

# TENAGALink<sup>1</sup>

Communicating To Large Power Customers

KDN : PP8515/1/2011 (029234)

VOL . 3/ 09



**KIAN JOO  
GROUP**  
**The Company  
That Can Deliver**  
Lee King Wah,  
General Manager  
(3-Piece Can Division)



**GOING OUT  
WITH A SPARK**  
Hj. Abdul Nasir  
Abdul Jabbar  
TNB State General  
Manager (Selangor)

## Editor's Note

With another year comes another round of life and with it, another informative issue of *Tenaga Link*. At the risk of running a cliché, the air here at TNB has been crackling with the kind of energy and electricity that only comes with passion, diligence and inspiring success!

For one, TNB hosted a visit by our honourable Prime Minister, Dato' Seri Mohd Najib Tun Abdul Razak who officiated TNB's 60th anniversary celebration in October 2009 and gave a moving speech on TNB's journey and contributions and the fundamental role electricity plays in our modern society.

To complement this issue, we have again been blessed with the opportunity to talk to some important local figures: Hj. Abdul Nasir Abdul Jabbar, the State General Manager of TNB (Selangor) who is now on leave and will officially retire in April 2010 recounts the story of his career, life



experiences gained from TNB and his hopes for the future. Meanwhile, Lee King Wah from the esteemed Kian Joo Group shares with us the company's secrets to success and what it is like to manage such a successful business empire.

Among other additional features in this issue, you will also find a report on visits to prime customers which reveal the growing rapport between TNB and its prime customers in exchanging opinions. Until we meet again in the next issue, we hope that your days will be just as inspiring and eventful as ours.

**The Editor**

- Advisor** : Ir. Hj. Azman Mohd
- Editor** : Hjh. Nazariah Ibrahim
- Assistant Editors** : Nik Najihah Nik Ahmad, Zahirah 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, Mohd Zaiharin Mohd Tahir, Geraldine Linda, Saiful Hafiz Ramli, Lin Joe Yin, Farah Aiza Abd. Aziz, Marina Mohd Nasir, Mohd Ainuddin Md Khairuddin

### 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)

## Content

VOL. 03/09

### COVER STORY

- A SPLENDID PAST, A BETTER FUTURE**  
A Visit By Prime Minister Dato' Seri Mohd Najib Tun Abdul Razak To Commemorate TNB's 60th Anniversary 3-6

### CORPORATE NEWS

- LAUNCHING OF TNB-MSC MALAYSIA PERFORMANCE GUARANTEES GUIDE BOOK** 7

### PROFILE

- KIAN JOO GROUP**  
The Company That Can Deliver 8-11

### POWER BITES

- PERAK STATE GENERAL MANAGER VISITS PROTON, TG MALIM
  - DIALOGUE BETWEEN TNB AND MBAM
  - FORUM BETWEEN TNB DISTRIBUTION DIVISION AND ELECTRICAL CONSULTING ENGINEERS, JOINTLY ORGANIZED BY TNB/ IEM
- 12-13

### CARE PROGRAMME

- TNB CARE MANAGERS AND CORPORATE CUSTOMERS LUNCHEON GATHERING** 14-15

### NEWFLASH

- CIMA ENTERPRISE GOVERNANCE AWARDS 2009  
TNB Is The 2nd Runner Up (Overall Category)
  - MALAYSIA 1000  
TNB is the Malaysian 4th Best Company
- 16

### REGIONAL

- GOING OUT WITH A SPARK**  
Interview with TNB State General Manager (Selangor) 17-19

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



# A SPLENDID PAST, A BETTER FUTURE







From left: PM Dato' Seri Mohd Najib Tun Abdul Razak, Tan Sri Leo Moggie and Dato' Sri Che Khalib Mohamad Noh at the launch of TNB's special 60th Anniversary book, *Lighting Up Lives*.

For Tenaga Nasional Berhad, 31 October 2009 is yet another historical date to record in its extensive diary of events. On this day, TNB organized an eventful ceremony at the Multipurpose Hall in TNB's Sports Complex in Bangsar to celebrate its 60<sup>th</sup> anniversary. Staff were rewarded with the opportunity to meet Malaysia's Prime Minister, Dato' Seri Mohd Najib Tun Abdul Razak who officiated the celebration.

Much meticulousness went into the planning of the event itself to ensure that staff from all levels would be able to meet and shake hands with the Prime Minister. Dato' Seri Mohd Najib, who arrived at 10 am, began his speech by remarking TNB as one of the most important 'giants' in Malaysia, having grown from a small company to a powerhouse in the electricity supply industry, serving the country with undivided loyalty and services, thus contributing

significantly to the nation's growth over the decades.

He recalled TNB's long journey since its establishment on 1 September, 1949. Previously known as Central Electricity Board (CEB), under the British Colonial Government, the company underwent three highly important stages which he referred as the turning points of TNB that had helped it evolved into something much greater.



Dato' Seri Najib recalls the success journey of TNB in lighting the nation. Looking ahead he cautions TNB to continuously ensure that quality of electricity is second to none.

The first turning point is of course the day TNB was officially established. At the time, it was named *Lembaga Elektrik Pusat* (CEB). Its primary purpose was to generate electricity supply as Malaya recovered from the mass destruction caused by World War Two.

The second stage came about shortly after Malaya was granted independence in 1957. Locals were appointed into the upper

management of CEB thus resulting in a Board that was more 'Malaya' than Western. This opened the gates to numerous opportunities for many bright, young Malays who were sent to Brighton in the United Kingdom under CEB's scholarship programme. From this point on, Malays entered the CEB in various positions until 1965, when CEB was transformed into the National Electricity Board or *Lembaga Letrik Negara* (LLN) and Raja Tan Sri Zainal was appointed as its first

Chief Executive Officer.

The final and most significant turning point is the privatization of LLN, whereupon it changed its name to *Tenaga Nasional Berhad*. Now, it is a renowned electric utility company and is listed in the Malaysian stock market and has made many vital contributions to the nation's development.

"I still remember the year 1978 when I was the deputy to Tan Sri





PM gives thumbs up to TNB

Dato' Amar Leo Moggie. Back then, it was a blessing for the people to have electricity in their *kampung*. Now, we use it on a 24-hour basis, which has made us take it for granted. I used to go very deep into rural areas to tell people there that electricity supply will be available in their village, they were very appreciative. They would cheer so loudly that it seemed as though the village hall would collapse," Dato' Seri Mohd Najib recalled fondly of the days past when electricity was but a scarcity in many areas.

However, he reminded TNB that although it has successfully transformed through various phases, its responsibility remains essentially the same, and that future challenges will be more difficult and unrelenting. This is especially so at present, since TNB now shoulders the task of providing electricity of the highest reliability and quality throughout the Peninsular Malaysia & Sabah to aid growth and spur the national economy.

TNB is also expected to ensure

supply of electricity is connected promptly and exceed its nationwide Key Performance Indicators (KPI). Dato' Seri Mohd Najib also added that it is the government's hope that negative terms such as 'brownout' or 'blackout' will never be uttered by Malaysian consumers or prospective investors.

"Today, we gather here not just to celebrate TNB's 60<sup>th</sup> anniversary, but also its achievements, trials and tribulations. TNB is now a company of international standing in the eyes of the world. I am so proud to see the TNB today which does not only excel in its business but has also been responsible for introducing many athletes and upholding Malaysia's name in the national sports arena.

"As Malaysians, we must be dynamic in order to be the best. I pray to Allah that with its dedicated management and staff and with strong government support, TNB will excel to greater heights."

Following the speech, Dato' Seri Mohd Najib then proceeded to officiate the launch of *Lighting Up Lives* TNB's special 60th anniversary book. Despite its long history in Malaysia, TNB has only just begun to scratch the surface of its potential. With a long list of current and future endeavours, TNB is certainly not slowing down any time soon. ■

# Launching of TNB-MSC Malaysia Performance Guarantees Guide Book



From left: MDeC COO Ms Ng Wan Peng, MDeC CEO Datuk Badlisham Ghazali, TNB President / Chief Executive Officer Dato' Sri Che Khalib Mohamad Noh and TNB VP (Distribution) Ir Hj. Azman Mohd at the launch of TNB-MSC Malaysia Performance Guarantees Guide Book.

Tenaga Nasional Berhad (TNB), in collaboration with the Multimedia Development Corporation Sdn Bhd (MDeC), has launched the *TNB - MSC MALAYSIA PERFORMANCE GUARANTEES* guide book at Wisma TNB, Jalan Timur, Petaling Jaya on 29 October 2009. The ceremony was jointly officiated by Chief Executive Officers (CEOs) from TNB, Dato' Sri Che Khalib Mohamad Noh and MDeC, Datuk Badlisham Ghazali. Also present at the launching ceremony were TNB Vice President (Distribution) Ir Hj. Azman Mohd and MDeC Chief Operating Officer, Ms Ng Wan Peng.

The TNB - MSC (Multimedia Super Corridor) Malaysia Performance Guarantees was first introduced in 2001 at Cyberjaya. The collaboration between TNB and MDeC is to ensure selected MSC Cybercities and Cybercentres premises are delivered with high

quality and reliable electricity supply from TNB.

*This is towards meeting the MSC Malaysia Bill of Guarantees No.1 – "To provide a world class physical and information infrastructure".*

Cybercities and Cybercentres play an important role in the MSC Malaysia agenda, as it serves as the location where MSC Malaysia Status companies can grow and receive the full benefits of the 10-points stated in the MSC Malaysia Bill of Guarantees. The new TNB-MSC Malaysia Performance Guarantees is important for MSC Malaysia as it signifies the continuous efforts for improvements and constant strive for excellence towards providing a high level of service delivery to ICT investors and MSC Malaysia status companies.

To show its commitment with respect to the Performance

Guarantees, TNB has offered Financial Penalties (Rebates). These rebates will be imposed to TNB if TNB is unable to meet the minimum Performance Guarantees.

Currently the rebate is applicable for MSC Malaysia Cybercities. To be eligible for the Financial Penalty (rebate), the MSC Malaysia Cybercity Status Consumer is required to enter a Performance Guarantee Financial Penalty (PGFP) agreement with TNB.

All cost with regards to electricity infrastructure to meet the Performance Guarantees shall be borne by the applicant. TNB has also issued an internal guidelines on the offer and implementation of PGFP. Road shows have also been conducted to TNB stations throughout Malaysia to educate TNB staff on the PGFP requirements. ■



# KIAN JOO GROUP

## THE COMPANY THAT CAN DELIVER



Lee King Wah,  
General Manager (3-Piece Can Division)  
KJCF



Many may not be familiar with the name "Kian Joo Can Factory Berhad" i.e. "KJCF", but chances are most Malaysians use or come into contact with products manufactured by Kian Joo Group on a daily basis. As the leader in the packaging business of the country, the Kian Joo Group is the main producer of cans used to package beverages, dry and processed foodstuff, milk powder, chemicals, paints and many other packaging products.

Over the years, the quality of the Kian Joo Group's production and delivery has earned the group praise and recognition in the packaging industry, among others, from International Metal Decorators Association, Asian Print Awards and Beverage Innovation Awards (where the group made history by being the first Malaysian company to receive such honours). TNB had the timely opportunity to meet with Lee King Wah, KJCF's General Manager for 3-Piece Can Division and hear his take on what has become of the chief packaging company in the ASEAN region.

**Please tell us a bit about your company's history.**

We started as a general tin can business with a small factory in Gombak in 1956. Since then, we've grown substantially, achieving many milestones along the way. Our second factory opened in Shah Alam in 1971 where we manufactured cans for processed food that was supplied to our established clients such as Yeo's, Campbell's and Ayam Brand. Along the way, we ventured into the business of manufacturing corrugated cartons via one of our subsidiaries, Box-Pak. In 1984, Kian Joo was listed in the Main Board of KLSE. From then on, the group continued expanding, with new plants being opened in Selangor, Negeri Sembilan and Johor.

Kian Joo entered into a joint venture agreement with Visypak Australia to produce PET bottles. In 2002, we expand to Vietnam, managing

3-piece can lines and subsequently, cartons. In 2008, Kian Joo entered into a joint venture agreement with a Japanese company, providing beverage contract packing services for beverages and dry food in Vietnam.

At present, we are the leading packaging company in the ASEAN region with about 20 plants and over 2700 staff members.

**That is quite a journey from a small factory to an industry giant.**

**Now, how would you describe the main operations of your business?**

The Kian Joo Group operates in four main business segments: 3-piece tin cans (cans with top-and-bottom rims), 2-piece aluminium cans (cans with one piece as a flat top and the other a cup-shaped piece joining the cylindrical wall with the round base) cartons and PET bottles.

Basically, our operations involve the

conversion of raw materials such as tin plates, plastics and waste paper products into its final forms, such as fully-formed cans, corrugated cartons and bottles, ready for use by our clients. Apart from these upstream packaging activities, we are also involved in the downstream activities such as the contract packing services.

The company's products are well known for quality. As such, we use high-quality materials and cutting-edge manufacturing technology in our production. Through the deployment of new technology, the company was able to produce aluminium cans at a high speed (1,000 cans produced per minute).

**Being such a widespread company, who are your primary customers?**

Our primary customers comprise of many multinational corporations (MNCs) and local companies dealing with beverages and food



"All of the cans we produce are made with high quality materials," says Lee.

products, such as F&N, Nestle, Fonterra, Malaysia Milk and Dutch Lady. We supply a significant portion of the cans required by our primary customers.

Our main customers other than those involved in the food and beverage business would be paint and petrochemical manufacturers. The group is capable of producing all types of cans available in the market and its production lines are versatile and capable of customizing its cans to meet any requirement by the customers.

#### **What is the competition like from other companies?**

We are the largest can producer in Malaysia and one of the largest in South East Asia. Within Malaysia, there are around 20 tin can manufacturers, but we have a majority of the market share in the

industry of around 60%. However, the group faces less competition in the area of aluminium can production, as there are fewer companies in this field.

In general, competition has grown stiffer in the last few years as many can producing companies are emerging and experiencing growth in neighbouring countries such as Indonesia and Thailand. Can manufacturers in China also pose serious competition to the group.

The group continues to take various measures to minimize the threat from its competitors by investing and employing up-to-date technology in its production, maintaining a skilled and competent workforce. This would help the group to consistently produce high quality products at competitive prices.

#### **What are the major issues that your company is currently facing?**

One of the biggest issues is the ever increasing raw material prices, especially on materials such as tin plates and aluminium sheets. Due to inflation, overhead costs such as electricity and infrastructure costs has inevitably increased and this poses an obstacle in the company's efforts to keep costs low.

As a result of escalating costs, some of our customers are moving to other types of packaging materials. For example, fifteen years ago, Milo would not be packaged any other way other than in tin cans. These days, however, Milo is easily available in plastic refill packages.

Therefore, we must strive to remain competitive by practicing



the QCDM philosophy: to focus on Quality; to be Cost effective; to Deliver on time while meeting all requirements and to encourage good Management practices.

**In light of these issues, what strategies have you planned or implemented as solutions?**

We always look into area of improvement by acquiring new machine and state-of-the-art technology, high speed automation and material saving. By doing so, we can keep our cost remain competitive.

Secondly, we must be innovative and know how to create different types of cans to suit different purposes. Every year, we come up with new ideas – new can sizes, new packing, innovative design, printing etc – In order to remain competitive in the market and able to compete with countries like Indonesia and Thailand which are having larger consumer market and cheaper labour cost.

**As the General Manager, what professional principles do you practice and impart to your staff?**

Before joining KJCF, I worked with a leading Japanese company for 6 years. I have introduced Japanese way of working ethic and management to the company by adopting Kaizen, 5S and other quality management methods. Being in the manufacturing company, the continuous improvements through technology and innovation is essential. I believe in Human Resource Development and managing staffs



KJCF's principle: Treat everyone well and give them opportunities.

by following the principle: "Fair treatment and equal opportunities for all". The vision and objective of the company should be clear and achievable for all to follow.

I work very well with General Managers in other divisions. We work together as a team for the overall benefit of the company.

We have many long service employees that have worked more than twenty years in the company.

If an employee has made a mistake, we will always try to find out the cause and work together to rectify it and prevent it from happening again in the future. We practice open door concept and maybe that is the reason that we have many loyal and committed employees.

**What is the biggest challenge you face in your job?**

My main challenge is to sustain and improve the profitability of the company, to increase the market

share and helping the company to grow internationally.

**What would you say are KJCF's contributions towards the goal of Vision 2020?**

In line with KJCF's vision, we can contribute towards the goal of Vision 2020 by building a strong Malaysian work force that is competitive and skilled, to produce world-class Malaysian products of excellence quality.

**How has TNB's service to your company fared so far?**

It has improved. In 2009, there was no record of power failure or interruption and this is especially important for us as some of our plant need to run continuously in order to achieve optimum efficiency. Any breakdown or interruption in the power supply will result a loss in our production, raw material and resources. TNB has done a good job in ensuring the consistency in power supply, maintenance and response times. ■

## PERAK STATE GENERAL MANAGER VISITS PROTON, TG MALIM

A delegation led by the TNB State General Manager (Perak), Hj. Mohd Zahir Md Nagor made a prime visit to PROTON, Tg Malim, Perak on 26 January 2010. PROTON is among the 62 PRIME customers of TNB Perak and also the PRIME consumer of Tanjung Malim Area Manager station.

The delegation included Baharudin Ismail, Manager (Consumer Services & Marketing); Hj Ahmad Termizi Mohd Daud, Area Manager (Kampar); Selvaraja a/l Ramalingam, Area Manager (Tanjung Malim); Faridah Fadzlullah, Asst. Manager (Consumer Services & Marketing) and Norzita Mat Ter, CRO (Kampar).

The objective of the visit was to build good rapport with prime consumers in Perak, especially those in Tanjung Malim. A dialogue session was held between the officers from PROTON and TNB to get feedback regarding TNB services.

Among the officers from Proton who were present were Ahmad Sukri Hamidi Abdul



PROTON's officers (from left): Elmy Iskandar Abdul Rahman, Mohamed Sharidan Ahmad, Abdul Razak Mohamed Shah, Aris Hassan and Ahmad Sukri Hamidi Abdul Hamid (GM of PROTON Tg Malim Sdn Bhd)

*"We sincerely appreciate the concern shown by TNB to us and we are grateful that we could meet Perak TNB's top management, able to discuss matters regarding TNB's services and get instant feedback from this delegation. We would be most appreciative if TNB could extend this visit to an educational visit so that PROTON's workforce would benefit in terms of upgrading their skills in matters related to electricity. I believe that this sharing of knowledge would further enhance the relationship between both parties."* - Ahmad Sukri Hamidi Abdul Hamid (GM of PROTON Tg Malim Sdn Bhd).

Hamid (General Manager of PROTON Tg Malim Sdn Bhd); Elmy Iskandar Abdul Rahman (Executive Group Corporate Communication); Abdul Razak Mohamed Shah (Head of Power & Utilities Plant Engineering Department); Aris Hassan (Head of Department – Plant Engineering) and Mohamed Sharidan Ahmad (Head of Department – Safety & Health).



Hj. Mohd Zahir Mohd Nagor TNB State GM (Perak) presenting a token of appreciation to Ahmad Sukri Hamidi Abdul Hamid (GM of PROTON Tg Malim Sdn Bhd)



TNB and PROTON delegations.

*"PROTON is one of our PRIME customers in Perak and is also a good paymaster. In tandem with TNB's Customer 1st initiative, this visit is intended to create a good rapport with prime consumers in Perak. It is our hope that PROTON would benefit from this session for the mutual benefit of both parties."* - Hj. Mohd Zahir Md Nagor, TNB State GM (Perak).



## Dialogue between TNB and MBAM

A dialogue between TNB and Master Builder Association of Malaysia (MBAM) was held on 6 November 2009 at Wisma TNB Jalan Timur, Petaling Jaya. MBAM is an extensive umbrella organization that represents the Malaysian construction industry and services sector and is devoted to further promoting and developing the construction industry.

Mr. Kenneth Lee (Chairman of the MNE Committee) from MBAM was present beside other MBAM representatives. TNB (Distribution) was represented by Megat Said Megat Ramli (AGM- Commercial Affairs) and Ir. Nirinder Singh Johl (AGM – Customer Relationship & Marketing). Their queries were mainly on operational matters.



Full attention from the MBAM members



Presentation of memento from the AGM – Commercial Affairs of TNB Megat Said Megat Ramli to Kenneth Liew (Chairman of MNE Committee)

## Forum between TNB Distribution Division and Electrical Consulting Engineers, jointly organized by TNB/ IEM

A forum between TNB and Institute of Engineers Malaysia (IEM) was held on 16 November at Wisma TNB, Petaling Jaya. Among matters discussed were:

- Connection charges calculation
- Tariff rate
- Power factor penalty
- Substation building specification
- Other matters related to electricity supply application

The purpose of this forum is to resolve issues raised by the Consulting Engineers and Developers as well as to strengthen rapport between both parties.

The forum was chaired by the Assistant General Manager (Customer Relationship & Marketing) of TNB Ir. Nirinder Singh Johl.



# 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 | • Telecommunications |
| • Business Complexes             | • Hotels             |
| • Utilities                      | • Transportations    |
| • Fast Food Chains               | • Petroleum          |



## TNB CARE Managers and Corporate Customers Luncheon Gathering

A luncheon gathering with TNB CARE Managers and Corporate Customers was held on 12 November 2009 at The Pergau Room, Kilat Club KL, TNB.

In tandem with the objectives of CARE programme, this gathering provides a platform for the corporate customers to voice out their concerns regarding TNB services so that a greater working relationships will be developed between both parties. TNB team was led by Ir. Hj. Azman Mohd, Vice President (Distribution) who gave a presentation on TNB's 60th Anniversary Celebration. Among other officials from TNB were

Hjh. Nazariah Ibrahim, General Manager (Customer Service & Marketing) who delivered the welcoming speech and Tengku Haliza Tengku Muhammad, General Manager (Finance). A number of 32 CARE managers and 70 corporate customers attended the gathering.

Based on the positive feedback and commendable remarks from the corporate customers on the programme, it is imperative to conclude that the gathering was successful in enhancing working ties between TNB and the corporate customers.







# CIMA ENTERPRISE GOVERNANCE AWARDS 2009 TNB is the 2nd Runner Up (Overall Category)

TNB was accorded with yet another award, this time for the 2nd runner up, overall category in the award giving ceremony of the Malaysian Business-Chartered Institute of Management Accountant (CIMA) Enterprise Governance Awards 2009 which was held in Kuala Lumpur on 6 November 2009.

The award was presented by YB Datuk Mustapa Mohamed, International Trade and Industry Minister to Encik Mohamed Rafique Merican, Chief Financial Officer / Vice President (Finance), who represented TNB.

This function was jointly organized by Malaysian Business magazine and CIMA Malaysia (an international professional accounting body) with the aim to honor Malaysian



International Trade and Industry Minister, YB Datuk Mustapa Mohamed (5th from left) presenting the 2nd Runner Up, Overall Category award to Chief Financial Officer/Vice President (Finance) of TNB En Mohammed Rafique Merican.

companies that have managed to practice Enterprise Governance principles effectively. Corporate Governance, Corporate Social Responsibility, Risk Management and Return to Shareholders

were among the criteria being judged. A panel of evaluators involved in researching more than 150 companies and TNB was shortlisted among the ten best companies.

## MALAYSIA 1000 TNB is the Malaysian 4<sup>th</sup> Best Company



TNB Corporate Communications General Manager Hj. Ismail Abdul Rahman receiving the 4<sup>th</sup> Best Company award from the International Trade and Industry Minister YB Datuk Mustapa Mohamed.

Once again TNB was bestowed the recognition at the national level when it was chosen the 4<sup>th</sup> best company in Malaysia in the Malaysia 1000 Award

Giving ceremony-Launching of Malaysia 1000 4<sup>th</sup> Edition Directory. The event which took place on 6 November 2009 was jointly organized by BASIS Publication

House Sdn. Bhd, Malaysia External Trade Development Corporation (MATRADE) and Malaysia News Agency (BERNAMA).

The award was presented by YB Datuk Mustapa Mohamed, International Trade and Industry Minister to Hj. Ismail Abdul Rahman, General Manager, Corporate Communications who represented TNB.

The award was given to companies that exhibit excellent performance and contribute largely to the overall development of national industry.

It is hoped that this achievement and recognition would boost the working spirit of TNB's staff to work harder for greater success of the company in future.



# GOING OUT WITH A SPARK



Hj. Abdul Nasir Abdul Jabbar, General Manager of TNB Selangor

Retiring in good shape with a belief that TNB will strive forward to achieve greater heights.

Hj. Abdul Nasir Abdul Jabbar hardly needs any introduction in Tenaga Nasional Berhad (TNB). Having devoted 23 years of service to the company, he has juggled many diverse positions before eventually ascending to the post of TNB State General Manager of Selangor. Although he is due to retire in April 2010, we managed to sit down with him on his final day of office to talk about his career journey, experiences with TNB and his hopes for the future.

## **Tell us how your career with Tenaga Nasional Berhad began.**

I first started working with TNB in 1976 where I was stationed in Port Dickson. I furthered my studies in Brighton, United Kingdom and after graduating in 1982, I become a full-fledged engineer. Following that, I have been posted to many different areas in Malaysia including Johor, Pahang, Sabah and Kelantan. I have also actually been posted in Selangor before at the Petaling Jaya branch. During that period, I covered most

of the responsibilities in Distribution Division: enforcement, projects, systems operations, customer service. It was a very good exposure and has helped me greatly now in my position as a General Manager, which is my 14th posting.

## **What are your responsibilities as the General Manager of TNB Selangor?**

Among other things, there is the KPI (Key Performance Indicators) that we must meet or even exceed.

Customer satisfaction is a huge priority – the key words here are ‘security’ and ‘reliability of supply’. Secondly, as far as the company is concerned, our goal is to achieve high revenue. Thirdly, it is our job to optimize all the resources given to us such as human and financial resources plus facilities. On top of that, we also have to create a good atmosphere with our stakeholders (in Selangor, the government is one of our stakeholders), prime customers and regulators.



#### **What are the main challenges that you face in Selangor?**

Well, we have nearly 1.5 million customers to serve in Selangor alone, and installations numbering around 14,000, which is huge. Our customers here have very high standards and service expectations. What we are doing here is to implement the best system possible to avoid breakdowns. Selangor is also an area with very big commercial projects such as i-City and industrial areas such as Shah Alam and Petaling Jaya. All require very large amounts of electricity supply, and so our customers keep us on our toes to ensure that we maintain these high standards.

Of course, we do not forget the

rural areas either. One of the present challenges we face is the installation of streetlights in rural villages in support of the government’s agenda to provide sufficient lighting there. So far we have covered 40 villages (10 streetlights in each village) and it is still ongoing. The expectations of people in rural areas are obviously very different from those people in the city but we give both equal, continuous attention.



#### **What are your marketing strategies to address customers’ needs in the areas under your jurisdiction?**

Most industries nowadays use very high-tech, computer-controlled equipment. Our aim is to ensure that this equipment can function properly with the power supply that we provide. There is a slight departure in the standards we give and the equipment we import. My challenge is to sell the idea that we give the company the supply with a certain power quality and so certain standards must be met. We work together to ensure a balance and proper functioning of the equipment.

We sometimes visit these companies and factories to discuss equipment in the market that can mitigate power quality issues so that at the

end of the day, there are fewer power breakdowns or disruptions in production. We also hold seminars and dialogue with FOMCA and investors’ associations to ensure that power quality is addressed properly. This, I feel, is one of the more pertinent issues in Selangor as compared to other states.

#### **What are the opportunities that you foresee for TNB?**

If you look at our sales ranking prior to the economic downturn, we had a healthy 5% to 6% growth during the financial year and there is certainly potential for more growth. We work very closely with the Selangor State Investment Corporation (SSIC), a one-stop agency that holds all the potential investors. And so when we meet and discuss with them, we come prepared for the possibility of new customers. There are several companies in Selangor who have taken this opportunity such as Q-Cell and Mitsui Copper Foil. As far as TNB is concerned, we are always ready to hear their needs and serve them.

One advantage that Selangor has is a strong and reliable power system. Therefore, whenever you need to position your company, power supply is practically at your doorstep, which gives us numerous potential industrial opportunities.

#### **What are your work principles and motivations?**

In my 23 years of service, I can say that I truly enjoy working as a team. I make it a principle that when God makes someone, there is sure to be some good in them. You can give me any type of people and I will try to bring out the best in each one. When the person changes for the better professionally and





'Enough is not enough', is always in Nasir's mind.

contributes to the team, I take it as a personal achievement.

I also promote creativity. It is very difficult for me to dictate everything from A to Z. I order the menu but I do not disturb the cooking in the kitchen unless there is an absolute need to intervene. It is also very important to give the staff freedom to work as it makes their performance better and more meaningful. We appreciate their creativity and they appreciate the freedom we give them. I also subscribe to our CEO's principles: DID—*dedication, integrity and discipline*.

#### **What are your plans after leaving the office?**

I don't have any specific plans, but to be frank, I do need a break. If you look at the amount of vacation leave accumulated, it is quite ridiculous; I have to take six months off earlier than my official retirement day which is in April.

I'll use the time to reflect on myself. As a TNB staff member, your work revolves around KPIs. As a

Muslim, you must ask what KPIs you set for yourself? How are your prayers, fasting, alms-giving and relationships with loved ones? My aim is to better myself as a person now that I have all the spare time. Other than that, I might help out in family businesses. In monetary terms, I am happy just to have enough to survive.

#### **Do you have any last words for your staff and TNB in general?**

I look at TNB as an orchard that has produced many fruits, but sometimes we have to reevaluate the fruits to know if our customers are still happy with them, and if we meet their expectations. We can produce even better fruits, and I believe Selangor has that capability. On the whole, TNB too is more than prepared to face the challenges ahead. There are always other players out there who strive to replace TNB's monopoly status, so we must always remember: 'enough is not enough', and strive forward with this motto in mind.

Last but not least, TNB must realize that it cannot always depend on

fossil fuel and should look for alternative sources like renewable energy. Thus, it is good to support the government's intention for fuel mixing to secure the future of the next generation.

To my team, I wish to thank all of you. You have done a lot to elevate Selangor's name. I believe that with the consistent and good teamwork shown by these people, the next GM will have no problem getting their support. It is important to remember that as a staff member, minor tasks given to you are just as important as the major ones, and so going the extra mile makes all the difference. ■



Note: Hj. Abdullah @ Abdulbasir bin Abdul Ghani  
TNB State General Manager (Selangor)  
Effective 23 November 2009



**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**