

TENAGA Link

Communicating To Large Power Customers

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AT THE HEART OF IJN'S PLANS

Mohd Radzif Mohd Yunus, CEO



POWER FROM POLE POSITION

The Energy Commission's Mission

SWITCHING ON TO SHAZIMAN:

**Up close and personal with
the new Minister
of Energy, Water and
Telecommunications**

PENANG'S PRIDE
TNB's answer to NCER

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editor's note

BRIGHT, SHINING EXPERIENCE

Experience: No one can take this away from you. No one can buy it off you. It is yours to cherish, yours to keep, yours to share. It is an invaluable commodity.

Isn't it through experience that a person would know how to do something better now than before? Or have the ability to execute a plan more effectively than the next person? Isn't it through having more experience that you are able to tackle a particular problem more efficiently the next time round?

And as they always say: Be it sweet or bitter, pleasant or painful, you will only learn from experience.

Being in the Deputy's seat for the past four years, our new Energy, Water and Communications Minister would certainly have gained enough experience to steer us into even brighter days ahead. While other ministers are new to their portfolio, would have a measure of adjustments to make in order to fit into their new shoes, Datuk Shaziman Abu Mansor would have already been most comfortable walking, wading in or working the sites in well-worn, seasoned soles.

Indeed, while others would be groping in the dark for the first few months, trying to find their footing, Shaziman has already been traipsing away, in hand, a wealth of knowledge about what needs to be done, what demands more attention, where does he go from here, and to which direction – in this globalised era – should he take the nation.

In this issue, we tap into our cover personality's vast experience on the job and get illuminated with bright answers that hold much promise. Would he be our light in times where oil prices have rocketed?

Just like Shaziman, many a TNB staff has been with the company for years. And it is this that makes each one so precious. There are those who are now going out to share their expertise, knowledge and experience with the world, namely TNB customers.

In Penang, General Manager Ismail Abd Rahman together with his staffs of 1,000 including engineers and accountants, are doing their bit to see that developers, manufacturers, factory owners, all of TNB's clients, domestic and commercial, get the supply they want, when they need it.

With years of experience in customer service himself, Ismail puts his communication and interpersonal skills to work for him. And this is most helpful when you are dealing with demanding customers, regulatory bodies and other authorities wanting all and everything, all at once.

On the side of the Energy Commission, we have a very experienced electrical engineer Azhar Omar working behind the scenes. As head of the Electricity Supply Regulatory Department and in his capacity as EC Director, his main task is to ensure that adequate and reliable supply meets customer demands at affordable prices, in accordance to the Energy Commission Act 2001 and the Electricity Supply Act 1990.

With 16 years of experience behind it, Institute Jantung Negara, the country's leading heartcare centre, has carved a name for itself all over the world. Operations and medical procedures are often telecast live to several countries, IJN surgeons and specialists are invited to give talks at world-class conferences, medical breakthroughs have been achieved.

The heart of the matter is that with every patient IJN has since tended to, CEO Mohd Radzif Mohd Yunus says its staff has benefitted a great deal.

Now you may experience all this and more in this issue of Tenaga Link.



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

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SWITCHING ON TO SHAZIMAN

It's the dawn of a new day with Datuk Shaziman Abu Mansor at the forefront of the Energy, Water and Communications Ministry. The man definitely has a clear vision – his own blueprint – of things to come.



Trained as a mechanical engineer and looked upon highly by his previous boss Tun Lim Kheng Yaik, Datuk Shaziman Abu Mansor could not be a better fit to take over the helm at the Energy, Water and Communications Ministry, especially after having been the Deputy Minister for the past four years.

It was as if he had been primed for this position.

And short conversation with him would prove this beyond any reasonable doubt. He chatters with great energy, passion and enthusiasm about everything related to the Ministry.

Armed with a sharp mind and clear view of how the ministry can contribute towards the development of Malaysia, Shaziman, one of the youngest ministers in cabinet today, is eager to demonstrate that age is not a barrier.

*Datuk Shaziman Abu Mansor
Minister of Energy, Water and Communications*

When we met him recently, at the Ministry's temporary office in Parliament, Shaziman was quick to point out that Sabah is at the top of his to-do list.

One may want to jump to the conclusion that he was merely playing to the gallery and shoring up the Government's popularity with the clearly unhappy Members of Parliament from across the South China Sea but the fact is, he really sees a serious problem.

"The electricity supply situation there is simply dire," he says before rattling off one technical shortcoming after another and before we could even catch up with all the jargon he has moved on to various possible solutions that the Ministry is considering.

He points out that the size of the state and the fact that the population is spread out thinly, the cost of generating and distributing one kilowatt of electricity in Sabah is doubled that in the Peninsula.

Indeed, the problem of electricity supply in Sabah and complaints about tap water quality and increasing water charges were among the first things that concerned Shaziman when he assumed office.

"You see, this Ministry is actually very consumer oriented, we have to deal with the people because we are responsible for electricity supply and basic infrastructure of water," he says.



"You see, this Ministry is actually very consumer oriented, we have to deal with the people because we are responsible for electricity supply and basic infrastructure of water "

Apart from the pressing concern of fixing the ramshackle electricity and water infrastructure in Sabah, Shaziman is equally focused on keeping basic amenities affordable.

Concurrently, he puts an important point across; one that many consumers tend to miss:

"While it is true that Tenaga Nasional posts billions of Ringgit in profit every year, the return on investment is actually very small because they have to spend billions more every year just to maintain their infrastructure and keep up with the times."

And Shaziman is quite happy with the way Tenaga Nasional is handling the generation and distribution of electricity.

He admits that the Ministry has to manage the conflicting interests of Tenaga Nasional, the Independent Power Producers (IPPs) and also Petronas as the main energy provider for the industry but it is something, he says, he will have to manage through their regular meetings.

"We meet with Petronas, Tenaga Nasional and the EPU four times a year to plan and discuss current issues so I have to try and match everyone's interests with the interest of the nation," he said.

Going back to the question of profit, he drew a parallel between the IPPs and companies that specialise in water treatment but is not responsible for distribution.

"Water companies, especially water treatment companies rake in hefty profit



because their costs are low. This is why I am looking at the way we structure these supply agreements.

“Many companies prefer to only be responsible for water treatment but want nothing to do with the distribution; this is not fair because most of the profit is in treatment while distribution involves a lot of costs and losses through non-revenue water.

“I think in the future, water treatment companies should be responsible for distribution as well. Then they would make sure that customers get the best quality and the infrastructure is kept in good condition to avoid leakages.”

Shaziman is also suggesting some kind of control over the amount of profits public amenities suppliers make, either by capping them or through ring-fencing.

“They must plough back their profit into the industry to improve it,” he adds.

As he frets over the imbalance in the contract between consumer and suppliers of water and electricity, Shaziman’s mind is equally busy probing far into the future to make sure that Malaysia continues to be energy sufficient.

He says that when the Bakun dam in Sarawak comes on-line in a few years time, it would significantly improve the nation’s

electricity generating capacity and the country wants to take advantage of this fact by laying a supply cable across the South China Sea.

“Bakun will continue to generate electricity for us for years to come but demand will have caught up with supply so quickly that we will enjoy the extra capacity only for a few years,” he says.

This is a clear illustration of why generating and supplying electricity to fulfill the nation’s voracious appetite for energy is a very capital intensive business and why Tenaga Nasional needs to spend billions every year to keep up with demand.

With demand for energy growing at breakneck speed, Shaziman has made the drawing up of an Energy Blueprint for the country a top priority.

“When it comes to electricity, 60 per cent is still generated using fossil fuel and with current oil prices, we have to think ahead to work out a sustainable plan. The Government simply cannot afford to subsidise energy forever.

“The Energy Commission is conducting the study right now and while I am not sure what they will include in their finding, it should contain some suggestions of what we should do when the country’s energy reserve is depleted.”

However the scope of work before the Commission is limited by the scope of the Ministry's responsibility. When Shaziman talks about an energy blueprint, he is just talking about the needs of the energy industry and the nation's overall energy strategy.

"We do not look at the energy needs of the transportation sector for example, overall energy needs comes under the Economic Planning Unit of the Prime Minister's Department."



Shaziman says the future has to include the option of using nuclear energy because it has the capability of providing large amounts of electricity without depending on depleting fossil fuel.

"We have to start considering nuclear energy now because it takes between 12 to 15 years for us to get from planning to implementation.

"Right now, the Ministry of Science, Technology and Innovation are studying the prospect of nuclear energy in Malaysia. They have a 2 mega-Watt research reactor which is helping scientists and technicians investigate the prospect of nuclear energy for our country."

Many people are still suspicious of nuclear energy but Shaziman says we have to face reality and explore all possibilities.

"Oil and coal prices are soaring high, the only local fuel that we have in abundance is natural gas and we can ensure the current electricity rate if we maintain gas prices at the artificially low level like now.

Environmentalists generally frown on the idea of subsidising

energy cost because it only encourages consumption of a fast-depleting resource but fortunately the Minister has a rather broad green streak.

"I am very serious about reducing consumption and promoting energy efficiency. I think this is the right approach for the future."

His motives are not entirely green, he is simply drawing on his experience as an engineer and by punching the number he can see that, improving energy efficiency will give us results in the shortest time frame.

"We have to start considering nuclear energy now because it takes between 12 to 15 years for us to get from planning to implementation."

"If today everyone changes their light bulbs to energy efficient version, we would see a drop in electricity consumption tomorrow so we have to seriously look at how we can promote the use of energy efficient appliances."

Asked if he is in favour of offering rebates for consumers paying extra for energy efficiency, Shaziman said he is looking at many options including banning the imports of products that are wasteful with energy.

"Fossil fuel is a limited resource so we actually have no choice but to put more effort into improving energy efficiency so we can make our depleting oil reserves last."

Of course one cannot escape talking about renewable energy when discussing the future of the industry and he is convinced that Malaysia should focus on solar technology as the country is blessed with the sun all year round.

"Don't you think it's odd that the leaders in solar technology is Denmark and Sweden, countries that enjoy a lot less sunlight than us.

With so many big ideas in the works, Shaziman will certainly not have a boring day at the office. And Malaysians can look forward to a brighter day tomorrow. ■

AT THE HEART OF IJN'S PLANS

These are exciting times for Institut Jantung Negara, the country's leading healthcare centre. It will soon be able to tend to even more patients once their new building is ready for operations in a few months time. Chief Executive Officer MOHD RADZIF MOHD YUNUS, who has been with IJN for five years now, tells us what's in store for Malaysians.

Mohd Radzif Mohd Yunus

Q: What can Malaysians expect from IJN's expansion plans?

A: The new building is expected to be ready in a few months. We have been working on this for the past two years. We now have 264 beds. With the new place, we'll have an additional 180 beds.

Q: Will there be an increase in doctors as well?

A: Recruitment of doctors is an ongoing thing. Currently we have 34 consultants and about 30 specialists, 11 fellows and eight medical officers. With the extension, we would be looking for a few more to complement the existing numbers.

Q: How have you seen IJN progressing?

A: Four years ago, the waiting time and waiting lists were a big concern. The numbers then were about 1,000-odd patients on the surgical list for elective procedures. Now, it's down to 400, thanks to better work processes, the restructuring of the whole organisation, a more efficient utilisation of the workforce and improved flexibility to meet a patient's needs and urgency.

We have also had to deal with capacity constraints, due to the limited number of beds. With the new additional beds, we won't have that problem anymore. In addition, there will be two extra Operating Theatres and two extra Cath labs.

Q: What's IJN's track record like?

A: We've been around for 16 years, since 1992. We've tended to about two million patients.

The more numbers you have, the more you hone your skills because you are able to put your capabilities to practice.

Going by that, we have the track record. Also, IJN's doctors, cardiologists and surgeons, they are all very capable people, highly recognised in their respective

fields. The Society of Cardiologists, the Society of Cardiac Surgeons – they invite many of our medical personnel to give talks and to share our experiences. We transmit our procedures live to places like Europe and Japan. Our surgeons have performed procedures in places like Vietnam, Pakistan, Bangladesh, Indonesia, Yemen.

Q: And what about your success rate?

A: Well, the measure of mortality is highly, highly commendable. In terms of surgeries that have been performed, it's very low

Q: Any procedure you are most proud of?

A: The one that stands out is the mechanical assist device that's now in a boy. The transplant procedure - to provide him with artificial heart – was a great feat in itself. Ten, 15 years back, this would not have been possible.

Q: Where does training fit in all this?

A: We need to build up the capabilities of our people. We do this internally and at the same time we send them out for foreign attachments. We also look at collaborative partnerships to share knowledge, with universities here and abroad. To further reinforce this, we are also establishing our own IJN college of cardiovascular and thoracic care. It's something we've conceptualised over the last three years.

We've taken in a lot of people from various parts of the world – Saudi Arabia, Uzbekistan, Japan, Yemen, Indonesia, from the medical profession who are on attachment. Some spend six months here, some two years.

Q: What about continuous improvement in customer care?



“Once there was a power interruption due to some drilling works somewhere nearby. A cable had been affected. Before you knew it the TNB people were already here.”

A: Service is not something easily attainable. You can come up with manuals and conduct classes but it doesn't necessarily mean people are going to put everything they read into practice. You cannot be telling your staff this is how you have to do it. But if you present the subject in a different, more exciting way, chances are, you could drive your points home more effectively.

That's why we have the IJN Service Challenge competition, where staff from different departments compete and try to outdo each other in terms of the correct way they provide customer care. In this fun and friendly atmosphere, each team is called to act out difficult scenarios that could arise when dealing with patients. Points are awarded based on how they tackle the situation. No department is left out – even the security guards are involved in this challenge.

This acts as a reminder as to how you can best serve the patient. Hopefully, they exercise what has been taught. It's part of an essential learning process, a life process.

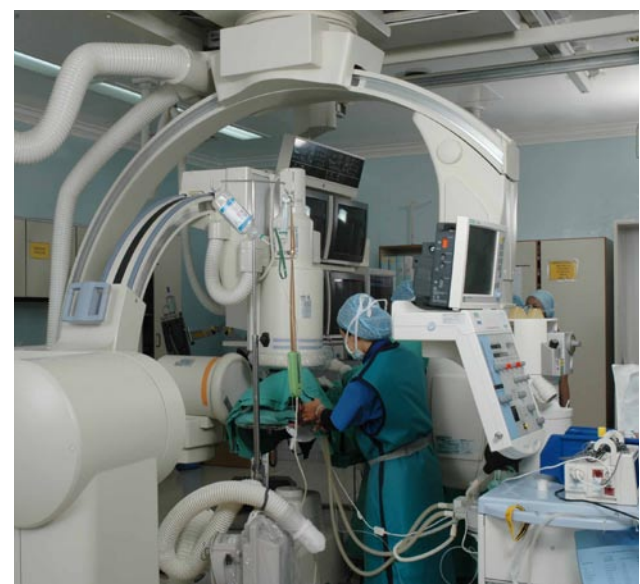
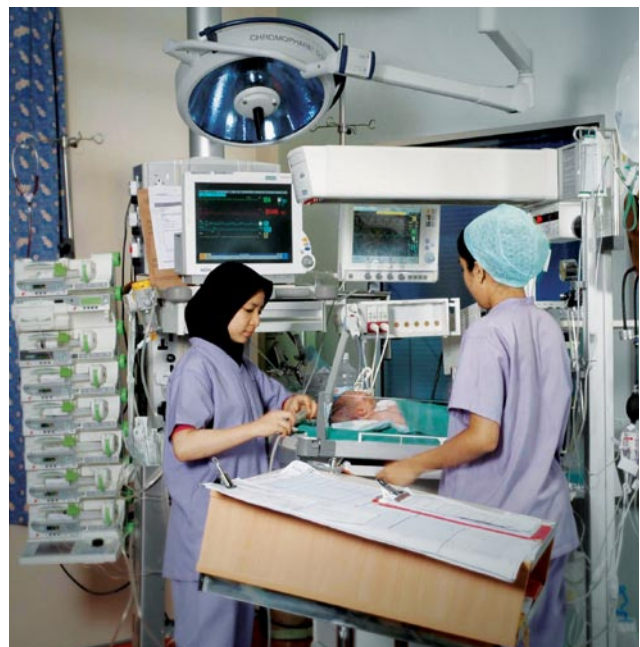
Q: How does the IJN name fare abroad?

A: When you go overseas people know about IJN and what the brand stands for. It's highly recognisable. One can also gauge this from the invitations our medical peers send us, for us to attend conferences and give talks.

There are plans to make it even more recognisable to patients who might want to come here for heart care. We know there's a great demand for IJN's services and we realise that we cannot be totally dependent on the local market, which is why we are venturing into other areas.

Q: Being a specialist centre, IJN must surely rely on having reliable power supply. What's your take on TNB's services?

A: Excellent. Once there was a power interruption due to some drilling works somewhere nearby. A cable had been affected. Before you knew it the TNB people were already here. They are really efficient. No question about this. ■



Powering Good Relations

REHDA and TNB

In order to foster a closer and more productive relationship, a dialogue was held on June 9, 2008 between Real Estate Housing Developers Association (REHDA) and TNB at Distribution Division of TNB Headquarters, Petaling Jaya. Chaired by our Senior General Manager (Engineering), Hj. Zaharuddin Tajul Arus. This fruitful discussion was also attended by Senior General Manager (Materials Management & Metering Services), Hjh Zahara Saidin, GM (Customer Service & Marketing), Roslan Ab Rahman and others. Representatives from REHDA were headed by the Vice President and Alternate Chairman of IUEC, Ricque Liew Yin Chew.

Topics of discussion were considered as all-embracing, in which areas covered included Service Level Agreement, Turnkey reimbursement, unstable electricity supply or overloading problems, vandalism of TNB electrical installation, metering issues and others.

This dialogue ended on a happy note with both parties showing much commitment to have better ties in the future.



Dr. Leong Yow Peng (right), AGM Customer Relationship Management and Marketing TNB with REHDA delegates



Dialogue in session



Hj. Zaharuddin (center) chairing a dialogue. Roslan Ab Rahman (left) and Ricque Liew Yin Chew (right)



Dato' Ir. Amir (left) exchanging card with Dato' Ir. Lee Peng Joe while Ismail Din (second from left) and the TEEAM members look on.

TEEAM and TNB

TNB had invited The Electrical & Electronics of Malaysia (TEEAM) for a dialogue at the Distribution Division of TNB Headquarters in Petaling Jaya recently.

The attendees from TEEAM included Dato' Ir. Lee Peng Joo (President), Ir. Chew Shee Fuee (Immediate Past President), Yap Ching Kiat (Vice President), David Chong Ah Nyap (Vice President) and others. While TNB was represented by Dato' Ir. Hj. Amir Nordin Abdul Aziz, SGM (Operations - Region 1); Hj Zaharuddin Tajul Arus, SGM (Engineering); Hjh Zahara Saidin, SGM (Materials Management & Metering Services) and others.

Among the issues raised during the meeting were factory acceptance test, e-Bidding, TNB's 'Sijil Gunapakai' and power quality problems.



TEEAM and TNB group photo



TNB's line up - (left to right) Ismail Din, Dr. Leong Yow Peng, Megat Said Megat Ramli and Zahara Saidin.

lations via Dialogue

MPMA and TNB

On May 13, 2008 a talk on power quality and energy efficiency was opened by Dato' Ir. Hj. Amir Nordin Abdul Aziz, SGM (Operation – Region 1) and 29 Malaysian Plastics Manufacturer Association (MPMA) members attended the function which was held at Wisma TNB, Petaling Jaya.

The main objective of the talk was to increase the awareness as well as to educate LPC customers on two areas of concern namely Power Quality (PQ) and Energy Efficiency (EE). Two subject matter experts on these two areas, Ir. Hamdan Ali on PQ and Ir. Fuad Faisal on EE presented on these topics focusing on issues and solutions. MPMA President, Lim Kok Boon gave a short presentation to Plastic Industry in Malaysia.

Members of the MPMA were informed on other initiatives undertaken by TNB on PQ and EE for LPCs i.e PQ/EE Seminars / Sponsored 25 customers for CIREN / developed PQ Guide Book/ installation of PQ / Free PQ Mitigation Services.

The PQ and EE talk was extended as a value added service to our valuable Large Power Customers such as MPMA on the aspects pertaining to PQ and EE.



Dato' Sri Che Khalib (left) and Lim Kok Boon.



Dato' Ir. Aishah welcoming MPMA Council members

On the same day a dialogue was held between TNB and MPMA council members. The dialogue was chaired by TNB CEO/President Dato' Sri Che Khalib Mohamad Noh.

Matters such as power outages, electricity supply application and PQ Services were discussed at the dialogue. With the dialogue, TNB hope to continue the excellent working relationship with MPMA.



One for the album - MPMA and TNB

C&CA and TNB

A two-way communication dialogue session between Cement & Concrete Association (C&CA) and TNB was held recently at the Board Room, Wisma TNB, P.Jaya. The dialogue session was opened by TNB Vice President (Distribution) Dato' Ir. Aishah Dato' Hj. Abdul Rauf.

In her opening remarks Dato' Ir. Aishah updated C&CA members the overview of TNB latest systems, business highlights and TNB Power Quality Services.

C&CA Executive Director, Grace Okuda expressed her appreciation to TNB for having the dialogue twice a year. Such dialogues have benefited both C&CA and TNB.



Meeting in progress chaired by Dato' Ir. Aishah



One for the album - C&CA and TNB

POWER FROM POLE POSITION



*Ir. Azhar Omar
Director of Electricity Supply Regulation,
Energy Commission*

Working behind the scene detracts the limelight away from Electrical Engineer Ir. Azhar Omar but the work he does has powerful resonance nonetheless for all electricity consumers.

ENGINEER Ir. Azhar Omar knows from close quarters how useful electricity can be when harnessed properly. On the other hand he is intimately aware of its power of conflagration when abuse or mismanagement leads to a fiery inferno. His resume reveals that he was the Investigating Officer for both major fires at the Subang International Airport in April and October 1992 respectively. The first fire caused extensive damage to the Duty Free complex at Terminal One. The second fire was more dramatic since it consumed the Air Traffic Control Centre and brought with it widespread damage and disruption. In between sifting through the embers for clues, he was also looking into the causes of the massive national blackout in September that year; followed by a smaller but no less serious one which hit the Southern part of Peninsular Malaysia in January 2005.

For all of his professional working career, Ir. Azhar has been on the 'supervisory' divide of the fence that distinguishes the power industry in this country. On the one hand are the producers led by Tenaga Nasional Berhad (TNB) and the phalanx of Independent Power Producers (IPPs); while on the other side, resides the consumers; both private and commercial concerns. He is the head of the Electricity Supply Regulatory Department in his capacity as Director with the Energy Commission of Malaysia.

"As head, my job is essentially to ensure adequate and reliable supply to meet customer demands at affordable prices. These functions are embedded under the Energy Commission Act 2001 and the Electricity Supply Act 1990," he says.

One of the primary tasks he faces is to ensure the power utilities and industrial consumers meet the requisite Power Quality specifications in term of compatibility of supply provided by power utilities and equipment used by the consumers. "Within the vertically integrated industry structure at present, there is a need for some form of regulation to ensure the supply and services objectives are achieved, as well as protecting the interest of consumers," he says. Ir. Azhar adds that implementation of these functions are carried out through various means such as licensing, standards setting and issuance of guidelines and industry codes.

Ir. Azhar says as regulator, the Commission is charting and proposing how the industry should evolve to complement the vision of the Government. "Our energy blueprint focuses on the long term sustainability of energy supply in meeting future demands. This is more so in view of the present fuel supply situation globally, and internally, the emphasis on developments in the various regions of the country that would require optimum quality and quantity of power," he says.

One major current initiative towards this direction is the feasibility study being undertaken to introduce competition in the industry. This is with the aim of identifying potential benefits, and measures to be taken before such a bold step is embarked," he adds.

In the area of quality of supply and services, the Commission has undertaken the task of reviewing the standard of supply and services to enhance performance of the main utility company and readying it for implementation soon. "As there are growing concerns in the area of Power Quality, the Commission has approved the usage of MS IEC 61000 series as guideline to be used in the industry. The power utilities will be given ample time to adjust to meet this standard. On our part, a baseline study will be conducted to determine the suitable level, particularly the emission level for harmonics that should be incorporated in the standards," he says.

The Commission was formed under the Energy Commission Act 2001 and began full operations in January 2002. It was created to serve as regulator of the energy industry based on the powers provided for in the Act. It is also charged with overseeing the new regulatory framework for the activities in the energy industry.

At the outset it was entrusted with the task of overseeing economic regulation, which includes promoting efficiency and economy in the generation, production, transmission, distribution, supply and the use of electricity. In the gas supply industry, it oversees the use of gas supply through pipelines; promoting and safeguarding competition; enabling fair and efficient market conduct. It also includes licensing, enforcement of license conditions for licensee and service providers and ensuring compliance to rules and performance or service quality.

At the consumer level, it ensures the tariffs charged reflect fair pricing in the pursuit of affordability. For commercial users in this industry, it has to ensure the tariff promotes rather than hinders production and commercial enterprises, while allowing a reasonable profit to the utility.

In the area of technical regulations, the Commission is entrusted with the task of achieving a secure, reliable and safe system. It needs to ensure fair and transparent conduct of the grid and distribution operator, the development and enforcement of technical codes and standards.

“Our energy blueprint focuses on the long term sustainability of energy supply in meeting future demands.”



Consumers are to be accorded protection measures with adequate empowerment in areas such as dispute resolution, affordability of services and service availability.

Another important aspect of the Commission's task reflects concern for safety and protection from dangers arising from the generation, transmission, and distribution of supply of electricity and gas.

The Commission provides inputs for the Ministry of Energy, Water and Communications in the creation of national incentive guidelines to promote energy efficiency. These include the offer of tax exemptions and allowances.

According to Ir. Azhar, it pays for businesses to run their operations in conformity with the guidelines

set out by the Commission. "Power interruptions increase the cost for businesses. We provide guidelines that ensure Power Quality issues are addressed which enables businesses to carry on their operations with minimal interruptions," he says.

The Commission chooses the 'carrot' over the 'stick' in its pursuit of its Power Quality policy. "Companies which incur capital expenses on equipment to ensure quality of power supply are given a special financial incentive called an Accelerated Capital Allowance by Ministry of Finance through MIDA for a period of two years, effective from the 2005 year of assessment," he says.

Ir. Azhar is unfazed by the challenges he faces in performing his regulatory duties particularly when faced with a colossus like Tenaga Nasional Berhad

(TNB). "It is a private entity but one in which the Government has a controlling stake. It has to be recognised that every decision by the regulator will have significant impact on all parties. Under such circumstances, certain decisions may not reflect the notion of equitable action," he says. However, the tough decisions are always taken with the consideration made to balancing the needs of the utilities weighed carefully by customer expectations.

Being at the helm of an important arm of a young regulating body, the Commission has assumed a broader scope in its supervisory sphere and policy influence. "We have taken slow but sure steps towards developing our own internal capacity. With commitment from our rank and file, this process is steadily taking shape," he says. ■

CARE PROGRAMME

One Contact Point

A special programme known as Care Programme or Corporate Account Relationship Enhancement Programme has been developed by the Department of Customer Services and Marketing (CSM) and it was enforced on 1st of December, 2007. This programme is in line with the wish of TNB's President/Chief Executive Officer to form a better relationship with TNB's corporate clients.

The programme adopts the concept of "one contact point", where a special executive is appointed to manage the corporate accounts. In its preliminary stage of implementation, the programme has identified a number of 8 segments. These segments are as follows:

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

Main objectives of Care Programme are as follows:

- To create a closer two-way relationship between TNB

and corporate accounts and at the same time to give a better service to corporate accounts.

- To maintain customers' loyalty with TNB through TNB's continuous effort that focuses on quality customer's service characteristics (reliable customer service, assurance, responsive personalized service).

- To get feedback from corporate accounts on TNB's services, to monitor and to take effective action in order to fulfil the clients' needs.

- To promote TNB's Bulk Payment System.

All executives from the department of CSM have been appointed as CARE Managers and they have the role of contact persons in creating a continuous interaction between TNB and corporate accounts with the purpose to get feedback from the customers regarding to TNB's services from time to time.

As a customers' oriented corporation, the Distribution Division always strives to ensure that TNB reflects a corporation that has great concern in consumer service and customers' satisfaction.

It is the hope of the CSM that CARE Programme achieves the customer service excellence in accordance with the objective of our journey towards Service Excellent by 2010. ■

CARE Manager Line-up



Dr. Leong Yow Peng
AGM (CS & Marketing)



Roslan Ab Rahman
General Manager



Megat Said Megat Ramli
AGM (Commercial)

PETROLEUM



Mohd Zaiharin
Mohd Tahir
CALTEX



Mokhtar Ishak
PETRONAS & SHELL



Mohd Tahir Deni
BHP & ESSO

HOTEL



Abu Bakar Ismail
SHANGRILA &
HILTON



Rosidah Abdul Manan
SHERATON &
HOLIDAY VILLA



Zatun Zuraida
Muhd Annual
RENAISSANCE & REGENT

TELECOMMUNICATION



Ir. Nirinder Singh
Johl
TM & DIGI



Zulkifli Ahmad
CELCOM



Siti Rafidah
Mukiar
MAXIS

TRANSPORT



Abdul Aziz Hussin
PLUS & MAB



Shahanom Izham
KTMB

UTILITY



Selimin Othman
POS & INDAH
WATER



Melissa Ann Pereira
SYABAS

FAST FOOD CHAIN



Syed Hidzam Osman
MC DONALD
& 7 ELEVEN



Shiamala a/p Parameswaran
KFC



Sansubari Che Mud
PIZZA HUT

RETAIL OUTLET



Tengku Azhar
Tengku Kasim
JAYA JUSCO



Juhaida Tajudin
TESCO



Norhasliza Othman
CARREFOUR



Norhazila Husin
MYDIN



Zahirah Long
PARKSON



Wong Kai Lan
GIANT

BANK



From left: S. Parameswaran (CITIBANK & HSBC), Ahmad Fadzil Shamsudin (PUBLIC BANK), Zulhasni Sulaiman (AMBANK & CIMB), Khairunnizam Naharudin (RHB & BANK ISLAM), Rahim Md Din (MAYBANK).



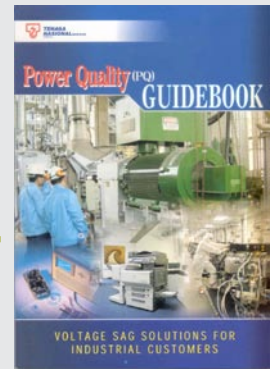
From left: Yusof Basir (OCBC), Datin Siti Laila Sri Asih Garieb (EON & Hong Leong), Aida Tajudin (AFFIN & ALLIANCE), and T. Vasantha (STD. CHARTERED).

Voice of Customers : Power Quality Guide Book



"This TNB PQ Guidebook is very good in providing guidance towards ensuring adequate equipment immunity against voltage sag. I would recommend it to other industry associates for the benefit of all."

Norman McCurry
Director / General Manager
EASTMAN CHEMICAL (M) SDN BHD



"TNB has taken a commendable initiative by coming up with this PQ Guidebook. It is very useful to us in the industry to overcome problems of equipment mal-operation and disruptions to manufacturing and business processes."

Fairuz Abdullah
Plant Manager
CRYOVAC (M) SDN BHD
Shrink Packaging



"TNB Power Quality (PQ) services is very good in helping Flexsys to overcome voltage sag problem."

Abd. Manan Ismail
Technical Engineer
FLEXSYS CHEMICALS (M) SDN BHD

KOREAN INVESTOR PUMPS RM 3 BILLION INTO SELANGOR

POSCO-MKPC a Korean investment plant will start its operations in Bandar Sultan Sulaiman, Port Klang by the end of 2008. The manufacturing concerned will bring into Selangor an investment amounting RM3 billion while making available more jobs for residents in the surrounding areas. POSCO is a sole distributor for main automobile structures for the local market.

The ground breaking ceremony, officiated by POSCO's Managing Director, Lee Un-Suk, from Korea, was held in April. The event was also attended by several VVIPs comprising TNB Selangor's mega customers and NGOs.



Dato' Mhd Jabar Ahmad Kembali (third from left) at the ground breaking ceremony.

- Chang In-Hwan, Senior Vice President POSCO
- Park Tae-Sung, Commercial Attache of Korean Embassy
- Toh Yew Keat, Group Chairman of Prestar Resources Bhd
- In Chan-Moon, Senior Vice President of POSTEEL
- Shin Seung-Jae, Division Director of POSCO
- Kim Ji-Yong, Managing Director of Posco-Malaysia (Formerly know as MEGS)
- Hwang Yang-Yeon, Executive Vice President of Daewoo International Corporation
- Dato' Mhd Jabar Ahmad Kembali, Chief Executive Officer of Selangor State Investment Centre
- Razif Ahmad, Director of PROTON Holdings Bhd
- Toshiharu Imanishi – Managing Director of Perodua Auto Corporation Sdn Bhd
- Saw Bee Aun, General Manager of Megasteel Sdn Bhd
- Su Wei Jin, Managing Director of Ornasteel Enterprise Corporation Sdn bhd
- Azlan Abdullah, Chief Executive Officer of Mycron Steel CRC Sdn Bhd

PRIDE OF PENANG

Of the newly introduced large-scale economic projects in the country, the Northern Corridor Economic Region is one of the first of many that was launched. It was also established at around the time Hj Ismail Abd Rahman took over as Penang's General Manager. Here, he tells us how TNB is keeping up with the fast-paced development of the State.



Hj. Ismail Abd Rahman

While he had just come down from the north for this interview which was held at Tenaga Nasional Berhad's Distribution Division Headquarters in Petaling Jaya, you could see that Hj Ismail Abd Rahman, TNB's General Manager in Penang, is an extremely popular person. It's as if he radiates the aura of a wakil rakyat everywhere he goes: anywhere he stops in the building, wherever he passes, there would always be people greeting him, in a jovial, joyous mood, happily and cheerfully.

Even, when he's engrossed in a conversation with another TNB staff, someone else would be standing nearby, waiting to shake his hand or just say hello. His response would be equally warm, always with a smile that reaches his eyes.

Hj. Ismail is indeed a man with loads of charisma and presence, qualities that might be innate to him but that could also have been enhanced during his

25-year tenure with TNB, where he has been involved in customer service for quite some time now. The likeability factor – his amicable disposition – shines through even during this interview, where he shares with us the demands of his job, how he has come to be where he is today, and his aspirations for the future.

Question: Can you describe your job to us?

Hj. Ismail Abd Rahman: My work at Distribution Division revolves mainly around customer service. The staff strength in Penang now stands at about 1000 employees, 70 of whom are engineers and accountants.

As TNB's front-liners, our job entails tending to new customers who request for power supply. Any application involving 33kiloVolt and below, we process it ourselves. Anything above that, 132 and 275kV - we will need to communicate with the transmission division.

We also handle the meter readings, issue electricity bills and ensure collection of payments. We take care of calls and queries at the management center.

Q: How has TNB Penang primed itself for the future success of the Northern Corridor Economic Region?

Hj. Ismail: As electricity is a very critical utility for any major development project, TNB is currently working to provide the highest electricity supply as required in the Bill of Guarantees. There are four States involved in NCER namely Kedah, Perlis, Northern Perak and Penang. Penang happens to be the mainstay of this project. While NCER is still in the early stages of planning, we have to make sure electricity projects – as and when required by any developer – be completed on time.

The NCER project also coincides and is interrelated to Rancangan Malaysia Ke-9 (RMK9), which involves the building of the second Penang Bridge, the monorail lines and Penang Sentral,

the Island's integrated transportation hub. Then there is the Penang Cyber City project which involves three areas; first, the Bayan Baru and Bayan Lepas areas, then there is Penang Cyber City II in Bertam and Penang Cyber City 3 in Batu Kawan.

These are places where the Government plans to grant interested parties MSC status. We are working hand in hand with the Government's task force and RMK9 special committee. We meet quite regularly to discuss supply needs and duration issues.

Q: In terms of revenue, where is Penang compared to the other States?

Hj. Ismail: Among other things, Penang is known as the Silicon Valley of Malaysia. Apart from the IT manufacturers, TNB Penang enjoys a steady growth of between 2 and 4 per cent per annum. We are number four

behind Selangor, Federal Territory and Johor. Our revenue comes from two main sources; from the It-related people like Dell, Intel, HP, as well as the steel industry; Southern Steel and Ann Joo are our top two Large Power Customers.

Q: What are your main challenges?

Hj. Ismail: There are a few. One is when we request land for substations from the customers. Due to the scarcity on the island, and because of the high price of land, the developer often has a tough time, or finds it hard to allocate space for us. Yet, we need a certain amount of area. It's to enable us to install our switch gears and transformers and other necessary equipment to do the job.

Another challenge lies in the ever increasing price of materials, switch gears, cables and transformers, which tends to increase the cost of doing business.

Thirdly, there are issues regarding the environment – the falling of trees whenever we want to install our transmission lines and the perception of the effects from Electro Magnetic Fields (EMFs) to human beings. We need to always be mindful of the environment.

Of all the many industries and multinational companies in Penang, the electronic sector is particularly sensitive to power quality issues. If there's a trip somewhere, their apparatus will experience power interruption. Then they file their



Landmark: The KOMTAR building is a familiar landmark.

complaints to the Government. Our tariff doesn't say that the power supply is interruption-free but their expectation is that there shouldn't be any interruption.

So how do we deal with this? As TNB continuously plays its part in supply side mitigation, we try to educate and assist our customers in managing power quality issues on their side – customer side mitigation. We do this with the help of TNB Energy Services.

And while our customers expectations grow higher, we have our own target to achieve - Service Excellence by 2010. For this to work, the first step is to ensure that every employee subscribes to the action plan. We need to equip our staff with greater knowledge and skill, and update them on new technology all the time.

We are involved in a very dynamic, highly-technical business. Technology changes very quickly. We





in Penang Island.



Champion: Hj. Ismail receiving the Distribution's League Table award from Dato' Che Khalib Mohamad Noh, President/CEO TNB while Toh Weng Ngai, GM (Strategic Management & Organizational Development); Dato' Ir. Aishah Dato' Hj. Abdul Rauf, Vice President (Distribution) and Datuk Wira Ir. Md. Sidek Ahmad, Senior Vice President (Operation & Technical) TNB look on.

have to make sure all our employees are being trained accordingly. For some of the more senior personnel this could pose a bit of a challenge.

Q. What are your qualifications? Can you illuminate us with your history at TNB?

Hj. Ismail: I have a BSc (Hons) in electrical power from the University of Sussex, England. I did my Post Graduate Diploma in engineering business management, a course conducted by Warwick University, England and Universiti Teknologi Malaysia. I obtained my Masters of Science in engineering business management from the University of Warwick as well.

I began my career with TNB (then LLN) in September, 1983. I started off as an assistant engineer based in Petaling Jaya, for about seven years, after which I was promoted to senior consumer engineer for KL North until 1994. Then I was made safety manager in Distribution.

My next portfolio was as senior manager, marketing, in Distribution. In 2000, I was sent to the Ministry of Energy, Communications and Multimedia as Special Officer. I came back to TNB in 2004 as Senior

Manager, Regulatory Management Unit (under Corporate Communication at the headquarters). My job here required me to look at all regulatory matters and oversee communications with regulators including the Ministry of Energy, Water and Communications, and Energy Commission. A year later I became general manager for Putrajaya and Cyberjaya. I have been GM for the State of Penang since July 2006.

Q: What are some of the personal achievements you are most proud of?

Hj. Ismail: One of these would be during my attachment at the Ministry. As special officer, one of my duties was to advise and provide input on energy-related issues to the ministry and minister. I was TNB's representative at the ministry. Often, I would be required to collate information during parliamentary debates and as and when required. I had to assist the minister and deputy to answer issues related to energy, even during the ASEAN and APEC meetings. It was a most challenging period but also a very satisfying one.

Another thing that I can say I'm proud of is related to the introduction of TNB's Safety Excellent Management System for Distribution. We had the book translated in Malay. The five-star system on safety management procedures is still being utilised until today. We use this to

evaluate safety management and other activities in our operations.

Q: Can you share with us your management style, your strengths and weaknesses?

Hj. Ismail: I am very open. I am a team player. I believe in team work and often get the cooperation of the staff. I think my strengths are in my interpersonal skill and communication, especially when dealing with clients – customers who are trying to get supply from us to the local authorities, regulators and State Government.

In my line of work, as front-liners, this is paramount. It can also be challenging at times, with regulators and the investment arm of the State expecting us to provide investors with whatever they want, as we try our very best to meet these requests even though we are often given very short lead time to do so.

My weakness? Maybe I try to do too many things at one time. But that's also because time is of the essence. I need to prioritise. It can be quite challenging to do things according to all our customers' requirements.

Q: Your ultimate ambition?

Hj. Ismail: To help TNB to be up there along with the other global players. ■

WE DID IT TOGETHER!



Prime Minister's Industry
Excellence Award 2007



Award In Excellence
Quality Management

Today, TNB can stand tall among the global organizations. We couldn't have done it without you. And because of that, the staff and management of TNB would like to convey its deepest gratitude and sincere thanks to all our value customers who have kindly provided us with much support through the years.

It is this that has allowed TNB to win such grand acclaim and acknowledgement that comes in the form of the prestigious Prime Minister's Industry Excellence Award 2007, as well as the Award In Excellence Quality Management. To our customers, we'd like to say that these awards are as much yours as they are ours. We did it together. So once again, from all us to all of you, a heartfelt

THANK YOU!