

# TENAGA Link

Communicating To Large Power Customers

KDN : PP8515/1/2011 (029234)

VOL . 4/ 09



## Carrefour

### CHOICE AND QUALITY UNDER ONE ROOF

Interview with **Guillaume de Colonges**  
*CEO of Carrefour Malaysia*



#### A WINNING SPIRIT

**Datuk Ir. Mohd. Aminuddin  
Mohd. Amin**

*TNB State General Manager (Johor)*

**TNB WON  
BEST BRAND  
ENERGY UTILITY  
FOR 2009-2010  
BRANDLAUREATE  
AWARD**

## Editor's Note

At Tenaga Nasional Berhad, we are committed to living up to our motto of 'keeping the lights on'. Therefore, we are perpetually striving and expending efforts that help us to reach this goal. To us, the most important success we can achieve is to keep our customers happy and business running smoothly. In this issue, we show you how diligence serves as its own reward and how dedication and passion boosts work quality considerably.

The best example of the above qualities can be found at the recent Asian Electrical and Energy Awards 2010, where TNB President / Chief Executive Officer Dato' Sri Che Khalib Mohamad Noh was named Asia's Best CEO. In addition, the 2009 - 2010 BrandLaureate Awards honoured TNB with Best Brand in Energy Utility in the category of Corporate Branding. We are immensely grateful for TNB's continued success and hope that with the cooperation of staff and customers alike, we may continue to reach greater heights.

On the interview front, we had the opportunity to sit down with Guillaume de Colonges, CEO of Carrefour Malaysia as well as Datuk Ir. Mohd. Aminuddin Mohd. Amin, General Manager of TNB Johor. Both men graciously shared their professional successes and



the secrets to unlocking them, should there be any readers aspiring to walk in their shoes and pull off similar feats.

TNB has also been busy communications-wise. Recent activities include an excursion to Singapore to survey similar electrical issues faced by TNB. A dialogue session was also held with the Energy Commission of Kelantan and Terengganu to address arising issues and strengthen ties between the parties. Two luncheons were organized by TNB KL specifically for our prime customers to show our appreciation and gratitude for their support to TNB all this while.

Aside from these updates, we have so much more planned for the rest of the year. Until the next issue, may all your endeavours bring much success.

**The Editor**

- Advisor** : Ir. Hj. Azman Mohd
- Editor** : Hjh. Nazariah Ibrahim
- Assistant Editors** : Nik Najihah Nik Ahmad, Zaharah Long
- Editorial Advisors** : Roslan Ab Rahman, Syed Hidzam Osman, Ir. Halim Osman, Ir. Nirinder Singh
- Contributors** : Melissa Ann Pereira, Rosidah Abdul Manan, T. Vasantha, Wong Kai Lan, Geraldine Linda, Saiful Hafiz Ramli, Lin Joe Yin, Hj Abdul Rashid Zainuddin

### Letters To The Editor

We welcome comments regarding the contents of *Tenaga Link*. Letters must include your name, address and telephone contact number. All letters to the Editor should be addressed to:

#### **Tenaga Link**

Senior Manager (Public Relations & Media), Distribution Division, Level 17, Wisma TNB, No. 19, Jalan Timur, 46200 Petaling Jaya Selangor Darul Ehsan or email to [zahirahl@tnb.com.my](mailto:zahirahl@tnb.com.my)

## Contents

VOL. 04/09

PROFILE	GIANT OF MALAYSIA	3-6
CORPORATE NEWS	<ul style="list-style-type: none"> <li>DATO' SRI CHE KHALIB MOHAMAD NOH NAMED ASIA'S BEST CEO</li> <li>TNB WON BEST BRAND ENERGY UTILITY AT 2009-2010 BRANDLAUREATE AWARD</li> </ul>	7
COVER STORY	CHOICE AND QUALITY UNDER ONE ROOF Interview with Guillaume de Colonges, CEO of Carrefour Malaysia	8-11
POWER BITES	<ul style="list-style-type: none"> <li>DIALOGUE WITH ENERGY COMMISSION KELANTAN &amp; TERENGGANU</li> <li>MANAGING UNDERGROUND UTILITY CABLE REPAIRS IN CITIES: Learning From Singapore's Experience</li> </ul>	12-13
CAPE PROGRAMME	<ul style="list-style-type: none"> <li>STANDARD CHARTERED BANK MALAYSIA BERHAD</li> <li>CHEVRON MALAYSIA LIMITED</li> <li>SYARIKAT BEKALAN AIR SELANGOR SDN BHD</li> </ul>	14-15
OPERATION	<ul style="list-style-type: none"> <li>A VISIT TO PERWAJA STEEL SDN BHD</li> <li>LUNCHEON WITH KUALA LUMPUR PRIME CUSTOMERS</li> </ul>	16
REGIONAL	A WINNING SPIRIT Getting to know Datuk Ir. Mohd. Aminuddin Mohd. Amin, GM of TNB Johor	17-19

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



# GIANT OF MALAYSIA



In Malaysia, Giant is synonymous with everyday low prices, big variety and great value and recognized for offering the most vibrant, comfortable and complete shopping environment.

Giant, which turned 65 in 2009, pioneered the concept of modern supermarket shopping – buying everyday groceries, fresh produce and fresh foods under one roof and in a hygienic environment. As the market leader, Giant sets the pace and standards for the industry with innovative marketing, store design and product pricing and variety.

### **Serving the Customers Better**

For the consumer, Giant has given its full support to the Government's programme to create smart consumers of Malaysians through continuous marketing innovations, which help them seek out the best value deals. During 2009, Giant collaborated with the Government to launch numerous campaigns that effectively brought prices of daily essentials and consumables to even lower levels, including a price subsidy campaign for fresh produce. As the leading hypermarket chain in Malaysia, this campaign was the first of its kind in the industry.

### **Suppliers Development Programmes**

For suppliers, particularly SMEs, Giant offers development programmes to help them improve production processes and marketing knowledge. Since 2005 Giant has been actively providing technical assistance and marketing support to Malaysian SMEs through various Government agencies and industry associations. One such programme is the five-year collaboration with the

Persatuan Pengilang Industri & Perkhidmatan Bumiputera Malaysia (PPIBPM) to help its members.

Supporting Malaysian SMEs and helping them to grow into world class is one of Giant's priorities as a responsible corporate citizen. Towards this end, Giant organizes special trade missions for Malaysian SMEs through its sister companies in Hong Kong, Singapore and Indonesia.

To date, Giant has assisted more than 215 SMEs, most of which are involved in food production and services related to retailing. Some have been contracted to produce Giant's house brand items.





In another collaboration, Giant and Majlis Amanah Rakyat (MARA) have teamed up in a special campaign themed “Citarasa Malaysia Untuk Dunia” or Malaysian Flavours for the World. A wide range of SME manufactured food items were promoted at all Giant hypermarkets with the objective to raise SMEs’ product development level into world class standards.

In recognition of SMEs who have contributed to Giant’s business and overall operation, ten received Giant’s Outstanding Bumiputera Entrepreneurs’ Award in 2009. The Award, a first in the retail industry in Malaysia, became a motivating factor for trade and non-trade business partners of Giant to continue to improve their product range and services.

### Promotion of Malaysian Products

To support Malaysian-made products, especially those manufactured by SMEs, Giant organizes special promotional events locally and abroad. Among the campaigns which have been launched include ‘Buy Malaysian-made Campaign’ and the Taste of Malaysia Campaign. Malaysia, the “Produk Citarasa Kita”, series has been highly successful in helping SME producers to reach Giant’s millions of customers throughout the country. Giant has been equally successful in helping to promote these products through the Taste of Malaysia campaign in countries such as Hong Kong, Singapore and Indonesia, where its sister companies operate.

Recognising the importance of the development of the Malaysian agricultural sector, Giant has teamed with the Federal Agricultural and Marketing Authority (FAMA), to promote Malaysian-grown fresh produce and fruits at all of its stores.

### Support Programmes for the Disabled



Giant, has been awarded a Special Certificate of Appreciation from the Malaysian Government, in recognition of its outstanding contribution to the training and hiring of Malaysians with disabilities.

Since the company’s Job Coach Training Methods for People With Disabilities (PWD) was launched in October 2007, Giant has embarked on continuous recruitment and training of PWDs in line with its policy as an equal opportunity employer. Today, Giant has trained hundreds of PWDs and 105 are now its full time employees. In preparation for this initiative, Mr Nesan Kandiah, a Senior Trainer in Giant, was selected to undergo two weeks of ‘PWD Job Coaching’ in Japan to further understand and learn the methods related to training PWDs, with full support rendered by the Japanese International Cooperation Agency (JICA) and the Social Welfare Department in Malaysia. As a result of his commitment and competency in training PWDs, he received a Certificate of Recognition from the Ministry of Human Resource as a Job Coach Trainer for PWDs.

Giant takes pride in its role as an equal opportunity employer, and has initiated programmes for people with disabilities to enable them to be gainfully employed. Giant’s human resource policy is to hire

as many local staff as possible, including Malaysians with disabilities, and train them to take on greater responsibilities. This programme is implemented by a dedicated team of 15 trainers who work with NGOs and parents, so that they fully understand the needs of the special group of Malaysians.

### Charitable Donations

In keeping with its philosophy of giving back to the community, Giant undertakes fund-raising events for charity. As the leading retailer in Malaysia, Giant stores are also selected as collection centres for raising donations to the Malaysian Association of the Blind, the Women's Aid Organisation, The Pink

Sembilan, Perak, Cheras, Gombak and Klang. One noble example is the partnership between Nestlé (Malaysia) Berhad and Giant for a nationwide campaign to raise funds for the less fortunate, in conjunction with Ramadhan and Aidil Fitri. A percentage of the proceeds from the sale of selected Nestlé products at all Giant stores will be donated to three organisations, Al-Khadeem Organisation, a non-profit organisation for multiracial orphans, single mothers and the elderly, The Selangor & Federal Territory Association for the Mentally Handicapped and The Ehsan and Kuala Lumpur Female and Children (PEWANIDA). Through this initiative, a total of RM120,000 was raised for the three organizations.



Ribbons Deed (Pride) and others. Throughout the year, Giant continues to contribute to orphanages, welfare homes and to the elderly. The most recent contribution included treating 70 orphans to an early screening of the Disney animated movie "UP" specially arranged for the orphans who came from three different homes.

Donations are also made during all Malaysian festive occasions to help bring cheer to those in need, such as orphans and the elderly in Selangor, Sabah, Trengganu, Pahang, Kelantan, Negri

Another charity initiative which has recently kicked off is the 'MyKasih, Love My Neighbourhood' programme. 160 poor and needy families under this programme have benefited as they are provided an allowance which is credited into their MyKad. MyKad is the identification card carried by Malaysian citizens. It now serves as a debit card for the selected families under the programme to help them budget their monthly groceries. Using a specially developed electronic payment system, the families would be able to obtain their essential groceries at Giant without using cash. ■



## Dato' Sri Che Khalib Mohamad Noh named Asia's Best CEO

TNB President / Chief Executive Officer Dato' Sri Che Khalib Mohamad Noh was recognized by the Asian region when he was announced as Asia's best CEO at the Asian Electrical and Energy Awards 2010, which was held for the first time in Singapore on 6 April 2010.

The ceremony took place in conjunction with the Asian World Electrical and Energy Conference and the Asian World Excellent Electrical Conference. "I am proud to receive this award as it is the industry's acknowledgment of the resilience and dedication of each member of TNB in transforming the Company into a reputable organisation in this region," said Dato' Sri Che Khalib.

The award serves as a tribute to the corporate chief's skill in expanding



and evolving the organisation towards becoming a profitable, responsible and stable energy company in the region. TNB was also nominated for the Best Energy Company Award at the ceremony.

Last year, Dato' Sri Che Khalib Mohamad Noh was named Malaysia's Best CEO 2008 by New Straits Times and American

Express. It is the highest recognition for local corporate leaders.

Congratulations to Dato' Sri Che Khalib Mohamad Noh for this award which has since become the pride of TNB staff. Hopefully, TNB will continue to grasp success with the guidance of visionary and laudable leaders.

## TNB Won Best Brand Energy Utility 2009-2010 BrandLaureate Award



Joyous moment for TNB



Fruits of hard work

TNB was conferred the 2009-2010 BrandLaureate for best brand Corporate Branding Category - Best Brand in Energy Utility.

The award was presented by Minister in the Prime Minister's Department Datuk Seri Idris Jala in a grand ceremony held in one

of the prominent hotels in Kuala Lumpur on 26 March 2010. TNB President/CEO Dato' Sri Che Khalib Mohamad Noh received the prestigious award on behalf of TNB.

The BrandLaureate is the only Brand Awards endorsed by His

Royal Highness Yang di-Pertuan Agong, Tuanku Mizan Zainal Abidin. This prestigious award recognizes branding excellence among the best brands of world class corporations, public listed companies, government-related companies as well as world leading companies.

# CHOICE AND QUALITY UNDER ONE ROOF



Guillaume de Colonges  
CEO of Carrefour Malaysia



## CEO of Carrefour Malaysia, Guillaume de Colonges enthusiastically reveals that the company's unwavering policy on product quality has made it at the top in terms of brand recognition.

Carrefour was first established in 1963 in France. It is the second largest retailer in the world with presence in 31 countries. Carrefour Malaysia, operated by locally incorporated Magnificent Diagraph Sdn Bhd was first set up in 1994 and is a leading hypermarket chain with twenty three (23) outlets throughout West Malaysia; 20 hypermarkets and three (3) super stores.

Carrefour was the first to introduce the concept of hypermarket in the region. This concept offers one-stop shopping, self-service, customer convenience facilities, free parking and low price on a wide range of goods.

In keeping with its standard of "everything under one roof" concept, customers will have a choice of more than 60,000 different products to choose from to meet their daily grocery and shopping needs; ranging from farm-fresh vegetables and fruits, quality meat and poultry products to a wide variety of fresh fish and other seafood, fresh-from-the-oven bakery delights to value-priced home appliances and audio visual equipment, clothes and other fashion accessories, DIY furnitures to books, stationeries and other household essentials. In short, it offers a one-stop shopping convenience for both leisure and busy shoppers.

By now, the telltale blue logo with a dash of red is both a common and familiar sight for Malaysians. Yet many remain unaware of the story behind Carrefour and its rise to global success. Since its inception, it has developed into the largest hypermarket franchise in the world. It is also the world's third most profitable hypermarket chain after Wal-Mart and Tesco and currently has outlets in Europe, Brazil, Argentina, Colombia, China, North Africa and Asia.

In Malaysia, the first Carrefour (which means "crossroads" in French) store was opened in Subang Jaya and was the country's first taste of the hypermarket experience long before rivals Giant and Cold Storage appeared on the scene.

What makes Carrefour truly unique compared to other shopping venues is its pioneering of the very concept of the 'hypermarket'. Deciding that customers would benefit from being able to buy a range of necessities under one roof, the founding Carrefour team combined a large supermarket and a department store, and the result is the immensely successful hypermarket that has since inspired other brands and made the shopping experience of thousands of customers easier.

"As a hypermarket, we are very concerned about the quality and the freshness of the items sold," reveals Guillaume de Colonges, CEO of Carrefour Malaysia.

"Because we have been operating in Malaysia for such a long time, we understand the importance of working with the government to distribute local products." At present, Carrefour Malaysia sells both local and international brands of various products ranging from frozen foods, groceries and textiles to household items and electronic appliances. "We work hard to distribute both local and foreign products, but ultimately, our aim in Malaysia is to be more 'local'," says de Colonges.

For Malaysians, Carrefour's concept and function works so well because of its various target audiences. Under a single roof, families, adults and children can find almost everything they are looking for. The company's unwavering policy on product quality also encourages customers to come in hordes, assured that what they buy are, as de Colonges puts it, "the best in each category". There are also plans for more focus on snacks and cosmetics products in the near future.

Of course, with Malaysia's status as a melting pot of ethnicities, the company is keenly aware of the

need to maintain their business without marginalizing anybody. "It's difficult to say what kind of customers we target specifically because we aim to please the majority of the people," he muses. "We ask customers for feedback on what they want and we try to improve."

Malaysia is different from other countries in terms of its economic

status. "Previously I've worked in places like Taiwan, Poland and France and compared to the extreme gap between the poor and rich people in those societies, Malaysia has a healthy average class. In this kind of situation, it's very interesting to really understand what our customers are like and their evolution. People are changing and we need to make sure that business moves

fast enough to keep up with them."

One of the principal challenges of doing just that in the retail market is rivalry from other hypermarket chains that have been growing like mushrooms in Malaysia in the last decade, most noticeably brands such as Giant, Tesco and Cold Storage. Though all of them were introduced locally years after Carrefour, the latter fell to 3rd place in terms of turnover as it had fewer stores than the former. Even now, de Colonges calls it their biggest challenge to work very hard and get back into the race.

"We're working hard – this year alone we have opened four new stores, and I'm very proud of my team for that," he says. "In terms of turnover, we are not the number one retailer. But we are at the top in terms of brand recognition," and he gestures at the Brand Laureate 2009/2010 award framed on the wall which the company received only two weeks before as proof. "Everyone in the country knows that Carrefour is a beautiful brand and most would love to have an outlet in their area. That is the best kind of recognition we could ask for and we are very happy about it," he adds enthusiastically.

Despite the recent global economic crisis, the brand has seen only a slight dip in sales though it has yet to recover. However, de Colonges and his team are optimistic for the future and are constantly on the lookout for more opportunities to nurture and develop Carrefour further in Malaysia. "Our main



De Colonges is very concerned about the quality and the freshness of the items sold.



Getting feedbacks from customers.



goal, of course, is to open more stores."

Aside from their main business activities, Carrefour also takes on the role of fulfilling their Corporate Social Responsibility by holding programmes such as the 'Go Green' campaign to call attention to environmental issues. Though de Colonges admits that it is a risky move, it is one the company was willing to take and obviously one that has paid off. The handy, cheap and recyclable shopping bags available for purchase at the end of the checkout lines are a creative way to present responsibility towards natural resources and response from customers has been positive.

During the opening of one of its most recent outlets in Kota Damansara, Carrefour also launched a Community & Welfare Centre called KITA to benefit poor families living in the area. With 40sq m to spare, the centre provides free medical check-up sessions, service meals for children and also sponsorship for textbooks and other reading materials. So far, 36 families have received KITA community vouchers to help with grocery shopping and are also entitled monthly vouchers worth RM 80.

To be up to par with the challenges that the company deals with, de Colonges's philosophy is literally simple: "I trust in the simplicity and consistency of our work. It's a simple job but it requires one to talk less and listen more and for that reason we always have to be aware of what is happening in the country socially, politically



"Our main goal, of course, is to open more stores" - de Colonges.

and culturally. That is how we anticipate future promotions and customer consumption. I trust in the modernity and multi-ethnicity in the country to propel it forward and not look back."

"Every day is a challenging day," he acknowledges. "You come to work every day and you are required to keep up with what is new in the country and that includes new products, new toys, new holidays. Your work is never done. At the same time, that is what makes the job interesting: you never quite do the same thing twice every day."

Even so, he acknowledges the importance of finding the proper balance between work and relaxation. De Colonges, who has

three children, insists that every successful person should ensure that enough time is spent with family and friends. An avid fan of outdoor activities, he enjoys taking up a different sport every year, alternating between tennis, cycling, jogging and swimming. He has also explored various places in Malaysia such as Pahang, Langkawi Island, Penang and Cameron Highlands.

When all is said and done, though, de Colonges and team reserve the last word for TNB's services to them. "The service has been very good so far. Our business runs every second based on the supply of electricity, so we are grateful to you every day!" he laughs, and we cannot help but be charmed by his spirit into laughter too. ■

## DIALOGUE WITH ENERGY COMMISSION KELANTAN & TERENGGANU



**Kota Bharu** – In his welcoming speech at a dialogue session with Energy Commission (EC), TNB Senior General Manager (Operations - Region 2) of Distribution Division, Roslan Ab Rahman expressed appreciation to EC of Kelantan & Terengganu for their cooperation and aid during the recent dialogue between both parties.

Roslan stated that he was grateful because despite the lapse of time since the last dialogue between TNB and EC, casual ties between TNB and EC, were still going on well, especially in cases involving energy supply. Thus, he said, the reason for a formal dialogue was to find solutions to issues raised by areas under TNB for the benefit of 625,000 TNB customers in Kelantan and Terengganu.

In his responding speech, EC Director (Area Enforcement & Coordination), Ir. Othman bin Omar thanked TNB for

their initiative in holding the long-anticipated dialogue. According to him, such dialogues act as a platform for both parties to present their views and share information on current issues regarding electrical supply, especially those related to customers' interests.

Meanwhile, Ir. Othman emphasized EC's main function to supervise electrical and gas needs in Malaysia. It is EC's hope that dialogues between the two parties at the area / regional level can be held periodically and continuously for their mutual benefit.

TNB discussed the need for the presence of EC representatives during current theft operations for certain cases as well as the issue of house wiring contractors lending their licenses to subcontractors for subsequent wiring which causes problems in terms of quality and not

fulfilling TNB's requirements.

In his closing speech, Roslan once again thanked EC for their cooperation and hoped that TNB and EC would continue to work together for the benefit of customers. He added that "Customer Service is a never-ending journey. In line with the initiative of *Customer 1st*, we must always place customers on the highest pedestal."

Also in attendance to the dialogue were, Hjh. Nora Abdul Ghani, EC Area Manager (Terengganu & Kelantan), Hjh. Nazariah Ibrahim, TNB Customer Service & Marketing General Manager, Dato' Hj. Zulkffli Abdul Rahman, TNB State General Manager (Kelantan), Ir. Hj. Md. Yuslan Md. Yusof, TNB State General Manager (Terengganu), Noraini Shaarani, Asst. General Manager (Commercial Affairs) and Hj. Hamzah Samat, Senior Manager of TNB Legal Services Dept (Regulatory & Documentation).



# MANAGING UNDERGROUND UTILITY CABLE REPAIRS IN CITIES: Learning From Singapore's Experience



**Singapore** – TNB Vice President (Distribution) Ir. Hj. Azman Mohd and his team were here for two days to survey and gain experience from the Singapore Power Group (SP) and Land Transport Authority (LTA) regarding issues similarly faced by Tenaga Nasional Berhad (TNB) especially those involving operation and maintenance work on underground and road electrical cables without affecting the daily activities of consumers and traffic.

While at SP Services, the Vice President's entourage was briefed on the company's role as a central utility centre and how it provides excellent service to customers using information communication technology. In addition, they obtained information on the management and operation of the distribution network and gas delivery at SP PowerGrid. Among the methods employed by SP PowerGrid that are similar to TNB is Condition Monitoring, which acts to trace and enhance

the level of reliability of electrical network on the island. One of the exemplary methods implemented by the Singaporean authorities is work management on roads such as milling and paving and traffic control methods.

Apart from high-ranking officers from TNB Distribution Division, other participants accompanying Ir. Hj. Azman on his first visit were Malaysian Public Works Dept Director of Road Facility Maintenance Branch, Dato' Ir. Hj. Hamizan Mohd Inzan and Director

of the Energy Commission (EC) Ir. Azhar Omar; Kuala Lumpur City Hall (DBKL) Director of General Works Department, Ir. Hj. Siti Saffur Mansur and her deputy, Tan Keng Chok.

Others who present during the visit were Director of the Shah Alam City Council Engineering Department, Ir. Hj. Rosli Mohammad Yunus; Deputy Director of Engineering Department, Petaling Jaya City Council, Abdul Shukor Mohamed Noor and an engineer from the Selayang City Council, Othman Idris.



One for the album

# CARE Programme

## One Contact Point

Corporate Account Relationship Enhancement (CARE) Programme is a programme developed in December 2007 to foster better relationship with TNB's corporate customers.

CARE Programme adopts the concept of 'one contact point', where a special executive (CARE Manager) from the Customer Service & Marketing Department, is appointed to manage a corporate account. The CARE Manager is responsible to create continuous interaction between TNB and its respective corporate customers in order to get feedback on TNB's services.

The main objectives of CARE Programme are:

- To foster closer two-way relationship between TNB and corporate customers and at the same time to provide better service to corporate customers.
- To get feedback from corporate customers on TNB's services, to monitor and to take effective action in order to fulfill customers' needs.
- To promote TNB's bulk payment system.

In its implementation, the Programme has identified 8 segments such as the following:

- Banks / Financial Institutions
- Business Complexes
- Utilities
- Fast Food Chains
- Telecommunications
- Hotels
- Transportations
- Petroleum

### STANDARD CHARTERED BANK MALAYSIA BERHAD



**CARE Manager :**  
**T. Vasantha**

Standard Chartered Bank is a member of the Standard Chartered Group, was established in Malaysia in 1875, opening its first branch at Downing Street, Penang. It was locally incorporated as Standard Chartered Bank Malaysia Berhad on 29 February 1984.

As Malaysia's first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. The Bank's

two businesses - Wholesale and Consumer Banking - provides a comprehensive range of financial products and services to corporates, institutions, small and medium-sized enterprises (SMEs) and individuals through its network of more than 30 branches across Malaysia.

In 2001, Standard Chartered UK established its third global shared service centre (GSSC) in Malaysia. The GSSC was registered as Scope International providing software development, banking operations, IT support services and customer service capabilities to the Bank in up to 70 countries - the first international bank to do so in Malaysia. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM).

Price Solutions Sdn Bhd, a wholly owned subsidiary of Standard Chartered Bank UK is also located in Malaysia. The company promotes and markets Standard Chartered's financial products in Malaysia through a network of direct sales agents.

Standard Chartered Saadiq Berhad, Standard Chartered Bank Malaysia Berhad's Islamic Banking subsidiary was established in November 2008. It offers a full suite of Shariah-compliant products and services to individuals and corporates through its inaugural Saadiq financial centre (branch) located in Taman Tun Dr Ismail, Kuala Lumpur.

Standard Chartered employs more than 5,000 employees in all

its Malaysian operations.

#### Leading the way

Over the years, the Bank has pioneered many firsts in Malaysia including:

- The first international bank to set up an Islamic Banking window (1993)
- The first to launch several Islamic banking solutions such as the Murabahah programme (2005), Profit Rate Swap (IPRS), Cross Currency Swap (ICCS) and Wiqa Forward Rate deal in 2006, Islamic Trade and Supply Chain proposition and TRAIn-I (Total Return Alternative Investments) in 2007
- Innovative personal banking and SME banking solutions - MortgageOne Optimizer, BusinessSaver Current Account, and Standard Chartered Visa Infinite credit card.
- The first international bank to establish a global hub for its banking operations. Scope International KL today provides support to the Group's operations in up to 70 countries worldwide and houses the country's biggest software development centre.

#### Standard Chartered Group

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit [www.standardchartered.com](http://www.standardchartered.com)



## CHEVRON MALAYSIA LIMITED

**CARE Manager:**  
**Mohd Zaiharin Mohd Tahir**

Chevron Malaysia Limited is a Malaysian subsidiary of Chevron Corporation, one of the world's leading energy companies, and operates locally under the brand Caltex™.

Caltex was created in 1936 as a joint venture between Standard Oil Co. of California and the Texas Co., with each having equal ownership. Locally, Caltex commenced business in the then Malaya in 1937 with the marketing of lubricants via its Singapore Office. Caltex Oil (Malaya) Ltd was incorporated in the Bahama Islands in 1959 and assumed responsibility for the marketing of a wide range of petroleum products. In 1965, the company name was changed to Caltex Oil Malaysia Limited.

With the merger of Chevron and Texaco in October 2001, Caltex became part of the ChevronTexaco family. In a move to present a clear, strong and unified presence in the global marketplace, ChevronTexaco Corporation changed its name to Chevron Corporation in May 2005. Caltex Oil Malaysia Limited made a corresponding name change to Chevron Malaysia Limited in April 2006.

Today, Chevron Malaysia Limited offers high quality products and services at more than 420 Caltex™ service stations strategically located throughout Peninsular Malaysia and has more than 230 employees working in several areas of business such as Marketing, Lubricants and Terminal operations. A downstream operation, Chevron has 3 terminals in Malaysia: Pulau Indah, Prai and a joint-venture in Pasir Gudang. The Chevron products available in

Malaysia include Caltex with Techron® fuel, Caltex Diesel with Techron®D, Havoline® and Delo® oils and coolant.

The first to promote branded gasoline based on a performance additive package, Chevron Malaysia Limited continuously invests in product upgrading activities in order to increase performance, minimize expensive repairs and to extend valuable customer assets. Its sense of quality service is synonymous with its vision, ie. to be the global energy company which is most admired for its people, partnership and performance.

### Chevron Corporation

Chevron is one of the world's largest integrated energy companies. Headquartered in San Ramon, California, Chevron conducts business in more than 100 countries; engaged in every aspect of the crude oil and natural gas industry, including exploration and production, manufacturing, marketing and transportation, chemicals manufacturing and sales, geothermal, and power generation. Chevron also invests in renewables and advanced technologies.

Chevron traces its earliest roots to an 1879 oil discovery at Pico Canyon, north of Los Angeles, which led to the formation of the Pacific Coast Oil Co. That company later became Standard Oil Co. of California and, subsequently, Chevron. The name "Chevron" was taken when Gulf Oil Corp. was acquired in 1984, nearly doubling the company's worldwide proved oil and gas reserves.

Another major branch of the family tree is The Texas Fuel Company, which was formed in Beaumont, Texas, in



**Jeremy Oh Beng Chuan**  
General Manager  
Retail and Commercial & Industrial  
Malaysia/ Singapore/ Cambodia

1901. It later became known as The Texas Company and eventually Texaco. In 2001, the two companies merged to form ChevronTexaco. The name was changed to Chevron in 2005 to convey a clearer, stronger and more unified presence around the world. The acquisition of Unocal Corporation in 2005 strengthened Chevron's position as an energy industry leader, increasing crude oil and natural gas assets around the world.

Chevron's diverse and highly skilled global workforce consists of approximately 62,000 employees and about 5,000 service station employees.

In 2008, Chevron produced 2.53 million barrels of net oil-equivalent per day. About 75 percent of that volume occurred outside the United States in more than 20 different countries. Chevron had a global refining capacity of more than 2 million barrels of oil per day at the end of 2008.

Chevron's marketing network supports more than 22,000 retail outlets on six continents; and has invested in 13 power-generating facilities in the United States and Asia.

## SYARIKAT BEKALAN AIR SELANGOR SDN BHD



**Tan Sri Rozali Ismail**  
Executive Chairman

**CARE Manager:**  
**Melissa Anne Pereira**

Syarikat Bekalan Air Selangor Sdn Bhd (SYABAS) was incorporated on 8th July 1996 under the Malaysian Companies Act, 1965 to undertake the privatisation of water supply services in the State of Selangor and the Federal Territories of Kuala Lumpur and Putrajaya.

Pursuant to the Concession Agreement dated 15th December 2004 between SYABAS, the State Government of Selangor Darul Ehsan, and the Government, SYABAS

was granted a concession for a period of thirty (30) years, commencing on 1st January 2005 (the Operational Date) whereby SYABAS has assumed all duties and functions of Perbadanan Urus Air Selangor Berhad (PUAS) in the area of water supply and distribution of water to consumers within the State of Selangor Darul Ehsan and the Federal Territories of Kuala Lumpur and Putrajaya involving a population of over 7.3 million and industrial and commercial users through 1.52 million consumer accounts thus making it the biggest water supply privatisation in Malaysia.

It is anticipated that the State of Selangor Darul Ehsan and the Federal Territories of Kuala Lumpur and Putrajaya will continue to be a centre of economic growth and thereby, the water demand in the states would continue to grow steadily. The current situation also provides opportunities for the PNHB Group to enhance the overall efficiency of the water industry in particular to reduce the high non-revenue water losses level and uplift the standard of service.

In line with its 'Customers' First' Policy, SYABAS has set up a Customer Service Centre, PUSPEL, to better service the consumers. PUSPEL is operational 24-hour and receives, manages, and resolves all consumers' complaints and queries in relation to water supply, water quality, water bills, water disruptions, etc. Consumers can either contact PUSPEL at the toll free line 1-800-88-5252 or send their complaints and enquiries via fax to 03-2295 5168 or e-mail to [puspel@syabas.com.my](mailto:puspel@syabas.com.my) or send a short messaging service (SMS) to SYABAS by typing PUSPEL< space >> complaints/enquiries > to 39222 or follow us @puspel twitter and Facebook.

Jalan Pantai Baharu  
59990 Kuala Lumpur  
Tel : 03-2088 5400  
Fax : 03-2088 5288  
Website : [www.syabas.com.my](http://www.syabas.com.my)  
Email : [webmaster@syabas.com.my](mailto:webmaster@syabas.com.my)

## A VISIT TO PERWAJA STEEL SDN BHD



**Kemaman** - The management of TNB Terengganu visited Perwaja Steel Sdn. Bhd. Telok Kalong on 30 March 2010.

The delegation was led by TNB State General Manager (Terengganu) Ir. Hj. Md. Yuslan Md Yusof. He was accompanied by TNB Area Manager (Kemaman) Ir. Mahathir Nor Ismail. Welcoming them from Perwaja Steel were its CEO, Dato' Henry Pheng and General Manager (Operation) Thandagithabani.

During the joint meeting, Perwaja made a request for the "Sunday Tariff Rider" and they were briefed by the Kemaman Area Manager on the conditions they have to adhere to in order to apply for the tariff.

TNB team toured the factory and was also briefed on the methods of processing iron and steel. At the end of the visit, Ir. Hj. Md Yuslan presented a memento to Dato' Henry Pheng.

## LUNCHEON WITH KUALA LUMPUR PRIME CUSTOMERS

**Kuala Lumpur** - A luncheon gathering with TNB Prime Customers was held recently at Bunga Emas Restaurant, The Royale Chulan Hotel. The main objectives of the function were to strengthen the relationship between TNB and its prime customers as well as to signify appreciation on the support and cooperation given to TNB all this while.

About 70 invitees attended the gathering. Representatives from Mid Valley, Istana Hotel, Maybank, Etiqa, and PNB Darby Park were among the attendees. Also present were Senior General Manager (Operation - Region 1) Ir Hj. Mustafa Din and General Manager (Customer Service & Marketing), Hjh. Nazariah Ibrahim.

TNB General Manager (Kuala Lumpur), Ir. Kamaliah Abdul Kadir delivered the welcoming speech followed by a presentation regarding operations of



Ir. Kamaliah gives away presents to a lucky draw winner, witnessed by Area Manager (KL West) Hj. Mahsan and Senior Manager (PP&P) KL, Zubir Hj. Hashim.

TNB Central KL by its Area Manager Zulkeple Hussin. Senior Manager (Customer Service & Marketing) Zubir Hj. Hashim gave a presentation on the Customer Satisfaction Index (CSI) survey which currently is being conducted.

Another lunch gathering with another group of Kuala Lumpur Prime Customers was held at Monte's Restaurant, Bangsar Shopping Centre. Among those who present were representatives from University Malaya Medical Centre, Aeon Sdn Bhd, Epson Toyocom, Bandaraya Development and Pantai Hospital.

Both events went smoothly and received positive feedbacks from the customers.



Ir. Kamaliah entertains guests at the Luncheon Gathering.



Ir. Kamaliah at the table with the guests. Looking on is Hjh. Nazariah (left).



Guests enjoying the lunch.



# A WINNING SPIRIT

TNB Johor led by its General Manager, Datuk Ir. Mohd. Aminuddin Mohd. Amin is more than up for the formidable task in ensuring consistent implementation of high standard service and reliable power supply to customers in the industrially active state of Johor.



Datuk Ir. Mohd. Aminuddin Mohd. Amin, TNB State General Manager (Johor)

In addition to being Malaysia's fifth largest and third most populated state, Johor is one of the most developed, thriving states in Southern Peninsula. With major developments and linkages with neighbouring countries such as the Johor-Singapore Causeway and Malaysia-Singapore Second Link and many tourist attractions,

one cannot help but wonder how much electricity and manpower is required to realize the state's daily activities. Fortunately, TNB Johor led by its General Manager, Datuk Ir. Mohd. Aminuddin bin Mohd. Amin is more than up for the formidable task.

Datuk Aminuddin was chosen

as an LLN scholar to pursue his tertiary education in Brighton, United Kingdom. Upon returning to Malaysia, he began his career with TNB in 1984 as an Assistant Engineer in Kuala Pilah branch. Over the next years, he was transferred to other stations throughout the country including Melaka, Johor Bahru, Terengganu

and Seremban. In 2005, he became the State General Manager of Melaka. He was later appointed State General Manager for Johor in 2008 and has been serving in this position since.

As Johor is the second largest state in Malaysia, Datuk Aminuddin and his staff of 125 executives and 1757 non-executives deal with over 1 million customers on a daily basis. This is hardly a mean feat considering that in terms of power demand and sales, Johor is ranked third only to Selangor and Kuala Lumpur. The latter two also have the advantage of being condensed areas while Johor's demand load is scattered throughout the state thus requiring careful monitoring. Staff is stationed at 6 areas all over the state which are: Johor Bahru, Pasir Gudang, Kulai Jaya, Batu Pahat, Kluang and Muar.

The GM's chief role is to ensure a high standard of service and

continuous, adequate and reliable power supply to customers. According to the recent customer survey index by Taylor Nelson Sofres, TNB Johor achieved a rating of 73% customer satisfaction, and is among the top three performing states in Malaysia and is only 5% away from reaching the international standards (78% – 80%).

Reliable power supply, fast response time, professional service at Kedai Tenaga and minimal power interruptions are just some of the areas that Datuk Aminuddin keeps a close eye on to ensure that customers are always satisfied. As for the staff, Datuk Aminuddin constantly communicates with his staff through frequent talks and visits to all TNB offices in Johor. He also keeps in touch with them through email and quarterly newsletter.

In recent years, Johor has been

in the spotlight because of the Iskandar Malaysia development project. The project covers 2,217 square kilometers of Greenfield and brownfield areas in southern Johor and is roughly 48 times the size of Putrajaya. Its main aim is to utilize Johor's strategic location and tap into its potential as a tourism, business and education centre.

At present, TNB is working closely with Iskandar Regional Development Authority (IRDA) on a number of major commercial projects expected to generate massive growth in Johor in the near future. These projects encompass multiple sectors such as multipurpose development (Medini), administrative (Johor State New Administrative Centre), industrial (Bahru Stainless Steel, Polymer Latex, Asia Petroleum Hub), education (Educity) and entertainment (Legoland), to name but a few. Benchmarking Singapore is a daring challenge but



An encounter of a business kind.



Johor seems well on the way to achieving success – TNB's SAIDI achievement has been improving steadily for the past few years with a rating of 72 minutes per customer in 2009 compared to 176 minutes in 2004 (Singapore currently averages 2 minutes per customer).

With so much at stake in the project, investors' and clients' expectations are understandably high especially in terms of service dependability and quality. According to Datuk Aminuddin, "Customers frequently compare us to Singapore. Our task is to convince them that we have a good system in progress here."

So far, TNB has invested RM 7 million on system development in Johor to upgrade and maintain power supply. Currently, the SAIDI target set by the state for the Iskandar Malaysia area is 20 minutes by the year 2025. However, with the basic infrastructure for all projects expected to be completed by 2011, TNB plans to work ahead and achieve the target time in just another five years.

Notwithstanding several incidents of vandalism concerning thefts of installations, the overall project is progressing on schedule. Incredibly, the recent global financial downturn has only slightly affected the project. Despite 2% reduction in sales last year, sales trends for 2010 are estimated to rise by 6% due to new investments and natural growth.

With the weight of these responsibilities on his shoulders, Datuk Aminuddin has a strict list of work principles to abide by. Commitment, discipline, passion, communication and balance,

play mutually important roles when it comes to executing work successfully. Above all, he advises, "Try to minimize weaknesses and turn them into strengths". Certainly, these principles have been the reason for his success throughout his career, especially during the 2005 power outage in Melaka.

"In Melaka, I had to work hard to restore the confidence of the state government, investors and customers in TNB's performance. Staff morale had to be revitalized. But the satisfaction I gained while working to improve and revive TNB's position was good," he recalls.



TNB staff in Johor have recorded a significant number of achievements and accolades under Datuk Aminuddin's leadership. Last year, they emerged as champions of the Technical Sports competition for Distribution Division. They were also shortlisted for the President's Quality Award for the second consecutive year. They also won the Work Improvement Team Quality Circle Award for three years in a row and are to date the only state in Malaysia to be awarded full 5S certification for all branches by the Malaysian Productivity Centre. The team's winning spirit is exemplified by TNB Johor's reigning motto for

success: "Johor Ngetop!" (ngetop being an Indonesian word meaning excellent).

2010 will be a busy year for Datuk Aminuddin and his team. Besides the Iskandar Malaysia project, TNB Johor is also involved in a variety of programs such as the Kembara Tengku Mahkota Johor Program in rural areas as well as a collaboration with the Real Estate & Housing Development Association (REHDA). Community programs are also conducted regularly in the local districts where officials meet with community leaders and representatives to hold dialogues on TNB's services and power supply.



The chaotic nature of his work schedule is not something that bothers Datuk Aminuddin, who successfully balances his time well between professional and personal endeavours. After all, he understands the kind of diligence and patience required to see his projects through to completion. "Never expect any revelation by the end of a single day. Don't keep working just for the sake of expecting something in return." As the country awaits the completion of Iskandar Malaysia, there is no doubt that Datuk Aminuddin and his team will elevate the state to an even greater level before then. ■



**Protect our fireflies.**  
**Nature's priceless treasure.**

**DILARANG  
MEMBUANG  
SAMPAH**

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

A community project by



**TENAGA NASIONAL**