

# THE BRAND LAUREATE D R E V I E W

TOAST TO THE YEAR  
OF ROOSTER :  
Predictions, tips and more!

INTERNATIONAL  
WOMEN'S DAY 2017 :  
Be Bold for Change

AMPUTEE MOUNTAINEER  
SPEAKER JAMIE ANDREW :  
Conquering Mountains of Hope

SAY YES2BRAND :  
Brand in Motion

**DATO' SRI DR. ERIC YAP**  
UNLEASHING THE MEGA TRON

RM15 WM  
RM18 EM





# THE BRAND LAUREATE

BUSINESS WORLD REVIEW

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# PUBLISHER NOTE |



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The fire rooster crows in on January 28 this year, signifying a brand New Year in the Chinese zodiac calendar. Gong Xi Fa Cai to all who celebrates the Chinese New Year and to our friends of various races and nationalities, a Happy, Blessed and Prosperous 2017.

2017 is going to be an exciting and tumultuous year for the world. Like the cockerel that crows every morning, there will be a lot of crowing this year and it will come from America, the nation that has conquered many of our minds and emotions with their great brands. And on January 20th, the Donald Trump brand engages us for the next four years with his leadership.

How will the next four years play out? No one knows, not even the seasoned political or economic analysts. Trump has always been in the news even before he ran for Presidency and won it. His business empire, wives, luxurious homes and real estate caught our imagination and we all remember him as the host for The Apprentice and his famous catchphrase “You are fired.” As he starts his presidency with his new team, one wonders who will be the first one to be fired from his or her position.

Checking on his Chinese zodiac sign, Trump is a dog and a fire dog. Now, we all know the traits of a dog – loyal, honest, faithful, smart and have a strong sense of responsibility. There is no doubt that Trump is loyal to Brand America, in wanting to make the brand great again and bring back all the investments and jobs back to the country and expel those that are a threat to the country. He is honest enough to tell you off and not mince words when it comes to the interest of America and its people and he is smart to win the presidency, against all odds. Whether the Russians had a hand in the election campaign is another matter altogether.

But like any great and strong brand, he stood his ground and expounded his vision to all Americans and created the necessary buy in to win the campaign. It doesn't matter that many Americans, world statesmen and global corporate leaders are not in favor of him, that many celebrities did not

perform at his inaugural presidency's party. What matters most, is he won the coveted position of President of the United States of America, perceived as the greatest nation of the world. The next four years will see how smart, effective and relevant a president he is to make America great again and whether he can heal and bridge the world with its surmountable issues.

When Barack Obama took office eight years ago, many were not sure that he would be able to do a good job. Taking office when the American economy was at its lowest, Obama worked tirelessly to bring the economy back to the current state where GDP growth for the third quarter of 2016 was 3.2 per cent and many new jobs created since the 1990s.

As the forty fourth President of USA, he was the most celebrated and sought after president, receiving warm welcomes in any country that he visited, from the young to the old. He has his own style, the way he jogs down Air Force One when he lands at any countries on official visits, his charisma and his deep and insightful speeches.

I will miss Barack Obama much. Whilst many dislike him and his policies, he did make America great too and one has to acknowledge that. And I hope that four or eight years down the road, I will say that I miss Donald Trump too. Let's give him an opportunity to prove himself.

At the same time, we must give ourselves the opportunity to make 2017 a great year for our brands. Let us make the best of things, capitalize on opportunities that come our way and turn it to our advantage.

That is what Dato' Sri Eric Yap of Tron, our cover story feature did when he was presented with an opportunity to take over Tron which was not faring well then. Not a technology person, he took the challenge, learned more about the industry and managed to turn around Tron. Carpe Diem, which means “seize the opportunity” in Latin, that should be our motto for the year and once again, I wish all of you a great 2017.



## HAPPY CHINESE NEW YEAR



## XIN NIAN KUAI-LE 2017

## EDITOR'S NOTE |



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The introduction of International Women's Day (IWD) originally started when the role of women in human history was noticeably downplayed or even ignored in mainstream history as told and written by men. So once a year, for a day or a month, political figures, the media, and the general public are called upon to acknowledge this shortcoming of history and take steps to rectify it, a little at a time.

This year could be an interesting year for women in political discussion as Trump Administration takes power, led by the newly elected President of the United States Donald Trump, a man who has, over the years, been widely called out for his objectification of women. Trump has been reported to criticise women for their looks and sexist remarks, and made reasonably clear that he values women primarily for their decorative qualities. While he does seem to respect his daughter Ivanka's intelligence, his actions give the impression that he does not see women as his equal.

With a long history of disparaging remarks about women, especially when he thinks he has been disrespected by one, his remarks reflect a deep-seated sense that he thinks men are dominant and women should stay where they belong – or to stay quiet unless they want to support him. Nevertheless his winning presidential campaign last year had proven that the man is capable of staging a chorus of women who support him, who claim he doesn't care about gender, only competence. And some will take that as evidence that he is not sexist, that the rest are too caught up in political correctness.

While it is a disturbing realisation to many in women's rights movement that 53 per cent of white women cast their ballot for Trump last year, Trump is in a position to prove everyone wrong. In fact, upon examination, we would find that Trump has fired both men and women and has

hired thousands of women, as he claims. He has a track record of promoting women at a faster rate than men and women in his office earn exactly the same pay as their male counterparts. All this, while the bulk of his business is in a male dominated industry.

A "Women's March on Washington" had been scheduled on the day after President Donald Trump's inauguration. Tens of thousands of women (and men, who were also welcomed to join it) had joined the walk. The march promoted the advancement of equality and human rights for all women, minorities, and immigrants, sending a clear message to the Trump Administration that the people are watching. In fact, in the UK the Women's Equality party has thrown its weight behind the march. The march had become important as it recognises how interconnected our world is. What happens in America impacts all of us around the world.

For this reason, IWD is much-anticipated this year for America, and for the rest of us women. While it is nothing is expected of us personally on this occasion, except to keep our eyes and ears open, and perhaps learn a little something, it is on this day that we collectively celebrate our ability to sustain a voice against those who try to drown it out by the roar of fear. We celebrate that above prejudice and sexism, we actively choose to persevere and challenge the status quo that comes knocking on our door everyday by means of our feminine resilience and unwavering attitude. We celebrate March 8 because it deserves more than just a passing glance!

Cheers to all women!

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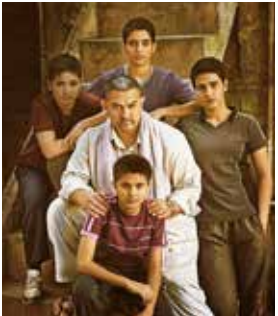


WHAT'S INSIDE |

issue #39  
February - March



*This issue celebrates, clockwise from top, Dato' Sri Dr. Eric Yap of TRON, the Late Jayalithaa Jayaram, Amputee Mountaineer Jamie Andrew, Hong Kong Trade Development Council, Actor-writer-director Gavin Yap, 'Dangal' and many more....*





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The momentum of a Brand keeps it looking sharp. A Brand cannot afford to let its guard down when keeping pace. Slowing down – or even worse – stopping, will leave all that a Brand has worked for vulnerable to attacks which could eventually cripple the Brand; ultimately leading to its untimely downfall. The Country Branding Series aims to turbo-charge Brands so as to become the best that they can be. Brands at their best have the collective capacity to raise a nation to ultra-new gradients of untapped excellence!

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Can anything other than death truly stand between a man and a mountain? Jamie Andrew's story is a living testament to the truth that nothing is impossible.

INTERNATIONAL WOMEN'S DAY 2017

WHO RUNS THE WORLD?

WE TAKE A LOOK AT SOME OF THE GREATEST FEMALE REVOLUTIONARY PIONEERS THROUGH TIME AND ALSO THE EXISTING WOMEN WHO CHANGED THE WORLD AS WE KNOW IT BY BREAKING BOUNDARIES IN FIELDS OF SCIENCE, GOVERNMENT, AVIATION AND MORE.

EACH OF THESE WOMEN DARED TO BE OUT THERE - CHALLENGING CONVENTION AND STEPPING OUTSIDE OF THEIR EXPECTED ROLES TO CREATE NEW OPPORTUNITIES FOR THEIR SISTERS. HERE ARE SOME OF THE WORLD'S GREATEST FEMALE ROLE MODELS TO KEEP YOU INSPIRED FOR THIS YEAR'S INTERNATIONAL WOMEN'S DAY.

- 62 JAYALALITHAA JAYARAM  
Lovingly known as 'Amma' to millions, Jayalalithaa Jayaram, a former beloved film actress turned even more renowned politician, met her maker on 5 December 2016. Her passing, which was hard to swallow, rattled and shook the nation of India, Tamil Nadu, in particular, where she had served as Chief Minister from 1991 to 2016. Hundreds of thousands men and women wept and wailed as they surged akin to an unleashed act of god upon human chains formed by police officers just to catch a glimpse of her flag-draped body. A figurative melancholy cloud descended upon the tear-flooded land. Words fail. The magnitude of the loss is incalculable.
- 66 CARRIE FISHER  
When Carrie Fisher passed away suddenly at the end of 2016, it was a shock to friends, family, and fans alike. As the world continues to mourn her passing, we celebrate her life as a woman who lived her life truthfully, and kindly, and confidently.

COMPASS

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Actor-writer-director Gavin Yap boasts an impressive curriculum vitae in the Malaysian entertainment scene. Check out his interview with us!

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A power couple is two people who are pretty impressive separately, but together they're a true force to be reckoned with, and that takes a special kind of love-magic. This Valentine's day, we show you the famous power couples around the world.
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Pakistan is a country filled with unexpected highlights. Boasting breathtaking sites and stunning attractions rich in history and tourism, follow writer Siti Haliza and photographer Shahril Hassan on their journey as they wonder through the beautiful Pakistan.
- 124 FILM REVIEW: DANGAL  
The movie "Dangal" swept away three of four major awards at the glittering Filmfare awards and has received glowing reviews from members of the Indian film fraternity, check out our writer Anu Venugopal's take on the film!

“  
When leaders say one thing but do another, they erode trust, and subordinates may follow which results in a dilemma. People are influenced by the leader, therefore if we want to create a positive impact, we must be clear on what we want from others, and make sure our actions and words support that. This is the best way to earn their respect and to motivate them for the best they can deliver!  
”

DATO' SRI DR. ERIC YAP OF TRON,  
CEO of Technology Revolution  
On-Net Sdn Bhd



DATO' SRI DR. ERIC YAP OF TRON  
TECHNOLOGY REVOLUTION  
ON-NET SDN BHD

TRON resounds as the new player in the market to jump into the Telco industry under the capable leadership of Dato' Sri Dr. Eric Yap. TRON was created from a desire and vision to connect the world at a very affordable cost by facilitating customers digital and mobile live – to enjoy a global lifestyle without borders. Now the company aims to build the brand to be one of the market leaders in the country.



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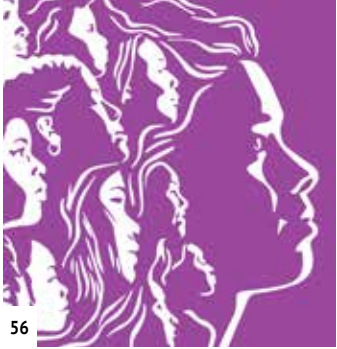
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# THE MEGA TRON: LESSONS IN ENTREPRENEURSHIP

## BY CEO DATO' SRI DR. ERIC YAP

"LIFE IS ALL ABOUT FACING NEW DIFFICULTIES AND CHALLENGES; IT IS WHAT MAKES US STRONGER IN LIFE."

BY GERALD CHUAH

MOBILE technology has definitely changed the way we learn, communicate, do business, acquire entertainment – and live. It is the platform we turn to for breaking news, movie reviews, product launches, and online shopping... the list goes on.

Technology Revolution On Net (TRON), the holding company of Talk Focus Sdn Bhd is the new player in the market to jump into this bandwagon under the capable leadership of Dato' Sri Dr. Eric Yap.

Yap's remarkable career as a serial entrepreneur has led him to venture in various industries including insurance, property, construction, travel, security and finally, telecommunications – a long-held dream that was culminated after years of hard work and dogged determination.

A man with clear vision, open heart, astute intelligence, and yes, deep pocket – Yap, seems to have a rare combination of qualities to succeed as an outstanding entrepreneur.

He said: "I like challenges because life is all about facing new difficulties and challenges which makes us stronger. Everyone faces challenges in life. It's a matter of how you overcome them and use them to your advantage. After

all, success will never be possible without challenges," he added.

Telco is definitely one of the fastest growing industry in the world today, and owning a telco company is one of Yap's dream business in his early days, but he did not have the opportunity to venture into this industry. Two years ago, during his semi-retirement phase, one of his old friend came out with a proposal, and invited him to invest in the company.

"I was attracted to his proposal and jumped onto this chance to venture into the telecommunication business," said Yap.

Although the Mobile Virtual Network Operators (MVNO) industry was totally new to him then, he had to sacrifice his own time to learn as much as possible about the business.

Taking one of the – challenges of his entrepreneurial career, Yap rolled up his sleeves and worked his way towards the technical and operational side of things.

Undeterred by competition amongst giants, he relished the challenge, and saw it as an opportunity to engage in technology-related businesses, and climb this mountain.





images:  
FLAG-OFF: Tronex launching its new product packages during a roadshow campaign.

“  
Sometimes it is not just knowledge but perseverance. It takes a determined man to succeed. Today people are too quick to give an excuse why something cannot be done. Are you willing to burn the bridges?  
”

Yap said he had months of sleepless nights gathering information and planning the operations of the company.

“Through it all, I’ve learned to manage my time more productively.”

Now that he has finally got his business up and running, Yap plans to devote his whole attention into it, and not get distracted by other business opportunities as in the past, being wiser from experience.

“It takes a determined man to succeed. Today people are too quick to give excuses why something cannot be done. Are you willing to burn the bridges? Sometimes it is not just knowledge but perseverance,” said Yap, adding that he will spend the next few years to focus and fine-tune his new venture.

Many high achievers today were once underdogs in their respective arena. Driven by their vision and mission to succeed, they managed to crack the code by thinking outside the box, and tap into latest trends and technology.

Industry icons like Jack Ma, Steve Jobs, and Mark Zuckerberg are not only visionaries but masters of discipline, who not only dare to take the challenge, but have the courage to follow through. It is no surprise then, that they have become role models of success for the World to follow.

In a similar vein, the success story of Jack Ma -- the billionaire business magnate and philanthropist has inspired Yap to become the dynamic CEO of TRON.

Citing Jack Ma as the person he admires for his innate talents and leadership. Yap said: “You have to admire the

man for his vision and tenacity. As a serial entrepreneur, his brilliance is not only finding the business blueprint, but having the strength and determination to drive his dreams to reality.

“He serves as a mentor, inspiring me to move TRON to the next level and making me who I am today.”

As they say, ‘No Venture No Gain,’ and ‘Fortune Favors The Bold,’ so Yap’s success proves that these lessons ultimately apply in business as well as in life.

“It takes a lot to succeed. When times are hard, spend less and save more, or get an extra job,” advised Yap on how to survive the hard times, as his guru used to say.

**ABOUT TRON**

TRON, a Mobile Virtual Network Operator (MVNO) in Malaysia, offers revolutionary borderless voice, data and other value-added services. It received its full-fledged Network Service Provider (NSP) license from the Malaysian Communications and Multimedia Commission (MCMC) in 2011.

TRON officially launched its commercial service on October 10, 2011, generally serving the market of Gen-X and Gen-Y in Malaysia. It uses DiGi Telecommunication’s network and infrastructure to provide services to TRON subscribers.

Nov 11, 2015 was a memorable day for TRON with the opening of the first Tron Concept Store at Greentown Business Center, Ipoh, Perak, where business partners and the media were invited to grace the opening.



**MILESTONES**

The company has achieved several milestones in their short history.

In March 2016, TRON was awarded the SME’s Best Brand Award in ICT category by the Brandlaureate. On the same occasion, Yap received *The Brandlaureate SMEs Brand Leadership Award 2015-2016* and *The Brandlaureate BestBrand Award 2015-2016 for Corporate Branding*.

Two months later, TRON received *The Malaysia CSR 2016 Award in ICT category* at Imperial Sheraton Hotel, Kuala Lumpur, and Yap was invited for a live interview with RTM 1 in June 2016 about his telco company.

Recently, TRON achieved 400,000 subscribers and are determined to acquire at least six hundred thousand subscribers by end of 2017.

“I am confident of achieving this target with our new distribution channel, product differentiation, and my group of dedicated management staff,” said Yap. Being prepared to work hard and sacrifice in the short term, Yap believes once he builds the Brand and business network, the people will come.

“When it comes to customer service, TRON believes in providing the best service. We also “give back” to society through our CSR (Corporate Social Responsibility) projects.

**COMPETITION**

It’s obvious that telecommunication service providers are facing enormous challenges in the industry due to technology trends and customers’ demands.

How does one jump into this multi-billion business bandwagon without being eaten by “The Sharks”? Like Jack Ma said, “If you never tried, how do you know there’s no chance?”

But Yap is no ordinary entrepreneur, he sees this as an opportunity to push the limits higher with new mountains to conquer.

He admits that although telco is one of the most profitable industries to be in, the MVNO is an intensely competitive space between the main players – especially in 2016, with many companies slashing their subscription rates, doubling mobile data, and giving away free handphones to lure new subscribers to their mobile packages.

As customers are spoilt for choices, it also raises the bar for prospective telco companies to enter the market.

Not only are the four “Giants” or Mobile Network Operators (MNOs) – Maxis, Celcom, Digi, and UMobile fighting for the same market share, these MVNOs are also involved in a similar tug-of-war.

With price war and massive advertisement, TRON now competes directly with MVNOs such as *TuneTalk, XOX COM, SpeakOut Wireless* and *Happy*.

Using the principles of *Blue Ocean* strategy, Yap believes there is always a hungry audience, if you are willing to look long and hard, besides the willingness to persevere. “Thus, the key to succeed in this industry is to differentiate your product offerings, distribution networks, advertising and customers support from your rivals,” he reasoned.

**VALUE OPTIONS**

TRON’s value-added options are certainly compelling.

Product wise, they are the first telco to offer full 365 days validity with a single reload. That means you can stay connected for an entire year, and with their global reload network, you can reload online from anywhere in the world.

TRON is also the first in Malaysia to launch a 4G Global SIM that allows ultra-fast browsing and downloading.

“TRON works hard to innovate on value-added services and offerings to provide customers with even more perks and rewards,” said Yap.

For example, its competitive SIM card not only provides voice and data rates, but also deals and discounts, points and online store for subscribers. “There are TRON Points to be earned for every single purchase, which are redeemable for discounts vouchers, or TRON reloads,” explained Yap.

TRON customers can also enjoy endless promotions and discounts through their partners such as airlines, hotels, restaurants, and other merchants.

**BUSINESS BRANDING**

Based on the old adage of putting money where your mouth is, trust is built upon confidence, and you must first believe in your own products and services before others will buy from you.





image:  
THE TRONEXUS TEAM (from left): Yap Peng Soon (Executive Vice President), Dato' Sri Dr Eric Yap (CEO/President), Cyrus The (Executive Director), Raymond Yap (Executive Director), Raja Moharis (Operation Manager of Talk Focus Learning Center), and Raja Sharin (Managing Director of Tronexus).

With such a tall order, the first challenge is to study the industry in terms of technology, market share, and innovation. Secondly, it was about putting the company in order.

Yap said: "I have to start from scratch with zero background knowledge and experience in the telco industry,

"Having studied the basic applications, I have to decide on which market segment to tap into, and how to do a proper planning together with various goals to achieve by each department, and the company as a whole."

Therefore branding in business is very important to gain trust and credibility, and winning The BrandLaureate award is a step forward in the right direction.

Another cost effective way is through billboard advertising along the East-West highway. With attractive visuals highlighting the key benefits, the campaign was a huge success in capturing the attention of the target audience.

Yap said: "Its human nature, I noticed that people tend to trust you more when you spend money on advertising, so I presume they are happy to see all those expensive billboard advertisements up in place," he quipped.

"Recently, we adopted a new distribution channel through a referral program where subscribers can enjoy some benefits in term of commission and incentives by referring new customers to us,

"Through this referral program, customers can earn passive income while using their mobile airtime at a reduced cost or even free. They may also consider building their career if they think they have the passion to succeed."

With the rising cost and shrinking ringgit, all these helps to lessen the financial burden of the lower income group, thus enabling the target market to enjoy these mobile services at a more affordable cost.

However, Yap foresees having to spend a bit more advertising money to build his reputation and brand awareness.

**EARLY YEARS**

Born and raised in Kuantan, to parents who emigrated from Fujian, China during World War II, Yap attributed his success to his mother who had set high expectations on him, since his younger days.

Being raised in a large family, Yap has many stories to tell. Although he was the youngest of 11 siblings, he was not spoilt.

"My mother had high expectations of me to be the best in everything I do. She closely monitored my progress during my school days, and made sure I behaved well at home." Gripped with a passion for lifelong learning, Yap thrived in his studies and passed his exams with flying colours.

After succeeding in his intellectual pursuits, he ventured to United Kingdom, to further his studies.

“  
Branding in business is very important to gain trust and credibility, and winning The BrandLaureate Award is a step forward in the right direction.  
”







It was his drive to learn new things and overcome challenges that led Yap onto the exciting path of entrepreneurship.

Today, there are more than 100 members in his family.

However, Yap said he is not close to his siblings due to age gap. "In fact, during my childhood most of them are working and even have their own children,

"During my childhood days, I've learned that money plays a very important part in human life, and it is our knowledge that separates us to become different people in society,

"I stick to these two beliefs, which have made a significant impact in my life. I also understand that both are interrelated because when you have knowledge, you will get a better job with a higher pay. This is why I never stop learning until today."

Yap got married at the young age of 23, and today he has a wife and four children – two sons and two daughters. His spouse is a homemaker, and both his sons are working for his company.

"My eldest daughter is working in Amsterdam, after graduating with a double masters in Psychology,

while my youngest daughter is still doing her A-levels in Malaysia."

CAREER PATH

Knowledge is power, but it takes a man of dedication to learn and discover new things, especially in a new and challenging industry.

Looking at his long list of achievements, Yap has come a long way due to his courage and wisdom. He comes out on top of any business venture which he sets his mind on – from insurance, to property, interior design; dominating any business niche he set his sights on, almost single-handedly.

Starting his career at MAA Bhd. as a life insurance agent in 1987, Yap quickly rose to the ranks of Agency Supervisor and subsequently Agency Manager, which earned him the coveted Million Dollar Round Table membership, where only the industry's top 1 per cent is recognized.

During his 10 years of service in the company, Yap was promoted to Agency Supervisor and later to Agency Manager.

"I was doing well in sales, and qualified for almost all my business's incentives, as well as the Million Dollar Round Table," he said.

“  
With the tagline:  
“It’s Good To Share”,  
TRON’s mission is to  
empower communities  
– to build the foundation  
of mobile services  
and enable  
social networking,  
mobile commerce,  
health care, education,  
and finance.”

image:  
THE MEGA TRONS (From left): Raja Moharis (Operation Manager of Talk Focus Learning Center), Raymond Yap (Executive Director), Dato' Sri Dr Eric Yap (CEO/President), Yap Peng Soon (Executive Vice President), Cyrus The (Executive Director), Raja Sharin (Managing Director of Tronexus).

In 2007, having spent almost 20 years in sales, Yap started feeling bored, so he decided to venture into real estate.

In property trading, he established two companies dealing in investment and property holdings both in Malaysia and Hong Kong.

With an in depth experience in property, he diversified his business into furniture, home furnishing and interior design.

Yap said: "In real estate, it is all about your knowledge and related to property development and market demand,

"Within a few years in the property industry, I accumulated a substantial amount of wealth compared to doing life insurance for many years.

"From there on, I ventured into construction, high-end furniture and home furnishings, tours and travel, security company and finally telecommunications,

"The reasons for my diversification is to minimize my investment risks, so as not to put all eggs into one basket."

In 2009, Yap established Quality Quest International Sdn Bhd and Quality Quest International (HK) Ltd in 2010. These were his first two companies dealing with investment and property holdings both in Malaysia and Hong Kong.

"I decided to venture into property business, and started

a construction company with an old friend with vast experience in the field,

"I also brought in two business partners from Hong Kong to join my interior design, high-end furniture and home furnishing business."

Due to his business acumen and experience, Yap later diversified into Tours and Travel and Security Services, before establishing TRON.

To raise a working capital, Yap decided to sell off his two properties in London which he bought three to four years earlier. "I made a few million ringgits from the sales of that these properties, which also attracted me into the business. I started investing in properties which have great potential for appreciation. After all, I am only buying and selling with no intention to hold for long periods," he added.

TITLES

In June 2014, Yap was bestowed an Honorary Doctor of Philosophy Degree in Business Administration by an American University for his outstanding achievement in business career and contributions to society.

In 2012, he was conferred the title DIMP (which carried the title Dato' Sri) both by His Royal Highness Sultan of Pahang. It was in October 2015 that he was awarded the First Diamond Entrepreneurship by the Sultan of Pahang on the occasion of His Royal Highness' 85th birthday.



images:  
01) ) Dr. Lee Nan Sang (Timbalan President LPKPM), YB Datuk Wira Abu Bakar Mohamad Diah (Timbalan Menteri Sains , Teknologi & inovasi), Dato' Sri Dr. Eric Yap, Tron corporate CSR project with Lembaga Pelindung & kebajikan Pengguna Malaysia hadiah kasih sayang Bag2school for 14 cities in Malaysia.  
02) Officiating the launch of Tronexus at IPD Ampang with Dato' Sri Dr. Eric Yap.





INNOVATION

With the tagline: “It’s Good To Share”, TRON’s mission is empowering communities by building a foundation of mobile services to enable social networking, mobile commerce, health care, education and finance.

Essentially TRON is different, as it aspires to bridge the gap by making mobile communication more affordable and more accessible to the masses.

“TRON was created from a desire and vision to connect the world at a very affordable cost by facilitating customers’ digital and mobile solutions – to enjoy a global lifestyle without borders.

“Rather than jumping into the price war game, TRON leads through innovation by providing customers with more perks and rewards that make sense to them,” added Yap.

LEADERSHIP

As CEO, Yap’s challenge is now to transform his company into a productive and innovative space. To do so, he practises democratic leadership at the workplace, to create a feedback culture to learn from everybody.

Yap said employee motivation has always been central for leaders and managers.

“Unmotivated employees are likely to spend little or no effort in their jobs, avoid the workplace as much as possible, produce low-quality work or even exit

the company. On the other hand, employees who are motivated are likely to be persistent, creative and productive – delivering high-quality work,

“To change the company, first I have to discuss with the senior management and spend time with all employees, for an honest, two-way communication,

“I will also have to do a lot of listening so that I can understand the historical perspective of the company,

“The reason is because I want all the employees to share their viewpoints and experience so that I can also learn faster in the process,

“I also want to understand what works and what doesn’t and where are the opportunities to improve, especially on performance, plans, and the decision-making process.”

Explaining his style of leadership, Yap said: “I would prefer to adopt the democratic or persuasive style of management as most of my staff are experience dand possess credibility in their job. They need to work as a team because most of their job functions are interrelated and require coordination and cooperation,

“I always believe to be a good leader, we must show our subordinates good positive examples. This is what we call Leadership by Example,

“  
*I prefer to adopt a democratic or persuasive style of management as most of my staff are experienced and possess credibility in their job. They need to work as a team because most of their job functions are interrelated and require coordination and cooperation. I always believe a good leader must show his subordinates good positive examples. This is what we call Leadership by Example.*  
”



images:  
AT THE BRANDLAUREATE SMEs AWARDS (from left): Fashion designer Datuk Jimmy Choo, President of The BrandLaureate DrKKJohan, CEO of Technology Revolution On-Net (TRON) Dato Sri’ Dr. Eric Yap, Director General of LHDNM Tan Sri Datuk Wira Dr. Hj. Mohd Shukor bin Hj. Mahfar, and Founder and Trustee of Tun Suffian Foundation Tunku Datuk Dr. Hajjah Sofiah Jewa.

“When leaders say one thing but do another, they erode trust, and subordinates may follow, which results in a dilemma. People are influenced by the leader, therefore if we want to create a positive impact, we must be clear on what we want from others and make sure our actions and words support that,

“This is the best way to earn their respect and to motivate them for the best they can deliver.”

MISSION & VISION

Moving forward, TRON’s philosophy is simple – to consistently provide the most economical and practical roaming solutions as well as value added services such as special incentives and promotions.

“We are expanding our network to South East Asian countries like Thailand (already started operations), Indonesia and the Philippines,” and are constantly introducing new products to the public.

Although the company lost some money since its initial set-up three years ago, Yap said it managed to recover a small profit during the second quarter of 2016, and continue to show improvements.

Yap said: “I would expect a net profit of about RM2 million by the end of the year, and my financial forecast for this year is a net gain after tax of at least RM8 million,

“There is no fear of the business starting slowly, once the groundwork has been laid, I expect to start reaping the harvest in 2017.”

NATIONAL GROWTH

When asked what is his wishlist for the future, Yap pondered for awhile, and said the obvious – a stable government of course.

“With good governance, there is peace and stability, everything falls into place, the economy improves, business improves, and people are happy. Ultimately, this is what everybody wants”.

Expounding further, Yap said studies have shown that telecommunication development has a direct effect on the economy and thus national growth.

“As telecommunication is a made affordable to almost everyone, it means making information available to the business world, and generating activities that will enhance economy growth.”

Despite the implementation of GST, TRON still offers competitive rates and promotions to end consumers, which means providing better products without frills, made available to all.

FINAL WORDS

With so much on the plate, Yap said it is never easy to achieve a work-life balance. “Sacrifice is the order of the day, if you want to achieve great success,

“I believe all successful entrepreneurs have sacrificed most of their personal or family life, in order to achieve outstanding performance in their business; and likewise I have to make a lot of personal sacrifices to achieve professional success.”

As Albert Einstein once said: “It’s not that I am smart, it’s just that I stay with problems longer.” This quote tells us that goals can be achieved with determination and perseverance, which is in line with Yap’s motto of not doing things halfway.

“My principle in life is simple, I will never stop doing my tasks halfway, as it will waste my precious resources in terms of time, money and effort. I always push on by telling myself that I’m getting nearer and nearer to completion and success,

“I also have a personal quote, which goes like this: ‘When writing the story of your life, don’t let anyone else hold the pen’.

It means that you are in control of your own life and the direction you take. No one should influence your decision and you have to be firm with it, which has served me well thus far,” added Yap.



# INTERNATIONAL BRAND PERSONALITIES

*Bestowed on personalities who have contributed significantly to the world and communities through their areas of expertise, recipients of The BrandLaureate Awards are role models and a source of inspiration to many. Here are some of our brand personalities who have been recently conferred with The BrandLaureate International Brand Personality Award. Congratulations!*

## ANDREW GORDON

*The BrandLaureate Brand Personality Award*  
As one of the leading animators of Pixar, Andrew Gordon has had a career span of more than 20 years in the animation industry. Since joining Pixar in 1997, he has been an animator on numerous feature films, including A Bug's Life, Monsters Inc., Finding Nemo, The Incredibles, Ratatouille and Toy Story 3. You also supervised animation on Pixar's Academy Award nominated short film Presto. Gordon also teaches animation. His lectures on animation have been around the world, including Masterclasses in China, Spain, Singapore, Australia and Italy.

## LAVRENTE INDICO DIAZ

*The BrandLaureate Brand Personality Award*  
Lav Diaz is a maestro super-film director and movie buff extraordinaire who takes his time to tell a solid story of black & white and colour, imbuing an almost forgotten sense of freedom to the otherwise generic and run-of-the-mill productions which are commonly encountered in an increasingly globalized and consumer-centric world – exactly different From What Is Before! As one of the pivotal champions of the slow cinema movement, having directed several of the longest narrative films on record, he is nothing less than inspirational.



## EDWARD "EDDIE" BRAUN

*The BrandLaureate Brand Personality Award*  
An experienced Hollywood stuntman, stunt actor and stunt coordinator, Eddie Braun has performed stunts various notables films including Star Trek VI: The Undiscovered Country and Star Trek: Insurrection. In 2002, he was nominated for a Taurus World Stunt Award for best stunt coordination for the film Rush Hour 2. He has also doubled for stars such as Michael Paré and Armand Assante and is a longtime stunt double for Charlie Sheen. Braun is indeed an exceptionally gifted stuntman one could never deny.

## CYNTHIA ANN STEPHANIE "CYNDI" LAUPER

*The BrandLaureate Brand Personality Award*  
Cyndi Lauper is one of the greatest female icons of all time. She was one of the biggest stars of the early MTV era, selling five-million copies of her debut album, She's So Unusual, as well as scoring a string of four Top Ten hits from the record, including the major hits "Girls Just Want to Have Fun" and "Time After Time." Her thin, girlish voice and gleefully ragtag appearance became one of the most distinctive images of the early '80s, which helped lead her not only to the top of the charts, but also to stardom.

## LANG LANG

*The BrandLaureate Brand Personality Award*  
Lang Lang is a revolutionary second-generation musician who developed a passion for the Classical genre from the tender age of three, Playing with Flying Keys and rising to superstardom with a refreshing attitude – even performing in competitions and concerts with his piano as early as five! With nearly three decades of pleasant-sounding knowhow pulsating in his very veins, he is indeed no stranger to the domain of who's who in music by way of his countless concordant endeavours – both intrinsically and extrinsically. Having appeared in Time magazine's list of '100 Most Influential People in the World' (2009).

## KOBE BEAN BRYANT

*The BrandLaureate Legendary Award*  
Kobe Bryant is an epitome who stands out as a very recognizable icon in the realm of professional basketball – having played for the Lakers his entire career – not to mention being its all-time leading scorer! Gazing back, at the age of 34 years and 104 days, he became the youngest player in league history to attain 30,000 career points. Transcending the visible, such fervour is aptly echoed in his winning of the NBA Championships five times, the All-Star MVP Award four times, and Summer Olympic Gold Medals twice (2008 & 2012); not to mention evolving into a 17-time All-Star, 15-time member of the All-NBA Team and 12-time member of the All-Defensive Team. All this is in addition to attaining a host of victories, breaking multiple records, and touching the hearts of players and supporters in a way that can aptly be described as timelessly enduring.

## VIRAT KOHLI

*The BrandLaureate World Records Award*  
Being a multi-record-breaking and award-winning pacesetter, Virat Kohli is a highly capable of motivating the world of sports in a vigorous and transformational way, both as a team captain as an individual, blessed with amazing physical skills, apt mental outlook and inherent talent. As the first Indian Captain to score a Double Century during Day 2 of the first Test against West Indies at the Sir Vivian Richards Stadium, his name has been augmented upon the luminous pages of history, reinforcing the pantheon of Indian battling records and world records he has already shattered with thundering resonance astride his legendary smash-and-dash of supremacy!



## DAME LAURA JANE DAVIES, DBE

*The BrandLaureate Hall of Fame - Lifetime Achievement Award*

As an inspirational self-improver who has been inducted into the World Golf Hall of Fame, Dame Laura Davies is truly made of the iron of legend. An optimistic player of untold persistence; one capable of inspiring the world of sports in a real and transformational way, fans all over the globe are always astounded by how she comes out on top despite the extreme pressure, perpetually effervescent with the unbreakable spirit of a true champion, a sensational professional golfer who has seven record-breaking wins of the Ladies European Tour (LET) Order of Merit (1985, 1986, 1992, 1996, 1999, 2004 and 2006) time and time again.

## CRISTIANO RONALDO DOS SANTOS AVEIRO, COMM, GOIH

*The BrandLaureate Legendary Award*  
Regarded by fans as the best player in the world and one of the most gifted footballers of all time, Cristiano Ronaldo is an individual who has displayed unmatched talent in the realm of sport; beaming with earnest determination – ultimately arriving at the unattainable, accomplishing the improbable by perfecting the global pastime upon the evergreen field of football with Olympian magnitude via astute leadership. In his time with Manchester United and Real Madrid, he has won three Premier Leagues, one La Liga, one FA Cup, two Football League Cups, two Copas del Rey, one FA Community Shield, one Supercopa de España, two UEFA Champions Leagues, one UEFA Super and two FIFA Club World Cups!

## ANITA WŁODARCZYK

*The BrandLaureate World Records Award*  
Anita Włodarczyk is a Polish hammer thrower who shattered her own hammer world record in the last Rio Olympics. As hope bearer of untold persistence capable of inspiring the world of sports in a real and transformational way, fans all over the globe are still breathless after seeing and visualizing how she has dealt with extreme pressure, via the unbreakable spirit of a true champion, and outperformed her former glory. She is considered the greatest women's hammer thrower of all time.



*For the latest updates on the discovery of our branding stars, visit our website [www.thebrandlaureate.com](http://www.thebrandlaureate.com) or Facebook fanpage [www.facebook.com/brandlaureate](https://www.facebook.com/brandlaureate)*



programmes arising from the blueprint recommendations will include the formulation of a framework for SRI funds, the setting-up of global centre for Islamic capital market and the introduction of a digital investment services framework.– NST



E-COMMERCE FUELS GROWTH OF POS LAJU

Courier services are set to overtake traditional postal services as Pos Malaysia Bhd's biggest revenue driver, said its group chief executive officer Datuk Mohd Shukrie Mohd Salleh.

In the first half ended September, Pos Malaysia's profit rose 47 per cent to RM38.58 million from RM26.22 million posted a year ago. The group's first-half revenue inched up three per cent to RM810.99 million from RM789.17 million.

"For the full-year to March, we estimate our courier business Pos Laju to bring in no less than RM650 million in revenue contribution," he said in a recent interview. The postal service provider, corporatised in 1992, and listed on Bursa Malaysia in 2001, is seeing increasing income from its courier business as more consumers in Malaysia embrace e-commerce.

"In line with global trend, our mail operations are shrinking. But we are also seeing consumers changing their habits and using more of Pos Laju's services," he said.

Since April, Shukrie has positioned e-commerce as Pos Malaysia's growth driver in the years to come. He said the group had expanded its network of e-commerce touch points such as Pos Laju EziBox (parcel locker service), Pos Laju Prepaid EziDrop (drop-off facility), Pos Laju EziDrive-Thru and Pos Laju Kiosks. As a full service e-commerce logistic player, Pos Malaysia delivers by air and sea via its freighter and roll-on, roll off vessel. – NST

"His last post before the appointment was principal private secretary to Prime Minister Datuk Seri Najib Razak," Hamzah said in a statement. Shukry earned his master's degree in Social Policy Studies from University of Hull, Britain, and his bachelor's degree in political science from Universiti Sains Malaysia. Hamzah said he hopes Shukry's leadership will further strengthen Bank Rakyat's position as the biggest Islamic cooperatives bank in the country.– NST



5-YEAR PLAN TO GROW ISLAMIC CAPITAL MART

The Securities Commission Malaysia (SC) has unveiled a five-year Islamic Fund and Wealth Management Blueprint to further drive the growth of Malaysia's Islamic capital market. The blueprint, the first of its kind globally, aims to leverage Malaysia's well-developed Islamic capital market ecosystem to establish the country as a leading international centre for Islamic fund and wealth management.

SC chairman Tan Sri Ranjit Ajit Singh said Malaysia was well-placed to seize the growth potential of the Islamic fund and wealth management market. "The blueprint represents Malaysia's focused and concerted efforts in leveraging its well-established Islamic fund management industry to grow the wealth management segment. As part of the holistic development of Malaysia's Islamic markets and consistent with the Capital Market Master Plan 2, the blueprint will also drive greater internationalization of the Islamic fund and wealth management industry through enhanced cross-border capabilities and connectivity."

The blueprint has identified strategies and key initiatives to strengthen Malaysia's positioning as a global hub for Islamic funds and develop the country as an international provider of Islamic wealth management services. To be implemented on a phased approach, initial work

sterling performance last year.

He said Honda Malaysia became the first non-national marque to achieve second position in Malaysia's overall 2016 Total Industry Volume. "Honda Malaysia ended 2016 with a market share of 15.8 per cent and 91,830 units sold, above the initial target of 90,000 units," he said in a statement. With this achievement, Malaysia becomes the second highest market share among Honda's operations in the world after Indonesia, Honda Malaysia told Bernama in a separate note.

Honda Malaysia launched its new BR-V (Bold Runabout Vehicle) in the city centre, and has set a monthly sales target of 800 units, or 9,600 units per annum. The seven-seater crossover is powered by a 1.5L i-VTEC (Intelligent Variable Valve Timing and Lift Electronic Control) engine coupled with CVT (Continuous Variable Transmission) gearbox which was developed under Honda's Earth Dreams Technology to improve fuel economy and deliver better driving performance.– NST



DOMESTIC TRADE MINISTRY ANNOUNCES NEW BANK RAKYAT CHAIRMAN

Tan Sri Shukry Mohd Salleh has been appointed the new Bank Rakyat chairman. Domestic Trade, Cooperatives and Consumerism Minister Datuk Seri Hamzah Zainudin said Shukry has vast experience in safety management, development, as well as state and federal government management.

"He held various posts in the government sector, including as the Prime Minister's Department Implementation Coordination Unit director-general; Kelantan Development Authority general-manager; Kelantan State Development Office director; Perak Registration Department director; Sabah Safety Committee secretary and Defence Ministry assistant secretary, among others.



SHAHIRIR SAMAD NAMED NEW FELDA CHAIRMAN

Tan Sri Shahrir Abdul Samad has been named the new Federal Land Development Authority (Felda) chairman. He replaces Tan Sri Mohd Isa Abdul Samad whose term has ended, but remains chairman of Felda Global Ventures Holdings Bhd.

Prime Minister Datuk Seri Najib Razak in a statement said under the restructuring, there is a division of responsibilities towards settlers' welfare and socio-economic status and Felda's business. Shahrir is the Johor Baru Member of Parliament. He is no stranger to the palm oil industry, as he was previously Malaysian Palm Oil Board (MPOB) chairman.

Shahrir also has wide experience in government administration and was formerly a Minister for three different ministries. "I am confident that he will be able to continue with all efforts being taken to look after the welfare of Felda settlers," the prime minister said in the statement. Najib also thanked Mohd Isa for his contributions to Felda since taking up the chairman's post in 2011. He added that under his leadership, Felda had successfully undertaken a lot of community activities, as well as programmes to enhance the quality of life of settlers and their families.– NST



MALAYSIA WORLD'S SECOND LARGEST HONDA MARKET IN 2016

Honda Malaysia achieved the second-highest market share among Honda's global operations in 2016, with 91,830 vehicles sold. Managing Director/Chief Executive Officer Katsuto Hayashi said the achievement resulted from a

with our travel tourism partners and local governments to bring the world to China and vice versa," she added. – BERNAMA



TNB PAYS £86M FOR 50PC STAKE IN BRITAIN'S 3RD-LARGEST SOLAR POWER BUSINESS

TENAGA Nasional Bhd's appetite for acquiring renewable energy (RE) assets is far from over. The national utility company announced a £86 million (RM477 million) acquisition of a 50 per cent stake in Vortex Solar Investments Sarl (Vortex Solar).

Vortex Solar is the third-largest solar power business in the United Kingdom that comprises 24 solar photovoltaic farms with a 365MW net capacity. This is the third RE-related purchase in the last three years. In 2015, TNB bought 30 per cent of Turkish-based power company GAMA Enerji AS for US\$255 million. In November, it paid US\$300 million for a 30 per cent stake in Indian power company, GMR Energy Ltd (GEL).

The three combined acquisitions will increase TNB's RE portfolio to 252MW, from 70MW currently. A source close to the energy company said TNB would be making a few more acquisitions this year, including some locally, to expand the company's RE asset portfolio.

"With this acquisition, we now possess a total global generation capacity of 11,800MW in addition to a fixed tariff and steady returns for the company. We aim to increase our generation capacity in RE to 20 per cent between three and seven years as the way forward on the future of power generation. "While we were cautious in our pursuit for assets, we looked around for the best assets such as this one which has higher tariff than Europe and will benefit TNB from foreign proceeds," the source told New Straits Times. – NST

officer, respectively.

Both Leong and Ler will be key to Pizza Hut's goal to strengthen its position as the leading pizza chain in Malaysia. – NST



AIRASIA NAMED "MOST INFLUENTIAL AIRLINE IN CHINA" AT BEIJING AWARDS CEREMONY

AirAsia was named The Most Influential Airline in China at the 2016 New Power of Travel Awards held in Beijing. The awards, hosted by Sina Travel and Youku Travel websites, review the development and trends of China's travel industry.

In statement, AirAsia said Sina is the world's largest Chinese-language web portal, while Youku is one of China's top video and online streaming platforms. "The two websites evaluate travel-related companies and products based on the content and readership by over 800 million people who visit it." The awards honour outstanding companies and products as voted by users, and provide travel guides on airlines, hotels and destinations for travellers.

"The awards committee said AirAsia had influenced free and independent travellers in China with its young, passionate and creative brand image since entering the market," it added. Meanwhile, AirAsia North Asia President Kathleen Tan said the airline is focused on presenting the very best content on Chinese social media, as the country is a very important market for it.

"China is an incredibly dynamic market and we want to deliver an even better travel experience to our fans in China. This includes information on where to find the best food, hidden gems and great travel destinations where amazing memories can be made. "In line with this, we are working hard

Paramit Corp unveiled its new eco-friendly manufacturing hub at the Penang Science Park, where it intends to plough in US\$16 million (RM71.5 million). The company had previously invested US\$24 million in its Bayan Lepas facility where it employs more than 500 people.

With the opening of Paramit's "Factory in a Forest" on mainland Penang the firm expects to double its headcount in three years. The new facility is said to be the region's largest manufacturing facility for complex medical devices and life sciences instruments, realising sophisticated systems for genetic and molecular testing, robotic surgery, cancer treatment, and will also serve Paramit's current industrial products customer base.

Paramit provides fully-integrated design, engineering, manufacturing, and post-manufacturing services to medical device and life science instrument companies. The medical device industry is incredibly important to Malaysia, with double-digit growth last year and exports in the range of RM17.8 billion.– NST



QSR BRANDS APPOINTS NEW CEO, BEEFS UP EXECUTIVE LEADERSHIP

QSR Brands (M) Holdings Sdn Bhd has appointed Merrill Pereyra as its new chief executive officer, replacing Rohan St. George. In his new role, Pereyra will help further shape the company's growth in the region, which includes overseeing the management of KFC and Pizza Hut in Malaysia, Singapore, Brunei and Cambodia.

He joined QSR Brands in June 2016 as chief operating officer. QSR Brands also strengthened its executive leadership with two key additions to its Pizza Hut team. The company has appointed Eric Leong and Jean Ler as general manager and chief marketing



SIMPLY THE BENZ! M'SIA NOW MERCEDES' NUMBER ONE SOUTHEAST ASIA MARKET

Mercedes Benz Malaysia Sdn Bhd (MBM) was practically in the fast lane in 2016, with record sales of vehicles allowing it to take the top spot in the premium car market in the country. The German luxury automaker sold a record 11,779 vehicles nationwide in 2016.

The sales milestone has made Malaysia, Southeast Asia's biggest market for Mercedes Benz, pushing Thailand to the number two spot. With stellar sales, MBM now has a 2.4 per cent share of the local premium car market, making it a leader in the luxury segment.

MBM president and chief executive officer Dr Claus Weidner said that the company hopes to have a very good year in 2017, but he declined to reveal any projections. He spoke to the media during an announcement of the company's full-year performance. – NST



US FIRM PARAMIT UNVEILS NEW MANUFACTURING HUB IN PENANG

Malaysia's spot on the world map for genetic and molecular testing, robotic surgery and cancer treatment is set to be more visible by a reinvestment boost from United States medical device and life sciences firm Paramit Corp. The California-based contract manufacturer, which entered Malaysia in 2011, is poised to further tap the growth and exports of Malaysian-made medical devices.





MERCEDES-BENZ OVERTAKES BMW TO BECOME LARGEST PREMIUM CARMAKER

Mercedes-Benz sales overtook BMW last year for the first time in more than a decade, a feat achieved, ironically, only after parent company Daimler stopped chasing market share and focused on making stylish high-tech cars.

Bavaria-based BMW said it sold 2,003,359 cars in 2016, less than the 2,083,888 by Stuttgart-based Mercedes. BMW had outsold Mercedes every year since 2005. The achievement is a coup for Daimler Chief Executive Dieter Zetsche, who struggled to revive the company following a messy divorce from mass-market brand Chrysler in 2007. Less than four years ago, Zetsche faced restive shareholders, worried Daimler was lagging BMW and Volkswagen's Audi brand.

Zetsche has presided over a renaissance in the design and technology of Mercedes vehicles, refocused the company on technological excellence and autonomous driving instead of short-term sales goals, and adapted the entrepreneurial mindset of Silicon Valley to the traditionally risk averse culture of Stuttgart.

Daimler is also preparing for a new era when the auto industry's business model moves beyond manufacturing and selling cars to luring customers interested in pay-per-minute transport solutions provided by self-driving cars. The overhaul of Mercedes began in earnest in May 2013 with the launch of a new flagship S-class. To burnish its credentials as a technology leader, Mercedes developed a prototype version which drove around 100 kilometers (62 miles) autonomously the same year.

Mercedes-Benz follows its motto "the best or nothing" by thinking about whether customers would notice or benefit from a new technological innovation, and by benchmarking the brand against competitors, Zetsche said. Mercedes also revived the Maybach brand, a marque targeting the ultra-luxury sector which the company had stopped making after the prior bespoke design failed to gain traction, leading the car to sell only 200 times in its final year of production. Since Maybach's latest revival in February 2015, Daimler has sold 15,000 cars – REUTERS



LUXOTTICA, OWNER OF RAY-BAN, IN \$49 BILLION MERGER WITH ESSILOR

Essilor of France would merge with the Luxottica Group of Italy, owner of the Ray-Ban and Oakley brands, in a \$49 billion deal that would create a giant in the eyewear industry. The combined company, to be known as EssilorLuxottica, would be the largest player in the eyewear market, manufacturing lenses for prescription glasses and sunglasses, as well as frames. It would have a presence online as well as in stores, with brands including Foster Grant, Oliver Peoples, Persol, LensCrafters, Pearle Vision and Sunglass Hut.

The deal follows more than four years of talks. The new company would have more than 140,000 employees and sales in more than 150 countries. Based on 2015 results, it is forecast to have revenue of more than 15 billion euros, or about \$16 billion, in 2016. "The new group would be a clear leader in the optical industry, with a strong brand portfolio, global distribution capabilities and complementary expertise in ophthalmic lenses, prescription frames and sunglasses," Fred Speirs, a UBS

analyst, said in a research report. Luxottica, which makes prescription eyeglasses and sunglasses under a variety of brands, and Essilor, a maker of lenses, are the two largest companies in the sector, with Luxottica having a 14 per cent market share and Essilor a 13 per cent share, according to the market research firm Euromonitor International. Johnson & Johnson is the next largest, with a 3.9 per cent share. The two companies were worth a combined €46.3 billion, making the deal one of Europe's largest cross-border transactions. – NY TIMES



MYANMAR LOOKS TO REBRAND ITSELF AS TOURIST DESTINATION

Tint Thwin, director-general of the Directorate of Hotels and Tourism in Myanmar, said now is the right time for the country to focus on rebranding so that foreigners choose Myanmar as a place for leisure.

"2017 is a very important year for our tourism industry. We all need to make sure to attract more visitors here. For that, we need more discussions with industry players to set action plans and ensure effective implementation on the ground," said Tint Thwin.

Tint Thwin said the tourism ministry would cooperate with all the stakeholders to unleash Myanmar's potential by upgrading existing destinations and creating new ones. He also added that he was confident that tourism would become a major driver of Myanmar's economy in the near future.

"Foreigners are usually here to visit the Golden Rock Pagoda, Bagan, and Inle Lake. But we have many other places of natural beauty that can become new destinations," he said.

Thet Lwin Toh, chairman of Union of Myanmar Travel Association (UMTA) and managing director of Myanmar Voyages, announced that a white paper would be issued to raise brand awareness by properly changing the current motto, slogan, and logo. He said that tourism both inbound and outbound would develop as more Myanmar nationals visit Singapore and Thailand for leisure, shopping and medical purposes. – ASIA NEWS NETWORK



BINTAN TO WELCOME MORE CHINESE CHARTER GROUPS

Bintan Lagoon Resort (BLR) recently became the beneficiary of a new joint venture between Indonesian charter specialist, Bintan Cendrawasih Abadi and Chinese travel conglomerate, Wanda Tourism, in a partnership that aims to position Bintan as an alternative to Bali for travellers seeking a resort holiday. BLR's diversified food and beverage offerings and extensive golf and recreation facilities makes it an ideal choice for Chinese charter groups, comprising families, couples, golfers and incentive travellers. Starting this month, BLR will house charter groups from China, amounting to approximately 1000 nights each month. Citilink, Garuda Indonesia's budget arm, will operate chartered flights twice daily from seven Chinese cities - namely, Wuhan, Fuzhou, Xiamen, Chenzhou, Guiyang, Nanjing and Zhengzhou to Bintan. – TTG ASIA



MARS TO BUY PET HEALTHCARE PROVIDER VCA FOR \$7.7 BILLION

Candy and pet food conglomerate Mars Inc is buying veterinary hospital operator VCA Inc for \$7.7 billion in a deal that will give the maker of

Pedigree pet food an even bigger share of the \$4 billion global pet healthcare market.

The deal will help family-owned Mars, better known for candies such as M&Ms and Snickers, add about 800 pet hospitals to its network of more than 900 clinics, which includes the 61-year-old Banfield pet hospital chain.

McLean, Virginia-based Mars is already the biggest pet food company in the world - it held a quarter of the \$71.77 billion global pet food market as of 2015 - followed by Nestle SA (NESN.S), the maker of the Purina cat and dog food brand.

Mars and Nestle also hold the mantle of being the No.1 and No.3 confectionary makers in the world, respectively, according to Euromonitor data. Candy makers have been diversifying their business as calorie-conscious consumers increasingly shun sugary sweets, a trend that has weighed on the \$183 billion global confectionery market. – REUTERS



ALIBABA'S MA MEETS TRUMP, PROMISES TO BRING ONE MILLION JOBS TO U.S.

Alibaba Executive Chairman Jack Ma met U.S. President-elect Donald Trump and laid out the Chinese e-commerce giant's new plan to bring one million small U.S. businesses onto its platform to sell to Chinese consumers over the next five years, an Alibaba spokesman said.

Alibaba Group Holding Ltd expects the initiative to create one million U.S. jobs as each company adds a position, company spokesman Bob Christie said in a phone call. Alibaba has previously campaigned to bring more small U.S. businesses onto the company's sites, but this is the first time Ma has discussed specific targets.

Trump and Ma emerged from their meeting at Trump Tower in New York together. The president-elect told reporters they had a "great meeting" and would do great things together. Ma called Trump "smart" and "open-minded."

Ma said the two mainly discussed supporting small businesses, especially in the Midwest, such as farmers and small clothing makers, who could tap the Chinese market directly through Alibaba, whose Tmall online shopping platform offers virtual store fronts and payment portals to merchants. – REUTERS



KFC CHINA IS USING FACIAL RECOGNITION TECH TO SERVE CUSTOMERS

KFC has teamed up with Baidu – the search engine company often referred to as "China's Google" – to develop facial-recognition technology that can be used to predict customer's orders.

Explaining the idea, a spokesperson for KFC said: "The artificial intelligence-enabled system can recommend menu items based on a customer's estimated age and mood." A press release from Baidu added that "a male customer in his early 20s would be offered a set meal of crispy chicken hamburger, roasted chicken wings and coke, while a female customer in her 50s would get a recommendation of porridge and soybean milk for breakfast".

Despite being billed as artificial intelligence, the technology is more about convenience – and publicity – at this stage of development. "The digitalisation of the restaurant will also help to provide faster and easier services," said Zhao Li, general manager of Beijing KFC. KFC and Baidu hope that they will be able to know what customers will want in future. KFC has said it wants to provide a personalised ordering experience by

recalling repeat customers and their orders".

– THE GUARDIAN



MCDONALD'S SELLS MOST OF CHINA, HK BUSINESS TO CITIC, CARLYLE FOR \$2.1 BILLION

McDonald's Corp has agreed to sell the bulk of its China and Hong Kong business to state-backed conglomerate CITIC Ltd and Carlyle Group LP for up to \$2.1 billion, seeking to expand rapidly without using much of its own capital. The 20-year deal caps months of negotiations between the fast-food chain, private equity firms including Carlyle and TPG Capital Management LP as well as several Chinese suitors.

The U.S. fast food chain said local partners will help speed up growth in the world's No. 2 economy through new restaurant openings, particularly in smaller cities that are expected to benefit from increased urbanization and income growth.

The company has more than 2,400 restaurants in mainland China and roughly 240 in Hong Kong. The new partnership plans to add 1,500 in the two areas over the next five years. Under the deal, Hong Kong-listed CITIC Ltd will own about 32 per cent of the business, with CITIC Capital, an affiliate company that manages private equity funds and other alternative assets, holding another 20 per cent.

Carlyle will control 28 percent of the business, while McDonald's will retain a 20 percent stake, the companies said in a statement. The deal will be settled in cash and in shares in the new company that will act as the master franchisee for the 20-year period. – REUTERS



HMD GLOBAL LAUNCHES FIRST NOKIA SMARTPHONE

HMD Global, the Finnish company that owns the rights to use Nokia's brand on mobile phones, announced its first smartphone, targeted for Chinese users with a price of 1,699 yuan (\$246). The launch marks the first new smartphone carrying the iconic handset name since 2014 when Nokia chose to sell its entire handset unit to Microsoft.

The new device, Nokia 6, runs on Google's Android platform and is manufactured by Foxconn. It will be sold exclusively in China through online retailer JD.com, HMD said. "The decision by HMD to launch its first Android smartphone into China is a reflection of the desire to meet the real world needs of consumers in different markets around the world... it is a strategically important market," HMD said in a statement.

Nokia was once the world's dominant cellphone maker but missed the shift to smartphones, and then chose Microsoft's Windows operating system for its "Lumia" range. After the 2014 deal, Microsoft continued selling cheaper basic phones under Nokia's name and Lumia smartphones under its own name, but last year, it largely abandoned both businesses.

HMD in December took over the Nokia feature phones business and struck a licensing deal that gave it sole use of the Nokia brand on all phones and tablets for the next decade. It will pay Nokia royalties for the brand and patents, but Nokia has no direct investment in HMD. Nokia Oyj is currently focused on telecom network equipment business and technology patents. – REUTERS



KLMFW 2016

Closing the Year with Modesty



**3rd – 4th of December 2016** – Moslema In Style successfully concluded its annual modest fashion showcase, the Kuala Lumpur Modest Fashion Week 2016 (KLMFW2016) at the Putrajaya International Convention Centre (PICC) on 3rd and 4th December 2016. The two-day event that showcased some of the leading homegrown designers from all over the world was more than just a showcase of collections. It was a showcase of exceptional unseen talents combining fashion and modesty. Recognising the rise of modest fashion worldwide, the event highlighted the potential leaders of the modest fashion industries of tomorrow.

The annual fashion showcase saw participation of designers from Japan, Saudi Arabia, Singapore, Pakistan, Italy, Indonesia and Malaysia. The KLMFW 2016 began its runway showcase with Ryoko Katayama from Japan and Ghadi Ali from Saudi Arabia and Wajie Ibrahim from Malaysia, followed by Tamma and Beta Azee from Malaysia, Si.Se.Sa from Indonesia, Kaifiyyah from Singapore, Nina Noghero and Lantera from the Indonesia Modest Designer movement and Jawhara from

Indonesia. The first day of the KLMFW 2016 ended with the Community College Fashion Week by the Jabatan Pendidikan Kolej Komuniti, Kementerian Pendidikan Tinggi.

While the following day showcased modest collection from designers Carolina Ferioli from Italy, Nihaan from Pakistan, Top Tato from Saudi Arabia and MFA from Malaysia, the KLMFW2016 closed its curtains with a special showcase by Yayasan My Prihatin in the name of its “Seringgit Sejuta Harapan Campaign” with collaborations between local designers, Heliza Helmi & Guzelhive and Her Majesty.

The two-day fashion showcase also welcomed the appearance of well-known and well-followed international fashion bloggers and social media influencers; Imane Asry from Sweden, Hodan Yusuf from the Netherlands, Fathima Husam from U.A.E, Omayya Zein from the United States and Nabila Bee from United Kingdom.

**18th of December 2016** – Edaran Tan Chong Motor Sdn Bhd (ETCM) recently announced the global premiere of the New Nissan Teana NISMO Performance Package in Malaysia, which was unveiled by NISMO racing drivers, Tsugio Matsuda and Ronnie Quintarelli during a Media Preview at ETCM Glenmarie 4S Centre.

The Nissan Teana NISMO Performance Package features accessories that are customized and tailored specifically for discerning Teana buyers in Malaysia. Orders are accepted from 18th December 2016, with the official deliveries scheduled in January 2017.

NISMO is one of the world's renowned motorsports brand which offers advanced motorsports technology, dynamic performance capabilities, and distinctive sporty designs. With its innovative technology and high performance features, it caters to a wide range of customers for road use.

The Nissan Teana NISMO Performance Package upgrades are available in two (2) packages, the NISMO Performance Package and the NISMO Aero Package. It is available for all variants of the Nissan Teana in five (5) body colours – Storm Blue, Brilliant White, Diamond Black, Tungsten Silver and Bronze Gold.

Inspired by NISMO's motorsport expertise, the Nissan Teana NISMO Performance Package is manufactured

in accordance to NISMO's strict standards. It features a Front Bumper Spoiler for a bolder appearance, which is further enhanced by the Rear Bumper Spoiler, Side Skirts and a Trunk Lid Spoiler; giving Nissan's flagship sedan a stylish profile accentuated with fine details that define its sophistication.

As shared by Tsugio Matsuda and Ronnie Quintarelli, “Driving the Nissan Teana NISMO Performance Package truly embodies 'NISMO-ness' as it features accessories such as the aerokit that is designed to reduce lift and drag resulting in improved aerodynamics and sport springs that enhances road holding.”

The Nissan Teana is Nissan's global large sedan that is well appreciated for its luxurious performance, premium quality and class-leading safety being recently awarded the Best Overall Car in the ASEAN NCAP Grand Prix Awards 2016 with 5-Star rating in Adult Occupant Protection (AOP) and 5-Star rating in Child Occupant Protection (COP).

The Nissan Teana NISMO Performance Packages are factory fitted following Nissan Global Quality Standards and comes with 3 years or 100,000km warranty (whichever comes first). For more information, customers can visit [www.nissan.com.my](http://www.nissan.com.my) or drop by at any Nissan Showroom nationwide.

THE GLOBAL PREMIERE  
Nissan Teana Nismo Performance Package



74TH ANNUAL GOLDEN GLOBES  
The Domination of ‘La La Land’

**8th of January 2017** – “La La Land” steamrolled through a Jimmy Fallon-hosted Golden Globes that mixed the expected, Champagne-sipping Hollywood celebration with often-voiced concern over president-elect Donald Trump. Though “La La Land” dominated with seven awards, including best motion picture, comedy or musical, the night's final award went to Barry Jenkins' tender coming of age drama “Moonlight.” Its sole award was for best motion picture, drama.

Meryl Streep won the Cecil B. DeMille Award honoree and supplied the night's most striking moment: a rebuke to Trump that stirred the Beverly Hilton Hotel crowd. Streep, who spoke at the Democratic National Convention, called the president-elect's mocking of a disabled reporter the year's performance that most “stunned her.” Damien Chazelle's Los Angeles musical “La La Land” came in with a leading seven nominations, and won everything it was nominated for, including best film, musical or comedy. Chazelle won both best director and best screenplay. Gosling won best actor in a comedy or musical, as did Emma Stone for best actress. It also took best score (Justin Hurwitz) and best song for “City of Stars. In one of the evening's more emotional acceptance speeches, Gosling dedicated his award to the late brother of his partner, Eva Mendes.

“While I was singing and dancing and playing piano and having one of the best experiences I've ever had on a film, my lady was raising our daughter, pregnant with our second and trying to help her brother fight his battle with cancer,” said Gosling, referring to Juan Carlos Mendes.

Another favorite, Casey Affleck, also padded his favorite status. The “Manchester by the Sea” star took best actor. Coming a year after a second-straight of OscarsSoWhite protests, the night was notable for the widespread diversity of its winners, in film and TV. Donald Glover's “Atlanta” won best comedy series over heavyweights like “Veep” and “Transparent,” and Glover later added best actor in a comedy.

And a true Oscar showdown was never in the offing at the Globes. Since the show separates drama from comedy and musical, “La La Land” didn't go face-to-face with its top competition, “Moonlight” and “Manchester by the Sea,” in top categories. The British actor Aaron Taylor-Johnson took best supporting actor for his performance in Tom Ford's “Nocturnal Animals.” “The Night Manager” won three awards, including best actor for Tom Hiddleston. Paul Verhoeven's “Elle” won best foreign language film. Disney's “Zootopia” took best animated feature. Other winners included Tracee Ellis Ross (“Black-ish”) and Billy Bob Thornton (“Goliath”).

ESL ONE GENTING

Champions Have Been Crowned

**8th of January 2017** – North American Dota 2 team Digital Chaos claimed their first premier tournament win, surviving a grueling five-game series to take first place at ESL One Genting.

T16 runner-up for Digital Chaos' began with a semifinal match vs. Russia's Virtus.pro, a roster that came out of nowhere after T16 to dominate The Summit 6 last year. The first game of the series was close, but Digital Chaos managed to shut down Ilya “Lil” Ilyuk's Chen by only letting his team take three towers. Digital Chaos took control of the map and eventually overwhelmed Virtus.pro with their farm advantage.

In Game 2, Digital Chaos decided to show off a few unique tools in their arsenal. They picked Chaos Knight for Roman “Resolut1on” Fominok, and Aliwi “w33” Omar purchased Vanguard and Mjollnir on Invoker. w33 turned his Invoker into a right-clicking frontliner instead of relying entirely on his spells, but still providing a powerful dispel with Tornado. That was all Digital Chaos would need as the Game 2 win clinched the team a grand final appearance.

With the tournament on the line, Digital Chaos jumped out to a great start, relying on their incredibly mobile lineup to keep two steps ahead of Newbee during the early portion of the match. Flanked with three solid Infest carriers in Queen of Pain, Centaur Warrunner and Mirana, Resolut1on's Lifestealer made the game extremely difficult for uuu9's Luna. By 25 minutes, the top three heroes by net worth were all Digital Chaos'. Six minutes later, Newbee conceded the game, ending the series with a final score of 3-2 Digital Chaos.

Digital Chaos leaves Malaysia with \$125,000 in prize money and the first premier tournament title of 2017 under their belts, which is a great start to the new year after a third-fourth finish at the Boston Major. Another win or top finish at the Dota Pit Season 5 finals later in January would put Digital Chaos in prime position to receive an invite to Valve's upcoming Kiev Major in April.





THE DIARY

IPHONE'S 10TH ANNIVERSARY

Welcoming The Year with Upcoming iPhone 8



**9th of January 2017** – It is 10 years to the day since Steve Jobs unveiled the iPhone, an iconic device that has completely transformed the consumer technology landscape.

Jobs first revealed the smartphone on stage at the Macworld conference on January, 9, 2007. The then-Apple CEO described the iPhone as “three things – a widescreen iPod with touch controls, a revolutionary mobile phone and a breakthrough Internet communications device.”

“These are not three separate devices – these are one device and we are calling it iPhone,” Jobs added.

“Today, Apple is going to reinvent the phone.”

Apple has sold more than a billion iPhones since Jobs took to the stage at Macworld in San Francisco. In a blog post Sunday the tech giant noted that the iPhone has inspired other products such as the iPad and Apple Watch, as well as millions of apps.

The iPhone has had a massive impact on many aspects of consumer technology, according to Jackdaw Research analyst Jan Dawson. “Smartphones are easily the most ubiquitous consumer technology item out there, and

the iPhone really pioneered the modern conception of the smartphone,” he explained, via email. “But smartphones are also at the core of all kinds of other things, from wearables to apps to services like Uber and Airbnb. So much of what we use in our daily lives today has smartphones at the center, and it was the iPhone that kicked off the mainstreaming of the smartphone.”

Apple unveiled its latest iPhones – the iPhone 7 and iPhone 7 Plus, last September, and speculation is mounting about the eagerly-anticipated iPhone 8, which is expected to launch later this year.

Rumored iPhone 8 features include an Organic Light-Emitting Diode (OLED) display that could offer greater power efficiency and image quality than Apple's current Liquid Crystal Display LCD technology. The iPhone 8 may also have an edge-to-edge display and an embedded virtual home button, according to media reports.

Apple, however, saw iPhone sales decline in its 2016 fiscal year, the first such fall since the device was introduced in 2007. With so many iPhones already in use around the world and the device reaching an important milestone, Apple clearly needs to make a big splash with iPhone 8.

FIFA FOOTBALL AWARDS

Faiz Subri Wins Best Goal

**10th of January 2017** – Malaysian attacker Mohd Faiz Subri has won the FIFA Puskas Award for 2016. The 29-year-old's winning goal was scored in February for Penang against Pahang in the Malaysia Super League, an unstoppable free-kick which swerved incredibly and flew into the top corner.

Subri was named as the winner at the ceremony in Zurich, beating fellow finalists Marlone and Daniuska Rodriguez, with Brazil legend Ronaldo presenting the award.

“Honestly it never crossed my mind that I would be at this level and be able to stand with world-class players,” said Subri. “I would like to say thank you to my team, my coach, my family, my father, my mother and all the people who voted me - thank you very much.”

There were initially 10 candidates to win the vote, which decides the best goal between September 30 2015 and September 30 2016, before they were narrowed down to three. Subri polled 59.5 per cent, ahead of Marlone with 22.86 per cent and Rodriguez with 10.01 per cent.

The rest of the vote was made up of 7.68 per cent, which came for the other goals before the list was narrowed down. Marlone scored a magnificent goal for Corinthians in a Copa Libertadores match against Cobresal in April, controlling a cross with his chest to set himself up for an acrobatic volley. Rodriguez's strike came for Venezuela in the South American Under-17 Women's Championship in March, with her amazing dribble bamboozling defenders Sofia Montoya and Manuela Venegas before she delivered a thumping finish.

Lionel Messi, Neymar and Hal Robson-Kanu were among the players to miss out when the field was cut down. Fans from around the world had the opportunity to vote on FIFA's website and across social media, with the award named in honour of Real Madrid legend Ferenc Puskas.

The 2015 award had been won by Wendell Lira of Goianesia, while Real Madrid's James Rodriguez won in 2014 after a goal at the World Cup for Colombia against Uruguay.



周大福

CHOW TAI FOOK

完美婚嫁系列



# GONE TOO SOON.....

Remembering Tok Nan  
1944-2017

**The death of Datuk Patinggi Tan Sri Datuk Amar Haji Adenan bin Satem has removed from the Malaysian public arena a politician of power who was also a man of intellect.**

He passed away on January 11th at the Sarawak General Hospital in Kota Samarahan. Fondly known as Tok Nan, his popularity helped the ruling Barisan Nasional alliance secure a landslide victory in the Sarawak state elections last year.

Prime Minister Najib Razak said Sarawak had “lost an authoritative leader”, He had flown to Sarawak to attend the late chief minister’s funeral.

“We have lost a great son of Sarawak who devoted his whole life to the rakyat,” Sarawak local government minister Sim Kui Hian, who was also Adenan’s personal physician, told the Malay Mail Online.

Adenan came to power after his predecessor Taib Mahmud stepped down in 2014, and has been described as the best chief minister Sarawak’s had. His popularity across Sarawak led to the term “Adenan fever” during state elections last year.

Humble yet firm in executing his duties, the Sarawak chief minister accomplished much in his short tenure and leaves behind very big shoes for his successor to fill.

**HE MADE A PLEDGE AGAINST NEPOTISM**  
While it seemingly made sense to most people, Adenan was the first minister in Sarawak to ever sign an integrity pledge in which he committed not to award public contracts to his family members. It has been fairly common that the old Sarawak government and its former CM Taib Mahmud to award contracts to friends and families, although they have been denying these allegations for years.

**THE PROMISE OF AN AUTONOMOUS SARAWAK**  
While Sarawak is one of the 13 states of Malaysia, there are differences in terms of culture and tradition between Borneo and the peninsula. Many are also unhappy that the federal government has been largely ignoring the pleadings for improvements, only showing up when there are elections coming up.

Since last June, Adenan had been outspoken about restoring Sarawak’s autonomous rights. Restoration of their autonomous powers will see Sarawak have more say and

freedom, and Adenan have proved himself capable when he said he had successfully negotiated the devolution of power to Sarawak by securing 13 provisions of administrative empowerment – including the need for Putrajaya to consult them, when it comes to laws that might affect them.

**HE MADE ENGLISH THE OFFICIAL LANGUAGE IN SARAWAK**  
In November 2015, Adenan announced that Sarawak has adopted English as the official language of the state administration, apart from Bahasa Malaysia. The controversial decision saw criticism and opposition even from all sides, many accusing him of being not nationalistic or patriotic.

He didn’t seem to care, stating “Whether they agree with me in the Semenanjung (peninsula) or not, I don’t care.”. He was also quoted saying that he wasn’t being unpatriotic, just being practical and logical. While many from west Malaysia is unhappy, it appears that Sarawakians themselves applaud the decision.

**HE LED THE DECISION TO RECOGNISE THE UNIFIED EXAMINATION CERTIFICATE (UEC)**  
The UEC is the Chinese independent school qualification equivalent of STPM or O-levels, and is a major headache for independent school students because the certificate is not recognised by the other states of Malaysia, and thus these poor students have to take BOTH exams right now. This move alone scored him the love of the Chinese people – the one perceived by the government as the most critical of their administration.

**HE DEFENDED OTHER RACES, SHUNS THE WORD ‘PENDATANG’**  
Malay supremacist groups in Malaysia likes to call the non-Malay races ‘Pendatang’ or migrants, even though some of the Malay, Chinese and Indians races have been living in the countries for generations, spanning hundreds of years.

During Chinese New Year earlier last year, Adenan paid a tribute to the Chinese for their contributions to the state, and told the community that they should rightfully regard Malaysia as their home.

“You are not pendatang. If any of your friends from the peninsula call you pendatang, to hell with them. You are Malaysians of Chinese origin, this is your land,” he reportedly said at a function.

**HE REMOVED ‘LAIN-LAIN’ IN GOVERNMENT OFFICIAL FORMS**

The original races of Sarawak – the Dayaks had to endure the insult of having to choose ‘lain-lain’ in their official forms, even if they are the original inhabitants in Sarawak.

Adenan played an important role in getting them their official race status, and the cabinet finally approved ‘Dayak’ as a category on official government forms while also deciding to abolish the use of ‘lain-lain’ racial category on government forms last month.

**THE ABOLISHMENT OF ALL TOLLS IN SARAWAK**  
The opposition pushed for it, the federal government promised to get rid of it (but ended up extending it), but it was Adenan who actually did abolished tolls in his state. Sarawak’s last toll operated during 2015’s New Years Eve, and since that momentous day there had been no tolls in Sarawak ever since.

**THE FIGHT AGAINST CORRUPTION**  
Adenan has started a major crusade to save the remainder of Sarawak’s rainforests by putting a stop to illegal logging. In late 2014, Adenan gathered the tycoons of the state’s big six logging firms, KTS, Rimbunan Hijau, Samling, Shin Yang, Ta Ann and WTK for a meeting during which he publicly accused them of using “corrupt” practices.

Adenan described the state of corruption in Sarawak as “very bad, a reflection of what enforcement officers have not been doing.”

**FOREIGN INVESTMENTS FLOURISHED UNDER HIS RULE**  
When Adenan Satem first took over as Chief Minister in 2014, he announced a surplus budget with a reserve of RM27 billion. In 2014, the state also announced a RM7.9 billion foreign direct investment (FDI) among all the states in Malaysia, surpassing even the state of Johor, who placed second at RM6.7 billion. Opposition controlled states paled in comparison with Sarawak, having reported major budget deficit in 2015.

The beloved Sarawak Chief Minister Adenan Satem had managed to prove himself as a rare leader in Malaysia that walks the talk, and deliver his promises – promises that even the opposition leaders have yet to achieve. The question now is, could there be another Adenan Satem for Sarawak? Time will tell.



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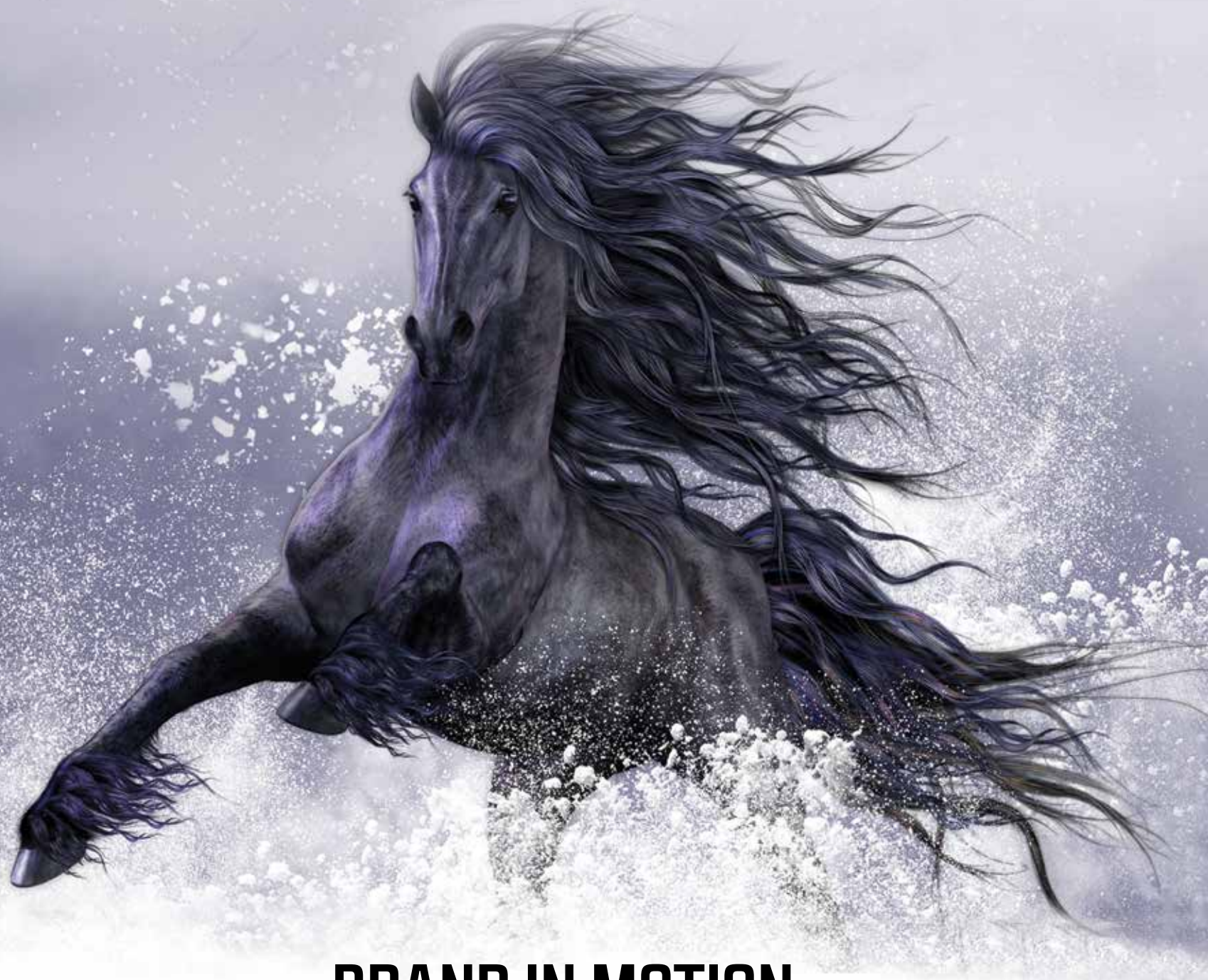


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## BRAND IN MOTION

### COUNTRY BRANDING SERIES

#### THE CATALYST THAT IS 'EXCITEMENT'

It is the time of the year when holidays flood in. If you ask me personally, I honestly loathe long breaks. This is not to say they are undesirable; only cumbersome in that recovering from a sabbatical takes great effort – especially trying to get back to the regular pace of things. I have even heard people mention how they require a holiday to recover from a holiday! I can't argue with them either. So why stop in the first place? More importantly, can a brand afford to Pause in this day and age?

As a human being, it takes considerable effort to get from a static point to one that is in motion. There are opposing forces at work, including gravity, which makes it difficult to get moving. Still, the beginning of a journey may be exciting, and there is good reason for it. Excitement has the power to get things going. It also has the power to keep things in motion. Resting (even resting on your laurels of success) will cost you an advantage in the rapidly revolving pace of this ever-changing world. Competition is stiff and formidable brands cannot risk switching off their engines to take a break from the Branding routine. Imagine if a living thing decides not to breathe for a moment. That is what Branding is like for Brands – it is the very 'breath' that keeps Brands alive! So practice Branding like breathing – never stop!

"A Brand that is filled with ZEST is a Brand that is geared for the BEST!"

When applied countrywide, excitement over a national Brand can elevate the living standards of the land profoundly, making it an amicable place to dwell and do business.

#### HOW CONSTANT MOTION CAN ELEVATE A BRAND

Staying on track with steady speed and good direction will get your Brand to places while others are comfortably resting on their rears. Not only will you have a head start, you will be ahead of the pack; and better still, you will be the estimable pacesetter for other Brands to emulate!

A Brand in motion has the poise of excellence. It is aerodynamic and contoured to perfection. Every path it travels is glazed with extraordinary

milestones which will inspire other Brands for years to come. Dust cannot settle on it because it brings powerful winds of change. No dirt will have the chance to cling on long to a Brand gliding along the fast track.

"A champion Brand does not think it must Brand before it Brands – rather it KNOWS it must Brand!"

When viewed, a Brand that is moving along the rails of Branding has an aura of purpose about it. Such a Brand can inspire. It does not remain long in one place but constantly keeps scaling up the plateaus of greatness. Any Brand that takes Branding seriously enough has the makings of a *Champion Brand*. Branding is the sturdy protein which forms the *DNA of Champion Brands*, infusing it with the stuff of greatness from the inside out. Viewed from a different light, we could say that Branding is the reflex action of Brands.

A nation that thrives on Branding is essentially a nation that is correctly laying the foundation for a brighter future. For a nation in motion will result in a future generation that is thoroughly equipped to change with the times and stay ahead of the rest on the global playing field.

#### THE STALLION GALLOPING INTO THE WIND

I am breathless whenever I look at a mighty stallion galloping ahead. There is something remarkably majestic in the way a creature appears as it charges ahead as fast as its legs can carry it. Honestly speaking, I would not be off the mark if I were to organically clothe the endeavour of Branding in like manner. When a Brand is in motion, it is in top form – otherwise it cannot maintain movement and advance on; and there is clandestine beauty in said motion that would otherwise be veiled from sight if the Brand were to simply stand still. It is as though, not dissimilar from a member of the equine species, a Brand was born to run free! Furthermore, a Brand that is on the go demonstrates strength in motion.

The motion of Branding is a reflex action of a Brand poised to succeed. Brand awareness is always at a high setting. *Brand Visibility* is clear because a Brand which engine is in constant motion is alluringly attractive. It becomes peerless in its dedication to Branding. There is much to be expected of such a



“Think of your Brand. Think of your Brand always. That's Branding in motion. But if you do the opposite and stop thinking of your Brand even for a moment...it will just as quickly be forgotten...”

Brand and trust in the Brand elevates which each new endeavour. Others' expectations of a Brand in constant motion remain at a high always...and such a Brand will naturally not disappoint.

Remember, even expectations are in motion. No one's expectations remain stagnant for always. They grow and change just like people do. So realistically speaking, how can a Brand afford to stop Branding when consumer and patron expectations are mobile in an already ever-changing marketplace? And when viewed from a national standpoint, can a country really afford to lie dormant and be left behind? Lo and behold – let your Brand and your country gallop to new horizons!

"Add some horsepower to your Brand!"



“Knowing what makes your Brand tick will help you make your Brand tick even faster! Raise your Brand heartbeat and make it an exciting Brand journey!” ”

FLEXING YOUR BRAND'S MUSCLES TO STAY IN SHAPE

As muscles move and flex they become strong. The more they move, the stronger they get. The more often they move, the higher muscle activity and blood flow gets. The better the muscle form, the more efficient oxygen and nutrient distribution will be to the cells in the body. All in all, a healthier being.

Conversely, staying movement will stunt the progress of muscles. If an exercise regime, once embarked upon, is not adhered to religiously, it would be hard to get back on the horse again.

“There can be no movement without muscles. Likewise, Brands cannot grow if they are not accelerating on the Branding circuit on a regular basis.”

Branding is actually not so different. There cannot be a downtime. Otherwise the muscles of branding will shrink and sag and eventually become frail and powerless. When a brand is weak in a world of survival of the fittest (and fastest), it is as good as dead!

A nation must strive to advance in the world. Motion is everything when it comes to Country Branding – especially forward motion. A country must always seek to better itself – becoming more habitable and stable; not to mention provide a conducive environment for local and foreign investment and business.

THE SECRET GUIDING FORCE BEHIND BRAND STRENGTH

Uncannily, 'strength' is a word that has taken centre stage in my mind this new year. And what a formidable word it is indeed! By pondering upon the literal meaning of the word, I am inspired, and by immersing in it even deeper, my mind is blown! Never have I gazed upon such magnificence as the elusive treasure housed within... Ultimately I have fathomed a mystery... The word contains X-Factors which will help keep Brands in motion starting from this season of new beginnings:

“STRENGTHen your Brand to sustain your Brand!”

**S – Single-mindedness**  
The same wavelength or frequency augments a united approach in direction, vision, and passion.

**T – Toughness**  
The ability to brace even the staggering effects of changing one's thinking.

**R – Reliable**  
Responsibility and resourcefulness promotes credibility and trust.

**E – Excelling**  
Productive to the point that even the past is left behind.

**N – Noticeable**  
Outstanding enough to be newsworthy.

**G – Go**  
On the move – moving forward.

**T – Togetherness**  
The force to support and motivate one another: “If you want to go fast, you go alone; if you want to go far, you go together.”

**H – Honesty**  
Not living in a state of denial effectively promotes health, harmony and hope.

All this brings STRENGTH to the Brand. The Brand becomes unshakable and unstoppable. Without strength, a Brand just can't go on. Sustainability and continuity is possible because of strength. Life is a fight. Have the STRENGTH to fight for your Brand's life! On top of that, a nation founded upon STRENGTH will never falter.

BRAND HEALTH IS BRAND WEALTH

There are days when I am under the weather. Such days remind me of the wonder that is health. Health is a precious gift that many take for granted and suppose will remain forever... Such days teach me a lesson I would not soon forget...

For in truth, health has a mind of its own. Health is free to come and go as it pleases. It can do so at any time of its choosing. We can only minimize the likelihood of health walking out the door; but we cannot guarantee it will stay, despite our best efforts. We can just make the most out of health

when it is with us. This is a fact of life and not accepting for what it is it would be akin to living in denial. I have personally come to acknowledge this fact (though I keep positive thoughts as a catalyst to attract and cradle good health at all times).

Taking Branding for granted has the same ill effect. If you halt Branding, the side effects can be FATAL for your Brand. A Brand that is smitten by sickness, cannot so easily be remedied. Remember, in the modern rat-race within the concrete and cyber 'jungle', if a Brand stops Branding, even for a moment, it runs the high risk of getting run over by the stampeding competition!

It is the same in the universal arena. Nations are multi-frontier gladiators which cannot afford to shut down their ongoing Branding campaigns. Ultimately, the motion of many nations impact the world and alter history itself. The Brand that is a nation must always be in motion – it is a given!

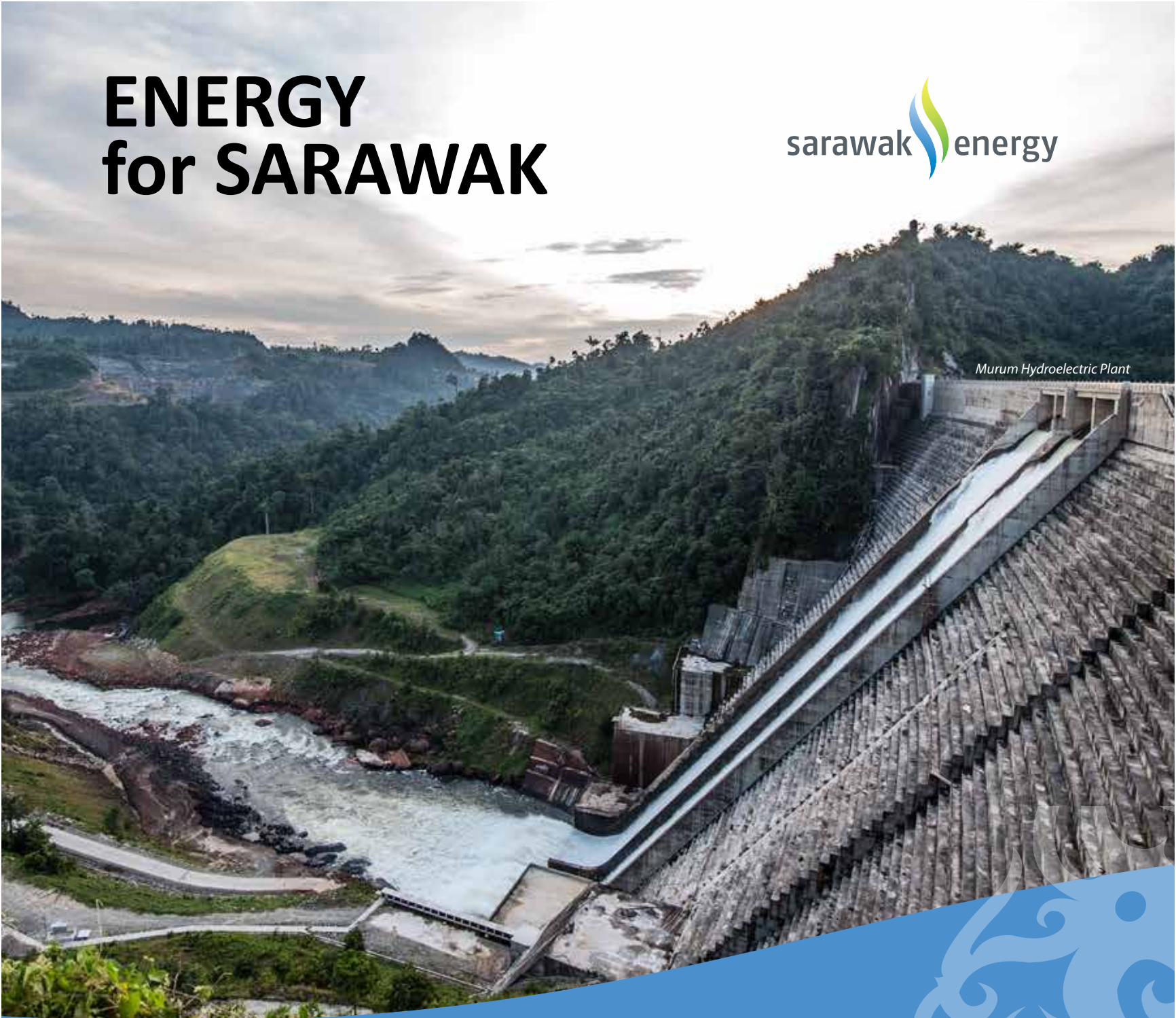
BRANDING KINETICS

I tend to associate my personal experiences and hardships to those of a Brand. In a way, a Brand has its own persona. A Brand too can suffer when it falls out of shape or gets out of form.

Staying in shape demands determination. Staying in shape demands focus. Staying in shape demands consistency. Staying in shape demands discipline. Staying in shape demands dedication. This is true for all forms of sport. This is also true in Branding endeavours. In fact a Brand on the move is carried forward by its own momentum to greater dimensions. When Branding is a routine way of life, a pocket of Branding Energy surrounds the Brand. And when a Brand is accelerating, this same Branding Energy powers and protects it all the way. At the end of the day, you determine the parameters of the Branding activity surrounding your Brand. What is Branding for one Brand may not effectively work for another. Brand-centric Branding, which is focused Branding customized to the unique nature and qualities of a Brand, is what must be sagely employed to fuel and boost a Brand that seeks to remain in motion, with efficiency in mind.

On a larger scale, the velocity and trajectory of a nation's greatness is determined by its aggressiveness in Branding. Let everyone participate in making their homeland great... Let this motion of the nation cause a positive uproar in the global domain!

ENERGY for SARAWAK



Murum Hydroelectric Plant

Sarawak Energy Berhad (Sarawak Energy) is a state - owned, vertically integrated electricity utility and power development company with a vision to achieve sustainable growth and prosperity for Sarawak by meeting the region's need for reliable, renewable energy.

Building on a strong foundation of 100 years as the single provider of electricity in the state, Sarawak Energy is taking bold steps to support the transformation of Sarawak in its vision to become a developed state by the year 2030.

Sarawak Energy is focused on the generation, transmission, distribution and retail of electricity. We generate power through hydro, coal and gas, capitalising on Sarawak's abundant indigenous resources, and supply to our customers throughout the state through an extensive network.

Sarawak Energy as the catalyst of Sarawak Corridor of Renewable Energy (SCORE), develops clean and renewable energy to drive investments from energy intensive industries to create a stronger economy for Sarawak and its people.





BRAND EXPERT

# MOHD SHUKRIE MOHD SALLEH

## POS MALAYSIA GROUP CHIEF EXECUTIVE OFFICER

POS MALAYSIA BERHAD, ESTABLISHED SINCE 1800s, HAS BEEN AN INTEGRAL PART OF MALAYSIAN LIFE, CONNECTING MALAYSIA TO THE WORLD WITH A RANGE OF DOMESTIC AND INTERNATIONAL POSTAL SERVICES.

By Gerald Chuah

WITH the capability of handling over four million mails each day, the national courier company aims to provide high quality and convenient solutions to customers, by embarking on a series of programmes to modernise its operations.

HISTORY

The history of the first postal services in Malaysia can be traced back to the Straits Settlements in Penang, Malacca, and Singapore, before expanding throughout Malaya by early 20th century. Letters were conveyed through dispatch riders and fees collected when letters were handed at the post office.

Later, the system changed when stamps with dollars and cents were introduced in 1867, followed by the first inaugural set of postage stamps in 1901.

The Postal Services Department (PSD) soon evolved into Jabatan Perkhidmatan Pos – a multiple services provider, taking over numerous services on behalf of government departments like payment of electricity bill, sale of dog licenses, payment of pensions, and television licenses, etc. In 1992, it was corporatised to Pos Malaysia Berhad, and subsequently listed on Bursa Malaysia Berhad on September 2001.

SERVICES

Today, Pos Malaysia has an extensive delivery network of 926 branches and mini post offices throughout the country, providing courier services within Malaysia and beyond - through *POS Laju*, *POS International*, *Data Pos*, *POS ArRahnu* and *POS Digicert*.

Among its wide range of services include *Standard Mail*; *Courier*, *Express & Parcels* (same day delivery, next day delivery), *Retail* (bill payments, driving license renewals, personal insurance), *International Mail* (International inbound and outbound mails, small packets, parcels); *Logistics* (warehousing, freight-forwarding), *e-Commerce* (e-fulfillment, e-payment, e-marketplace), *Financial Services* (remittance, Insurance and Takaful trustee, unit trust banking services).

Whether you are making deliveries for your online business or sending packages to your family and friends overseas, Pos Malaysia has you covered with the easiest and most affordable mail delivery solutions.



The latest is an outsourcing service called Pos Solutions for records and document management, using state-of-the-art systems to track your records from collection, storage, retrieval, and destruction of records.

LEADERSHIP

Group Chief Executive Officer Mohammad Shukrie Mohammad Salleh who joined Pos Malaysia in 2011, is in the forefront to ensure the company provides consistent and excellent services, so that your mail and parcels reach their destination safely and quickly.

In recognition of his outstanding leadership, Shukrie was awarded Transformational Corporate Leader Brand ICON Leadership Award, during the gala awards night at Majestic hotel on October 13, 2016.

During an interview, Shukrie thanked the Asia Pacific Brands Foundation (APBF) for the honour:

“I attribute the award to the entire 23,000 employees at Pos Malaysia. They are the ones who worked very hard, and have contributed to the transformation of Pos Malaysia.”

Q: What are some of the latest development in Pos Malaysia?

We are now a completely different company from what we used to be. In the past, we were known as a mail delivery company but today, mails are only 1/3 of our revenue, as we also provide courier and financial services such as insurance, amongst others. So, I am proud to say that we are one of the most transformed postal company in the world, as can be seen through the diversity of our revenue

streams, especially with the introduction of e-commerce.

Q: How important is branding to Pos Malaysia?

Extremely important! For example, we have just changed our logo in 2015. Historically, postal organisations always associate their services with the logo of a bird or horn, but we did away with all that to make our brand more appealing to the younger generation.

That’s why, since early last year, we have rebranded our logo with just the words POS and Malaysia, to give it a modern look, and keep in tune with the latest trends.

Q: What’s the relevance of mail delivery in this internet age?

Well, if you talk purely from the standpoint of mail, very few people are actually still using mail, but then again never forget about e-commerce.

For example, when you shop online, the product has to be delivered from point A to point B, so who’s going to do that? In most cases, it is the courier company and Pos Malaysia, through Pos Laju, which is currently the biggest courier service provider in Malaysia.

In fact, we have almost 30 per cent market share compared to the second largest courier company, which is about half of our size.

If you go to other parts of the world, it is rare to see a postal organization which is also a dominant player in the courier service industry, but in Malaysia, we are able to achieve the No.1 position because Pos Malaysia is one of the first few postal organization which was corporatized, and subsequently listed in the stock exchange.

Q: What’s the significance of winning The BrandLaureate Award?

Well, fantastic! Initially, I felt intimidated as I am probably the youngest group CEO around, but having said that, I thank you. I am very honoured to be given this award, and

I hope that it will help me to serve and contribute more towards this nation. In fact, being a postal organisation, I believe if we transform ourselves well, it will benefit everyone, because the entire nation is our customer.



# FULFILL YOUR RESPONSIBILITY AS A TAXPAYER TO ENSURE The FUTURE of the Nation’s NEXT GENERATION







# GLOBAL ECONOMIC OUTLOOK FOR 2017: EMERGING ASIA

## SAILING THROUGH TURBULENT WATERS

SUMMARY OF GLOBAL ECONOMIC OUTLOOK 2017 EMERGING ASIA :  
NAVIGATING THROUGH ECONOMIC TURBELENCE  
published by **THE CONFERENCE BOARD** | summarised by **NURILYA ANIS RAHIM**

The global economy has now entered its 6th year of stagnation, and the growth outlook for 2017 shows a continuation of this trend. A projected stabilization in energy and commodity prices may provide a small tailwind for resource-rich economies in 2017, but the medium-term trend continues to be dominated by weaker growth in key inputs, notably investment and labor supply. Businesses have to prepare for more disruptions from geopolitical tensions, policy uncertainty, financial market volatility, and rapid changes in technology, but they also need to stay focused on leveraging the qualitative sources of growth with investment in technology and business productivity, even or especially in times of stagnation.

While many Asia-Pacific economies will be directly affected by weakening global demand, the greater challenges are of a domestic and more medium-term nature, and in particular how to find a sustainable growth path after the catch-up era of the 1990s and early 2000s. At 2.5 per cent, global growth was especially disappointing in 2016 - its lowest rate since the end of the global recession in 2009. It is now undeniable that the global economy is stagnant. Resource-rich economies suffered the full impact of low energy and commodity prices, while resource-scarce

countries did not fully leverage the advantage of low prices because overall demand remained fairly weak. In 2017, global growth may pick up modestly to 2.8 per cent as energy and commodity prices stabilize, although this would still be below the medium-term growth rate of around 3 per cent.

Asia remains the fastest-growing region on the planet, but even this dynamic economy is slowing down. A relatively healthy 4.7 per cent growth rate is projected for Asia in 2017. This is almost double 2016's dismal 3.6 per cent, but still remains far more sluggish than the 7.2 per cent growth rate of the past decade. What is slowing Asian growth? Lower external demand for Asian goods, for starters, and the inability to achieve sustainable growth after the explosive growth of the 1990s. Businesses operating in Asia can still find opportunities—if they take advantage of integration initiatives, and they prepare for uncertainty.

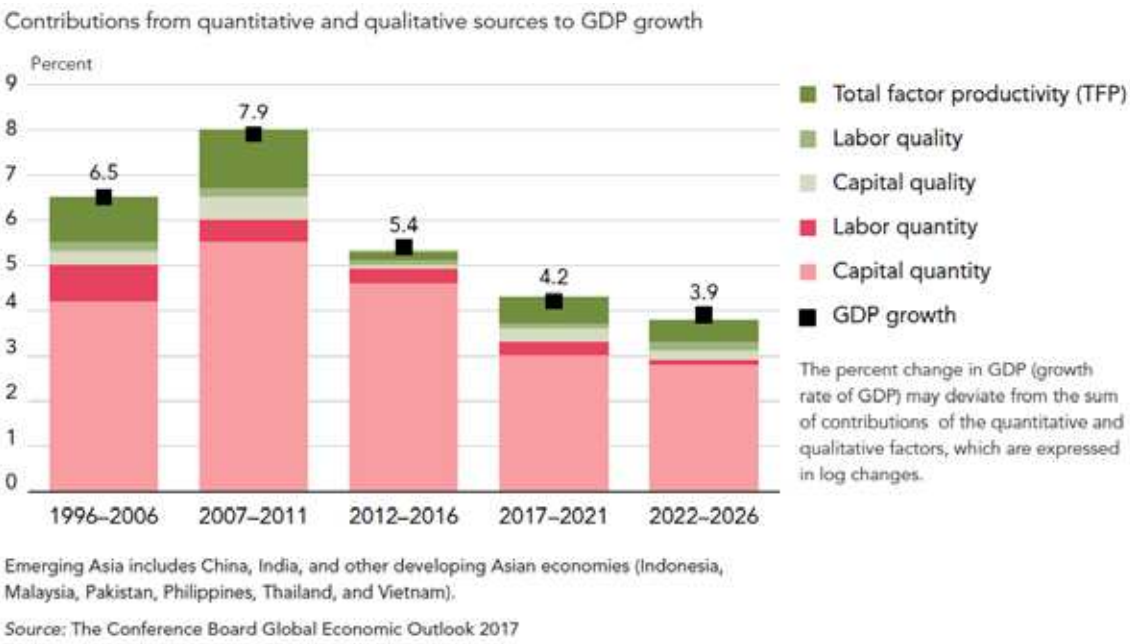
**Navigating Through Economic Turbulence**  
Growth in emerging Asian economies continues on a slow trend. The region faces ongoing weak global economic conditions causing subdued external demand, regional and global political and policy uncertainty, and a struggle to find a sustainable growth path for the

medium term after the rapid “catch-up” era of the 1990s and early 2000s.

Nonetheless, growth in emerging Asian economies is likely to remain relatively robust compared to other regions. The Conference Board projects a growth rate of 4.7 per cent for emerging Asia. This is only slightly down from 4.9 per cent in 2016 when economies benefited from policy-induced pickups in domestic demand which largely offset subdued external demand for many of the region's economies. This compares favourably with the aggregate growth rate for all emerging and developing economies, which is projected to increase by 3.6 per cent in 2017, up from 3.2 per cent in 2016. This growth is largely due to improving energy and commodities prices, which have helped exporting countries including Brazil, South Africa, and Russia.

Looking beyond 2017 to the medium term, emerging Asia is expected to grow at an average of 4.3 per cent during the 2017–2021 period and 3.9 per cent in the 2022–2026 period—faster than the average growth rate for all emerging economies. While this is a sharp slowdown from the 7.2 per cent growth reached in the previous decade (2006–2016), which was primarily fuelled by China's extraordinary growth performance

### CAPITAL INVESTMENT WILL CONTINUE TO BE THE LARGEST CONTRIBUTOR TO EMERGING ASIA'S ECONOMIC GROWTH IN THE COMING DECADE



from 2000, emerging Asian economies remain one of the most dynamic and fastest growing markets in the world. Both quantitative and qualitative growth factors will be important in driving their future growth. Quantitative factors include expansion of labor supply and investment. Qualitative factors include increases in labor force skills, a shift to high-performing human capital, increases in the quality of capital through shifts to assets of higher marginal productivity, and total factor productivity.

In the next decade, India, along with many Southeast Asian countries, will continue benefiting from a “demographic dividend,” in which a fast-growing, young working population will provide an ample labor force as well as potential for consumption growth. Meanwhile, China and Thailand, where labor force growth will slow in the next decade, will see contribution to GDP growth from labor quantity turn negative, raising the pressure to improve the quality of investment and productivity.

Productivity growth will likely accelerate in Malaysia and Vietnam, thanks partly to catch-up growth but also improved efficiency in investment as these countries integrate further into the global supply chain. In some emerging Asian economies, particularly the lower income ones, labor productivity will also improve because of continued urbanization, better education, and more formal training.

While the era of significant catch-up growth in some of the largest emerging markets may be over, these economies will still benefit from continued accumulation of capital and growth of their workforces in the next decade, even though some slowing of labor force growth

is projected. Many other smaller economies in Asia, Sub-Saharan Africa, and Latin America with large catch-up potential will continue to converge toward the growth rates of their high-growth counterparts, but even so, their combined impact on the global economy will not be as large.

Even though the improving quality of labor and capital has continued to contribute steadily to the emerging Asia region, productivity growth performance has dropped to about half of what it was in the 1996–2006 period. Despite slowing productivity growth in emerging Asia, continued investment will drive growth to reach about twice the rate of mature economies, which are stuck in the 1.5 to 2.0 per cent growth range over the next decade.

These trends suggest that despite short-term downside risks, market volatility, and more moderate longer-term economic growth in the region, companies and investors can still benefit from emerging Asia's relatively resilient growth, productivity growth potential, and massive consumer market.

**Can Digital Transformation Drive Growth?**  
According to The Conference Board estimates, the qualitative growth factors in emerging Asia, including increased labor force skills, investment in information and communication technology (ICT) capital, and total factor productivity growth are expected to grow at 1 per cent between 2017 and 2021 and by 0.9 per cent in the following five years.<sup>10</sup> What lies behind these fairly robust growth figures is the idea that in due time these economies will reap the benefit of investments in

“LOOKING BEYOND 2017 TO THE MEDIUM TERM, EMERGING ASIA IS EXPECTED TO GROW AT AN AVERAGE OF 4.3 PER CENT DURING THE 2017–2021 PERIOD AND 3.9 PER CENT IN THE 2022–2026 PERIOD—FASTER THAN THE AVERAGE GROWTH RATE FOR ALL EMERGING ECONOMIES.”



THE CONFERENCE BOARD GLOBAL ECONOMIC OUTLOOK, 2010–2026  
EMERGING ASIAN ECONOMIES

	2010-2015	2016	2017	2017-2021	2022-2026
	ACTUAL GROWTH	ESTIMATED GROWTH	FORECAST GROWTH	PROJECTED GROWTH	TREND GROWTH
INDONESIA	5.6%	5.0%	5.3%	5.1%	4.5%
MALAYSIA	7.1	6.7	4.7	4.3	3.6
PAKISTAN	4.0	4.4	4.6	4.5	4.0
PHILIPPINES	6.8	7.3	6.4	6.1	5.5
THAILAND	3.7	3.0	3.1	4.2	3.6
VIETNAM	6.0	6.2	6.5	6.7	6.1
OTHER DEVELOPING ASIA	5.4	5.1	5.0	5.0	4.5
CHINA	7.4	3.9	3.8	3.3	2.9
INDIA	7.1	6.8	6.5	5.8	5.5
EMERGING ASIA	6.8	4.9	4.7	4.3	3.9
ALL EMERGING AND DEVELOPING ECONOMIES	5.2	3.2	3.6	3.7	3.5
WORLD	3.6	2.5	2.8	3.0	2.7

“PRODUCTIVITY GROWTH WILL LIKELY ACCELERATE IN MALAYSIA AND VIETNAM, THANKS PARTLY TO CATCH-UP GROWTH BUT ALSO IMPROVED EFFICIENCY IN INVESTMENT AS THESE COUNTRIES INTEGRATE FURTHER INTO THE GLOBAL SUPPLY CHAIN.”

ICT capital and ICT services. A recent report by The Conference Board illustrates that while technologies like cloud computing and e-commerce continue to expand, firms are still far from mastering their use in a profitable way, even in the advanced economies.

On the one hand, it may not be easy for companies in emerging markets to leverage digital transformation which requires access to a wide range of knowledge-based assets (including design capabilities, business processes changes, and new skill sets for the labor force). On the other hand, since many businesses in emerging economies are relatively young, they do not have capital tied up in legacy technologies which must be abandoned. Hence they may be able to leapfrog past older technologies, giving them an advantage in the transition to the New Digital Economy. One example of leapfrogging is the rapid adoption of e-commerce by China's large and growing consumer market, facilitated by cashless payments.

In Southeast Asia, investment and economic growth can also benefit from digitization: the region's young population and further integration of economies will drive demand for e-commerce systems. Expanding e-commerce requires enhanced logistics and delivery systems, online security, and legal and regulatory protections—all of which will boost investment and economic growth.

However, to improve the market competitiveness of businesses and overall sector efficiency, new digital technologies, including mobile and cloud computing, need to take foothold within companies' processes. This transition requires drastic changes in the way organizations work and how their employees collaborate. So far, there is limited evidence that digital transformation has taken sufficient hold to improve productivity.

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# SALT

## FINDING THE RIGHT TALENT IN THE DIGITAL SPACE

BY GERALD CHUAH



### “THIS AS A GLOBAL BRAND, WE ARE OFFERING OUR EMPLOYEES AND CUSTOMERS (BOTH CANDIDATES AND CLIENTS) A TRULY DIVERSE EXPERIENCE IN DIGITAL RECRUITMENT”

One would not classify Cyberjaya as a Silicon Valley but one cannot dispute the fact that Malaysia is becoming a Technology Hub in the South East Asian region. There are many highlighting factors such as cost point, access to talent and government-backed initiatives as strengths that Malaysia could offer as a hub. Insights on the level of mobile penetration and social media connectivity in Malaysia strengthens the potential the country holds for the e-commerce sector. Other factors such as Malaysia's viability as a regional hub is also key to the overview.

In a very job-rich market, evident from the copious amounts of advertisements you would see on job boards, software developers are in competition with several others for the same position. Nevertheless the country has risked being associated with brain drain, and also referred to the potential impact caused by the influx of low-paid foreign Software Developers into Malaysia. This was put into perspective as the movement of talent is not exclusive to Malaysians, but in fact seen globally. Although talents are reported leaving Malaysia, there is a significant number of returning Malaysians (REPs), who are attracted back based on Malaysia's ascendancy as a world class technology hub. The role of national initiatives, such as MDEC in driving digital growth, which is in fact on par or even ahead of many developed nations, have helped some Malaysians to realise their potential as international exposure does confer a number of career benefits. This includes the role of Asean Data Analytics eXchange (ADAX) hub in Bangsar South, which aims to deliver value to across all sectors at a regional level, creating a collaborative environment between the private and public sector.

One recruitment firm known for their talent recruitment specialization is London-based digital recruitment firm, Salt. Having recently acquired a stake in Font, a specialist marketing, creative and digital recruitment firm based in Malaysia, Singapore, Hong Kong and New Zealand, Salt now has a global reach with headquarters in eight countries and with more than 180 consultants worldwide.

The BrandLaureate had the opportunity to talk to Bryan Corke, the new country director of Salt Malaysia. Corke was appointed to help lead the transformation, “I am very excited to be leading the charge and helping clients better manage an ever-changing workforce,

“We are the experts in our field. Our industry expertise will find you the right role, person or service in the evolving digital world,

“As a global brand, we are offering our employees and customers (both candidates and clients) a truly diverse experience in digital recruitment,

“This partnership is key to our vision; it reaffirms our position as a leading player in the digital recruitment market, globally. Beyond that, it aligns with our strategy of becoming a winning brand that is No.1 in America, EMEA and APAC for digital,” said Corke.

In this Q&A, we find out what sets Salt apart from other recruitment agencies -- how employees can better equip themselves for a career in the digital world; and likewise, how companies can brand themselves to attract better talents in this evolving landscape.

#### **Q: What sets Salt apart from other Job recruitment agencies?**

We are a global organisation that connects people and businesses within the Creative, Marketing, Sales and Technology sector. We began as Salt Recruitment Group, formed in the UK, and ever since then we have grown our presence across Sydney, New York and Dubai.

At Salt, we see digital recruitment as a catalyst to enable businesses to win throughout their digital transformation journey. Be it a disruptive leader at the front, a consultancy managing a business through change, or a traditional business embracing new digital techniques, we are making a difference at every step of the client's journey.

We partner with our clients to place not just the best talent but also create some of the most dynamic teams globally. That said, diversity is at the forefront of our business and paramount in everything we do, and that's what differentiates Salt from its peers.

#### **Q: What are your key roles and challenges as Salt country manager in Malaysia?**

In my opinion, one of the biggest challenges is to align the needs and aspirations of digital clients and candidates. If I were to ask 10 people what digital means to them or simply to define digital, I would get 10 different answers.

Our aim is to be the thought leaders in this space; we want to be the go-to partner for digital insights and talent recruitment for our customers.

I have spent the past two decades in this industry delivering solutions and working across verticals -- investment banking, government, energy, telecoms, engineering, media, marketing, sales and technology.



“COMPANIES IN MALAYSIA AND AROUND THE WORLD ARE FACING A COMPLETE DIGITAL DISRUPTION – ONE THAT GOES BEYOND TECHNOLOGY ROLES, AND INTO ALL AREAS OF THE BUSINESS. FONT’S PARTNERSHIP WITH SALT ENABLES US TO FURTHER STRENGTHEN SKILL SETS WITHIN LOCAL FIRMS, AS WELL AS WORK WITH LOCAL TALENT TO ADAPT AS JOBS CONTINUE TO EVOLVE.”

My key role is to continue Salt's growth and reputation in the region as the No.1 digital recruitment provider, to match the right talent to the right opportunities across regions.

On a personal level, I have always been drawn to change and transformation. I think today's digital world is a magnification of the 'dotcom boom' circa 1999/2000, and a major factor behind my move to Southeast Asia is because I believe that Malaysia has the potential to become the digital hub for the region, and I am very excited to play a part towards this.

**Q: Why is the digital space important in recruitment these days? Explain Salt's focus in four key areas - Creative, Marketing, Sales and Technology.**

Digital has touched all facets of business across industries in some shape or form, and it cannot be ignored. It is changing and shaping the way we do things, making us question how we can do things differently and more efficiently, and reaching the masses while at the same time customizing solutions for individuals. It has been growing in importance year on year, and businesses are at different cycles of adoption and evolvement.

Jacqui Barratt, APAC CEO of Salt once said: "Companies in Malaysia and around the world are facing a complete digital disruption – one that goes beyond technology roles, and into all areas of the business. Font's partnership with Salt enables us to further strengthen skill sets within local firms, as well as work with local talent to adapt as jobs continue to evolve."

Whilst attracting the right talent is key to building a successful digital workforce, there is so much more to be considered. It's rare to find a 'perfect' candidate. We must consider what competencies are required as opposed to chasing a checklist of skills. We need to evolve as an industry in terms of training, mentoring, workforce planning, and retention. That's a crucial role for players like Salt -- to counsel and educate clients to think long term.

**Q: Give some interesting examples of the latest job trends in the digital economy.**

A lot of start-ups are attracted to Salt in search for the right talent. Salt has helped find the right set of developers and continues to partner with its founder for all their hiring. Companies such as MUSO, which is gaining credibility in their space rapidly, is working with us as they go through rounds of funding to assure their explosive growth. Their need for structured hiring is intense from senior hires to the bottom level of the organization. OfficeServe in the UK is searching for C-Level hires in their drive to become the leading provider of quick and healthy meals to your office. PixelBug, based in the Middle East, is one of the most successful startups globally that operates in the augmented reality space.

Finally, Salt has recently partnered with Aperto in Berlin (acquired in February this year by IBM IX). Aperto partners with multiple local providers, but also acknowledges the requirement for a wider geographic talent pool to draw from. Salt offers this through our eight offices and we expect candidates interest for digital roles in Berlin will be high in London.

**Q: How do you screen for talents? What qualifications and experiences are needed to succeed in the fast changing digital world?**

Essentially, our screening of talent begins with understanding the needs of the market – both in skills and competencies.

Being a specialist with more than 180 consultants across eight countries working in this space, sharing and guiding the market means that we are constantly at the edge of what is happening. "Digital" is a broad term and given its underpins, almost any role demands a varied range of digital skills and abilities.

For instance, the skills you need to operate as a UX Consultant, will be different to those of an E-Commerce Manager, or Payments Specialist, however there may be common themes. We examine an individual's experience, skills, and motivation to work in any role and organization. In addition to past experience, their ideal role, where they want to be, and any gaps that hinder them taking the next step. This process is deep and thorough, to ensure that we not only get to the crux of the candidate and their goals, but to ensure this aligns with the client's needs and long-term objectives.

**Q: How can an employee equip himself for a career in the digital world, and how can companies brand themselves to attract better talents?**

With the pace of change, every individual needs to demonstrate learning agility – the ability and desire to learn, and be resourceful, seeking out critical solutions. Look at the company you are working for, and ask yourself whether they are moving in the right digital direction to ensure that your skills have the opportunity to evolve.

One piece of advice I would give any job seeker or employee is to get yourself involved. Put your hand up for opportunities within your company. Do they run learning or sharing sessions that you can join, or do they run peer mentoring? Do what you can to get involved.

Look for courses externally that will keep you abreast of what's happening. Join online forums, read blogs, join webinars and more – these things don't cost a lot, but they can really help to keep you across the industry, and ensure that your skill set is current.

As companies constantly drive change, they need more people who can influence, guide and manage projects to deliver outcomes.

On the other hand, companies need to look at what they can do to retain their good performers and develop them. The ability to attract the best talent is critical for their growth and success. Employment brand starts from their attraction strategy and goes right through the entire employee lifecycle.

That said, the most powerful force you or brand advocates have are your existing employees. Word of mouth and referrals are powerful machinery to attract the best talent. Your existing employees are the biggest brand ambassadors of your company, so make them the voice to tell the company's story. However, digital doesn't replace the need for great people skills, and we are seeing the growing importance of this, too. It's my firm belief that people are the most important asset of any organisation – and we need to value and nurture them.

# Creating Futures





# VOLVO

## ALWAYS CARING ABOUT PEOPLE

AT THE MENTION OF VOLVO, THE WORLD RECOGNIZES THIS SWEDISH CARMAKER FOR ITS QUALITY, SAFETY AND CARE FOR PEOPLE AND THE ENVIRONMENT. VOLVO CARS HAVE LONG BEEN MARKETED AND STRESSED THEIR HISTORIC REPUTATION FOR SOLIDITY AND RELIABILITY. PRIOR TO STRONG GOVERNMENT SAFETY REGULATION, VOLVO HAD BEEN AT THE FOREFRONT OF SAFETY ENGINEERING.

BY NURILYA ANIS RAHIM







The Volvo name can trace its origins as far back as 1915, at ball bearing manufacturer SKF. The first Volvo rolled off the production line in Gothenburg, Sweden, way back in 1927 and since then, the brand has gone from strength to strength, creating world-changing innovations along the way. A global brand with manufacturing in Sweden, Belgium, China and Malaysia, Volvo Car Group produces a premium range of cars that includes sedans, wagons, sportswagons, cross country cars and SUVs.

Establishment in Malaysia

With a strong record of more than 50 years presence in Malaysia, Volvo is the oldest car manufacturer in the country. Federal Auto Cars Sdn Bhd (FAC) was the first distributor of Volvo cars and maintained this role until 1999 when Volvo Car Corporation established its own subsidiary, Volvo Cars Malaysia, to handle sales and marketing.

Though Volvo was a new brand in Malaysia when introduced in 1960, its cars became popular when they became well known for durability and safety. As the years went by, more and more Volvos were sold and FAC began to quickly expand its network nationwide to be closer to customers for their convenience.

With over 50 years of association with the Volvo brand, FAC has the most extensive experience in looking after the cars. Many of the skilled technicians at FAC's 3S centres have been servicing Volvo vehicles for a long time and are familiar with older models as well. In fact, FAC has a special unit which provides attention for models that are older than 10 years, especially in obtaining replacement parts and resolving technical issues.

The BrandLaureate Business World Review recently caught up with the Managing Director of Volvo Cars Malaysia, Lennart Stegland who moved to Malaysia in 2015 after spending two years as the Vice President of Volvo Cars China. With more than 37 years of experience, Stegland began his career within Volvo Research and Development. Since then, he has held positions as the president of Volvo Cars Germany and as the Vice President of Volvo Car Electric Propulsion Systems. Stegland also headed Volvo Car Special Vehicles, where his division developed the Volvo C30 Electric. Suffice to say, when it comes to technical matters involving Volvo technologies, Stegland is very well prepared.

Stegland shared with us his career journey with Volvo,

"I have worked in various areas within Volvo since I started back in 1978. I started on the technical and commercial side within the R&D department, focusing on network

development, communication, research related to brands and customer behaviour, before moving into product planning for three years. Following that I was asked to move to Brussels, Belgium, in 1992 where we were sorting up Volvo Cars Europe Marketing. Here, I worked on developments in terms of ideas development, procedures and process planning.

Volvo has always been a very interesting organization to work with because we have people from all European countries working under one organization. The idea was that each market within the Volvo world must be experts in a certain area and we increase our level of operation by gathering these ideas that are developed together".

A firm and straightforward leader, Stegland guides the company to achieve greater success with his own management style. According to him, 2017 will see Volvo Cars Malaysia taking a step forward in terms of its sales volume and brand presence in both mass market and also selected area of the market place, the niche segment of premium cars. In terms of branding, Stegland is preparing to showcase the brand more by displaying its new line of products to change consumer's perception on Volvo cars' design.

Brand sustainability and longevity is important for any company. It proves that the value that the brand presents is modern and timeless. With the heritage that Volvo has and the brand equity built, no one has ever question about what happens in safety as Volvo is considered as the experts.

"Volvo had a brilliant position for many years but it faded away for quite some time and it slowly lost its presence. To have a brand that is lively, attractive and strong, you have to maintain it and work with the brand values. A brand promise must be substantiate by products and services delivered by competent people" he added.

Volvo has evolved in many ways over the years and the biggest leap that the company has made until now is in its design. Volvo's design is extremely stylish, expressive and of course relating to its Scandinavian heritage which makes beautiful things in a simple way. People can see in the interior of the car that has a blend of natural materials between wood and leather. Stegland further adds,

"One of the enormous change that Volvo has made is the technology development where all of our platforms in the future are prepared for electrification that features plug-in hybrids which are different than hybrid batteries. We do this in order to reduce fuel consumption and the local environmental impact in the city traffic which is an issue now around the whole world especially in countries that relies highly on diesels".

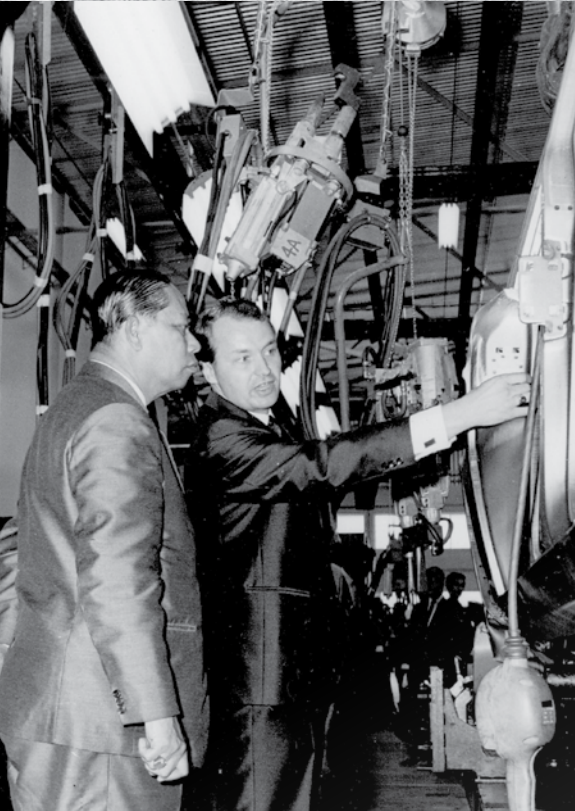


image:  
During the early days of Volvo's presence in Malaysia. Volvo was the first vehicle assembly plant to be set-up in Shah Alam which was owned by Swedish Motor Assemblies (SMA) in 1967. By November 1968, assembly began for the Volvo 144, the first locally assembled car in Malaysia. Volvo Car Malaysia's 50-year-old Shah Alam plant is the first and currently only plant to assemble the new XC90 outside of Sweden.







### Redefining Safety

Volvo has been regarded as the pioneer in providing the best safety feature. Volvo was the first car to invent the current three point seatbelt that is used today, an invention used by all other car manufacturers. Volvo also introduced the Side Impact Protection System (SIPS) which channels the force of a side impact away from the doors and into the safety cage. To add to its SIPS, Volvo was the first to introduce side airbags and installed them as standard equipment in all of its models.

In addition to that, Volvo installed a head-protecting airbag which was made standard in all new models as well as some existing models. It has been stated by many testing authorities that side head protecting curtain airbags can reduce the risk of death in a side impact by up to 40 per cent and brain injury by up to 55 per cent, as well as protecting during a rollover. Volvo also introduced its Whiplash Protection System (WHIPS), a safety device to prevent injury to front seat users during collisions.

In 2004, Volvo introduced to the world the Blind Spot Information System (BLIS), which detects vehicles entering the vehicle's blind spot with a side-view-mirror-mounted camera, and alerts the driver with a light. That year also saw Volvos sold in all markets equipped with side-marker lights and daytime running lights.

In 2006, Volvo's Personal Car Communicator (PCC) remote control was launched as an optional feature with the all-new Volvo S80. Before a driver enters their car, they can review the security level and know whether they had set the alarm and if the car is locked. Additionally, a heartbeat sensor warns if someone is hiding inside the car. The S80 was also the first Volvo model to feature adaptive cruise control (ACC) with Collision Warning and Brake Support (CWBS).

For Volvo, safety is not optional as they strongly believe that taking care of people is their responsibility. As said by Stegland, "We have an active safety team that goes out and investigates severe crashes and find out what causes serious injuries in accidents. They investigate the crash and study what are the kind of impacts that could be expected and they would then relate it to medical injuries. From that research they would understand what to redesign and improve over time. This has been done by Volvo for more than 40 years".

### Volvo's Autonomous Driving

As the benchmark for safety in cars, Volvo has IntelliSafe technologies to support people while driving, helping to prevent accidents and protecting drivers and passengers if one occurs. As Stegland further adds on the ground-breaking innovations by Volvo,

"Our new XC90 which was launched in 2016 was awarded the safest car in the world. What is more important to us is what we do on the active safety side. In our cars, we have cameras, radars and different kinds of device detectors that is helping the driver. These safety features help by taking over and helping the driver to do the right job when he is failing".

Volvo has a city safety technology that detects pedestrians on the road ahead, whether they are stationary or moving. If the driver does not respond to a warning the car will brake itself, which can lessen or avoid an impact. If a cyclist swerves in front of the car, the cyclist detection technology issues a warning and will brake if a rapid response is necessary.

It is Volvo's vision that by the year 2020, no one will be seriously injured or killed in a Volvo. Volvo cars will be so intelligent that they will actually take over 99.9 per cent of the situation and this will be the next level of autonomous drive. Today, Volvo is close to creating cars capable of truly autonomous driving that will revolutionise the way people travel and change society for the better. Autonomous technology will allow drivers to let the car do the driving, giving back control over people's time. It will be a completely new, more convenient way to travel.

An autonomous – or self-driving – car is one that can accelerate, brake and steer itself. Such cars have long been part of a utopian vision of the future, because they will free people from the boring aspects of driving and open up exciting new ways to travel. The many attempts at realising this vision over the years have been limited by the technology available. Volvo is now able to make autonomous cars a reality.

Today, Volvo Cars uses some of this technology to create semi-autonomous cars that make journey easier and safer, while leaving drivers fully in control. The S90, V90 and XC90's Pilot Assist function, for example, can accelerate, brake and steer, keeping a set distance from the car in front and in lane, at speeds up to 130 km/h.



“VOLVO HAS EVOLVED IN MANY WAYS OVER THE YEARS AND THE BIGGEST LEAP THAT THE COMPANY HAS MADE UNTIL NOW IS IN ITS DESIGN. VOLVO’S DESIGN IS EXTREMELY STYLISH, EXPRESSIVE AND OF COURSE RELATING TO ITS SCANDINAVIAN HERITAGE WHICH MAKES BEAUTIFUL THINGS IN A SIMPLE WAY.”



# JAMIE ANDREW

**INSPIRATIONAL AMPUTEE MOUNTAINEER SPEAKER**

JAMIE ANDREW IS AN INTERNATIONAL MOTIVATIONAL SPEAKER,  
AND IS REPRESENTED IN  
SOUTH-EAST ASIA BY LEADERONOMICS.

BY IAN GREGORY EDWARD MASSELAMANI





This bewilder of minds has inspired thousands with his story with simple message of hope and self-belief has helped people all over the world, build confidence, develop resilience, and above all to believe that nothing is impossible.

Regardless of his current challenges, he has pushed himself to the limit; overcome the odds to reach the top of some the most challenging peaks.

**Radiating Hope**  
Jamie firmly believes that everyone has enormous potential, if only we can find the right inspiration.

A person dreams...and in said dreams, he is unhindered by anything. Boundless... Borderless... Limitless... Frictionless... There are no limits to one's dream albeit the limits one places upon oneself.

When the dream passes from the domain of ideas to what we construe to be reality, it passes through experienced-weathered tunnels which sometimes waters down said dreams (and even drowning them down in the process). A dream once unleashed in the 'wild' becomes 'tame' by the time it reaches its intended destiny. The un-caged wishes to be in captivity. Is it so natural for the human spirit to give up its freedom for the illusion of what we call 'reality'. Will we throw away the key in the process as well?

He was a victim of severe frostbite who had infection in his dead tissue poison his cells... It was life-threatening and he fell into a coma. In the process, he lost both hands and feet; viewed it as a second chance at life and decided to make the most out of it.

**One Step at a Time**  
Jamie Andrew is of the belief that having short-term goals is important. Of course it is important to have long-term goals, too.

Jamie would see those difficulties I imagined in his head would just start evaporating in front of him. He simply casts aside reservations and just goes ahead and just gives it a go.

There are times when something hits us so bad that we think we can never get up and give up the good fight. There are times, in the midst of adversity, when we lose complete sight of the good and just give up. Life knocks us down, so why bother getting up, why not just let it finish the job? What good can come out of a tragedy? What benefit can bloom from adversity? What light is there in the midst of abounding darkness? What hope is there when there is none? Can something that is lost be remade? Can the irreparable hope to still be functional?

How can a tragedy, which makes others cringe, be used to inspire others? How more can it inspire the victim? How could it inspire the victim to find the strength to use that misfortune to inspire others? In what medium could such an optimistic thought be born of a pessimistic slope...?

**Rebuilding Perceptions**  
What does it take for us to reformat the delivery system so that we become free from a self-imposed captivity? What does it take to reprogram (or perhaps even reset) the entire system which tries to curtail, limit and cut down? A system that says, "You cannot do it" rather than say all things are possible...

What is the 'motivation' (good or bad, subject to one's definition and distinction of the two) which can push someone beyond what they think they cannot achieve?

Will everyone exist to uplift one another to greater heights in a world where many are trying to bring others down? Will even the downtrodden find a way to rise up so as to become a beacon of hope...? Can one have the strength to keep it up after being so broken down?

Is everything but an illusion? Is the body, the visible, but a vessel to a greater

“ALWAYS I WOULD SEE THOSE DIFFICULTIES I IMAGINED IN MY HEAD WOULD JUST START EVAPORATING IN FRONT OF ME.”







“AS A TEAM, SET GOALS... THEN BEGIN TO BREAK DOWN IT TO MANY MORE BITE-SIZED PIECES. I DIDN'T FIND IT ALL THAT DIFFICULT TO STAY MOTIVATED DURING THIS TIME... EVERY DAY, I WAS WINNING THESE SMALL VICTORIES...”

entity within, the invisible? Is there more that is required to achieve a dream than a mere vessel? Could there be something which the eye does not see, but is pivotal in dream-reaching...? Could there be more than meets the eye in attaining what is deemed impossible?

#### Invisible, Yet Highly Reachable Ingredients

The human mind is incredible. Yet, more than the capacity to think, there are elements like willpower, resolve, determination, ambition and etc. which can take things to a whole other level. When all these are aligned, and when all the energies are flowing in unison as one, really amazing things can happen. Can this be real? Turning the plunge into an accent takes guts and spirit.

10 years ago a tragedy happened during a climb. The climb started fine. Things were going their way. Until the second day when their luck took a turn for the worst when an un-forecast storm, pinning them on the mountain. Rescue services 130 km/ph wind speeds, temperatures below 30 degrees Celsius. He pulled through on a tiny little ledge, roughly a metre wide.

As trained mountaineers, they knew how to cope in emergency situations. But those days became very difficult. Thoughts would turn to the loved ones that kept them going during our darkest final moments.

After 5 nights, 6 days of being trapped, Jamie's friend passed away of hyperthermia. Jamie also knew it was the end. He allowed himself to drift to the last sleep...

#### Hope Rises

Then the sun was out. and hope returned. The helicopter got beaten back many times in the rough winds. They finally tried a different tactic. Finally dropped a man. With a 50-m climbing rope, and a hook clipped to his harness, Jamie instantly yanked off the mountain. An exhilarating rescue, daring and successful, an impossible start.

At the hospital, he was struggling with tragic loss of friend. Hands and feet frozen solid. He knew that one would not come out of this without some form of permanent damage. Thawed parts and hope they would recover and save as much as could be saved...

To be able to construe this as a second chance at life. A chance not just to survive on with a struggle, but to triumph over impossibilities and inspire others while doing it. A chance to live – really live – and achieve even more than even before despite the mountain of a challenge that stands in front. To be able to look at the positive and stay positive despite the new challenges that have appeared which make even the previous triumphs a challenge.

Never give up! Take it from a man who rose up from near-death.

*For more info on Jamie Andrew, please visit: [www.jamieandrew.com](http://www.jamieandrew.com)*





# INTERNATIONAL WOMEN'S DAY

#BEBOLDFORCHANGE

Each of us - with men and women joining forces - can be a leader within our own sphere of influence and take bold pragmatic action to accelerate gender parity. We can collectively help women advance and unleash the limitless potential offered to economies the world over. Having the right calibre of women on the 'platform' as well as in the audience is key to empowering, engaging and inspiring existing and future leaders. To celebrate International Women's Day, we have brought together diverse women icons that inspire the theme 'Be Bold For Change.' These inspiring women who have made changes in their countries and who have stood up for equality time and again, speak about their own experiences and about what can be done to empower women, achieve gender equality, and bring about positive change.

In 2017, let us all "Be Bold For Change" and take groundbreaking action that truly drives the greatest change for women.

**"WHEN A WOMAN SUCCEEDS,  
SHE REACHES OUT TO THOSE AROUND HER  
AND PULLS THEM UP WITH HER.  
THAT IS WHY IF YOU EMPOWER A WOMAN,  
YOU EMPOWER A WHOLE SOCIETY."**

– QUEEN RANIA OF JORDAN



# HISTORY'S MOST REBELLIOUS WOMEN

## JOAN OF ARC THE MAID OF ORLÉANS

• The French peasant girl had a dream – in fact she had many dreams, visions in which Christian saints would come to her, urging her to take up the fight against the English, who occupied much of northern France. Improbably, Joan made her way to the court of the cowed French dauphin, or prince, and impressed the royals with her holy cause to the point that she was given armor and troops to command. At Orleans in 1429, Joan proved her mettle by famously leading the assault that lifted the English siege of the city. History and popular legend redeemed Joan, who was canonized in 1920 by the Vatican and remains one of France's patron saints.



## CORAZON AQUINO THE SYMBOL OF THE POWER OF PEACEFUL MOVEMENT

• A self-proclaimed "plain housewife," Corazon Aquino led the Philippines' 1986 "people power" revolution, toppling autocrat Ferdinand Marcos after 20 years of rule. Aquino's journey from Senator's wife to President of the Philippines began with the 1983 assassination of her husband Benigno Aquino Jr., who had returned from exile in the U.S. to run against Marcos. When the autocrat called a snap election, Corazon took up her husband's cause. Long after stepping down in 1992, Aquino continued to advocate against policies she felt threatened the country's democratic ideals.



## HARRIET TUBMAN THE FAMOUS "CONDUCTOR"

• Explaining her decision to escape from slavery, Harriet Tubman once quoted an earlier American revolutionary by saying, "There was one of two things I had a right to, liberty or death; if I could not have one, I would have the other." Choosing liberty, Tubman, who was born a slave in 1820, fled Maryland and followed the North Star to the free state of Pennsylvania. A year later, she returned to Maryland to help her family escape, the first of 19 missions she would make to rescue more than 300 slaves on the Underground Railroad. During the Civil War, she was the first woman to lead a military expedition, liberating more than 700 slaves in South Carolina.

## TAWAKUL KARMAN THE WOMAN AT THE HEAD OF YEMEN'S PROTEST MOVEMENT

• The 32-year-old mother of three and chair of Women Journalists Without Chains was filled with renewed energy watching the people of Tunisia and Egypt fight for democracy in January 2011. But her struggle to pressure Yemeni President Ali Abdullah Saleh to step down began long before Tunisia's revolution started a domino effect in the Arab world. She insists upon a peaceful approach to bring about change. In February 2016, Karman told TIME, "The goal is to change the regime by the slogan we learned from the Tunisian revolution: 'The people want the regime to fall.'"



"THE GOAL IS TO CHANGE THE REGIME BY THE SLOGAN WE LEARNED FROM THE TUNISIAN REVOLUTION: 'THE PEOPLE WANT THE REGIME TO FALL.'"

## VILMA LUCILA ESPÍN A CUBAN REVOLUTIONARY AND FEMINIST

• Many of the leaders of the Cuban revolution were among the very Latin elites whose supremacy over the masses they set out to topple – they were male and from the professional class. Fidel Castro was trained as a lawyer, while Ernesto "Che" Guevara studied medicine. But the spirit of the rebellion was most vividly embodied by the "First Lady" of Cuba's communist revolution, Vilma Lucila Espín. After training as a chemical engineer, including a year of study at MIT, Espín took up arms against the Batista dictatorship in the 1950s and debunked the notion of the docile Caribbean woman with her public appearances in full army fatigues.



## SUSAN B ANTHONY A PIVOTAL ROLE IN THE WOMEN'S SUFFRAGE MOVEMENT

• A male schoolteacher once told young Susan B. Anthony that she didn't need to learn long division because "a girl needs to know how to read the Bible and count her egg money, nothing more." She never forgot the slight. In 1846 Anthony, then a 26-year-old school headmistress, began campaigning for equal pay for female teachers. Five years later, she met fellow women's-rights advocate Elizabeth Cady Stanton and the outspoken duo began touring the country arguing the case for women's suffrage. Anthony died in 1906 – 14 years before the 19th Amendment gave women the right to vote.

## JANET JAGAN THE FIRST FEMALE PRESIDENT OF GUYANA

• For Janet Jagan, the vibrant labor struggles in the mid-20th century of her own country were not enough. Setting up shop as a dental assistant, she set out on a path that would lead to her becoming Guyana's first female President. In 1946, she and her husband founded the People's Progressive Party and in the late 1940s, the Jagans inspired strikes by domestic workers in what was then referred to as "British Guiana." The movement attracted the ire of British Prime Minister Winston Churchill, who put the Jagans in jail. But Janet Jagan proved to be a political survivor, remaining in the game despite various attempts to purge her from leadership posts. By the time she was elected President in 1997, the country had achieved the independence from Britain that she had sought and had nationalized much of its economy.







PATTY JENKINS

• Inexperienced male filmmakers constantly get big-budget franchises all the time thanks to the presumption of competence. Highlighting female directors is tremendously important in an industry that continues to be dominated by men. Everyone knows the highly anticipated solo film for the Justice League heroine, Wonder Woman, is being directed by Patty Jenkins. Wonder Woman is the first superhero blockbuster film being directed by a female for any studio. It is also the first female-directed feature to have a budget of over \$100 million. Jenkins is best known for directing the 2003 film Monster, which won Charlize Theron an Academy Award for Best Actress. She also has experience directing television shows such as Entourage, Arrested Development, and notably, the pilot for The Killing. Hopefully Wonder Woman and Marvel's Captain Marvel (which is still looking for its female director), will not be the only big franchise films we see with women behind the camera.



SARAH THOMAS

• Before every kickoff, football referee Sarah Thomas looks in the mirror and tucks her hair into her cap. Most athletes have a pregame ritual, and this is hers. Once on the field, it makes her practically indistinguishable from the rest of the otherwise all-male crew, just another black-and-white striped shirt and authoritative bellow. Often, the players and coaches don't even notice she's a woman until they give her a close look. And in a good game, when the score is tight and Thomas is making all the right calls, no one has time to give her a close look. That's the way Thomas likes it. Sarah Thomas is an American football official, and is currently an official for the National Football League (NFL). Thomas was the first woman to officiate a major college football game, the first to officiate a bowl game, and the first to officiate in a Big Ten stadium. On April 8, 2015, Thomas was hired as the first full-time female official in NFL history.

AMY SCHUMER

• The comedy world has always been predominately male, but now female comedic voices are getting a more fair share of the spotlight. Amy Schumer became the first female comic to sell out Madison Square Garden last year. Despite increased exposure, women in comedy still face an uphill battle against sexist norms. Amy Schumer isn't just a star. She's a blindingly bright nova streaking through every pop-culture subset out there — TV, movies, publishing, social media and now, a return to stand-up touring. This time around, she's playing not basement comedy clubs, but arenas. Her kind of meteoric rise has seldom been experienced by any stand-up comic, let alone a woman in a male-dominated field. Amy Schumer is certainly a groundbreaking comedian, female or not, and is making waves in the television world. Her recent Time Magazine feature proves that she has become a household name, and a force to be reckoned with.



AMIRAH SACKETT

• Amirah Sackett is one of those artists you hope becomes famous because she's so talented, you hate the idea of anyone not knowing who she is. An award-winning hip-hop dancer, choreographer, teacher, and all-around badass Muslim-American, Sackett uses her hijab and high-tops to change the way non-Muslims in the United States view Islam. Sackett started WMDP in 2011, and since then the group has popped, locked, and dropped all over Islamophobia while working to correct the dominant narrative about Muslim-American women. Through dance, Sackett is not only able to challenge harmful stereotypes, but she also brings empowerment to Muslim-American women and girls who regularly experience discrimination. "I wanted to flip the script," says Sackett. "I wanted to educate others and reflect the beauty that I know and love in Muslim women. Yes, there are oppressed women in the Muslim world. Women are oppressed the world over. These are our mutual struggles."

KATHRYN FINNEY

• Over the past ten years, Kathryn Finney has made her mark as a tech entrepreneur, social media visionary, investor, writer, and television correspondent. Kathryn is the founder and Managing Director of *digitalundivided* (DID), a social enterprise that fosters economic growth in communities by finding, training, and supporting women of colour entrepreneurs. *Digitalundivided's* goal is to help employ more women and minorities in Silicon Valley, an area in which they are largely underrepresented. She is also a General Partner in the Harriet Fund, the first pre seed venture fund focused on investing the untapped potential of high potential Black and Latina women-led startups and the founder of the Harriet Angels Syndicate, an angel investment syndicate focused on providing "first" investment to exceptional Black and Latina women founders.



KAIJA SAARIAHO

• We are in the world of classical music, which is still white, male and patriarchal — in other words, still rooted in a hegemonic system. Women have not been encouraged to be part of this field in a million subtle ways and also in some very obvious ways. But that didn't stop Saariaho. She is the only female composer to have a work performed at the Metropolitan Opera in more than a century. The last, and the first, was Ethel Smyth, a British suffragist. These days, the work is almost never performed, and there are very few compositions by women in the repertoire of opera companies and symphony orchestras. Much of Saariaho's recent work is inspired by women's stories, from her oratorio about Simone Weil, "La Passion de Simone" (2002), to her latest opera, "Émilie" (2008), about the original French translator of Isaac Newton's "Principia."



MOST PROMISING  
FEMALE  
TALENTS

NOW THAT WOMEN ARE BECOMING MORE PROMINENT THAN EVER, WE BRING YOU THE LIST OF REMARKABLE WOMEN YOU SHOULD BE WATCHING OUT FOR - INTENDED TO INSPIRE AND INJECT SOME EXCITEMENT INTO 2017. ALL OF THE WOMEN HERE REPRESENT INCREDIBLY SKILLED AND SAVVY INDIVIDUALS WHO HAVE TACKLED CHALLENGES IN AN INSPIRING WAY AND CREATED THEIR PLATFORM IN THEIR OWN WAY.



# WHEN AMMA GOES AWAY...

## A SPECIAL TRIBUTE TO THE LATE JAYALALITHAA JAYARAM

(24 FEBRUARY 1948 – 5 DECEMBER 2016)

BY IAN GREGORY EDWARD MASSELAMANI

“SHE WAS A TOWERING  
FIGURE IN OUR NATIONAL  
AND POLITICAL LIFE WHO  
WON ADMIRATION ACROSS  
THE POLITICAL SPECTRUM  
FOR THE INTREPID SPIRIT  
WITH WHICH SHE FACED THE  
UPS AND DOWNS OF HER  
LIFE IN POLITICS, FOR HER  
COMMITMENT TO THE PEOPLE  
OF HER STATE AND HER  
DEDICATION TO THE HONOUR  
OF INDIA.”

CONGRESS PRESIDENT  
SONIA GHAND



### GLOWING TRIBUTES: PUTTING THE 'MOTHER' IN MOTHERLAND

Imagine a former empire-nation of ancient origins, antique culture, the birthplace of a myriad of religions and a global centre of spiritual enlightenment, overwhelmed by such sorrow where hundreds of thousands of people weep and wail en masse. A raised platform in a public hall becomes the central focus of incalculable pairs of teary eyes, only to add grief-stricken weight to the already tattered heart. For on it lies a fallen champion of the people, a legendary heroine draped in the Indian flag. To the numerous followers of the dearly departed who were feeling down, sorrow was at an all-time high – setting a chain reaction that overpowered the very embankment which usually kept feelings in check.

Such a sight tugs at the most tender fibres concerning an icon who has been perceived as an integral part a nation for a span of generations – culturally and politically – skirting upon the outer rims of immortality. Thus when India's film star politician, passed away at the age of 68 from a serious heart attack on the last calendar month of 2016 after prolonged illness, it felt as though the symbolic 'mother' has been taken from motherland India; Tamil Nadu in particular. The people's reaction, including the voluntary mobilization processions involving tens and tens of thousands – with some even fainting from the heat and dehydration – demonstrated a sort of selfless filial love that knows no bounds.

The late Jayalalithaa Jayaram was the General Secretary of the *All India Dravida Munnetra Kazhagam* (AIADMK), a *Dravidian* party, and Chief Minister of Tamil Nadu, where she enjoyed an almost god-like status. She was duly revered with several names of veneration – including *Amma* (mother), *Thanga Tharagai* (golden maiden) and *Puratchi Thalaivi* (revolutionary leader).

### THANGA THARAGAI: THE RISE TO FAME AS THE QUEEN OF TAMIL CINEMA

Jayalalithaa is widely known as 'Amma' (Mother) to millions of her aficionados and followers. This, in reality, infers a sacred title that represents the perceived core essence associated with her nurturing charisma. The root of her renown in fact originates from the realm of acting stardom.

Coming under the limelight during the formative days of Indian cinema, she actually entered the acting profession reluctantly in the mid-1960's, upon the urging of her mother to support the family. As it turned out she had a knack for acting and dancing – receiving tremendous acclaim and praise for her versatility in *Tamil*, *Telugu* and *Kannada* movies.

Aptly dubbed the 'Queen of Tamil Cinema', Amma organically rose to prominence as a foremost film actor

between 1961 and 1980 – having appeared in appeared in 140 films in total! So dazzling was her stage calibre that the late *Tamil legend* and Indian cultural icon, M. G. Ramachandran (MGR), was among her frequent co-stars – with whom she had 28 hits.

Vestigial of her stardom and attributes as a renowned celebrity, even in her minimally paid political career later on, she was frequently seen demonstrating a lavish lifestyle and tremendous influence out in the open. Interestingly, she was also famed for her vast sari collection that won comparisons with the Philippines' Imelda Marcos' insatiable passion for amassing shoes.

### PURATCHI THALAIVI: THE ACCENT TO THE REALM OF POLITICS

Jayalalithaa joined the *All India Dravida Munnetra Kazhagam* (AIADMK) in 1982. That was a time when MGR was Chief Minister. In fact, it was the party he founded after successfully leveraged his immense popularity with the masses into a thriving political career.

Naturally, catalysed by being a beloved actress, her rise in the political playing field was swift. She became the *AIADMK* propaganda secretary within a few years and was elected to the *Rajya Sabha* (Parliamentary Upper House).

After MGR's death in 1987, Jayalalithaa became his political heir, albeit self-proclaimed at the time. She successfully fought off the faction headed by MGR's widow, Janaki Ramachandran, and emerged as the sole leader of the *AIADMK*. Consequently, Jayalalithaa became the *Leader of the Opposition* to the *DMK*-led government entailing the 1989 *Election*.

The people elect leaders to represent them as a whole. Reverence is given to such a role. With this sort of huge responsibility, comes power and privilege. Power to get things done and privilege to see them through. While it is quite expected that many will succumb to temptation and channel some (if not most) of the fruits of such a position for themselves, truth be told, to be in a position which can effect change can indeed be intoxicating. Many can be blindsided by the sheer magnitude of reverence and honour accorded that it gets to the head and clouds the heart. And it is in the heart where passion – the original commitment to the office – dwells.

### FRUITION OF THE MANTLE OF LEADERSHIP

Jayalalithaa broke the record by becoming Tamil Nadu's youngest Chief Minister in 1991 – which was her first term in the office.

She is renowned for her outstanding leadership qualities and administrative abilities, including tactfully centralizing state power among a coterie of bureaucrats. This is quite apparent when Tamil Nadu becomes one of India's most prosperous states under her rule. It takes a



“I HAVE COME HERE AS  
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POOR AGRICULTURAL  
LABOURERS AND  
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AND LEGITIMATE DESIRES  
AND MAKE THEM KNOWN  
TO THE REST OF THE  
COUNTRY.”

THE LATE JAYALALITHAA JAYARAM  
(MAIDEN SPEECH IN RAJYA SABHA)





high degree of discipline to resist being swayed from the primary goal of serving the people to one that gratifies the self. It takes a strong mind to remember the reason why the civil office or position came into existence in the first place. It takes a connected heart to stay in synch with the people and connected with their aspirations and needs. It takes resilience to endure the seasons of change, administer change and not be changed by power – for it is said that power corrupts – and absolute power corrupts absolutely. Jayalalithaa undoubtedly earned a reputation for implementing arduous work ethics.

At the end of the day, simple folk merely look to their leaders to do what is right. And they revere them for it. The flipside of this is sometimes these leaders are perceived to be superhuman and irrational expectations are placed upon their shoulders. While reasonable folk might not impose in this manner, those who are struggling and desperate have no choice but to place their hopes and high expectations on their leader. The more desperate the circumstances, the greater the weight of the expectation will be. And if such hopes were to come to pass, there are no words to describe how grateful and indebted the people will be to their leader for performing her job ever so admirably.

Being the motherly figure that she was, family issues had been pivotal on her agenda. After all, it is said that

the family is the nucleus of a nation. A solid family lends to a stable state and ultimately, county. Something to note during Amma's tenure is the implementation of the *Cradle-baby Scheme* – which facilitates mothers to anonymously offer their newborns for adoption. This revolutionized Indian society and the perception thereof in a way unlike any other provision before.

**TIMELESS PRESENCE: A LEADING LADY AMONGST LEADERS**

A great leader is known by the legacy she leaves behind. The masses which gathered outside the *Apollo Hospital* and subsequent venues to honour Amma entailing her demise is indisputable evidence of how she has touched the lives of many. Furthermore, leaders across the political spectrum reiterate this tribute by describing her as a "towering figure" in Indian politics.

An immense inspirer is known by the reaction of the people – both in life and in death. A leader who is beloved needs not coerce the people into doing something. For the populace will be more than willing to follow a great chieftain on their own accord. Something about a good captain instils confidence in the people – making them more open and receptive to instructions in stride.

A genuine chief does not need to rehash commands, but subtly commands the respect of the people. Respect just flows from within. It is a natural by-product of admirable

“HER DEMISE  
HAD CAUSED AN  
IRREPARABLE LOSS IN  
FIELDS OF POLITICS,  
SOCIETY, ART AND  
CULTURE NOT ONLY  
IN THE STATE OF TM,  
BUT THROUGHOUT THE  
COUNTRY.”

BIHAR CM NITISH KUMAR

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leadership. Such deep empathy for the needs and hopes of the people subliminally connects a leader with her people in a way that intertwines her with the very throb of the nation. There is an unseen bond that transcends explanation; and ultimately, like attracts like – whereby the qualities people like in her make her even more likeable.

Perhaps not everyone is cut out to be a leader; and being only human, even admired leaders, can fall short of the expectations of those under them. In truth, very few are able to connect with the people and be perceived as an extension of the folks from the grassroots level naturally. And even fewer are seen to be one of the people themselves... But the continued support of the people, regardless of any shortcomings, is indicative of a leadership that is both desirable and effective. Amma has surely been one such leading lady.

**DEATH: THE BIRTH OF AN EMOTIONAL AND CULTURAL CRATER**

Nothing, no matter how good, lasts forever. Alas, death comes to rob, steal and destroy. It has deprived the people of Tamil Nadu of their leader of 14 years; forevermore removing their joy and crushing any hope of better things to come from Amma. And the sorrow death leaves behind is unpleasantly monumental... Monumental enough to effect and impact the everyday lives of the citizens of the land. Monumental enough to

leave a lacuna in the heart of the people. Monumental enough that the absence is felt. Monumental enough to wet the eyes with concurrent tears of joy and sorrow – joy to have had the privilege of knowing such a leader; and sorrow for a loss that can somehow never be replaced in equal magnitude.

Having become more of a recluse in her latter days, primarily living alone in her regal home in Chennai, on September 2016, Amma fell severely ill; and following 75 days of hospitalization, died on 5 December 2016 due to cardiac arrest. A day of mourning was announced in the state as a mark of respect to the dearly departed Leader of the *All India Anna Dravida Munnetra Kazhgam* party.

The collective sorrow of the people is like a dagger piercing the heart of a nation. Such loss is cold and empty – the sort of blankness that invites the shadow of despair to fill in the lacuna – a callous, sinister sting upon the heart... manifesting such a potency to the point that masses followed the militarily vehicle carrying her body to her funeral location. Truth be told, no outward expression of grief could convey the overwhelming reality of impending finality as Indian Prime Minister, Narendra Modi, placed a wreath upon her body.

Amma was ultimately given the final rights by her 'soul sister' and long-time confidante, Sasikala Natarajan. May her soul rest in peace.





**T**here's no one like Carrie Fisher. The iconic actress paved the way for girls to take over their own galaxies, and did so while battling her own personal demons. Her 'Star Wars' role, and her strength and humor in real life inspired a generation of women who are deeply mourning her loss. She empowered them to be their own heroes!

From the first glimpse of Princess Leia in *A New Hope*, we're shown a calm and capable woman competently dealing with a crisis. Her ship is under attack by Vader and the Galactic Empire and her men are being picked off pretty handily by her enemies. Leia is able to fend for herself, while simultaneously ensuring that the Death Star plans are removed from the ship. And that's just in the first five minutes of the movie! As the film progresses, Leia continues to be a strong, independent woman who doesn't need literally anybody.

Leia continuously shows her so-called rescuers Luke Skywalker and Han Solo that she's a complete boss who can deal with any storm trooper she encounters. As soon as they open her jail cell door, Leia takes charge. She lets Han and Luke know that there's only one Princess around

“BE TRUE,  
AND KIND,  
AND CONFIDENT  
IN YOURSELF.”

# CARRIE FISHER

(21 OCTOBER 1956 – 24 DECEMBER 2016)

WHY CARRIE FISHER'S LEIA WAS  
AND REMAINS A FEMINIST ICON  
AND ROLE MODEL



ROLLING STONE CALLED  
PRINCESS LEIA “THE  
FEMINIST FROM THE  
FOURTH DIMENSION”  
BACK IN JULY OF 1983

this death star and she doesn't have time to deal with their amateur hero status. The best part? She's never apologetic about it. She's loud, confident, sarcastic, smart, and plays a pretty major role in her own rescue. Princess Leia showed little girls who loved Star Wars that it was okay to be the smart girl. Princesses didn't just have to be pretty little things. They could be brave, strong, witty, and tough. She showed girls that it was okay to take charge when you know you're the most qualified one in the room and not to be sorry for it. Carrie Fisher's legacy will be much the same as the empowering character she brought to life.

Rolling Stone called Princess Leia “the feminist from the fourth dimension” back in July of 1983. Carrie Fisher, though, was a real life feminist that helped inspire women to embrace their femininity and strength, reassuring girls and women everywhere that those two things were not mutually exclusive. In that same interview with Rolling Stone, Fisher said “once it was proposed to me that it was all right to be like I am, I finally quit apologizing for it.” She took this sentiment and carried it with her throughout her career, transcending the legend of Princess Leia and becoming one of the most prolific writers of our time.

Throughout her published works, as well as her many public appearances on talk shows, she touched on sensitive subjects with her signature honest wit. She spoke openly about her own struggles with drug

addiction, as well as her mental health. In her book *Wishful Drinking*, Fisher wrote that “living with manic depression takes a tremendous amount of balls” and that being a person with a mental illness is “something to be proud of, not ashamed of.” In a world where girls are constantly told they pretty much need to perfect, Carrie Fisher was always there to remind us that our flaws were just as important as our strengths.

Fisher was also constant reminder, especially after her return to the Star Wars franchise in 2015, that women and girls were much more than the sum of their physical parts. Carrie was held to an unfair beauty standard that followed her for decades, perpetrated by weirdos who thought a 60-year-old woman should still look like herself at 19. When she reprised her role in *Star Wars: The Force Awakens*, she was reportedly asked to lose weight. The actress was plagued with cruel comments concerning her appearance when the eye of main stream media was turned on her once again during the media blitz for *The Force Awakens*. While her long time co-stars Mark Hamill and Harrison Ford also happened to age in the thirty plus years since the original trilogy wrapped up, Fisher was the only returning cast member held accountable for being human. Fans of the franchise criticized her by constantly saying that she had not aged well. Fisher responded to these comments in typical, bad ass, unapologetic Carrie Fisher fashion, tweeting “please stop debating about whether or not I aged well.

Unfortunately, it hurts all three of my feelings. My body hasn't aged as well as I have. Blow us.”

It's the way Fisher held herself in other films, too. As John Belushi's girlfriend in the *Blues Brothers*, she's the only one he takes his sunglasses off for. As Marie in *When Harry Met Sally*, she transcends the usual sad-sack side-kick to find lasting love. Those types of dynamic parts don't play themselves. They require someone wry and smart and soulful to do them justice.

For some women, it's Carrie's work outside of Leia that made her larger than life. Carrie struggled with bipolar disorder, and shared the details of living with mental illness with her fans. Gary Fisher isn't just a dog that she brought everywhere because she was quirky. He was her emotional support animal, and needed him to live her everyday life. It was her advocacy for mental illness and willingness to share her experiences as a mentally ill woman, as well as her struggles with drug addiction and alcoholism, that made her incredible.

It's easy to take for granted, now in 2017, that girls can be more than princesses; more than ladies waiting to be rescued. But forty years ago, nobody dared contemplate it. Carrie Fisher showed us that it was possible to be true, kind and confident in yourself just as you are.



# STARTING A PINK REVOLUTION DENISE TAN



Women would naturally feel more comfortable being in a car with another women, for various reasons, chief of which is personal safety. So to combat these two issues, Denise Tan thought to start her own service that was geared specifically for the female crowd. With the help of her husband, Riding Pink was born.

**1. We love your tagline: “By Women, For Women”. Can you share with us the story behind Riding Pink? Was there a significant event/realization that happened or came to your mind prior to its establishment?**

Riding Pink was born out of a desire to help other women. As a public transport user, I realised that many women did not feel safe taking public transport. As a stay home mom I would also frequently speak with other mothers many of whom expressed their desire to earn additional income but who would feel more comfortable driving other women only. It was out of a desire to help both riders and drivers that Riding Pink was born - as Malaysia's first women's only transportation platform, by women, for women.

**2. What do you think the biggest global feminist issue is? If I may ask, is there any specific issue regarding women's rights and issues that is dear to you?**

In most aspects in today's society, especially in developed countries, I feel that there is relative equality. Most women are able to enjoy the same rights as their male counterparts such as the ability to lead countries and large companies.

However, women who reach the pinnacle are only a few. One area I feel that women are slightly disadvantaged is at the workforce. While there are women in senior management positions, the ratio of women to men is wanting. A cursory look at the Board of Management Team of most public listed companies will point to this. This is because many women will have to juggle between their family commitments and

it is more acceptable in society to the women to be a full time parent than it is for the man to be one.

**3. In your opinion, in what ways has the role of women in society changed over the years?**

In my opinion, the most obvious change over the years is that more and more women are becoming more independent. For the previous generations, the role of women was confined to the home. However, this has changed significantly as more and more women are obtaining higher certificates and qualifications and climbing the corporate ladder. The home is no longer seen as a women's natural domain. Their role is thus changing to being active contributors to the economy and financially to the household.

**4. If you could put on a parade for International Women's Day, which woman would you put on the main float? Why?**

Angelina Jolie. She is the epitome of a modern women - independent, tough with a golden heart. I especially admire her for her charity work where she strives to make a difference to the poor and hopefully, to make the world a better place. She treats her adopted kids as her own children, providing them with what they deserve from a mother. Not forgetting her determination to fight against breast cancer - which took courage and determination.

**5. In what ways does Riding Pink empower women?**

We empower women by providing them with an alternative source of income. Plenty of our drivers are stay at home moms, or single moms, most of whom find it difficult to re-enter the work force with fixed hours due to their family commitments. Our platform has given them a safer alternative to earn extra income without being tied down with fixed time commitments. Some of our key drivers make a couple of thousands each month enabling them to improve their lives. Feedback from the public has been positive

IN MY OPINION, THE MOST OBVIOUS CHANGE OVER THE YEARS IS THAT MORE AND MORE WOMEN ARE BECOMING MORE INDEPENDENT.

as word of the good work we are doing is spreading.

**6. What do you think about the movement of female empowerment in Malaysia as compared to other countries?**

I would think that the movement of female empowerment in Malaysia is moderate compared to other countries. We are not as progressive if you would compare to some of the other countries where we have a female president or prime minister. In Malaysia, though there are more and more females getting equal treatment, in general, males dominate the top positions in corporations and government.

**7. What are your future aspirations for Riding Pink in the years to come?**

We hope to expand further into Malaysia to continue to be a force of positive change to women in Malaysia. Ultimately, we hope to turn Riding Pink into a household name in Malaysia and be known as a Malaysian-born brand that is impacting women in the community in a positive way.

**8. If your words could change the world for women, what would you say to them?**

Never let one man's negativity takes away your positivity.



# THE GIRL FIGHTER ANN OSMAN

decades where women are not only confined to becoming housewives and homemakers; more women are becoming more independent, seeking more equality, work opportunities, higher wages and even becoming trail blazers, creating new career paths and empowering other women to follow be it in sports, business or even politics.

**4. If you could put on a parade for International Women's Day, which woman would you put on the main float? Why?** Malala Yousafzai. A true badass (excuse my language but she is!).

**5. In what ways does martial arts empower women?**

There is so much to gain from training martial arts, not only from the physical aspect of it, for fitness and health, but it gives women the confidence and strength knowing that they are strong and able to fight for themselves and defend themselves. It also raises your alertness and awareness of your surroundings and teaches you to be more positive and calm when dealing with life issues.

**6. What do you think about the movement of female empowerment in Malaysia as compared to other countries?**

Having to participate in several female empowerment activities in Malaysia, I would say that the movement of female empowerment in Malaysia is a lot more active compared to back in the days with the media and many NGOs playing a more active role in creating events, and awareness of feminist issues.

**7. What are your future aspirations in the years to come?**

Personally, I hope to see my travel company, Travel Rite Tours SdnBhd expand to greater heights and as for my fight career, I am definitely looking forward to winning more and improving as a martial artist. I also hope to do more charitable work to help women do better in their life. In fact, a friend and I will be working together with an NGO in Sri Lanka that is dedicated to educating and empowering women in Sri Lanka by conducting a self-defence and entrepreneurial workshop.

**8. If your words could change the world for women, what would you say to them?**

Be brave and don't doubt yourself. It is doubt that holds us back from trying, from fighting for what's right. It doesn't matter where you're from, who you are or what they tell you - if you believe in yourself and be brave to try (and try again), you can achieve anything.

Young, attractive, ambitious, the charismatic Ann Osman makes a good ambassador for women MMA in Asia. Breaking the barriers for women through her own passion and the ever so male-dominated sport, Ann Osman is definitely a figure girls nowadays should aspire to be.

**1. You were once named as one of TIME's new class of Next Generation Leaders, how do you feel about being branded in such way as a woman – especially in today's world where gender equality is still on an ongoing debate?**

It was definitely an honour to be named as TIME's Next Gen Leaders as a female athlete in Mixed Martial Art, a sport deemed to be dominated by men. In today's world where the existence of female athletes in some sports are being questioned, it was a recognition of the success of women in Mixed Martial Arts where the pool of strong, talented female fighters is growing exponentially, winning championship titles, creating their brand and making their mark in the sport.

**2. What do you think the biggest global feminist issue is? If I may ask, is there any specific issue regarding women's rights that is dear to you?**

Education is a huge part of my life as it was my mother who constantly emphasized on the importance of good education and being independent especially being a

EDUCATION IS A HUGE PART OF MY LIFE AS IT WAS MY MOTHER WHO CONSTANTLY EMPHASIZED ON THE IMPORTANCE OF GOOD EDUCATION AND BEING INDEPENDENT ESPECIALLY BEING A WOMAN.

woman. In many parts of the world, there are girls who are suffering from the disadvantage and exclusion from receiving education. This is a huge issue that needs to be addressed and solved.

Another issue impacting many women around the world is the issue of equal pay rights. This is still one of the biggest global issues where women are receiving less than their male colleagues. Even in sports, most female athletes receive lesser pay, endorsements and media attention than male athletes in the same sport. This issue discourages some women from pursuing their sport career.

**3. In your opinion, in what ways has the role of women in society changed over the years?**

In this millennial era, a LOT has changed over the



# THE SOULFUL SWEETHEART ELIZABETH TAN

Elizabeth Tan garnered so much attention and opportunities in a year and a half since her folksy take on Joe Flizzow's Havoc went viral. From singing in church to serenading on YouTube, the statuesque songstress now has a career in the local Malay music scene, delivering singles under record label Paranormal Talents. An influencer to most youths today, Elizabeth is definitely a woman icon in the making.

**1. Your presence in the industry is definitely something different – did you face any challenges as you build your career in the music industry?**

Definitely a lot of challenges has presented itself along the way, but I believe that this would be the case for any other industry as well. The biggest challenge for me was really to adapt and learn everything about the local music industry really quickly, because I honestly was not prepared at all – in terms of singing, communicating, doing PR, even dressing/grooming and so on.

**2. What do you think the biggest global feminist issue is? Is there any specific issue regarding women's rights and issues that is dear to you?**

I recently read an excerpt that highlights how common it is for a man to always say he wants a strong woman, but when the woman actually starts standing up for herself or projecting her voice; suddenly she is too much for him and to him, she has forgotten her place. Although this may not be a life or death issue, I believe that this is the basis of a lot of problems when it comes to the topic of feminism. Throughout previous decades and through tradition, women have more often than not been given a "lower standing" as compared to men in society; this however is starting to change a little- albeit slowly- any change for the better is always good. Women should be treated as equals and not just as an idea of who men think that we should be; in terms of career, lifestyle choices, and everything else.

**3. In your opinion, in what ways has the role of women in society changed over the years?**

Nowadays we are seeing more and more women leaders, entrepreneurs and CEOs ; and the fact that a woman can contest to be the president of the most powerful country in the world for the second time, says a lot about how our role as changed in society. We are now given more room to be a little more vocal than before and we are also given more trust in terms of being knowledgeable enough to handle matters and issues.

**4. If you could put on a parade for International Women's Day, which woman would you put on the main float? Why?**

I would put Amy Cuddy because just by watching her videos and reading her book, she has personally helped me a lot in terms of self-confidence and the way I think.

**5. In what ways do singing and social media empower women?**

Singing allows us to express ourselves in its own medium, as well as social media. It's another platform for us to be vocal about matters that through other mediums, may be frowned upon.

**6. What do you think about the movement of female empowerment in Malaysia as compared to other countries?**

To be honest, right at this moment, not much space and opportunities are given to females as compared to other countries; but as mentioned above, through social media this is slowly changing.

**7. What are your future aspirations?**

I want to hopefully one day be a good mother to my future children, and have had lived a life that they would be proud of- no matter what I may be doing in or at that time.



SINGING ALLOWS US TO EXPRESS OURSELVES IN ITS OWN MEDIUM, AS WELL AS SOCIAL MEDIA. IT'S ANOTHER PLATFORM FOR US TO BE VOCAL ABOUT MATTERS THAT THROUGH OTHER MEDIUMS, MAY BE FROWNED UPON.

**8. If your words could change the world for women, what would you say to them?**

We are all just flesh and blood. We came from dust and to dust, we will all return, so I believe this should make us all equal. To the men, please don't think you are higher & untouchable when it comes to decisions, and to the women, please don't misuse the feminism movement as an excuse to behave irrationally or to think that now your opinions are higher. All our opinions are the same, because we all have a right to our own thoughts, beliefs, and values, as long as these things do not harm or even have the intention to harm another.



Photo by Caryn Koh

## THE ART OF GIVING ALENA MURANG

TO BE AWARE AND IN TUNE OF YOUR OWN STRENGTH AND TO LEAN INTO THEM – DEPENDING ON WHAT YOUR CURRENT CONTEXT IS. GO AND FIND WAYS TO BE YOURSELF.

other times where because you're a woman, the males in the industry would look down at you. But I've learnt that I just need to be confident with myself – do I want to categorize myself as woman sape player or do I just want to categorize myself as a musician/artist? For me right now, I see myself as an indigenous artist irrespective of men or women. We have strong sape community which is mainly made up of guys but they treat us as equal because we share the same fight to save and share our tradition. Doesn't matter if you're a man or a woman because what you're doing is the same – you're saving the culture and the arts.

**5. In what ways does music empower women?**

Well in many parts of the world or in some cultures where women don't have a voice to stand up and say what they think or ask for change – music is another way to talk to people and to get your message across. I think that goes for many different communities that are minority – to those who don't feel like they don't have a voice, music gives them that.

**6. What are your future aspirations in the years to come?**

Right now I just hope to be able to support the cultural heritage of indigenous people. I'm currently focusing on my own community and community surrounding mine like the Kelabit, Penan and the Kenyah. This year I'm working with some indigenous community in West Malaysia. My aim is just to bring more indigenous culture to the urban wild. I think that indigenous culture represent and used to live in balanced nature and I think we need that in the urban setting where we've been living in so much extremes and excess.

**7. If your words could change the world for women, what would you say to them?**

To be aware and in tune of your own strength and to lean into them – depending on what your current context is. Go and find ways to be yourself.

Among her many roles as a musician, artist, choreographer, strategic planner, ambassador and mentor – it's frankly quite impossible to place Murang in a box, more so with a label. With her ever evolving nature, Murang looked to combine her business background with her love for indigenous art and stories in her kampong.

**1. You are known as the pioneer in Borneo Art Forms. How do you feel about being branded in such way as a woman – especially in today's world where gender equality is still on an ongoing debate?**

When we learn traditional dancing or singing when we were kids, there were also boy cousins learning with us because we have equal accessibility. In many ways, I'm not sure if I can think of myself as the pioneer for Borneo Art Forms in a gender-specific way because in the first place there were just not many people who do what I do professionally on a full-time basis. The bigger challenge for me is being an indigenous artist in the first place.

**2. What do you think the biggest global feminist issue is? If I may ask, is there any specific issue regarding women's rights that is dear to you?**

One of the big issues to me is access to education in many places across the world. Girls do not have access to education. A lot of the times it is due to the cultural social thing. Other times it's even a legal thing where women are

not allowed to go to school. To me, it's not just for women, but every human being should have the right to education. Access to education is quite dear to me because my dad's generation was the first to go to school, the first to finish school and to get jobs in the urban areas. There are many people in my village that didn't go to school. They don't have enough money to go to school or it's just quicker for them to make money working on the palm estate. It's easier to make money in the area rather than to go to school so yes it's an issue that strike a chord with me.

**3. In your opinion, in what ways has the role of women in society changed over the years?**

The role of women has definitely changed over the years. I think that women are being more confident and have more of a voice in many different industries. There are more of them in the workplace, and more are taking over roles that were traditionally meant for men only.

**4. Did you face any challenges as you build your career in all the industries that you are involved in?**

I think the biggest challenge was myself – I was still quite young and I wasn't sure which way I was going. Now I'm in the art scene, sometimes there are pull and push factors of being a woman. Sometimes you get a client that says they just want a pretty face to be 'out there' but then you'd be like, "but don't you like my music too?" And then there are





# CHINESE NEW YEAR 2017

CLUCKING AHEAD WITH EVERYTHING RED

THE START OF THE LUNAR YEAR IS FINALLY HERE, AND MILLIONS ACROSS THE WORLD ARE PREPARING TO GATHER WITH FAMILY, AND TO GET OUT THE FIRE CRACKERS AND CELEBRATE CHINESE NEW YEAR.

THIS JANUARY DENOTES THE BEGINNING OF THE YEAR OF THE ROOSTER, DEFINED BY THE CHINESE ZODIAC CYCLE. THE DAY IS TRADITIONALLY MARKED WITH THE GIVING OF GIFTS AND CELEBRATIONS WITH FAMILY, AS WELL AS LOOKING TO WHAT THE SIGN OF THE ROOSTER WILL MEAN FOR THE YEAR AHEAD.

HERE'S EVERYTHING YOU NEED TO KNOW ABOUT CHINESE NEW YEAR AND WHAT WE HAVE PREPARED FOR YOU IN THE YEAR OF THE ROOSTER.



# JOEY YAP'S FENG-SHUI SECRETS ON 2017: THE YEAR OF THE FIRE ROOSTER

BY GERALD CHUAH

**D**ATO' Joey Yap is a brand name to be reckoned with in the World of Fengshui. As founder of the Mastery Academy of Chinese Metaphysics and Chief Consultant of the Joey Yap Consulting Group, he is the world's foremost authority in Chinese Metaphysics and a prolific author of 162 books and counting.

Despite his youthful appearance, Yap is a veteran in the industry for more than 20 years, has more than 120 employees, and one million followers and students from 30 countries around the world. Today, he runs several companies and speaks at international conferences in cities like New York, London, San Francisco, Manila, Singapore and Kuala Lumpur.

His recent Feng Shui & Astrology "Live" Seminar 2017, held over the weekend (Jan 7-8) at Kuala Lumpur Convention Centre (KLCC), was a sold-out success with 8000 people in attendance -- for both the English and Chinese crowd. It was the biggest event in the Chinese Metaphysics calendar in the country. This FSA 2017 program is usually held at the beginning of the year, just before the Chinese New Year and catered to the masses who wants to learn how to attract "good luck" and ward off "bad luck" before the Chinese New Year begins.

Eager participants, both curious and enthusiasts packed the venue as early as 8.30am to witness the launch of his latest book "The Art of Lion Dance" from his Cultural Series. Property developer Gamuda Berhad and Malayan Banking Berhad (Maybank) also set up individual booths at the event to engage participants before and during the seminar with a separate VIP Viewing Lounge sponsored by Maybank due to popular demand.

## CHARISMA

A brand authority on the ancient art of Fengshui which has been passed down through generations, Yap spoke eloquently and powerfully on the subject which has intrigued him since childhood - the science and principles of the universe and how it affects our daily lives, leaving audiences spellbound.

A superstar on stage, Yap was a confident, charismatic, and convincing as he unravelled the secret of Chinese metaphysics. Listening to him speak at the weekend conference,







and you will be impressed by his knowledge and mastery of his craft. Despite his Asian heritage, he spoke in fluent English with clarity and confidence which was delightful to hear in the crowded room.

On the secret of his powerful delivery, Yap said: “Once upon a time, a good friend told me to speak from the heart, and connect from the heart. You can speak to anybody, it doesn’t matter the size of the crowd or who is in the crowd. So that is the only principle I know, and if you do that, you don’t need notes, because you are telling your own story.”

**CHINESE METAPHYSICS**  
During his presentation, Yap used technology as his teaching aid. For example, on the giant backdrop, a virtual red compass was positioned over the blueprint of a prestigious Gamuda housing project to illustrate some of the good and bad sectors, and how to stimulate the Qi in various sectors for wealth and relationships.

Closer at hand, he made Feng Shui accessible to the masses through a collection of easy-to-use online tools to assist in the study and practice of Feng Shui and Chinese Metaphysics. Participants can print out their Bazi chart just by entering their date and time of birth into a software, to get a full report of their influential stars, and how to take advantage of their strengths while minimizing their weaknesses.

Yap demonstrates that the Bazi chart is comprehensive and yet practical in helping people run their day-to-day life and business, something which he continues to

teach, as his life’s work and mission is to empower lives. “I am not a fortune teller. I just make a forecast based on the charts and what makes a logical choice,” said Yap.

**FIRE ROOSTER**  
During the seminar, Yap also identified several key components of The Year of the Fire Rooster and related them to the global economic outlook of 2017, pointing out the possible growth industries, besides presenting all 12 animal signs and their projections, followed by a book-signing ceremony at the end of the day

The next day, I was privileged to conduct a one-to-one interview with him at Joey Yap’s academy at The Boulevard, Mid Valley City. He was friendly and approachable as we sat down to discuss what Year of the Rooster 2017 has to offer.

“From my event, you can see that the global optimism is a bit low, and pessimism is a bit high. Generally this is what people see about the year of the Rooster,” said Yap.

**2017 PROJECTION**  
Each animal sign has its own unique characteristics, so what are the strengths of the Rooster? “Every 12-years is a Rooster year, but this year’s highlights include medical breakthroughs which will benefit many people by solving their health problems. There will also be technological breakthroughs, because the Yin Fire element usually represents technology.

“On the negative side however, the fire burning metal element is still present (which may persist to 2018). As

“ROMANTICS WILL LOVE THIS YEAR AS THE ROOSTER IS ALSO A PEACH BLOSSOM STAR, AND THERE WILL BE A LOT OF RELATIONSHIP RELATED NEWS. ENTERTAINMENT WISE, THERE WILL BE NEW CELEBRITIES TAKING CENTRE-STAGE. RELATIONSHIP REVOLUTION MEANS CHANGE. SO MANY PEOPLE WILL GET MARRIED, AND A LOT OF PEOPLE WILL DIVORCE AS WELL, AS BOTH ARE PART OF THE RELATIONSHIP STAR”

fire counters metal, tension may arise, and this is what we call the Fire Rooster revolution, which means there will changes, and some people will be temperamental and irrational, which is one of the contributing factors to global terrorism.

“There also seems to be tension between policies and countries from East and West, with the rise of President Donald Trump and the abrupt changes he brings to the U.S. economy, which obviously has a global impact on everybody.

“Romantics will love this year as the Rooster is also a Peach Blossom star, and there will be a lot of relationship related news. Entertainment wise, there will be new celebrities taking centre-stage. Relationship revolution means change, so many people will get married, and a lot of people will get divorced as well, as both are part of the relationship star,” said Yap.

**ANIMAL SIGNS**  
Although the layman may have some misconceptions, Yap said there is absolutely no correlation between his forecast and the actual animals, as commonly perceived.

“No you don’t get good luck by eating more chickens, and you don’t get bad luck by killing chickens,” as some have shared the joke – *Last Year do Monkey Business, and This Year Talk Cock.*”

“The Rooster is nothing more than a planetary position of our earth in relation to the Sun, and it is just a reference in the calendar. In ancient days,

people are uneducated and they don’t know how to use astronomical positioning to represent time, so the philosophers and scholars decided to name the years under everyday animals to make it easier to know which year they are in, that’s why it is called the Year of the Rooster,” he explained.

But Yap is quick to add that the Rooster year itself doesn’t signify good or bad, it really depends on how people perceive the year’s events, and luck is just part of the equation.

**SUCCESS EQUATION**  
“To demystify Feng Shui, we want to reiterate that not everything is written in the heavens. People need to exercise some common sense in problem solving, and not blame everything on their luck. Some obvious problems need practical solutions, based on one’s daily activities, choices and habits.

So how do we prepare ourselves for 2017? Yap said those who have been to his events will know there are five factors that influence a person’s success equation.

- **LUCK** – Luck is only just one component. There are four other factors we must take into account to change our fate and destiny. “So when people ask, is the year of the Rooster good for you? For some people the answer is “Yes,” but for others it may be negative, but that’s not the end of the world. Some people will do very well because they manage the other four factors well”.

- **CHOICE** – After finding your lucky star, the second factor is Choice. “Knowing the 12 animal signs, and knowing Fengshui is about making better choices, because Astrology gives you optics to make better choices.”

- **STRATEGY**–The third factor is Strategy, which comprises a series of tactics (long term and short term). “For example, investment is a strategy. Look at the top investors, they obviously know what they are doing. These are not clueless people who wake up one morning bought the right shares and become rich. It’s a learnable skill.”

- **SKILLS** – The fourth point is a matter of Skills. “In the Year of the Rooster, one may learn a new skill, develop a new talent, or improve your existing skills. This is one of the ways to make things better regardless of luck, but many people don’t do this.”

- **ENVIRONMENT** – The fifth element is the Environment. “For example, we know that these are challenging times in Malaysia, so what’s stopping you from working with overseas partners? What’s stopping you from doing business with other countries? It is a matter of innovation and the ability to make better choices.”

Yap said most people only focus on whether they will have good luck for the year, but miss out on the other four success factors, which are equally as important.





“THE ROOSTER IS NOTHING MORE THAN A PLANETARY POSITION OF OUR EARTH IN RELATION TO THE SUN, AND IT IS JUST A REFERENCE IN THE CALENDAR. IN ANCIENT DAYS, PEOPLE ARE UNEDUCATED AND THEY DON'T KNOW HOW TO USE ASTRONOMICAL POSITIONING TO REPRESENT TIME, SO THE PHILOSOPHERS AND SCHOLARS DECIDED TO NAME THE YEARS UNDER EVERYDAY ANIMALS TO MAKE IT EASIER TO KNOW WHICH YEAR THEY ARE IN, THAT'S WHY IT IS CALLED THE YEAR OF THE ROOSTER”



“So that's where we come in, by working with individuals on the other four factors based on their destiny chart to find out how to apply those elements and manage their success strategy.”

#### THRIVE 2017

In light of that, Yap introduces *Thrive 2017*, his newest flagship program designed to help participants achieve successful breakthroughs for the New Year. During the three-day 'live' event to be held in a hotel in Petaling Jaya from February 24-26, Yap will study their Destiny Chart and other success factors, to help them make 2017 their best year yet.

“This is the first time I am teaching such a program, due to requests from my fans because they say the Fengshui and Astrology conference is only a one-day event, but how do I implement these success principles and strategies on a daily basis, to enjoy good success?”

In the program, Yap takes participants through the next 12 months according to their Destiny Chart, to prepare them for the rest of the year, as well as the coming year. Participants will discover and learn the techniques of Chinese metaphysics such as Feng Shui, BaZi and Qi Men Dun Jia to catch on to the next wave.

“All these are just tools. People tend to be mesmerized by tools, but its main purpose is to derive the answers. Possessing the tools doesn't mean problems solved, you still need to make an intellectual guess, just like how a financial analyst must look at the financial data before making a call,” said Yap.

#### GOAL SETTING

Yap said the New Year is also a time for goal setting.

Everybody sets goals and then break their New Year's resolution. It should be something more sustainable and achievable.

“My advice is to systemize yourself. People always say have goals but nobody achieves them, because they don't have a systematic way of achieving their goals. Most high achievers have good systems.

“Look at a person's chart and prepare it in a way to generate consistent returns. You don't have to be greedy in any way, as long as you are prudent and consistent you will achieve good results,

Practising what he preach, Yap said he applies the principles of metaphysics to set up his office with good Fengshui, apply proper business management techniques and spend time to build a good team.

“That's how we make things happen,” he added.

#### THE BRAND

Besides Fengshui, people are also attracted to the Joey Yap brand, which seems to be growing bigger and stronger every year.

Yap has gone the distance not just as a professional Fengshui consultant and respected teacher, but also an international brand name that his audience have come to trust and respect.

“Big things in life do not happen just through one event. Joey Yap Academy is where it is today because we have so many talented people working for us, and it is the result of many things that happened over time,

“I am a Feng Shui consultant and a Life Transformation coach to help change lives through Fengshui, which is my main objective since the very beginning,

“I didn't set my business so that I can brand myself. I believe that your brand is an extension of who you are. As long as you are consistent with what you do, eventually it becomes your brand,

“Anything that you repeatedly do in life will become your brand. I believe that is how any brand is build—good or bad,” said Yap.

#### CREATING LIFE-LONG FANS

In bad times, people don't have time to care for the brand but they will make time for people who care for them.

“Relationship is built through time and you want to give more. So if you give enough value to others, they will stick with you through good and bad times.

“By adding value to others, they will become your loyal fans for life, and follow you wherever you go and whatever you do, which is the ultimate branding, to me,

“In Joey Yap's Academy, everybody's mission is to reach out and touch lives, and helping others to become better. If you share this same vision and give enough value to your clients, they will become your fans. And that's a simple success formula,” said Yap.

For more information about Joey Yap's upcoming programmes visit [www.joeyyap.com](http://www.joeyyap.com). Tel: +603-22848080, or e-mail: [courses@masteryacademy.com](mailto:courses@masteryacademy.com).



MOHONG KONG IS NOT ONLY THE PREFERRED PLATFORM FOR MAINLAND ENTERPRISES IN 'GOING OUT' TO INVEST OVERSEAS, BUT IT IS ALSO THE MAIN SITE FOR THEM TO SEEK PROFESSIONAL SERVICES TO SUPPORT THEIR EFFORTS IN CAPTURING THESE NEW TRADE OPPORTUNITIES. AS CHINA CONTINUES TO PROMOTE THE BELT AND ROAD INITIATIVE, IT IS EXPECTED THAT MAINLAND ENTERPRISES' DEMAND FOR RELATED SERVICES WILL INCREASE FURTHER



## CHINESE ENTERPRISES CAPTURING BELT AND ROAD OPPORTUNITIES VIA HONG KONG

# FINDINGS OF HKTDC SURVEYS IN SOUTH CHINA

China has now risen to become the world's second largest source of outward foreign direct investment (FDI). Further, its investment outflow has already exceeded foreign capital inflow, making it a net capital exporter. This rapid growth in outbound direct investment could be attributed to the country's current drive to implement the Belt and Road Initiative. This encourages increasing numbers of enterprises to engage in trade and investment activities with countries along the Belt and Road routes.

Right at the forefront of China's trade and economic co-operation relations with foreign countries is the South China region comprising Guangdong, Guangxi and several other provinces. This region also adjoins several ASEAN countries that lie along the Belt and Road routes.

In mid-2016, HKTDC conducted a questionnaire survey in the South China region to gauge the enthusiasm of mainland enterprises for 'going out' to explore Belt and Road opportunities and to assess their need for professional services.

The survey results indicate that, for many mainland enterprises (50 per cent), Hong Kong is the preferred location for seeking professional services outside of the mainland in making use of Belt and Road business opportunities. Most of the enterprises surveyed said they would like to sell more products to Belt and Road markets (88 per cent). Some expressed an interest in going to Belt and Road countries to set up manufacturing facilities (36 per cent) or to source various types of consumer goods /

foodstuff or raw materials (35 per cent). In addition, the majority of respondents (83 per cent) expressed a desire to explore related business opportunities in Southeast Asia, including ASEAN countries.

Hong Kong is not only the preferred platform for mainland enterprises in 'going out' to invest overseas, but it is also the main site for them to seek professional services to support their efforts in capturing these new trade opportunities. As China continues to promote the Belt and Road initiative, it is expected that mainland enterprises' demand for related services will increase further. This will therefore attract a continuous stream of business opportunities to Hong Kong's services suppliers.

### RAPID GROWTH OF CHINA'S DIRECT INVESTMENT IN BELT AND ROAD COUNTRIES

Figures released by the Ministry of Commerce in September 2016 reveal that China's direct investment in Belt and Road related countries has been growing rapidly over recent years. It reached a total of US\$18.9 billion in 2015, equivalent to a year-on-year growth of 38.6 per cent. That was double the rate of growth of China's total FDI (18.3 per cent) during the same period. To put this into perspective, China's investments in Belt and Road related countries were worth around US\$400 million in 2004. However, during 2004-2015 China's direct investments in these countries rose by more than 45 times, averaging a growth of approximately 43 per cent annually. Over the same period, the share of these investments in China's total FDI also climbed from 7 per cent in 2004 to 13 per cent in 2015.



At present, China is advancing its Belt and Road development strategy vigorously, encouraging its enterprises to carry out trade and investment activities in related countries and regions. As such, the initiative has become an important factor in driving the 'going out' of Chinese enterprises to invest overseas.

Hong Kong has consistently remained the preferred services platform for the 'going out' of mainland enterprises. It can therefore be expected that the development of the Belt and Road initiative will further spur on demand for various Hong Kong support services from mainland enterprises.

HKTDC Research held a questionnaire survey on related Guangdong enterprises in the second and third quarters of 2016. This was conducted with the assistance of the Department of Commerce of Guangdong Province, the Bureau of Commerce of Dongguan City, the World Dongguan Entrepreneurs Federation, the Bureau of Commerce of Huizhou City, the Huizhou Association of Enterprises with Foreign Investment and the Bureau of Commerce of Jiangmen City. The same questionnaire survey was carried out on mainland enterprises on site attending the 13th China-ASEAN Expo, held in Nanning, Guangxi in September 2016.

A total of 296 completed questionnaires were collected across the Guangdong and Guangxi surveys. Of these, 241 of the respondents were mainland enterprises, comprising traders, manufacturers and services suppliers. More than 80 per cent of these enterprises were based in Guangdong and Guangxi. The rest were mainly industry representatives from coastal regions. What follows is a summary of the views expressed by these 241 enterprises about 'going out' to develop Belt and Road opportunities.

### CHALLENGES IN BUSINESS OPERATION

More than 90 per cent of the respondents said that their business operations had faced a variety of challenges over the past year. A number of them said that their foremost concern was rising labour, land and/or other production costs (42 per cent). Others were affected by the weak mainland market and inadequate orders (39 per cent), weak overseas markets and inadequate orders (27 per cent), or difficulties in financing (22 per cent).

### INTENSIFY EFFORTS TO EXPAND INTO OVERSEAS MARKETS

In a period of fierce market competition when challenges were many and varied, more than 90 per cent of the enterprises polled said that they had already begun adjusting their business and operating strategies



AS CHINA CONTINUES TO PROMOTE THE BELT AND ROAD DEVELOPMENT STRATEGY, 80 PER CENT OF THE ENTERPRISES SUGGESTED THEY WOULD CONSIDER TAPPING BUSINESS OPPORTUNITIES IN BELT AND ROAD COUNTRIES WITHIN THE NEXT 1-3 YEARS. CONVERSELY, 17 PER CENT OF THE ENTERPRISES QUESTIONED SAID THEY WOULDN'T CONSIDER SUCH A DEVELOPMENT.



and made relevant investments, or else that they would consider doing so over the next 1-3 years. A total of 46 per cent of the respondents said that they would like to further develop the domestic market. 52 per cent said that they would intensify efforts in developing overseas markets. Of these, 38 per cent and 31 per cent respectively said that they would focus on developing emerging markets and mature markets overseas.

37 per cent of respondents declared that they would strengthen their product design and technological R&D capability, while 33 per cent said they would develop or strengthen their own-brand business.

**BELT AND ROAD OPPORTUNITIES: FOCUSING ON SOUTHEAST ASIAN MARKETS**

As China continues to promote the Belt and Road development strategy, 80 per cent of the enterprises suggested they would consider tapping business opportunities in Belt and Road countries within the next 1-3 years. Conversely, 17 per cent of the enterprises questioned said they wouldn't consider such a development.

Among those enterprises that would consider tapping Belt and Road opportunities, most said they wanted

to sell more industrial products (62 per cent) and / or light industrial products (51 per cent) to these markets. Together, these enterprises accounted for 88 per cent of the enterprises surveyed. Fewer respondents said they would consider investing and setting up factories in Belt and Road countries (36 per cent). Fewer still are considering going there to source various consumer goods / foodstuffs for sale in the mainland or raw materials for use in production in the mainland (35 per cent). Just 22 per cent of the enterprises indicated that they intend to establish transit warehouses in Belt and Road countries as a means of boosting international logistics efficiency.

Among enterprises that would consider tapping Belt and Road opportunities, a great majority (83 per cent) would focus on Southeast Asian countries, including those in the ASEAN. By way of comparison, far fewer enterprises selected regions such as South Asia (27 per cent), Central and Eastern Europe (24 per cent), the Middle East and Africa (23 per cent), and Central and West Asia (20 per cent).

**NEED TO SEEK SERVICES SUPPORT**

Of those enterprises looking to tap into Belt and Road opportunities, 55 per cent said they would require

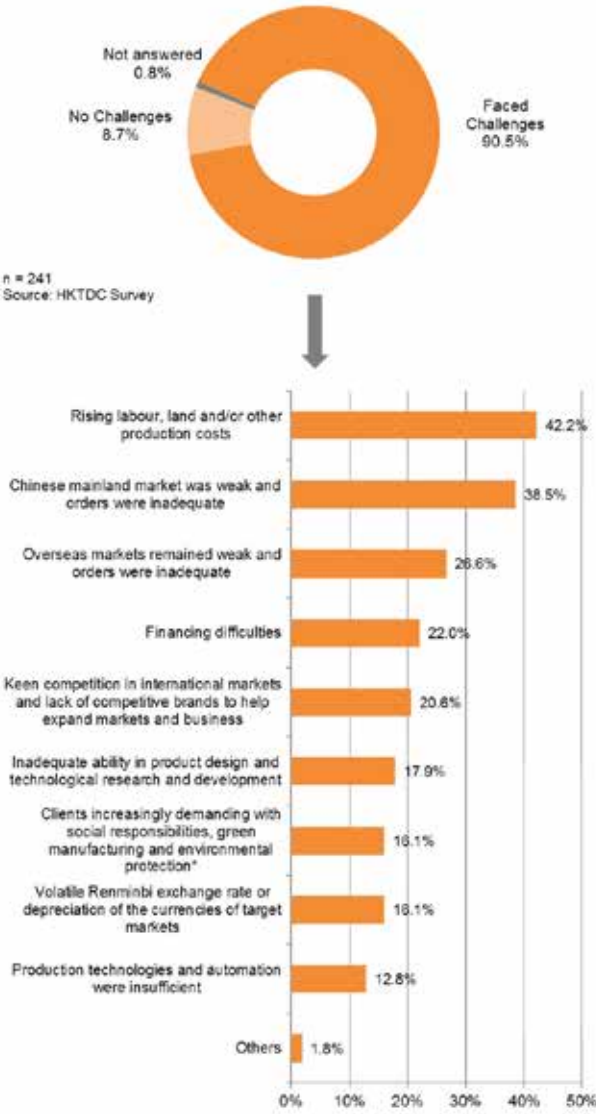
services in sales and marketing strategies to help them develop new businesses and new markets. 38 per cent said they would like to become involved in marketing activities tailored for Belt and Road and other overseas markets. 32 per cent of the enterprises replied that they would like to seek services in product development and design. Another 28 per cent aim to engage services in brand design and marketing strategies to help them reach out to these new markets.

**Hong Kong as Preferred Destination for Seeking Services Outside of the Mainland**

In order to locate these aforementioned professional services, 60 per cent of respondents looking to tap Belt and Road trade opportunities said they would first source these support services locally. However, a significant number said they would seek various professional services outside of the mainland. Hong Kong was the most preferred destination for most enterprises, accounting for half (50 per cent) of all respondents who would like to tap into the Belt and Road markets. Other destinations highlighted as of interest here included Singapore (26 per cent), the US (18 per cent), Taiwan (16 per cent) and Germany (15 per cent).



**CHALLENGES IN BUSINESS OPERATION IN THE PAST YEAR**



\* For example, WEEE / RoHS / ISO14000 / OHSAS  
n = 218 (Multiple answers were allowed)  
Source: HKTDG survey



# CHINESE NEW YEAR FASHION PICKS

## 1 CHRISTY NG

Christy Ng is no stranger in the fashion scene. Known for their custom-made shoes, Christy Ng also brings beautifully tailored clothing for festivities like Chinese New Year itself! Slip into timeless oriental grace this Chinese New Year with their beautiful cheongsam collection.

## 2 DYAN WOMEN'S BEAUTY

DYAN Women's Beauty is a homegrown cosmetic brand in Malaysia. They research into self-esteem, body image, and body confidence that uncovers the difficulty women and girls have in recognizing their real beauty and figured that makeup is the best thing that to start with.

## 3 MEL & MOLLY

Mel and Molly are two extremes, yet the best of friends. They've known each other since forever, and they've never let their differences come between them. Mel is subtle and prefers take it one step at a time, whereas Molly loves the unexpected and the quirkiness of life. Both of them complement each other's void – you can be one, you can be both. Either way, you do you.



## V VARIANTE 4

Empowering the everyday women with stylish classics and contemporary pieces that you can easily mix and match with almost anything in your wardrobe. V Variante will definitely help you look good on this festive day.

## REVELRY 5

REVELRY came to life in 2014 as a Malaysian/Australian design label between two friends. With a common devotion of living life to the fullest, REVELRY derives its name from the meaning behind that very word - merrymaking and lively festivities. Subtle plots for simplicity, arresting lines and a touch of feminine vs masculine aesthetics dominate inREVELRY's own exclusive designs. REVELRY creations are for function, style & versatility, designed with the modern, elegant yet edgy woman in mind.

## LOVE, BONITO 6

Paint the town red with Love, Bonito this Chinese New Year! True to the brand manifesto of "Empowering Confidence Through Style", Love, Bonito offers women a wide array of flattering cuts to suit different body types, empowering women to dress impeccably yet comfortably, to bring out their best. Wear something different with their classic pieces!

## DUCK 7

Founded by popular blogger Vivy Yusof, dUCK launched on May 5th 2014 and since then has risen quickly in its popularity among scarf-wearers. Unique in presentation and packaging, dUCK is known to be different from the rest, something the team at dUCK take very seriously. This Chinese New Year, you can incorporate "dUCK" unto your wardrobe by either wearing their colourful Alphabet beg or the twilly!

## BOWERHAUS 8

Two sisters decided it was time to put their mark into their obsession. Old world charm, playful wit & understated confidence are all the hallmarks of Bowerhaus. Make it "extra!" with your outfit by wearing the remarkable pieces from Bowerhaus!





# YEAR OF THE ROOSTER LUXURY ITEMS HIT OR MISS WITH CHINESE CONSUMERS?

culture. Such concern was expressed earlier this year when lingerie brand Victoria's Secret sent dragon-decorated supermodels to the runway during its annual show. Another example is ETRO's Chinese New Year-themed scarf, which has a phoenix pattern on it. Mr. Bags, China's handbag guru as well as a famous fashion blogger, questioned the original intent of this design in a WeChat post. Commenting on the choice to use the phoenix on a shawl to celebrate the holiday during the year of the rooster, he commented that he was not sure whether the brand chose it because they designers could not tell the difference between a phoenix and a rooster. Chinese netizens also complained about some designers' lack of creativity in designing New Year-themed products.

When it comes to making cultural references to the Lunar New Year, they hoped to see richer and more authentic Chinese elements rather than overused ones. One user commented on MCM's rooster-embroidered handbag, stating, "red, gold, and zodiac signs are symbols of Chinese New Year, but why do they [luxury brands] believe we want to carry a bag with a zodiac animal all year round?" Indeed, Chinese culture is reserved and implicit, so as one of the most important symbols of the Lunar New Year, a zodiac animal is not a thing that appears frequently in people's daily life.

Chinese people will not spend money on these products if some cultural symbols do not fit with the public image of the brand. For some brands that are traditionally not familiar with Chinese culture, it is hard for their designers to naturally and elegantly integrate authentic Chinese elements into the essence of their design. One prime example is Longchamp's rooster handbag,

which is featured in red and gold with an embroidered rooster. But the product seemed to attract an especially high number of negative comments and a low number of positive ones from Chinese netizens on Weibo. An online commentator said, "Simply adding an image of the rooster on a red-and-golden bag just has no sense of aesthetics." Another user who claimed herself to be a loyal customer of the brand said she could not believe Longchamp made it.

Chinese consumers will not buy these products if they feel the designs look like counterfeits (shanzhai). Young luxury buyers, in particular, can be scared away by the thought that these items can also be purchased on platforms such as Alibaba's Taobao at a much cheaper price. The New Year-themed items from Calvin Klein stand out as a typical example of a brand accused of being guilty of this type of mistake. One commentator said on Weibo, "If I spend that much amount of money on it, why would I want to buy something that looks like a fake?" Another user said, "The design is so tacky. CK might still think Chinese consumers are as tasteless as they were like 20 years ago, but the young generation is truly the opposite!"

Similarly, Dolce & Gabbana's rooster jacket also attracted controversial reviews. A Weibo user joked that the item is "the next best-selling piece on Taobao," referring to the fact that the best-sellers on Taobao end up with hundreds and thousands of online stores stealing the design and selling counterfeits.

Not all online reactions are negative and commenters expressed differing opinions on brands' items. Mr. Bags believed many luxury brands have already made some

CHINESE PEOPLE WILL NOT SPEND MONEY ON THESE PRODUCTS IF SOME CULTURAL SYMBOLS DO NOT FIT WITH THE PUBLIC IMAGE OF THE BRAND. FOR SOME BRANDS THAT ARE TRADITIONALLY NOT FAMILIAR WITH CHINESE CULTURE, IT IS HARD FOR THEIR DESIGNERS TO NATURALLY AND ELEGANTLY INTEGRATE AUTHENTIC CHINESE ELEMENTS INTO THE ESSENCE OF THEIR DESIGN.

progress compared with their designs in previous years. He praised this year's New Year collections by Gucci, Tod's, Dior, and Chopard, among other luxury brands in his post on WeChat. More than 100,000 WeChat users read that article, and a lot of readers echoed the view that this year's Dior bracelet was much better than last year's monkey-themed one.

One unexpected success story came from Louis Vuitton, whose bird-adorned wallet collection has become very popular among Chinese customers. Even though the brand did not specifically promote this production line for Chinese New Year and the bird looks more like an owl, many internet users said the products looked perfect for the upcoming gift-exchanging season. One user commented on Weibo, "My girlfriend asked me to buy one for her because she really liked how adorable it looks."

China's Lunar New Year period will continue to be one of the most important times of the year for luxury brands to target Chinese consumers and people's passion about special-designed New-Year items is high as indicated by the animated discussions on the internet. However, the era in which Chinese people will just buy whatever luxury brands make has gone. Their tastes have evolved remarkably as the luxury market matures in China. The social media backlash that has happened in recent two years has sent a message to all luxury brands that hope to cash in on this special occasion: Chinese customers' opinions cannot be ignored when making China-related products. Otherwise, a design is likely to receive more mockery than appreciation.



# “UNDISPUTED KING OF XIAO LONG BAO” - DIN TAI FUNG - TAIWAN’S



TAIWAN IS FAMOUS FOR  
THE CLEAN ROOM IN  
THE IT MANUFACTURING.  
THE SAME LEVEL OF  
CLEANLINESS AND  
CLIMATE-CONTROL IS  
EVIDENT IN THE CENTRAL  
AND SHOW KITCHEN

**D**in Tai Fung is Taiwan's most famous restaurant to be awarded a Michelin Star. This is the only global Taiwanese-branded restaurant known internationally for its reknown Xiao Long bao or "steamed mini-dragon-dumpling."

It was named one of the top ten gourmet restaurants in the world by The New York Times in January 1993. Din Tai Fung first Hong Kong branch at Tsim Sha Tsui, Silvercord Branch, and second branch at Causeway Bay, Yee Wo Branch were awarded one Michelin star respectively by the Hong Kong and Macau 2009-2010 edition respectively. The Silvercord branch would eventually be Michelin-starred for five years till 2014.

Founder Yang Bingyi was from Shanxi, China. As a result of the Chinese civil war and the retreat by Kuomintang government, he relocated to Taiwan in 1948 and worked for Heng Tai Fung, a cooking oil retailer. He was unemployed when the store closed down after 10 years. Subsequently with his wife, Lai Penmei, he then founded Din Tai

BY TONY THOMPSON

Fung (also a cooking oil retailer) in 1958. "Din Tai Fung" was coined from a combination of the two companies, namely "Heng Tai Fung" the former company and his new company's name "Din Mei Oils."

As Taiwan started industrializing rapidly, consumers trends changed to buying tinned cooking oil. Business soon took a nosedive. Due to adversity, Yang and his wife decided to branch out into being a food purveyor. Half the shop was converted to sell Xiao Long Bao. Little did they know fate had smiled on them: eventually nudging their small fledgling business into a multi-million restaurant empire.

Originally from Shanghai, the Xiao Long Bao recipe was refined over many decades. It soon elevated the humble mini-dragon dumpling to exquisite gourmet-levels. Brisk sales turned into a torrent. Cooking oil trading ceased all together. The shop was converted to a full-fledged restaurant in the 1980s. The original three-storied restaurant still stands at Xin Yi road in the heart of Taipei.

There are currently upwards of 100 Din Tai Fung outlets serving typical Taiwanese/Shanghainese cuisine across 11 countries, which includes Malaysia, Singapore, Japan, Australia, USA, Hong Kong, Macau, China, Korean, Indonesia, Thailand and UAE.

#### Brand mission.

*"The mission of Din Tai Fung is to introduce dim sum globally" CEO Yang Jihwa*

In addition, these are the four philosophies of Din Tai Fung.

#### 1. Quality Service and attention to detail.

Customer service is top priority. Staff is trained to give outstanding service from their heart besides being friendly and flexible. This embodies the service philosophy and brand values.

#### 2. Money is not everything.

Din Tai Fung focuses on three tenets: fast and attentive service, brand recognition, sustainable and scalable international expansion as a world-class gourmet chain.

#### 3. Quality is the lifeblood of business

The best quality ingredient is utilized. Rigorous quality assurance is adhered to in the food preparation process. Nothing is left to chance.

#### 4. Branding responsibility

Commitment to the highest standards in food preparation and a first class dining experience for consumers. This will provide a solid brand-commitment-platform for winning consumers' approval.

Taiwan is famous for the clean room in the IT manufacturing. The same level of cleanliness and climate-control is evident in the central and show kitchen. Din Tai Fung hallmark is the fastidious emphasis on precision meals, consistent delivery of quality service and products.

#### Din Tai Fung flagship store, Taipei 101 host Tom Cruise.

Hollywood celebrity Tom Cruise made a cameo appearance in 2013. Tom had wanted to master the art of making traditional Chinese dumplings and thus visited this world famous branch. Greeting the staff in Mandarin "Ni Hao," the dapper Tom put on a white apron and flashed his dazzling smile. After listening attentively to CEO Yang Jihwa on the delicate art of making Xiaolongbao, Tom quipped, "Maybe I can get a job here." His humorous parody elicited squeals of laughter from the legions of fans. No doubt with Tom's endorsement the brand can only ascent globally.

#### A savoring meal

During a recent trip with my family to Taipei- after checking into Le Meridien Hotel, we made a quick dash to Din Tai

Fung's flagship store at Taipei 101 for dinner. It was a 20 minutes brisk walk, passing by Shin Kong Mitsukoshi and Breeze mall on the elevated walkway flanked by multi-colored neon illumination. The restaurant is located at the basement from the MRT Northeast station exit.

A long queue had already formed when we arrived. However we were given an order chit to order meals in advance and a queue number ticket. There is also a cute mascot in red attire holding the Xiaolongbao bamboo basket at the shop front. Shortly, as we entered the restaurant, the show kitchen takes center stage, where the famous Xiaolongbao or dumpling bar is located. A brigade of chefs could be seen frenetically preparing the Xiaolongbao specialty.

#### Making XiaolongBao

The flour wrap must be of a certain consistency in thickness. The centre of the wrap is slightly thicker than the edges. Each dumpling is a standard 21gms. 5gms for the dumpling wrap and 16gms for the golden filling; consisting of minced meat and secret spices. The minced meat is encased in jewels of golden-gelatinous-cubes of broth. The most distinctive recognition is the eighteen intricate folds made to each dumpling's translucent skin edge. The chefs deftly wrap each dumpling with such precision and speed after decades of hand-made experience, weighing each miniature dumpling in succession for the right proposition. Training for a XiaolongBao chef takes about 6 months to reach the level of expertise. As the dumplings are steamed, the minced-meat-gelatinous filling turns into liquid broth. The XiaolongBao is steamed to perfection to ensure a plump and renowned juicy bite.

#### XiaolongBao eating guide

These few simple steps will ensure you have the correct method to consume the dumplings like a professional. Firstly, mix the condiment in the ginger dish: 1 part soya sauce and 3 parts vinegar with julienne ginger. Hold the chopsticks firmly and insert the dumpling onto a soup spoon, gently lifting from the bamboo steamer. Lightly poke the dumpling side to allow the piping hot broth to flow out like nectar. Pucker your lips and blow gently, be mindful to cool down the super-hot broth. Slurp to your heart's content. After slurping the broth, dip the XiaolongBao in condiment sauces and top-up with julienne ginger. For best result, try the broth "au naturel" without dipping.

Service was extremely fast and attentive. The meals came in quick

succession served by slim young waitresses in their cream and chocolate colored uniform.

The first dish to arrive was the Shrimp fried rice with egg, which was well executed and fluffy with the right touch of oiliness. The prawns were firm and fresh. Next, the stir-fried cabbage and spinach with bean curd sheet vegetables arrived. The wok-heat aroma was visibly encapsulated for the above dishes. Our palettes were on overdrive.

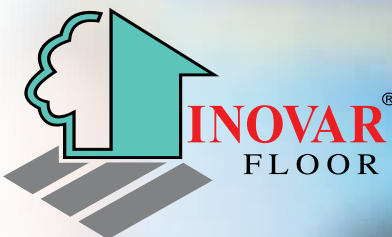
The piece the resistance was surely the XiaolongBao- served in three bamboo baskets. The delicate Italian truffle XiaolongBao (5 pieces) was simply delightful. Equally sumptuous was the pork (10 pieces) and crab & roe pork XiaolongBao (10 pieces). The Italian Truffles XiaolongBao was simply delightful. When the petite waitress asked me how was my XiaolongBao, I could only nod my head repeatedly with approval. A sip of this savory fragrant broth is amazing. Some call it nectar of the gods but I call it perfection!

The Spicy Braised Beef Soup La Mian was next. I truly enjoyed the spicy beefy flavors doused in chili oil. The noodles were expertly hand-pulled with the right level of doneness. The house-steamed chicken noodle soup was equally aromatic and flavorful, capturing the boiled-herbs subtle essence.

The total dining experience was exquisite. The bill was less than NT\$ 2400 or US\$ 75. With my taste buds titillated and my tummy fully satiated, it was indeed a sumptuous delicious Michelin-starred meal. That evening, my family dined like royalty. It was definitely worth the trip.







Longer Life Lasting Impressions

# 20 YEARS OF FLOORING EXCELLENCE

BY GERALD CHUAH



MALAYSIA'S specialist laminate flooring manufacturer, Inovar, marked its 20th anniversary at its factory lot at Jalan Bukit Badong, Bestari Jaya, Selangor, about an hour's drive away from Kuala Lumpur, last October.

Little has changed in this sleepy township, formerly known as Batang Berjuntai, famous for its seafood and fireflies, but Inovar has come a long way since then.

The day celebration at the manufacturing factory was attended by company shareholders, marketing and factory employees, as well as marketing representatives from Inovar's offices across the region.

During his opening speech, CEO and Managing Director of Inovar Industries PC Tam, said starting a new factory in a "green field" project was difficult at first, and is never short of challenges.

"From 1996 until 2006, Inovar was basically an OEM manufacturer for laminate flooring - selling our products to importers and distributors both local and overseas,

"The factory location was selected based on the supply of raw materials and the cost of land at that time,

"However, we switched from an OEM manufacturer to create our own brand in 2007,

"Through product development - by creating our own sales channel and practising good branding, sales have become more predictable, and hence our profits too," said Tam, adding their business has become more stable and less volatile since then, which was hard to achieve previously as OEM producer.

Today, thanks to Tam's leadership and contributions by a dedicated staff, Inovar has become a global brand.

"We foresee exponential growth for Inovar group for

years to come, as the company continues to invest time and research into identifying the latest market trends and technologies," he added.

**Q&A**  
**When it comes to laminate flooring, how does Inovar stand apart from the rest?**  
Our mission is to provide total flooring solutions to customers, not just supplying wooden and laminate flooring, but complete installation, hand over jobs and service related warranties.

As a producer of laminate flooring and other related solutions, we are constantly improving and updating ourselves with the latest trends and better production technologies, with better quality and lower cost materials.

**You recently changed Inovar's logo. Why did you embark on this rebranding exercise?**  
The change of logo is needed as business and marketing grows and gets more digitized now, and is expected to be more so in the future. Inovar has a plan to fast forward this journey by using the new logo - which represents leadership, green initiatives and home living.

**Inovar has opened numerous offices in foreign countries, making it a truly global brand. Please share how you manage to open doors in these markets.**  
Currently, we have our own offices, warehouses, and showrooms in nine countries ie. Australia, Indonesia, Singapore, Malaysia, Thailand, Cambodia, Vietnam, Taiwan and India.

We employ over 300 sales and marketing staff in these offices to sell Inovar products everyday. Our next target market is Myanmar and Philippines.

Inovar's HQ management work closely with our overseas partners to create a "win-win" relationship. This is hard work and not easy to achieve, but it is not impossible.

**What's the overseas demand for Inovar's products, and how do you promote, market, and sell to these countries?**  
We sell our products to all segments of the demand spectrum, eg. end users, contractors, dealers, project developers, etc. As the demand for flooring and home décor continue to grow, the local management team adopts suitable localized strategies to sell in these target markets.

**What's your new product range and their attributes?**  
Inovar aspires to be a trend setter by introducing the latest products ie. laminate, vinyl, bamboo, engineered wood, or de cking. All these have special features such as NanoShield (Inovar Malaysia), Rigid LVT (Inovar Singapore, Thailand, Vietnam, etc.) More info can be obtained from our website, as well as respective Inovar offices websites.

**How has winning the Brandlaureate Award help Inovar to better brand and sell its products, and what's your masterplan for the next 10 years?**

Branding is a means to an end. To brand well, you must offer other services and soft values to influence your target audience.

From 2007 onwards, we decided to create our own brand, and have been working closely with The BrandLaureate which has been a great help in our branding journey ever since!

Our successful track record shows a high level of consumer confidence and trust, as we have won the prestigious BrandLaureate Asia Pacific Award for Best Brand in Laminate Flooring for seven consecutive years!

\*NOTE: Inovar Resources Sdn Bhd Flagship Showroom is located at 20B, Jalan Penchala, 46050 Petaling Jaya, Selangor, Malaysia. Tel: 03 - 7785 1266.



# Better Floorcoverings Solution Provider

## LAMINATE

A TOUCH OF NATURAL CHARM

Making a fashion statement for your home has never been easier with Inovar Floor. Our range of designs have been carefully conceptualised to suit contemporary tastes and needs, yet retaining traditional functionality. Quality of the highest standard is a prime feature of all our product range. Inferior fitted with lower floor feels more cosy, looks more pleasing, and functions more efficiently.

Inovar Vinyl Flooring Collection

LV7247 Truffle WG	LV4014 Corus WE	LV8283 Summit WE
LV4130 Riverwood WE	LV4128 Mansion WE	LV4134 Caramel WE

## VINYL

EXCLUSIVE PROFESSIONAL IMPRESSIVE

LV4130 Riverwood WE

### Inovar Laminate Flooring Collection

ORIGINAL <b>Famili</b>	<b>Timberline</b>
6 Foot Long series	ORIGINAL <b>Classic</b>
<b>Trafficzone</b>	<b>TROPIKS</b>

## BAMBOO

ECO-FRIENDLY FLOOR COVERING

BM2200 Earth

Apart from being a well-known rapidly renewable natural resource, researches have shown that bamboo has a higher tensile strength than many alloy of steel and a higher compressive strength than many mixtures of concrete. Based on the Janka Hardness Scale, bamboo ranks well above most solid timber flooring and offers a rating of approximately 3,000 Psi.

### Inovar Nano Shield Flooring Collection

TN 368 Taroko Oak	TN 371 Raffles Oak
TN 502 Eskimo	TN 387 Venetian

### Inovar Bamboo Flooring Collection

BM2000 Everest	BM2001 Natural	BM2200 Earth	BM2400 Amazon
BM2500 Bambosa	BM2600 Earl Grey	BM2700 Lava	BM2900 Burnt Ember



## NANO SHIELD

TN 368 Taroko Oak

The World's Most Powerful Nano Flooring Smallest Nano Particle in the world. Kills germs and pollutants up to 99.9% effectiveness within seconds. Multi-Functioning. Effects result: Self-sanitising. Self-repairing & UV protection. Non-toxic material - water based coating in compliance with Green Building Index (GBI).



Nostalgia Series a wall paneling series to complete your home with olden days design. With vintage classy village look alike. Nostalgia Series will make you feel cosy, warmth and make your home a better place to live in.

## NOSTALGIA

Series



An exclusive coating technology provides Inovar UltraShield with maximum protection against the sun's harsh UV rays, so that your deck stays beautiful much longer. Inovar UltraShield's unique color technology also ensures that your deck stands out with its naturally-realistic color tones versus the flat and monotonous colors that we often see in conventional decks.

## UltraShield

Decking



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# 150 YEARS OF HARPER'S BAZAAR

AMERICA’S FIRST FASHION BAZAAR

BY IDA IBRAHIM

Founded in 1867, Harper's Bazaar was one of the first publications dedicated to looking at the lives of women through the lens of fashion.

"A repository of fashion, pleasure, and instruction" is how Harper's Bazar described itself on the cover of its inaugural issue, in 1867. Bazar—then spelled without the double "a"—was founded by Harper & Brothers, a New York–based publishing firm run by siblings James, John, Joseph Wesley, and Fletcher Harper. At the time, the Harpers were already established book publishers. They'd also ventured into periodicals with Harper's New Monthly and Harper's Weekly, illustrated journals conceived to present contemporary fiction and writing on the arts, science, and politics.

It was the youngest of the Harpers, Fletcher, who

came up with the idea for Bazar after stumbling upon a copy of a publication called Der Bazar, from Berlin. Like the Harpers' journals, Der Bazar featured artwork and writing on a range of topics. But Der Bazar also covered fashion, and illustrated its stories with elaborate woodcuts of the clothes that people were wearing in places like Paris, Vienna, and London. Fletcher soon discovered that Der Bazar had agreements with other publications to syndicate its illustrations—which it provided by sending electrotype duplicates of the original woodcuts—and he became interested in pursuing a similar arrangement. The Industrial Revolution had given rise to a new leisure class in the U.S., which was obsessed with all things European; and there was room, Fletcher reasoned, for a publication aimed at affluent women that operated as a kind of guide on how to live—and live well—in the modern

world. Fletcher presented his brothers with his plan, and after a bit of convincing, Harper's Bazar was born.

Fletcher's first order of business was hiring an editor. For that job, he selected Mary Louise Booth, a 36-year-old writer, journalist, and translator who was proficient in French, German, and Latin, and who had been one of the first female reporters for The New York Times. Before coming to Bazar, Booth had received a letter of praise from President Lincoln for her translation of French Count Agénor de Gasparin's The Uprising of a Great People: The United States in 1861, an antislavery tract used to drum up support for abolition. She was also active in the women's-rights and -suffrage movements, and was even said to have tried to get funding for her own women's-rights publication.



image:  
The cover of the first issue. To be truly fashionable, Bazar intimated, was to be immersed in the culture and ideas of the moment

The first issue of Bazar appeared on November 2, 1867. An unsigned editorial entitled "Our Bazar" sketched out the journal's mission to become "a vast repository for all the rare and costly things of earth—silks, velvets, cashmeres, spices, perfumes, and glittering gems; in a word, whatever can comfort the heart and delight the eye." But from the outset, it was clear that Bazar's definition of fashion went far beyond clothes. Alongside brisk reports on style and well-mannered instructions on how to tie a bow and pin a bun, there were sharp pieces of fiction and poetry and musings on family, work, and social mores. Writers such as Charles Dickens, George Eliot, Henry James, and later, Thomas Hardy, all contributed to Bazar. Emmeline Raymond, who founded the influential French fashion publication La Mode Illustrée, served as Bazar's Paris correspondent, and wrote a column that offered glittery glimpses of French society and style. As the U.S. entered its Gilded Age, there was also a fascination in America with the predilections of the larger-than-life characters of Victorian England, which the novelist James Payn chronicled in his recurring "English Gossip" feature;

while George William Curtis wrote about culture and domestic life in a column called "Manners Upon the Road" (which he signed, "An Old Bachelor"); and the magazine's society maven, Mary Elizabeth Wilson Sherwood, explored the realms of etiquette and social grace.

One area that Fletcher Harper explicitly identified as beyond Bazar's purview was politics. Bazar would be a window on the world, but pleasingly so, to appeal to a cross-section of people on different sides of the modern divide. That ethos, later characterized by Bazar editors as "the early doctrine of 'always affirming, never denying,'" might have appeared to clash with Booth's more progressive leanings. Booth, though, seemed to understand her job. She didn't try to willfully affront Bazar's readers, but she did endeavor to challenge them. To be truly fashionable, Bazar intimated, was to be immersed in the culture and ideas of the moment—to be forward-thinking. Bazar was one of the first mainstream publications to endorse the women's suffrage effort. The right to vote, Bazar wrote in the June 12, 1869, issue, was built upon "the groundwork



image:  
The April 7, 1888, issue, which featured the first photographed model to appear on the cover

of truth and justice" and "the awakening of the public conscience," and regularly ran articles on the importance of work and educational opportunities for women.

Over the years, Harper's BAZAAR has showcased the visions of legendary editors, photographers and stylists such as Man Ray and Richard Avedon, and continues that tradition today with photographers including Peter Lindbergh and Sølve Sundsbø. Sophisticated, elegant and provocative, Harper's BAZAAR is the style resource for women who are the first to buy the best, from casual to couture. With style, authority and insider insight, BAZAAR focuses strictly on fashion and beauty, and covers what's new to what's next. The magazine is available in 43 countries around the globe. This year Harper's BAZAAR marks its 150th celebration with fashionable women list. Madonna, Emma Stone, Willow Smith and first lady Michelle Obama are among 150 women chosen by editors of Harper's Bazaar as the world's most fashionable.





# THE PRICELESS, UBIQUITOUS BRAND

BY IDA IBRAHIM

The first universal credit card, MasterCard is one of the most broadly distributed and most widely seen marks in the world. As one of the major credit cards used regularly by people around the world, it is said that one of more than 2.3 billion people carry a MasterCard credit card.

What we know today as the MasterCard was originally called "Master Charge," and was created as a joint venture between United California Bank, Crocker National Bank, Wells Fargo, and Bank of California. These banks, together with the First National Bank in Louisville and Marine Midland Bank (later HSBC) in New York, formed the Interbank Card Association to create "Master Charge

– the Interbank Card" in 1967. The card was conceived as a competitor to the BankAmericard that had been created by Bank of America and which was a predecessor of today's Visa card.

## The Mastercard Logo

Designed in the 1960s for Master Charge, (when credit cards were still called "charge cards") two circles (2 transparent colors) intersect to form a third color (rather than the stripes you see nowadays). According to Maggie Macnab in Decoding Design: Understanding and Using Symbols in Visual Communication,

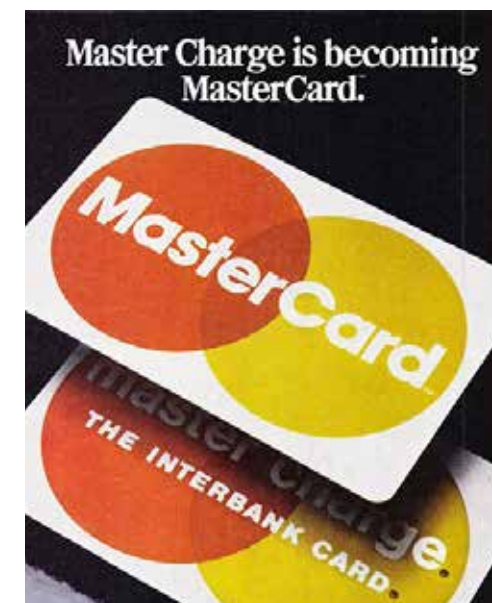
"The MasterCard logo is an example of the symbolic use of the number two. The genesis of credit cards began in the late 1940s... Over the next decade, several franchises evolved from this concept, one of which was the Interbank Card Association in 1966, which became Master Charge, and later MasterCard. The first Japanese partners joined in 1968, and in 1969 a new logo was introduced consisting of two overlapped circles. The two circles represent the overlap of commerce between international powers, in particular, the East and West. Associations that could be made with this symbolism are the Japanese flag carrying the red circle, and the golden circle as the power of the "sun" of the "golden" West—the



land of opportunity and highest attainment in current history. By using two overlapping circles to indicate the two opposite spheres of the world—East and West—the logo indicates that these opposites come together and find resolution through the spending power of MasterCard. By using the vesica piscis, a visual statement is made that shows the power of duality in the seeking of unity. Two overlapped circles indicate the interaction between customer and credit card to generate the third objective: the outcome of dollar numbers, demonstrated by the mandorla shape in the center."

## The MasterCard Story

As far back as the late 1800s, merchants extended lines of credit to their customers using cards or special "credit coins" as currency. These credit cards were a private arrangement between the business and the customer, and were only accepted at the business that issued the card. It wasn't until about the mid 50's that banks began issuing their own charge cards and "plastic" became a method of payment for most American consumers.



The company changed its name to MasterCard in 1979 and during the 90s, acquired UK-based credit card company, Access Card. In 2002 they also took over a European based credit card issuer, Europay. Both of these companies were subsumed under the MasterCard name. After its initial public offering in 2006, MasterCard is traded on the New York Stock Exchange and is valued at around 30 billion dollars. The company also changed its name to MasterCard Worldwide and modified their corporate logo. Instead of two intersecting circles, the new corporate logo included a third translucent circle in

the middle, which overlaps the original two. However, the logo on the cards remains the same: the two intersecting red and orange circles, which have been MasterCard's distinctive logo since the company's inception.

## MasterCard Today

Today, MasterCard is a worldwide association of banks and financial institutions. Like their main competitor, Visa, MasterCard is not directly responsible for the credit cards or loans that are branded under their card name. The financial institutions that issue MasterCards are responsible for the debts. MasterCard creates revenue by charging transaction fees to consumers, and also to the financial institutions that participate in the MasterCard network. The business for MasterCard ever since it was established has not been hassle free. The company was successfully sued along with Visa by ATM operators with claims that credit card networks' rules were behind fixing the access fee to ATMs. The lawsuit was filed on behalf of independent operators and National ATM Council. Then, back in 1996, both Visa and MasterCard paid a total of 3 billion USD in damages to several retail giants such as Wal-Mart, Sears Roebuck & Co. and Safeway. At the time, the corporation was sued together by a total of 4 million merchants. The lawsuit was filed by Hagens Berman. Furthermore, the company has faced several anti-trust issues back in United States constantly in the late 90s.

Nevertheless, today MasterCard holds a continued strong market position, solid global brand recognition and ongoing partnerships with various branded merchants that there's seemingly no sign of the company slowing down. What's more, MasterCard's recent shift toward electronic payments from paper-based forms puts it in a position to expand its worldwide consumer total. MasterCard's partnerships with the likes of PayPal Holdings, Inc. should not only boost its mobile payments initiatives but also grow its online payments volume.







# 10 QUESTIONS

WITH **Tsugio Matsuda**

*Tsugio Matsuda is a Japanese professional racing driver. He has won the Formula Nippon series twice, in 2007 and 2008. He has also competed in the All-Japan Formula Three Championship. Matsuda has also become a regular participant in the Super GT series which he won in 2014 jointly with Ronnie Quintarelli. Check out his answers to the Top 10 Questions here!*

**Can you share with us the story of when you first started racing?**

In 9th grade, I started driving go-karts. In 10th grade, I really began to race them, and did that until 12th grade. And at that point I got a scholarship into a Formula 2 series. From there, I got a ride in Formula Nippon and here I am now.

**How does it feel to be able to race for Nissan?**

To be with such a massive manufacturer with such a rich motorsport heritage is fantastic. I feel very proud and pleased to become a works driver for Nissan: the challenge is very exciting and I'm more than ready for that.

**What is one of the best highlights of your career?**

It's definitely the Super GT title we won in 2015. It was the second consecutive title we won for NISMO.

**You were driving for NSX before NISMO happened. Can you share the difference and your preference?**

For about 5 years, I was racing in the Honda NSX. But I definitely prefer the current one – the car is great and the team is incredible, and that's what's necessary for a winning team.

**Can you compare the circuit in Malaysia as compared to other countries that you've raced in?**

My first impression that it was really good; especially the people. But Sepang is definitely one of the hardest circuits I've ever raced in because of the hot weather.



**You spend most of your racing time with Ronnie Quintarelli. How are you guys outside of work?**

Well, sometimes we have meals together, and of course we got plenty of meetings to attend.

**Have you been aiming to race in Super GT from a long time ago?**

I had a dream to go into Formula One, but definately also the Super GT, and my big dream was to be with a factory team, serving as a factory driver. That was my biggest goal overall. The ability to actually help in developing a race car is also very interesting.

**All the drivers seem to have different techniques that they use to get them relaxed and "in the zone" before getting to work inside the car. What's your method?**

I have a schedule before races for eating and working out correctly, and then once I am done with the race I am sure to take one day off to rest and then get back into my schedule for the next race.

**As a full-time driver in Super GT, do you have much time or opportunities to race in non-Super GT events?**

Well, since I am also doing Formula Nippon, between the two series you barely end up with any free time.

**What do you hope to see in the future for your industry?**

It would be great if we could come and race in the U.S. again. We really want everyone around the world to experience the racing in Super GT - I think we have an awesome product.



  
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## Portable Recording Studio

Multi-track recordings will now be comfortable and also convenient with the ZYLIA Portable Recording Studio. This is one amazing audio recording system that combines microphones, cables, and mixers into one compact device. You can just place it in between your rehearsals and record your audios without any trouble. The spherical microphone will also capture your performance with precision and accuracy. The cloud processing will extract tracks of individual instruments and vocals like a pro. What makes it one of a kind is the compact size. You can set it up in much less time and use your time for music recording instead.

**Reason to Buy:** They make your music recording hours a lot of fun and hassle-free!

 @zylia  [www.zylia.co](http://www.zylia.co)





## Food Recycler



You can now make the most of your food with the Whirlpool ZERA Food Recycler. This device turns your food scrap into ready to use, fertilizer within 24 hours. As a matter of fact, the system uses a fully automated process to reduce food waste by two-third of its original volume. The fertilizer you make out of it works perfectly for your lawn or indoor garden. Additionally, the device requires minimal maintenance and recycles almost all types of food waste. Just fill the recycler with the ZERA Additive Pack, continue to add food waste until full and press the start button. Monitor it via the mobile app and you are good to go!

**Reason to Buy:** By using this food recycler, you will be able to leave a greener legacy in the long run.

 @WhirlpoolCorp  [www.zera.com](http://www.zera.com)

# The Grapevine



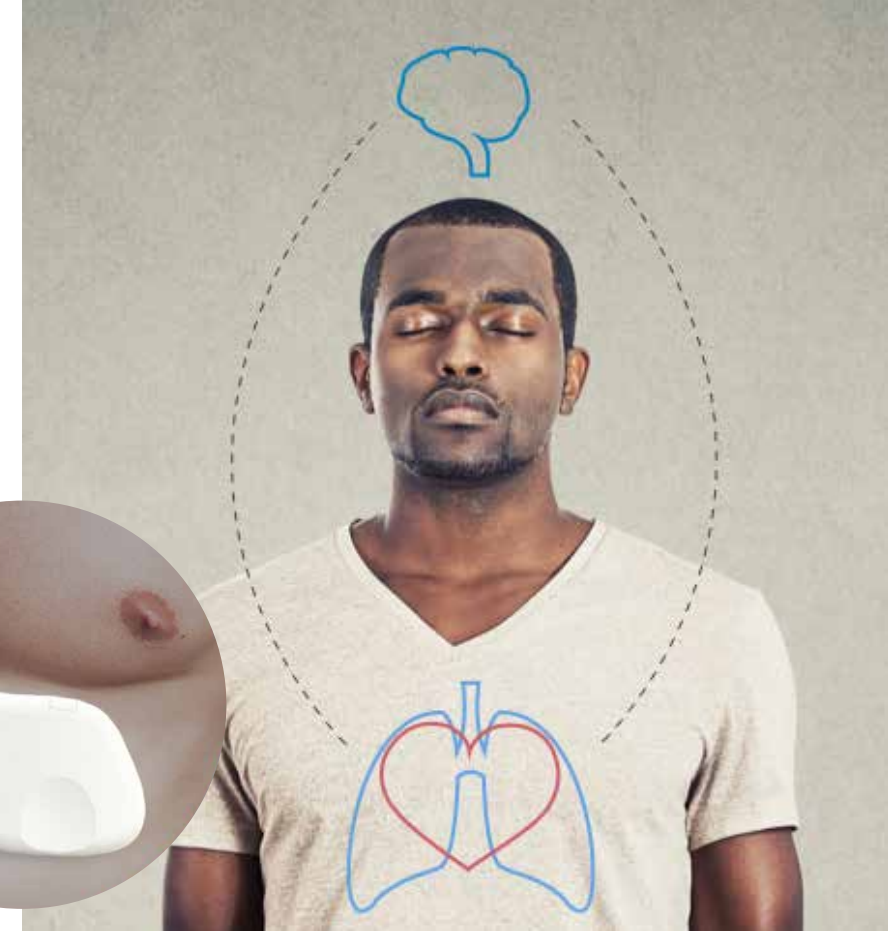
## Smart Patch that Fights Stress

Chronic stress can literally kill you, increasing your risk for heart attack and stroke by up to 50 per cent. Lief tracks and optimizes your resiliency to stress by increasing your natural heart rate variability (HRV), a biomarker of your physical and psychological health. A low HRV score is linked with anxiety, distraction and poor performance - things we'd all prefer to avoid. The good news is, you can improve your HRV and train yourself to stay focused and in control throughout your day. The device's scientifically-validated HRV biofeedback exercises have been used by doctors, psychologists and coaches for decades. It's safe, drug-free and has improved stress, mood and focus for thousands of people.

**Reason to Buy:** : When you're down, you're able to pick yourself back up. What else do we need?

 @getlief

 [www.getlief.com](http://www.getlief.com)




The emergence of new brands happen almost on a daily basis that it gets impossible to catch up! But not all is given the limelight they truly deserve and why is that? What makes some brands stand out from the rest? It's the uniqueness that catches people's attention! In this new section, we feature some of the brands that we don't want you to miss.



## A Bedtime Story Projector

Make those bedtime stories come to life with the Moonlite - Bedtime Story Projector. This projector has full HD story images and in-app sound effects. As a result, reading experience will be more immersive for your kids. In fact, the projector will make your kids more excited for their bedtime hours. You can use it in four easy steps. First, insert the story reel on the projector. Second, you need to attach it to your phone. Then open the Moonlite app and launch your favorite story. The full-color HD projections and also the sound effects turn a simple bedtime story magical. The idea is to merge the digital and physical books into one entertaining experience for your kids. Overall, this Bedtime Story Projector is perfect for the little ones in your family.

**Reason to Buy:** About time we bring back the love of reading in a magical way.

 @moonlite.world

 [www.moonlite.world](http://www.moonlite.world)



## The Smartest Makeup Mirror Ever

Think about the last time you applied makeup -- where did you try to put your mirror? You most likely positioned your makeup mirror next to a window for a very good reason -- because you get the best light to apply your makeup flawlessly. True lighting is designed to help you find the perfect light to match whatever you have planned for the day-- while you're applying your makeup. The JUNO Mirror comes pre-loaded with settings: daylight, indoors, and evening. The JUNO Mirror was designed to be the smartest makeup mirror ever. Simple to use, compact, with studio-grade lighting for precise makeup application and incredible photos. Perfect makeup, perfect selfies.

**Reason to Buy:** If you have ever experienced the frustration of bad makeup lighting, then you're totally going to be obsessed with this one!

 @JUNOBeautyCo  [www.thejuno.co](http://www.thejuno.co)



# KEEPING UP WITH TECHNOLOGY

EVERY YEAR, THE MOST POPULAR BRANDS ARE SADDLED WITH RELEASING THEIR FLAGSHIP DEVICES, WHICH GET PEOPLE TALKING. THEN, THE QUESTION “WHICH SHOULD I BUY” IS CONSTANTLY NAGGING AT THE BACK OF YOUR MIND. BUT WE ARE HERE TO MAKE IT EASY FOR YOU. HERE ARE OUR PICKS OF THE HOTTEST, COOLEST AND MOST SIZZLING GIZMO NOW!



**LENOVO SMART ASSISTANT**  
Giving better audio. US \$130

Lenovo unveiled a new smart home appliance called the Lenovo Smart Assistant that uses Alexa to field spoken commands to turn on the lights, play music, and create to-do lists. The Lenovo Smart Assistant speaker comes in two flavors, one with standard Lenovo audio and another with bigger, badder sound from Harman Kardon. Lenovo's Smart Assistant has eight microphones to listen to user voice commands, which the company says, will allow it to hear from all angles at long distances.



**POWERRAY AQUATIC DRONE**  
Underwater drone that finds fish and films them in 4K. US \$1,200

The PowerRay aquatic drone from PowerVision can dive down to 30 meters (98 feet) underwater, where it can use an optional “Fishfinder” sonar component to detect fish another 40 meters below it. The drone's WiFi system beams video and images captured by its integrated 4K camera and additional data on the underwater landscape and temperature up to the surface, which can then be viewed via the dedicated iOS or Android app. The PowerRay comes with an option to be controlled by a wearable device or via its own VR goggles.



**BLINK XT OUTDOOR CAMERA**  
The Most Affordable, Battery-Powered Outdoor Security Camera. US \$ 120

Blink's security system is a sleek, basic camera that can stream a live video feed of your home to your smartphone. Running on two AA batteries, the cameras don't need to stay tethered to a power outlet, and the batteries will last as long as two years. At the center of a Blink security system is the sync module, which connects to all cameras and devices on a network via Wi-Fi. The Blink XT outdoor camera works pretty much the same as its indoor counterpart, and a network can be made up of a combination of indoor and outdoor units.



**DELL XPS 13**  
Erasing borders, starting with the display. US \$800

The smallest 13-inch laptop on the planet has the world's first virtually borderless InfinityEdge display. The virtually borderless InfinityEdge display maximizes screen space by squeezing a 13-inch display in an 11-inch frame. With a bezel only 5.2 mm thin, weighing in at only 2.7 pounds and measuring a super slim 9-15 mm, the XPS 13 is exceptionally thin and light. Like video editing with Intel® Quick Sync Video.

**FUSE SMART MODULAR WIRELESS EARBUDS BY ASHLEY CHLOE**  
The First Modular Headphones with Limitless Wearable Forms. US \$200

FUSE is the world's first modular headphones that offer users an unparalleled personalized experience. It consists of two truly wireless earbuds that fuse together via a connector to take the form of a pill shaped module. The standalone pill shaped earbud module can be placed in a multitude of interchangeable casings which allow carriage, storage, and charging.



**IMMOTOR GO**  
The future of Portable Personal Vehicle. US \$1100

Immotor GO is an ultra-portable electric transportation device with IoT features on par with luxury vehicles. A connected experience that syncs to user's smartphone and delivers an auto-pilot mode. It solves the first/last mile commuter problem, letting users take charge of the home stretch with style and intelligence. Immotor GO has 3 convenient modes - Ride, Power and Fold.







COMPASS



# CREATIVE WITH A DASH OF Quirky

GAVIN YAP OPENS HIMSELF  
TO THE UNIVERSE’S DETOURS.

BY ANU VENUGOPAL



For actor, writer and director, Gavin Yap the challenge in every project is the same. He finds himself asking the same question.

“How do I make this good? How do I not screw this up?” he laughs.

Jokes aside, Gavin is an artist who believes in the need for artistic growth in every project he embarks on. Whether using his skills as a performer on stage, directing other actors from behind the scenes, or being a curator for an art show, he believes in pushing the boundaries of his own envelope of imagination. This doesn’t mean it’s all about making art house films, but rather using the filmmaking medium in different and more creative ways.

His projects over the recent years bare testament to Gavin’s desire to explore different paths and genres in filmmaking. Take Me To Dinner (2014), was a dark comic drama with a dash of romance, violence and manly friendship. His short film with an extremely long title The Incredibly Strange Tale Of The Man Who Lost His Love But Bought It Back With A Packet Of Duck Rice (2015) was a heart warming tale about loss, unlikely friendships and comfort in food.

“To come up with a different way to present a piece, everything needs to be pre-planned. I usually board out everything, right from scene transitions, what tricks to have fun with, type of audio and sound design. This is the

challenge for every single project I work on,” said Gavin, whose latest stint is being a part of KL24: Zombies.

Produced by film producer and director James Lee of Doghouse 73 Pictures, KL24: Zombies created history by being the first Malaysian film available completely for audiences on YouTube. The movie anthology involves perspectives of three different directors, within the first 24 hours of a zombie outbreak in Kuala Lumpur. Released on January 8, the zombie invasion in the capital of Malaysia was a creative partnership between James, Gavin and Shamaine Othman.

“I got an email from James quite some time ago saying he was looking to work with a few writer-directors for a secret project. Not knowing what it was about, I said yes because I liked him. There were no details or schedules about the project until he confirmed that it was a zombie film and wanted me and Shamaine to be the other two directors,” revealed Gavin.

Since there was enough time between being approached to do it and to come up with a something, Gavin had many images and ideas swimming in his head, but he knew he wanted to create something that was very Malaysian, to include the weird and strange KL behaviour into the film.

In Gavin’s segment, he explores the notion of what would happen if there was a zombie plague happening

while a Chinese family are trapped in their middle class condominium. Subscribing to the classic Malaysian thinking “Just ignore it and it will go away”, the dysfunctional family also have to deal with having a Malay girl in their midst, who is the girlfriend of the eldest son.

Admitting he likes “playing” with the subject of family dynamics, Gavin knew he female roles would go to Sue Tan and Sharifah Amani first, before deciding on taking on Pete Teo, Benjy Lim, Marcus Chan, and Thor Kah Hoong as the rest of the cast in Meet the Changs.

Gavin has been a part of the Malaysian entertainment industry since the 1990’s. He made his debut in acting in advertisements and TV dramas, acting in his first movie at 13. His memorable performances on stage include The Importance Of Being Ernest and Hamlet. The versatile artist was also the Director-in-Residence at the Kuala Lumpur Performing Arts Centre from 2005 to 2008. Malaysian theatre fans last saw Gavin as George in quirky comedy The Language Archive in October.

“I am in the process of developing my own identity as a filmmaker. With each project, it’s like you’re getting closer and closer to figuring out who I am as an artist,” said the thespian who is inspired by the many things he sees in life, including movies, songs and paintings.

When asked about his current theatre project the 39-year-

“I AM IN THE PROCESS  
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AS AN ARTIST”

old said he has a few ideas that he’s slowly trying to develop.

“Theatre is tricky, especially the kind of theatre I like to do. The theatre I want to do isn’t necessarily commercial, which most people would go for because it seems fun. The stuff I like not necessarily fun and harder to get off the ground,” said Gavin, who still thinks he’s been lucky with the success of his previous productions.

Admitting he doesn’t watch many theatre productions in Kuala Lumpur, Gavin says it is because there aren’t many productions that interest him. He does see more theatre in Singapore, but says it’s more for networking than any other reasons such as talent or quality of shows.

“There is not much of a difference between the talents in the Malaysian and Singapore arts industry. We have very talented people here. I think the major difference comes in support. They have a lot more support. Audiences are a lot more supportive, there are more people willing to help theatre companies out to produce a steady flow of shows at a certain quality. This is not to say the shows are good, we’re talking purely about aesthetics. They appear to be more international. That’s their major advantage over us,” added Gavin.

The 2007 winner of the National Arts Awards for directing also believes that the difference lies in the way the theatre industries in both countries market shows. Singaporean theatre market shows as “It’s the best show ever, if you don’t see it, it’s your loss” while in Malaysia, productions go along

the lines of “Please lah, come and support. Support local theatre.” The difference between the two marketing styles, to him is one of the major differences between the two countries, which he is a part of.

In 2017, Gavin will once again be performing on stage, this time in a twisted comedy called Hand of God in April, presented by Singapore Repertory Theatre. He will also be working on a Malaysian-Singaporean co-production of a Malay horror movie. Looking forward to shoot that will happen after Hari Raya, the talented writer wrote the script of the period piece, with help with translation from local writer Dayang Noor.

The art curator, voice director and comic book script writer and author of How I Made My First Movie (Or, A Decade Of Favours) believes in being open to the Universe, and not dismiss anything that happens.

“I think that’s why my career has gone in so many different directions. From theatre, animation, film, art shows. I’m always searching for me. Although it’s easier said and done, I try to remember that whatever my artistic journey is, it’s my journey and not to worry about it to how it compares to other people’s journey,” revealed Gavin, who feels he gets better with this as he gets older.

No matter where the Universe takes him in the future, there’s no doubt that the man of many talents will continue to pursue his passion for the arts earnestly and artistically.



# Celebrating Love!

## THE WORLD'S MOST INFLUENTIAL POWER COUPLES

One powerful figure in the world of business or showbiz is great enough, but two combined create a force to be reckoned with. The only thing more inspiring than one awesome person is two awesome people who join together to form a super-couple ready to take on the world. But mostly, inspiring. Let's take a look at some of the most powerful couples around the world. These power pairs have become forces in their industries, be it politics, media, tech or music, they prove that when it comes to cultivating power, sometimes it takes two. Here are the real definition of #relationshipgoals



Barack & Michelle  
Obama

Barrack and Michelle are clearly power players, but just as important, they are total role models of romance. Starting this relationship back in 1989, the world has witnessed unending admirable, respectful, and gorgeous moments in the eight years since they entered the White House together and stayed together. The first couple shares an amazing bond, setting an example of a happy and healthy relationship. People have often seen President Obama appreciating his wife in his speeches, and the couple is almost, always holding hands during events they attend together. For the better or for worse, this couple never ceases to reinstate everyone's faith in love, and people adore every bit of their time together.

With a net worth of \$67 billion, Bill Gates is the United States' richest man, and through the work of the foundation he founded and runs with wife Melinda, he's also the world's most generous. The couple's Bill and Melinda Gates Foundation last year gave away \$3.4 billion, and its primary goals have been to eradicate polio worldwide by 2018 and get modern contraceptives to another 120 million women by 2020; the foundation has committed \$140 million annually to this cause.



Bill & Melinda  
Gates



Patrizio Bertelli  
& Miuccia Prada

Fashion legend Miuccia Prada runs the luxury goods and clothing company Prada with her husband Patrizio Bertelli. Prada is the lead designer, while Bertelli handles the business side as CEO. This stylish power couple's combined worth is \$19 billion.

Billionaire Cher Wang chairs mobile phone maker HTC, the company she founded in 1997. Husband, Chen, sits on HTC's board of directors and runs one of her other tech start-ups, VIA Technologies.



Cher Wang  
& Wenchi Chen



Fashion icon Diane von Furstenberg is married to media mogul Barry Diller, the chair and CEO of IAC. Their Diller-von Furstenberg Family Foundation donates to numerous causes including Human Rights Watch, Jewish groups and Friends of the High Line.



*Barry Diller  
& Diane von Furstenberg*



*Jared Kushner  
& Ivanka Trump*

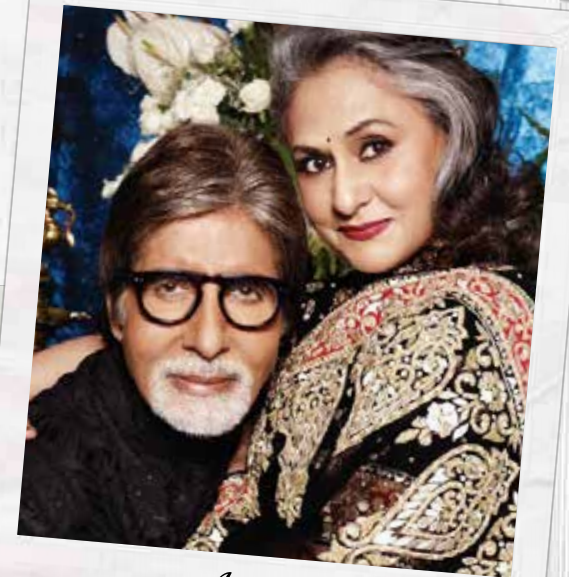
Ivanka Trump and Jared Kushner are poised to become one of the most powerful couples in the US. Donald Trump's eldest daughter and her husband, who played crucial roles in directing Trump's campaign, now sit at the helm of his transition team, Trump named Kushner a senior adviser to the president. Meanwhile, Ivanka is the Executive Vice President of Development and Acquisitions, Trump Organization.



*Xi Jinping  
& Peng Liyuan*

He is the "princeling" son of one of China's most revered revolutionaries, while she is among the country's most famed folk singers and together they are the power couple that heads China. China's first lady is a singer whose profile long eclipsed that of her husband, and who has brought a touch of glamour to a role hidden in the shadows for decades.

Celebrating a marital bliss of over four decades, they are standing tall as a time-tested couple, setting new parameters of trust, understanding, respect and love in the relationship of husband and wife. At 74, Amitabh is one of the hardest working actors in Bollywood and Jaya has also continued her acting career. They appeared in many films together, but their best joint project was their children; Abhishek and Shweta.



*Amitabh  
& Jaya Bhaduri Bachchan*

The greatest thing about these two is that they are incredibly supportive of the other's endeavours. Amal is always by her husband's side on the red carpet, while George frequently tells the press about the amazing things his wife is working on – whether that's juggling multiple cases at once or teaching a human rights course at Columbia Law School.



*George  
& Amal Clooney*



*Marissa Mayer  
& Zachary Bogue*

Marissa Mayer started out as Google's 20th employee and its first female engineer. Now she's one of the most high-profile execs in the Valley. She landed the top spot at Yahoo, making her the youngest CEO in a Fortune 500 company. Her husband Zachary Bogue is a co-managing partner at Data Collective, a VC which is behind some of the Valley's biggest Big Data companies, and co-founder of Montara Capital, a prominent real estate investment company. This Silicon Valley's most powerful couple married in 2009 and welcomed a baby boy, Macallister.



# UNCOVER THE SECRETS OF THE VILLAS BALI



Located on the upscale enclave of Seminyak, The Villas Bali Hotel & Spa embodies the understated elegance of Balinese-inspired living. With its tranquil and private surrounding, this hidden gem provides guests with a quiet hideaway from the modern world, but not without doing away with the luxuries you would expect from a trip to paradise.

Generously spread across 2.5 hectares of lush tropical greenery, this elegant residential style accommodation villa pays homage to the Balinese heritage with its exotic Alang Alang style of natural grass rooftop and interior adorned with a blend of traditional and contemporary Balinese artefacts. The exquisite 50 villas offer a choice of one, two and three fully air-conditioned bedroom villas ranging from 200 sq meters to 600 sq meters and each boasts a private entrance, generous living area, fully equipped kitchen and dining room as well as lounging and day-bed seating areas that are perfect for casual entertaining or relaxing with family and friends. To top it off, each villa also has a 1.8m private mosaic-tiled swimming pool that rests within the walls of a lush landscaped tropical garden, thus ensuring guests with an exclusive privacy and hideaway spot.

Your mystical journey does not end there. Step into the Prana threshold and you will be enthralled with its majestic surroundings that carry strong influences of the Moguls of Rajasthan and touches of Moroccan rustic simplicity.

Our Prana Restaurant is a favourite joint amongst the locals and guests and is renowned for its sumptuous International dishes as well as some of the finest Indonesian specialties. Open for breakfast, lunch and dinner, it offers you with an option to dine within the comfortable indoor space or on the stylish garden courtyard.

Within the same compound, you will be enticed to be swept into a wellness dreamscape as you head towards one of the largest spas on the island of Bali, the Prana Spa.

The interior is adorned with beautiful intricate arches, corridors, turrets and carved elephant heads that resemble a palace battlement whilst the lavish colourful carpets, hand-painted



ceilings, mosaics and carvings provide a deep sense of spiritual comfort. Featuring fifteen single massage rooms, five spacious double treatment rooms and four Thai massage rooms, Prana Spa offers a range of renowned Ayurvedic treatments particularly the famous Shirodhara treatment where the therapist massages the vital “marma” points with a golden stream of medicated oils cascading down the forehead, a range of facial and body treatments as well as a full-body Balinese aromatherapy oil massage.

Its Private Suite provides a tranquil sanctuary for those looking for a solitary indulgence. Using only the finest in beauty treats, you enjoy the rituals of Prana’s sacred Eastern traditions of health and beauty such as taking a 24-karat gold and genuine pearl powder body scrub and cleansing it off with a Cleopatra milk bath while being served with array of canapés and wine.

Chill Reflexology and Acupressure has rapidly earned itself the distinction of being Bali’s leading Reflexology Spa. The unique Zen tranquillity surrounding and highly specialised therapists create a perfect atmosphere for one to indulge in the luxury pampering. Experience a deep sense of relaxation as you begin your treatment with the time honoured tradition of a foot wash to welcome and prepare you for your treatment. You will be immersed in soothing bliss and experience a state of opulence for the mind, body and spirit as you relax to the sounds of your own music system and drink a refreshing herbal beverage while experiencing Chill’s unique Zen tranquillity.

The Villas Bali Hotel & Spa is strategically situated in Seminyak, which is only 10.7km (6.6 miles) or a 30 minute drive from Ngurah Rai International Airport, Bali. Seminyak is well known for its sophisticated atmosphere and a variety of high-end accommodations, boutiques, spas and fashionable restaurants, bars and entertainments.

The Villas Bali Hotel & Spa is located at Jalan Kunti 118X, Seminyak, Bali - 80361, Indonesia. For more information, please contact us at Tel: +62 (361) 730 840 or Fax: +62 (361) 733 751, e-mail at [contact@thevillas.net](mailto:contact@thevillas.net) or visit our website at [www.impiana.com](http://www.impiana.com)



## PRANA SPA SEMINYAK

### USHERING YOU INTO THE WORLD OF DIVINE OPULENCE

Experience the magical wonders of Prana Spa. Invigorate your senses, awaken your mind and let yourself drift into a state of serenity as our expert therapists pamper you with Prana’s sacred Eastern traditions of health and beauty.

We have an extensive menu of head-to-toe beauty treatments ranging from the famed Shirodhara treatment to all-important beauty essentials. No matter what treatment you choose, you will leave feeling refreshed, nourished and completely relaxed.



# NORTHERN AREAS OF PAKISTAN

BASKING IN THE STUNNING SHADES OF AUTUMN

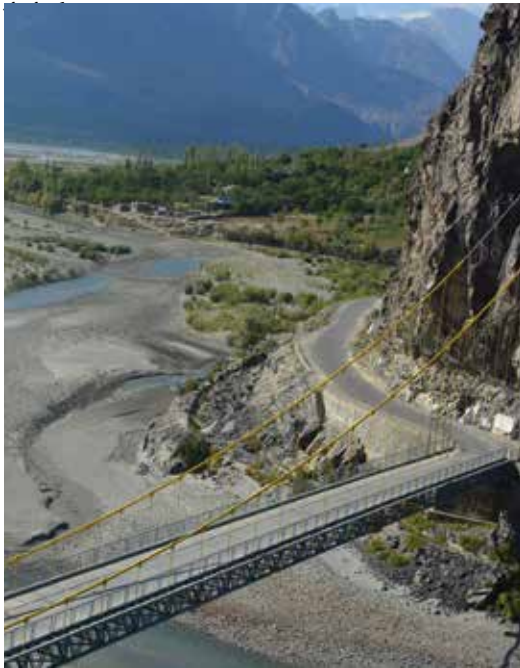
Write-up by : **SITI HALIZA**  
Photo by **SHAHRIH HASSAN**

HAVE YOU EVER WONDERED AND IMAGINED HOW NORTHERN PAKISTAN LOOKS LIKE IN THE SEASON OF AUTUMN? GILGIT-BALTISAN, PAKISTAN, FORMERLY KNOWN AS THE NORTHERN AREAS, IS SURROUNDED WITH REMARKABLE SNOW-CAPPED MOUNTAINS AND COLOURFUL FALL FOLIAGE. THE DRAMATIC COLOUR OF AUTUMN INJECTS THE VALLEY WITH VIBRANT LANDSCAPE AND ENCHANTING PANORAMAS.

EVERYONE SHOULD ONCE IN THEIR LIFETIME TRAVEL TO NORTHERN PAKISTAN PARTICULARLY KHUNJERAB PASS UP TO THE CHINA BORDER. THE JOURNEY THROUGH THE FAMOUS KARAKORUM HIGHWAY (KKH), FORMERLY KNOWN AS ANCIENT SILK ROAD, PROMISES MAGNIFICENT VIEW AND NEVER DISAPPOINTS. WITH A SPECTACULAR VIEW, ELEGANTLY SURROUNDED BY A RANGE OF UNIQUE ROCKY MOUNTAINS MAKES GILGIT BALTISAN AS ONE OF PAKISTAN'S TREASURES AND ATTRACTIVE PLACES TO VISIT. THE SCENIC LANDSCAPE SURROUNDING THE AREA, ADORNED BY GLACIER WATERFALLS, RIVERS, BRIDGES AND SHEPHERDS TENDING THEIR FLOCKS WOULD MAKE ANYONE FEEL AS IF THEY WERE IN THE HEAVEN ON EARTH!

THREE WORLD'S HIGHEST MOUNTAIN RANGING THE KARAKORAM, THE HINDUKUSH AND THE HIMALAYAS MEET HERE; THREE OF THE WORLD'S LONGEST GLACIERS THE BIAFO, BALTORO AND THE BATURA GLACIER AND SEVERAL HIGH-ALTITUDE LAKES ARE ALSO LOCATED HERE IN GILGIT-BALTISTAN. HENCE, HERE LIES THE TRUE HEAVEN FOR MOUNTAINEERS, TREKKERS, HIKERS, PHOTOGRAPHERS AND TRAVELLERS.





01



02



03

### The Journey

The private tour we had with Mr. Raji Ahmed of Ultimate Adventure Tours (UAT) gave us a memorable adventure and an unforgettable experience. Ahmed is well-known among the tourists from Malaysia and Thailand, thus he understands the needs and expectation of Asian travellers such as special diet & lodging requirements.

### Ghizer Valley

Ghizer district is the western most part of the Gilgit-Baltistan region of Pakistan. This valley surrounded with amazing mountains and rivers. This land offers beautiful view of the mesmerizing landscape. It is also famous for trout fishing. When we arrived here in Ghizer, the autumn had just begun.

### Karakoram Highway – Karimabad, Hunza

Upon reading the experiences shared by many travellers and also our friends who had been here we were excited to start our journey soonest possible as we were eager to feel and experience ourselves. The journey along the popular Karakorum Highway allowed us to enjoy the shades of autumn and explored various hidden valleys with views of mighty Nanga Parbat, Rakaposhi, Diran, Ultar Peaks, Golden Peak and several other high mountains of the region. We were spellbound by the spectacular views.

### Attabad lake

Attabad Lake is one of the famous lakes formed due to a huge landslide at Attabad Village. It's located at Gojal, Hunza Valley. The serenity of the lake with blue topaz colour and the surrounding with rocky mountain makes the lake look so mystic and we were fascinated by the amazing view.

Part of Karakorum Highway was submerged due to a landslide. In year 2015 Pakistan performed inauguration of realigned 24 km patch of KKH containing five tunnels at Attabad Barrier Lake. The seven kilometre long five tunnels are part of the 24 km long portion of the Karakorum Highway.

### Karimabad

Our first night at this heaven on earth was spent at Karimabad Embassy Hotel. The unique architectural building; the amazing views from the balcony; the friendly staffs made our stay unforgettable. This hotel served special local delicacy such as chicken corn soup and hot & sour soup that definitely helped to heat body temp from the chill.

image :  
01) Ghizer Valley  
02) Attabad lake  
03) Karimabad

A walking distance from this hotel was the famous historical fort known as Baltit Fort. It was a great feeling to meet and converse with the locals while walking to the Fort. Along the road to the Baltit Fort were shops selling local products such as dry fruits, cloth material souvenir & etc. People of Hunza are the friendliest bunch, who are mostly dressed in their local traditional attire.

### Baltit Fort

Baltit Fort is an ancient fort in the Hunza valley. Founded in the 1st CE, it has been on the UNESCO World Heritage Tentative list since 2004. The foundations of the fort date back to 700 years ago, with rebuilds and alterations over the centuries. The fort is now a museum run by the Baltit Heritage Trust.



04



05

images:  
04) Baltit fort  
05) Husaini Suspension Bridge  
06) Mr. Salahuddin, the security guard at Baltit Fort was a hit amongst the tourists for his impressive moustache

### Husaini Suspension Bridge

The "Husaini Suspension Bridge" is known as the most dangerous bridge in the world. This bridge is still used by the locals to cross to the neighbouring village. Despite looking unsafe, the bridge has become one of the popular places for tourist to face their fear of height by setting foot on the bridge. The many wide gaps on the wooden floor bridge would easily make anyone to think twice before crossing. It really is a challenging activity especially for those who are scared of height. However, the feeling was beautifully overwhelming once we have made it across.



06





07

#### Passu White Glacier View Point

Passu Glacier is situated in the south side of Passu village and the Passu Peak is situated in the back of the glacier. This glacier is linked with Batura Glacier and many other glaciers of the region.

Another challenging activity provided by our guide was climbing up to the glacier view point. It took about 1-2 KM of hiking on rock trail used by the mountaineers and locals. Climbing up to the glacier view point was not difficult and suitable for the beginners. Spectacular view of the glacier and the surrounding mountains awaits the succeeded climbers.

The spectacular Passu Cones or Passu Cathedral is famous because of its golden peaks in the form of the pyramid cal shape situated near Passu Village can be seen from faraway while driving at the KKH.

After our climb, we sipped on the famous mountain tea and nibble on sweet apricot cake while looking at the passu cones from the glacier breezed restaurant where we were. Indeed it was an amazing end to our day.

images :

- 07) Passu White Glacier View Point
- 08) The spectacular Passu Cones or Passu Cathedral
- 09) Khunjerab Pass –China Border
- 10) ) Hunza Apple



08



11

images :

- 11) Khunjerab National Park
- 12) Duikar village



09



10



12

#### Khunjerab Pass –China Border

Khunjerab Pass is located high above 4700 meters between the Karakoram mountain range and it's where the Pakistan part of Karakoram highway come to an end, where further part of KKH continues into China. The temperature was below negative and the weather was windy. Along the way, we were lucky to see a group of yaks on the ground. The world highest ATM machine is located here.

Travelling through the Khunjerab National Park was the most wonderful and unexplainable experience. The scenic landscape surrounding the area, adorned by the tunnels, Rock Mountains, rivers and shepherds tending their flocks would make anyone feel as if they were in another world of flora and fauna. On this journey, travellers might encounter with exotic wildlife of the Northern areas such as macro polo sheep, snow leopard, yak, Siberian ibex, etc.

#### Hopper village/Nagar valley

Hopper is a scenic portion of Nagar valley located opposite Hunza river, the valleys presents an awesome view of terraced fields and of particular view of two glaciers, Hoper and Bualtar. The journey to the glacier view point took us around the village.

#### Duikar village

Duikar village is situated high above Hunza offering sweeping views, particularly during sunset and sunrise. Staying at the famous Eagle View Hotel promises amazing view even just from the room window.





images :

13) Naltar lake

14) Lady finger Peak, is a distinctive rock spire in the Batura Muztagh

15) View from Hopper village/Nagar valley

16) Kargah Buddha

17) Babusar Top

18) Lalusar Lake

19&20) Mahudand Lake

#### Gulmit, Gojal

Gojal Valley it is the largest tehsil of the Gilgit-Baltistan region. We spent an overnight at the village named Gulmit. The village offers a peaceful atmosphere with a chance to experience of staying in an old traditional village, the polo ground and the unique farmhouse.

#### Naltar valley & Green lake

Naltar valley is a hills station with pine trees situated at an elevation of 3000m, in between the two mountains of Karakoram and Hindukush. The valley is surrounded by awe-inspiring landscapes. The Naltar lake is worth a visit as it is not always one gets to see a green lake. The journey to this valley is beyond words, as if traveling to a hidden fairy-tale place.

#### Kargah Buddha

A 10 kilometre drive from the capital city of Gilgit lies the amazing beautiful waterfall & rock garden. This hidden beauty landscape was once a part of Kargah Buddha an archaeological site. It is the seventh century carved image of Buddha. The garden offers an ideal place for relaxation and meditation. The quietness of its unique surrounding takes you back to the ancient time where all good things nature has to offer were still untouched.

#### Khyber-Pakhtunkhwa Province

On our way back to Abbottabad that took approximately 12 hours' drive by road, we stopped at Babusar Top & Lalusar Lake in the Khyber-Pakhtunkhwa province. Both places are famous among local tourists, for a place to rest after a long drive.

#### Mahudand Lake

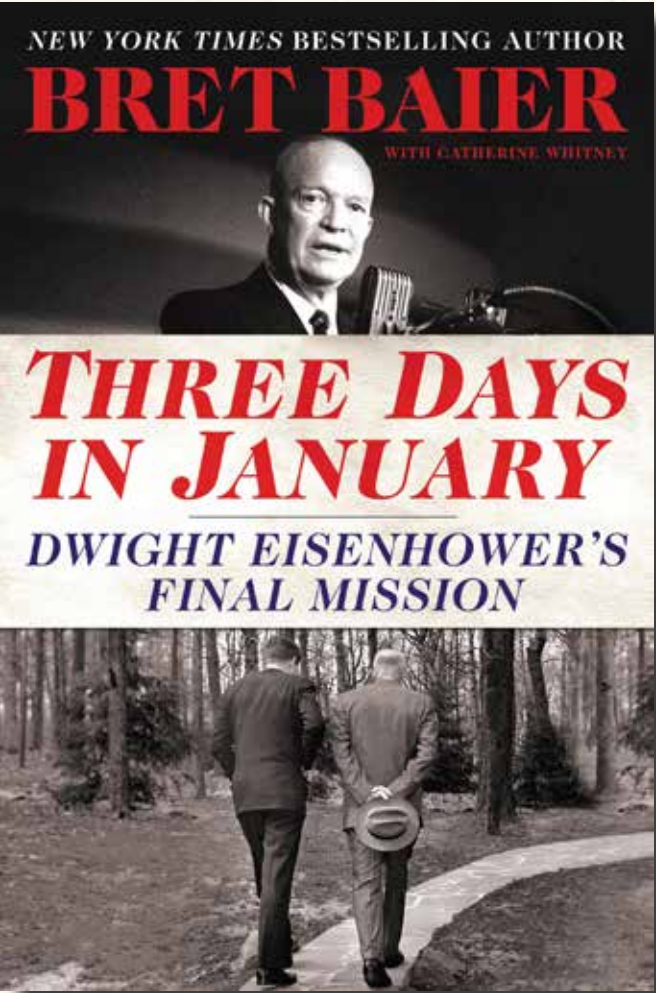
We finally ended our Autumn Holiday in Pakistan by visiting Mahudand Lake, that lies at the foothills of Hindu kush mountains at an elevation of (9,603 ft). Surrounded by beautiful meadows, mountains and dense forests, it is situated approximately 40 km from Kalam, Swat District, Khyber Pakhtunkhwa province. Be rest assured that no matter where you stand at the top of this mountain, the view of the magnificent landscape before you would instantly make you plan for your next trip to Pakistan again!





# A Sobering Return to Dwight Eisenhower's Farewell Address

Title: *Three Days in January: Dwight Eisenhower's Final Mission*  
Author: Bret Baier  
Published: William Morrow  
Year: 2017



January 1961: President Eisenhower has three days to secure the nation's future before his young successor, John F. Kennedy, takes power – a final mission by the legendary leader who planned D-Day and guided America through the darkening Cold War.

Bret Baier, the Chief Political Anchor for Fox News Channel and the Anchor and Executive Editor of Special Report with Bret Baier, illuminates the extraordinary yet underappreciated presidency of Dwight Eisenhower by taking readers into Ike's last days in power. Baier masterfully casts the period between Eisenhower's now-prophetic farewell address on the evening of January 17, 1961, and Kennedy's inauguration on the afternoon of January 20 as the closing act of one of modern America's greatest leaders – during which Eisenhower urgently sought to prepare both the country and the next president for the challenges ahead.

Those three days in January 1961, Baier shows, were the culmination of a lifetime of service that took Ike from rural Kansas to West Point, to the battlefields of World War II, and finally to the Oval Office. When he left the White House, Dwight Eisenhower had done more than perhaps any other modern American to set the nation, in his words, "on our charted course toward permanent peace and human betterment."

On January 17, Eisenhower spoke to the nation in one of the most remarkable farewell speeches in U.S. history. Ike looked to the future, warning Americans against the dangers of elevating partisanship above national interest, excessive government budgets (particularly deficit spending), the expansion of the military-industrial complex, and the creeping political power of special interests. Seeking to ready a new generation for power, Eisenhower intensely advised the forty-three-year-old Kennedy before the inauguration.

Baier also reveals how Eisenhower's two terms changed America forever for the better – perhaps even saved the world from destruction – and demonstrates how today Ike offers us the model of principled leadership that polls say is so missing in politics. The Supreme Commander of Allied Forces during World War II, Eisenhower only reluctantly stepped into politics. As president, Ike successfully guided the country out of a dangerous war in Korea, peacefully through the apocalyptic threat of nuclear war with the Soviets, and into one of the greatest economic booms in world history.

Five decades later, Baier's *Three Days in January* forever makes clear that Eisenhower, an often forgotten giant of U.S. history, still offers vital lessons for our own time and stands as a lasting example of political leadership at its most effective and honorable.



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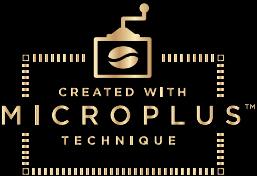
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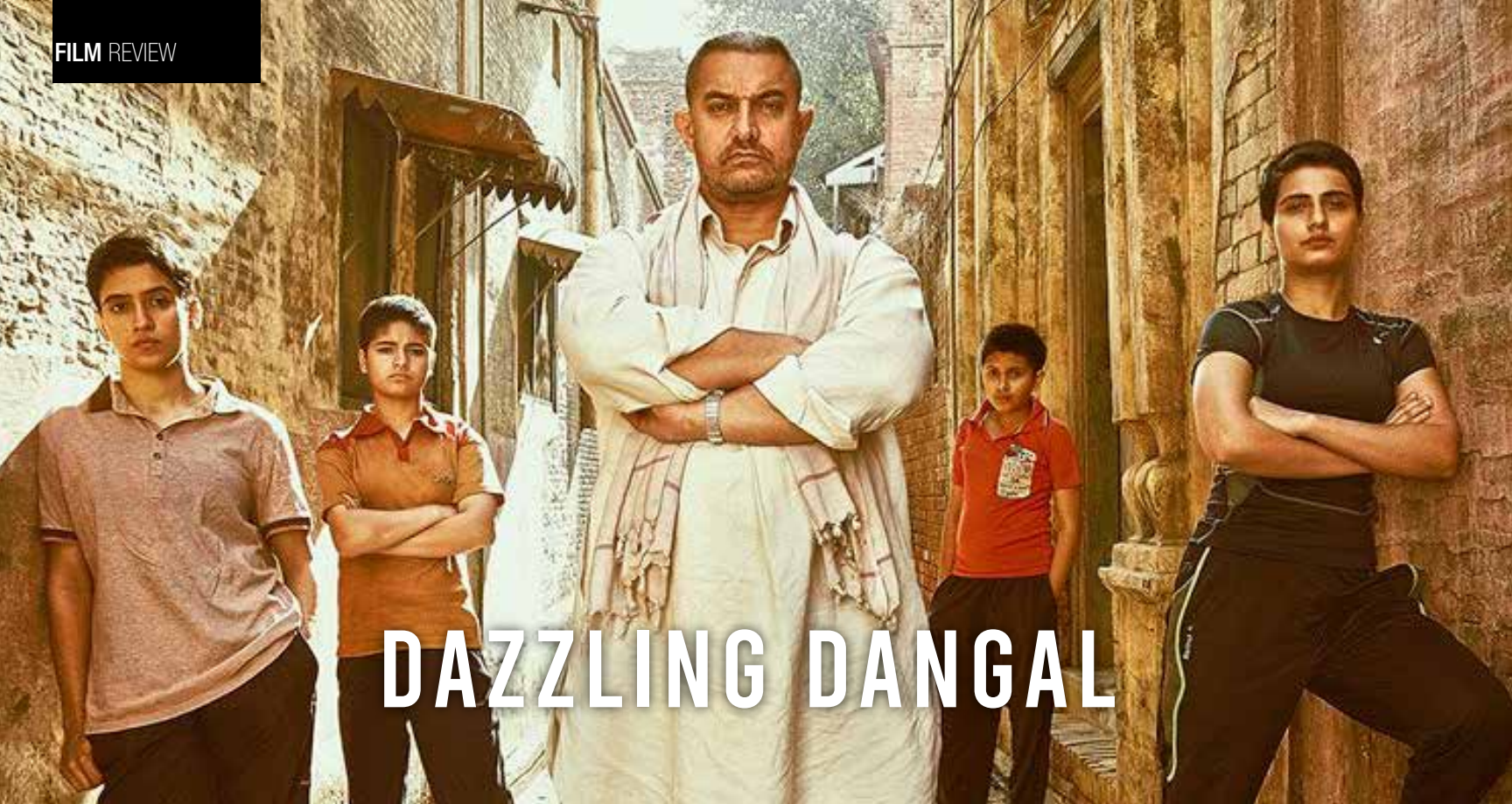
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# DAZZLING DANGAL

AAMIR KHAN'S BIOPIC WRESTLES ITS WAY UP TO THE BOLLYWOOD BOX OFFICE

By : ANU VENUGOPAL

Everybody has an interesting story to tell, but some people have extra ordinary ones.

When it comes to themes that go from reality to the big screen, nothing is as exciting as the visual depiction of a real, honest account of someone's life -with added embellishments of course.

While the west has had its share of biographical successes, such as Malcom X, The Theory of Everything and The King's Speech, in Bollywood, fans have been treated with a few reality-based movies based on popular personalities such as famous cricket captains MS Dhoni and Mohammad Azharuddin, and Olympian Milka Singh aka The Flying Sikh.

The latest biopic movie from India, entitled Dangal is a sports-based drama revolving around the lives of Mahavir Singh Phogat (Aamir Khan) and his two eldest daughters, Geeta (Fatima Sana Shaikh)and Babita (Sanya Malhotra). A wrestler in his own right, Mahavir longs to have a son to continue the dream he never realised - to get a Gold medal for India. Almost giving up after having four daughters, his dream is renewed when the two girls showed the wrestling blood in them, after they successfully beat up two boys who teased them.

From that day onwards the girls are thrown into a world of wrestling where rigid practice and discipline reign. From pig tails and salwar kameez to razor sharp haircuts and t-shirt and shorts, the girls cause a sensation in their small town in Haryana. They go through taunts and challenges but later realise their stubborn dad is not the stereotypical Indian father whose only plans are to get them married off. The film goes on to reveal the journey of the family as they reach the nationals and enter into a world of professional

training, with the aim to get a medal for India.

In real life, the sisters have had their share of achievements on international platforms. Geeta created history by being the first Indian to win a Commonwealth Games gold in female wrestling, and first to qualify for the London Olympics in 2012. In the same year Babita followed her sister's footsteps by winning a bronze medal in an international championship and got the coveted gold medal at the 2014 Glasgow Commonwealth Games.

Geeta and Babita's historic wins at the Commonwealth Games and other championships make it impossible for the film to offer surprises. However, Dangal, directed by Nitesh Tiwari, makes up for it with engaging depictions of gruelling journey from nowhere to the top. The film also brings out a flurry of emotions, reminding audience of the blood bonds of father and daughter, and brings to the fore the realities of feminism in India (and beyond).

When it comes to performances, the young actresses who play Geeta (Zaira Wasim) and Babita (Suhani Bhatnagar) are credible in their transforming roles - from reluctant wannabe wrestlers to

enthusiastic young ladies with their eyes on the prize. A sidekick to his uncle and cousins is subtly entertaining Omkar (played by young boy Ritwik Sahore and adult Aparshakti Khurana) who adds a little mischief into the lives of the Phogats, all in a Haryani accent.

No doubt the spotlight goes to the enormously talented Aamir Khan, who once again took the chance to produce the atypical movie, after his hits Lagaan (2001) and Taare Zameen Par (2007). Casting no doubt about his acting

prowess, Khan went through a vigorous process of putting on weight for his alter ego and shedding the pounds to be fit again. A strong personal brand in B-Town, he was instrumental in the birth of this biopic. Khan not only gave meaning to the obvious and underlining messages in the film but also made the real Mahavir understood and respected.

Dangal, which means wrestling, gave Hindi movie fans a chance to question their own perceptions of wrestling. A sport mostly associated with men, even today not many would encourage the fairer sex to participate in activity with throws, takedowns, joints locks and pins. The film also has the potential to change the perception of the sport into one that should be taken more seriously, by both men and women.

A vital take away from Dangal lies is its feminist statement that girls are equal to boys, and can be better than boys in unexpected fields. This is clearly seen when Mahavir takes the bold step to steer his daughters into a sporting sphere dominated by men. Receiving his end of ridicules, his daughters too are taunted by their fellow friends, who consider them out-of-the-box village girls, before they triumph after their failures. The courage and determination of the girls is a testament to the potential that lies in the hands of India's sweethearts, where baby girls are still murdered at birth.

Despite some slow moments and repetitiveness, Dangal wins the heart of audiences with its real life lessons presented in an entertaining package.



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# BRAND THOUGHTS & TIPS

“FOCUS ON BEING PRODUCTIVE INSTEAD OF BUSY.”

Tim Ferriss

“A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL.”

Michael LeBoeuf

“SOMEONE’S SITTING IN THE SHADE TODAY BECAUSE SOMEONE PLANTED  
A TREE A LONG TIME AGO.”

Warren Buffet

“ALL LASTING BUSINESS IS BUILT ON FRIENDSHIP.”

Tom Peters

“LEADERS DON’T CREATE FOLLOWERS, THEY CREATE MORE LEADERS.”

Tom Peters

“DON’T FIND CUSTOMERS FOR YOUR PRODUCTS, FIND PRODUCTS FOR YOUR CUSTOMERS.”

Seth Godin

“INTELLIGENCE WITHOUT AMBITION IS A BIRD WITHOUT WINGS.”

Salvador Dali

“GOOD DESIGN IS GOOD BUSINESS.”

Thomas Watson Jr.

“I LEARNED THAT FOCUS IS KEY. NOT JUST IN RUNNING A COMPANY,  
BUT IN YOUR PERSONAL LIFE AS WELL.”

Tim Cook

“BUSINESS IS A COMBINATION OF WAR AND SPORT.”

Andre Maurois

## WHAT’S HAPPENING



### 9TH – 12TH FEBRUARY 2017 MAYBANK CHAMPIONSHIP 2017

**What:** As the first of its kind on Tour, a specially curated ASEAN category will see rising ASEAN golf stars tee-off alongside some of the world’s best golfers from both the Asian and European Tours, as well as the top 10 Malaysian players from the PGM Tour.  
**Where:** Saujana Golf and Country Club  
**Website:** [www.maybankchampionship.com.my](http://www.maybankchampionship.com.my)



### 16TH – 18TH FEBRUARY 2017 MALAYSIA TECHNOLOGY EXPO 2017 CONFERENCE

**What:** Malaysia Technology Expo (MTE) has grown to become one of the region’s most recognized international invention and innovation expos. Now in its 16th year, MTE 2017 will be expected to showcase over 500 exhibits of platform inventions and innovations from inventors in Asia and beyond. MTE is the invention marketplace connecting inventors and their ideas to investors, manufacturers and distributors in order to promote commercialization and collaboration.  
**Where:** Putra World Trade Centre (PWTC), Kuala Lumpur  
**Website:** [www.mte.org.my](http://www.mte.org.my)



### 25TH FEBRUARY – 5TH MARCH 2017 WTA - MALAYSIAN OPEN 2017

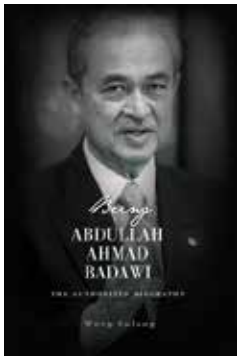
**What:** WTA Malaysian Open, previously known as BMW Malaysian Open, is part of the international tournament under the Women’s Tennis Association (WTA). With the success of the WTA Malaysian Open over the past seven years, the event has now been firmly established as a highlighted event in the Malaysian event calendar, both on the sporting calendar and also in the social calendar.  
**Where:** : TPC Kuala Lumpur (formerly known as KLGCC)  
**Website:** : [www.enigma-conferences.com](http://www.enigma-conferences.com)



### 7TH –8TH MARCH 2017 8TH ANNUAL NUCLEAR POWER ASIA CONFERENCE & EXHIBITION

**What:** Nuclear Power Asia is the platform for regulators, nuclear energy agencies and operators within the region; the must attend event for the international and regional stakeholders within the nuclear power industry. Nuclear Power Asia 2016 saw 223 participants from 81 companies and 20 countries in attendance and once again became the region’s premier conference and exhibition for the nuclear power community  
**Where:** Hotel Istana Kuala Lumpur  
**Website:** [www.nuclearpowerasia.com](http://www.nuclearpowerasia.com)

## BOOKS



### BEING ABDULLAH AHMAD BADAWI - THE AUTHORISED BIOGRAPHY

By Datuk Wong Sulong

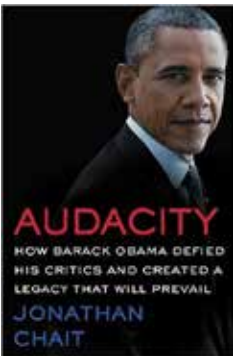
“Being Abdullah Ahmad Badawi - The Authorised Biography” traces the evolving public perception of Malaysia’s fifth prime minister, Tun Abdullah Ahmad Badawi and his humble and remarkable journey in life and politics.



### BRANDLIFE - CAFÉS AND COFFEEHOUSES JOE MATTHEWS

By Viction Workshop

An exciting new series from industry leader Victionary, Brandlife examines immersive brand experience across a variety of consumer or service related businesses in the fields of hospitality, retail and dining. Each volume explores a distinct business type and how the standouts work to build a cohesive brand strategy through the integration of graphic identity with space design.



### AUDACITY: HOW BARACK OBAMA DEFIED HIS CRITICS AND CREATED A LEGACY THAT WILL PREVAIL

By Jonathan Chait

Chait explains why so many observers, from cynical journalists to disheartened Democrats, missed the enormous evidence of progress amidst the smoke screen of extremist propaganda and the confinement of short-term perspective. He also reveals why Obama’s accomplishments will last despite the reactionary effort by Donald Trump and the Republicans to extinguish them.



### FIRST THINGS FIRST!: NEW BRANDING AND DESIGN FOR NEW BUSINESSES

By Gestalten

Striking corporate design is a must-have for any new business. For the outsiders and first-timers entering the market, corporate design is not an add-on, it is part of the soul of the business itself. And it demands fresh ideas unfettered by standard approaches. This book presents real examples from shop owners and mechanics, dentists and organic farmers businesses discovering corporate design for the first time as well as from traditionally creative companies like marketing agencies or restaurants, and hotels. With profiles and photographs it explores their novel approaches to corporate design.





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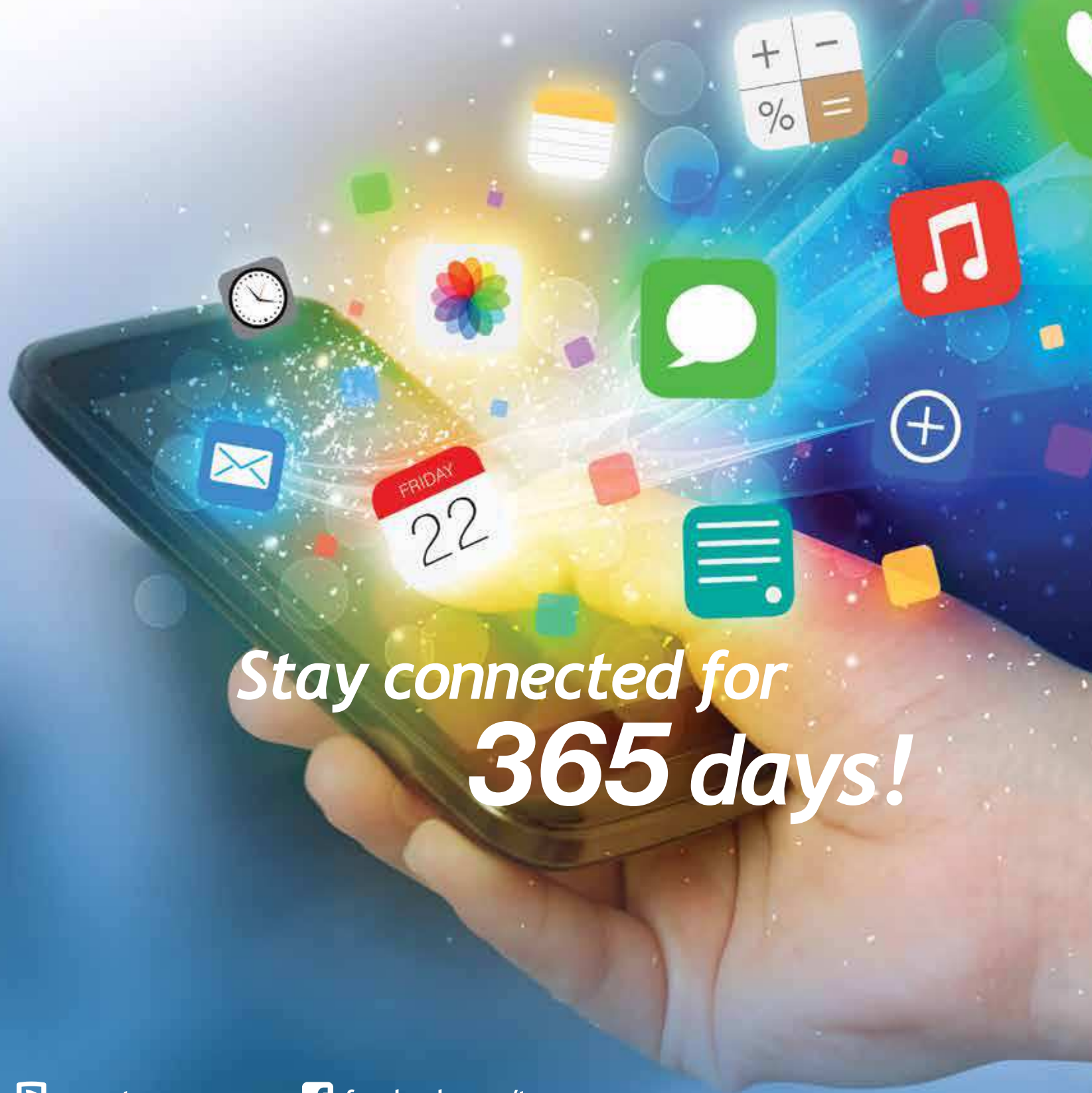
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