

TENAGA Link¹

Communicating To Large Power Customers

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FOND FAREWELL

*33 Glorious Years With
Dato' Ir. Aishah
Dato' Hj. Abdul Rauf*



THE KEDAH CONNECTION

Abdul Haris Abdul Karim

WESTPORTS THE PROMINENT PORT IN ASIA

*Tenaga Link interviews ED,
Ruben Emir
Tan Sri G. Gnanalingam*

WESTPORTS

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editor's note

A SALUTE TO THE BEST

Come hell or high water, she would always be there, ready to weather any storm, steering TNB into the calm; veering the company in the right direction.

For 33 years, Dato' Ir. Aishah Dato' Hj Abdul Rauf served Tenaga Nasional Berhad.

As Vice President of TNB's Distribution Division, she headed the public face of the company, the closest point of interaction between customers and the utility.

Indeed, she was a captain of the industry; the highest placed woman in TNB and one of the highest ranking women in the Asian region heading a core section of a utilities company.

As we salute her and wish her a wonderful retirement, we congratulate Ir. Hj Azman Mohd, who now assumes this position.

In a special tribute, we revisit those precious years with Dato' Ir. Aishah via an article about this marvellous and incredible power personality.

In this issue, *Tenaga Link* also makes a transit at the Westports docks to interview the company's executive director, Ruben Emir Gnanalingam.

Did you know that since day one of its existence, the port has been chalking up double digit growth each and every year, right up until today?

What's more, Westports was founded a bit over 10 years ago, in the midst of the Asian crisis!

Back then, there were a host of detractors; not many people gave it much of a fighting chance. But look where Westports is now? Today, it is one of the country's leading port, with numerous international awards to its name.

Naturally, this has brought much happiness to the 3,500 employees, established organization and its management.

Waves of joy were also experienced by a sea of people, mainly customers of TNB and the less fortunate, when Tenaga held its annual Hari Raya open house in all the 14 states.

Special news on the "Kedah Connection" with the General Manager of TNB Kedah, Abdul Haris Abdul Karim is also featured in our *Tenaga Link*.

And with this issue, we would like to wish all our readers and customers Merry Christmas, Selamat Menyambut Awal Muharam and A Happy New Year. May 2009 light up your life with good health and happiness.



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

The Editor

Never in her life did she imagine assuming the position she's in at TNB today; neither did she plan to be where she is. For all her genuine efforts through the years, her diligence, passion and dedication towards her work, everything just naturally fell in place.

TNB'S SHINING STAR

Indeed, when Dato' Ir. Aishah Dato' Hj. Abdul Rauf retired, she did more than what she actually set out to do. As she bows out, this lady will be able to hold her head up high and proudly say, "I did it!". But she won't. No one will hear her saying this because she would delightfully and selflessly owe all her achievements, awards and accolades she has helped TNB garner, to her team. That's Aishah for you, TNB's shining star with a bright light that warms everyone she cares for.

SHE was perpetually switched on. Her job required her to be, literally.

As Vice President of Tenaga Nasional Berhad's Distribution Division, Dato' Ir. Aishah Dato' Hj Abdul Rauf, headed the public face of TNB, the closest point of interaction between customers and the utility until her retirement recently. Consequently, she had to be on her toes, sometimes not just throughout the day, but also at night, right up to the wee hours of the morning.

She was used to 20-hour days, sometimes even longer when there were pressing matters to attend to. Even at social functions or events, Aishah remained wired. "At high-profile functions especially, I get butterflies in my stomach, especially if the lights blink," she smiles.

Aishah took everything in her stride, however. Her ever-smiling, congenial demeanour belied a steely disposition, honed through her years of experience in the utilities company.

She knew exactly what she wanted and will worked hard to achieve it. That trait was obvious from her school days.

"My ambition then was to be somebody and to go overseas for my studies. That was what drove me.

So when I was offered a scholarship by TNB to study engineering, it all worked out nicely," she reminisces.

She enjoyed the course in the United Kingdom, even though there were not many girls in engineering then. "In my university's honours class, I was the only girl in the class of 100."

Upon graduating, she joined the company's metering department. "When I started, I didn't think I would be VP one day."

But that she did, after serving in various capacities as district engineer, in business operations, marketing, business

management, and manufacturing. Her varied experience and work exposure abroad gave her a well-rounded perspective of what she had to do when she was put in charge of the Distribution Division.

"I am grateful to TNB as the company was generous with me. That helped prepare me for the job. I certainly needed the exposure and preparedness or else it would have been overwhelming."

Aishah can now switch off and spend some quiet uninterrupted time with family and on other leisurely pursuits. After having spent practically all of her professional life, 33 years to be exact, in TNB, Aishah retired on November 14.

She left with innumerable achievements to her name after having spent four years in a post just three rungs below the office of the President/Chief Executive Officer, and as the highest placed woman in TNB. In the Asian region, she is one of the highest ranking women heading a core section of a utility company.

The Distribution Division, which is entrusted to conduct two value chain business activities on behalf of TNB - distribution network operations and electricity retail operations - can proudly point to several achievements logged under her stewardship.

All of which was possible as Aishah is quick to point out, without teamwork.

"When I started, I remember the CEO saying that Distribution was crumbling. Four years down the road, we are now a high performance division. I am very proud of my team."

There are about 16,000 people working under her in the division, and they comprise 70 per cent of the entire staff population in TNB. Of this number, there are some 1,500 executives, out of which 25 are in the core management team.

“Between the 25 of us, we manage all the staff to make sure that the business of distribution network and retail chugs along. Without my team, this division would not be able to perform the way it has.”

It is her team’s commitment and esprit de corps that has made it possible for her to do all that she has done, she stressed.

“Even while we face challenges, we kept our humour and tried to support one another. We overcame many challenges this way.”

She admits that there were obstacles along the way. “In a business as big as this, there are bound to be challenges. But what is good is that we look at them as challenges and not as problems. With teamwork and support from the CEO, we have been able to overcome them. I would like to take this opportunity to thank my team and all staff in distribution.”

With their support, Aishah was able to implement and push through many measures that have uplifted the division’s performance and enhanced its key performance indicators. She recalls that when she first stepped into the hot seat as VP, there were various problems that needed to be resolved.

“There were material shortages, breakdowns that some state governments like Selangor and Malacca were concerned with, issues of project delay, and staff and equipment shortage.

“The implementation of the 33 kV projects were not really on track and major projects like the Distribution Supervisory Control and Data Acquisition (SCADA) and Remote Meter Reading (RMR) have not been able to move much,” she recalls.

In order to facilitate implementation, the Engineering and Logistics department was restructured.

“I felt there was too much for the head of department to focus on. A new department of Planning and Assets was set up to focus on the implementation of the 33 kV projects because we want to improve on the supply reliability.”

She also took out materials management and metering services from the Engineering and Logistics department. These new departments reported directly to the VP.

“Together with the new heads of department, we can then focus on the issue of materials shortage. I am glad to say that today, after more than 30 years, this is no longer an issue. The

restructuring gave the departments more focus.”

Another major change was placing all the power system control centres under one unit to give it consistency and facilitate the exchange of expertise.

“It was also given the job of implementing the SCADA project. After so many years of trying to get it implemented,



Teamwork: Dato' Ir. Aishah with her staff at Distribution Headquarters in Petaling Jaya. She practices an “open door policy” and encourages communication and feedback.



Dato' Ir. Aishah and team with the management of Megasteel Sdn Bhd in Banting Selangor.

it was finally done. Today, we can see that two new control centres are ready, the Metro Southern Regional control centre in Bangsar, and the Northern and Eastern Regional control centre in Seberang Prai.

“We have already commissioned all the master systems at the two big regional control centres and the Remote Terminal Unit (RTU) implementation is progressing as scheduled.” she explains.

The RMR is also almost complete. “It should complete either by the end of the year or early next year.”

For the high voltage large power customers, it has been completed but the second phase, for the low voltage large power customers, it is 64 per cent complete.

“We have given the additional resources so they should be

able to rev up the completion. This project can also assist in the government's initiative to ensure energy efficiency."

The changes spearheaded by Aishah managed to successfully resolve all the fundamental issues.

It is, therefore, a wonder that Distribution broke a record

Without doubt, customer service is something this woman of substance takes very seriously. Power consultations have been introduced to help Prime customers - the top 1,000 or large power customers - identify their problems.

of sorts in terms of its Customer Satisfaction Index. For the first time since 1994, the division surpassed a "barrier" in the index, which is carried out by an independent third party.

"We always hover below 7, but for 2007/2008, we were very happy to achieve 7.1. We have moved from a position denoting average customer satisfaction in terms of the global utilities norm to be among the top 33 per cent. This is an

Manufacturers (FMM), Construction & Cement Association of Malaysia (C&CA), Federation of Malaysian Consumer Associations (FOMCA) to name a few. They tell us what they are not happy with and we take heed and try to improve on it."

The division has also built a good relationship with the Malaysian Industrial Development Authority or MIDA and helped in attracting foreign direct investment.

As for the other clients, there is a Customer Information System beside other channels.

"We keep track of what is happening so that we understand the issues. For example we know the customer walk in volume at our Kedai Tenaga, the telephone-in volume and we also monitor the Internet. There is also an Electric Eye for our staff to give feedback on the things we should be improving on. We have also improved on the infrastructure of our Call Management Centre (CMC) or TNB's Careline 15454 to cater for more calls. Customers can now also SMS besides calling in."

It came as no surprise, therefore, when the centre won the Gold Award in 2007/2008 for the Most Promising Emerging Call Centre for the government-linked company category.

"We are very proud of this. We hope our CMC will be able



Dato' Ir. Aishah with President/CEO Dato' Sri Che Khalib Mohamad Noh (centre) and Senior Vice President (Operations & Technical) Datuk Wira Ir. Md Sidek Ahmad.

achievement which does not happen just like that. It is due to good teamwork, commitment, initiative, and focus on improving the reliability of supply," notes Aishah.

Without doubt, customer service is something this woman of substance takes very seriously. Power consultations have been introduced to help Prime customers - the top 1,000 or large power customers - identify their problems. A Care programme or Corporate Account Relationship Enhancement Programme was introduced for corporate customers like banks, hotels, fast food chains and others.

"Prime is more on manufacturing and care more for retail businesses. We focused on providing a channel for us to hear the voice of customers and this has taken shape in the form of dialogues with associations like the Federation of Malaysian

to serve the region one day," she says.

Another much coveted award secured by the division was ISO certification. She admits to having been unsure initially whether the division could get the certification.

"At that time, my team put their heart and soul into it and to my amazement, we got it," she enthuses.

Power supply reliability, which is tracked by the key performance indicator called SAIDI or System Average Interruption Duration Index has also improved tremendously.

In 2004, it was at a level of 152 minutes per customer per year, but it went down to 148 in 2005, 102 in 2006, and 83 in 2007.

"We are very happy to have broken the 100 barrier. That makes us comparable with developed countries. For 2008,

we improved to 78, and we endeavour to continue to be better.”

Indeed, the Division’s catchy battle-cry - Keep the Lights On, The Faster We Connect The Faster We Collect, Stop The Bleeding - has been a major rallying force. The brainchild of Aishah, the catchphrase basically explains “in layman’s terms” what the division does and should do.

“Keep The Lights On” refers to the need to keep power infrastructure intact and at peak performance, which means consumer needs are addressed at optimum level.

“This means the lights must be on all the time. Consequently, we make sure that we do your system improvement on time, and operate and maintain it properly. If the lights go out then we have to reinstate it quickly.”

The connection and collection battle-cry spells out clearly the link in efficient discharge of service. Finally, “Stop The

It has indeed been a good three decades over with the company and while Aishah may have many fond memories of her time on the 19th floor of the TNB Distribution Division headquarters in Petaling Jaya, she is nevertheless looking forward to retirement.

Bleeding” refers to operational excellence, the curbing of power thefts as well as leakages.

“People ask me why ‘bleeding’ and not ‘leaking’. I used ‘bleeding’ because we cannot live with it, unlike ‘leaking’. If we do not arrest bleeding, we can drop dead,” she points out.

With the battle-cry, the division managed to collect about RM160 million in back billings from customers over the last



Dato' Ir. Aishah with the management and technical staff of TNB Kuala Lumpur during the safety campaign.



Group photo : Dato' Ir. Aishah with The Headquarters and State's General Managers during the VP's Audit meeting recently.

few years.

Aishah says the division is now well poised with all the fundamental issues already addressed.

“We have scaled the peak of a mountain and now I leave it to my successor to continue. I am proud that many key leaders from Distribution have been sent out to divisions in other states as it shows that we are making inroads internally. It illustrates the quality of leadership that has been nurtured here.”

That is certainly expected as Aishah has been, and continues to be, a respected role model. “I try to

display a good example,” she smiles.

Aishah practiced an “open door policy” and encouraged communication and feedback.

“Anyone could come into my room anytime then. This way, I got good feedback which helped expedite the resolving of issues. I tried to provide an environment that was safe for the people so that they know their head will not be cut off if they raise issues.”

Aishah is grateful to the CEO and board of directors for giving her the opportunity to be in charge of Distribution.

It has indeed been a good three decades over with the company and while Aishah may have many fond memories of her time on the 19th floor of the TNB Distribution Division headquarters in Petaling Jaya. She is, however, enjoying her retirement.

“I really enjoy the break. Things have really been fast paced and demanding all these years and I didn’t have much time for myself and family.”

Her husband, son and daughter-in-law are also engineers but not her daughter, who is more artistically-inclined and into creative art-s. “That’s a good thing,” she says of her daughter, “as it makes the family more interesting.”

Aishah hasn’t the faintest idea what she intends to do now after retirement.

“But I have lots of time to think about,” she smiles. ■

A PORT TO BE PROUD OF

The Straits of Malacca is one of the busiest waterways in the world. Trading ships laden with cargo, have been plying the Straits since the ancient days of Parameswara as this is the only way one can connect between Asia and Europe, and Asia and the Middle East by sea.

Even between the US West Coast and Africa, this would be the fastest route.

Among the many ports here, lies one that is growing in prominence, year by year. Today, Westports handles 5 million TEUs or twenty foot containers per annum. And the figure is constantly growing; it has been so since the company started operations sometime during the Asian crises, and yet managed to increase business by 500 per cent then!

Executive Director Ruben Emir Tan Sri G. Gnanalingam, 32, gives us a 101 lesson on ports, as he sails through our questions, happy to talk shop – or in this case, ship. The answers we get? As clear as the deep blue sea.



*Ruben Emir Tan Sri G. Gnanalingam
Executive Director*

Tenaga Link: How long has Westports been in the business?

Ruben Emir Gnanalingam: Fourteen years. My dad started it in 1994. Container operations really started in 1996.

TL: Westports Malaysia has chalked up so many firsts: Among them; the first port in Malaysia to have a fully-computerised conventional terminal; the first port in Port Klang to hit 3 million TEUs or 20-foot equivalent units. It boasts having started the first fully-automated conventional Billing System in country. Any other firsts you are particularly proud of?

REG: We recently broke two world records in terms of container handling. One record pertains to how many boxes you can move off a ship in one hour, and the other record relates to how fast we are able to clear all the boxes

from that vessel throughout the vessel's stay. The speedy handling of cargo is important for a shipping line because a ship's purpose is to sail, docking time should be at a minimum as the longer you dock at berth, the more you are wasting precious time. A ship tries to come in and go out as fast as it can.

In the same way that an airline wants to get everyone in and off the plane as fast as they can, we try to help our customers by moving their cargo as fast as we can. So that's why this world records were important.

Other firsts: Westports was the first port to break the 3 million TEU mark in 2006. Last year, we achieved 4 million. By the end of 2008, we should have hit 5 million TEUs.

TL: Any other awards you are proud of?

REG: We received one last year for

security and safety. And the one we are most proud of comes from the Human Resource Ministry; The Best Employer Award last year.

TL: How do you rate your port?

REG: In terms of efficiency, I think we are at par with the best; people like Singapore, Hong Kong etc. But if you compare Singapore's IT team, it's 500-people strong. Ours comprise 5 guys.

We can't really compare one for one though, as Singapore is six times bigger than Westports.

TL: Can you tell us about the CMA CGM Vela, the latest supersize container ship belonging to French shipping company CMA CGM that recently docked at Westports?

REG: A supersize vessel is more than 10,000 TEUs. The Vela is 11,200 TEUs (meaning you can store as many 20 foot

containers on the ship). It is 365 metres long, basically three times the length of a stadium. Its width is the same as a football field. They are getting bigger. In two years time there will be 13,000 and 14,000 TEU-sized vessels coming in. Westports can handle them. We have been designed to cater for these kind of vessels for a long time.

The main thing to consider is your berth length, and also the depth. The depth we have is about 16 metres. Most of these vessels come in around 15 metres. So, we are deep enough. With regard to length, because we have a linear berth all the way, length is not an issue. In some places, the berths are not linear but are like parking bays and that could be a problem for them.

The lengths could just be 300 metres, while the ship measures 365 metres. In such situations, you won't be able to reach the cargo at the back. Some ports have been around for a long, long time, since before Parameswara days, so they can't do much about this.

As for our depth, I think 16 metres is enough for anything we can see in the next 10 – 15 years. Most ships are not getting deeper, they are getting wider. The problem with deeper ships is that they become impossible to work on; it would be difficult for the cranes to manage the cargo.

Another issue is that if you look at ports which are deeper than 16 metres, I think there are only two or three in the world. So, if you create a ship which is deeper than 16 metres, you can only dock at three ports around the world. Who can you do business with then? Not many people will be able to handle your cargo.

TL: Can you name us some of your clients?

REG: We have over 100 customers. The big customers are CMA, they are French, second is China Shipping, CSAV, which is Chilean, Gold Star from Hong Kong, OOCL from Hong Kong, Evergreen from Taiwan, Han Jin from Korea.

TL: How would their loads be like?

REG: They vary in size, they all carry a lot of cargo; all do more than 100,000 TEUs per annum with us.

TL: How many TEUs has the port

handled to date?

REG: In 2005 we did 2.9 million TEUs, 2006, we did 3.6 million TEUs, 2007, we did 4.3 million TEUs. This year it's about 5 million TEUs. That's about a 15 per cent increase.

TL: Wow, it's ever increasing.

REG: From the beginning it's always been that way. For the last 14 years.



TL: And your projection for next year?

REG: Any growth would be good... 5.3 million TEUs, 5.5 million.

We already see a slowdown now - since September - but year on year, we still see growth.

At the end of most years, it becomes a bit slow, then it starts to pick up again. Christmas stuff has already come in. September is naturally slow because for the last few years it's been the fasting month. And then Chinese New Year is getting earlier, so you might see more cargo in December.

TL: It seems that these festivals also play a big part in your operations.

REG: Not just for us. It's global; for instance, Christmas doesn't hold much for the Malaysian cargo. It has more to

do with Europe; toys from China going to Europe, but they transit here before they go; but Chinese New Year is big news for Malaysian cargo. We experience cyclical effects, month on month, that's why it's difficult to tell yet whether there's going to be a long term slowdown or if it's going to be permanent or short term.

For the last few years... in fact, since we began our container operations in 1996,

we did 20,000 TEUs. The next year we grew by 500 per cent; we handled 120,000 TEUs. Then it went to 400,000 TEUs, then 800,000 TEUs and so on.

TL: This is amazing, considering that you started your company during the Asian Economic crises.

REG: Yes... and a lot of people didn't think we could make it. They said we would only be able to really start our business after 10 years, that's if at all we could survive the initial years.

TL: Projection for the next five years?

REG: It's very difficult to project mainly due to the market conditions right now; our customers – the shipping lines - are finding it difficult to project their OWN growth, but I think there still should be

growth next year though not as high as the previous years.

TL: Can you tell us about your RM800 million expansion plan? Will it be hampered by the expected economic slowdown?

REG: We took up a 15 year loan this year, drawn down in phases. Terminal 5 was ready early last month. The rest of funds will be used for future phases. The economic slowdown will definitely effect our expansion plans but we have internal triggers; once we hit a certain volume then we know, that's the time to build. If the triggers come later, then we build later, it's just as simple as that.



For now we are at 5 million TEUs and our capacity with terminal 5. It might grow to 5.3 million TEUs next year, but our capacity now is 7 million, so there is no immediate need to build for now. We can take our time.

TL: How does Westports rate in the South East Asian region, Asian region and worldwide?

REG: There are now 5 major ports located along the Straits of Malacca - (Westports, Northport, Penang, Port of Tanjung Pelepas, Johor (PTP) and Port of Singapore Authority (PSA)) the most used waterway since Parameswara and even before, until today.

Fifty per cent of all ships built have passed the Straits of Malacca, so it's definitely still the busiest waterway in the world.

In terms of productivity and efficiency, we are probably ranked number one, in terms of size, PSA is obviously the largest, PTP is the second and we are third.

In terms of location, anyone along the Straits of Malacca is naturally in a good

location. And the good thing about being here is that this region is growing very quickly. For example, in 1995 before we started container operations, when we were at zero, Port Klang handled just over 1 TEUs and it was shared with Penang. Back then, Singapore handled more than 16 million TEUs. Total market in the Straits of Malacca was about 18 million TEUs.

Today, the market size is about 45 million TEUs. The pie has grown bigger. Of this number, Singapore handles about 30 million TEUs. We get 5 million, PTP gets 6 million, Northport gets 3 million, Penang is getting about 1 now and so, everyone is growing in this region.

As a major waterway, a lot of transit happens here as well, like Singapore's Changi airport which is like a transit airport; flights from London have to stop there to go to Australia etc, so it becomes a gateway.

TNB services are very important to us because our quay cranes run on electricity. If we don't have electricity, we can't run and I think the way I measure Tenaga services is that we have not had any power shortages for the last five years.

TL: How important is this "gateway" of Straits of Malacca

REG: Well, there are two routes where a lot of trade exchanges take place; Asia to US, which affects us minimally because there are three routes to the US (one is directly from China or anywhere

in Asia, straight to Los Angeles. That's pretty straight forward. The second one is through the Panama Canal; it has to go down pass Mexico, then comes to New York or Florida or wherever you want to go. The third one is through here, past South East Asia, through Europe and then across the Atlantic to New York. So we get a small chunk of that business).

But between Asia and Europe there is only one way; through the Straits of Malacca. And between Asia and the Middle East there is no other way. And even between the US West Coast to Africa, this is the fastest way to go.

So, a lot of business happens between these areas and even places that are growing very fast like the Middle East; to go to the US, they can go both ways, so we get half of that business as well. And to go to Australia and Indonesia, you have to pass here too. So, as a result, there is a lot of traffic movement in the Straits because of this.

TL: Who is your main competition?

REG: For local Klang Valley business we compete with Northport, but when it comes to Trans-shipment or transit cargo, it's anyone. In this region, we can compete with Vietnam, Indonesia, even India, because we're talking about the Asia and Europe routes and you need to transit somewhere. And technically, a vessel can transit anywhere in between.

TL: How does TNB's services factor in Westports operations?

REG: TNB services are very important to us because our quay cranes run on electricity. If we don't have electricity, we can't run and I think the way I measure Tenaga services is that we have not had any power shortages for the last five years.

We don't have any issues with Tenaga, only maybe there's no more increase in rates (laughs).

The quay cranes are located on the berth. If they are not in operations, we cannot handle any of the cargo from the ships at all. The cranes move left and right. And they run all day, all night. That's why the service we get from Tenaga is essential and so far there's been no problem. We are very happy, but can be happier if the rates go down (laughs) ■

TEAMWORK PAYS OFF



A final "Joint Inspection" was conducted by JPA-Central & AM-Seremban before the full operations of the 30MVA Power Transformer.

The first financial quarter for 2008/2009 kicked off with much promise and eventual success by the Federal Management Office (Central), Asset Development Department, Transmission Division (JPA-Central) when two 30MVA Transformers were carried out for the Increase Transformer Capacity project in PMU 132/11kV Gemas.

The top management of TNB is certainly proud of this achievement as it is an initiative not only towards TNB's 'Service Excellent 2010' but more so for its Transmission Division.

It was the Transmission On Time with Quality and Within Budget Project that inspired the JPA-Central project management team to give their best to the assignment.

Through sheer hardwork and team effort between JPA-Central, AM-Seremban, contractor (CDEE-TGV) and testor (Kuasatek), the project was successfully completed on Nov 14, a week ahead of schedule.

The project was also fully implemented below the cost contract.

PMU 132/11kV Gemas requires an increased capacity of Power Transformer in order to meet the increasing demands within the Gemas district with the expansion of Tuanku Syed Sirajudin Army Camp and Heavea Board wood factory. These two entities are Large Power Consumers in Gemas.

The first transformer was operational in mid-August 2008 followed by a second transformer on Nov 7, 2008.

Congratulations to all the project management team namely:-

1. Ir. Chan Teck Wei (Federal Manager)
2. Irwan Shahri Mat Sohod (Project Manager)
3. Ir. Nazarudin Kassim (General Manager – Public)
4. Mohd Shafiz Mustapha (Project Engineer)
5. Mohd Yazee Mat Yatim (Civil Engineer).



TNB CELEBRATES HARI RAYA NATIONWIDE

No one does it better than TNB when it comes to lighting up your homes. And it's the same when it comes to celebrating its customers during Hari Raya.

Literally speaking, as the nation's foremost energy and power provider, no one can light up your life as brightly as Tenaga Nasional Berhad is able to.

Taking this a step further, even in joyous, jubilant festive occasions, there isn't one corporation that could hold a candle to TNB in the way this company celebrates its customers, working partners and government representatives, those in need including orphans, and the less fortunate.

TNB has a special way of lighting up not just a venue but the hearts of those dearest to them.

This was clearly seen and most evident at the recent nationwide Hari Raya Celebrations held by one of the country's most favourite GLC.

In an effort to bring more joy as it brightened up the lives of many on this special occasion, TNB, held its Hari Raya open house treat in 14 states. And in some of them, including Perlis, Perak and Kelantan, it was no one less than the Sultan himself, who graced the events with their royal presence.

In Penang and Negeri Sembilan, it was the Chief Minister and Menteri Besar who were the VIPs present respectively.

Needless to say, this successful do, organised annually with an aim to



bringing the people together, foster closer ties between TNB and its customers, and provide a platform to say thank you to all those who have worked and continue to work with TNB, is a hit every time and everywhere its held.

At each avenue, there would always be at least 1,000 guests present, enjoying the array of rendang, satay, ketupat, lontong, soto, leman and other traditional foodstuff associated with Hari Raya, as well as good music by local artistes.

There was even more cheer all around for the invited orphans, widows and single mothers when they received their ang pow packets over and above the

food and festivities of the day.

Those present this time around included CEOs and MDs of TNB's Prime Customers, many of whom came with their staff.

And at hand to receive them were none other than TNB's top management who included the Chairman and CEO, VPs, and General Managers of the different states as well as TNB's head of departments.

All in all, one could say that TNB's Hari Raya '08 celebrations was a successful one - yet again - that was lit up with laughs, friendship and naturally, great food and entertainment. ■



Terengganu



Perak



Pahang



Negri Sembilan



Malacca



Perlis



Kedah



Putrajaya and Cyberjaya



Kelantan



Selangor



Penang



Johor

PRIME CUSTOMERS -

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

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

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

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

Titan Chemicals Corporation Berhad



Warren Wilder
Managing Director

Titan Chemicals Corporation Berhad is Malaysia's first and largest integrated producer of oleofins and polyolefins, and also one of the largest polyolefins producers in Southeast Asia.

Titan Chemicals produces Malaysia's most comprehensive portfolio of Polyethylene (PE) and Polypropylene (PP). These polyolefins which contributes to the enhancement of everyday life, are used in a variety of consumer and industrial applications, including packaging film, trash bags, automotive parts, plastic bottles and caps, and compounds for wire and cable insulation. Polyolefins replace conventional materials such as metals, glass, paper and wood.

"Titan Chemicals is a leader in the Malaysian and regional petrochemicals and plastic industries and, in line with our core values, we will pursue increasing levels of excellence to ensure our future successes," said its MD, Warren Wilder.

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RENESAS SEMICONDUCTOR MALAYSIA SDN BHD



Setsuo Ogura
Managing Director

As a manufacturer of electrical and electronic products, Renesas Semiconductor (Malaysia) Sdn Bhd is committed to deliver quality products, provide total customer satisfaction through involvement of all employees as well as utilise quality management systems effectively for a continuous improvement on quality. Its Managing Director is Setsuo Ogura.

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LAFARGE MALAYAN CEMENT BERHAD



Bi Yong Chungunco
President & CEO

The Lafarge Malayan Cement's management team is headed by the President & CEO who is a member of the Board of Directors.

A leader in the Malaysian cement industry and a major player in the Asian export market, Lafarge Malayan Cement Berhad (LMCB) was incorporated in 1950 with the first cement plant built in Malaysia in 1953.

LMCB is today the parent of a group of companies in Malaysia and Singapore whose core businesses are in the manufacturing and sale of cement, ready-mixed concrete and other related building materials.

It currently employs 1,500 people and operates a nationwide network of facilities, which includes three integrated cement plants in Langkawi, Kanthan and Rawang, and a grinding plant in Pasir Gudang. Its distribution channels are by road, rail and sea. Indeed, Lafarge is the world leader in building materials, with top-ranking positions in all of its businesses: Cement, Aggregate (concrete and Gypsum) with 90,000 employees in over 76 countries.

"LMCB is proud to serve Malaysia for more than 50 years and is committed to continue "Building Malaysia Together" in the coming years," said its president/CEO, Bi Yong Chungunco.

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Lafarge Malayan Cement Sdn Bhd
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BARRY CALLEBAUT MALAYSIA SDN BHD



Andreas Jacobs
Chairman

Barry Callebaut has been producing cocoa and chocolate products for more than 150 years. A fully-integrated company, Barry Callebaut takes cocoa beans from the soil to the shelves as it has mastered and incorporated in its production, every process involving the cocoa industry.

"We are proud to serve the entire food industry, whether it be industrial food manufacturers, professional users of our products or retailers. Today, we are the world's leading manufacturer of high-quality cocoa and chocolate products. We have a global network with production sites in Europe, Africa, North and Latin America and Asia/Pacific.

"Our proven expertise, together with our focus on innovation and R&D, has enabled us to cater to the many different customers' needs and to

respond to the varying consumer preferences throughout the world. Our customers benefit from more than 1,700 recipes.

"Barry Callebaut has strong traditional roots in Europe, is headquartered in Switzerland and is listed on the SIX Swiss Exchange," said a spokesperson of the company.

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Hj. Ismail Abdul Rahman (centre) chairing the session. Dr. Leong Yow Peng (left) and MTIB Deputy Chief Director Hj. Osman Kasim (right).



(Left to right) Dr. Abu Hanifah Azit, Hassan Ahmad Turki, Mokhtar Ishak and Hj. Megat Said Megat Ramli



One for the album - MTIB and TNB

TNB AND MTIB KEEP CURRENT AFFAIRS IN CHECK

In light of the current economic situation a focus on Energy Efficiency (EE) is not only beneficial but crucial. Indeed, forums and talks organised more frequently so as to help educate the public on ways to optimise the use of electricity.

TNB recently organised a meeting with representatives from Malaysian Timber Industry Board (MTIB) to discuss several pertinent issues in relation to efficient electricity usage. It was at an earlier meeting that MTIB expressed an interest in inviting a speaker from TNB to do a presentation on Energy Efficiency.

Due to the recent fuel price fluctuations which lead to higher production costs MTIB actively sought

ways to bring down electricity costs.

For domestic customers, energy efficiency is directly linked with one's daily in utilising electricity.

For industrial customers, understanding the tariff structure and the charges of maximum demand, is of utmost importance; Customers will then be able to plan and strategise ways to utilise electricity even more efficiently.

MIDA has introduced a tax reduction initiative where customers are provided certain incentives when they purchase and utilise Energy Efficiency equipments.

The Special Industrial Tariff (SIT) was introduced in 1996 and is applicable to all industrial customers regardless of their activities. Consumers whose total annual electricity cost is five per cent or more of its total annual cost of its operations may apply for the SIT.

In order to apply for this special tariff, consumers need to submit audited annual financial reports, which will be examined and approved by the SIT committee. Consumers can write-in officially to the GM (Customer Service and Marketing) for SIT application, which when approved, can be renewed on a yearly basis.

AZMAN THE NEW DISTRIBUTION DIVISION VP



As of Nov 14, 2008 Ir. Hj. Azman Mohd has been officially appointed The Vice President (Distribution) TNB. He replaces Dato' Ir. Aishah Dato' Hj. Abdul

Rauf who retired on the same day. Azman previously held the position of

Senior General Manager (Operations Region-2), TNB.

Born on Sept 26, 1957 in Gong Kapas, Kuala Terengganu, Azman received his early education at Sekolah Rendah Sultan Sulaiman and Sekolah Menengah Tengku Bariah. He then pursued a Diploma course in Engineering at the England Newark Technical College in the UK for two years from 1974. He later completed his Degree in Engineering at the University

of Liverpool from 1976 to 1979.

With much dedication and commitment, Azman received a Masters in Business Administration from Universiti Malaya in 1996. He was recently honoured with the Pingat Darjah Kebesaran Johan Mangku Negara (J.M.N) from the Yang Di-Pertuan Agong Tuanku Mizan Zainal Abidin Ibnu Al-Marhum Sultan Mahmud Al-Muktafi Billah Shah.

FROM AISHAH TO AZMAN

A handover-of-duty ceremony was held at the Board of Director's Meeting Room in Wisma TNB, Jalan Timur on Nov 13, 2008. The event was held in conjunction with the retirement of Dato' Ir. Aishah Dato' Hj. Abdul Rauf on November 14,

2008 who served LLN/TNB for 33 years. Also attending the ceremony were department heads as well as state general managers.

Staff of the Distribution Division wishes Aishah a "Happy Retirement" and congratulations to Ir. Hj. Azman.



Handover-of-duty: Dato' Ir. Aishah to Ir. Hj. Azman.

Call it “electric” but things have certainly been looking up or in this case you could say, “brighter” for the state of Kedah under the watchful eyes of General Manager, Abdul Haris Abdul Karim.



Abdul Haris Abdul Karim, GM of TNB Kedah

The Kedah Connection

It didn't take long for the management of Tenaga Nasional Berhad (LLN then) to recognize the leadership potential in Abdul Haris Abdul Karim, who today heads TNB Kedah.

In 1984, he was chosen to head the district of Sitiawan in Perak after only a two years service. It was a proud moment for the young rookie and one that sent him down a checkered path of big challenges but bigger rewards.

“It was still very early on in my career, and here I was heading a mini state office in the district of Sitiawan. It was challenging but I enjoyed the experience very much,” says the TNB scholar who graduated from the Aston University in Birmingham in 1984.

Abdul Haris did not let his superiors down. In the seven years he was there, he and his team, over saw the development

of Manjung Port, the electrifying of Pangkor Island and the growth of the district from a small town to a dynamic one.

Pangkor Island used to rely on a diesel generator for its electricity needs, which were limited to several hours a day. Abdul Haris saw to it that Pangkor island became fully reliant on Tenaga for electricity, 24 hours a day.

In 1993, he was transferred to KL, to head the company's newly formed marketing unit which later became a department.

“At that time, the marketing of electricity was considered an alien concept. People even thought it was funny. What? Marketing in the utility business? Why would TNB need to market electricity when they were the sole provider?

It was an era where TNB was producing a surplus of electricity and the marketing unit was asked to look at how they could get people to use more of it.

This wasn't at all an easy task.

“It had never been done before, which made it all the more interesting,” say Abdul Haris

Thus, Abdul Haris and his team began to explore innovative ways to promote usage of electricity.

One of their methods which proved successful was a collaboration with Seng Heng Electrical stores to encourage customers to buy electrical items in packages.

A customer could buy a package of several household appliances for a lower price than if bought individually.

This led to people buying more

electrical items than they intended too, directly increasing the usage of electricity.

"It did indeed result in the growth of electricity in the domestic sector."

During Abdul Haris' tenure as Marketing Manager, TNB also embarked on its first ever comprehensive customer satisfaction index survey – an effort undertaken nationwide.

"The survey was to help us identify areas of concern for TNB. We are still conducting this survey today."

In 2003, Abdul Haris left the company's Marketing Department, as head of the Strategic Marketing Unit, to take on the position of Area Manager in Ipoh. Here, he stayed for three years, before being promoted to General Manager of Kedah, two years ago.

As GM of Kedah, he oversees which includes the customer services,

financial, human resource, network services aspect, as well as technical and non-technical aspects of running TNB Kedah.

The state of Kedah is divided into three major areas – Alor Setar, Sungai Petani and Kulim.

Each area is headed by an area manager and each area manager manages several branches.

Alor Setar has four branches: Langkawi, Kuala Nerang, Pendang and Jitra. Sungai Petani is divided into Sik and Gua Cempedak. Kulim has branches in Bandar Baru and Baling.

In Kedah as in other states, there are six major units which headed by officers. These are the State Financial Officer, Chief Engineer, Customer Service and Marketing Manager, State Safety Engineer, Human Resource Manager and Strategic Management and Organizational Development Manager.

A similar set up is implemented in each area. The six state officers and three area managers report directly to Abdul Haris.

Kedah has 1200 staff of which 70 are executives.

On a daily basis, I meet the head of units and go over plans and details. We update each other on what is happening and discuss strategies for the state."

"We analyse how we are measuring up to the Key Performance Index for the state. This we monitor on a monthly basis."

In the two years he has been in Kedah, Abdul Haris has worked hard to raise the status of TNB Kedah, by motivating his people to their best.

In 2006, after Abdul Haris took over the reigns as GM, TNB Kedah's KPI rating went up from 11th place (13 states), to 5th place.

Last year, their KPI ratings put them in 4th place among 13 states.

One of the TNB's KPI is the System Average Interruption Duration Index (SAIDI) which measures how many minutes a customer experiences interruptions in a year.

In financial year 2004/2005, before Abdul Haris joined TNB Kedah, its SAIDI was 274 minutes per customer, per year.

As GM of Kedah, he oversees which includes the customer services, financial, human resource, network services aspect, as well as technical and non-technical aspects of running TNB Kedah.

In financial year of 2005/2006, this figure went down to 135 minutes per customer per year, followed by 80 minutes per customer per year in financial year 2006/2007. Abdul Haris intends to maintain it below 100 minutes per customer per year.

In the two years, Abdul Haris has helmed TNB Kedah they have been no fatal accidents recorded and the collection period for revenue has been reduced from an average of 40-50 days to 30 days.

Indeed Abdul Haris has not let bosses his employers down, even after 24 years in the company.

"Wherever they put me, I want my staff to focus and concentrate on being the best. I want my personnel to achieve standards that they themselves can be proud of."

His management style has been to trust his managers to do what needs to be done once a duty has been delegated. However, he does have frequent discussions with them to keep track on progress.

"I like to encourage the fighting spirit in my staff so that when they undertake anything, they do their very best and set high standards for themselves. I want them to be driven. I believe that



everybody in Kedah TNB now, wants to raise the status of TNB Kedah.”

Abdul Haris says that what is unique about Kedah is that they have more rural customers than most of the other states. A large part of Kedah is rural, and its activities are concentrated mainly on agriculture and paddy farming. However there are other sectors of importance as well.

For instance, tourism is one sector that keep TNB Kedah on its toes.

Langkawi after all is a major tourism destination with many international class hotels.

“We get a lot of international visitors staying at 6 and 7 star hotels. They expect the best and certainly no interruptions in electrical supply.”

Langkawi also hosts many international events and dialogues such as sailing regattas, the Langkawi International Maritime and Aerospace (LIMA) exhibitions, and official events that involve world leaders.

“We, in TNB distribution Kedah have to ensure supply to Langkawi is at its most efficient. Over the years, our network in Langkawi has become very strong and we can easily meet demands up to 2020.”

This is thanks to the submarine cables that was laid in 2003 to reinforce supply to the island from the mainland.

He says that aside from a strong and resilient supply of electricity, staff must be prepared for any circumstances and their customer services must be well placed to meet the needs and queries of hoteliers, residents, tourists and even, the cement plants operating on the island.

Other Prime customers in Kedah are Naza Auto plant in Gurun; Petronas Fertiliser Plant and Perwaja Steel Plant, also in Gurun; and educational institutions such as University Utara Malaysia in Jitra, ASEAN Institute of Medical Studies (AIMST) in Sg. Petani, and the various MARA and community colleges.

“Kedah has about 54 of TNB’s 1000

top customers. They are very important to us and contribute to a large chunk of our revenue.”

TNB has a policy of staying in touch with their Prime customers, meeting them regularly and ensuring that TNB is easily contactable in a time of need.

Abdul Haris is also looking forward to wiring up future projects such as the Pusat

Bandar Kota Purba Durian Burung.

They are also working on a Federal Government-funded project to light up roads and streets in rural areas, and to ensure all rural areas have electricity supply.

Internally, TNB Kedah intends to spend RM36 million on 60 projects to improve its distribution system, and RM54 million on 122 projects which involve supplying electricity to new customers.

They will also be spending RM59 million on their 33kV projects, which involves the enhancement of their 33kV supply system and distribution’s main intake.

“All these projects are to strengthen our existing network and distribution capability. We will do this frequently.”

Technicalities aside, Abdul Haris remains an unwaveringly loyal employee of TNB. He reminisces about the time around 1999 and 2000 when TNB was going through the possibility of deregulation. They had been told to be ready for the split up of the company and many activities were carried out to prepare the staff of TNB for this.

“Many of us have been in TNB from the start, thus, we are very attached to it. The thought of splitting up the company made us uneasy. It was a very uncertain period and everyone was speculating on the possibilities.”

Abdul Haris is very glad that at the end, TNB was able to convince the government that the company should remain as a single entity.

In his 24 years in TNB, Abdul Haris has seen how TNB has evolved from Lembaga Letrik Negara and progressed from a government agency to a large corporation. It has been a remarkable ride for him and he looks forward to more good

years.

Not one to rest on his laurels, Abdul Haris is going to continue to do his best to help TNB shine. ■



Dialogue with Perfect Channel Sdn Bhd.



Haris with Dato' Ir. Aishah the then Vice President, Distribution (Fourth from left) during a working visit to Perfect Channel Sdn Bhd (previously known as Perwaja Steel).



Working visit to Dongwha Fibreboard Sdn Bhd, Sungai Petani, Kedah.

Pengajian Tinggi Al-Bukhary in Alor Setar, the new administrative centre in Bandar Muazam, and the new Customers, Immigration and Quarantine Complex in

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