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Jardine Restaurant Group – Stimulating Tastes in Asia
As we enter the Chinese New Year of the Goat, it is an appropriate time to apply ‘fresh thinking’ to our businesses and the challenges they are facing in the wide range of markets where we operate. In both mature and emerging markets, technological innovation, political and regulatory changes and evolving demographics are just some of the factors that are impacting our businesses, requiring us to apply different thinking or new approaches to enhance performance and maintain our leadership standing. Our track record of success is proof that we do have the ability to overcome such challenges. So now, more than ever, we must have the confidence to seek out, explore and apply fresh ideas and strategies.

It is this ability to take a wider perspective that we are seeking in Group businesses that have submitted entries for the 2015 Pride in Performance Awards, and we shall look forward to sharing their successful business cases once the winners have been selected and announced.

Meanwhile, our feature on pages 14-19 looks at Jardine Restaurant Group’s recipe for success and reflects on its growth over the past 45 years to its position today as one of the leading restaurant groups in Asia with over 680 outlets and more than 21,200 employees.

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Group Enhances Relationships with China Entrepreneurs
Group Enhances Relationships with China Entrepreneurs

Jardine Matheson will participate in the annual conference of the Yabuli China Entrepreneurs Forum, which will be held in Yabuli, Heilongjiang between 28th February and 2nd March with the theme ‘Market, Rule of Law and Innovation’. The Group will be represented by Adam Keswick, Group Deputy Managing Director who will take part in a high level dialogue with Fosun Group Chairman Guo Guangchang, where they will discuss the development of the financial markets within mainland China.

Mr Keswick has recently been appointed a director of the Yabuli China Entrepreneurs Forum (CEF), the most influential group of entrepreneurs in mainland China representing the majority of Chinese Fortune 500 companies. The appointment reflects the Jardine Matheson Group’s growing economic participation in mainland China and its relationships with leading Chinese enterprises, such as Vantone Group in the Wangfujing project in Beijing and Longfor Properties in Chongqing.

“It is a great honour for Jardines to be welcomed into this select group. In many ways it signifies that Jardines is now considered an integral part of the business community in China,” said Mr Keswick who joins 68 other well-known industry leaders as a director of CEF, including Lenovo Group CEO Yang Yuanqing, China Vanke Chairman Wang Shi, and Alibaba Group Founder and Executive Chairman Jack Ma.

The primary objective of the Yabuli China Entrepreneurs Forum is to promote the ease of doing business in mainland China, and its views are often taken into consideration by the Chinese Government when formulating economic policy. Its annual conference at Yabuli, now in its 15th year, has subsequently become known as the ‘Chinese Davos’ and is a significant platform for discussion on the development and progress of China’s economy.

Last October, Mr Keswick, accompanied by Jardine Matheson (China) Chairman David Hsu, also attended the second Yabuli CEF board meeting in Huizhou, Guangdong, which provided further opportunity to enhance Group relationships with businessmen and entrepreneurs. Among the issues discussed and debated were various aspects of the property market in China.

Photo opposite: Centre: Jardine Matheson Group Deputy Managing Director Adam Keswick, who is a newly appointed director of the Yabuli CEF, with, left, Yabuli CEF Founder and Chairman Tian Yuan and, right, Chairman and CEO Taikang Life Insurance Co, Chen Dongsheng.

PIP Awards 2015 Focus on ‘Fresh Thinking’

The focus of the Pride in Performance (PIP) Awards Programme 2015 is on how Jardine Matheson Group businesses are applying ‘fresh thinking’ to meet current market challenges.

“Our track record of success is proof that we have the ability to think differently,” said Group Managing Director Ben Keswick. “Evolving and shifting markets mean that now, more than ever, we must have the confidence to seek out, explore and apply fresh ideas and strategies.

“In this year’s PIP Awards, we want to know how Group businesses and their teams have applied different thinking or a new approach to an existing business challenge that has resulted in improved performance.”

In each of the five categories of ‘Customer Engagement’, ‘Inspiring Talent’, ‘Marketing Excellence’, ‘Innovative Ideas’, and ‘Superior Growth’, judges of the 2015 PIP Awards will be looking at how Group businesses are taking a wide perspective. Submissions have already been received and the category winners will be announced on 9th March 2015.
For the first time, the Jardine Matheson Group’s annual Asia Pacific Regional Board (APRB) meeting was held in Hong Kong.

Board members, country chairmen and chief executives of the Group’s main listed companies came together for a full-day conference to discuss accomplishments across the Group over the past year, and to consider the strategic direction of Group companies.

Guest speakers at the APRB meeting included Dr Fred Neumann, Co-head of Asian Economic Research at HSBC, who spoke about economic trends in the Asian countries where Jardines has a business presence, and Oxford University Professor Rana Mitter, who addressed the gathering on the history of the People’s Republic of China and shared some transcripts of Jardine Matheson-China relations from the 1940s. McKinsey Asia Chairman Kevin Sneader also gave a presentation on evolving Asian consumer trends and changes in consumer preferences in the region.

Front row centre: Jardine Matheson Group Chairman Sir Henry Keswick flanked by, right, Managing Director Ben Keswick and left, Deputy Managing Director Adam Keswick and other participants at the APRB Meeting.

Former Indonesian President Visits Jardine House

The former President of Indonesia, Susilo Bambang Yudhoyono, paid a visit to Jardine House in Hong Kong where he and his delegation were entertained to lunch in the Penthouse by Jardine Matheson Group Managing Director Ben Keswick and senior management.

During the event, Group directors spoke of Jardines’ history and current presence in Indonesia with the former President, who was accompanied by Djoko Suyanto, former Coordinating Minister for Legal, Political, and Security Affairs, Erwin Sudjono, former Indonesian National Armed Forces Chief of Staff, Dipo Alam, former Cabinet Secretary, and Dino Patti Djalal, former Deputy Foreign Minister. In turn, Mr Yudhoyono gave his views on Indonesia and reiterated his support for Jardines in the region.

Fifth left: Jardine Matheson Group Managing Director Ben Keswick and senior management with, sixth left, the former President of Indonesia, Susilo Bambang Yudhoyono and his delegation.
Lord Sassoon Hosts Chinese Leaders in London

Jardine Matheson Group Director Lord Sassoon, in his role as Chairman of the China-Britain Business Council (CBBC), hosted dinners for Chinese Vice Premier Ma Kai and Jiangsu Governor Li Xueyong during their separate visits to London.

Vice Premier Ma was in the UK capital for the annual China-UK Economic and Financial Dialogue with the Chancellor of the Exchequer, George Osborne. During the visit, Group

Lord Sassoon Meets Vietnam Leaders

Jardine Matheson Group Director Lord Sassoon has visited Vietnam to meet Government leaders and tour the Group’s business interests there. During his visit, Lord Sassoon was received by Deputy Prime Minister Nguyen Xuan Phuc, Politburo Member and Chairman of Vietnam’s Fatherland Front, Nguyen Thien Nhan and Deputy Head of the Central Economics Commission, Nguyen Xuan Cuong.

In the ensuing discussions, Lord Sassoon reaffirmed the Group’s commitment to building on its almost US$500 million investment in Vietnam, specifically in the automotive and retail sectors in the context of the ASEAN Economic Community, which will be created during 2015.

Government leaders spoke of the challenges of increased competition as Vietnam signs free trade agreements with other countries, but also of greater opportunities through better market access, a more transparent business environment, tax privileges and a relaxation of certain government policies in the areas of business and investment. In addition they expressed their ongoing support of the Group’s current and future investment projects in Vietnam.

Astra President Director Wins Top Award

Astra President Director Prijono Sugiarto was named ‘Asia Business Leader of the Year’ at the CNBC 13th Asia Business Leaders Awards, which were held in Singapore. He is the first Indonesian business leader to have won the prestigious award. Mr Sugiarto was cited for his “exceptional leadership skills, innovative strategies and focus on long-term growth, which helped make his vision for his company a reality.”

The CNBC Asia Business Leaders Awards celebrate and recognize leaders who have helped shape the Asian economy and who will continue to lead Asia’s growth in the years ahead.

Mr Sugiarto, who beat 47 other finalists to win the award, said that it was the result of the hard work of all Astra employees which helped him to achieve the common goal.

Chairman Sir Henry Keswick and Lord Sassoon attended a lunch hosted by HRH The Duke of York at Buckingham Palace, and Lord Sassoon also joined Vice Premier Ma for a private visit to the British Museum.

Governor Li was in London for a ‘Jiangsu Comes to You’ Conference aimed at promoting bilateral trade and investment, mainly in the areas of science and technology.
Hongkong Land Chief Executive Leads Delegation to Guangdong

In his capacity as Chairman of the Hong Kong General Chamber of Commerce, Hongkong Land Chief Executive Y K Pang led a 40-member delegation to Guangdong, where they met with senior government officials in the province.

Communist Party Secretary of Guangdong Hu Chunhua told members that he was optimistic that trade liberalization measures could be further expanded to strengthen co-operation between Guangdong and Hong Kong, and that the implementation of the Guangdong-Hong Kong-Macao Free Trade Zone would be a key element in driving closer co-operation.

Mr Pang responded by saying that Hong Kong businesses were also eager to cultivate closer business ties between the locations.

From left: Hongkong Land Chief Executive and Chairman of the Hong Kong General Chamber of Commerce, Y K Pang with Hu Chunhua, Communist Party Secretary, and Zhu Xiaodan, Governor, Guangdong.

Lord Powell in Discussions with China’s Vice President

During a recent visit to Beijing, Matheson & Co. Director Lord Powell met with China’s Vice President, Li Yuanchao. This was their sixth meeting and discussions covered China’s economic reform programme as well as Hong Kong and international issues.

While in Beijing, Lord Powell gave a dinner in honour of former Chinese Vice Premier Li Lanqing together with his son and daughter and other former colleagues, to celebrate Lord Powell’s and the Jardine Matheson Group’s long-standing relationship with Mr Li. The event was also attended by Jardine Matheson (China) Chairman David Hsu, Group Chief Representative Adam Williams and Senior Adviser Madam Liu.

Left: Matheson & Co. Director Lord Powell meets with China’s Vice President, Li Yuanchao.

Midnight Gun Ushers in 2015

The traditional Jardines’ Midnight Gun Salute to the New Year was fired by Mrs Debra White, wife of Jardine Matheson Group General Counsel Giles White, who will be retiring at the end of July after six years in the position.

Prior to joining the Group, Mr White was Asia Managing Partner of the international law firm, Linklaters, where he worked for more than 20 years.

The traditional ceremony in Causeway Bay has become a popular local event since the Gun was first fired on the New Year’s Eve after the end of World War II. The event is often covered as a countdown to the New Year by local television and radio stations.

Mrs Debra White fires the Midnight Gun to mark the beginning of 2015 watched by her husband, Jardine Matheson Group General Counsel Giles White and Managing Director Ben Keswick and his wife, Martha.
200th Scholarship Milestone for Jardine Foundation

The Jardine Foundation has achieved a significant milestone with the award of its 200th scholarship since it was established in 1982.

The goal of the Foundation, which was set up by the Jardine Matheson Group to mark its 150th anniversary, is to give back to the countries where the Group operates by supporting students who show leadership potential to attend selected colleges at Oxford and Cambridge universities. Initially the scheme, which is regarded as one of the most significant scholarship programmes at Oxbridge, was for undergraduates only, but was extended in 2013 to also include postgraduates.

“The award of our 200th scholarship is a major milestone for the Jardine Foundation,” said Chairman of its Scholarship Committee and President, Trinity College, Oxford, Sir Ivor Roberts. “We will continue to help fine young individuals from predominantly Asia achieve an exceptional foundation in life.”

Reflecting the Group’s business interests, Jardine Scholars have come from mainland China, Hong Kong, Indonesia, Japan, Malaysia, the Philippines, Singapore, Thailand and Vietnam. The first scholarship to a mainland China student was awarded in 1996 and since then, there have been a further 30 Chinese scholars.

Charles He from mainland China, who went up to Trinity College, Cambridge in 2012 to read Engineering, has been awarded several prizes for his excellent academic performance including the Percy Pemberton Prize for the most outstanding first-year graduate. He says that studying at Cambridge has been a unique experience.

“In the past two years, I represented my College in the novice boat race, led societies that promote culture and charity, and designed training software for British Cycling. Now I am off on yet another adventure, to the American continent, thanks to the prestigious Cambridge-MIT Exchange programme. These opportunities have truly enriched my understanding of the world.”

The first Jardine Scholar from Indonesia went up to Oxbridge in 2004 and has been followed by a further four undergraduate recipients. A special scheme set up with The University of Indonesia in 2013 has resulted in seven postgraduate scholarships also being awarded and next year will be extended to Universitas Gadjah Mada.

Puti Geniki Lavinia Natih of Indonesia achieved her MPhil in Development Studies at Trinity College, Oxford as a postgraduate Jardine Scholar and is now being supported by the Foundation through her DPhil in Social Policy. “I hope that when I return to Indonesia, I can pursue my aspirations towards an academic career and be of use to Indonesia and her people,” she said.

As the Group grows its business operations in emerging markets such as Cambodia and Myanmar, it is exploring the possibility of also recruiting potential Jardine Scholars from these locations.

“These scholarships make a real contribution to the countries where we operate,” said Group Managing Director and Jardine Foundation Scholarship Committee Member Ben Keswick. “They not only give outstanding students the benefits of the unique qualities of an Oxbridge education, but also nurture their potential as future leaders.”

This is borne out by the achievements of Jardine Scholars over the years, with many of the early Scholars now reaching middle age and established as highly respected senior members of their professions.
Hongkong Land Beijing Wangfujing Project is Named ‘WF CENTRAL’
Hongkong Land Beijing Wangfujing Project is Named ‘WF CENTRAL’

Hongkong Land has named its debut flagship commercial project in Beijing, ‘WF CENTRAL’. Located on a prime site on Wangfujing Street, Dongcheng District, WF CENTRAL will offer some 50,000 square metres of luxury retail space as well as a Mandarin Oriental hotel.

The name WF CENTRAL refers to both the historical heritage of Wangfujing Street in the heart of Beijing and to the birthplace of Hongkong Land in 1889 – Hong Kong’s Central district.

“Drawing from the success of LANDMARK – our leading retail complex in Hong Kong – and the shared vision of Hongkong Land and Dongcheng District government, WF CENTRAL will become the premier shopping and lifestyle destination in Beijing,” said Hongkong Land Chief Executive Y K Pang at the naming ceremony, which was held as part of the 4th Beijing Wangfujing International Brand Festival (IBF).

In addition to unveiling the official project name, Hongkong Land opened the show suite for WF CENTRAL and launched the leasing campaign for the project. It also hosted a forum as part of the three-day IBF titled ‘Diversified Factors in Building a Successful World-class District’ during which industry experts from around the world, as well as municipal and local government representatives, shared their experiences and insights with some 200 delegates.

Photo opposite: At the naming ceremony of WF CENTRAL, Hongkong Land’s debut flagship commercial project in Beijing, are, from left: Zhao Li Zong, Deputy Director, Beijing Municipal Commission of Commerce; Y K Pang, Chief Executive, Hongkong Land; Yang Liu Yin, Party Secretary, CPC Committee, Dongcheng District; and Raymond Chow, Executive Director, Hongkong Land.

Topping-out of Maxim’s Centre

Maxim’s Group has held a topping-out ceremony to celebrate the completion of the overall structure of its new headquarters building, Maxim’s Centre, which is located in Cheung Sha Wan, Kowloon. The 24-storey office tower is due for completion in March 2015.

At the topping-out ceremony are from left: Thomas Ho, Chief Executive, Gammon Construction; Graham Allan, Group Chief Executive, Dairy Farm; Michael Wu, Chairman and Managing Director, Maxim’s Group; Ben Keswick, Managing Director, Jardine Matheson Group; James Wu, Honorary Chairman, Maxim’s Group; Adam Keswick, Deputy Managing Director, Jardine Matheson Group; Wilson Wu, Executive Director, Maxim’s Group; and Neil Galloway, Group Finance Director, Dairy Farm.

Latest Prestigious Projects for Mandarin Oriental

The new Residences at Mandarin Oriental, Bangkok, will be located on the Chao Phraya River diagonally across from the hotel.

Mandarin Oriental Hotel Group (MOHG) has announced two new prestigious projects.

In Bangkok, MOHG will brand and manage 146 luxurious Residences at Mandarin Oriental that will be developed as part of ICONSIAM, a mixed-use project located diagonally across the Chao Phraya River from the legendary Mandarin Oriental, Bangkok. As well as the benefits of the luxury hotel experience, residents of the 52-storey Residences at Mandarin Oriental will also have access to a variety of additional leisure and dining facilities.

In Dubai, MOHG is to manage a luxurious urban resort, which is due to open in 2017.

Mandarin Oriental, Dubai will be located on the waterfront at Jumeirah Beach Road and will offer 200 luxurious rooms and suites, which will include 12 exclusive over-the-water villas, accessible via a private bridge. The hotel will also feature a signature pier-top restaurant with dedicated docking facilities for private yachts and a spectacular ballroom with glass walls.
Cycle & Carriage Automotive Showroom Features Latest Mitsubishi Models

The latest models from Mitsubishi are on display at the newly refurbished Cycle & Carriage (C&C) Automotive showroom at 239 Alexandra Road in Singapore.

The new showroom, which boasts 3,500 square feet of space, enough to display eight cars, embodies the long-standing relationship of 37 years between C&C and Mitsubishi and heralds a new commitment to that collaboration.

“Our investment in this new showroom reflects our belief in Mitsubishi and its ability to produce stylish, well-engineered and popular cars,” explained C&C Director of Operations Alvin Ang. “It also reflects our commitment as the authorized distributor to taking care of our customers’ needs, from their first contact with Mitsubishi right through the span of their ownership experience.”

The new premises will showcase four exciting Mitsubishi models including the latest Outlander 2.4 7-Seater SUV.

Dairy Farm Moves into Philippines Health & Beauty Sector

Dairy Farm is establishing a presence in the Philippines Health & Beauty sector through the acquisition of a 49% stake in Rose Pharmacy Incorporated, a family-run business with a network of 238 stores.

“The move represents a decisive step forward in Dairy Farm’s strategy of building a Health and Beauty business that is truly pan-Asian. The Philippines Health and Beauty sector is already a multi-billion dollar category and is likely to see rapid growth as income levels rise across the country.

“We have a shared belief that the combination of Rose Pharmacy’s market knowledge and Dairy Farm’s category expertise will make us a formidable force in all parts of the Philippines,” said Dairy Farm Group Chief Executive Graham Allan.

Subsequent to the acquisition, Charlie Bettencourt has been appointed Chief Executive Officer of Rose Pharmacy from his position with Dairy Farm Vietnam where he was in charge of the merchandise departments of its Food and Health & Beauty businesses.

A Rose Pharmacy store at the Lachmi Shopping Mall in Davao City.

Significant Milestones for JEC

Jardine Engineering Corporation (JEC) has achieved two significant milestones with the award of a major contract in Thailand and the formation of a joint venture in mainland China.

JEC Thailand has been awarded its largest ever Mechanical & Engineering (M&E) contract for the supply, installation, and testing and commissioning of air-conditioning and ventilation, electrical and communication, sanitary and fire protection systems for Bangkok International Trade & Exhibition Centre Phase 2 (BITEC 2) and Bhiraj Tower at BITEC, a 29-storey, Grade-A office building. The total cost of the M&E system for the project is approximately THB1.52 billion (US$46 million), a record for JEC Thailand.

After decades of collaboration, JEC and Cummins (China) Investment Company Limited have established a joint venture to provide one-stop gas power generation solutions in mainland China. With its head office located in Shanghai, Cummins Jardine Energy Solution will offer world-class energy efficient and environmentally friendly power solutions to its customers.
Jardine Shipping Services Extends Network in Mainland China

Jardine Shipping Services (JSS) has expanded its branch network in China through Jardine United International Shipping Agencies Ltd (JUNISA), a joint venture with Shenzhen United International Shipping Agency Co Ltd.

JUNISA has opened three new branches in Eastern and Northern China, in addition to its ten-branch network in Southern China, which covers major cities such as Shenzhen, Guangzhou, Shantou, Dongguan, Nanning, Fangcheng and Zhanjiang. The three latest branches are located in Shanghai, Tianjin and Qingdao.

Speaking at the opening of the Shanghai branch office, JSS Chief Executive Calvin Lim said, “Not only has JSS opened this branch in Shanghai, but we have also set up a platform for our business expansion in China. More importantly, we have created a vehicle that services JSS customers better.”

Groundbreaking Ceremony for Gammon Rail Project in Singapore

The groundbreaking ceremony has been held for Gammon’s latest rail project in Singapore – the design and build of Mayflower Station on the Thomson Line. Guests of honour at the event included Prime Minister Lee Hsien Loong.

Gammon, which has also won the contract to build Havelock Station on the same line, has been involved in building Singapore’s infrastructure since 1980 including stations at Marina Bay and Chinatown.

“We were awarded this latest project based on our alternative design where we redesigned the footprint of the station together with enhanced architectural features,” explained Gammon Chief Executive Thomas Ho. “We realized that there is a high percentage of elderly residents and have taken the opportunity to use the new footprint to enable pedestrian friendly flow in and out of the station. As a further bonus, we have been able to provide additional areas for commercial use.”

The groundbreaking ceremony for Mayflower Station was an opportunity for Gammon to reinforce the importance of its partnership with all stakeholders.

Official Launch of Astra Aviva Life

PT Astra Aviva Life has been officially launched and is now selling and distributing life insurance products in Indonesia.

The company wants to help customers ‘enjoy today, dare to dream, and live the dream’ by leveraging Astra’s strong reputation, deep knowledge of Indonesian customers and distribution network with Aviva’s world-class technical expertise. Its aim is to become a top five life insurance company in Indonesia.

“We will draw on the strength of our parent companies – Astra’s experience and network as a national leader for 57 years in Indonesia and Aviva’s experience as a world-class insurer with 300 years of heritage,” explained Astra Aviva Life President Director Philip Willcock. “Together we have all the resources to achieve our aspirations.”

At the press launch of PT Astra Aviva Life are from left: Vice President Director Auddie A Wiranata, President Director Philip Willcock, President Commissioner Gunawan Genusahardja, and Vice President Commissioner Khor Hock Seng.
Expanding Horizons for Jardine Lloyd Thompson

Jardine Lloyd Thompson (JLT) has expanded its horizons with the capture of a new contract in Latin America and the launch of a joint venture in India.

In Latin America, the reinsurance business launched by JLT in Argentina in 2014 has collaborated effectively with JLT’s wholesale ‘Power’ team in London to win a strategically significant new client. With the help of JLT Argentina’s Matias Rosales, the team were able to demonstrate the benefits of a package deal covering all plants operated by Pampa Energia, Argentina’s leading power generator, versus a number of stand-alone deals with different trading partners. Benefits included better pricing, standardization and improvements to policy conditions. Subsequently, JLT’s local operation has been invited to participate in a number of other placements.

Meanwhile, JLT Independent, India, a joint venture between JLT and Sunidhi Group, has opened for business. The company will offer solutions for sectors including energy and marine, employee benefits (group health), liability (cyber), credit and political risks, aviation, reinsurance, construction and property. It aims to be among the top five insurance brokers in the market by 2018 through organic growth and selected opportunities as they arise.

“We will focus on emerging markets and India is a key part of this,” said JLT Group Chief Operating Officer Bala Viswanathan. “We see strong growth opportunities, especially in the employee benefits sector.”

Jardine Motors Opens Milton Keynes Audi Dealership

Jardine Motors has opened a new Audi dealership in Milton Keynes, representing a major investment of US$12 million.

Built according to the very latest ‘terminal’ design, Milton Keynes Audi dealership houses a 17-car showroom with a customer handover bay, a new concept Customer Private Lounge and an area dedicated to Audi Sport – all of which showcase breakthrough technologies to enhance the customer experience. The dealership also includes the most up-to-date covered drive-through service check-in lanes, plus a workshop facility comprising 18 fully integrated technician bays and a Ministry of Transport (MOT) test area with specialized lighting and tools providing the best possible hi-tech environment for the service and repair of Audi vehicles. Outside, there is space for over 100 Audi Approved used cars (double the capacity of the previous Milton Keynes Audi dealership) and parking for more than 300 cars.

“We are very proud of our new Audi dealership, which will employ 20 additional members of staff as a result of the relocation from our previous premises in the town, bringing our total number of staff to 90,” said Jardine Motors Chief Executive Mark Herbert. “Customers are at the heart of everything we do, and every one of us will do all in our power to deliver the premium level of service synonymous with Audi.”

Jardine Motors’ new state-of-the-art Audi dealership in Milton Keynes.
Astra Toll Road Commences Operations

The first section of the 40.5 kilometre-long Kertosono-Mojokerto toll road, which is operated by Astra subsidiary PT Marga Harjaya Infrastructure (MHI), has opened to vehicles. The 14.7 kilometre section is expected to ease traffic congestion around the city of Jombang, East Java especially between Kertosono and Ploso and Jombang and Kertosono. The new road is part of the national Trans-Java project, a collaboration between Government and business, which aims to improve the road infrastructure across Indonesia.

At a ceremony to mark the occasion, the new road was inaugurated by the former Public Works Minister, Djoko Kirmanto. The Governor of East Java, Regent Jombang Nyono Sukardi, who was also a guest, thanked the Central Government for building the highway and said that it would definitely accelerate economic growth in the Jombang area.

Although only the first section of the road is operating, MHI has implemented full support facilities including two highway patrol units, one ambulance, two tow vehicles, a rescue vehicle and a highway patrol. In addition, toll road users who need assistance and information can contact a call centre.

The tollgate and office have been specially designed to reflect local culture, but with a contemporary look, while 7,900 trees of different varieties and 48,000 plants have been planted along the sides of the road as part of a reforestation effort.

Mannings China Holds ‘Hand-in-Hand Day’

Mannings China joined in the spirit of 12th December, which was named ‘Hand-in-Hand Day’ in mainland China, generating an e-commerce shopping carnival. The event is derived from the fact that the double twelve date ‘1212’ looks like two people joined together ‘hand-in-hand’ and follows on from ‘Single Day’, which was held on the 11th November.

Targeting the younger generation, Mannings China launched its own Hand-in-Hand Day activities with Ali-pay and GF Bank. Shoppers were able to enjoy a 50% discount if making their purchases with an Ali-pay Wallet or GF Bank Credit Card. To meet the expected response, most Mannings China stores were open from 8am to midnight with all staff, including office staff, working as helpers, reflecting the co-operative theme of Hand-in-Hand Day.

The event proved a huge success breaking all previous sales records three times over.
Jardine Restaurant Group – Stimulating Tastes in Asia
Jardine Restaurant Group – Stimulating Tastes in Asia

For over 45 years, Jardine Restaurant Group (JRG), a part of Jardine Pacific, has been driving the growth of international brands Pizza Hut and KFC in markets across Asia, stimulating the changing tastes of consumers and their increasing desire for casual dining restaurants, quick service menus and takeaway and delivery services. Today, as one of the leading restaurant groups in Asia, JRG operates over 680 outlets in Hong Kong, Taiwan, Vietnam and Macau with more than 21,200 employees.

As one of Pizza Hut’s largest international franchisees with operations in Hong Kong, Taiwan, Macau and Vietnam, JRG has a long-standing and successful relationship with Yum!, which is also JRG’s franchisor for KFC in Taiwan and Hong Kong, and one of the world’s largest restaurant companies. Over the years, JRG and Yum! have worked together to build powerful brands through superior marketing, breakthrough innovation and compelling value, all based on a foundation of winning food and world-class operations. The expertise acquired in growing and operating franchises in different markets has enabled JRG to understand and seize new market opportunities, while implementing well-established regional processes to set up operations. Most recently, this has been reflected in JRG’s success in introducing Pizza Hut to Vietnam where, in just eight years, it has become the fastest-growing pizza brand there with 53 stores.

“In addition to innovative menu diversification, Pizza Hut and KFC brands continue to grow in their highly competitive market segments aided by their unrivalled reputations for quality and by implementing creative ideas for business development through digital penetration and customer loyalty programmes,” explained JRG Chief Executive Hong Kong & New Markets Henry Yip.

With the vision of becoming the number one provider for casual dining, delivery and takeaway in Asia, JRG aims to have grown to 1,000 outlets by 2019 and to have diversified into more new markets, such as Myanmar.

“While emerging markets can be volatile with ever changing political, cultural, social and economic factors to consider, we are confident that with our strong brands and business models, we will achieve our objectives,” said Mr Yip.

Photo opposite: Pizza Hut Hong Kong Area Coaches and Restaurant General Managers show off their ‘Running Great Shift’ manuals during a training session with, centre left, JRG Chief Executive Hong Kong & New Markets Henry Yip and, right, David Sturdee of Yum!

‘Pizza and More’ from Pizza Hut Hong Kong

Since its first store opened in 1981 in Tsimshatsui East, Pizza Hut Hong Kong (PHHK) has become a favourite of local consumers as reflected in the now 109 stores and four million pizzas eaten in Hong Kong each year. As market and consumer trends have evolved, PHHK has responded with new menus, restaurants and concepts based on rigorous research to analyze brand performance and ensure service standards.

“Consumers want excitement, premium goods, a special experience and value for money,” said PHHK Chief Executive Richard Leong.

“In response, PHHK has gone beyond its core competency of pizza and adopted a model of ‘Pizza & More’, with ‘More’ varieties, ‘More’ excitement, and ‘More’ value. This has included introducing dishes other than pizza, and different restaurant models and styles.”
For this and its overall performance in the dine-in segment, PHHK was awarded the Yum! ‘Best Brand Building’ award for 2014.

In 2003, market research revealed a significant price gap between local fast food and upscale restaurants in Hong Kong, which suggested an opportunity for an affordable casual dining model (ACDR). Quick to respond, PHHK launched its ‘Enhanced Casual Dining Experience’ and within one year achieved double-digit sales growth in the dine-in segment. In 2008, with rising rents, aggressive competitors and a saturated market creating the opening for a value brand, PHHK transformed pizza delivery services with the introduction of PHD.

“Although Pizza Hut was already Hong Kong’s market leader in pizza delivery, we could not ignore the risk of a competitor capturing this emerging value conscious segment,” explained Mr Leong. “It required bold vision, but with PHD we succeeded in not only creating a winning value delivery brand in Hong Kong, but also a profitable and sustainable business model.”

Over the last three years, PHD has generated record sales growth and significant profits bolstered by a successful store opening strategy, which has achieved 94% delivery coverage of total Hong Kong households with just 25 stores.

“Today Hong Kong is the only Yum! market in the world to have successfully employed a dual brand strategy and we have become a case study for Yum! in the region for successful delivery services,” said Mr Leong.

In such a competitive marketplace, however, there can be no room for complacency and PHHK continues to develop innovative offerings to satisfy ever-changing trends and tastes. Last year, it introduced ‘Super Delco’ to complement its existing ACDRs and meet consumer demand for lighter menus in a more casual café setting. In addition, the menus and other collateral material of 35 ACDRs were completely redesigned to feature ‘More’ varieties and a ‘More’ contemporary style.

Digital technology plays a key role in promoting Pizza Hut’s market presence. An enhanced online ordering site enables customers to track their orders, while lessening the load on PHHK’s Call Centre and saving costs. Following the launch of a mobile application in 2010, there has been double-digit sales growth in this channel with a download count of 440,000, and since 2013, PHHK’s fan base on Facebook has almost trebled. In addition, JRG is working to build a customer-centric platform with data analytic intelligence for customer profiling, which is due to be launched this year. The objective is to engage customers and increase sales performance by using digital and social media, as well as traditional communication channels.

Loyalty programmes are also important tools in capturing and retaining customers. In 2013, PHHK
Quick Service Success from KFC

Enhanced its existing programme with the introduction of ‘Gold’ membership, which offered incentives including 10% discount. Along with an improved registration process, this has achieved a dramatic increase in membership from 110,000 customers to the current 300,000.

Developing Future Leaders

Recognizing that its people are its greatest asset, JRG invests heavily in the development of its employees. At PHHK, everyone from entry level to experienced professional is offered a structured learning and career development programme.

“Through our systemic training process, a shop management trainee can aspire to become a restaurant manager,” explained PHHK Operations Director Kelvin Ip. “Indeed, most Pizza Hut restaurant managers began their careers as school leavers in a Pizza Hut outlet, and many without a strong academic background have excelled to become leaders.”

Pizza Hut Hong Kong has also implemented a three-year, part-time Higher Diploma of Business Administration run by the Institute of Vocational Education, which can act as a stepping-stone to a full degree.

In 2013, JRG acquired the KFC franchise from YUM! for Hong Kong and Macau with the aim of building on its established platform in both locations, where there are currently 65 outlets with some 2,500 employees serving 150,000 customers daily.

“We have a simple yet central focus on making it easier than ever for more people to enjoy KFC’s great tasting meals by investing in the brand, focusing on customers and delivering great value and tasty chicken,” said KFC Hong Kong and Macau Chief Executive Officer Alan Chan.

KFC’s reputation for such meals relies on the stringent food preparation methods applied to ensure maximum quality and safety. This is achieved by leveraging the best global procurement networks alongside a team of professional quality assurance inspectors. Every KFC restaurant has a Hygiene Manager who conducts daily inspections and trains all staff to follow comprehensive food safety procedures.

“KFC strives to maintain the highest standards in providing safe and delicious food, as well as the best customer service,” said Mr Chan, “and this will continue to be our goal as we expand.”

KFC’s signature dishes showcase its focus on great tasting meals and high standards of food quality and safety.
Strong Market Presence in Taiwan

Both Pizza Hut and KFC have had a strong presence in Taiwan since the mid-1980s. JRG took over the franchise for Pizza Hut in 1990, while KFC became part of JRG in 2010. Since then, both operations have worked closely with franchisor Yum! to ensure the implementation of best practices from around the world and the sharing of JRG initiatives that have been applied successfully in the local market.

Pizza Hut Leads the Way

Unlike other markets where Pizza Hut focuses primarily on the dine-in business, the bulk of Pizza Hut Taiwan's (PHT) revenue comes from its highly successful Delco (Delivery & Carry-Out) stores of which there are currently 179 in 19 cities and 16 townships.

PHT’s strategy has been to focus on market share and store growth, drive e-commerce sales, and increase customer loyalty. Most recently, record-high sales have culminated in the launch of a new brand campaign designed to strengthen emotional bonds with consumers and further enhance the brand under the tag of ‘making small happiness great’.

PHT also continues to introduce innovative new toppings and crusts with the ongoing objective of enlarging its customer base and increasing visit frequency. Recent premium toppings include Royal Seafood Banquet and Korean Kim Chi BBQ, while the strong sales momentum behind its highly successful ‘Value Q’ crusts resulted in 100,000 new customers last year alone.

KFC Taiwan Aims for the Top

In a highly competitive marketplace, KFC Taiwan is constantly challenging rival competitors, as it focuses on ‘Same Store Sales Growth’ and efficiency, along with people capability, processes and systems to create a viable business model with the right penetration strategy. KFC has 128 stores in Taiwan and is currently developing a new ‘Harmony’ store design concept that reflects the latest KFC brand image, ‘Always Original’.

As the acknowledged chicken ‘expert’ amongst food service providers, KFC is leveraging this leadership to develop multiple chicken related offers designed to win over the competition. In 2014, KFC extended its menu with the introduction of a roasted chicken option and innovative new flavours, as well as additions to its signature egg-tart range. All new products are developed in KFC’s test kitchen, where the New Product Development team also simulates in-store processes and optimizes recipes and cooking methods.

Service quality is another of KFC Taiwan’s strengths and in 2013, for the fourth consecutive year, its commitment to its customers was recognized with first prize in the ‘Fast Food Chain’ category of ‘The Front Line Service Research Report’ produced by Global Views Monthly.

Boosting Performance with Digital Technology

JRG’s operations in Taiwan are making increasing use of digital technology to boost sales and profits and target and attract more customers to their online ordering websites.

With the aid of data analytics and search engine tools, PHT and KFC can track traffic on their online ordering sites as well as improve customers’ interface and experience. Both sites now offer desktop and mobile interface with the latter making an increasing contribution to total on-line sales. Indeed, within months of the launch of its mobile interface in July last year, KFC’s mobile on-line sales surged to over 30% of total on-line sales. Similarly, PHT is on target to achieve 45% of its total delivery sales this year via its online ordering site.

The General Manager of a KFC Taiwan restaurant emphasizes a point to a staff member during a daily training session.
**People Development Aids Business Growth**

JRG Taiwan believes that developing the capabilities of its people to meet customer needs is a top priority in driving business growth.

Through YUM! ‘CHAMPS’ programmes for frontline employees, JRG aims to increase customer satisfaction in its western flavours and attracted a new generation of young, active and mobile customers.

A significant milestone for Pizza Hut Vietnam was the opening of its 50th store in November last year, reflecting a remarkable period of growth during which the number of stores doubled from 27 at the end of 2012 to 53 at the end of 2014. Located in 11 cities, Pizza Hut Vietnam is now the country’s leading pizza restaurant chain with the highest number of stores and widest geographic coverage.

**Pizza Hut Wins Over Vietnam Market**

In the eight years since JRG introduced Pizza Hut to the Vietnam market, the brand has won over consumers to its western flavours and attracted a new generation of young, active and mobile customers.

Until recently, Pizza Hut Vietnam’s focus was on developing the ACDR model, but with over 37 such restaurants now in operation, it is currently introducing the Super Delco model with the smaller, but more contemporary design of the 50th store at Nguyen Thai Son (Go Vap District) in Ho Chi Minh City, a typical example. So far 16 Super Delco stores in five cities have been rolled out, offering a blend of dine-in, delivery and takeaway options to meet customers’ ever-changing eating trends.

**Great Recipe for the Future**

Over the years, JRG has successfully grown its Pizza Hut and KFC brands to become leaders in the mature markets of Hong Kong and Taiwan while, more recently, also expanding into Vietnam and exploring potential opportunities such as Myanmar.

Challenges differ from market to market. In emerging markets, where consumers may not have been previously exposed to international brands, there are many factors to consider in formulating a winning strategy. In more mature markets, there is often fierce competition with well-established international brands and numerous local competitors.

“In any market, success cannot be solely achieved by battling competitors,” said Henry Yip. “It also requires innovation to meet consumer demands and tastes and to create the opportunities, which can then be used to advantage. With JRG’s years of experience and expertise, we believe we have a great recipe for future success as we continue to bring wonderful dining options to consumers across the region.”
Triumph for Zung Fu
Triumph for Zung Fu

Zung Fu China triumphed in the annual Mercedes-Benz TechMaster China Competition 2014, outperforming over 230 Mercedes-Benz dealerships in mainland China to bring back the National Championship and the First Runner-up titles in the team competition, as well as ‘The Best Diagnosis Technician’ individual award. Participating teams are evaluated on simulations, which assess their technical knowledge, vehicle diagnosis, customer service standard and team working skills.

“Being the national champion reaffirms Zung Fu’s leadership position, technical capabilities and competitiveness in the China market,” said Chief Executive Michael Lee.

Mandarin Oriental Stars at SpaChina Awards

Mandarin Oriental Hotel Group (MOHG) spas starred at the SpaChina Awards when they carried off several of the top titles.

MOHG won the ‘Most Trusted Spa Brand’ award while Mandarin Oriental, Macau received the ‘Grand Jury’ award. Mandarin Oriental, Sanya was named the ‘Best TCM (Traditional Chinese Medicine) Treatment of the Year’ and for the second time, the award for the ‘Most Attractive Spa Treatment of the Year’ went to The Landmark Mandarin Oriental, Hong Kong.

The awards, which are in their fifth year, recognize the leaders and innovators in the spa industry.

“We are delighted that the passion and creativity of our spa teams have been recognized again in the SpaChina Awards,” said MOHG Director of Spa Jeremy McCarthy. “We are especially honoured to accept the ‘Most Trusted Spa Brand’ award, which is a testament to how our philosophy of delivering authentic and holistic experiences to our guests is resonating with spa-goers.”

Dairy Farm Singapore Wins Two Retail Awards

Dairy Farm Singapore Group (DFSG) carried off two prizes at the Singapore Retailers Association (SRA) awards ceremony 2014, an annual event which honours the contributions of organizations and individuals towards the local retail scene.

DFSG received the award for ‘Best Efforts in Corporate Social Responsibility’ for the third time since 2011, reflecting the group’s commitment towards its role as a responsible retailer and community contributor in Singapore. In a second award and in the face of intense competition, Kenneth Lee, Senior Area Manager, Guardian Health and Beauty, was named ‘Manager of the Year’.

“Kenneth is a most deserving winner,” said Guardian Health & Beauty Chief Executive Officer Sarah Boyd. “His commitment to increasing profitability, attaining operational excellence and thinking ‘out of the box’ set a record for the highest sales volume amongst all areas.”

DFSG also gained recognition in various other SRA retail awards including being shortlisted as a finalist in the categories of ‘Young Executive of the Year’ and ‘Best Retail Concept’.
A CLIO for Wellcome Taiwan

A television commercial, ‘We get freshness’, produced by Wellcome Taiwan has won a Bronze Medal in the ‘under one minute’ category at the 2014 CLIO Awards.

The five-episode series of ‘We get freshness’ featured kiwi fruit, eggs, meat, fish and vegetables, teaching consumers how to distinguish fresh produce in a simple and interesting way, as well as delivering the key message that Wellcome Taiwan supermarkets are ‘the’ professionals regarding fresh produce.

CLIO awards are a well-known international advertising accolade. Five commercials from Asia were selected for the 2014 awards, but Wellcome Taiwan’s entry was the only Asian finalist in the ‘under one minute’ category and the only winner from the Greater China area in all categories. The CLIO was presented at a ceremony in New York by the actress and entertainer Whoopi Goldberg.

Raft of Hong Kong Awards for Group Retail Businesses

Jardine Matheson Group retail businesses in Hong Kong have scooped up a raft of awards at the 2014 Hong Kong Retail Management Association (HKRMA) Service and Courtesy Awards, which are regarded as the ‘Oscars’ of the Hong Kong retail sector.

Outstanding customer service at Mannings stores and its Group Nutrition Centers (GNC) resulted in a record six wins at the 2014 event. These included two wins in the ‘Junior Frontline’ categories, one in each of the ‘Supervisory – Personal Care’ and ‘Excellent Service Star – Personal Care’ categories, as well as two ‘Outstanding Performance’ awards. For the eighth year in a row, 7-Eleven Hong Kong underlined its customer service excellence by winning three individual awards at both Supervisory and Junior Frontline levels.

Other Group businesses to win awards included Oliver’s the Delicatessen and Maxim’s Arome Bakery, which both won Outstanding Performance awards at Supervisory level, while Wellcome Hong Kong, IKEA and Pizza Hut carried off the same award at Junior Frontline level. In addition, staff members from Starbucks HK, IKEA and Pizza Hut were presented with individual ‘Supervisory Level’ awards, and Pizza Hut also won two such awards at Junior Frontline level and an Excellent Service Star.

The HKRMA Service and Courtesy Awards, which were first introduced in 1986, have proved successful in highlighting the benefits of customer service excellence and encouraging performance improvements. The 2014 winners were selected from 720 participants across 128 retail brands following intensive interviewing by professional judges and three rounds of mystery shopper visits.

Mannings' principle of 'service from the heart' was recognized with a record six wins at the 2014 HKRMA Service and Courtesy Awards.
Awards Honours for Hactl

Hong Kong Air Cargo Terminals Limited (Hactl) has received several new awards honours.

At the Payload Asia Awards 2014, Hactl won the ‘Ground Handler of the Year’ category for the third time in the scheme’s three-year history. In addition, for the first time, Hactl’s added-value logistics subsidiary, Hong Kong Air Cargo Industry Services Limited (Hacis), carried off the ‘Regional Logistics Provider of the Year’ award, beating a number of well-known major operators.

Organized by air cargo industry publication Payload Asia, the awards aim to recognize air cargo supply chain organizations that have made a difference in the industry, with particular emphasis on market adeptness, innovative products and superior strategy. Companies were shortlisted in one of 25 categories by an independent panel of expert judges and then voted for online by Payload Asia readers.

“This public recognition suggests the many measures we have taken to develop Hacis through innovation and investment are bringing it to the attention of a much wider market,” said Hacis Managing Director and Hactl Executive Director Vivien Lau. “We have ambitious further plans and this high-profile accolade will be very helpful in fulfilling them.”

Hactl has also been recognized for its performance by one of its major customers, AirBridgeCargo Airlines, which presented the company with the ‘Best Service Provider Asia Pacific Region’ award at the airline’s 10th anniversary gala dinner in Shanghai.

“For the seventh time and sixth consecutive year, Hactl has offered to us a consistently high level of service setting the quality benchmark in terms of ground handling. Without doubt Hactl is the ‘Best Service Supplier’ in our region,” said AirBridgeCargo Airlines’ Vice President – Asia & Pacific Joanna Li.

‘Magnificent Seven’ for Hongkong Land Legal Services Team

For the seventh time and sixth consecutive year, Hongkong Land’s Legal Services team has been recognized for the high calibre of its legal work and named ‘Real Estate In-House Team of the Year’ at the 2014 Asian Legal Business (ALB) Hong Kong Law Awards. In addition, for the third consecutive year, the Legal Services team was one of the five finalists in the ‘Innovative In-House Team of the Year’ category.

Initiated by Asian Legal Business Magazine in 2000, the ALB Hong Kong Law Awards are a benchmark for the legal industry in Hong Kong and recognize excellence and outstanding achievement in Hong Kong’s leading law firms and in-house legal teams.

“The team is honoured to see its efforts recognized in such a special way,” said Hongkong Land Head of Legal Services Cissy Leung. “It is really a group effort and every team member has made a significant contribution.”
**Recognition for Gammon’s Cutting-edge Innovation**

Gammon’s reputation for cutting-edge innovation in the construction industry has been recognized in the form of the ‘Innovation and Creativity Award’ presented by the Hong Kong General Chamber of Commerce at the 2014 Hong Kong Awards for Industries.

Gammon was honoured for its groundbreaking precast retaining wall on the Tolo Highway project, which replaced the technique of traditional formwork. The use of precast panels and hanging work platforms streamlined procedures, created workspace at ground level, provided a safer working environment and reduced waste generation. Gammon’s unique approach, applied for the first time in Hong Kong, also successfully reduced the use of timber and tree removal by 70%.

The Award aims to promote a culture of innovation and creativity amongst all business sectors and recognize the achievements of outstanding companies. The winning entries had to demonstrate the unique features of their creative concepts, their emphasis towards innovation, as well as their commercial viability and impact.

**Outstanding Claims Management from Jardine Lloyd Thompson**

The unrivalled Worker Injury Risk Management (WIRM®) offering of Jardine Lloyd Thompson (JLT) in Hong Kong has won the ‘Outstanding Claims Management Award’ at the inaugural ‘The Hong Kong Insurance Awards’ organized by the Hong Kong Confederation of Insurers.

JLT’s WIRM® integrates case, claims and programme management into a proactive and interactive service that assists companies in making significant improvements in injury prevention, claims management and post-injury rehabilitation. As a result, significant costs can be saved without affecting employee morale.

More than 70 entries competed for 12 categories of awards reflecting the high standards and quality of the industry. Of these, JLT was the only broker to win a category.

The JLT Hong Kong WIRM® team celebrates winning the Outstanding Claims Management Award at the Inaugural The Hong Kong Insurance Awards.
Accolades for Jardine OneSolution

Jardine OneSolution (JOS) has won several accolades, which reflect its outstanding performance and technical knowledge.

At the 2014 SMBWorld Awards, JOS received the accolade of ‘Best Consulting & Systems Integration’ for its excellent IT Infrastructure and Enterprise Services. This is the seventh consecutive year that JOS has won an award either in this category or in the category of ‘Best IT Outsourcing Services in Hong Kong’.

Meanwhile, JOS Malaysia has been recognized as a DELL Platinum Partner, an accolade awarded only to a select group of distinguished channel partners. JOS Malaysia received the award after exceeding the highest performance criteria set by DELL to propel the company up through the ranks from Gold, Diamond and ultimately to the Platinum partner tier.

In another achievement, IXIX Distribution Hong Kong (IXIX HK), a member of the JOS Group, has received the Microsoft Distributor of the Year 2014 Award. IXIX HK has been a Microsoft distributor for 20 years and continues to demonstrate top performance in IT distribution.

IKEA Hong Kong Hosts Successful Sleepover Party

IKEA Hong Kong’s first sleepover party was a great success giving over 100 customers, fans and media a once-in-a-lifetime experience and subsequently winning nine industry awards.

The sleepover, which was held at L’Hotel, allowed participants the opportunity to experience IKEA products, while also giving IKEA Hong Kong the chance to connect successfully with its customers.

The event, which generated highly positive feedback, demonstrated the integrated use of innovative marketing strategies, utilizing both social and traditional media in the recruitment of participants, and brand building. The outstanding results brought IKEA Hong Kong three awards each from the annual ‘Marketing Excellence Awards’, Marketing magazine’s ‘Agency of the Year 2014’, and ‘PR Awards’.

Bridal Awards for Maxim’s Group

Maxim’s Group was the only recipient of the first ‘10th Anniversary Grand Award’ out of over 100 winners in the ESDlife Bridal Awards 2014, which are selected by public voting and recognize outstanding brands and service providers assisting couples to prepare for their perfect wedding, with an emphasis on wedding banquet service, food and the venue.

In addition, three Maxim’s restaurants won ‘Best Chinese Restaurant Wedding Banquet’ – Maxim’s Palace in Shatin, Maxim’s Palace in Tsuen Wan, and Jasmine in Kowloon Central. This was the fifth and third consecutive year respectively that Maxim’s Palace Shatin and Jasmine received these awards.

During the award presentation ceremony, ESDlife announced the results of a Hong Kong Wedding Expenditure Survey 2014, which revealed that 94% of interviewees supported the idea of food recycling. Subsequently, Maxim’s Chinese Cuisine Division has joined the Green LUCK Banquet programme launched by non-governmental organization Green Monday, which aims to offer extraordinary wedding banquet experiences while also contributing to society.
‘MINDSET Expression’ Underway with Variety of Projects
‘MINDSET Expression’ Underway with Variety of Projects

MINDSET initiative, ‘MINDSET Expression’, which aims to use different themed art projects to foster mental wellness and positive psychology for persons recovering from mental illness, has got underway with a variety of projects.

In co-operation with Chung Ying Theatre Company and various professional artists, participants at Caritas Wellness Link – Tsuen Wan have been enjoying drama and theatre classes, which have included storytelling, dialogue composition, puppetry, role-play and musical play. At the Community Psychiatric Service of Castle Peak Hospital, elementary sand animation workshops taught by a sand paint artist have proved very popular, while fundamental photographic skills and appreciation have been the subject of a photo-stories programme presented by a veteran journalist. More photography in the form of a ‘photo-voice’ project has been introduced at New Life Psychiatric Rehabilitation Association with professional photographers initially tutoring participants in the basic concepts of photo-voice, where individuals photograph everyday realities in their community, and then following this up with further sessions to enable participants to practice the skills and knowledge acquired.

Meanwhile at Baptist Oi Kwan Social Service, music has been the main focus of a ‘MINDSET Expression’ project, which has offered participants the opportunity to explore their potential as singers and musicians. A newly-formed adult choir has already performed at a community concert while ‘Sudden Club’, a band formed by five young people recovering from mental health issues, has provided a platform for them to develop their skills and confidence. Through band practices and monthly group music therapy sessions, some of the group have even felt well enough to find a job or return to school since joining the band, which has performed at a number of shows over recent months.

Ice-Cream Making at Singapore Mini-MINDSET Day

Jardine Ambassadors in Singapore organized an ice-cream workshop for 30 clients of Hougang and Simei Care Centres, which are part of Singapore Anglican Community Services (SACS), an organization that reaches out to help people with mental illness. The aim of the Mini-MINDSET Day was to aid the clients in their recovery by providing the opportunity for them to interact with members of the community.

The Ambassadors, along with employees of Jardine Engineering Corporation and Jardine Shipping Services, joined the clients as they were briefed on the steps and ingredients needed to make their own ice-cream. Participants could choose to make chocolate, vanilla or coconut flavoured ice-cream and everyone had a lot of fun helping each other out before polishing off their own creations.

Feedback from the SACS clients was that they enjoyed the outing and valued the opportunity to engage in an activity outside their homes. The volunteers also shared their appreciation of having been given the experience of interacting with the clients.
Maxim’s Makes Another Significant Donation to MINDSET

Maxim’s Group has donated another HK$1 million (US$129,000) to MINDSET to help it in its efforts to make a positive and long-lasting impact on raising the awareness and understanding of mental health issues in Hong Kong. This follows a similar donation a year ago.

At the cheque presentation ceremony, Jardine Matheson Group Managing Director and MINDSET Chairman Ben Keswick said how much the donation to MINDSET was appreciated and how it would be put to good use in supporting MINDSET Place and several other mental health initiatives.

Health in Mind Programme Nurtures Positive Attitudes

The 173 students from the 12 schools joining the first year of the 2014-16 Health in Mind (HIM) programme have begun their training to become mental health advocates with a series of workshops and activities in Hong Kong designed to nurture positive attitudes towards mental illness, empower the students with knowledge on mental health, and provide opportunities for them to interact with people suffering from mental illness.

At an introductory workshop on mental health held at Kwai Chung Hospital and a subsequent one held at The Methodist Lee Wai Lee College on the myths and facts surrounding mental illness, speakers introduced to the new student advocates the various types of mental illness such as depression, schizophrenia, and mood disorders, as well as the factors which contribute to mental health problems and the behaviour of people suffering from mental illness. Students also learnt the truth about the most common mental health myths.

In a further workshop on positive psychology, which was held at POH 80th Anniversary Tang Ying Hei College for student advocates in their second year of the HIM programme, the speaker addressed ways of thinking and acting that can strongly impact a sense of wellbeing and happiness.

Student advocates also participated in the annual ‘City Orienteering’ activity. HIM student advocates from the participating schools and service users from seven organizations interacted through route planning, money and time management, and problem solving as they completed designated tasks at various checkpoints along the East Rail Line.

As part of a ‘secret mission’ given to them by the Jardine Ambassadors involved in the event, the student advocates had to observe the service users in their teams and then buy and present each of them with a small surprise gift at the end.

“I was so touched when my teammates gave me a box of my favourite chocolates,” said Ms Chan, a member of the MINDSET Club at Castle Peak Hospital. “It was such a big surprise and I very much appreciated their caring gesture.”

Through direct interaction, participants in the City Orienteering activity learnt how to accommodate differences and have empathy for their teammates.
Walk Up Jardine House 2015 to Celebrate 30th Anniversary

The 2015 Walk Up Jardine House, which is to be held on Sunday, 19th April 2015, will mark the 30th Anniversary of the annual event with a Family Fun Day celebration. As well as the usual competitive race up the 947 steps of Jardine House and the 'Mass Walk Up', there will be fun and entertainment for all ages along with free ice-cream, popcorn and cotton candy. Everyone is invited to enter into the spirit of the occasion, including wearing fancy dress, and join a very special event.

Jardine Ambassadors Spread Festive Cheer

Jardine Ambassadors organized four Christmas parties over the festive season for over 100 service users from four non-governmental organizations. The first event was held at The Excelsior hotel for 25 service users from the Jockey Club Halfway House of The Mental Health Association of Hong Kong. Jardine Matheson Group Managing Director and MINDSET Chairman Ben Keswick, MINDSET Steering Committee members and co-ordinators also attended, with all the participants joining together to sample The Excelsior’s popular afternoon tea and play games, one of which was designed and led by two of the service users.

The other three parties were also a great success with 100 service users from The Boys’ and Girls’ Clubs Association of Hong Kong, Baptist Oi Kwan Social Service and MINDSET Place enjoying entertainment and festive food at their respective venues.

Festive cheer was very much in evidence when Jardine Ambassadors joined residents at MINDSET Place for their Christmas party.

Jardine Matheson Group Managing Director and MINDSET Chairman Ben Keswick extends warm festive greetings to participants attending the party at The Excelsior hotel.
Astra Scholarship Recipients Attend Workshop Programme

The latest recipients of an Astra initiative, which finances their undergraduate studies and provides a year-long mentorship programme, have attended a three-day Astra Workshop.

Now in its fourth year, the scholarship programme aims to further develop recipients’ skills and help them gain experience through completing projects that benefit both businesses and surrounding communities. They also learn about Astra’s businesses, its corporate values, leadership training and project management and, on successful completion of the programme, are given the opportunity to work for Astra subsidiaries.

Altogether 80 students from various universities on the island of Java were accepted into the 2014 programme out of 5,590 applicants.

Welcoming the students to the workshop, Astra President Director Prijono Sugiarto said, “Our beloved country is now receiving so much attention, giving us the opportunity to shine and promote the good name of Indonesia. Your role as human capital is needed to help create the potential for the country to prosper.”

Participants in the Astra scholarship programme enter into the spirit of an ice-breaking exercise.

Giant Malaysia ‘Love My School’ Programmes Aid Students

Giant Malaysia has channelled RM800,000 (US$221,000) to MyKasih Foundation to support underprivileged students from 20 schools through the MyKasih ‘Love My School’ student bursary programme.

Students from low-income households who are adopted under the programme are given assistance in the form of bursaries via a contactless MyKasih smartcard against which a spending allowance of RM30-40 (US$8-11) is deposited twice a month. The students draw on the funds to pay for purchases of schoolbooks and stationery items, as well as food from their school canteen. During the ‘Back-To-School’ campaign held in numerous Giant outlets, students can also purchase items in preparation for the new academic year such as uniforms, shoes and school bags.

To commemorate the opening of its latest Giant Superstore Kampar, Giant Malaysia made a contribution of RM15,000 (US$4,000) to Sekolah Kebangsaan Bukit Pekan, as part of its ‘Back to School’ programme. Of the total, RM13,000 (US$3,600) went to 130 pupils for their ‘back to school’ preparations, while RM2,000 (US$560) was donated towards upgrading the school’s computers.

In another aspect of the Giant ‘Love My School’ programme, Giant stores adopt a local school and donate financial aid of at least RM5,000 (US$1,400) a year to improve amenities and the general infrastructure of the school such as enhancing its facade, library, canteen amenities and washrooms. With a network of 128 stores, Giant has to date spent nearly RM650,000 (US$180,000) on this programme.

Pre-school and primary school students are entertained by a clown during part of the ceremony held to mark Giant Malaysia’s donation to support the MyKasih ‘Love My School’ student bursary programme.
100 Wellcome Hong Kong Stores Making Food Donations

Following Wellcome Hong Kong’s launch of a joint food donation programme in 2012 in partnership with community food banks ‘Feeding Hong Kong’ and ‘Food for Good’, its efforts to help the underprivileged in Hong Kong and reduce food waste at the same time have grown from an initial ten participating Wellcome stores to 100.

Under the programme, Wellcome donates food items close to expiry or with imperfect packaging. The food donated so far is equivalent to 102,534 meals with a value of over HK$1.1 million (US$142,000). It is collected and distributed by Feeding Hong Kong and Food for Good to people in need through their network of non-governmental organization participants. The successful partnership provides a platform for Wellcome to offer even more support to the needy in a sustainable manner.

Dairy Farm Singapore Group Encourages Community Bonding

Dairy Farm Singapore Group (DFSG) has been encouraging eco-sustainability and community bonding amongst residents of North East district in partnership with the North East Community Development Council and the National Environment Agency.

‘Partners in Community, Connecting Generations’ was officially launched at Tampines Community Plaza by Minister of Trade and Industry and the Mayor of North East District, Teo Ser Luck. Over 1,200 participants together with students and senior citizens in the North East community played a part in setting the Singapore record for the largest Singapore map assembled using over 6,000 plastic bag flowers.

To reinforce the green theme of recycling, all the plastic bag flowers were then donated to the People’s Association for their ‘SG Flowers’ Chingay, Singapore’s annual street parade programme, as part of Singapore’s 50th birthday celebrations. Subsequently DFSG also donated over S$50,000 (US$37,500) worth of basic essentials including healthier choice groceries to 1,000 needy families in North East district under the Care Community Services Society.

Hongkong Land Extends Corporate Citizenship to Beijing

Hongkong Land has extended its corporate social responsibility initiatives to Beijing and sponsored INCLUDED, a charity which supports the migrant community, to organize a photography workshop for migrant children.

Around 30 children were enrolled for ten workshop sessions at two of INCLUDED’s community centres in Beijing. These included a visit to the city’s traditional alleys with their courtyard residences, known as hutongs, where they could try out their photography skills and experience Beijing outside their migrant community.

Twenty-five volunteers from Hongkong Land’s Beijing offices accompanied the children along with guides from the Beijing Cultural Heritage Protection Center.
DDI Participants Visit Europe
DDI Participants Visit Europe

Twelve Jardine Matheson Group directors visited London and Switzerland as part of the well-established Director Development Initiative (DDI).

Having firstly undertaken in-depth analysis of 15 different companies, participants, who included representatives from Jardine Matheson, Gammon, Hong Kong Air Cargo Terminals Limited, Jardine Restaurant Group, Jardine Lloyd Thompson, Hongkong Land, Dairy Farm, Cycle & Carriage and Astra, then met their Chief Executive Officers and boards.

“The DDI begins by identifying the strategic business needs of each participant’s company and then tunes the Initiative to help deliver those needs,” explained Group Head of Human Resources Ritchie Bent. “Individual development of attendees tends to be a bi-product, rather than the major focus of the Initiative. It’s what they do with the knowledge that counts.”

The DDI is now approaching its 15th year and, to date, over 100 senior Group Directors have studied and visited more than 200 major companies and their senior leaders in 15 countries.

Jardines Makes its Mark at Sedan Chair Race

The Jardine Matheson Group made its mark at the annual Matilda Sedan Chair Race, which is held in Hong Kong in aid of local charities, with three Group teams competing.

Upholding tradition, the current group of Jardine Matheson graduate trainees were entrants in the Super 8 Challenge division where they finished third in a time of 12 minutes and 46 seconds.

“It was fantastic to see the team come together during the training sessions in the weeks building up to the race,” said Team Captain Charlie Landale, “and the strong race performance exemplifies what can be achieved through perseverance and teamwork.”

Due to their exceptionally strong performance, Gammon won the Super 8 Challenge ‘Corporate Team’ category, whilst Hong Kong Air Cargo Terminals Limited (Hactl) carried off second place in the ‘Best Dressed’ category.

Traditional St Andrew’s Day Celebrations

The Jardine Matheson Group celebrated St Andrew’s Day in the traditional way with greetings in verse exchanged between its London, Hong Kong and Bermuda offices, and events held in Hong Kong and Bermuda.

In Hong Kong, over 200 guests gathered in the Penthouse at Jardine House to partake in the ceremony of ‘testing the capacity of the wooden spoon’, a tradition which dates back 78 years to 1936 in Shanghai. At that time, the spoon was proven to hold an imperial quart, then the equivalent of a bottle of whisky. Jardine Executive Training Scheme trainees Nicholas Froy and Ellery Kwok were the spoon bearers.

Guest of honour at the Group’s celebrations in Bermuda was Acting Governor Ginny Ferson, the first woman to hold the position in over 400 years. Major Steven Small, Director of the Army School of Bagpipe Music and Highland Drumming in Edinburgh, piped in the haggis, accompanied by Pipe Major Aidan Stones of the Bermuda Islands Pipe Band.
New Group General Counsel

Giles White is to retire from his position as Group General Counsel at the end of July 2015. He will be succeeded by Jeremy Parr, a senior corporate partner with leading international law firm Linklaters.

Mr White has been with the Jardine Matheson Group since 2009, and was previously Asia Managing Partner at Linklaters.

Mr Parr has significant experience in Asia, having previously been based in Hong Kong and Tokyo with Linklaters. His most recent role within Linklaters in London was as Global Head of their Corporate Division, and he has been Linklaters’ senior relationship partner for the Jardine Matheson Group for the past five years.

Jardine OneSolution Launches HR Initiatives

Jardine OneSolution (JOS) has launched several new Human Resources initiatives around the region in its drive for sustainable business success.

In response to employees’ feedback arising from 28 focus group sessions conducted around the region at the end of 2013, a new Annual Incentive Scheme, a Staff Level and Grading System and a Performance Management System are being implemented during 2015. These initiatives will promote a ‘Pay-for-Performance’ culture and transparency in terms of staff grading and career progression. Around 50 briefing sessions have been held to explain the new initiatives to employees.

JOS is also enhancing its HR operation with the introduction of a new PeopleSoft Human Resources Information System, which will eliminate paper forms and increase efficiency as well as incorporate a number of employee self-services including access to pay slips, leave applications, and performance management.

In Singapore, JOS has received a biennial ‘Work-Life Achiever Award’ from the Tripartite Committee (Ministry of Manpower, National Trades Union Congress & Singapore National Employers Federation). The award recognizes and celebrates outstanding employers and individuals for their efforts in championing work-life harmony within their organizations.

Japanese Honour for Martin Barrow

Matheson & Co. Director Martin Barrow, who recently celebrated 50 years with Group, has been bestowed with the Emperor of Japan’s ‘Order of The Rising Sun, Gold Rays with Neck Ribbon’ by Ambassador Hayashi at the Japanese Embassy in London.

Mr Barrow has had a long involvement with Japan where he married his wife Noriko at the end of his first tour of duty there in 1968. He returned to Japan for six years in the 1970s and served as Chairman of the British Chamber of Commerce in the late 1970s.

During his many years in Hong Kong, Mr Barrow was Chairman of the Hong Kong-Japan Trade Committee. More recently, after returning to London in 2001, he was appointed a Visit Japan Honorary Ambassador to promote inbound tourism and overall links with Japan, and also served for six years as Vice-Chairman of the Japan Society.

Right: Matheson & Co. Director Martin Barrow with Ambassador Hayashi following the decoration ceremony.
Group Conferences Focus on Key Issues

The key issues of crisis management, attracting and retaining talent, and driving communication to achieve growth were the respective subjects under the spotlight at the Jardine Matheson Group's Legal, Human Resources (HR) and Corporate Communications conferences 2014.

At the Legal Conference, which took place at Mandarin Oriental, Bangkok, more than 100 participants engaged in discussions about how Group companies handled events that posed threats to their business continuity or company reputation.

Two hundred delegates, representing all Group companies, attended the 2014 HR Conference, which was held in Kuala Lumpur and addressed how to attract and retain talent, with the theme ‘Generation Y: Fact or Fiction?’.

Prior to the conference, which was led by Professor Stewart Black of leading business school IMD, an extensive cross-Group survey was conducted, attracting 644 responses. During the conference, a further 800 street interviews were conducted, supplemented by a panel session involving groups comprising ‘Baby Boomers’, ‘Generation X’, and ‘Generation Y’ participants. Subsequently, delegates are using the knowledge gleaned to refine and, in some cases redesign, their talent attraction and development plans.

Meanwhile, the Group Corporate Communications Conference, which was held at Mandarin Oriental, Guangzhou, examined how communications professionals should drive their strategies to help businesses achieve superior growth under the theme, ‘Driving Communication in an Evolving Environment’.

The conference began with a workshop on using structured thinking plans to present ideas. This was followed by presentations from leading communications firm Brunswick on critical strategies in mergers and acquisitions situations, and Astra Public Relations Division Deputy Head, Boy Kelana Soebroto, on brand communications and strategies. The conference concluded with a session led by Gou Hua, Chief Executive Officer of nandu.com, the online platform of major media organization, Nanfang group.

The legal teams from Astra, Dairy Farm, Hongkong Land, Mandarin Oriental and Zung Fu recounted how they managed difficult and often urgent situations with the important message that the more a platform of responsible individuals, potential responses and means of communication is established in advance, the better the ability to focus on the crisis itself when it happens.
When the Parts & Accessories (P&A) Division of Cycle & Carriage was faced with a diminishing role as a support department to the service centres within the aftersales motor operations of the group in Singapore, it was decided to break new ground and grow the business with a change in strategy. This involved streamlining logistics operations, improving inventory management to reduce obsolescence, and seeking new customers, both local and overseas, with the aim of becoming one of the key profit centres for C&C’s Motor Operations.

A major factor in achieving success would be teamwork.

“To alter our direction from a ‘passive and inward looking’ support function to a ‘proactive and profit driven’ export business, we first had to change the mindset of our staff,” explained P&A Division Manager Lewis Kek. “We needed to unite our team with shared values and a clear vision of our common goal so that we could enter the competitive global market.”

Team building activities, which communicated the common goal, were introduced along with department lunches to update the team on progress and celebrate milestone achievements. To extend the job scope of certain staff, they were enrolled on Photography, Adobe Illustrator & Photoshop courses. Subsequently they could then assist in designing product, promotion and marketing materials, as well as take photographs of product samples.

“We organized sessions to review these designs, which created many opportunities for staff to bond further,” said Mr Kek. “They also enabled us to create quick low-cost customized artwork, according to customers’ preferences.”

Meanwhile, the new measures to grow the business began to take effect. A web-based system to process orders was introduced as part of streamlining logistics operations. Similarly, the implementation of a new sorting system using wireless bar code scanning reduced a sorting time of three to five days per 40-foot container to fewer than one and a half days. Changes to inventory management offered slow moving items at a discount, which avoided them becoming obsolete stock. New customers were sought through active participation in overseas trade shows and the creation of P&A’s own private label automotive products, ‘Diplomat Parts’, which could be sold both locally and overseas.

From 2006 when the new strategy was introduced, to 2013, P&A’s profit grew by 567%. During the same period, export sales of private label products, plus spare parts, increased more than 20 times and now contribute over 40% of total revenue. Building up an overseas customer base also paid off with over 30 such customers from 20 different countries currently on P&A’s books.

Despite Singapore Government reductions in new car quotas and a corresponding reduction in new car sales, P&A continues to accelerate its growth.

“With the right strategy, an expanding customer base and our strong team, we believe that P&A will continue to break new ground in the years ahead,” concluded C&C Singapore Motor Operations Managing Director Eric Chan.