity supply to users.

With the latest technology, this station operates automatically with minimal human supervision, and can also be monitored from a remote location. Other highlights include solar energy production which is cleaner and means less pollution to the environment.

Also present at the ceremony were DYMM Raja Permaisuri Perak, DYAM Raja Di Hilir Perak, Menteri Besar of Perak, Minister of Energy, Green Technology and Water and several top officials of Perak State.

Strengthening Working Relationship with Puncak Niaga



Discussion in progress between TNB and PNSB. From left, Ir. Hj. Abdul Nasir, Ir. Hj. Mustafa Din, Ir. Hj. Kamaliah and Dato' Syed Danial.

A group of TNB officials led by Ir. Hj. Mustafa Din (Chief Engineer, Operation Region I), Ir. Hj. Abdul Nasir Abdul Jabbar (General Manager, Selangor), Ir. Kamaliah Abdul Kadir (General Manager, Kuala Lumpur), Ir. Lazi Ali (Principal Engineer, Operation Region I), Ir. Hj. Ramli Abdullah (Chief Engineer, TNB Perak), Ir. Ng Sheng Kiang (Deputy Chief Engineer, Operation & Maintenance) paid a courtesy visit to Puncak Niaga (M) Sdn Bhd on 26th May 2009. Welcoming them at PNSB, Wisma Rozali, Shah Alam were PNSB officials headed by Dato' Syed Danial Syed Ariffin, Chief Operating Officer, PNSB. Several officials from SYABAS were also present at the meeting.

Aim of the visit was to strengthen the working ties between the two important sectors of the country: water and power; as well as to serve as a platform for both parties to exchange views to enhance the quality of both industries to benefit the country and all citizens. It is of vital importance for both sectors to have an effective working relationship as smooth water production and distribution depends crucially on

uninterrupted supply of electricity to the water plants.

Among matters discussed in the meeting was the setting up of generator sets at PNSB water plants. Most water plants in Klang Valley do not have standby generator set like the other states in Malaysia. Being a critical sector, all water plants should be equipped with standby generator sets which can accommodate total or part of its energy requirement.

TNB sought the cooperation of Dato' Syed Danial to look into the matter and assist TNB in speeding up the installation of the generators. This is crucial as in the event of the more serious power disruptions, TNB may normally take between one to three hours to restore supply, depending on the location of the electrical substation at that particular plant and severity of the disruption. Insufficient reservoir capacity in Klang Valley is a matter of concern because any disruption in power supply will also



Ir. Mustafa Din presenting a memento to Dato' Syed Danial.

cause a halt in water supply. In order to face any possibilities of power disruption, TNB suggested that the reservoir capacity should be able to accommodate a twelve-hour water requirement.

The visit is beneficial for both TNB and PNSB since many important issues were addressed during the interactive meeting. TNB (Selangor) will conduct further meetings with the water producer operators on a quarterly basis.

Towards an OPTIMAL HEALTHCARE



For Malaysians, the name Pantai Hospital Kuala Lumpur (PHKL), formerly known as Pantai Medical Centre (PMC), is instantly recognizable. Having been in service for nearly 35 years with 9 branches nationwide, PHKL is one of the top local private medical centres. With experienced medical experts and state-of-the-art facilities available, PHKL has also been acknowledged internationally. Here, Madam Tan Suet Guan, CEO of Pantai Hospital Kuala Lumpur takes a moment to share her thoughts on the company and her role in ensuring effective leadership.

Tell us about the history of Pantai Hospital Kuala Lumpur (PHKL). How did PHKL come to be one of the leading private specialist medical centres in Malaysia?

Pantai Medical Centre was started in 1974 by a group of specialists. At the time, we had just 68 beds and 20 medical specialists. 1991 saw the beginning of a continuous, steady growth. With the successful commissioning of an 8-storey hospital building in 2002, we expanded to 320 in-patient beds. In February 2009, the Pantai Group refreshed its brand identity in an effort to maintain our leadership position in the healthcare

industry and enhance the appeal of the Pantai Hospital brand. The process not only introduces a new visual identity but also a brand new vision, mission and core values. It also inculcates a work culture of constant improvement and care amongst the Pantai consultants, doctors, nurses and medical professionals nationwide.

What are the main health services provided by PHKL?

We provide a wide range of diagnostic services and medical disciplines which include Hand & Microsurgery – the first for any private medical centre here. We also offer services pertaining to Cardiothoracic Surgery, Endocrinology, Clinical & Medical Oncology, Laparoscopic Surgery, Paediatric Medicine & Surgery and Plastic & Reconstructive Surgery, among others.

What is the hospital's current capacity in terms of health equipment and medical specialists?

Pantai Hospital Kuala Lumpur (PHKL) now has 300 beds and 150 medical specialists. Our specialized facilities include a Breast Care Center, In Vitro Fertilization Unit, Hemodialysis Unit, Cancer Institute and Cardiac Catheterization Centre. The Cancer



Institute offers the latest radiation therapy equipment – the Elekta Synergy System, with ultra-high precision treatment that spares more healthy tissues.

Our Breast Care Centre offers a comprehensive range of breast care services. These include mammography, breast ultrasound and biopsy, removal of cyst fluids,



Madam Tan Suet Guan
CEO of Pantai Hospital
Kuala Lumpur

chemotherapy, breast conserving and reconstructive surgery. It also offers free breast examinations by specially-trained nurses.

We recently embarked on the latest advances in patient-focused cancer treatment in a warm, supportive environment. We aim to provide the best patient care with the latest technology which has been proven

to improve cancer diagnosis and treatment.

What are some of PHKL's major achievements since its establishment?

In 2000, we received ISO 9002 Certification, followed by ISO 9001:2000 Certification in 2003. We were also Malaysia's first private hospital to be awarded Baby-Friendly Hospital

status by Ministry of Health (MoH), a triple feat achieved in 2002, 2006 and 2008. Furthermore, we were awarded 3 years Accreditation by Malaysian Society for Quality in Health (MSQH) and the Superbrands Malaysia Award for best brand in healthcare in 2005. In 2006, we were the proud recipient of the Asian Hospital Management Award (community service category) for the



Wear It Pink breast cancer awareness campaign.

What is your take on the medical tourism project currently boosted by the government?

As a national source of revenue, medical tourism is valuable since patients who seek treatment at the hospital spend double that amount on other services while being in the country. These include accommodation, travel, entertainment and other services normally utilized by tourists. In

addition, medical tourism will also increase positive awareness about Malaysia. This in turn will benefit all Malaysians.

What role does PHKL play in supporting the government's initiative to boost health tourism in Malaysia? What is the statistic for medical tourists who seek treatment at PHKL?

PHKL and Pantai Hospitals as a group has always been supportive of the government's efforts in promoting health tourism. We have participated in Specialized Healthcare Missions

organized by Matrade, Health Expos by the Ministry of Health and Mega Fam events by Tourism Malaysia. Recently, we took part in the Malaysian Services Exhibition (MSE) which was held in Dubai. PHKL and Pantai Hospitals also carries out its own marketing efforts in Indonesia regularly which include talks, exhibitions and advertising. Our efforts bears fruit when PHKL was selected as one of the recipients for the Health Industry Recognition Award at the launch of the Malaysia Health Tourism official portal - "Malaysia Healthcare". The website aims at promoting Malaysia's world class medical credentials, facilities and competencies.

Our strategy for health tourism is to attract international patients to utilize our capabilities and spare capacity. Effective marketing strategies are being deployed focusing on building alliances with partners such as international and foreign banks, associations and travel trade partners.

There is a misconception that any foreigners seeking medical attention in Malaysia's hospital is considered as a health tourist. Expatriates living and working in Malaysia are not considered as health tourists. Only those who travel specifically into Malaysia to come to our hospitals are considered foreign patients. This allows us to correctly tabulate the number of foreign patients and evaluate our marketing efforts and strategies. PHKL currently enjoys 5% of its patients are foreigners. We expect this number to grow as both government and individual hospitals continue to increase awareness on the high standards of Malaysian healthcare internationally.

What do you think are the main health care needs and concerns of the people in Malaysia?

Malaysians need efficient, optimal healthcare services at affordable prices. Their main concerns are the increasing cost of healthcare services in private hospitals. There is also the need to increase awareness especially among those from rural areas, about the importance of proper healthcare. Many still think that hospital check-ups are necessary only when they are sick. Therefore, they need to be educated on practicing preventive measures.

What are your strategies to realize your mission “Delivering quality healthcare services that exceed your expectations, with a professional commitment to continuous improvement?”

We constantly upgrade our healthcare facilities and invest in state-of-the-art equipment and technologies to improve the efficiency and quality of patient therapy. We provide continuous training in upgrading the skills and professionalism of our workforce, particularly the nurses to improve quality in patient care and service delivery. We invest in IT management to improve our business efficiency and are presently pursuing Joint Commission International (JCI) accreditation to improve the hospital's healthcare delivery process. Our objective is to provide affordable, proficient and quality healthcare services for all.

As the CEO of a leading private medical centre, what is the most challenging aspect of your job? What is your major focus?

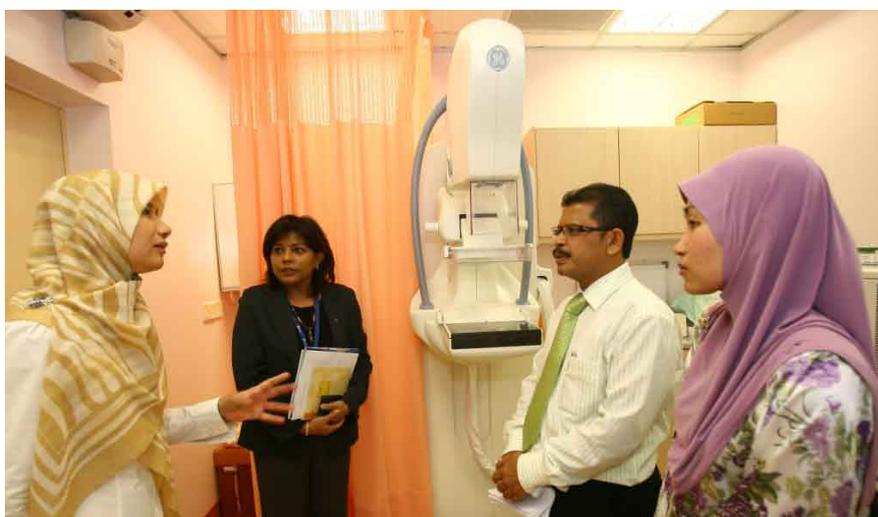
The toughest part of my job is to satisfy the patients' needs for affordable private healthcare and simultaneously ensure a reasonable

return on investment for the hospital's shareholders. We also have to price our services competitively in view of the current challenging economic conditions, rising medical costs as well as stiff competition among many private hospitals in the Klang Valley.

Our major focus is on continuously improving the quality of our healthcare service delivery to meet customers' expectations and to maintain our competitive edge as a leading private healthcare provider in the Klang Valley. PHKL will also continue its focus on creating a Centre of Excellence within its hospital. Plans for 2009 include further enhancing our Cancer Centre to provide patients with a highly skilled, multi-disciplinary team of consultant medical specialists.

As a medical centre, PHKL relies substantially on efficient electrical supply for its daily activities. What is your view on TNB's performance thus far in terms of service and technical assistance?

The coordination between TNB and PHKL on our scheduled maintenance has ensured the supply of electricity to support the hospital's daily activities. So far, we have never experienced any accidental power disruption. TNB's proactive methods are very commendable and prove their commitment to serve the public. We are very happy to have such good collaborative understanding with TNB and hope that it will continue in future.



Dialogue with MICCI



Annual dialogue sessions with industrial leader associations play a very important role in fostering closer relationship with the customers, while comprehending the customers' issues and problems. This move is well aligned with our objective in realizing our Service Excellence (SE 10/10) programme.

With regard to this, a dialogue was held on the 20th April 2009 at Wisma TNB, Jalan Timur, Petaling Jaya between TNB and MICCI (Malaysian International Chamber

of Commerce and Industry). This fruitful session was chaired by our Senior General Manager (Operation – Region 2), Roslan Ab. Rahman while MICCI was headed by YM Tengku Dato' Zainal Rashid, Director/ Convenor Infrastructure Committee of MICCI.

During the speech, YM Tengku Dato' Zainal Rashid expressed his gratitude on behalf of MICCI, for the continuous support from TNB, as well as the good communication held between both



parties. He also complimented TNB for the improved services rendered.

Besides discussing on issues related to the recent tariff review, billing and energy efficiency, TNB also updated MICCI members on TNB's system overview, business highlights and power quality services provided by TNB.

Dialogue with Cement & Concrete Association (C & CA)



Dialogue sessions with C & CA are conducted twice a year. The most recent session was held on the 27th March 2009 at Royale Bintang Hotel, Damansara. The session was jointly chaired by Roslan Ab. Rahman, TNB Senior General Manager (Operation-Region 2) and Dr. MP Devandran, Council Member, C & CA.

The main objective of the dialogue was to discuss on any concerns of the cement industry with regard to TNB power quality services. Both

parties also updated each other on the latest happenings in their respective establishments. The group from C & CA was further enlightened with presentations by Hamdan Ali (TNBES) on *PQ Mitigation and Services* and Hj. Abu Bakar Ismail (Tariff Development Unit) on *Tariff Updates*.

The dialogue session benefited TNB and C & CA immensely as it served as a medium for both parties to discuss their concerns and to find solutions through mutual cooperation.



Discussion with Shell Refining Co Port Dickson



With the purpose to enhance its Power Quality (PQ) services, TNB has conducted a discussion with Shell Refining Co Port Dickson on 8th April 2009.

Representing TNB were officials from the Department of Customer Service & Marketing (HQ), Asset Maintenance TNB Seremban, General Manager Office (Negri Sembilan), and Port Dickson Area Manager

Office. Attendees from Shell Refining Co were Tony Chong (Engineer) and Mohd. Yunus (Supervisor).

In the discussion, TNB Distribution proposed several plans to overcome the problem of electricity disruption at Shell Refining Co. TNBES highlighted issues regarding PQ to identify those equipments that are sensitive to voltage sag.

Working Visit to Petronas KLCC



TNB held a working visit to Petronas KLCC recently to address the issue of electricity power supply to Petronas petrol stations which also provide NGV supply to the public. In the TNB visiting team were Mokhtar Ishak, Senior Manager (Government Special Projects); Abdul Aziz Hussin, Senior Manager (Prime Accounts Management); Baderul Sham Saad, Senior Manager (Operation-Region I) and Mohd Zaiharin Mohd Tahir, Officer

(Prime Accounts Management). Representatives from Petronas were Ezwan Rasul, (Manager, Special Project & Construction) and Che Adnan Mohamad (Consultant, Nadi Sdn Bhd).

As at May 2009, there are 23 Petronas petrol stations under construction. TNB state and area offices will cooperate and assist Petronas Dagangan Berhad to speed up the process of power supply to the stations concerned.

PQ Services for DONGHWA Fibreboard Merbok and Kulim, Kedah



Ensuring quality and efficient power supply to clients is always the top priority for TNB. For that, a Power Quality (PQ) services and consultancy meeting was held between TNB and DONGHWA Fibreboard Kulim and DONGHWA Fibreboard Merbok, Kedah on 5th May 2009 and 6th May 2009 respectively. Both meeting were conducted at the office of DONGHWA Fibreboard.

Among the attendees from DONGHWA Merbok were Joyce Ooi (Senior Manager, GA) and Seong-Young (Plant Manager), from DONGHWA Kulim were Kamarolzaman Husain (Engineer) and Azlan Zakaria, Manager/HOD (Production Department). Representatives from

TNB included Mohd Razif Mohd Ismail, Chief Engineer, (TNB Kedah); Abdul Aziz Hussin, Senior Manager (Prime Accounts Management); Mohd Zaiharin Mohd Tahir, Officer (Prime Accounts Management); Hamdan Ali and Ahmad Nizam Hassan TNB Energy Services (TNB-ES).

Hamdan gave a brief talk on PQ and consultancy services offered by TNB through TNB-ES, which included identifying sensitive equipments that are prone to voltage sag/dip events, performing Right Through Test (RTT) to the equipments to determine their threshold level and to propose a solution to reduce the sensitivity of the equipments against voltage sags.



Hamdan also presented the PQ preliminary analysis for DONGHWA Merbok and Kulim plants based on voltage sag disturbances experienced by both plants.

For the Merbok plant, it was reckoned that the 'Drives' were the ones that were sensitive to voltage sag, whereas for the Kulim plant, the Power Line Carrier (PLC) might be the weak link in the production machines since there were no Uninterruptable Power Supply (UPS) installed to protect them. TNB-ES thus proposed for RTT to be performed on the 'Drives' and the PLCs in order to determine the threshold level of the equipments.

PRIME CUSTOMERS -

TNB Prime Customers consist of Large Power Customers (LPCs); distinguished by the level of their average monthly bill. A number of 1,000 companies throughout the nation are in the Prime Customers' list, of which 75% are industrial customers and 25% are commercial customers. Being the core customers, taking care of their needs is of the utmost importance to TNB. For that, TNB through its Key Account Management Section, Customer Service & Marketing Department has set up a special programme called PRIME programme, which has the task to provide personalized and value-added customer services to these "top of the list" customers.

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

- build customers relationship
- enhance customers' satisfaction
- understand the customers better
- get feedback on TNB services and performance

Prime customers will be continuously featured in this regular section, providing an opportunity for us to take a look at who's who in the business.

BOUSTEAD LINEAR CORPORATION SDN BHD (THE CURVE)

The Curve is Malaysia's first lifestyle pedestrianised shopping mall located at Mutiara Damansara and is accessible via 5 ways, namely, the North Klang Valley Expressway (NKVE), Lebuhraya Damansara Puchong (LDP), Sprint Highway (Pencahala Link), Damansara Perdana and Persiaran Surian.

The Curve houses a wide range of fashion retail outlets and a variety of specialty shops including beauty, health, jewelry, books, home decor plus an extensive selection of food and beverage outlets offering local, Asian and Western cuisine all in refreshing alfresco settings. Apart from its shopping and dining offers, the Curve also offers convenient parking with 2 levels of basement car parks, baby care room facilities as well as concierge services.

The Curve also enjoys a strategic location, being surrounded by retail anchors IKEA, Ikano Power Center, Tesco and Cineleisure Damansara, all of which are connected via

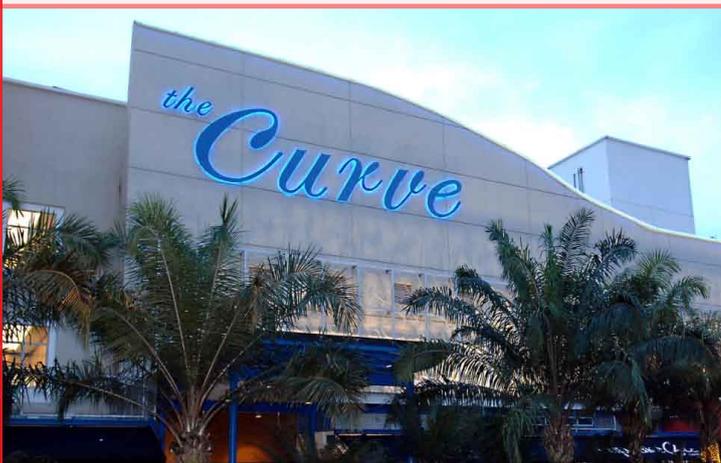
convenient walkways and pedestrian bridges providing easy access and circulation for its shoppers. A 4-star hotel, The Royale Bintang Damansara, is also well-situated next to the Curve allowing guests to enjoy its amenities and all the shops and restaurants within a few steps away.

Owned and developed by Mutiara Rini Sdn Bhd, a wholly owned subsidiary of Boustead Properties Bhd, (part of Boustead Holdings Bhd), the Curve consistently offers exciting promotions and events throughout the year – all part of its objective of providing a unique and enjoyable experience for its shoppers.

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ÆON CO. (M) BHD.



Nagahisa Oyama
Managing Director

ÆON CO. (M) BHD. (formerly known as Jaya Jusco Stores Bhd.) is a leading retailer in Malaysia with a total revenue of RM3.43 billion in the financial year ending 31st December 2008. The Company was incorporated on 15 September 1984. ÆON CO. (M) BHD. was set up in response to the Malaysian Government's invitation to ÆON Japan to help modernise the retail industry in Malaysia. The 'JUSCO' name today is well established among Malaysians as well as foreigners, especially due to its association with the international ÆON group of companies.

ÆON has established itself as a leading chain of general merchandise stores. ÆON's constant interior redecoration of stores, to project an image designed to satisfy the ever changing needs and desires of consumers, is clear evidence of this. The Company's performance has been further enhanced by the management's acute understanding of target

market needs and the provision of a correct product-mix.

ÆON's stores are mostly situated in suburban residential areas, catering to the vast middle income group.

The ÆON group of companies consists of ÆON Co. Ltd., and more than 150 consolidated subsidiaries and affiliated companies. In addition to its core general merchandise stores (GMS) plus its supermarket and convenience store operations, ÆON is also active in specialty store operations, shopping center development, operations and services.

ÆON group of companies is an integrated Japanese retailer and is active not only in Japan but also in Southeast Asia, China and North America.

At all times, in every market, ÆON's activities are guided by the unchanging 'Customer First' philosophy. Its aim is to surpass expectations by combining excellent products with unique personal services that enhance the shopping experience to make the customers smile every time they shop.

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Taman Maluri Shopping Centre
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WE ARE PROUD TO HAVE YOU ON BOARD

GLOBETRONICS SDN BHD



Michael Ng Kweng Chong
Chief Executive Officer

3rd November 1997.

Vision: To Be The Global Business Partner of Choice In Niche Products And Services.

Mission: To Deliver Continuous Growth And Breakthroughs In Business Performance With Total Customer Satisfaction.

Belief

- People Are Our Greatest Assets
- Results Oriented With Customer Satisfaction
- Organizational Agility
- Focus On Corporate Excellence
- Integrity At All Times
- Team-Based Approach

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Founded in 1991 by 2 ambitious entrepreneurs, Globetronics has grown rapidly over the last 12 years from one humble 20,000 sq.ft. rented facility to ten buildings covering more than 600,000 sq.ft., with over 2,500 employees. The major shareholders of Globetronics include Malaysian Technology Development Corporation (MTDC) and Penang-based General Produce Agency (GPA). Globetronics was listed on the Kuala Lumpur Stock Exchange (KLSE : 7022 GTRONIC) on

HITACHI AIR-CONDITIONING PRODUCTS (M) SDN BHD



Ryuichi Funada
Managing Director

With support from parent company, Hitachi Appliances, Inc. in Japan, there was no turning back as HAPM delivered the most lasting, reliable and finest products the world has experienced.

In line with Hitachi's global aim of inspiring better lifestyles through innovative technologies, we continue to develop excellent products while preserving the earth's precious environment.

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Hitachi Air Conditioning Products (M) Sdn. Bhd. (HAPM) was established in the industrial township of Bandar Baru Bangi in 1989. In Nov 1990, HAPM officially started its production to manufacture room air conditioners and rotary compressors.

FUJIKURA FEDERAL CABLES SDN BHD



Nobuo Ninomiya
Managing Director

Fujikura Federal Cables Sdn. Bhd. (FFC) established in 1987, is a joint venture Company between Fujikura Ltd. Japan and FCW Industries Sdn Bhd. It is a leading manufacturer of power and telecommunications cables not only in Malaysia but Southeast Asia as well. Prior to this, FCW had supplied cables and wires to the local market since 1978 in close cooperation with Fujikura (Established in 1965).

Based in Penang, FFC has a factory spanning a total land area of 10 acres, and produces a wide range of optical fibre cables, power cables, instrument cables and others as well as those used in the oil and gas industry for the worldwide market.

FFC was awarded the upgraded version of ISO 9001:2000 in 2003, and we are able to manufacture cables that conform to various international

and national standards, such as British Standards (BS), IEC, DIN, VDE, ASTM, JIS, Malaysian Standards (MS) and also regulatory bodies such as Electrical Appliance & Material Safety Award by METI, Japan and others. FFC also Recognizes the importance of global environmental conservation and progress and we conform to the Environmental Management System in accordance with ISO 14001.

FFC was the first manufacturer in Malaysia to start commercial production of optical fibre cables in 1993, Major products include medium and low voltage power cables, instrument & control cables, fire resistant cables, lead sheath cables, optical fibre cables, elevator cables, automobile wire and bare conductors.

FFC strives to be the most credible partner for customers through total quality management system and as one of Fujikura Group of Companies worldwide, FFC conforms to a Global Fujikura Production System (G-FPS). With new products and solutions, FFC is fully geared to be in an excellent position to meet the challenges of the 21st century.

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NEC SEMICONDUCTORS (M) SDN BHD



Hirofumi Mizuno
Managing Director

Delivery has made us one of the leading semiconductor manufacturers in this region.

Among our core products manufactured are integrated circuits, transistors and diodes for application in high performance industrial and consumer products. Our continuous effort in achieving excellence is evident in technical innovation and comprehensive employee training programs.

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NEC Semiconductors (Malaysia) Sdn Bhd was established on July 3rd, 1974. We are a subsidiary of NEC Electronics Corporation. Our commitment in Quality, Cost and

TNB CEO Visits Theme Park Water Project, Carribbean Bay Resort

TNB President/Chief Executive Officer, Dato' Sri Che Khalib Mohamad Noh visited the site of Bukit Gambang Waterpark Resort City's project at Gambang, Kuantan, Pahang. The first ever theme park in the East Coast was opened to visitors beginning June 2009.

Together with the CEO were Ir. Hj. Azman Mohd, Vice President (Distribution), Roslan Ab. Rahman, Senior General Manager (Operation Region 2), Dato' Mohd Rumai Abdullah, State

General Manager (Pahang), Ir. Md Zin Samsuri, State Chief Engineer (Pahang), Hj. Wan Kamizi Wan Ishak, Area Manager (Kuantan) and other officers from TNB Kuantan.

Also present were Dato' Chan Kong San, Managing Director Sentoria Harta Sdn Bhd, the project developer and Syed Dzulkifli Syed Mohamad, representing the State Economic Planning Unit. A short briefing was presented by Hj. Wan Kamizi during the visit. The



Dato' Jimmy Chan Kong San, Managing Director of Sentoria Harta Sdn. Bhd. (second from left) explaining Bukit Gambang Waterpark Resort City's project to Dato' Sri Che Khalib while Roslan Ab. Rahman (third from left), Ir. Hj. Azman Mohd (far right), and Hj. Wan Kamizi Wan Ishak (left) look on.

project which consists of three components namely the Water Theme Park, the Carribbean Bay resort and the Greenery Countryside Housing is expected to attract many tourists to Pahang.

Changes at TNB Distribution

We would like to inform all our customers on the recent changes in the top management of TNB Distribution Division.

Roslan Ab Rahman, General Manager (Customer Service & Marketing) is promoted to Senior General Manager (Operation – Region 2), effective 1st February, 2009. YM Tengku Haliza Tengku Muhammad is now the General Manager (Finance) replacing Hj. Nazariah Ibrahim, who is currently the General Manager (Customer Service & Marketing).

The changes also witnessed the appointment of Ir. Hj. Mustafa Din as the Senior General Manager (Operation – Region 1), replacing Dato' Ir. Amir Nordin Abdul Aziz who retired in June 2009. Ir. Hj. Mustafa was formerly the Chief Engineer for Operation – Region 1.

Meanwhile, Ir. Hj. Ismail Mohd Din is promoted to the position of Senior General Manager (Engineering), replacing Hj. Zaharuddin Tajul Arus who retired in March 2009. Hj. Ismail's former position was General Manager (Engineering Services).



Roslan Ab Rahman



Tengku Haliza Tengku Muhammad



Ir. Hj. Mustafa Din



Hj. Nazariah Ibrahim



Ir. Hj. Ismail Mohd Din

HARD WORK Pays Off



Mohd. Zahir Md. Nagor, General Manager of TNB Perak

Contrary to popular belief, no one job is more difficult than the other. No matter what kind of career one decides to embark on in life, each and every one has its fair share of pros and cons. At Tenaga Nasional Berhad the situation is no different. Everybody involved strives hard to bring his or her portion of food to the table, or in this case, to bring quality electricity supply where and when it is due.

Just ask Mohd. Zahir Md. Nagor, the current General Manager (GM) of TNB Perak. Having been a part of the TNB family for over 20 years, he is more than qualified to know the effort and commitment that such a position entails. "Work is a form of *'ibadah'* (worship) which must be a balance of both sincerity and integrity," he emphasizes.

Such astute words reveal the underlying honesty of a man who

has worked hard to realize his dreams. With a Bachelor's Degree in Electrical Power and Engineering, it was obvious from his youth where these dreams lay. Indeed, Mohd Zahir's experience at TNB over the years includes stints in various departments. His very first position with TNB was as Customer Engineer at TNB Jitra, Kedah. The rest, as they say, is history.

Right from the time when he was at Perak Regional Control Centre, as Operation Maintenance Engineer in Ipoh, moving to Planning Engineer at the Northern Chief Operating Officer's office then Area Manager at Penang and onwards to his current position, Mohd Zahir has crafted an impeccable resumé and honed impressive professional skills. The length of his career has not dimmed his passion in the slightest – "I am very proud to be with TNB", he says contentedly.

In order to fully appreciate the magnitude of his contributions to TNB, one must first know the requirements of his position. The General Manager of a TNB state office is responsible in ensuring the quality and reliability of the electrical supply to customers in the state. This includes complying with standard regulations from the Energy Commission and providing services that satisfy customers as well as TNB stakeholders' expectations.

TNB Perak itself is divided into 6 areas, namely Ipoh, Taiping, Kampar, Kuala Kangsar, Manjung and Teluk Intan. Each area is under the control of an Area Manager. The GM's office is located on Jalan Lahat, Ipoh. At present, TNB Perak caters to approximately 750,008 registered customers. Its electricity supply system comprises several voltage levels at the Transmission (at 500kV, 275 kV and 132 kV) and Distribution stage (at 33kV, 22kV and 0.415kV). 10 power stations are responsible for continuously generating the needed amount of power supply.

Having quite a number of areas under his administration, Mohd. Zahir admits that his team faces tough challenges from time to time. Whenever Perak is mentioned these days, all attention seems to turn toward its recent ongoing political turmoil. However, Mohd. Zahir quickly and firmly assures that it has had no effect whatsoever on the efficiency of TNB's operations: "Due

to the weakened economy, the state's economy has similarly been affected which in turn affects sales. Other than that, our operations run as smoothly as ever."

Mohd. Zahir is more concerned about the challenges that arise in fulfilling customers' expectations. System reliability plays a vital role here as enhanced system performance equals faster response time to customers' needs. According to Mohd. Zahir, the System Average Interruption Duration Index (SAIDI) for Perak recorded an average duration of 400 minutes per customer in 2000. Last year, this was reduced to 56 minutes per customer which marked a tremendous improvement within a span of eight years.

Despite such progress, TNB Perak still deals with customer complaints and criticism about service daily. Nonetheless, Mohd. Zahir is glad to have such vocal clients as it provides TNB with the window to further improve our services. "Whenever there is an electricity problem anywhere in the country, people automatically think it is TNB's fault. Though this isn't always the case, we take it positively as an opportunity for improvement."

So far, the positivity displayed by Mohd. Zahir and his staff have paid off handsomely. In fact, when asked to highlight some of their successes, he is hard pressed to answer as there are so many of them. "One thing I am very proud of is that our staff here has excellent coordination," he says, as evidenced by their receipt of the President's Quality Award (AKP)



two years in a row. They are also active in quality initiatives, having 216 teams and having acquired numerous awards within TNB, as well as the Malaysia Productivity Corporation (MPC) National Convention and Quality Convention in Indonesia.

All six areas under his administration have achieved 5S certification by MPC within an astonishing four months with 221 5S teams to date. Out of all TNB state, Perak holds the best Average Collection Period (ACP)

score with a record of less than 14 days. Add to these the various awards they have scored at TNB Distribution Level (Best *Kedai Tenaga* Outlet, Best Fault Finders, Best Yard and Best SAIDI Station) and it is easy to see why many of their practices have been adopted as the internal standard for all in TNB.

With such admirable achievements under his belt, the sky is the limit for Mohd. Zahir and his team. Again, his positive attitude shines through

when he discusses future plans and goals for Perak: "Perak's advantage in terms of electricity lies in its large number of power stations. Although almost 5000 MW are available, only 1000+MW are currently being used. There is a huge opportunity there, especially in developed areas such as Proton City and Seri Iskandar Technology Park."

on yourself and even your family."

It is also important to know effective leadership styles. Mohd. Zahir is always happy to share tips with his colleagues, and model practices for his staff to emulate. For instance, talks have been introduced to the staff to ensure that everybody has a clear picture of what is expected from them, and also to unite them

With many prospects and projects planned for the future, Mohd. Zahir has a busy year ahead of him. He is not the least bit daunted by what is to come. Rather, he is interested in making the changes necessary for TNB Perak continued development. However, he puts forth the reminder that changes should never be made simply for the sake of change as it will only give rise to confusion.



Attention will also be drawn to develop functional structures to supplement better service delivery, and to maximize staff and asset potentials. Moreover, Perak has bright prospects of becoming a possible Benchmark State and a State of Choice especially for System Reliability, within TNB.

Clearly, this is a GM who is serious and fully dedicated to the company's wellbeing. What kind of motivation drives such commitment? Mohd. Zahir confesses that at times, he does wonder how he was able to survive all the hardships and reach such a successful stage. Again, his positive attitude shines through. "Whatever happens, good or bad, shape it into a positive opportunity," he opines. "Reacting poorly to a certain matter will only put pressure

under a single objective. He also emphasizes practicing the 3Qs – Emotional Quality (EQ), Intellectual Quality (IQ) and Spiritual Quality (SQ). "Ultimately, know your job and be intelligent in conduct. That is how you earn your staff's respect."

Such time-consuming commitment may mean long working hours and time away from home. Luckily for Mohd. Zahir, he understands how to separate his personal life from work in order to make time for his family. He admits to enjoying a round of golf in his spare time, whether it is in a professional or personal capacity. "Wherever you go, you are constantly representing TNB. Therefore, meeting new people during golfing events organized by other companies is interesting and truly a golden opportunity," he says.

Besides spearheading TNB Perak, he also provides a much needed support to the State Government by prioritizing the supply of electricity for state-run projects. In addition, TNB Perak contributes to the 'mentor-mentee' program which realizes the State Government's aim of the 5S certification for all government departments.

Mohd. Zahir summarizes his work ethics accordingly: "In our line of work, we can't always confront an issue directly. But even if we can't resolve it 100%, we should always strive to the maximum." With such a bright future ahead for TNB Perak, they are certainly exemplary models of their own motto – "Perak Constantly Shines" (Perak Sentiasa Bersinar).

Protect our fireflies.
Nature's priceless treasure.

**DILARANG
MEMBUANG
SAMPAH**

The firefly is symbolic of TNB's commitment to our customers and the country. TNB supports the conservation of the *Lampyridae* firefly colony found along riverbanks of Kampung Kuantan, Kuala Selangor. The area turns magical as the sun sets and the sky is enveloped in darkness. The fireflies will then flash their lights in unison, creating a spectacular light show only nature could provide.

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