

# TENAGALink

Communicating To Large Power Customers

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*The Kiswire  
Connection*



**STEERING JOHOR  
INTO A NEW ERA**  
MB Talks About IDR's  
Huge Economic Potential

**POINT OF POWER**  
Shahabudin And  
His Task Force



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VOL. 04/07

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## editor's note

### A BOOST OF ENERGY IN IDR

Whenever a World Economic Forum convenes, the discussions among the hundreds of nations in attendance would inevitably include the subject of globalisation, borderless societies and the rise of China and India as new economic powers.

In one of the recent WEFs held in Singapore, a plenary session involving the who's who in economics talked about how China was going to be the new economic powerhouse by 2023, if not earlier, replacing the United States, and how India would be a breath away in the stakes.

The issue debated on was: In such a situation, where China and India have the strength of population, human resource, land and other natural resources, all in abundance, how would the South East Asian region, or rather the individual countries that make up SEA fare and continue to be competitive?

One of the main solutions given was for the SEA countries to work very closely together, maybe even pool their resources, so as to continue being relevant or significant beside the giants.

Thankfully, our Prime Minister Datuk Seri Abdullah Ahmad Badawi and the Barisan Nasional government have introduced, and at the right time too, our economic corridors: The North Corridor Economic Region, The East Corridor Economic Region and the Iskandar Development Region.

These corridors are more likely to sustain us into the future as they are efforts from within; Malaysians for Malaysia. We work together - the government and its agencies, the people, the corporations - to build this nation to withstand any economic threat, and continue to prosper into the coming years for the benefit of future generations.

In this issue we speak to one of the most important persons in charge of the IDR an area closest to one of the world's leading developed nations, Singapore. We ask the very amicable Menteri Besar of Johor, Datuk Abdul Ghani Othman, how things are going a year after the launch, and the prospects awaiting Malaysians from the IDR.

We also get insights from TNB Johor's Chief Engineer Ir. Hj. Abdul Nasir Abdul Jabbar and the IDR special task force's head, TNB's Shahabudin Zakaria, via their perspectives on this front.

This is a serious issue indeed. How can it not be; the country's future is in question. On a lighter, more festive note, just as it has always done so during Hari Raya, Deepavali and Christmas, TNB will be celebrating Chinese New Year with its prime customers, corporate clients, management and staff at Jalan Bangsar, 10 days after the ushering of the New Lunar Year.

As for our cover story, this time, we interview the vice-chairman of Kiswire, a leading Korean concern, dealing in steel wire. The company had decided to set up business here some years ago, and it has never looked back since.

It does seem as if all is going well for the country, and things look hopeful to say the least. At TNB we are also doing our level best to support the country's aspirations, lighting up Malaysia wherever we can, powering the nation as it reaches greater heights.

To all our readers, Happy New Year and Happy Election Day.

Editor



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

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# JOHOR

## *Into A New Era*

"We have been often referred to as the hinterland that compliments the metropolitan of its neighbour. But when it comes to taking Johor into the IDR era, it will no longer be just complementary."

*Datuk Abdul Ghani Othman*

# Johor To The Fore

*It's exciting times for Johor as Malaysia's southern state gets ready for an economic take off, propelled by its dynamic IDR project, which was launched not too long ago.*

With the establishment of the Iskandar Development Region, great things await the State of Johor and the nation as a whole. Introduced by the Barisan Nasional government under the leadership of Prime Minister, Datuk Seri Abdullah Ahmad Badawi, the IDR was launched on November 4, 2006.

It makes for one of the three main development corridor concepts – the other two being the Northern Corridor Economic Region (NCER) which covers Perlis, Penang, Kedah and northern Perak and the East Coast Economic Region (ECER) which encompasses Kelantan, Terengganu, Pahang and Mersing, Johor – all aimed at generating comprehensive, widespread and balanced economic development for the country, and to eradicate poverty and improve the quality of life of the people.

While NCER concentrates on agriculture and ECER has been given a focus on tourism, the IDR has been designed to become a services hub, mainly in the areas of education, creative arts, healthcare, financial and consulting services, tourism and logistics.

Oft times known as the hinterland to neighbouring Singapore, soon Johor, via the IDR, will be able to come into its own as this project is expected to propel it towards becoming a dynamic metropolis.

At the helm of this progression is the Menteri Besar of Johor, Datuk Abdul Ghani Othman, who, in this interview at his Saujana home, gives us a clearer picture of goings on, set to launch the state and country into a new era.



**Q: You have been Johor MB since the 1994 elections. What are your contributions you are most proud of?**

**A:** I would like to think that I have managed what one calls holistic development; where one sees not only economic growth for the State via investment and economic activities but progress that encompasses other aspects - social, environmental, cultural and the overall well-being of the community.

**Q: Briefly, what does the job of an MB entail?**

**A:** It's not just confined to formulating government policies. It very much involves implementation. And by virtue of being the Chief Executive of the whole State, the Menteri Besar is therefore involved in almost every aspect of a community's life, whether it's pertaining to religion, questions about infrastructure, the environment, land, services.. to get things done, to monitor the extent of how much has been implemented...

It involves every aspect of the life and well-being of the people.

It would also be good if someone at this level had new ideas that could be realised and would benefit society.



**Q: Are you getting these ideas?**

A: You have to have ideas all the time, to introduce to the community; ideas that they are able to accept, and for the job to be executed effectively.

**Q: Your aspirations 14 years ago when you became MB, have they been met?**

A: We are lucky because Johor has remained one of the economies that has kept growing continuously. At the same time we have implemented so many programmes and projects that have brought about a more total, holistic development to the state, whether it is new infrastructure, upgrading infrastructure, protecting the environment, developing a sense of identity throughout the community through its culture, developing human resource...

I started community college 14 years ago. Even in those days, I had already believed in the importance of human resource - the need for employable skilled workers and a labour force in the market, at certificate and diploma level, where there was a complete vacuum then.

And these people who graduated, many have become professionals. They've ended up as lawyers, even though they started off with diploma or certificate programmes.

Before, they produced Diploma in Architecture in ITM, but I know many of them who had gone on to do their bachelors in architecture. Even in the hospitality industry you now have Malaysian general managers and house managers all over the world, who started out with just certificates.

**Q: Of the three development regions or corridors - NCER, ECER and IDR - would you say the IDR is the most important economic hub, being closest to Singapore?**

A: All the corridors are equally important. Each has its own contribution to make particularly in terms of bringing about a balanced development to the country as a whole.

The IDR was actually conceived much earlier than the rest. It has also benefitted from the development at the waterfront, which has, without doubt, provide a critical impetus to the proposed development of the IDR.

Over and above this, the IDR occupies quite a huge area, three times the size of Singapore itself, and is defined just south of the state of Johor.

Yet another aspect about the IDR is that it is located strategically within the region and is blessed with a very well-established logistic system and infrastructure. And of course, the area comes right before an economic

dynamo in the region and that is the island of Singapore.

Because of this, you can consider the IDR as being part of an area which has huge potential to be harnessed.

You put IDR with Singapore, it is an economic region in its own right. In that sense, the IDR is poised for a take off.

**“Over and above this, the IDR occupies quite a huge area, three times the size of Singapore itself, and is defined just south of the state of Johor.”**

In fact, there is already strong complimentary investment taking place in South Johor.

What needs to be brought in, in the immediate future would be some of the catalistic investments to promote the IDR as a financial centre, a hub in medical services, education, into a strong logistic presence and of course we are working on the proposed theme park, which we hope would be one of its kind, taking into consideration the tropical terrain, at Nusa Jaya.

Some of the characteristics which provide the IDR with a lot of potential is the greenfield we have - a huge stretch of land as much as about 20,000 acres. In that sense we are quite competitive, very cost competitive.. and as I said earlier, we have the advantage of being a waterfront development.



**Q: With all this going for the IDR, how do you see Johor growing economically? How quickly? Do you use Singapore as a measuring stick?**

A: Put it this way. It only took Tanjong Pelepas three years after it was developed, and already it has become one of the nearest, closest and a strong competitor to Singapore.

What does this mean? It means that we are good enough to be competitive not only in terms of the facilities that we have but the services we offer.

Even before the IDR, we have been often referred to as “the hinterland that compliments the metropolitan of its neighbour.” But when it comes to taking Johor into the IDR era, it will no longer be just complementary.

It’s interesting and exciting times in the South Johor. While things primed to be more competitive, at the same time, there is reinforcing development between the South Johor IDR area and Singapore.



**Q: How will we use the availability of land to our benefit? How do we attract people including tourists to Singapore, to our shores? Our neighbours have been able to provide an excellent platform for business development and thus has succeeded in courting many MNCs to set up their regional offices there. How does Johor fare here?**

A: The IDR development is going to a place where investment will come from both within the country and abroad. There is going to be a diverse range of economic activity taking place, not only in manufacturing and food processing but also in the field of services of all sorts.

It would be a place where people come to invest, to work, to live and also to enjoy themselves at the same time. So, we would expect not only an increase in economic activity but also a movement of population into this region.

Of course we also have the advantage of space. We are able to offer a theme park, an area as big as 2000 acres at a very cost-competitive price, as compared to what Singapore could offer, at best, 200 acres.

But at the same time, we will also be upgrading infrastructure in order to cater to all these investments. And we are expecting greater movement of people who’d want to live and work here, so there will be added enhancement of facilities and infrastructure for the people to commute, to move in and out of the IDR vis-a-vis Singapore. We will have our own momentum in terms of growth.

**Q: Will we be able to catch up with Singapore? How long will that take?**

A: I’d like to look at things from the perspective of Singapore and the IDR mutually benefitting each other. People can come to Singapore and they can come to the IDR and see that there is another attraction that they can enjoy and vice-versa.

**Q: At one world economic forum, it was predicted that China would be the new world economic power by 2023, India would also have grown very strong by then? How do you see Johor’s contribution to the country?**

A: The IDR’s location is most strategic within the context of the region. If you look at China and India, the new powerhouses have an impact beyond the two countries, in terms of the goods and services these two huge markets would want to have.

At the moment, this is much proven by their need for commodities, resources and the sheer growth of their own middle class society.

**“It would be a place where people come to invest, to work, to live and also to enjoy themselves at the same time. So, we would expect not only an increase in economic activity but also a movement of population into this region.”**



*( Right to left ) : Johor MB Datuk Abdul Ghani Othman; Shahabudin Zakaria, TNB's Head of IDR Special Team; Mohd Sa'odi Mat Attar, Press Secretary of Johor MB; Zulkifli Ahmad, Manager, Public Relations & Media, TNB (Distribution) Headquarters, Abdul Rashid Zainuddin, Senior Manager, Customer Service & Marketing TNB Johor and Hisham Harun, Produksi Nur-Johan – Photo taken at MB's residence at Saujana, Johor Bahru recently.*

In that sense, the IDR would be one of the possible areas of destination of not only investments that would serve this region as a whole but the South East Asian region in particular, so I would imagine it would have a strong spillover effect of whatever prosperity that would take place in China and India into our part of the world.

And the IDR is definitely one of the regions that would be able to benefit from it.

**Q: With braindrain happening, workers going off to Singapore, China, the Middle East, is the IDR strong enough to counter this and sustain the workers here?**

**A:** I notice one important thing that's happening in the world; where growth and prosperity take place on the basis of the region, one thing you see in a behavioural pattern of regional development is this: where investment goes, not only is there economic activity, but prosperity. This is followed by the right kind of human resource, for example Auckland, you find industries pertaining to film-making; the best brains, the best creative minds move over to Auckland.

In the last two to three years, the IDR has been the major recipient of FDI (foreign direct investment) in manufacturing. We are the preferred destination for FDI, to the extent that we constitute 30 per cent of FDI in Malaysia.

Of course the FDI has come down in the country on the whole, as the huge pool has gone to China, but whatever comes to Malaysia, 30 per cent goes to the IDR.

So, if we can establish the IDR as the destination for investment in different fields, we are going to have the right kind of human resource.

Instead of a braindrain, it could be a brain boom, a brain movement into the IDR. And with that more MNCs could start setting up regional offices here.

**Q: How much does the question of power and energy factor in the development of the IDR and what is your take on TNB's efforts in this area?**

**A:** We are very happy with the services that TNB has provided to the State thus far.

One new area of development in the IDR will involve a high technology park. When you talk about establishing high tech parks, they have to be the best that one can offer in terms of services. And to a large extent, this would include Tenaga.

I believe Tenaga is capable of fulfilling that kind of expectation. From whatever report I have received about Tenaga, TNB has been able to meet with the expectations of the industrialists, in particular, the supply of power, not only in terms of capacity but in regard to reliability and efficiency. ■



# Skudai Gets Main Intake Substation To Power IDR

DEVELOPMENT plans involving the Iskandar Development Region (IDR) received a power boost from Tenaga Nasional Berhad (TNB) with the launch of the Skudai Main Intake Substation (MIS) or *Pencawang Masuk Utama* (PMU) recently. The launch was officiated by Deputy Prime Minister Datuk Seri Mohd Najib Tun Razak on November 23, last year.

The substation is a critical component of the country's national grid. It will now serve as a 275 kV (kilovolt) injection source of electricity to the city of Johor Baru and its surrounding areas. It currently serves electricity loads for key locations including the Universiti Teknologi Malaysia (UTM) campus and Taman Teknologi Johor. It plays a pivotal role due to its location within Skudai which places it within the center of Johor's IDR.

TNB Chairman Tan Sri Datuk Amar Leo Moggie said that the national utility is geared towards playing a key role in ensuring the success of the IDR development goals. "We have set up a dedicated team to support efforts in infrastructure planning by strengthening the planning and coordination of TNB projects and operations within the IDR," he said.

The Skudai MIS which was first commissioned in 1981 had responded to the growth in development of Johor Bahru by making improvements and changes to the size and complexity of its plant, equipment and processes. It had, in the span of the last 15 years, carried out rehabilitation works in three phases. These included the installation of 132/33kV 90MVA transformers and the installation of capacitor banks for voltage security. A sum of RM92.3 million was spent on the rehabilitation works at the substation.

This investment makes up the RM1,150.6 million that has already been spent by TNB to upgrade its assets from 2004 to 2007. According to Moggie, the developments within Johor Bahru requires TNB's Transmission and Distribution divisions to upgrade the security of its assets and systems. "For this purpose, a further RM860 million has been earmarked to be invested up to the year 2009," he said. He adds an additional sum of over RM980 million will be required to be spent on infrastructure upgrading projects to further strengthen the electricity supply systems in the IDR.



Deputy Prime Minister Datuk Seri Najib Tun Razak, signing a plaque.



TNB CEO/President Dato' Sri Che Khalib Mohamad Noh (in blue jacket) exchanging documents with Datuk Ikmal Hashim, IRDA CEO. Looking on are Dato' Ir. Aishah Dato' Hj. Abdul Rauf, Dato' Shaziman Abu Mansor, Datuk Abdul Ghani Othman and Datuk Seri Najib Tun Razak.

## PERWAJA Settles RM320 Million TNB Debt

PERWAJA, the once-troubled iron and steel producer which has been taken over by listed steel maker Kinsteel has fully settled its RM320 million power bill to Tenaga Nasional Berhad (TNB). Kinsteel is listed on the Main Board of Bursa Malaysia and is one of the largest integrated steel manufacturers in the country. Its products are used mainly in manufacturing, construction and the infrastructure development sector.

In a statement released recently, Kinsteel managing director Tan Sri Pheng Yin Huah said the successful settlement of the debt reflected the company's strengthening cash flow due to its ability to improve the operations of Perwaja which in its heyday was one of the largest producers of iron and steel in Malaysia.

The statement added that the debt settlement came in light of its takeover of Perwaja and its successful efforts in increasing overall capacity utilisation and improving the group's operational efficiency and effectiveness.

## TNB To Power Johor Growth Region

THE development, construction and installation of all electrical infrastructure will be undertaken by Tenaga Nasional Berhad (TNB). This follows a memorandum of understanding (MoU) signed between TNB and the Iskandar Regional Development Authority (IRDA) which makes the national utility company the official provider of electrical supply to the Iskandar Development Region (IDR). An MoU was recently signed between TNB CEO Dato' Sri Che Khalib Mohamad Noh and IRDA CEO Datuk Ikmal Hijaz Hashim. Deputy Prime Minister Datuk Seri Najib Tun Razak, Johor Menteri Besar Datuk Abdul Ghani Othman and Deputy Energy, Water and Communications Minister Datuk Shaziman Abu Mansor witnessed the event.

In his speech, Datuk Seri Najib called for greater reliability of supply, saying that the consistency and reliability of power supply could not be compromised.

## Free Training In Building Wiring For Youths

YOUTHS who are looking to acquire a vocational skill with a view to venturing into the building wiring contracting business now have an opportunity to pick the basics for free. The Electrical and Electronics Association of Malaysia (TEEAM) is offering participants to attend a "Building Wiring Installer Course" which is a three-month full time course which is sponsored by the Construction Industry Development Board, Malaysia (CIDB).

Trainees will be given hands-on instructions on the fundamentals of electricity, wiring cables, protection devices, installation drawings, electrical wiring, installing electrical equipment and appliances, use of measuring and testing instruments and the practice of safety measures. A Skills Certificate and the CIDB Green Card will be awarded to trainees who complete the course and pass an examination. The CIDB Green Card indicates the holder is a registered construction personnel and have undergone instructions on construction site safety and awareness measures. It is required by the Department of Safety and Health (DOSH) for new entrants to gain access to construction sites.

To qualify, an applicant has to be a Malaysian citizen, completed Form V (with SPM/SPVM or relevant certificate), aged between 18 – 27 years and physically fit. To register, applicants are to contact TEEAM Secretariat at tel: 03-9221 4417 or 03-9221 2091 or e-mail: teeam@po.jaring.my. Interviews will be conducted in March 2008.



# CIREd For Power and Success



*A two-day conference was held with talks and discussions aimed at equipping the industry players with the latest knowledge in quality performance.*

*Launched: MITI Deputy Minister YB Ng Lip Yong officially launching The Asia Pacific Regional Conference and Exhibition on Power Quality. Looking on are Dato' Ir. Aishah Dato' Hj. Abdul Rauf, Vice President (Distribution) (left); Hj. Zaharuddin Tajul Arus, Senior General Manager (Engineering) TNB Distribution and Dato' Kamaruzaman Jusoh, Vice President (Human Resource) TNB Group.*

THE ASIA PACIFIC Regional Conference and Exhibition on Power Quality was held from November 28 – 29, 2007 at the Sunway Pyramid Convention Centre. The two-day exhibition and conference was organised by the International Conference on Electricity Distribution (CIREd) Malaysia whose chairman is Tenaga Nasional Berhad (Distribution) Vice President Dato' Ir. Aishah Dato' Hj Abdul Rauf. Guest of honour was YB Ng Lip Yong, the Deputy Minister of International Trade and Industry (MITI) who also officiated the opening ceremony.

The proceedings of the conference and exhibition with the theme; "Towards Cost Effective PQ Solutions" took place against the background of the Malaysian Government's continuous positioning towards higher value-added economy and its progress towards achieving a fully-industrialised nation status.

In his opening address, MITI Deputy Minister Ng said a well-

developed, efficient electricity supply infrastructure with quality of supply level ranked amongst leading industrialised nations is one of the contributing elements towards improving a nation's competitive position in an emerging era of intensified globalisation and liberalised market place.

He remarked that the developing economies of the Asia Pacific region are projected to have the strongest growth in the world in electricity demand over the next 20 years, rising at a rate of 3.2 per cent per annum. Electricity generation meanwhile from new and renewable sources are also expected to grow in a fast annual growth rate of 6.2 per cent, while the share of total electricity generation is expected to remain small at around 4 per cent in 2030. "Affordable and reliable power quality are the two critical criterias that are driving the changing trends in electricity supply around the world," he said.

In her speech, Dato' Ir Aishah said the electricity supply industry has made great progress in terms of quality of supply through a higher level of awareness, knowledge and competencies amongst industry professionals dealing with power quality issues.

She added that poor power quality performance could disrupt operations of many industrial processes resulting in significant losses and if not well managed, would impact efficiency and competitiveness of the economy. "We need to appreciate that all industry members, not just utilities and end-users, have specific roles and responsibilities in managing power quality performance," she said.

A total of 23 tutorials which provided the platform for participants to learn and share experiences on issues of power quality stemming from manufacturing technology, processes and equipment were organised throughout the two days.

CIREd Malaysia which is a non-governmental organisation (NGO) is dedicated to the continuous development of the electricity supply industry in Malaysia through development of human capital within the industry. Its organisation of the conference was aimed at contributing towards equipping industry players with advanced knowledge that could assist them to make progress in improving power quality performance. ■



*Ng delivering his keynote address.*

# TNB Celebrates Hari



**Perlis:** DYMM Tengku Fauziah Binti Al-Marhum Tengku Abdul Rashid, Raja Perempuan of Perlis giving out green packets to orphaned children while the Raja of Perlis, DYMM Tuanku Syed Sirajuddin Ibni Al-Marhum Tuanku Syed Putra Jamalullail (right) and Datuk Ir. Wira Md Sidek Ahmad (centre) look on.



**Perak:** Ir. Hj. Ab'illah Hj. Mohd Salleh, Vice President (Transmission) giving out green packets to children at the Perak open house.



**Kuala Lumpur:** YB Dato' Tan Chai Ho, Deputy Minister of The Ministry of Home Affairs delight the less fortunate while Dato' Ir. Mohd Ghazali Sulaiman, General Manager TNB KL and Dato' Ir. Aishah Dato' Hj. Abdul Rauf, Vice President (Distribution) look on.



**Putrajaya :** (left to right) - Wahizan Abd Rahman, General Manager TNB Putrajaya; Dato' Hj. Ahmad Phesal Talib, Chief Secretary Ministry of Federal Territory and Ir. Hj. Ab'illah, Vice President (Transmission) at the Putrajaya open house.



**Penang :** TYT Tun Dato' Seri Utama (Dr.) Hj. Abdul Rahman Bin Hj. Abbas, Yang Dipertua Negeri Pulau Pinang giving out a green packet to a widow, assisted by Hj. Ismail Abd Rahman, General Manager TNB Penang.



**Kedah:** Menteri Besar YAB Dato' Mahadzir Khaled (right) at the Kedah open house in Alor Star. Dato' Ir. Aishah Dato' Hj. Abdul Rauf, Vice President, Distribution (centre).

TNB celebrated the last Hari Raya Aidilfitri with open houses around the country — from Perlis to Johor. The open houses hosted wide range of guests who include a long list of government representatives, customers and less fortunate community.



**Selangor :** YB Dato' Hj. Abdul Fatah Iskandar, Selangor Exco (second from left) giving out green packets to the less fortunate children while Dato' Sri Che Khalib Mohamad Noh, CEO/ President TNB; Hj. Hussin Othman, General Manager TNB Selangor and Datuk Wira Ir. Md Sidek Ahmad, Senior Vice President (Operation & Technical) look on.



# Raya Nationwide



**Negeri Sembilan :** Ismail Kalil, General Manager TNB Negeri Sembilan (right) entertaining guests at the TNB open house in Negeri Sembilan.



**Melaka:** Dato' Ir. Hj. Amir Nordin Abdul Aziz, Senior General Manager, Operation – Region 1 (centre) entertaining guests at the Melaka open house.



**Headquarters KL:** Chairman Tan Sri Leo Moggie (centre) sharing a light moment with his guests at the Headquarters open house.



**Johor :** Razali Awang, Chief Information Officer TNB (second from right) giving out green packets to the children at the Johor open house in Johor Bahru.



**Headquarters KL:** CEO/President Dato' Sri Che Khalib Mohamad Noh (centre) and Dato' Izzaddin Idris, Chief Financial Officer (right) with guests at the Headquarters open house.



**Kelantan:** Dato' Nik Ibrahim Nik Mohamed, Vice President, Investment Management entertaining the less fortunate children at the Kelantan open house in Kota Bharu.



**Pahang:** Dato' Hj. Mohd Rumai Abdullah, General Manager TNB Pahang entertaining the less fortunate at the Pahang open house in Kuantan.



**Terengganu :** The Menteri Besar of Terengganu Y.A.B. Dato' Sri Idris Jusoh (centre) at the Terengganu open house in Kuala Terengganu. Ir. Hj. Azman Mohd, Senior General Manager, Operation - Region 2 is on his left.





**Y**ou find their wires in ball point pens, computers, tyres, elevators, on oil rigs, in control cables, the Penang bridge, the Johor bridge, our Putrajaya bridges, in the smallest items and biggest infrastructures in Vietnam, Libya, China, the United States, Hungary, the Netherlands, Singapore, Japan... all over 70 countries: Kiswire is everywhere.

Since its inception in 1945, Kiswire has spearheaded Korea's special steel wire industry; constantly innovating, actively and aggressively entering numerous markets throughout the world with the sole aim of being the industry leader while committing itself to becoming a world-class steel manufacturer.

"Our vision is to continue being the global leader in the special steel wire industry as we promote quality products through innovative technology and human resource development.

"As a leading manufacturer of wire rope in the world, Kiswire provides a complete range of products to suit any construction size.

"We produce only high quality steel. Our equipment is constantly renewed and improved, which makes it possible for us to satisfy the needs of the most demanding customers.

"Kiswire has earned worldwide recognition through competitiveness in quality, price, service and new product development, as well as through the globalisation of technology and universality of its brand name," says the company's Executive Vice President, Lee Lie Moon, passionately.

That could also be the reason why this company continues to grow rapidly, year after year, and has been able to take bites of the market share as it goes along, eating even into their competitors' pie.

In the Kiswire manual the very first page reads:

*"As a child's piano melody floats through your home, as cars weave through the morning traffic, as a bridge sparkles in the early morning sunlight, and as an elevator takes you up the office. Much more than you realise, Kiswire is near, making our world a better place, with the strength to connect and move our lives. Kiswire is*



## Wired For Success



*Kiswire is connected to the world via it's high quality wires, used in an assortment of products. The company continues to be the market leader for some of its items, thanks in part to the philosophy it holds. Company Executive Vice-President Lee Lie Moon, who started Kiswire Malaysia, and who has been here since day one, explains this to us in detail.*

*Men of steel: Kiswire Executive Vice President Lee Lie Moon (second from right) with Sales Division Director J. Lann (far right) and Kiswire staff.*

*always there for you."*

In continuum, the very last page of this manual very aptly sums up the company's philosophy:

*"Kiswire is always close to the customer, in daily life and in factories around the world, Kiswire has stood by you in the past, and will always be with you in the future... Our gaze is always fixed upon the world, our hearts are open to the future, with endless creativity and constant challenge, we widen our horizons and bring the future near. All the world is our workplace, and the future is our biggest market...."*

Looking at how things are turning out for this company, right up to the strength of its trademark - a trumpeting elephant - Kiswire Malaysia's seemingly mammoth aspirations - to continue supporting the Kiswire group worldwide, which boasts of being the largest high carbon steel wire or wire rope producer in the world - are certainly within reach.

One of its huge array of manufactures, wire rope is a multi-purpose product that is used in numerous industries for power transmission, load tolerance, tensile purposes

and many other applications.

This product is utilised over a wide spectrum of industries including mine excavation, petroleum exploration and the fishing industry. Shipping equipment, machinery, aircraft, cranes, elevators, cable cars, and bridges also require our product.

In addition to this Kiswire also produces galvanized

*"Our vision is to continue being the global leader in the special steel wire industry as we promote quality products through innovative technology and human resource development."*



“We chose Malaysia because of the location, the accessible skill, the price point, available infrastructure, transportation and roads, the logistics... And we have never regretted this decision,”

steel-wire and strand, which are the culmination of state-of-the-art galvanisation technology. These items are mainly used to reinforce distribution and transmission electricity cables, fiber optic cables, and sheathing of underwater fiber optic cables.

Then you have the bead wire which is an essential component in automobile and aircraft tyres. This product prevents tyres from changing shape due to air pressure or external forces. Steel cords - another product by Kiswire, are used to reinforce and stabilise tyres during long hours of extreme driving conditions.

In addition, you have the spring wires, which go into the making of pianos and other precision machines.

As a group, Kiswire’s production capacity is 820,000 metric tonnes per annum. In 2002, the Malaysian companies, Kiswire Sdn Bhd and Kiswire Cord Sdn Bhd, were able to manufacture a capacity of about 50,000 tonnes of wire. Now, barely six years later, these two companies are producing four times the amount; 200,000 tonnes. From a staff strength of 100 when it started, human resource has ballooned to 700.



*Kiswire products.*





Planning has been a large factor in Kiswire's growth. This includes the critical decision to start operations not in Thailand or Singapore, but in Malaysia.

"We chose Malaysia because of the location, the accessible skill, the price point, available infrastructure, transportation and roads, the logistics... And we have never regretted this decision," he said.

Indeed, it has been an uptrend ever since the company started operations in Tanjung Langsat, Johor, in 1989. Today, 20 per cent of its output is used for local consumption while the rest of the 80 per cent goes out to the world as exports.

Lee is quick to mention that the favourable position Kiswire is in today is also due to the excellent services

"To restart the machinery would take time. Hours would go by and that would add to production and operation costs. That's why we are very happy with TNB's performance. And their technical support system is one that is really, very reliable. The crew is friendly too..."



Lee with his senior staff.

that Tenaga has provided which he says has improved through the years.

"We spent RM800,000 a month on electricity five years ago, now it's at RM1.5 million. If there is a breakdown, even one under a minute, we could lose hundreds of thousands of ringgit because the wires being galvanised for instance, can only be good for scrap.

"To restart the machinery would take time. Hours would go by and that would add to production and operation costs.

"That's why we are very happy with TNB's performance. And their technical support system is one that is really, very reliable. The crew is friendly too..." ■

# Ensuring Better Power Quality



*Monitoring equipment yields valuable data to track threshold and sensitivity levels.*

Power consumers can look forward to 'hands-on' attention being paid by TNB Distribution Division on their need to address power quality issues. The effort is aimed at enhancing the Electromagnetic Compatibility (EMC) between TNB and the consumer by ensuring that suitable equipment or processes are in place at the consumer end. Under an initiative launched in August 2007, a dedicated PQ team from TNB will call on the premises of consumers and work together to study, propose and set in motion appropriate measures to ensure supply matches the required quality standards to suit their operations. The focus of this service is directed more towards the issue of voltage sag due to the significance it has on the critical operations. This service which is targeted at large power consumers (LPCs) at the sole initiative of TNB is being offered free of charge.

This effort has been taken on the initiative of the Customer Service and Marketing Department with TNB Energy Services (TNB-ES) given the task of carrying out its implementation. The specially-created PQ team within (TNB-ES) headed by Wan Nazmy Wan Mahmood has in place a three-stage process once a need is identified. Following the initial contact in which the consumer is given an explanation and briefing on the service, a walk-through audit dubbed TASK (1) is undertaken. This enables TNB to understand the customer production process, the equipment employed and loss incurred

due to the incidence of voltage sag. This thorough audit should reveal which critical equipment or process leads to the incidence of voltage sag which invariably causes a halt in production. Where companies keep meticulous records of previous voltage sag incidences, these data can help predict the threshold or sensitivity levels of the critical equipment involved.

This leads to TASK (2) which involves subjecting the sensitive equipment or circuitry to the rigours of MS IEC 61000-4-11 Compatibility Tests and Voltage Sag Ride Through (RTT). These tests will reveal its threshold or sensitivity levels which will then determine its compatibility with the MS IEC 61000-4-34 or SEMI F47 standards. During the process, mitigation equipment such as Dip Proving Inverter or Voltage Dip Compensator is sometimes coupled with to the equipment under test (EUT) to demonstrate how the voltage threshold level or equipment can be improved. From here, the third stage is set where a full PQ study is done to the sensitive equipment

involving a stochastic analysis of voltage sag in the power system network connected to the customer.

This allows for the formulation of the exposure level and frequency index of the voltage sag (SAFRI Index). Armed with the threshold value of the voltage sag obtained from TASK (2), SAFRI Index, loss per voltage sag event and the cost of installing mitigation equipment, a Cost Benefit study is then proposed to the customer. Sometimes the solution only requires a change in setting which saves the customer the expense of installing mitigation equipment. The pioneering batch of LPCs which have already enjoyed this 'value-added' service from TNB Distribution Division include Lafarge in Rawang, Infineon, Texas Instruments, Cyrovac and Kaneka. The implementation of this service by TNB Distribution Division to address the issue of compatibility of supply to suit the needs and processes of the customers has yielded good initial results. This will send a message to customers that TNB has the ability and resources in place to ensure customers can carry out their operations secure in the knowledge that Power Quality issues are addressed on a pro-active basis. ■



*Care is taken to ensure the customers' production processes are not compromised during the data gathering exercise led by Wan Nazmy Wan Mahmood (centre).*



# JOHOR'S POWER Point

*To ensure the country's continued economic progress in years to come, it is imperative that everything runs smoothly at the IDR. Empowered to do the job on the TNB front is IDR Special Team Head, Shahabudin Zakaria.*



Shahabudin Zakaria

Soon after the Government announced the establishment of the Iskandar Development Region in South Johor – one of three economic development corridors of the nation – TNB formed its own special IDR task force to facilitate the smooth running of the project.

To get a clearer picture of what the team is about, we speak to the man heading this very important portfolio, Shahabudin Zakaria, 43.

“The idea was mooted by Tenaga Nasional Berhad (TNB) Group CEO/President Dato’ Sri Che Khalib Mohamad Noh and the team was formed on June 26, 2007.

“It consists of six engineers from the Distribution Division and one person from the Transmission Division,” Shahabudin explains.

He adds that there are four main objectives for the team’s existence:

- To ensure TNB’s presence in the IDR and indicate the company’s serious commitment to the project.
- To further enhance confidence of clients by showing that TNB is the supplier of choice in the IDR.
- To act as a power point; a one-stop-centre between TNB and the main agencies in the IDR such as the Iskandar Regional Development Authority (The IRDA is the main body overseeing the IDR).
- To make certain that the technical and commercial performances of TNB are as what the customers require.

There are five ‘flagship’ sectors in the IDR region which clients, comprising main investors, would be looking at: A – Johor City Centre, B – Nusa Jaya, C – Tanjung Pelepas, D – Tanjung Langsat, Pasir Gudang and E – Kulai, Senai.

These ‘flagship’ areas are managed by five different TNB offices and heads: The

Administration Area Manager of JB, Area Manager of Pasir Gudang, Area Manager of Kulai, Branch Manager of Johor Jaya and Branch Manager of Pontian.

The IDR TNB Special Team has been assigned to look at and evaluate the needs of customers coming in. It will alert and work with the appropriate stations. As it looks into the requirements of the client, concurrently, it will provide the investor with all the information on TNB’s power capacity.

“We will look at where they plan to set up; how much power supply they would need; when they want it; accordingly, we will plant or add to the capacity and improve the existing system in order to comply with their requirements”.

As of today, there are already clients setting up at flagship B: Nusa Jaya. These are major investors from the Middle East. There are also customers allocated in the petroleum hub of flagship C, at Tanjung Pelepas.

The team reports directly to TNB Johor’s General Manager as well as the Vice President of TNB Distribution. It also reports to Dato’ Sri Che Khalib.

Within this team of seven, one will look into commercial issues. Two have been put in charge of systems planning and would use their knowledge and experience to facilitate investors with their requirements while also working to relay information to, and co-ordinate with, internal TNB departments.

Two others are construction engineers who would see to the construction and infrastructure needs. Another member, the transmission project coordinator, is involved with transmission lines and substation.

Shahabudin was specially chosen as leader due to his experience which is considered most apt for this particular job.

“Of my 19 years with TNB, I spent about 15 of them in Customer Service and Marketing: My job was to deal with clients right from when they wanted to apply for the power supply; from individuals to the large power customers...”

“While they might have special requirements, some customers don’t understand that you just can’t get power supply like picking something up from the shelves at a supermarket.

“It largely depends on where and when you want your supply. We need time to build our system, and we have to work with the other project managers, liaise with other departments to acquire materials and other details. “So you really need to know your customers, have the ability to market well, and make sure that things go without a hitch.”

An electrical engineering graduate from the George Washington University, Washington DC, United States, Shahabudin started work at TNB (then Lembaga Letrik Negara or LLN) as a Consumer Engineer, Customer Service, in Kulim, Kedah.

After serving for six years, he was promoted to the position of Control Engineer at the Regional Control Centre in Bangsar Kuala Lumpur, where his job entailed looking into the whole network system for the Klang Valley – the breakdowns, how to give supply etc.

He was here for three years before being promoted to Business Operation Manager for Terengganu. Three years later, he became Business District Manager for Kuala Terengganu, then Area Manager for Kuala Terengganu.

Prior to heading TNB’s IDR Special Team, Shahabudin’s last position was Customer Service and Marketing Manager of Pasir Gudang, Johor. ■

# JOHOR'S POWER Reliability

*It's difficult for TNB Johor's Chief Engineer Ir. Hj. Abdul Nasir Abdul Jabbar to differentiate work and play, because work is play for him. And as he does it with so much passion, it has resulted in a lot of gains for TNB over the past years.*



*Ir. Hj. Abdul Nasir Abdul Jabbar*

“I love my job,” says Johor’s Tenaga Nasional Berhad’s Chief Engineer Ir. Hj. Abdul Nasir Abdul Jabbar. In one part of this interview, the delightfully articulate acting general manager (at press time), who obviously knows his stuff and takes pride in the fact, expresses this particular emotion not less than three times.

You can almost feel the joy ring through his words as his eyes sparkle with such honesty; truly an encompassing sincerity that leaves you with a sense of gladness for the man.

With his house just a stone’s throw away from his workplace at TNB off Jalan Yahya Awal, Johor Bahru, Nasir can nip home for a quick meal at 1pm, and if he so wanted, a leisurely lunch, maybe even have a short siesta, before hitting back for the office, but he doesn’t. More often than not, he is happily working through lunch.

And don’t even think about him clocking out on the dot because he never leaves the office at 6pm.

“I really love what I’m doing. I have about three more years to go before I retire. And you know what? I have not lost any momentum for work. Since I joined the company in 1976, I have been transferred 13 times. I have been with TNB for 32 years and I still love this job. It can be very challenging but it’s not hard for me at all. I just love the work,” he expresses himself, all in one

breath.

Rewards for his achievements, Nasir says, can come; but he doesn’t expect them at all. For him, the personal satisfaction of a job well done is, in itself, an accolade. “When your colleagues acknowledge your efforts and tell you that you’ve done a lot for Johor, now that’s something I would bring to my grave.”

When you have so much pride in what you do; when work is play and play is work, not interchangeable but the same thing. And when all consuming passion becomes the driving force, management gurus have said, more often than not, you would often get truly positive results. Some of the ones Nasir has chalked up are quite astounding indeed.

His biggest contribution to TNB must surely be during his time as the Managing Director of Sabah Electricity, a subsidiary of TNB.

Having been put in this position, he had to quickly learn the ropes. Coming from a distribution background, he was naturally familiar with the requirements in that division, but as MD he was also expected to look into generation and transmission issues.

“I have always been a distribution guy. Thankfully, I had some experience in generation during the earlier years of my career, but I hadn’t served in any of the transmission units then. So I

had to quickly learn on the job. When one goes to Sabah as MD or CEO, one needs to have a sound understanding of the operations for all three.

“I had to have a grasp of everything fast. I was there for two years and there were certain targets that had to be met to ensure customer satisfaction. And to ensure you achieved your objectives, you needed complete comprehension of the three systems at one go.”

As history has it, he did so with flying colours.

Now, in his present position, which Nasir has held for the past three and a half years, part of his duties entail planning for the electrical infrastructure for the whole of Johor, to see to the power reliability and security for the state as well as to cater to the demand of electrical supply for the new development project, the Iskandar Development Region (IDR).

And it seems that things are going rather smoothly too. Most encouraging.

“We have 10,000 substations in Johor, with 68 main intake stations. In terms of revenue, Johor is next to Selangor with RM3 billion. This comes from the sale of electricity mainly from industrial customers, most of whom are in the Pasir Gudang and Johor Bahru areas.

“The industrial area starts from Kulai in the North right up to Tanjung Langsat



in the South East. With the IDR, the Government is developing new areas like Gelang Patah, Nusa Jaya, Kulai and Senai. We have already identified potential customers and where they would be sited. We have even planned up the electrical infrastructure to ensure, systems security and reliability. There is a special team, the IDR team in charge of this. This team has been put in place to meet the potential customers and relay the customers' requirements back to us, for my team to do the planting up or ground work for the electricity needs."

And how has Nasir fared as Chief Engineer since he came into "power"?

He tells us: "Three years ago, our System Average Interruption Duration Index (SAIDI) numbers were around 200 minutes per customer per year. We have since managed to slash the time by half, to 90 minutes, and hope to reduce it further to 70 minutes by the end of the year.

"To achieve this, we have basically done three things; we have introduced pre-moulded joints, or better cable joints which are more resilient to water ingress (water resistant/proof); we have started doing condition-based maintenance which will help predict or anticipate any incipient or possible cable break down; and we have migrated to Supervisory Control And Data Acquisition (SCADA), which will help us improve on our response time when restoring breakdowns.

"All in all, for the customer, the bottom-line is that they will experience minimal interruption and this will save them a lot of money. For any industry, a short breakdown could cost them millions."

Nasir explains that it is the use of new technology that has helped TNB gain such positive outcomes."I was formally from the engineering department at the Distribution Headquarters. Here, (Distribution) we get to scan all new technologies that can improve system reliability. Thus, we have the advantage of understanding how the different systems work. When I came to Johor, I put this into practice.

"It's not easy to make people buy into your ideas, especially when a lot of money is involved, but when TNB sees and understands where you are coming from, and when you are able to prove that what you're bringing to the table will bear results, then you will get all the support you need.



*Nasir with IDR Special Team Head, Shahabudin Zakaria.*

"The good news is also that, when we embark on new things, we always have a test bed or pilot project, which is usually a fraction, about five per cent, of the real cost involved."

Currently, Nasir and his team are working hard to get the SCADA system completed for the whole of the IDR. "We are scanning all the sick cables and getting them replaced. It's actually an on-going affair but we're stepping up operations and training our technicians and engineers - with the new technology and how to handle more sophisticated maintenance equipment.

"Our vision is very clear. For the IDR, we are not comparing ourselves to Putrajaya or Cyberjaya but Singapore, which undoubtedly has one of the best systems in the world."

Nasir who oversees six areas including five small districts, with 1,400 technical staff who are accountable to him, started his service with TNB at a power station in Port Dickson before moving to the

Electrical Inspectorate Department. He has served as Project Manager, District Manager and Chief Engineer in the Eastern Region overseeing Kelantan, Terengganu and Pahang. He was MD of Sabah Electricity, GM in Kelantan, Principal engineer in the Engineering Department in Distribution Division, served as Head of Unit Business Facilities, and is now Chief Engineer for Johor. Concurrently, he is also a proud commanding officer, a Major in the third squadron regiment 70.

He did his Diploma in Power Engineering at Universiti Teknologi Malaysia. After working for three years he took his degree on the job at Brighton University. In 1997 he pursued a CMBA (Corporate MBA) OHIO Masters Programme with UNITEN.

Today, Nasir remains excited with the project. "We already know what we are going to do. We can plan well as we can already see what our customers need. Our vision is very clear. For the IDR, we are not comparing ourselves to Putrajaya or Cyberjaya but Singapore, which undoubtedly has one of the best systems in the world.

"Looking at this, at the destination we are headed for, the path is so clear ahead. And this is what excites me. By the way, we recently discovered that Johor's SAIDI figures are even better than that of some very developed G7 countries. Did you know this?" Nasir exclaims, true love for his company, beaming in his face. ■

A towering performance from everyone at TNB



Today, TNB can stand tall among other global organisations. For this, we would like to thank our dedicated staff for their continuous effort in helping TNB secure prestigious awards and recognitions over the years. Among them are; The Platts Top 250 Global Energy Company 2005, Best Investor Relations Across Asia by Asiamoney, 2nd Best Corporate Governance Award in Malaysia by Asiamoney, Most Improved Company in terms of Corporate Governance by Deutsche Bank, Most Promising Employer Award 2005 (Malaysia), the MS ISO 9001:2000 Certification and many more.