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Maxim’s Group – Innovating and Delivering Food Excellence
Staying Ahead of the Game

While the Group’s overall results for 2013 show that its businesses are generally trading well, our sustained success depends on our ability to evolve and change. We are a dynamic group and we recognize that our markets are changing fast. Each business faces its own challenges and is employing multiple strategies based primarily upon ‘organic growth’, ‘selective acquisitions’, and ‘business re-engineering’ to meet its needs and pursue growth. The common denominator with all our businesses is that they are actively seeking profitable expansion with determination and imagination.

The 2014 Pride in Performance Award winners are businesses which are engaging successful strategies to achieve excellent performances, while also keeping their customers at heart. Arome Bakery, which carried off the Marketing Excellence category award and Grand Prize, is, as we learn in the feature on pages 14-19, one of the many achievements of Maxim’s Group.

Since it was founded almost 60 years ago, Maxim’s, in which Dairy Farm holds a 50% interest, has grown to become Hong Kong’s leading restaurant and catering company and is now expanding further afield. It has accomplished this by innovating and introducing new cuisine and dining trends, refreshing and redefining older brands, and launching new concepts, while ensuring quality and service excellence. It is a great example of a business which continues to evolve and change to stay ahead of the game.

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AT THE CENTRE
Staying Ahead of the Game

The Jardine Matheson Group's overall results for 2013 were modestly higher than in 2012 in terms of both revenue and profit, and good trading performances were achieved by a number of its businesses. Overall earnings growth, however, was held back as certain operations suffered in the face of difficult markets, while a weaker rupiah reduced Astra's contribution in US dollars.

The Group's revenue for 2013, including 100% of revenue from associates and joint ventures, was US$61.4 billion, compared with US$60.5 billion in 2012. Underlying profit before tax for the year of US$4,600 million showed a decrease of 3%. Underlying profit attributable to shareholders was up 3% at US$1,502 million, while underlying earnings per share were 2% higher at US$4.09.

In his annual address to senior executives following the results' announcement, Managing Director Ben Keswick said that while 2013 had not been without its challenges, overall most of the Group's businesses were generally trading well and continuing to invest for the future. The Group's continued success, however, would depend on its ability to evolve and change.

“We need to ask ourselves,” said Mr Keswick, “how can we stay ahead of the game and drive growth in rapidly evolving markets?”

Citing various examples, Mr Keswick said that Group companies were all pursuing individual initiatives to grow their businesses. These were based primarily upon organic growth, selective acquisitions, and business re-engineering.

“Each business faces its own challenges and has formulated its own plans and vision in answer to them.

“Yet there is one thing that all these growth strategies have in common,” Mr Keswick told his audience. “Every business is actively seeking profitable expansion with determination and imagination. And because of this I am confident that, as a Group, we shall continue to go from strength to strength – and stay ahead of the game.”

Group Chairman Visits Seven Cities on China Tour

Jardine Matheson Group Chairman Sir Henry Keswick toured Group businesses and had meetings with senior Chinese leaders, government and municipal officials and business partners in seven cities during his annual visit to China.

Accompanied by his wife, Lady Tessa Keswick, along with Group Deputy Managing Director Adam Keswick, Group Director Lord Sassoon, Hongkong Land Chief Executive Y K Pang, and Jardine Matheson (China) Chairman David Hsu, Sir Henry travelled to Sanya, Guangzhou, Chengdu, Chongqing, Kunming, Shanghai and Beijing. While in Beijing where the group spent five days, Sir Henry was received by Secretary of the CCP Central Commission for Disciplinary Inspection Wang Qishan, and China's Vice Premier Wang Yang. In Chongqing, he met with a third Politburo member, the Party Secretary of Chongqing, Sun Zhengcai.

During the meeting with Vice Premier Wang Yang, Sir Henry told him that Jardines’ gross investment in China currently stood at US$7 billion with 24,000 employees. In turn, Vice Premier Wang said he was confident that if Jardines continued to grow its China business, the Group would one day find that it constituted the biggest part of its operations.

Following his visit, Sir Henry said that he was very pleased to see firsthand the Group's thriving business presence in China. During the last five years, the Group had achieved ‘traction', and now was the time to move ahead.

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Group Participates in China’s ‘Davos’

Jardine Matheson Group Deputy Managing Director Adam Keswick and Jardine Matheson (China) Chairman David Hsu were specially invited to participate in the 14th Annual Conference of Yabuli China Entrepreneurs Forum, an event which brings together China’s leading entrepreneurs in the winter resort of Yabuli, Heilongjiang Province, in what has become known as China’s ‘Davos’.

With minus 30°C temperatures outside, China’s foremost businessmen and economists, and for the first time the heads of state-owned enterprises including Industrial and Commercial Bank of China and China Investment Corporation, convened to discuss China’s economy.

During the Forum which had as its theme ‘The Determining Effects of Market Forces – Conception and Action’, Mr Keswick gave a presentation entitled ‘Global Mergers and Acquisitions versus Multinational Enterprises’, using Jardines’ acquisition of Astra as a case study, while Mr Hsu spoke at another panel session on ‘Coming to the Economic Opening – The Power of Private Capital’.

Visits Raise Group’s Profile in Myanmar

Jardine Matheson Group Chairman Sir Henry Keswick and Director Lord Sassoon have made separate visits to Myanmar where they have held a number of high profile meetings with key politicians and business people.

Accompanied by Lady Keswick, Jardine Matheson (Singapore) Country Chairman Y C Boon and Jardine Cycle & Carriage (JC&C) Group Managing Director Alex Newbigging, Sir Henry visited Naypyidaw and Yangon. In Naypyidaw, he met President Thein Sein, Vice President U Nyan Tun, Speaker of the Pyithu Hluttaw (Lower House of Parliament) Thura U Shwe Mann and Minister of Commerce U Win Myint. In Yangon, Sir Henry hosted a lunch for the Chief Minister of Yangon Region, the Mayor of Yangon and a delegation of regional ministers.

Lord Sassoon also visited Naypyidaw and Yangon, meeting with Aung San Suu Kyi, Chairperson of the National League for Democracy, as well as civil society groups such as the 88 Generation, which comprises student leaders, and also the British Ambassador and representatives of key British businesses.

Currently the Jardine Matheson Group has business interests in Myanmar through Jardine Schindler, JC&C, JEC and Acleda Bank. Both Sir Henry and Lord Sassoon’s visits were met with encouragement from the highest levels of government with regard to the Group’s commitment to long-term investment in Myanmar.
Lord Sassoon Appointment Strengthens Long-Standing Ties

Jardines has recently deepened its links with one of its oldest relationship banks with the appointment of Jardine Matheson Group Director Lord Sassoon to the new Global Advisory Board of Mitsubishi UFJ Financial Group (MUFG).

MUFG is the parent company of Bank of Tokyo-Mitsubishi with which Jardines has a very significant and long-standing relationship, originally with the Yokohama Specie Bank and going back well over 100 years.

Myanmar Delegation Tours Group’s Hong Kong Businesses

A high level delegation of Myanmar politicians toured Jardine Matheson Group businesses, Wellcome, Mannings, and Hongkong Land, during a visit to Hong Kong. The delegation was led by the Speaker of the Pyithu Hluttaw (Lower House of Parliament in Myanmar), The Right Honourable Thura U Shwe Mann.

Wellcome Chief Executive Officer Lim Boon Cheong introduced the delegation to Dairy Farm’s leading retail practices during their tour of Wellcome and Mannings’ Causeway Bay stores. Hongkong Land Chief Executive Y K Pang then met the delegation in Exchange Square and showed them some of the major projects that Hongkong Land manages and has under development. The delegation also visited the Central Monitoring Centre and the Hong Kong Stock Exchange.

The tours were followed by a short presentation about the Group in the Penthouse of Jardine House and lunch with Directors and the senior management of several Group companies.

Meetings for Lord Powell in Guangzhou and Jakarta

Matheson & Co. Director Lord Powell met with leading officials during visits to Guangzhou and Jakarta.

While in Guangzhou to address the Jardine Matheson Group’s Asia-Pacific Regional Board, Lord Powell met with Guangdong Province Party Secretary and CCP Politburo member Hu Chunhua. The two have met twice before when Mr Hu, who is the youngest member of the Politburo, was Inner Mongolia Party Secretary. In their latest meeting, discussions focused on the Chinese Government’s recently announced economic reform programme, as well as the Group’s businesses in Guangdong.

During his visit to Jakarta, Lord Powell met several of the likely candidates in Indonesia’s forthcoming Presidential elections. These included Jakarta Governor Djoko Widodo (Jokowi) who has since become a confirmed Presidential candidate.
Keeping their customers at heart has underscored the outstanding results of the winners of the 2014 Pride in Performance (PIP) Awards.

Marketing Excellence from Maxim’s Arome Bakery Wins Grand Prize

The Grand Prize and Marketing Excellence category award for 2014 were won by Maxim’s Arome Bakery for its excellent achievement in repositioning the brand and generating superb profit growth.

When Maxim’s Group acquired Arome Bakery in Hong Kong in 2008, 13 out of 48 stores were trading at a loss. Maxim’s reinvented Arome as a premium Japanese bakery, while cleverly minimizing the initial investment in store renovations. The rebranding campaign covered the entire business spectrum, as well as the opening of 14 new concept stores. The results were dramatic. Sales revenue rose by 80% in three years to stand at HK$411 million (US$52.7 million) by the end of 2013 and profits increased 3.4 times in the same period. Arome’s 62 stores are now trading profitably.

TRAC-Astra Takes Customer Engagement to New Level

When the expansion of Indonesian mini-market chain, ALFAMART, to 5,700 stores created delivery problems, Astra subsidiary, TRAC-Astra Rent a Car (TRAC), came up with a bold plan. Instead of just leasing trucks to ALFAMART, TRAC decided to take over the chain’s entire truck delivery system and transform itself into an integrated logistics and transportation enterprise. Taking customer engagement to a new level, TRAC radically reorganized its internal operations to meet the chain’s demanding delivery schedules. TRAC now services 22 ALFAMART centres around Indonesia, utilizing 1,540 vehicles and achieving transactions of Rp210 billion (US$17.9 million).

Astra Honda Motor Project Inspiring Talent Development

In a pioneering initiative, Astra Honda Motor (AHM) worked with the Ministry of Education and Indonesia’s vocational high schools to create a talent development programme, ‘Get Smart with the Red Wings’, that offers a ‘Honda curriculum’ for students interested in a career as skilled mechanics. The project meets AHM’s corporate social responsibility agenda and provides a sustainable solution to shortages of skilled labour. With over 1,800 dealers, 3,600 service stations and 7,500 parts shops throughout Indonesia, AHM needs to recruit 2,700 skilled mechanics annually. Currently 116 schools run the ‘Get Smart’...
programme, but AHM plans to enrol 1,400 by the end of 2016.

**Innovative Ideas from Hongkong Land and Gammon Partnership**

A Hongkong Land and Gammon partnership successfully re-created The Forum at Exchange Square as a highly desirable piece of real estate. Hongkong Land came up with the vision of a new Forum to be leased as Hong Kong’s first single-tenant ‘boutique’ office building, and negotiated additional space, enabling a 29% increase in lettable area. Meanwhile Gammon devised creative solutions to overcome the site’s constraints, and built a larger yet lighter structure. Today the new Forum is home to Standard Chartered Bank, which has signed a 12-year lease. In total, the building is expected to contribute in pre-tax profit to Hongkong Land, an exceptional performance of 32% more than targeted and ten times more than the old Forum.

**Superior Growth at JLT Private Client Services, Singapore**

JLT Private Client Services (PCS) in Singapore used the strategy of aggregating small but significant initiatives covering every aspect of its business to become the dominant player in the Asian private ‘bancassurance’ market. PCS’ first major break came when it was appointed sole global provider of HSBC Insurance’s proprietary high-end Universal Life (UL) product, Jade. Further initiatives led to more appointments including signing up over 90% of major private banks in Asia. Over three years PCS has grown its revenue by 286% to US$54 million and its profits by 283% to US$20 million and is now recognized as the industry’s pre-eminent player.
Zung Fu Celebrates Momentous Milestones
New Strategic Partnership for JEC

Jardine Engineering Corporation (JEC) has entered into a strategic partnership with Chung Hing Engineers Ltd (Chung Hing), a leading engineering specialist contractor in the critical facilities sector in Hong Kong, Macau and mainland China. Chung Hing offers installation contracting and provides operating and maintenance services.

“The goal of the partnership is to combine Chung Hing Engineers’ competencies and competitive advantages with JEC’s expertise and resources, to take on the increasing business opportunities presented by the growing critical facilities sector,” explained JEC Chief Executive Wilson Kwong.

Meanwhile, JEC has been awarded a contract by the Drainage Services Department to upgrade transfer pipes and compressors for the Yuen Long Sewage Treatment Works in Hong Kong. JEC will provide design, upgrade, supply, installation, testing and commissioning services for the project, which aims to further enhance biogas handling facilities to meet the growing safety and environmental issues of sewage treatment works.
Broadening the Brand at Jardine OneSolution

Jardine OneSolution (JOS) has been broadening its brand in Singapore, Hong Kong and mainland China.

In Singapore, JOS Distribution and SiS Technologies Pte Ltd, which JOS acquired three years ago, have joined together as one organization with the launch of a new brand identity, IXIX Distribution. In Hong Kong, SiS International Ltd, which is also owned by JOS, has changed its name to IXIX Distribution Ltd. The Roman numeral 'IX' represents longevity according to Chinese folklore and the new brand, IXIX Distribution, reflects an ongoing commitment to 'Distributing Value in Asia' while giving employees an identity they can continue to build on in the long term.

Meanwhile in Malaysia, Parliament has commissioned JOS Malaysia to replace its outdated personal computers with tablets to increase the efficiency of parliamentary meetings. The service contract includes the rental of 250 Sony tablets at a total value of RM1.65 million (US$509,000). JOS Malaysia stood out from its competitors by offering a crucial value-added ten-minute resolution of problems aided by an engineer stationed at all parliamentary meetings.

Hongkong Land Issues US$400 Million 10-Year Notes

Hongkong Land has issued US$400 million 10-year Notes, the proceeds of which will be used for general corporate funding requirements.

DBS Bank Limited, The Hongkong and Shanghai Banking Corporation Limited, and Standard Chartered Bank acted as Joint Lead Managers and Joint Bookrunners for the offering. The Notes will pay a coupon of 4.625% per annum while the reoffered price has been set at 99.328% to yield 4.71% per annum.

“This issue again strengthens the group’s capital structure by further extending the overall tenor of our debt,” said Hongkong Land Chief Financial Officer John Witt. “The strong support from both regional and international institutional investors underlines the credit fundamentals of Hongkong Land, now in its 125th year.”

THACO Launches Locally Assembled Peugeot

Truong Hai Auto Corporation (THACO), in which Jardine Cycle & Carriage holds a 32% interest, has launched its first locally assembled Peugeot car since signing an agreement with Peugeot last year, at a ceremony held at the National Convention Center in Hanoi.

The Peugeot 408 is the initial stage of the co-operation agreement between THACO and Peugeot, which also gives THACO exclusive distribution of Peugeot cars in Vietnam. The Peugeot 408’s warranty period is three years or over 100,000 kilometres and THACO has already opened seven Peugeot showrooms offering sales, warranty and maintenance services in the major cities of Hanoi, Ho Chi Minh City, Thai Nguyen, Vinh and Binh Duong, with a further two due to open by the end of 2014.

“With many competitive advantages such as performance and safety, the Peugeot 408 will bring high value to customers,” said THACO President and Director of Passenger Car Division, Bui Kim Kha. “We also expect the car to become the pre-eminent competitor in the midsize sedan segment in Vietnam and successfully compete with other luxurious international marques.”
Guardian Malaysia Launches E-store

Guardian Malaysia has launched its own E-store, https://online.guardian.com.my with the objective of providing shoppers with a whole new experience in shopping, from health and beauty products, to personal daily essentials.

The Guardian E-Store offers 6,000 products for online purchase with plans to add new lines and relevant seasonal offers in further phases. Deliveries can be made to Peninsular Malaysia, Sabah and Sarawak within three to five days of online orders being placed, while purchases of RM200 and above enjoy free delivery within Peninsular Malaysia and a nominal fee of RM10 only for delivery to East Malaysia.

“Guardian Malaysia’s new E-store offers many attractive promotions such as 1-Day Sales, Monthly Best Buys, e-vouchers and exclusive gifts.”

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Groundbreaking Ceremony for New Astra Headquarters

The groundbreaking ceremony for a new headquarters building for Astra has taken place in Jakarta.

‘Menara Astra’, which is located in the central business district, is expected to become an iconic building in Indonesia’s capital city. The 47-storey Grade A office tower will be constructed to the ‘Platinum’ standard for green buildings and will include a convention hall that can accommodate 1,000 people, an executive lounge, a helipad and three storeys of retail space. As well as accommodating Astra’s head office, space in the tower will be leased to other companies.

Menara Astra represents a new milestone for Astra in its 56-year history. It marks Astra’s entry into the property market and reflects the group’s commitment to the development of Indonesia.

Wellcome Hong Kong Campaign Reinforces Freshness Image

Wellcome Hong Kong has held a ‘happiness of freshness’ campaign to strengthen its freshness image and reflect its ongoing dedication to providing fresh produce, seafood and meat for its customers.

A thematic television commercial portrayed different characters including a loving family, a sweet couple and a cheerful girl enjoying a variety of fresh offerings and their benefits. The lively voice-over was by famous host and DJ Kitty Yuen. In addition, Wellcome Hong Kong turned its Facebook page into a classroom by inviting famous online chef Candy Tsui to host the ‘Fresh Classroom’ on three consecutive Fridays, teaching customers how to handle fresh food.

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Wellcome Hong Kong’s ‘happiness of freshness’ campaign.
Horses Receive Special Care from Jardine Aviation Services

Jardine Aviation Services (JAS) successfully handled 56 horses for Emirates airline on their arrival in Hong Kong from Leige Airport in Belgium.

A total of 24 horse-stalls each containing two to three horses were unloaded from the aircraft in pairs, delivered to the gate, and then to the airport’s Livestock Handling Centre with the tractor operator driving slowly and carefully to avoid any heavy or sudden movement. JAS also played an important role in co-ordinating with different parties such as the Immigration Department and Hong Kong Jockey Club and in preparing visitor permits etc. to ensure that the whole operation went smoothly.

Following their handover to the Hong Kong Jockey Club, the horses were delivered by trucks to AsiaWorld-Expo to participate in the international show-jumping event, the Longines Hong Kong Masters 2014.

Another ‘Green’ Title for Astra Honda Motor

The all new Honda BeAT-FI motorcycle, which is manufactured by PT Astra Honda Motor (AHM), has been voted the ‘Greenest Product’ by the Indonesian Ministry of Environment after it was ranked first among 11 new motorcycles in the motorcycle category of the ’Best Motor Vehicle Exhaust Emissions’ for 2013.

AHM also won the Greenest Product title in 2012 for the Honda Supra X 125 Helm in PGM-FI. Data from the Indonesian Motorcycle Industry Association shows that AHM dominated the fuel-injected motorcycle market in the first 11 months of 2013, with total sales of over 3.2 million units.

Tollgate Improvements Enhance Indonesian Highway

As the operator of the Tangerang-Merak Toll Road, Astra company PT Marga Mandalasakti (MMS) has been renovating its tollgates as part of its commitment to provide road users with the best services in terms of smooth driving, safety and comfort.

The Tangerang-Merak Toll Road is unique in that its nine tollgates are of similar design to the main tollgate, the Cikupa Tollgate. To date, MMS has completed the renovation of Cikupa and the West Balaraja, East Serang, East Cilegon and Merak tollgates. Three more tollgates at West Serang, Ciujung, and West Cilegon are being renovated during 2014. Altogether MMS has invested Rp480 billion (US$43.2 million) for lane expansion on the Cikupa-West Balaraja section, lane addition, and the tollgate renovation.
Guardian Singapore Opens Largest Health & Beauty Store

Guardian Health & Beauty in Singapore has opened its largest ever store, Guardian Plus, at the Takashimaya Shopping Centre. The new flagship store, which is designed to help modern Singaporeans live healthily in the city, encompasses Guardian’s widest array of exclusive health and beauty brands.

The Guardian Plus store includes a dedicated team of four in-house specialists offering customized shopping assessments and an explorative ‘Play, Trial & Test’ area where shoppers can try out the latest beauty products and bestsellers. Guardian Plus also carries the largest baby section of all Guardian Health & Beauty stores in Singapore, providing a wide range of products to cater for different parenting needs.

“There are a lot of people in our store asking for health and beauty products now, especially the younger generation,” said Guardian Health & Beauty Chief Operating Officer Sarah Boyd. “The plethora of new and exclusive health-led beauty offerings at Guardian Plus dovetails nicely with this growing trend.”

JLT Extends Global Services

Jardine Lloyd Thompson (JLT) has extended its global services with new developments in Hong Kong, Malaysia and Argentina.

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In Hong Kong, JLT has acquired Lambert Brothers Holdings Limited, an independent insurance and employee benefits broker. This will add to JLT’s Marine, Employee Benefits and Corporate business capabilities, both in Hong Kong and the region.

“There is a strong cultural and commercial alignment between the two businesses with clear opportunities to exploit our specialty strengths,” explained JLT Asia Chief Executive Officer Duncan Howorth.

In Malaysia, JLT has launched its second Shared Service Centre to provide support across the 12 territories where the group has a presence in Asia. The new Centre reflects the rapid growth and expansion of JLT’s business in Asia and follows JLT’s first shared service centre, which was established in Mumbai, India in 2006.

Meanwhile, JLT Re Argentina has been established in Buenos Aires to maximize the potential of Argentina’s strategically important and dynamic economy. The business will bring the group’s specialty-led skills and innovative solutions to some of the largest and most exciting companies in Argentina.
Maxim’s Group – Innovating and Delivering Food Excellence
Maxim’s Group – Innovating and Delivering Food Excellence

For almost 60 years, Maxim’s Group, in which Dairy Farm holds a 50% interest, has led the way in setting the standards for Hong Kong’s exciting and constantly evolving restaurant and food industry. Founded in 1956 by brothers ST and James T Wu as a western restaurant, and then expanding to pioneer the concept of Chinese restaurants with western service, Maxim’s has grown to become Hong Kong’s leading restaurant and catering company, innovating and introducing new cuisine and dining trends while staying true to its traditional foundations and passion for food and service excellence.

Today Maxim’s operates over 840 outlets in Hong Kong, China and Vietnam serving more than 645,000 customers a day, with a diverse portfolio of over 70 brands comprising Chinese, Asian and European restaurants, fast food outlets, cake shops, coffee shops, Japanese chain restaurants and institutional catering. In 1980, it made history by establishing the first Sino-Foreign joint venture in mainland China and now delivers air catering services in 11 cities there through joint ventures. Maxim’s is also renowned for its range of festive products, including the award-winning ‘Maxim’s Mooncake’.

Since 2000, Maxim’s has undergone a period of significant transformation. The group has refreshed and redefined some of its older brands to create a more contemporary look while launching new concepts including simplylife, Dondonya, arome bakery room, URBAN BAKERY and M&C.DUCK to attract younger and more affluent customers. At the same time, it has introduced renowned international brands to Hong Kong including Starbucks, Lawry’s The Prime Rib, Genki Sushi and IPPUDO. Over the last decade, Maxim’s has also established a significant presence in mainland China, which it first entered in 2005 with flagship cake shop, Mei-Xin Cakes, as well as move into Vietnam in 2013 with Starbucks.

Maxim’s vision is to become one of Asia’s leading food and beverage companies.

“We want to nourish Asia with our quality food offerings,” said Maxim’s Group Chairman and Managing Director Michael Wu, “and create the most satisfying and memorable dining experiences for our customers.”

Arome Bakery entered the Jardine Matheson Group’s Pride in Performance Awards for the first time in 2014 and carried off the Grand Prize and Marketing Excellence category award for its brand makeover campaign.
Essential Ingredients for Success

A key driver of Maxim's success has been its ability to respond to the changing tastes and demands of Hong Kong’s increasingly sophisticated consumers.

“You cannot just be ‘good’ anymore as there are so many competitors. Customers vote with their wallets, and you can only succeed if you innovate, provide a great experience and get them to return,” explained Michael Wu.

Whether establishing a new brand or redefining an existing one, Maxim’s has insisted on three essential ingredients – that the concept should be unique, sustainable and scalable.

“A concept has to be unique. Even if it is inspired by an existing one – it can be adapted and made your own,” said Mr Wu. “To be sustainable it must have the potential for long-term business development and not be just a fad, and to be scalable, the prospect for growth in terms of many outlets, rather than just a few.”

Location is another important factor particularly in Hong Kong where rents and overheads are so costly.

“Rents are so high and often unaffordable for restaurant operators. We need to be the ‘last man standing’ by generating higher sales than our competition and being able to make at least a slight profit when others cannot survive,” added Mr Wu.

A recent example of Maxim’s creative ability in establishing unique brands is M&C.DUCK, its latest Chinese restaurant concept, which made its debut at Harbour City in Tsim Sha Tsui in December 2013. M&C.DUCK is the modern evolution of one of the group's original and much-loved restaurants, ‘Peking Garden’, which opened in 1978 and has consistently won global acclaim for its ‘Barbecued Peking Duck’.

“Maxim’s Chinese Cuisine team conceived M&C.DUCK to bring young customers traditional Barbecued Peking Duck in a chic, contemporary environment,” explained Mr Wu. “Appropriate to the youthful and vibrant theme, the servers are dressed in casual uniforms with a distinctive duck logo, which is also on the custom-made cutlery. Even the chopstick stands are in the form of a duck. This energetic amalgamation of east and west highlights M&C.DUCK as a brand that strives to break through old boundaries and offer a new, innovative experience.”

Another example of how a brand can be established and then developed in response to market demand is Maxim’s most recent bakery concept, URBAN. Established as a supermarket concession in 2012, URBAN sold one million of its namesake croissants in less than a year and in late 2013 opened URBAN BAKERY WORKS at The Landmark Atrium, as a ‘hip’ and urbane cafe where European street culture meets art.

“We have positioned URBAN BAKERY WORKS as a gastronomic lab and playground where the culinary team creates edible works of art blending the latest culinary techniques with global ingredients,” explained Mr Wu. “This novel bakery/lab concept is further supported by exclusive menu items which we believe will re-define Hong Kong’s contemporary Euro-cafe experience.”
Maximizing Brand Success in Mainland China

Maxim’s entered the mainland China market in 2005 with its trusted Mei-Xin Cakes brand and since then has steadily grown its presence in first and second-tier cities. From the bakery plant and flagship outlets initially established in Guangzhou and Shenzhen, there are now more than 100 Mei-Xin Cakes stores bringing the finest bakery products to Southern China.

Following on from the success of Mei-Xin Cakes, Maxim’s has introduced several of its other brands to mainland China. In 2010, simplylife BAKERY CAFÉ was established in Shenzhen under the name ‘Xing Mei Le’ and has since expanded to five outlets in Shenzhen and Guangzhou, delighting customers with its European flare. Meanwhile Genki Sushi Hong Kong, which Maxim’s had acquired in 2006, also opened its first store in Shenzhen in 2010, followed by Guangzhou in 2011 and Hangzhou, Shanghai and Beijing in 2013.

Premium conveyor-belt sushi brand sen-ryo has established a presence in Shanghai as part of Maxim’s plan to launch this popular sushi dining culture in different parts of China and since its first footprint in 2013, IPPUDO now has ten outlets in four major mainland China cities.

Forty years after its establishment as one of Maxim’s first Chinese restaurants in Hong Kong, the enduring and popular Jade Garden opened in Guangzhou in 2011, followed by branches in Shenzhen and Shanghai in 2013. Its sister brand, Mei-Xin Garden, also opened its first outlet in Guangzhou last year.

“We are building on our success in Hong Kong and promoting lifestyle dining experiences in mainland China both with brands developed or represented by us,” said Michael Wu. “We have already established a significant presence in Guangzhou and Shenzhen and are currently in full gear to develop the Shanghai and Beijing markets as well as second-tier cities such as Hangzhou and Chengdu. Our brands are an affordable luxury for the rising Chinese middle-class and there are plenty of opportunities for growth.”

Maxim’s also played a significant role at both the Beijing Olympics in 2008 and the Shanghai World Expo in 2010. The group was the official caterer at the equestrian events for the Olympics, which were held in Hong Kong, while at EXPO in Shanghai it promoted the unique culinary culture of Hong Kong by hosting a massive food hall where it offered a wide array of Hong Kong, Asian and Western dishes.

Quality Seal for Maxim’s Mooncake

Maxim’s award-winning ‘Mooncake’ has been the bestselling mooncake in Hong Kong for 16 consecutive years.

Maxim’s award-winning ‘Mooncake’ has been the bestselling mooncake in Hong Kong for the past 16 years and is a good example of the highest standards of quality applied by Maxim’s to all its food products. Maxim’s Mooncake is the first local brand to be granted the ‘HK Q-Mark Award’ by the Federation of Hong Kong Industries and is accredited with the International standard for food safety, HACCP (Hazard Analysis Critical Control Point), as well as ISO 9001:2008 and ISO 22000:2005 certification.

Maxim’s Mooncake is available in over 80 countries and cities and has evolved from two initial flavours, white and yellow lotus seed paste, to the current wide range of products, which includes low-sugar, snowy and cartoon mooncakes. Produced at Maxim’s state-of-the-art food production centre in Tai Po, the mooncakes are made using high quality lotus seeds from Lake Xiangtan in Hunan in a tightly controlled and monitored baking process. A metal detector, UV sterilization device, and water-testing machine are all employed to ensure the quality of Maxim’s Mooncake.
Building International Partnerships

In acquiring existing local brands or building franchise partnerships with international brands, Maxim’s looks for businesses that share the same values. They must excel with quality, put customers first, inspire innovative ideas, motivate a people-oriented culture and maintain integrity with prudence.

From its first international partnership with Starbucks in 2000, Maxim’s portfolio of international brands reflects the diverse interests in cuisine in Hong Kong from Lawry’s The Prime Rib to Japanese conveyor-belt sushi brand Genki Sushi and noodle chain IPPUDO. The most recent addition is USA brand The Cheesecake Factory with which Maxim’s has entered into an exclusive licensing agreement that provides for the development of some 14 restaurants over the next decade in Hong Kong, Macau and mainland China, and other areas of the region as opportunities arise. What will be the first Cheesecake Factory in Asia is expected to open next year.

Having successfully built its Starbucks franchise from the opening of the first store at Exchange Square in Hong Kong in 2000 to more than 130 stores

Nurturing Maxim’s Talent

Since its earliest days, Maxim’s has encouraged a people-oriented culture aimed at nurturing the potential and talent of its staff, which today numbers more than 22,000.

The group recently took staff training and development to a new level with the establishment of Maxim’s Academy, which offers a spectrum of modules designed to enhance the different management skills of its pool of talent. Altogether more than 30 courses for various levels of staff are available in six sectors – People Management, Business Acumen, Customer Service, Personal Effectiveness, Operational Excellence and Workplace Ethics.

“Leadership is all about talent and teamwork,” said Michael Wu. “We emphasize the entrepreneurial spirit – creativity, determination and delivery of results. We also require our senior executives to have strong ethics and sound business and financial acumen.”

As part of its strategy to attract and then retain the best people, Maxim’s aims to motivate and inspire its staff and to create a sharing and learning environment. This includes offering specialized training such as the ‘Cake Specialist Certification Programme’, which provides staff at Maxim’s Cakes with enhanced product knowledge, customer service skills and problem-solving techniques. Maxim’s training professionals also act as strategic partners to formulate different learning solutions to help businesses attain their goals, and through ongoing training programmes for staff, ensure their long-term career development within the group.

Maxim’s Academy offers management skills modules as well as on-the-job training to different levels of staff to cater for the group’s business expansion needs.

With a modern management style and many of its frontline staff born in the 1980s and 90s, Maxim’s has fully embraced various social media platforms such as Whatsapp and Facebook to enhance staff communications and create an enjoyable workplace.
Maxim’s Cares

Since its earliest days, Maxim’s has been committed to helping the community through a wide range of philanthropic work and staff volunteering. The group has been a big supporter of the Jardine Matheson Group’s mental health charity MINDSET and is one of the top ten donors annually to The Community Chest. In recent years, Maxim’s core Corporate Social Responsibility programme has centred on the key objectives of ‘Poverty Alleviation’ and ‘Waste Not’.

In 2009, it became the first bakery chain in Hong Kong to initiate surplus food donation, and last year, with the territory-wide participation of over 220 of its outlets, achieved a record donation of 1.2 million items of surplus bread to 72 charities. Since 2012 Maxim’s has partnered with ‘Feeding Hong Kong’ and ‘Food Angel’ to facilitate the collection of surplus food from its outlets and its delivery to charities. These two volunteering platforms have subsequently attracted some 4,000 volunteers from 90 multinational corporations, SMEs and universities, as well as Maxim’s own team of 400 staff volunteers.

Another core programme, ‘Kiddy Heart Canteen’, which was set-up in 2013, is the first community canteen in Hong Kong targeting deprived children and their families. Canteens in four centres provide some 200 healthy meals five nights a week, along with reading and parenting guidance.

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The first flagship Starbucks store in Vietnam opened in Ho Chi Minh City in 2013, bringing the unique Starbucks experience to this coffee-loving country.

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Gammon Achieves New Levels of Excellence

Gammon has achieved new levels of environmental excellence by becoming the first ‘PAS 2050’ certified company in Hong Kong and winning two major awards at the 2013 Hong Kong Awards for Environmental Excellence (HKAEE).

As a sustainability pioneer in Hong Kong, Gammon invited the British Standards Institution to conduct a comprehensive assessment regarding the carbon footprint of the company’s ready-mixed concrete products based on the requirements of the well-recognized international standard PAS 2050:2011. Following an exhaustive assessment, 25 Gammon ready-mixed concretes were verified as qualified. As a result, Gammon stands out in the industry as the first PAS 2050 certified company in Hong Kong.

Gammon’s commitment to implementing green environmental measures and management was also recognized at the 2013 HKAEE when for the fourth year since the awards were established in 2008, the company received a Gold Award, this time for its Airport Authority Hong Kong Contract P533 Midfield Concourse Works, a project requiring total solution capability and environmental strategies. Gammon also carried off the Green Innovation Award (Certificate of Merit) for its innovative green treatment of marine mud for in-situ backfilling.

Gammon was presented with the awards, which are organized by the Environmental Campaign Committee, at a ceremony attended by the Chief Executive of the Hong Kong SAR Government, C Y Leung. It also participated along with its client, the Airport Authority, in a TVB Jade programme which highlighted the environmental achievements of Gammon and the other prizewinners, and shared its expertise at two subsequent HKAEE Experience Sharing Seminars.

Enterprise Award for Hactl

Hong Kong Air Cargo Terminals Limited (Hactl) has won the Enterprise Award organized by The Chartered Institute of Logistics and Transport in Hong Kong. This biennial award, which had ‘Service Excellence’ as its theme, recognizes outstanding institutions in the logistics and transportation industries.

Hong Kong International Airport is the busiest in the world in terms of the tonnage of air cargo handled, and of the 2.36 million tonnes that passed through it in 2013, 60% was handled by Hactl, which works closely with the Airport Authority to measure key indicators of its performance in areas such as timing and safety.

“We believe that only by constant evaluation can we understand our strengths and weaknesses better, and hence implement strategies for improvement,” explained Hactl Chief Executive Mark Whitehead. “We are delighted with the recognition by independent experts that this award reflects and I would like to dedicate it to our frontline staff who work tirelessly towards satisfying our customers’ needs.”
High Ratings for Wellcome Taiwan’s Green Efforts

Wellcome Taiwan has once again been rated as ‘Superior’ for pesticide residue by the Council of Agriculture, Executive Yuan.

Wellcome Taiwan has voluntarily participated since 2006 in this daily system of inspection of its vegetables and fruit for pesticide residue, in order to assure its customers of the safety of the products from its Fresh Production Center.

In another development, Wellcome Taiwan’s Chu Pei Liu Chia store has been certified as a ‘Low Carbon Green Store’ by Hsin-Chu County Government. The store scored 99.2 out of 100 in the evaluation of environmental protection and energy saving efforts in its chill/freezer facilities, air-conditioning, lighting, energy-saving architecture, energy management, and creative ideas.

LED lighting in its display units is just one of the environmental measures implemented by Wellcome Taiwan’s Chu Pei Liu Chia store.

Environmental Recognition for Astra Palm Oil Plantations

Four of the palm oil plantations of Astra subsidiary, Astra Agro Lestari (AAL) Group, have been presented with environmental awards by the Indonesian Minister of Environment, Balthasar Kambuaya, at a ceremony held in Jakarta.

PT Letawa, PT Pasangkayu, PT Gunung Sejahtera Dua Indah, and PT Sari Aditya Loka 1 achieved the ‘PROPER’ awards for their performance in environmental management and were all rated ‘Green’, the second-highest category. In addition, 14 other subsidiaries of AAL Group received PROPER awards in the third ranked ‘Blue’ category.

Activities undertaken by the plantations have included tree planting and familiarizing the public with the importance of caring for nature, as well as the creation of conservation areas to help preserve biodiversity.

Four Astra Agro Lestari (AAL) Group plantation managers with their PROPER environmental awards and, centre, AAL Department Head of Safety, Health and Environment Selamet Riyadi.

7-Eleven Hong Kong carried off the ‘Best Promotion Campaign’ award at the 2013 Asian Licensing Awards for its ‘Monsters University Redemption Campaign’. The awards are the highest accolade in the licensing business in Asia.

Twelve years after ‘Monsters Inc.’, the sequel, ‘Monsters University’, was one of the most sought-after movies of 2013. 7-Eleven Hong Kong grasped this business opportunity to create a massive and highly successful redemption campaign featuring ten celebrated characters from both Monsters University and Toy Story. The premium product line-up along with an integrated marketing strategy resulted in an overwhelming demand for the products.

The Asian Licensing award was the ‘icing on the cake’ for 7-Eleven Hong Kong which had already won two Gold awards in the ‘Best Viral Marketing’ and ‘Best Mobile Site’ categories at the Mob-Ex Awards 2013 and a Bronze award in the ‘Excellence in Launch Marketing’ category of the Marketing Excellence Award 2013.
Stars All Round for Mandarin Oriental

Eleven Mandarin Oriental Hotel Group (MOHG) restaurants have been recognized in the 2014 Michelin Guides with a total of 16 Michelin stars – more than any other hotel group in the world.

MOHG also attained among the highest rankings for its hotels, restaurants and spas in the 56th annual ‘Oscars’ of the hotel industry, the Forbes Travel Guide Five & Four Star Awards, with a record of 13 hotels being awarded. Of particular note, MOHG’s flagship property Mandarin Oriental, Hong Kong achieved quadruple Five Star ratings across all three categories for its hotel, spa and two of its Michelin-starred restaurants, Pierre and the Mandarin Grill. It is one of only three hotels worldwide to receive this honour.

The group’s second Hong Kong property, The Landmark Mandarin Oriental also achieved Five Stars for its hotel, spa and two Michelin-starred restaurant Amber. It joins Mandarin Oriental, Las Vegas and Mandarin Oriental, Miami as three of only nine hotels worldwide to hold this prestigious honour, the most of any other hotel group. In addition, out of 41 Forbes Five Star Spas, ten are Spas at Mandarin Oriental, more than any other hotel company.

Moments restaurant at Mandarin Oriental, Barcelona, headed by renowned chefs Carme Ruscalleda and Raül Balam, retained its two Michelin star status in the 2014 Spanish Guía Michelin.

Meanwhile, Amber claimed fourth spot in the S. Pellegrino Asia’s 50 Best Restaurants, and was nominated as the Best Restaurant in China. Amber, listed at number 24, was also the only Hong Kong restaurant on the prestigious ‘World’s 50 Best Restaurants’ list this year, while Dinner at Mandarin Oriental Hyde Park, London claimed the fifth spot.

Major Awards for Maxim’s Genki Sushi and IPPUDO

Maxim’s Group brands Genki Sushi and IPPUDO have received major awards at the Hong Kong ICT Awards 2014, which are organized by the Office of the Hong Kong SAR Government’s Chief Information Officer. Genki Sushi’s ‘Member Recruitment and Loyalty App’ was awarded the ‘Best Mobile Apps (Mobile Marketing) Silver Award’ while ramen noodle franchise IPPUDO received ‘Best Business Solution (Product) Gold Award’ for its launch of a comprehensive mobile marketing solution.

Genki Sushi’s App is a hugely popular and successful marketing innovation in the F&B industry. It transforms paper membership cards into a mobile application, saving both the paper itself and the costs associated with a paper membership. Meanwhile, IPPUDO’s mobile marketing solution uses innovative patent-pending Hybrid Sonic and Bluetooth Low Energy technology, which includes a presence detection system that covers the majority of smart devices, to locate customers near IPPUDO outlets and engage them with lucky draws and rewards. Since its introduction, registration on IPPUDO’s ‘Passport’ virtual stamp programme has doubled.

Centre left: Vitus Wong, Maxim’s Group Co-Head of Japanese Chain Restaurants, along with his team, receives the awards for Genki Sushi and IPPUDO.
A Tally of Four Awards for TAM

Toyota Astra Motor (TAM) achieved a tally of four accolades at the ‘Net Promoter Customer Loyalty Awards 2013’, which recognize excellence in the areas of marketing, customer loyalty, and performance.

Through the Net Promoter Score assessment system, TAM achieved accolades in the Compact SUV, SUV, Hatchback and Sedan categories for the Toyota Rush, Toyota Fortuner, Toyota Yaris and Toyota Vios respectively. The Toyota Yaris and Toyota Rush were also top of their respective categories, the Toyota Yaris for the third consecutive year.

‘Trusted Company’ Title for FIFGROUP

Astra company PT Federal International Finance (FIFGROUP) has achieved the title of ‘Indonesia Trusted Company 2013’ for its implementation of Good Corporate Governance (GCG) practices.

The award, which was jointly presented by the Indonesian Institute for Corporate Governance and SWA Magazine, was made following a survey on the Corporate Governance Perception Index among publicly listed companies, state and regionally-owned enterprises, and private companies. A total of 12 aspects were assessed including commitment, transparency, accountability and responsibility. Stakeholders such as analysts and investors also evaluated the extent to which companies listed on the Indonesia Stock Exchange could be categorized as having properly implemented GCG practices.

Jardine OneSolution (JOS) has received a raft of awards around the region.

Recognized for its prominent position as Asia’s leading provider of integrated IT solutions, JOS was once again selected as one of the ‘Strategic 100’ by MIS Asia, the region’s leading IT management magazine, and named one of the ‘Regional 20’ IT companies.

In Hong Kong, JOS was the only winner of the Symantec Strategic Project Award for implementing the largest single project in terms of deal size for the vendor. The project commissioned by PricewaterhouseCoopers amounted to some HK$10 million (US$1.29 million). Meanwhile, major partner HP also awarded JOS numerous accolades for its top performance.

In Singapore, IXIX Distribution, a member of the JOS Group, has won the Canon Top Distributor Award, while JOS Distribution Malaysia edged out key competitors to achieve ‘Top SMB Distributor’ for Dell’s Enterprise Solutions Group in 2013. Finally in mainland China, JOS has been awarded Apple’s ‘Top Solution Reseller’ award for its outstanding integrated communications and technologies and solutions.
Security Accolade for Astra President Director

Astra President Director Prijono Sugiarto has become the first private company executive in Indonesia to receive an award for his commitment to and support for the development of the security industry in the country. The award was presented by Indonesia’s National Police Chief General Sutarman at the commemoration of the 33rd anniversary of the Indonesian Security Unit.

Astra’s concern for security affairs intensified following the riots of May 1998 and it subsequently set up its own Corporate Security Center to oversee security for the group.

An Astra Emergency Response Unit comprising non-security employees was also established. In early 2000, the business sector felt an increasing need for further security and Astra responded by forming a security services company, PT Sigap Prima Astrea.

Astra regularly sends its security personnel on training programmes to aid career development and to create a sense of pride in their profession. Managerial training programmes are also made available as well as courses to support security professionals such as VVIP Protection Escort and Search and Rescue under the umbrella of the National Search and Rescue Agency.

Awards Sweep for Jardine Motors

Jardine Motors has won a number of prestigious awards across its dealerships in the United Kingdom (UK).

The team at Wolverhampton Audi was named top Audi Dealer in the UK by the manufacturer for an unprecedented second year in a row, with Liverpool Audi receiving a ‘Progress Award’ for best improved dealer in its region. Welwyn Garden City Land Rover also achieved ‘the double’ by being named Land Rover’s ‘Sales Dealership of the Year’ for the second consecutive year. The group’s Porsche Centre East London dealership topped Porsche GB’s dealer scorecard, while the Colchester and Cambridge Porsche Centres were ranked third and fifth respectively. Both Mercedes-Benz Colchester and Aston Martin Sevenoaks achieved the top spot for Sales Customer Satisfaction in their respective dealership networks. The Lancaster BMW and Mini Corporate Sales Department in Milton Keynes was one of only 14 in the UK to receive a customer service award from Zenith Vehicle Contracts, and Lancaster Volkswagen Harlow was named third best out of 205 Volkswagen dealerships in the UK.

Lex, the largest fleet company in the UK, also named Jardine Motors as runner-up in their Dealer of the Year awards, while further distinction was achieved at the Annual Automotive Industry Digital Awards ceremony when the group was awarded Best Web Design for its UK website.
Walk Up Jardine House Raises Record Funds for MINDSET
On Mental Health from the Jardine Ambassadors

Walk Up Jardine House Raises Record Funds for MINDSET

Over 500 Jardine Matheson Group executives, staff from all business units, business associates, and families and friends joined forces to raise a record amount of over HK$3.8 million (US$490,000) for MINDSET in the annual Walk Up Jardine House. Participants ran, or walked, up 49 floors, covering 947 steps, to reach the Penthouse of Jardine House at a height of 600 feet.

Walk Up Jardine House 2014 consisted of individual and team races, as well as a mass walk following the awards presentation. The School Relay race featured seven teams from the schools participating in MINDSET’s Health in Mind programme.

Representatives from 29 of Jardines’ business associates participated in a relay race, while the Group itself fielded 24 teams made up of staff and friends in the Inter-Divisional relay races. There were 30 participants in the Individual races.

The Fancy Dress Award was won by Hong Kong Air Cargo Terminals (Hactl) for the sixth consecutive year, while awards for raising the highest amount of funds went to Dairy Farm and business associate Canon Hongkong.

Health in Mind Programme Events Empower Student Advocates

MINDSET Health in Mind programme students participated in two recent events designed to help empower them to become mental health advocates.

Led by Jardine Ambassadors, over 250 participants, including first year Health in Mind students, service users from Castle Peak Hospital, Caritas Hong Kong, Kwai Chung Hospital, the Mental Health Association of Hong Kong, New Life Psychiatric Rehabilitation Association and Po Leung Kuk came together in the annual City Orienteering event, which has proven to be an effective means of helping participants to better understand the need to remove the stigma associated with mental illness.

Divided into 46 teams, students and service users were required to interact through route planning, time management and problem solving to complete designated tasks at various checkpoints in Cha Kwo Ling, Diamond Hill, Lei Yue Mun, Sai Kung, Shau Kei Wan and Tin Hau. Through these activities, they learnt to accommodate each other’s points of view and accept their differences.

Meanwhile at a workshop on Self-Image and Eating Disorders led by Dr Antoinette Lee of the University of Hong Kong, Health in Mind students learnt the importance of having a positive self-image through interactive exercises and games. They also heard how anorexia and bulimia could affect a person’s mental wellbeing and that physical appearance plays a small part in making a good person – instead, it is their good character that counts.
Health in Mind Drama Contest Highlights Key Issues

Second year Health in Mind programme students highlighted some of the key mental health issues covered in various workshops and activities in the plays they wrote and performed for the 2014 Joint Schools Drama Contest.

A total of ten dramas were performed at the event imparting messages ranging from eating disorders, self-image and depression, to the correct attitude to be applied towards people with mental illness. All the entertaining and well put together performances fully demonstrated students’ understanding of mental wellbeing and their positive attitude towards people suffering from mental illness and were well received by their audiences.

Mini-MINDSET Day with Dairy Farm Singapore

Jardine Ambassadors and Dairy Farm staff hosted ten clients from Clarity Singapore Ltd, a charity that aims to help people struggling with various mental health conditions, to a tour of the Giant hypermarket at Tampines. The aim of the event was to give the clients, who often feel isolated in the community, an enjoyable outing, to encourage independent living skills, and enable some of the younger participants more ready to return to work, to better understand typical job functions in a hypermarket.

During the tour of the Giant store, the clients were introduced to the various departments and invited to sample food products prepared by promoters. Each client received a S$10 gift voucher to make purchases aided by their Dairy Farm hosts and Jardine Ambassadors. In addition, the group was taken for a tour around Giant’s warehouse to gain a deeper understanding of the job environment before tucking in to a buffet lunch. In appreciation of the occasion, the clients kept everyone entertained over lunch by showcasing their talents in song and dance.

First MINDSET Singing Contest for Service Users

Jardine Ambassadors organized the first ever MINDSET Singing Contest in Hong Kong at YMCA Wu Kai Sha Youth Village, as a platform to showcase the talents of the service users of local Non-Governmental Organizations.

Baptist Oi Kwan Social Service, Caritas Hong Kong, Castle Peak Hospital, Mental Health Association of Hong Kong, New Life Psychiatric Rehabilitation Association of Hong Kong and the Phoenix Clubhouse each nominated two representatives to perform as solo or group acts while their supporters participated with cheerleading routines. In addition to the panel of judges comprising MINDSET Steering Committee members, the audience also voted to help determine who would win the grand prize.

Competition was extremely keen but in the end the ‘Best Singer’ prize was won by S C Chan of Phoenix Clubhouse and the ‘Best Cheering Team’ by Caritas Wellness Link – North District.
New MINDSET Art Project to Create Positive Impact

MINDSET is to support a new initiative, which will help four Hong Kong non-governmental organizations in using different themed art projects to foster mental wellness and positive psychology for persons recovering from mental illness, as well as promote social harmony and the reduction of stigma.

MINDSET’s donation will amount to approximately HK$5 million (US$641,000) over a three-year period.

Participants in the MINDSET Art programme will be Caritas Hong Kong, Baptist Oi Kwan Social Service, New Life Psychiatric Rehabilitation Association and Castle Peak Hospital. Different themed art projects to suit their requirements in group or workshop formats will be designed to motivate service users to explore and learn through the creation and appreciation of art. Activities will include sand animation, photography as a medium of story telling, playback theatre and drama, music band sessions, singing, vocal jamming and puppetry.

Over 1,200 service users and 300 carers are expected to benefit from the 1,300 sessions of art activities which will be delivered over the three-year period of the project. Volunteers including Jardine Ambassadors will be recruited as helpers, participants and facilitators whenever appropriate so as to promote social inclusion. In addition, annual events including an Art Fun Day will be held to share the works produced and the results being achieved.

One Team, One Dream Wins Saigon Cyclo Challenge

Giant Vietnam won the 13th annual Saigon Cyclo Challenge with a team made up of participants from Jardine Matheson Group businesses in Vietnam – Dairy Farm, Hongkong Land, Jardine Lloyd Thompson and Schindler.

Under the banner of ‘One Team, One Dream’, Giant Vietnam not only won the racing competition after five years of taking part in the event, but was also crowned ‘Grand Champion’ based on its total scores for Cheerleading, Cyclo Decoration, Racing and Fan Votes.

The Saigon Cyclo Challenge is staged by the Saigon Children’s Charity (SCC), which was founded in 1992 to help disadvantaged children in Vietnam to escape poverty and access education. Since the inception of the popular event in 2001, it has brought sport, entertainment and fun to thousands of people and raised funds for SCC and the children it supports.

Giant Vietnam’s ‘One Team, One Dream’ celebrates its victory in the Saigon Cyclo Challenge.
Wellcome HK Sponsors Record ‘Beat the Banana!’ Charity Run

For the third consecutive year, Wellcome Hong Kong sponsored the ‘Beat the Banana!’ Charity Run, which this year attracted a record-breaking more than 2,000 runners and raised over HK$2.4 million (US$310,000) in donations to support cancer prevention research.

Organized by the World Cancer Research Fund Hong Kong (WCRF HK), the event included a five-kilometre ‘Elite Run’ and three-kilometre ‘Fun Run’. The one-kilometre ‘Kids Run’ introduced last year was separated into two categories to encourage even more kids to participate. Through voting on the WCRF HK Facebook page, five-year-old Tsang Lok Hei was crowned the first ‘Junior Banana Kid’. For every ‘Like’ received in the voting process, Wellcome Hong Kong made a HK$5 donation to WCRF HK. It also engaged all its 280 plus stores to encourage customers to make a $5 donation and then matched every dollar given.

Astra Supports Road Safety Culture

As one of Indonesia’s leading automotive groups, Astra has been actively supporting the National Road Safety Pioneering Movement, which was initiated by Indonesia’s National Police Traffic Corps to persuade the public to develop a road safety culture. During its launch in Jakarta, Astra Director Johnny Darmawan received an award in recognition of Astra’s road safety efforts from Indonesia’s National Police Chief General Sutarman.

Astra regularly conducts road safety awareness campaigns. For example, Toyota Astra Motor runs driving education programmes and since 2010, Astra Daihatsu Motor has worked with the Traffic Corps to raise public awareness on traffic discipline through ‘No Shoulder Driving’ and ‘No Texting’ campaigns. Each year, Astra Honda Motor (AHM) and the Honda main dealer network conduct some 800 safe riding education programmes for approximately 90,000 people. AHM has also collaborated with education agencies on a traffic ethics curriculum for school students in 22 Indonesian provinces.

Giant Malaysia Reaches Out to the Community

Working with ‘MyKasih’ Foundation, a non-profit organization, Giant Malaysia has been reaching out to the community over the last five years to provide food aid, health awareness, financial literacy programmes, children’s education, and skills training programmes to less fortunate Malaysians.

As Malaysia’s market leader in the retail industry, Giant’s strategically-located outlets nationwide support the MyKasih ‘Love My Neighbourhood’ food aid programme, which helps low income families with children and other dependents by giving them an RM80 per month allowance to shop at Giant. In total, Giant has contributed close to RM500,000 (US$155,630) to this programme, which to date has benefitted approximately 1,500 poor and needy families.

Giant Malaysia has also provided employment opportunities and training to MyKasih recipients to help them achieve a stable income so that they are no longer dependent on food aid. Of 40 MyKasih applicants who were interviewed recently by Giant, eight have been hired and started working at Giant outlets close to their homes.
Jardine Motors Forms Partnership with Whizz-Kidz

Jardine Motors UK has formed a partnership with Whizz-Kidz, a charity dedicated to transforming the lives of disabled children by providing motorized wheelchairs and the life skills they need to realize their full potential.

“Jardine Motors provides and services vehicles to help our customers stay mobile, achieving freedom and independence,” explained Chief Executive Mark Herbert. “The help that we can give Whizz-Kidz will enable them to directly improve the mobility, freedom and independence of disabled children.”

Initially this will involve staff fundraising throughout Jardine Motors’ dealerships and providing work experience placements for disabled youngsters. Further joint initiatives will be added as the partnership develops. As an extra surprise for the charity, Jardine Motors unveiled a brand new mobility vehicle for Whizz-Kidz at its annual conference held at Silverstone.

“This mobility van will make a tangible difference immediately. We are incredibly grateful for Jardines’ support and can’t wait to get started,” said Whizz-Kidz Chief Executive Ruth Owen.

Meanwhile, PT Isuzu Astra Motor Indonesia (IAMI) has designed a programme called ‘Isuzu Shares Knowledge’ in keeping with the ‘Astra Shares Knowledge’ initiative launched two years ago. The activity began with an IAMI Team sharing knowledge on ‘Fire Control & Fire Fighting’ to some 23 students at a vocational high school in Bekasi, SMK Satria Nusantara. During the two-hour session, the students were taught what to do in the event of danger, particularly how to prevent and how to fight fire with simple techniques.

In 2014, there will be 40 hours of Isuzu Shares Knowledge sessions with the aim of enhancing the knowledge of participating students, especially of skills not taught in schools, and helping them to be more useful to society.

Astra Projects Help the Community

Astra has been helping the community through two recent projects – one to assist flash flood victims and the other to educate students on fire fighting.

Following flash floods in Manado in January, Astra, through its Nurani Astra programme, provided assistance with cleanup operations by donating relief supplies and equipment which included wheel loaders, dump trucks, excavators, a generator, pumps and dinghies. This followed on from initial short-term relief such as food, clothing, medical treatment, and victim evacuation by the Astra Search and Rescue Team. Post disaster relief was also handed out in response to an assessment of needs.

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Volunteers from PT Isuzu Astra Motor Indonesia share their knowledge on fire control and fire fighting with students.
Jardine Shipping Services Enhances Port Agency Development
Jardine Shipping Services Enhances Port Agency Development

Jardine Shipping Services (JSS) has held a series of three workshops designed to enhance the growth of its Port Agency services. The JSS in-house developed programme aimed to equip employees with the techniques required to deal with customers proactively, effectively and efficiently, while standardizing skill sets throughout the group’s operations in different markets.

The first workshop targeted heads of Port Agency operations and focused on leadership; the second took the form of a series of one-day training sessions for second and third-tier operations staff with a view to enhancing their professional skills, attitudes and capacity in using JSS’ newly developed IT infrastructure – ‘Sylph’. The third phase was a One-day Practical Communication Skills Workshop for service staff stationed across Asia, including operations and boarding officers, and in a subsequent extension, JSS employees from Liner Agency, Freight Management and other business lines too.

“This is the first time that we have mobilized our internal resources in facilitating and delivering training workshops and it has turned out to be a huge success,” said JSS Human Resources Director Jonathan Wu. “Everyone found the training easy to understand and the case studies highlighted very useful and applicable.”

Senior Management Appointments

Peter Beynon has rejoined the Group and succeeded Dr Wong Yit Fan as the Jardine Matheson Country Representative for Myanmar. Dr Wong, who took up his position in mid-2012 and successfully established a Jardine Matheson representative office in Myanmar, stepped down at the end of March. Mr Beynon, who previously worked for the Group for 20 years from 1982 to 2002 in a variety of roles, has relocated to Yangon from the Middle East where he had been based for the past several years.

Jardine Lloyd Thompson (JLT) has appointed Bala Viswanathan as Group Chief Operating Officer. Mr Viswanathan, whose operational and business architecture skills in developing and running JLT’s shared services in Mumbai and more recently, Malaysia, have helped operating companies transform, will drive forward strategies on operational efficiency. He has relocated from Mumbai to London where he will also be joining the JLT Group Executive Committee.

Meanwhile, Puneet Satyawadi has replaced Mr Viswanathan as Chief Executive Officer of JLT India.

‘Showtime’ at Dairy Farm Singapore

Management and staff of Dairy Farm Singapore (DFSG) along with top suppliers and stakeholders came together for an evening of team spirit, camaraderie and partnership at the group’s annual dinner and dance event, which showcased DFSG’s 2013 accolades and achievements under a ‘Showtime’ theme.

The occasion included the presentation of ‘Best Service’ and ‘Operator’ and ‘Long Service’ awards to long-serving staff in recognition of their dedication, commitment and professionalism. These were headed by Tan Ah Phuan, Fong Lai Ying, and Lee Yuet Kheng Doris who have each given 45 years of dedication and loyalty to Dairy Farm.

Other highlights were the ‘Dairy Farm’s Got Talent’ Season Two and the inter-business dance competition. The evening ended on a high note with a look ahead at Dairy Farm Singapore for 2014.
JLT Asia HR Initiatives Aid Communication

Jardine Lloyd Thompson (JLT) Asia has introduced several initiatives, which are aiding communication and the development of skills.

‘my WorkLife’ is a global Human Resources system for JLT that has been modified to meet the region’s diverse needs. It will link JLT in Asia to colleagues around the world as well as enable services such as the managing and tracking of leave online, and the updating of personal and bank details and addition of dependents for medical benefits. In the future, it will also allow appraisals and performance management to be reviewed.

A WorkLife team has been based in Kuala Lumpur to look after personal Human Resources needs and WorkLife queries for JLT Asia.

In another initiative, JLT Asia has introduced Dale Carnegie Leadership Training in Singapore. During the course of the first two-day session, participants from across Asia learned about different types of leadership, and the ways of communicating, leading and coaching teams.

Also in Singapore, a new Employee Engagement Initiative, ‘Kopi with Ah Huat’ has been launched. In these monthly sessions, ten employees from all levels and functions have an informal discussion with the Managing Director of JLT Singapore Retail, Goh Chye Huat, over a cup of ‘Kopi’ (coffee). During the sessions, the employees who are from different groups each time, are given the opportunity to ask the management questions while in turn, Mr Goh is able to share JLT’s plans for the future.

Challenging Boot Camp for Jardine Restaurant Group in Taiwan

Jardine Restaurant Group in Taiwan has held its first ever Boot Camp catering specifically for KFC and Pizza Hut area coaches with the collaboration of the YUM! Training, Operations and Human Resources teams.

A cold front came in just as the Boot Camp got underway at Aspire Resort, adding a severe physical challenge to the four-day, three-night experience. Beginning with team-building activities, the Boot Camp included morning workouts and training sessions covering the subjects of ‘Myself’, ‘My Team’ and ‘My Area’. Under the guidance of instructors, participants achieved a deeper understanding of their own characteristics as well as how to implement operational scrutiny and on-site inspections. In the evenings, they were given different challenges such as timed hoop shooting, trivial questions, and staging a talent show. The finale of the camp involved a personal commitment on operational planning for 30, 60, and 90 days.

“In spite of the weather, the participants, with high spirits and steely determination, never wavered and completed all the assignments and challenges,” said KFC Taiwan Operation Director Grace Chiang. “They came away reinvigorated and motivated and confident that they will break new ground in their jobs.”
Painting Captures Enduring Spirit of the Jardine Matheson Group

A painting of Jardine Matheson Group Chairman Sir Henry Keswick and three senior directors, Simon Keswick, Lord Leach and Robert Kwok, by renowned British artist John Wonnacott is now hanging in the Group’s London office.

The painting is based on a piece by famous 19th Century artist George Chinnery entitled ‘On Dent’s Veranda’, which was painted in 1842 and depicts foreign traders at leisure in Macau. In his painting, Mr Wonnacott has captured the Chairman and the three senior directors, who between them have a combined service to the Group of over 180 years, relaxing in the 48th floor Penthouse of Jardine House in Hong Kong. It is intended as a celebration of the enduring success of Jardines since the company was founded in 1832.

Mr Wonnacott, who trained at the Slade School of Fine Art, has exhibited widely. In 1997, he painted the British Prime Minister John Major and in 2000, the British Royal Family in a 12-foot tall artwork. He was also the 2005 winner of the Ondaatje Prize for portraiture.

Selection of Jardine Foundation Postgraduate Scholars 2014

A total of 11 postgraduates have been selected to receive Jardine Foundation Postgraduate Scholarships to study at the Universities of Oxford and Cambridge for the academic year commencing in October 2014.

Of these, four are 2013 postgraduate Scholars who, following a one-year Master’s course, successfully re-applied for a further scholarship to enable them to undertake a Doctorate. Of the 2014 scholarships, two have been awarded under the joint scheme run by the Jardine Foundation in conjunction with the University of Indonesia. In total there are six scholars from Indonesia, and one each from Hong Kong, mainland China, Singapore, Thailand and Vietnam.

Four of the scholarships have been awarded under a new joint initiative, the Jardine-Oxford Graduate Scholarships, whereby Jardine Foundation will contribute 60% of the funds and the University of Oxford, 40%. “This collaboration with Oxford University will support graduate students of the highest calibre from across the countries where Jardines is represented,” explained Sir Ivor Roberts, Chairman of the Foundation’s Scholarship Committee and President of Trinity College, Oxford. “The first scholarships have been awarded to applicants who have demonstrated excellent academic ability and are expected to go on to contribute to the world as leaders in their field.”
Following an extensive refurbishment in 2007, Mandarin Oriental, Munich (MOMUC) was well placed to move a profitable business to a new level. Its vision was ‘to be recognized as the best luxury boutique hotel in Europe’ and its mission, to enhance revenue.

Teamwork was essential to success and involved all MOMUC’s staff. One particular aim was to attract more leisure guests to the 73-room hotel with the predominant focus on the USA, Middle East, Central and Eastern Europe (CIS) markets. A review of the sales team led to the recruitment of two key resources – one an Arabic-speaking Middle East sales specialist and the other a Russian-speaking CIS specialist.

“Both individuals play a vital role in guest relations and are generating significant contributions to revenue growth,” explained General Manager Wolfgang M Greiner.

Another goal was to identify underused space within the hotel to maximize revenue. An area in the lobby was converted into BistroMO, a chic brasserie serving international cuisine. At the celebrated Restaurant Mark’s, which has held a Michelin star for nine consecutive years, new attractions such as its ‘Opera’ and ‘Nobu’ promotions have also proved hugely popular.

“Being located close to Munich’s Opera House, we offer opera-going guests a variety of options including the opportunity to dine with world-renowned opera stars,” said Mr Greiner.

In another innovative move, MOMUC opened its rooftop terrace, which boasts stunning views over Munich, to the wider public and created a ‘China Moon’ theme for the summer season and ‘The Alm’, an alpine log cabin offering an authentic Bavarian dining experience, for the wintertime.

“The Alm’ first opened in October 2010 and we were overwhelmed by the response,” said Mr Greiner.

At all times, team work has been paramount. New colleagues are carefully selected to ensure they integrate with the existing team and key leaders have been appointed to inspire young colleagues. Another critical success factor has been the sharing of ideas and results and Mr Greiner meets colleagues he does not see regularly due to their working hours, in ‘night owl’ or ‘housekeeping breakfast’ sessions to exchange views.

MOMUC’s strategy has paid off. In 2009, the hotel’s average room rate was €419. By 2012, it had achieved its goal of a rate above €600 and by April this year the rate stood at €686. Currently MOMUC is one of Mandarin Oriental Hotel Group’s best performing assets and was recently named number two in both ‘Top Hotel’ and ‘Luxury Hotels’ in Germany in the 2014 TripAdvisor ‘Travellers’ Choice Awards’. The hotel has also announced that it is to further strengthen its market-leading position in Munich through the construction of a mixed-use complex on an adjacent site. This will comprise 19 luxury branded Residences at Mandarin Oriental, 51 additional guestrooms and many other facilities including a spa, fitness centre and swimming pool.

“We could never have achieved all this without our team,” said Mr Greiner. “We believe that our results underline our success. We have accomplished our mission and are well on our way to realizing our vision.”
Please address your comments or suggestions regarding Thistle to the Thistle Editor, c/o Group Corporate Affairs, Jardine Matheson Limited, 48/F Jardine House, Central, Hong Kong gca@jardines.com

Thistle is published by Jardine Matheson Limited on behalf of the Jardine Matheson Group.