

The Star 50th Anniversary

The Star 50th Anniversary



Star 50

*HAPPY GOLDEN
JUBILEE TO STAR
MEDIA GROUP*

Celebrating 50 years of
shaping the nation together.
Here's to many more.

With Compliments



Celebrating the past, embracing our future

Message from
ALEX YEOW,
group chief
executive
officer of Star
Media Group
on its 50th
anniversary



WHAT comes to mind when *The Star* is mentioned? Current news, lifestyle stories and online media.

To me, *The Star* is all that and more. It is a household brand that fulfils its mission to inform and engage people across all walks of life with a greater purpose.

In the seven months that I've been with Star Media Group, I have come to understand how it earned its place as one of Malaysia's leading media groups.

Despite having gone through its fair share of challenges and changes, Star has remained a steadfast organisation because of the way it has held its values near and dear.

Celebrating the past

The Star's story is one that most Malaysians may be familiar with.

The first leg of our journey began in Penang. We hit newsstands as a provincial paper, and within five years, we grew to become a national daily.

Since then, we have grown even more – expanding our business while staying true to our mission to inform, inspire and innovate. On Sept 9, 2021, *The Star* turned 50.

We take great pride in our past five decades. From a single product company, we became Star Media Group – a media powerhouse with a strong presence in the digital sphere, and in the radio and events scene.

From *The Star*, mStar, R.AGE, to radio stations 988 and Suria, various digital platforms as well as our long-standing events and exhibitions, each of these has made its mark in reaching millions of people locally and abroad.

At the heart of what we do

As a media organisation, we understand the responsibility laid on

our shoulders – chronicling the nation's growth and progress, and being the voice of the people. It's neither a responsibility we take lightly nor a privilege we take for granted.

Evolving beyond the written word, we strive to ensure that whatever we do enriches lives and strengthens communities. From education fairs and award programmes, to social initiatives that galvanise people to make a difference, we cater to the needs of everyday Malaysians.

Through it all, we play our part in shaping the nation by engaging Malaysians in meaningful ways. That was, and continues to be, our purpose.

The people we owe it to

To our readers and audiences, you have been our driving force, holding us accountable while we assume our role as a leading media company. Thank you for your support all these years, and we promise to nurture and never compromise this trust placed on us.

To our employees, you are the bedrock and cornerstone of Star Media Group. Thank you for the effort you've put in, the time you have given, and the years of dedication.

To our partners, we share a unique relationship thanks to our common values and a culture of innovation as we strive to deliver the best for our consumers. We thank you for your unwavering commitment and support, and look forward to continue bringing impactful and meaningful solutions for your businesses.

Embracing our future

The road ahead is long, with many first steps for us to still take, and even more new ground to cover.

But it is an exciting future for us at Star Media Group, and we can't wait to take that next stride in our journey together with you.

In an industry where change is the only constant, Star Media Group will continue to adapt and seize opportunities, introduce new offerings and rejuvenate familiar ones, to serve the needs of the nation while continuing to uphold *The Star's* gold standard of journalism.

Thank you for being the reason for what we do.



Accuracy and authority

A voice of reason and clarity amidst all that noise out there

By **ESTHER NG**

WHEN the pandemic hit our shores early last year, followed by the initial lockdown, my immediate thought was: "How on earth are we going to handle this?"

There was no precedent for it.

Much of our content is pushed out on our digital platforms, so these did not pose much of a problem.

But there was the matter of our print products. We still needed at least a skeletal crew at the office, lockdown or not, to get our processes up and running, and the hard copy published.

It was the year preceding our 50th anniversary (we had such grand plans to mark it, too!) and we were facing what was to become one of the greatest challenges in our five decades' of existence.

The impact of Covid-19 was

swift. It was not easy dealing with the host of obstacles (pre- and post-lockdown), but we had our own little arsenal – a team of dedicated and passionate personnel, more valuable than all the gems in the world, and our ability to be snap-ready in switching gears and reinventing ourselves, yet not relinquishing that durable *The Star* DNA.

Drawing from our years of experience, we launched into crisis mode immediately, and each member of the team knew just what to do. Or learned very quickly.

These, to me, are our greatest strengths.

So, here we are. We are still standing, still fighting this prolonged battle.

In facing the pandemic and its aftermath, much like in any other crisis, we were again reminded of our role in the big picture.

Apart from presenting the day-

to-day news, updates, shifts in policies to adapt to new circumstances, simplifying information into digestible infographics for our readers, we also focused on instant analyses of issues and their consequences.

Besides being the link between the powers-that-be and the people, we took pride in amplifying the rakyat's wishes, fears and plights, and the impact of the various policies and programmes on them.

This chapter in the story of Malaysia also allowed us to re-establish our calling as professional journalists and what we have been trained to do – cut through all the noise out there, and be that voice of reason and clarity.

True, factors like speed, what's trending, traffic, page views, likes and shares remain important metrics, but accuracy and authority are vital, too.

The Star has come a long way from the day we started operations

at that small office in Penang.

We are proud to have been the first media organisation to venture into the digital world 26 years ago, and how far we have come since. Our content is now published on diverse platforms, and we aim to give our audience even more storytelling experiences.

And while we mark our 50th year amidst the pandemic, this storytelling continues to evolve.

Our foray into data journalism – where we dive deep into statistical content and present it in interactive form – took off during this

time and pushed us to new heights via the

StarPlus channel on *The Star* portal with infographics, visual and video elements, and polls, among others.

This is just the beginning. With the promise of new opportunities, coupled with the eager nature that is the most significant component of *The Star* DNA, the possibilities are endless.

And we are ready to explore them all.

Happy 50th.

Esther Ng is chief content officer, Star Media Group



Bringing news of home to the world

In 1995 The Star Online was born, heralding a new media landscape

By A. ASOHAN

IT was a quintessentially Malaysian conception. Three guys at a *mamak* stall, enjoying their *teh tarik* and chatting about everything under the sun.

The topic of conversation turned to Malaysians studying or working overseas, and how starved they were of news from home. At that time, you could only get your news fix by dropping by a Malaysian embassy or high commission and browsing through its collection of weeks-old newspapers – usually only broadsheets at that.

“People were actually sending copies of *The Star* to friends or family living overseas,” one of the three men, Gilbert Yap, would later recall. “We realised that an online edition would bring Malaysian news to them, with just the click of a mouse.”

Yap was at the time acting editor of *The Star*'s lifestyle pullout. The other two men were Davin Arul, editor of the paper's technology pullout, *In.Tech*; and K.H. Khoo, the company's EDP (electronic data processing) manager.

This was in 1994, and the Internet was relatively new to Malaysia. It was only two years earlier that the Malaysian Institute of Microelectronic Systems – later Mimos Bhd – had

linked its network connecting local universities and research institutes, Jaring (Joint Advanced Research Integrated Networking), to the United States and became an international gateway. It had then spun off Jaring, which became the country's first Internet service provider (ISP).

“I remember quite vividly returning to my desk feeling excited about ‘bringing our news to the world,’” says Yap.

It was an exploratory and experimental era on the Internet. The advent of the World Wide Web (or just the Web), the much more user-friendly information system that sits atop the Internet, had made such ventures more viable, and already dozens of newspapers across the world had gone online.

However, they tended to be the big names with international footprints: BBC, CNN, The New York Times, and the like. The idea of putting a newspaper like *The Star* on the Web was audacious, to say the least.

The management at Star Publications Sdn Bhd, as the company was known then, didn't buy it. For one, there was no such thing as payment gateways – PayPal would only be founded in the year 2000 – and the idea of paying for something via the Internet was alien. The whole idea of the Web was the democratisation of information, of knowledge-sharing. Corporations and commercialism were not welcome.

“If you made our news freely available on the Internet, who's going to buy the newspaper?” the trio was asked.

There was no good answer to that.

But Davin, Yap and Khoo persevered. They worked behind the scenes to formulate a plan and a vision, one built on serving Malaysians and Malaysia. Finally, management relented and gave the green light.

Then the real challenge began.

Connecting to the Internet was not as easy then as it is today. You had to get a modem, a telephone line, make sure your personal computer met the hardware requirements, and install special software – all the stuff one takes for granted when one buys a digital device today.

That's just for users. If you were a publisher trying to build your own news portal, things got exponentially more complicated. There was no such thing as a commercially available content management system (CMS); you had to build everything from scratch.

An ad hoc team was put together to make *The Star* Online a reality, working out from the *In.Tech* office. Joining Davin and Yap was Jeswant Singh, making up “the three wise men” of *The Star* Online.

While Khoo, the EDP manager, lent his technology know-how, and *In.Tech* reporters, EDP staff and even graphic artists were roped in as and when needed, it was those three who really built the portal and made it ready for launch.

For them, it meant breaking open books on Unix and HTML, and checking out what resources they could find online. Unix is an operating system – like

Windows and iOS – that ran the computer servers that comprised the Internet, while HTML (Hypertext Markup Language) is used to format the text to appear online.

It was all very hands-on and manual. It required the team to transfer the text from stories and manually insert the HTML code – all the strange things you see if you right-click on any webpage today and choose the “View Page Source” or equivalent option.

All those funny commands had to be keyed in manually.

“It was all new territory and there was no one around to help you out when you messed up. But that was also the saving grace – no one knew when you messed up,” Yap laughs.

Finally, on June 23, 1995, *The Star* Online was launched with four sections: News, Business, Features and Sports.

Technology news was its own thing, and unknown to many, *In.Tech* Online was launched 24 hours earlier to see if all this would work. (In the years that followed, *In.Tech* Online would act as the testbed for new tech features before they were rolled out on the main site.)

At the official launch of Malaysia's first news portal, then managing director Datuk Steven Tan described it as “a small step ahead in realising our goal of keeping in touch with the world, and the world in touch with us.”

The reception and response were overwhelming.

“Congratulations on a very long-awaited service, Students like myself are so starved of local news and you have brought Malaysia so much closer to us via the Internet,” wrote reader K. Syed.

Another student, G. Chew, who was at Sheffield at the time, said: “Thanks for bringing home closer to us.”

Accolades would pour in too.

In November 1995, *The Star* Online was ranked among the top 5% of all the world's websites by Point Communications, a New York-based company owned by Lycos – a popular search engine at the time. It was the first Malaysian website to wear the “Top 5% of all Web sites” badge.

The site would also monopolise the Most Popular Website at the annual Malaysia Internet Awards – the @my Awards – for the few years it ran, while the business section won its fair share of awards and accolades from global financial and investment websites.

It also inspired other publications to go online, and would pave the way for the pure-play digital publications to make their mark as well.

No resting on its laurels though. In 1999, Star Publications formed the IStar unit, a full-time team to develop and manage *The Star* Online, with Davin named its vice-president. Over the next few years, IStar would roll out even more features for the website, and even build specialised portals for jobs, property and automotive news.

Along the way, *The Star* Online has kept its track record of scoring a number of firsts: The first Malaysian news portal to have a mobile edition, the first to have a mobile app, and so on. In more recent years, we built in artificial intelligence to allow our readers to customise and personalise their favourite news portal, harnessed data journalism, introduced text-to-speech features that allows your news to be read out to you, and much more.

Its focus, however, has never wavered. As Davin put it in the early days: “Why put a newspaper on the Web anyway?”

“For us, one of the primary reasons was to serve the thousands of Malaysians working and studying overseas.

“And of course, it's a good feeling to help the country make its mark on the Web.”

Senior editor A. Asohan has served in a variety of roles in *The Star*, including as editor of *In.Tech*, *New Media* and *The Star* Online at different times.



TheStar.com.my as it is known now is the No.1 news portal in Malaysia today, according to Amazon's Alexa.

Star 50 HAPPY 50 YEARS TO STAR MEDIA GROUP



Own a signature Tropicana property with great deals.
THERE IS SOMETHING FOR EVERYONE!

ONGOING PROJECTS

TROPICANA

100XTENDED

THE 100% SOLUTION TO OWN-STAY & INVESTMENT

100% Returns
100% returns on booking

100% Interest-free Flexibility
Up to 30 months zero-interest easy payment scheme

100% Legal Fees Borne
• Legal fees on SPA & Loan
• Stamp duties on Loan & MOT

100% Furnishing
Fully & partially furnished units available

100% Financing
• Zero down payment
• Zero payment during construction
• Lowest monthly payments

100% Additional Referral Rewards
Earn double referral rewards when you successfully introduce a family or friend

COMPLETED PROJECTS

TROPICANA

freeDOM (Completed Edition)

Downpayment Free
0 Wait Time, Move-in Now
Maintenance Free
Big Buys, Bigger Savings!

Pay nothing upfront with
FREE DOWNPAYMENT 1

Enjoy **SPECIAL REBATES** 2

100% FINANCING with HouzKEY by Maybank Islamic 3

After signing your SPA, **MOVE-IN IMMEDIATELY** 4

Up to **10 YEARS FREE MAINTENANCE** 5

Refer friends & family, earn up to **2% REFERRAL REWARDS** 6



03 7663 6888



By WONG CHUN WAI

IT'S probably called career mobility now. When I told my younger colleagues, especially the millennials in the newsroom, that I've spent more than 35 years in *The Star*, they looked at me baffled. They probably think I can't find a job elsewhere and feel a tad sorry for me.

I guess I belong to the old school because loyalty and camaraderie are values I embrace.

As *The Star* celebrates its 50th year, my mind harks back to my schoolboy days in Penang.

I missed the paper's first copy but became an ardent reader of the early version in the 1970s because I found the language flow much simpler and the content more interesting compared to the broadsheets.

My relationship with *The Star* began when I was writing letters to the editor to express my views on issues. Encouraged by my many published letters, I aspired to have *The Star* on my CV. After I finished Form Six, I wrote to the company to apply for a job.

Group chief editor H'ng Hung Yong, who happened to be at the Penang office in Pitt Street (now Jalan Mesjid Kapitan Keling), interviewed me. "So, you are the guy who writes letters to the editor?" he asked, looking up from the file he was reading from.

But six months into the job in 1980, mostly spent at the courts and police stations (my beat as a rookie reporter), I was accepted into Universiti Kebangsaan Malaysia. I finished my three years at UKM in 1984 – opting not to stay another year to write a thesis and get an honours degree. I felt it made no difference because I had no desire to work in the civil service.

Pride and *passion*

Rise of a rookie reporter

The day after I finished my final test paper at UKM, I rejoined *The Star* in Penang. The succeeding group chief editor Ng Poh Tip, another Xaverian, accepted me into the newsroom.

I have enjoyed every single day at *The Star*. Yes, like all jobs, there have been ups and downs.

I have had bad superiors but also good ones who taught me the trade. They helped me hone my skills and inspired me to be more than just a press statement processor.

News editor P.K. Katharason, who has delivered more major scoops than any reporter in *The Star*'s 50 years, gave me my first byline for my story on misappropriation of funds.

Other editors encouraged me to be analytical and move beyond simple news reporting. They rewrote my articles, removed the poor language, and made it readable and exciting.

"That's what he wants to say. He just doesn't know how to say it," said news editor Nizam Mohamed, who gave me a stern look as I tried to recall if the interviewees really said those words. He was right because the next day, they called to thank me.

Other bosses advised me to aim for recognition outside Malaysia –

beginning with Hong Kong and Thailand.

"You won't impress me if you just get awards in Malaysia. Look outside KL, ok?" said executive deputy chairman Tan Sri Vincent Lee, while his predecessor Tan Sri Clement Hii asked me to read every page of a business newspaper and financial statements to learn to talk like a chief executive officer, if I aspired to be the CEO of *The Star*.

I did just that and he helped me become an executive director, as a start.

But executive deputy chairman Datuk Steven Tan gave me the most confidence on the earlier days by regularly summoning me to his office at our headquarters in Section 13, PJ, to hear my thoughts and analysis on politics.

The best time of my career was under the leadership of managing director Datin Linda Ngiam and group managing director/CEO Ho Kay Tat. They were true professionals and never did they interfere in newsroom operations.

Group chief editor Michael Aeria gave me the opportunity to write my own column, *On The Beat*, which made its debut on Feb 23, 1997. More than 20 years later, its

following remains strong.

Aeria's predecessor Wong Sulong sent me to the United States on a Bank Negara scholarship to attend financial leadership courses, and the late editorial adviser V.K. Chin taught me how to walk the tightrope across Malaysia's highly regulated media business.

Star Media Group has given us the best years of our lives. It's not perfect. There have been angry reactions to some coverage, but many other stories have also changed the lives of countless Malaysians. Life isn't only about politics.

The Star has given me the chance to do something I enjoy and also travel to at least 60 countries. There, I got to meet and

interview people I never imagined I would.

This dream job has given me the opportunity to meet the likes of Tunku Abdul Rahman, Fidel Castro, Bill Clinton, Stephen Hawking, Jokowi, Boris Johnson, Lee Kuan Yew, Richard Branson, Arnold Schwarzenegger, Jackie Chan, Arsene Wenger, Jimmy Choo and many others. I have had direct access to many leaders and celebrities – not on my merit, but the newspaper's.

Today, *The Star* is an institution because it is trusted. We will always be accountable and relevant.

Datuk Seri Wong Chun Wai was group chief editor of *The Star*, and managing director and CEO of Star Media Group. He is now advisor to Star Media Group.



Star 50 YEARS OF SHAPING THE NATION TOGETHER

WE SERVE YOU BETTER!





**YEARS OF SHAPING THE
NATION TOGETHER**

SUNWAY®

THE FUTURE OF MALAYSIA LIES IN OUR CHILDREN

Giving a child an education is like giving them a key to unlock the door to a better future. They will be equipped with the knowledge and skills to pursue a better life and become upstanding members of society.

Sunway provides a range of initiatives for children to receive the education they deserve. From collaborative partnerships with **Jeffrey Cheah Foundation** and renowned global institutions, we remain committed to nation-building through advancing the United Nations 17 Sustainable Development Goals that among others, call for quality education and eradication of poverty.

Today Sunway, Tomorrow The World.

www.sunway.com.my

SUNWAY COMMITTED TO:

**SUSTAINABLE
DEVELOPMENT GOALS**

| Property | Construction | REIT | Healthcare | Malls | Building Materials | Trading & Manufacturing | Quarry | Digital | Hospitality | Education | Leisure | Investment & Financial Services |

IN the middle of 2014, the R.AGE team, led by the then newly-appointed editor Ian Yee, came up with a crazy proposal that drew scepticism from pretty much everyone it was presented to.

They had decided to revamp R.AGE, a youth lifestyle pullout at the time, into a hard-hitting investigative documentary channel focusing on social justice issues.

At the time, the conventional wisdom was that young people simply wouldn't be interested in social justice, and they were probably too busy tweeting and vlogging to watch investigative documentaries.

The proposal was deemed too much of a risk, and Yee was sent back to the drawing board.

But having spent the past few years covering youth initiatives, Yee and his team were convinced that young Malaysians, and indeed young people around the world, were actually much more passionate about social change than "the adults" ever gave them credit for.

And with digital technology becoming increasingly accessible, these young people finally had the tools to translate that passion into real-world impact.

So Yee spent over a year pushing the proposal, taking on all feedback while bartering and negotiating until finally an agreement was made; R.AGE could start producing its documentaries, with full support from Star Media Group (SMG).

The very next week, R.AGE journalists Elroi Yee and Shanjeev Reddy travelled nearly 10 hours into the Royal Belum State Park, where they spent five days investigating reports of an alarming number of child deaths in an Orang Asli settlement there.

Their shocking findings, including the burial of a young girl who died

R.AGE comes of age

From a platform about youths, R.AGE transforms into an awards-winning investigative documentary channel

of illness, were published as part of R.AGE's first-ever documentary, *The Curse of Serawan*.

The documentary led to a public outcry, with many calling for swift and holistic action to improve the problematic policies which had been foisted on Orang Asli communities. It became a huge talking point for weeks, with state authorities pledging to work more closely with the affected settlements.

Barely a few weeks later, the team started what would turn out to be one of their landmark investigations – *Predator in My Phone*.

The team spent months undercover, meeting up with online sex predators who were targeting under-aged children, and filming their encounters using hidden cameras.

This time, the team would go a step further. Instead of just exposing the predators on video and passing on the evidence to the police, they – in collaboration with civil society groups – would push for new laws against child sexual crimes.

The rest, as they say, was history. The Sexual Offences Against Children Act (2017) was passed, and the R.AGE team had completed its

transformation from lifestyle pullout to acclaimed investigative documentary journalists.

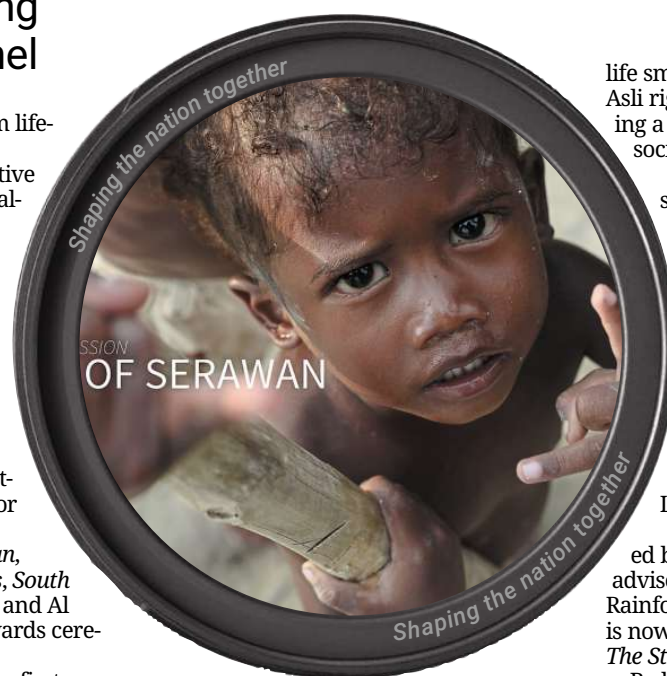
Today, the R.AGE team has earned over 40 awards in journalism, film-making, digital marketing, and social impact all across the world, often being the sole Malaysian representative alongside major news organisations such as *The Guardian*, *The New York Times*, *South China Morning Post* and Al Jazeera at major awards ceremonies.

They were also the first Malaysian outfit to ever be nominated for a prestigious Peabody Award, a feat which they achieved two years in a row.

Crucial to this success was the fearless reporting by producers Elroi and Shanjeev – alongside former long-time R.AGE journalists Samantha Chow, Claire Anthony,



Predator in My Phone



life smuggling, refugee rights, Orang Asli rights, and so much more, forging a reputation as defenders of social justice.

Yee himself would go on to be selected for the Obama Foundation Leaders programme (which included a meeting with former US President Barack Obama and First Lady Michelle Obama in Kuala Lumpur), the Acumen Foundation fellowship, a Human Rights Measurement Initiative ambassador role, and the UK government's International Leadership Programme.

More recently, Yee was selected by the Pulitzer Centre as an advisory committee member for its Rainforest Journalism Fund, and he is now a deputy executive editor on *The Star's* editorial department.

By harnessing the passion, creativity and optimism of Malaysian youth, the R.AGE team turned itself into one of SMG's greatest success stories. As a small, young upstart team rubbing shoulders with some of the world's biggest news organisations, R.AGE's remarkable rise mirrors the SMG journey that began 50 years ago with *The Star*.

The Curse of Serawan

Lim May Lee, Clarissa Say and others – whose work was often the catalyst for positive real-world change.

With support from Malaysia's tireless civil society groups, they have tackled issues including drug trafficking, human trafficking, wild-

Star 50 YEARS OF SHAPING THE NATION TOGETHER

Congratulations on your Golden Jubilee!

We commend your efforts in anchoring our nation through half a century of progress, growth, and prosperity.

Let's look forward to the next 50 years of excellence as we lay the foundation for a stronger Malaysia together.

Stay ahead of the curve as one #KeluargaMalaysia
www.deloitte.com.my

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited ("DTTL"), its global network of member firms, and their related entities (collectively, the "Deloitte organization"). DTTL (also referred to as "Deloitte Global") and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more.

© 2021 Deloitte PLT

Deloitte.

HONDA
The Power of Dreams

Star 50
HAPPY 50 YEARS TO
STAR MEDIA GROUP



GAME, RAISED

Now with the **Most Complete Advanced Safety Features**
in the **B-Segment**, priced below **RM100,000**.

**Most
Complete
in Class**



Honda
SENSING
7 Advanced Safety Features



NEW
7" TFT Meter



POWERFUL
1.5L DOHC
i-VTEC Engine



SPACIOUS
519L Cargo



HONDA

honda.com.my

[f](#) [i](#) [hondamalaysia](#)

Find out more at www.honda.com.my or visit a Honda Authorised Dealer.



Mstar produces video content on the YouTube platform where it has more than 800,000 subscribers.

Urban and versatile

Star Media Group's entertainment and lifestyle portal for Malay segment

URBAN. Versatil.

With this contemporary theme, mStar has worked its way into the Malay readership in the country since the portal that offers entertainment, lifestyle and breaking news was launched 16 years ago.

The story began when Star Media Group (SMG) wanted to tap into a new market for the Bahasa Malaysia segment.

As a media company that is better known for providing English content, the move is necessary to further expand its wings in line with the evolving world of digital and technology.

In 2005, in an initiative under then group chief editor Datuk Seri Wong Chun Wai, mStar was born. M refers to its Malay target market while The Star is the company's prominent brand.

The move paid off. Now, mStar stands on its own with the brand becoming even more well-known.

Starting off as a news portal, mStar believed that it could compete in a different way for readership. It went through a transformation in November 2018, giving focus and priority to entertainment and lifestyle content.

The change in concept is aimed at meeting the needs of the target audience especially the youth, who treat their gadgets as their "buddies". So mStar wants to captivate

them with credible information and lifestyle content that the youth could get at their fingertips.

After the transformation, it became a bigger success story when mStar hit more than 26 million page views and at least eight million unique visitors within a short period. Most of its readers are within the 24 to 44 years age bracket.

Commenting on the remarkable achievement, mStar senior editor Niezam Abdullah said that one of mStar's "formula" is to focus on content that is much talked about on social media platforms.

"So, a viral segment was introduced as a platform for readers to get verified reports on any hot topic that is being talked about by the people," he said.

He explained that mStar would go straight to the source for comments about postings that has gone viral.

"Through this way, any question raised on social media, the answers can be found on mStar," he said.

According to Niezam, aside from the viral segment, other sections that are based on knowledge sharing include the lifestyle segment known as *Xpose* that features topics on religion, family, health, cooking and travel.

Entertainment news is also another favourite of mStar readers.

mStar has managed to be closer to its readers more via social media platforms such as Facebook, Twitter, Instagram, TikTok, YouTube as well as a

Telegram group.

To further enhance engagement with them, mStar's articles are shared on such platforms, recording outstanding page views.

The approach has become a success. For instance, its Instagram page has one million followers while its TikTok account has garnered more than 1.2 million likes within a few months.

"Our YouTube platform has more than 800,000 subscribers, while our videos will go to the trending cart once it is shared," said Niezam.

In April, mStar launched *Telegram mStar Rojer* which allows for interaction with the administrator of the account. Both sides could share views, ideas and information.

For the past 16 years, mStar has been acknowledged in many ways, even at the international level.

It was among the winners in the Lifestyle Category of the 2015 Asian Digital Media Awards, a first for a Bahasa Malaysia website. The awards were presented by the World Association of Newspapers and News Publishers (WAN-IFRA). WAN-IFRA is an organisation that represents more than 18,000 publications, 15,000 online sites and 3,000 companies in 120 countries.

mStar took the silver in the Best Event by a Media Owner category at the Sparks Awards in Singapore in 2016.

At the national level, mStar won the Best Film Critics award, organised by the National Film Development Corporation (Finas) in 2017.

It also clinched second place for producing documentary videos at the Construction Industry Development Board (CIDB) Construction Media Awards in 2018.

With its impressive list of achievements as well as its advertising revenues, the portal became its own entity and was placed under Magnet Bizz Sdn Bhd – a wholly-owned subsidiary of SMG – starting April 2021.

Star 50 HAPPY 50 YEARS TO STAR MEDIA GROUP



GET A DOSE OF EXCITING DEALS!
WHEN YOU BUY A HOME IN

PRESTIGE
—RESIDENCE—

Serviced Apartment
starting price of **RM270,000***



Artist's Impression

MORE EXCLUSIVE OFFERS FOR YOU:



SCAN HERE
TO FIND
OUT MORE

Dear, we can finally own
our dream home with LBS,
they're giving more than

RM670,000*
cash incentives!

Wow! And they
are also giving
extra cash incentives of up to

RM335,000*
if we're registered or vaccinated!

Let's go mummy daddy!
There are many prizes
to win in the LBS Fabulous
20-21 Lucky Draw too...
worth more than

RM1,000,000!



: Prestige Residence Sales Gallery by LBS • prestigeresidence.com.my

Address : Jalan LP 7/4 Taman Lestari Perdana, Bandar Putra Permai, 43300 Seri Kembangan, Selangor

Show Units Open Daily

From 10am-6pm

Visit www.lbs.com.my for more info on all LBS participating properties. *Terms and Conditions apply. Pictures are for illustration purposes only. Prizes subject to change.

Another project by



林木生集团有限公司 **LBS BINA GROUP BERHAD** 200001015875
PROPERTY DEVELOPMENT & INVESTMENT HOLDINGS
HQ PLAZA SERI SETIA, LEVEL 1-4, NO.1 JALAN SS9/2, 47300
PETALING JAYA, SELANGOR DARUL EHSAN, MALAYSIA

1700 81 8998

FOLLOW
LBS BINA ON:    

Developer: Utuh Aspirasi Sdn Bhd ((Company No. 200101007396 (543152-A)), A Member of LBS Bina Group Bhd I Developer's License No.: 20162-1/09-2023/0687 (L) I Validity Period: 23/09/2021 - 22/09/2023 I Advertising & Sales Permit No.: 20162-1/09-2023/0687 (P) ; Validity Period: 23/09/2021 - 22/09/2023 I Approving Authority: Majlis Bandaraya Subang Jaya I Building Plan Ref. No.: BGN.BP6.600-1/10/4/32(30) I Land Tenure: Leasehold 96 years (expiry date: 4 September 2112) I Land Encumbrances: Charged to Public Investment Bank Berhad I Expected Date of Completion: Oct 2025 I Total Units: 725 units I Price: RM 270,000 (Min) - RM 535,900 (Max) I Restriction in Interest: This land cannot be transferred, charged without the prior consent from the State Authority. Disclaimer: Whilst every reasonable care and effort has been taken, all measurements and specifications are approximate. All plans and specification information contained herein may be subject to change as required by the Authorities / Engineer, Architect, and the Developer and / or Landowner (where applicable) shall not be held responsible for any inaccuracy. All 3D visuals are artist's impressions only. Terms and conditions apply.

empowering individuals • enhancing communities

All out to hit the *right notes*

Infotainment channel 988FM is 'viewable' on its mobile app

988FM has come a long way since its modest beginnings as Rediffusion Cable Network in 1996.

In the early days it was a trilingual radio station, with Chinese content accounting for 50% of its content. By December 1997, it became a full-fledged Chinese infotainment radio station.

Following its acquisition by Star Media Group (then Star Publications) in 2003, the radio station gradually cemented its status as an infotainment channel.

On May 8 this year, 988FM toasted to its 25th anniversary as the "No.1 infotainment radio station" – giving its listeners a wide range of content ranging from current affairs, entertainment, lifestyle, fashion trends to leisure.

Its line-up of multi-talented DJs, no doubt, has captivated its audience.

Top on the list is Chan Fong who helms *City Heartbeat*, one of 988's longest-running shows. It is aired every Friday from 8pm to mid-



Powered by STAR MEDIA GROUP

night. He also hosts *Morning Up*, 988's breakfast show from 6am to 10am on weekdays.

His career with the radio station started in 1991 when he joined the then Rediffusion (now 988) as a drama artiste. Three decades on, he is one of the country's most established announcers, winning accolades such as the Popular Radio Announcer Award in 1997 from Persatuan Akademi Industri Muzik Malaysia.

DJ Danny One is a multi-talented musician and YouTuber. He won

the Best Performer Award (Malaysia) at the Global Chinese Music Awards in Guangzhou, China, in 2014. Danny One hosts the evening drive time programme known as *Power Show* with DJ Cassey Soo on weekdays from 4pm to 7.30pm.

Another popular personality is DJ Chrystina Ng, who is host of the 10am to 1pm radio programme called *Stand By You*. She wears many hats; besides being a TV host and emcee, she is a barista as well.

In line with Star Media Group (SMG)'s initiative to promote digitalisation, 988FM has upgraded its mobile app to cater to the changing needs of listeners in an increasingly digital age.

The upgraded 988 app aims to transform how the audio-based

medium is traditionally consumed by making radio "viewable".

Among others, its features allow users to freely switch between video and audio live broadcasts during specific times and shows. The app also includes a seven-day catch up via podcast feature.

As for dramas produced by 988FM, the radio station is listed in the Malaysia Book of Records in 2018 for Longest Running Cantonese Radio Drama.

988 dramas started in 1973 during its Rediffusion days. The 988 drama team produces about 15 radio dramas per year. So far, it has an output of more than 1,000 dramas.

On SMG's golden anniversary and 988's 25th anniversary, 988FM general manager Woo Bee Ay says: "We are excited to have this double celebrations in the same year."

While the Covid-19 pandemic has made the past two years rather difficult for everybody, "we are in this together as Malaysians and we will get through the challenges," she says.



988 DJ Chan Fong

Rise and shine with Suria



Dibawa Khas Oleh STAR MEDIA GROUP

JUST like its namesake, Suria FM has been lighting up the days of radio listeners from the moment it came on air in December 2005.

Its programming started off by targeting Malay listeners aged between 25 and 35, featuring a mix of local all-time favourites and chart-topping hits including some of the latest Indonesian and English songs.

After a series of rebranding and finding its own unique identity, the station found its niche with the tagline "Suria, Menceriakan Dunia Mu".

Suria FM is a Malay language private radio station under Rimakmur Sdn Bhd – a company owned by Star Media Group.

In 2015, Suria successfully strengthened its position with three primetime slots – Ceria Pagi Suria, Ceria Petang Suria and Suria Cinta – winning over about one million listeners.

With the radio scene changing rapidly, aggressive marketing initiatives were launched since 2016 to further establish Suria as one of the country's top Malay radio stations.

Suria FM is on multiple digital platforms including YouTube and Joox

This was apparent through Suria's Bangkit campaign aimed at evoking self-awareness among the Malay community while introducing the station's announcers – Halim Othman, Linda Onn, Baki Zainal, Adibah Noor, Brian Chen and DJ Lin – to the public.

Suria Cinta, the station's love-centric segment, continues to soar – often gaining the highest numbers in time spent listening.

The segment's announcer DJ Lin (full name Roslina Abdul Majid) has won the coveted Most Popular Radio Presenter Award three times (2015, 2019 and 2020) given out by Anugerah Bintang Popular Berita Harian.

In 2017, the station streamlined its direction. With the tagline "Segalanya Hiburan", Suria extended its digital offerings complementing on-air and on ground initiatives, by producing original, high quality content such as Suria Jam, Sensasi Suria, Apa Itu Cinta, Jangan Tutup Lampu and Parodi Zulin – targeted at urbanites aged between 25 and 39 with selections of popular 1990s music and hits of today.

Beginning 2018, Suria embarked on a series of road-shows called "Jelajah Suria".

An entourage comprising Suria announcers, celebrities and singers toured the nation, putting up shows that attracted huge audiences in towns such as Alor Setar, Ipoh, Seremban, Melaka, Johor Baru, Kuantan, George Town and Kuala Lumpur.

Suria reached a milestone in 2019 when it perfected its on-air line up with signature segments such as Team Pagi Suria, Gaya Suria, Suria Petang and Suria Cinta.

Hosted by celebrities and radio personalities namely Ajak, Fizi Ali, Feeya Iskandar, Suraya Borhan, Sharifah Shahirah, Tyzo and DJ Lin, the segments resonated well with Malaysian listeners.

As a result, the station recorded its highest total increase in listeners – making Suria the fourth-ranked Malay commercial radio station to this day.

Suria's digital platforms garnered an ever increasing number of digital listeners which currently stands at 3.8 million, while response to the Suria website



(suria.my) and apps has been tremendous.

Today, Suria is available on multiple platforms including YouTube and the Joox music streaming app. Its total online listeners has hit more than two million.

According to DJ Lin, the station aims to be among the top three Malay radio stations in the country, reaching out to over

five million listeners.

To achieve this, Suria ensures that it is accessible on all digital platforms, says DJ Lin.

The station is now working on producing new talent in the radio industry.

"Ultimately, we would like Suria FM to become a radio station that is close to the community," to touch the hearts of people of all ages, she says.



What does an energy company have to do with you, your bottom line and a better tomorrow?

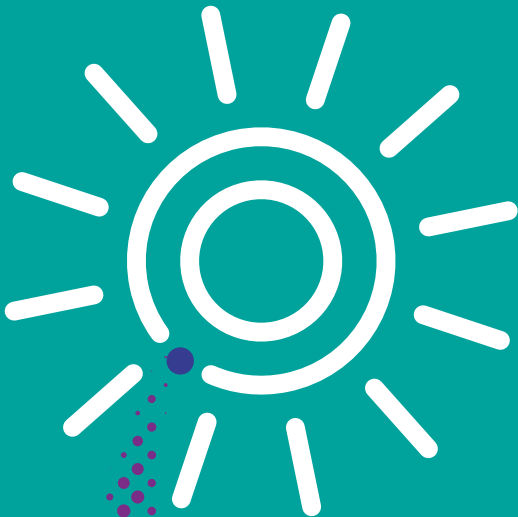
When you connect the dots, everything.

As a progressive energy and solutions partner, we enrich lives for a sustainable future. This is our purpose. Our aim is to reduce emissions, grow renewable energy, bring education to more, champion social impact and promote a circular economy. This drives us to find new life for oil and gas, harness the power of solar energy, increase education opportunities, help people live in harmony with nature, move cars with plastic bottles and much more.

Our passion for progress is why we connect the dots and create sustainable value for all.



Discover the connections we can make.



Passionate about Progress

Sold on 01.01.01

When something happens
once in a thousand years

By MICHAEL AERIA

LOOK what I ordered from The Star Mall. A customised T-shirt of my favourite page one of The Star.

The story behind this page one is rather interesting.

This edition of *The Star* was unique because we dedicated the entire issue to the special date 01-01-01.

This sequence of numbers occurs only once every 1,000 years.

This “collector’s edition” came about from a casual conversation that I had with then group chief editor Datuk Ng Poh Tip and managing director Datuk Steven Tan sometime in December 1999.

“Do you know what’s so special about this coming new year?” Tan asked us.

“010101,” I replied. “0 and 1 are binary codes or the building blocks of computers.”

“Do something about it,” the boss said.

We had to sell this package to an advertiser and at that time, the ones with the deep pockets were the telcos. They were also the ideal

partner as this project was all about technology.

As luck would have it, general manager (advertising) Linda Ngiam had wanted to call on Maxis on another matter.

The person she wanted to see at Maxis was Ross Chia, then head of mobile business division.

It didn’t take executive editor Teh Eng Huat and me long to convince Chia to buy into our advertising campaign. I would like to think that our presentation was excellent but the reality is that Chia was simply good at spotting a good deal.

The unique features of this advertising campaign was:

1. The product would run from page one to the back page of sports, with almost the entire features section dedicated to the won-

ders of modern technology. This is similar to the “roadblock” concept which *The Star* sold to a casino group in Australia.

2. The ad would not eat into advertising or editorial space. It would run as a strip on the top of every page. Copy would be pro-

vided by the editorial team, efficiently put together by the In-Tech boys led by A. Asohan.

3. There would be a two-day run-up on page one for this package, starting with 01 on the first day (Dec 30), 0101 on the second day (Dec 31), and finally on Jan 1, 2001, we would have the heading 010101.

When the first teaser appeared on Day O, it left many people wondering what the ad was about.

Apparently, there was a story going around that Ralph Marshall, the boss of Maxis then, asked Chia: “Are we starting a new mobile service?”

Michael Aeria is formerly group chief editor, Star Media Group



SHANGRI-LA
KUALA LUMPUR

JOM KUALA LUMPUR!

Explore the beautiful city of Kuala Lumpur with fresh eyes! Revisit famous landmarks such as KL Tower Observation Deck, KL Forest Eco Park, Sultan Abdul Samad Building, Thean Hou Temple and Saloma Link. Then, come back to the hotel to tuck into scrumptious dining options and fun activities for the kids including the Fun Zone. Earn Golden Circle award points for your stay too!

Stay with us worry-free with our AIG StaySurance and be automatically entitled to personal accident coverage including a daily hospital cash benefit for infectious diseases such as COVID-19. Furthermore, our fully vaccinated guest-facing team provides the safest possible environment for your next holiday.

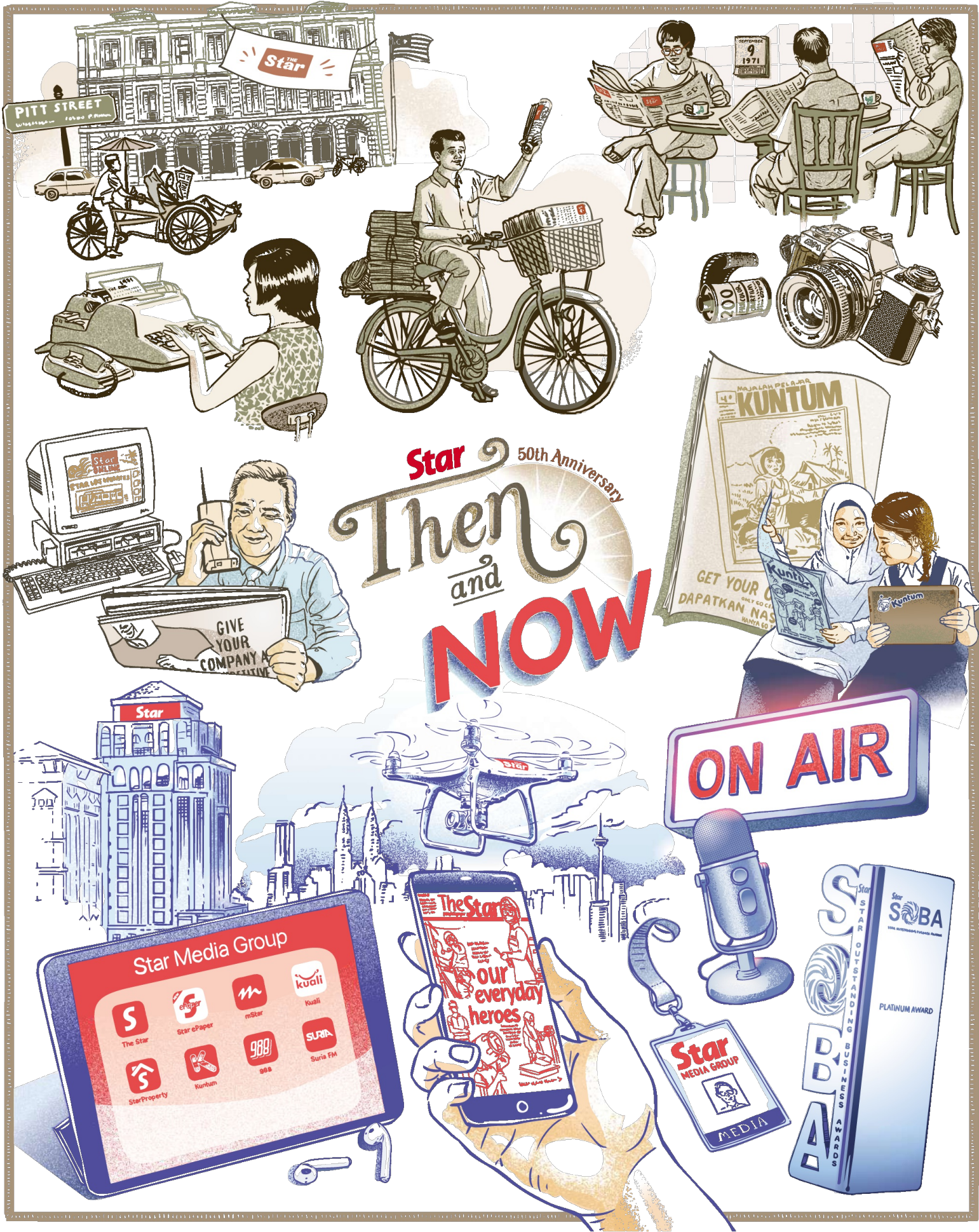
FIND OUT MORE!

www.shangri-la.com/kualalumpur
(603) 2032 2388 | kualalumpur@shangri-la.com



Celebrating our legacy.
Embracing our future.

Thank you for being part of our 50-year journey.
We couldn't have done it without you.



TheStar

StarProperty

StarCarSifu

R.AGE

kuali

mStar
urban.versatil

988

SURIA



Perfect
Livin'expo

SOBA

Kuntum

By CALYN YAP

AS we witness the various changes and upheavals over the past decade, there is the one constant that shines through – the resilience of spirit among entrepreneurs and small and medium enterprises, often referred to as the backbone of Malaysia's economy.

In line with the Government's commitment to develop successful homegrown enterprises, Star Media Group Bhd first introduced the Star Outstanding Business Awards (SOBA) 12 years ago in 2010 – to recognise the up-and-coming enterprises and their important role in nation-building efforts and contributions towards growing the economy.

By casting a spotlight on deserving local non-listed companies, SOBA seeks to inspire and encourage local businesses to promote Malaysia and showcase their products and services to the world.

In doing so, it looks to promote excellence and stimulate positive competition, to serve as a benchmark for success and drive local businesses to achieve new milestones and push the envelope to gain greater heights, with the following key objectives:

- > To recognise the role and contributions of outstanding businesses towards the nation and the economy.

- > To encourage local enterprises to continue developing and elevating their businesses.

- > To motivate and inspire homegrown businesses to aim for excellence in their products and services.

- > To celebrate and highlight the achievements of local enterprises that have contributed to the growth of the community.

- > To inspire and encourage local businesses to promote Malaysia and showcase its products

Celebrating the entrepreneurial spirit of Malaysian businesses

SOBA continues to honour the best local companies and entrepreneurs for the 12th consecutive year

and services to the world.

Along the way, it has garnered the support of numerous notable facilitators in the SME ecosystem and renowned corporations, including names such as Ambank, RHB, BMW, Credit Guarantee Corporation Malaysia Bhd (CGC), Digi, Maxis, PKT Logistics Group Sdn Bhd, Export-Import Bank of Malaysia and Naza Euro Motors, among others.

Among these, CGC, for one, has participated as an important support pillar for SOBA in shaping the nation together, as 2021 marks its seventh consecutive year as a sponsor – notably becoming a main sponsor for this year's edition of the awards programme.

Other industry heavyweights

returning as main sponsors for SOBA 2021 are RHB and Maxis, alongside SOBA alumni PKT Logistics Group.

Since its inception, SOBA has honoured more than 350 companies, with several past winners going on to become publicly listed and others charting a bold path to set an example as impressive role models for others.

It is against this backdrop that the awards has, for over 10 years, established a credible and respected name for itself among the plethora of business awards out there, as it consistently stays true to its principles of upholding stringent independent judging – duly audited by an external audit party – to rightfully honour only the best of the best SME champions in their own fields of expertise, sub-categorised into enterprises with sales turnover of up to or above RM25mil respectively.

Even after more than a decade, the awards programme has



2010: Finance Minister II Datuk Seri Ahmad Husni Hanadzlah (second from right) sharing a light moment with Star Publications (M) Bhd group managing director and CEO Datin Linda Ngiam (right), Standard Chartered Saadiq CEO Azrulnizam Abd Aziz (third from left), Star Publications (M) Bhd executive director Ng Beng Lye (second from left) and Maxis Bhd chief marketing officer Matthew Willsher (left) at the launch of SOBA 2010 logo.

consistently reinvented itself and adjusted to the changing business environment.

For instance, SOBA 2020 introduced two new categories to better reflect the diversification of the country's SMEs, namely Best in Customer Service and Best in Retail – tailored to portray the feel of the current times and trends.

In the same year of unprecedented firsts, as the country battled the Covid-19 pandemic, SOBA also introduced an online submission feature, along with virtual judging.

In addition, 2020 was the year that SOBA conducted its "SOBA Learn. Inspire. Build" knowledge-sharing and capacity-building workshops entirely online through a series of webinars, which actively invited industry leaders and players to share business insights into alleviating challenges stemming from the Covid-19 pandemic.

SOBA 2021 then took it further by enhancing the series to be presented in English, Bahasa Malaysia and Mandarin in order to reach out to a broader spectrum of SMEs.

> TURN TO PAGE 18



2011: The turn-out at SOBA Awards Night at Royale Chulan KL.



2010: Finance Minister II Datuk Seri Haji Ahmad Husni (centre) together with Datin Linda Ngiam (second from right), BMW Malaysia Sdn Bhd finance director Frank Scheffer (right), Standard Chartered Bank Malaysia Berhad CEO Osman Morad (left) and Maxis Business Services senior vice president Fitri Abdullah having a light moment with the platinum winners of SOBA at Royal Chulan KL.

Star 50 HAPPY 50 YEARS TO
STAR MEDIA GROUP



PUTRA
BRAND AWARDS
2020

GOLD
WINNER

— TRUSTED BY —
MALAYSIANS

Because our
journey rests on
the shoulders of
your progress.

The path to where we are today is not paved only by our strength alone, but by the millions of you who have trusted us to bring progress to your lives each day. Winning the Gold Award – our third consecutive win at Putra Brand Awards – is for both you and us, for together we progress.

Discover more about RHB Group at
www.rhbgroup.com

Together We Progress

RHB ◆

12 years of SOBA

> FROM PAGE 16



2011: (From left) SOBA chairman and Star Publications (M) Bhd group business director Calvin Kan, BMW Malaysia marketing head Raymond Tan and Exim Bank managing director and chief executive officer Adissadikin Ali at the launch of the Star Outstanding Business Awards 2011.



2018: Forefront Studio CEO Darien Mah (centre) with his team as they celebrate the digital and creative advertising agency's win at SOBA.



2012: The PKT Logistics Group Sdn Bhd team celebrating their win as SOBA Malaysian Business of The Year.



2012: Winner of SOBA Malaysian Business of The Year, PKT Logistics Group Sdn Bhd group chief executive and managing director Datuk Michael Tio.



2020: SOBA 10 Years Gala Night at The Majestic Hotel Kuala Lumpur.



2017: Maxvue Vision Sdn Bhd was winner of four SOBA awards.



2011: Participants registering for the SOBA forum at Cititel Penang.



2011: (From left) Nehemiah Reinforced Soil MD Ir Dr Nehemiah Lee Chee Hai, Westports Malaysia director Datuk Ir Rahim Bakar, Thumbprints Utd's Tam Wah Fiong, Hextar Chemicals chairman Datuk Ong Soon Ho, BMW Group Malaysia MD Geoffrey Briscoe, EXIM Bank MD/CEO Adissadikin Ali, Transport Minister Datuk Seri Kong Cho Ha, Vista Laser Centre CEO Lim Boon Siong, KK Supermart & Superstore chairman Datuk Dr Douglas KK Chai, City-Link Express MD David Tan, and Star Publications group MD/CEO Ho Kay Tat at SOBA Awards Night.



2011: Ng Beng Lye (centre) flanked by Datin Linda Ngiam and Datuk Seri Ahmad Husni Hanadzlah together with the partners and sponsors of SOBA (from left) Johabaha Ibrahim banquet supervisor of The Royale Chulan (official hotel for SOBA), Maxis Bhd's Matthew Willsher (Maxis is the official presenter of the Awards), CEO of Standard Chartered Saadiq Azrulnizam Abd Aziz (Standard Chartered Saadiq is the gold sponsor of the awards) and Geeta Balakrishnan Bursa Malaysia's head of corporate comm (Bursa is the supporter of the Awards).



2017: (Front row, from left) Credit Guarantee Corporation Malaysia president and CEO Datuk Mohd Zamree Mohd Ishak, BMW Group Malaysia corporate communications head Sashi Ambi, Star Media Group CEO/MD Datuk Seri Wong Chun Wai, Transport Minister of Datuk Seri Liow Tiong Lai, Malaysian Business of the Year winner (above RM25mil), Star Media Group chairman Datuk Fu Ah Kiow, Ambank Group CEO Datuk Sulaiman Mohd Tahir and Matrade deputy CEO Wan Latiff Wan Musa with the platinum winners of the same category.



**YEARS OF SHAPING THE
NATION TOGETHER**

HAPPY GOLDEN JUBILEE TO STAR MEDIA GROUP

Celebrating 50 years of
shaping the nation together.
Here's to many more.

"Your Employability...Our Priority"



**PENINSULA
COLLEGE**

www.peninsulacollege.edu.my



[peninsulacollege.edu](https://www.facebook.com/peninsulacollege.edu)



[peninsulacollegemalaysia](https://www.instagram.com/peninsulacollegemalaysia)

The Ship Campus (HQ)

No. 1, Education Boulevard, One Auto Hub,
Batu Kawan Industrial Park,
Bandar Cassia, 14110 Simpang Ampat,
Pulau Pinang, Malaysia.
Tel: +604-545 6000

Lighthouse Campus

No. 1, One Logistics Hub, Persiaran Sungai,
Hampar, Section 32, 40460 Shah Alam,
Selangor, Malaysia.

Tel: +603-5161 1546

City Campus

S.03-23a, Tingkat 2, Klang Parade,
Jalan Meru, 41050 Klang, Selangor,
Malaysia.

Tel: +603-3344 7961



2019 Gamuda Inspiration Award: Sujana Mohd Rejab with beneficiary Muhammad Muqri Mifzal as he wears a new mechanical limb created by Sujana using a 3D printer.

Not all heroes wear capes

Some of them wear their 'golden hearts' on their sleeves

By CHOW ZHI EN

THE Oxford English Dictionary defines charity as "kindness and sympathy towards other people, especially when you are judging them."

Charity or charitable acts are about not expecting anything in return for a good deed done after all.

With Covid-19 transforming the lives of everyday Malaysians, some unsung heroes have been tirelessly running their charities despite the dampening effects of the Covid-19 pandemic the past couple of years.

Some others instead have had newfound epiphanies to start one – a show of the human spirit in times of crisis if you will.

As a show of reciprocity towards the goodwill of these benevolent Samaritans, Star Golden Hearts Award (SGHA) has been celebrating everyday Malaysians who demonstrate extraordinary commitment to social work and promote unity among Malaysians since its maiden launch back in 2015.

The key partner of the award is Yayasan Gamuda which came on board in 2016 and has been an ardent supporter of the goals of SGHA for the past six years – contributing over RM4mil to recognise these

humanitarian and inclusive initiatives of unsung heroes.

Each year, Star Foundation and Yayasan Gamuda comb through hundreds of nominations ranging from individuals, non-profit organisations, social enterprises and companies to select 10 inspiring individuals or groups for their "hearts of gold", plus a special standout case that receives the Gamuda Inspiration Award (GIA) which comes with a RM50,000 grant.

Of the 10 recipients of SGHA, each received RM5,000, a trophy and a certificate on top of dedicated stories to publicise their hard work and dedication to the communities they serve.

However, last year Yayasan Gamuda broke the mould and awarded two deserving charities instead of the usual one with the illustrious Gamuda Inspiration Award.

The two winners of the GIA were Seven Tea One, which gives differently-abled teens a means of independence through meaningful job placements and skills development, and PWD Smart FarmAbility, an organisation that advocates environmental health and food security through ethical farming methods, making nutritious organic food accessible to people of all economic backgrounds.

Not forgetting past winners like

Sujana Mohd Rejab, Barefoot Mercy, Suka Society, Saari Mohd Nor and Low Kock Seong, Siti Zabadah Kasim, Dr Rusalina Idrus and countless other selfless people who have given their blood, sweat and tears to better their communities.

It just goes to show that it doesn't take someone in a red cape to create change in the lives of vulnerable people; it's our everyday heroes who have shown that it simply takes a passion for people to carry out the work they do.

As Star Media Group turns 50 this year, we are reminded that programmes like the Star Golden Hearts Award, and the Gamuda Inspiration Award by extension, celebrate those who have journeyed with us in shaping the nation.

> TURN TO PAGE 22



2017 Gamuda Inspiration Award: Barefoot Mercy co-founder Elaine Chan (centre) and her organisation address the growing urban-rural divide in Sarawak by bringing light into remote areas in the state; they also raised funds to build a preschool for the Penan villagers in Long Lamam.



2016 Gamuda Inspiration Award: Dr Rusalina Idrus' pop-up store, Kedai Jalanan, was initially a class project she started with her students to clothe the homeless with dignity.

Innovating for tomorrow

For the better for ASEAN

At UOB, innovation is driven by our promise to always do right by you. That is why we deliver progressive solutions that are effective for our customers, while helping businesses advance responsibly and seamlessly across ASEAN. As the most profitable and the largest foreign bank operating in Malaysia by total assets, loans and deposits, we are committed to forging a sustainable future for generations to come.

www.UOB.com.my

Wholesale Bank



Malaysia International Trade Finance of the Year (3rd year running)

Malaysia International Initiative of the Year

SME Bank



Asia's Best Bank for SMEs

World's Best Bank for SMEs

Retail Bank



International Retail Bank of the Year - Malaysia

Digital Banking Initiative of the Year - Malaysia



RIGHT BY YOU



Unsung HEROES

> FROM PAGE 20



2018 Gamuda Inspiration Award: UmieAktif co-founder Nik Sin Nik Man (second from left) teaching women of the UmieAktif project on ways to hand stitch thread on an embroidery hoop so they can make a living through craft, send their children to school and provide shelter for their families.



2020 Gamuda Inspiration Award:

Dr Billy Tang (second from right) and founder of PWD Smart FarmAbility, with co-founder Samantha Mok (right) presenting their Hope Box terrarium of organic vegetables to a family in Subang, Selangor.

2020 Gamuda Inspiration Award: Seven Tea One founder Lai Chong Haur gives differently-abled teens the opportunity to earn a dignified income through gainful employment.



Star 50 HAPPY GOLDEN JUBILEE TO STAR MEDIA GROUP

Celebrating 50 years of shaping the nation together. Here's to many more.

With Compliments



Jones Lang Wootton

Proprietor: Singham Sulaiman Sdn. Bhd.
Registration No.: 198101012087 (78217-X)

SOUTHEAST ASIA

Winner

Valuation Team of the Year



AWARDS
2021

Star 50

HAPPY ANNIVERSARY
TO STAR MEDIA GROUP

RIMBAYU
IJM LAND

8.6 acres

[outdoor
amenities
x x x x x
residents
only]

Every day is a new

adventure with nature

• Community farm • Camping and picnic site • Tropical orchard • Woodland

robin

@RIMBAYU



Register for the best deals!

coming soon | 2 storey link homes

It's all about living where Mother Nature is always at your doorstep, in a safe and supportive neighbourhood.

- Wallet-friendly homes
- Premium home finishes
- Guarded community
- Mature, thriving and award-winning township
- Easily accessible via 4 highways

1800 22 8686 | rimbayu.com

Waze BANDAR RIMBAYU SHOW GALLERY

Bandar Rimbayu Sdn Bhd 200201000430 (568093-K),
No.1, Jalan Flora 3, Bandar Rimbayu, Telok Panglima Garang, 42500 Selangor

IJM LAND



Export Excellence Awards gala night 2019.

TS Maritime Sdn Bhd founder and CEO Capt Ahmad Kamal Kamarudin with the company's twin award wins for Exporter of the Year and the Gold Award in the Small and Medium Enterprises category at the Export Excellence Awards 2019.



Recognising the importance of export

The Export Excellence Awards pays tribute to companies that triumph in the face of adversity

By CALYN YAP

WITH Malaysia being a trading nation, export is integral to the economy and by extension, in shaping the future of the nation.

Numerous local companies turn their gaze towards the international market, instead of focusing on the saturated local market.

It was this realisation that birthed Star Media Group's Export Excellence Awards (EEA) in 2019, with Standard Chartered and PKT Logistics Group Sdn Bhd as main sponsors, as well as Matrade as patron for the inaugural awards.

EEA started out with a vision to serve as a platform to benchmark remarkable businesses in the export industry – irrespective of sectors, size and geographical regions.

Aimed at recognising Malaysia's leading exporters who have contributed to the country's economy, EEA shines a spotlight on the commitment of eminent businesses for their export achievements and success in the international arena.

More than just recognising forward-thinking companies and encouraging healthy competition, the awards programme seeks to build a fraternity of Malaysian exporters, facilitating knowledge-sharing and showcasing Malaysia's capabilities and global potential in the world arena.

In support of this unwavering determination, Standard Chartered once again partnered Star Media Group to launch the 2021 edition of EEA, with Matrade returning as patron.

While many may be daunted by the headwinds brought on by the Covid-19 pandemic, Star Media Group and Standard Chartered believe that in challenging times, it is more important than ever to recognise exporters for their contributions to the nation's economy, as well as their increasing export presence in the global arena as they achieve sustainable growth via new and innovative strategies to thrive in the face of adversity.

This is complemented by Matrade's commitment as patron to the awards, because the awards programme ties in to its initia-



SOBA 2019 Best Global Market (above RM25mil) platinum winner was Julie's Manufacturing Sdn Bhd, represented by its director Martin Ang.

tives and programmes as the national trade promotion agency.

By working together with these partners, EEA looks to inspire companies to excel further in penetrating the global market, as all parties do their part to make Malaysia a competitive trading nation.

This year, a total of 33 awards across five categories will be honoured through the awards programme, with two tiers based on annual sales turnover, namely small and medium enterprises (up to RM50mil for products and up to RM20mil for services) as well as medium and large companies (above RM50mil for products and above RM20mil for services).

Aside from special awards for halal products and exporters of the year, the five award categories are: machinery, electrical and electronics; agriculture, food and beverage; industrial products; consumer products; and services.

In the 2019 edition of the awards programme, exporters of the year were Hartalega Holdings Bhd, Lemon Sky Animation Studio and TS Maritime Sdn Bhd.

A special award for halal products was also conferred on Julie's Manufacturing Sdn Bhd.

EEA 2019 also honoured 15 gold award winners, 12 silver award winners and 10 most promising exporters.

> TURN TO PAGE 26

International Trade and Industry Minister Darell Leiking (fifth from left) joins Hartalega Holdings Bhd human resources director Kuan Vin Seung (fourth from left) and executive chairman Kuan Kam Hon (sixth from left) at the Export Excellence Awards 2019 at EQ Kuala Lumpur.

Star 50

*HAPPY GOLDEN
JUBILEE TO STAR
MEDIA GROUP*

Celebrating 50 years of
shaping the nation together.
Here's to many more.

With Compliments



standard
chartered

THE BEST Malaysian exporters

> FROM PAGE 24



Top: Export Excellence Awards gala night 2019.

(Front row, from left) Credit Guarantee Corporation Bhd chief corporate officer Rahim Raduan, Ministry of International Trade and Industry deputy secretary-general (trade) Datuk Seri Nor Azman Ayob, Standard Chartered Bank Malaysia MD and CEO Abrar A. Anwar, Standard Chartered Bank Malaysia chairman Yvonne Chia, International Trade and Industry Minister Datuk Ignatius Darell Leiking, Star Media Group chairman Datuk Fu Ah Kiow, Star Media Group CEO Andreas Vogiatzakis, Matrade CEO Datuk Wan Latiff Wan Musa, PKT Logistics group chief executive and MD Datuk Michael Tio, with the top Malaysian exporters at EEA 2019 gala night.

International Trade and Industry Minister Datuk Ignatius Darell Leiking (fourth from right) with Star Media Group chairman Datuk Fu Ah Kiow (third from right), Star Media Group CEO Andreas Vogiatzakis (second from right), as well as (from left) PKT Logistics group chief executive and MD Datuk Michael Tio, Ministry of International Trade and Industry deputy secretary-general (trade) Datuk Seri Nor Azman Ayob, Standard Chartered Bank Malaysia chairman Yvonne Chia, Standard Chartered Bank Malaysia MD and CEO Abrar A. Anwar and Matrade CEO Datuk Wan Latiff Wan Musa at the EEA 2019 gala night.



International Trade and Industry Minister Datuk Ignatius Darell Leiking (centre), accompanied by Star Media Group chairman Datuk Fu Ah Kiow (second from left), Star Media Group CEO Andreas Vogiatzakis (far right), Matrade CEO Datuk Wan Latiff Wan Musa (left), Standard Chartered Bank Malaysia MD and CEO Abrar A. Anwar (fourth from left), Standard Chartered Bank Malaysia chairman Yvonne Chia (second from right) at the EEA 2019 gala night.



Chief judges for the inaugural Export Excellence Awards 2019 (from left) Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) national council member Koong Lin Loong, EU-Malaysia Chamber of Commerce and Industry chief executive officer Roberto Benetello, and ACCCIM deputy secretary-general (1) Michael Chai Woon Chew selecting the winners at Menara Star in Petaling Jaya.

Star 50
YEARS OF SHAPING THE
NATION TOGETHER

Thank you

for the enthusiasm
in bringing current
and credible news
for the people.

Happy 50th
Anniversary!



Artist's impression of KAJA Heights, Equine

1800 888 008
uemsunrise.com

THE EDGE Top Property
Developers Awards
2020

CX ASIA
EXCELLENCE
AWARDS 2020

PUTRA
BRAND AWARDS
2020
SILVER

UEM
SUNRISE

A member of UEM Group

Find your
Happy

UEM Sunrise Berhad 200801028815 (830144-W)

Impacting one life at a time

Star Foundation is the charity arm of Star Media Group

By SELINA NG

“YOU have no idea how much this donation means to our NGO. Thank you for lending a helping hand.”

“This surgery changed my son’s life. We’re so grateful for all the help.”

“Volunteering gave me a whole new perspective to life. Thank you for the opportunity.”

These words of appreciation and gratitude from the people we’ve helped and gotten to know are what keeps us going. It is knowing that we’ve helped to make a difference, no matter how big or small, that continues to spur us to do more.

I’ve always been drawn to the intersection of business and social impact, and the power that business has to bring about positive outcomes to society. This led to my passion in corporate social responsibility (CSR), with most of my career being with Star Foundation – the charity arm of Star Media Group (SMG).

But this line of work has certainly met with raised eyebrows. Whenever I tell people I work at *The Star*, their first reaction will be “Oh, so you’re a reporter?” I’ve lost track of the number of times I’ve had to explain the exact nature of my job and that *The Star* is not solely made up of journalists.

One of my favourite ways to give people an idea of what I do is to say: “I help my company do good for society.” It works like a charm and gives them a better understanding of how CSR works.

In the time I’ve been with Star Foundation, I am grateful to be entrusted with the responsibility to devise and implement purposeful social initiatives that make a difference. Being a corporate foundation for a media group puts us in a unique position to be able to feel the pulse on the ground through our news coverage, and subsequently leverage on our reach to drive awareness on social issues and offer tangible help where needed.

In 2004, Star Foundation was set up with

this notion in mind, delivering meaningful initiatives in support of social causes – social welfare, environment, education, and community development, among others.

One of the foundation’s long-standing initiatives sees us supporting non-government organisations (NGO) as we see them play the role as experts on the ground in serving the underserved and attending to causes that matter.

While large and established NGOs have the means to attract donations, it is often the smaller establishments that are overlooked and struggle to operate.

A former chairman of Star Foundation once said: “If everyone only chooses to support big NGOs, who will help the regular welfare homes who also have dependents under their care?”

With that, we haven’t looked back and have since entrusted over RM20mil to help more than 300 organisations continue their good work.

Another meaningful programme that is close to my heart is the Star Golden Hearts Award.

Every year, we sift through hundreds of nominations and speak to a myriad of inspiring unsung heroes, finally making the difficult decision to narrow it down to 10 winners, whom *The Star* subsequently works with to further promote their good work.

Beyond honouring Malaysian heroes, more importantly this award highlights the kindness and goodwill within our society, showing



Under the ‘Do Good. Volunteer.’ initiative, volunteers may be from different backgrounds and ages but they came together with the same purpose to do good.

the true spirit of who we are as Malaysians.

In times of crisis, the commercial sector may slow down but our work at Star Foundation goes into high gear. Running fundraising campaigns, helping international disaster and war-stricken victims and most recently the Covid-19 pandemic, we knew we had to step up and play our part to overcome these arduous challenges together.

Over the course of our work, it reminds us time and time again that our contributions mean so much more than just issuing cheques.

Each donation, each project, each initiative

serves a purpose. Although we can’t always see the immediate impact, we take heart from the small incremental wins and believe that we are contributing to something greater in the long-term.

“My son can now go to school and play with his friends like normal. We now have hope,” said the mother of a boy who successfully underwent heart surgery funded under the foundation’s Medical Fund.

“I never knew volunteering would be this simple. I just have to take the first step and this will certainly not be my last,” said a reader of *The Star* who joined our “Do Good. Volunteer” initiative aimed at promoting volunteerism among Malaysians by taking people on various volunteering tasks around the city.

“The award has impacted us so much. It gave much credence to our organisation and paved ways to more collaboration with more donors,” said a winner of Star Golden Hearts Award.

Feedback like these drives us to do more, hoping to impact one life at a time.

It is commonplace when people turn their passion into a career. But for us it is the other way around. My teammates in the foundation are avid volunteers and one runs an NGO of her own. Influenced by the line of my work, I’ve gone on to run personal charity projects to provide sanitation facilities for rural schools in Nepal.

We are proud to say that we all have one thing in common: a passion for making a difference to improve the lives of others.

Through Star Foundation and SMG, we are excited to deliver more impact-driven programmes so that no one is left behind.

Selina Ng is manager, corporate communications and social impact of Star Media Group.

> MORE PICS ON PAGE 30

Persatuan Orang Kurang Upaya Sungai Siput (U) and Kuala Kangsar residents received a donation and wheelchairs from Star Foundation in 2020.



All for a GOOD CAUSE

> FROM PAGE 28



As part of the Star volunteer programme, Star Media Group employees helped to build and paint a new house for an Orang Asli family.



Star Media Group client brand marketing general manager Simone Liong (left) donating medical equipment to Penang Hospital under the Star Frontliners Initiative in 2020.

Star 50 HAPPY GOLDEN JUBILEE TO STAR MEDIA GROUP

*Celebrating 50 years of
shaping the nation
together.*

Connecting the Global Furniture Markets Offline and Online



8-11 March 2022



www.miff.com.my

With Compliments



Sparking progress, one connection at a time.



For over 70 years, our commitment to national development has rewarded one and all. Small, medium and large-scale industries have emerged and grown. Malaysians nationwide are now accustomed to the comforts that electricity can provide. We do all these to better lives for a brighter tomorrow.



Tenaga Nasional Berhad 199001009294 (200866-W)



**TENAGA
NASIONAL**

Better. Brighter.

By RUBY LIM

MERDEKA Day and Malaysia Day are times when the nation celebrates the spirit of unity and independence.

Since its inception in 2015, the #AnakAnakMalaysia Walk was initiated by Star Media Group and property developer Eco World Development Group Berhad to remind us what it truly means to be Malaysian and to uphold the spirit of independence and unity in a simple yet extremely impactful manner.

The annual highlight started in 2015 with the distribution of limited-edition wristbands to Malaysians.

The inaugural launch was held at EcoWorld International Centre in Mid Valley City, Kuala Lumpur, which saw the announcement of 17 celebrity influencers to support the campaign, including author-en-

Children of Malaysia unite

Walking together on the path of solidarity

trepreneur Anas Zubedy, Malaysia's first female mixed martial arts fighter Ann Osman, television personality Daphne Iking, comedian Harith Iskander, deejay Chan Fong, fashion designer Datuk Jimmy Choo and broadcast veteran Kudsia Kahar.

From wearing a wristband to show our love for the country, #AnakAnakMalaysia has evolved

into a yearly event where thousands gather to walk together in solidarity and unity as children of Malaysia.

The first walk took place in 2016 and kicked off at Bukit Bintang City centre in KL. The 3.4km-walk started from the junction of Jalan Imbi and Jalan Pudu at the site of the former Pudu Jail, with sponsors Proton (car sponsor), Panasonic (gold sponsor) and, Tenaga Nasional and YES (silver sponsors).

The walk in 2016 went global as Malaysians joined hands in unity to celebrate Malaysia's diversity. Those who were far away from home sent pictures of themselves with the #AnakAnakMalaysia Walk poster to *The Star* or uploaded on social media to show their support.

The #AnakAnakMalaysia Walk 2017 was flagged off by Selangor Ruler Sultan Sharafuddin Idris Shah and Tengku Permaisuri Norashikin at Dataran Kemerdekaan Shah Alam on Aug 27.

AnakAnakMalaysia Walk 2018



Yang di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah graced #AnakAnakMalaysia Walk 2019 at Eco Ardence.

saw some 10,000 participants turning up for the event at Eco Ardence in Setia Alam Sept 2, 2018.

The most recent one was held on Aug 31, 2019, at the Eco Ardence Sales Gallery, Persiaran Setia Alam in Setia Alam, Shah Alam. The

walk was even more significant as Yang di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah flagged off the event, then joined the walk.

> TURN TO PAGE 34



These 'wristbands' are one of the popular photo op spots at #AnakAnakMalaysia Walk 2017 at Dataran Kemerdekaan Shah Alam.

Star 50 HAPPY GOLDEN JUBILEE TO STAR MEDIA GROUP

Celebrating 50 years of shaping the nation together. Here's to many more.

Best wishes from



Star 50
YEARS OF SHAPING THE
NATION TOGETHER

ECOWORLD
CREATING TOMORROW & BEYOND

TOGETHER *We* CREATE

Joyful Living / Thriving Communities / Sustainable Businesses



At EcoWorld, we believe that Creating Tomorrow & Beyond is a collective effort. Only together can we co-create places that will serve everyone for generations. Just like *The Star*, which has been a part of the daily lives of Malaysians for five decades, EcoWorld aspires to be there for our customers in their life's journey.

Wishing The Star Media Group a Happy Golden Jubilee.

**Ready to start your journey with us?
Visit ecoworld.my/togetherwecreate/ to learn more.**

ecoworld.my

ECO WORLD DEVELOPMENT GROUP BERHAD. (197401000725 (17777-V)). All art renderings and photographs contained in this circular are artist's impressions only. The developer reserves the right to modify any part of the building prior to completion as directed or approved by the relevant authorities. Terms and conditions apply.



Participants abuzz with energy at #AnakAnakMalaysia Walk 2016.

'Disinilah Kita Bersama'

> FROM PAGE 32

The #AnakAnakMalaysia campaign has grown over the years with the unwavering support of staff from both EcoWorld Malaysia and Star Media Group, prominent figures and celebrities as well as participants from all walks of life.

Thanks to the overwhelming support by return sponsorship partners, there were also lavish lucky draw prizes given out to lucky participants of the walk including brand new cars, international flight tickets, luxurious hotel stays and electrical appliances, in addition to goodie bags.

Despite the pandemic in 2020, the spirit of unity continued to resonate in the campaign even though the walk could not be held. #AnakAnakMalaysia evolved into a 10-minute heartwarming video titled *Reunited*, featuring a special reunion between Covid-19 survivors and the frontliners who helped them, which took social media by storm.

This year, with the theme *Disinilah Kita Bersama*, #AnakAnakMalaysia seeks to pro-

mote positivity and uplift the nation through stories of inspiring Malaysians that highlight their abilities to adapt and pull through with determination, perseverance and selflessness.

From turning their lives around to helping others in greater need, three Malaysians shared their fears, anxieties and motivation in hopes of spurring the nation to emerge stronger together post-pandemic.

Additionally, a fun campaign was also rolled out aimed at uniting Malaysians in our common love for food while at the same time support the local F&B industry.

Our history, food and culture unite us but what makes Malaysia truly unique is us, as #AnakAnakMalaysia. We walk together as Malaysians.



Dad and child tag team at #AnakAnakMalaysia Walk 2018 at Eco Ardence in Setia Alam.



Participants in traditional costumes at #AnakAnakMalaysia Walk 2017 at Dataran Kemerdekaan Shah Alam.

Star
MEDIA GROUP

Star 50
YEARS OF SHAPING THE
NATION TOGETHER

**HAPPY 50TH
ANNIVERSARY
TO STAR MEDIA
GROUP**

**“Congratulations on
50 wonderful years”**



support@magnum4d.my

+603-9212 2800

www.magnum4d.my



CUCKOO

Empowering over 4.6 Million Malaysians to live healthier & happier

BEYOND Imagination **Rising Above STANDARDS**

*Standing by an earnest passion & heeding to a lifelong calling,
We explore the infinite possibilities of creating a Healthier Home.*

*We go Beyond Imagination & challenge existing boundaries
To provide only the best, for Malaysians, for you.*

*From pristine, clean water to fresh, purified air,
Healthier, easier cooking to astounding mattresses,
We rise above standards,
To curate healthier offerings like none other.*

*We've transformed millions of homes,
Empowered millions of Malaysians
So we can all #SAMASAMA
Live healthier & happier.*

We are **CUCKOO**,
Your **Healthy Home Creator**.



CUCKOO INTERNATIONAL (MAL) Sdn Bhd REGISTRATION NO: 201401026804 (1102894-H) (AJL932230)

Making schools a kinder place

Unlike other anti-bullying campaigns, the #StandTogether movement is to spark a kindness revolution in schools

By SAMANTHA CHANG

IN 2017, a spate of extreme school bullying cases went viral and shook the nation. Netizens demanded safer schools for children, but there was no clear solution in sight.

Two organisations rose to the challenge – impact journalism team R.AGE and property developer SP Setia.

After consulting stakeholders such as students, educators and researchers, the team emerged with a revolutionary idea to end bullying in schools.

The #StandTogether national campaign was founded with the goal to spread a culture of kindness, by launching a National Kindness Week in every school.

Unlike harsher anti-bullying campaigns, the #StandTogether movement was to support and empower students through kindness.

“Victims of aggression feel the effects of bullying even more when they are isolated,” said Star Media Group advisor Datuk Seri Wong Chun Wai.

“We should make a stand with them, to show them they are not alone,” he said.

Since its inception, thousands of students and teachers nationwide have participated in the campaign.

Partner organisations such as Unicef Malaysia, Childline Foundation and Digi have also provided their support.

As part of National Kindness Week, the #StandTogether competition was held for students to take charge of making schools a kinder place.

Students who helmed their own Kindness Projects were in the running to win a cash grant of up to RM4,000 and have their schools crowned “Malaysia’s kindest school”.

“One thing we learned is that great ideas can come from anyone, regardless of age, so we want to empower those who might feel they are too young to have a say, and nurture them from an earlier age,” said SP Setia head of group branding and communications Adelene Wong.

Last year, hundreds of students ran projects ranging from donation

drives to mental health campaigns to aid their community during the Covid-19 pandemic.

In previous years, winning schools also had the chance to show their Kindness Projects to celebrities such as Korean superstar Choi Siwon and Malaysian artiste Lisa Surihani.

In 2020, the #StandTogether Leadership Programme was also a brand new addition to the campaign.

Thousands of students from all over Malaysia learned about empathy and youth leadership through webinars and an online course.

They also had the chance to learn from influential leaders such as national gymnast Farah Ann Abdul Hadi.

#Standtogether has gained international recognition at the 2018 World Digital Media Awards and the Asian Digital Media Awards 2018 and 2019.

A global United Nations report also highlighted #StandTogether



The #StandTogether team celebrating kindness in school with SK Kota Dalam students in 2018.

as a successful youth-driven initiative to end violence against children.

The campaign has also been endorsed by the Education Ministry, with then education director general Dr Habibah Abdul Rahman pledging support.

University of Malaya is currently conducting research on empathy education programmes. The findings will be used to make recommendations to the Education Ministry to create safe, positive learning environments for all students.

Star 50 HAPPY GOLDEN JUBILEE TO STAR MEDIA GROUP

Celebrating 50 years of shaping the nation together. Here's to many more.

Congratulations!

AmBank Group is honoured and excited to commemorate The Star Media Group's 50th anniversary milestone. Over the years, The Star has proven to be one of the leading English-language publications in the country, excelling in quality and reliable output of both local and international news. Through its various platforms, The Star Media Group has made commendable efforts in providing information, reports, opinions to keep readers up-to-date with the latest news and developments. We would like to congratulate and thank the team for our fruitful partnership and wish you continued success in future endeavours.



AmBank Group



Scan this QR Code
to register with us for
EXCLUSIVE FLASH SALES!



*Craze
race*

11.11

Get the Craziest Sales!

Cashback • Rebates • Add-ons • Zero risks • Extras

The race is on and it's getting crazier. Deals that are unbelievable with extra discounts and freebies are up for grabs. Here's your chance to walk away with amazing deals before it's too late!

Scan the QR Codes to live chat with our sales consultants.



* T & C Apply



**VERTU
RESORT**
~~RM 7xx,xxx~~
RM 4XX,XXX



VIVO
executive apartment
~~RM 4xx,xxx~~
RM 3XX,XXX



VERVEA
~~RM 3,xxx,xxx~~
RM 1,6XX,XXX



BEACON
EXECUTIVE SUITES
~~RM 8xx,xxx~~
RM 6XX,XXX



TRI PINNACLE
A VISION OF ASPEN
~~RM 5xx,xxx~~
RM 4XX,XXX

ASPEN VISION CITY,
BATU KAWAN, PENANG

A PRESTIGIOUS PROJECT JOINTLY DEVELOPED BY
IKEA Southeast Asia



GEORGE TOWN,
PENANG

TANJUNG TOKONG,
PENANG

Aspen Group Head Office
Aspen House, 300, Jalan Macalister,
10450 George Town, Penang, Malaysia.
T : +604 227 5000 F : +604 227 5005
Mon - Fri 9am to 6pm

Aspen Vision City Sales Gallery
Lebuhraya Bandar Cassia,
14110 Batu Kawan, Penang, Malaysia.
T : +604 505 0505 F : +604 505 0506
Mon - Fri 9am to 6pm;
Sat - Sun & Public Holiday 10am to 6pm

Aspen Group Experience Centre
No. 550, Jalan Wee Hein Tze,
11200 Tanjung Bungah, Penang, Malaysia.
T : +604 899 5500
Wed, Fri & Sun 1pm to 6pm

Aspen (Group) Holdings Limited
80, Robinson Road,
#02-00, Singapore, 068898.

ASPEN.COM.MY | ASPEN.SG | 1300 30 5000

VERTU RESORT - No. Lesen Pemaju : 14588-1/01-2022/0958(L) - Tempoh Sah : 1 Tahun (dari 06/01/2021 hingga 05/01/2022) - Jenis Pegangan : Kekal - Pelan Diluluskan Oleh : Majlis Perbandaran Seberang Perai : MPSP/70/39-73/22B.2 - Bebanan Tanah : OCBC Bank (Malaysia) Berhad - Sijil Perakuan Siap dan Pematuhan telah diperolehi
VIVO - No. Lesen Pemaju : 14588-3/12-2021/01167(L) - Tempoh Sah : 2 Tahun (dari 4/12/2019 hingga 3/12/2021) - No. Permit Iklan dan Jualan : 14588-3/12-2021/01167(P) - Tempoh Sah : 2 Tahun (dari 4/12/2019 hingga 3/12/2021) - Jenis Pegangan : Kekal - Bebanan Tanah : Maybank Islamic Berhad - Pelan Diluluskan Oleh : Majlis Perbandaran Seberang Perai - No. Pelan Diluluskan : MPSP/40/20-73/65 - VIVO - Podium 9 Tkt : Tempat Letak Kereta dari Tkt. 2 hingga Tkt. 8 dan 2 Tkt. Kemudahan Masyarakat di Tkt. 1 dan 9 - Fasa 1 - Blok A : 46 Tkt. Pangsapuri Kos Sederhana (Tkt. 3 - 48) 514 unit - Blok B : 46 Tkt. Pangsapuri Kos Sederhana (Tkt. 3 - 48) 514 unit - Blok C : 46 Tkt. Pangsapuri Kos Sederhana (Tkt. 3 - 48) 502 unit - Harga Min. : RM270,000 - Harga Mak. : RM750,000 | Saiz : 67.80m² hingga 116.10 m² | Tarikh Dijangka Siap : Disember 2023
BEACON - No. Lesen Pemaju : 19066-1/07-2022/02369(L) - Tempoh Sah : 1 Tahun (dari 19/07/2021 hingga 18/07/2022) - Jenis Pegangan : Kekal - Pelan Diluluskan Oleh : Majlis Bandaraya Pulau Pinang - No. Pelan Diluluskan : MBPP/OSC/PB8834/16 - Sijil Perakuan Siap dan Pematuhan telah diperolehi
TRI PINNACLE - No. Lesen Pemaju : 14056-1/07-2022/02346(L) - Tempoh Sah : 1 Tahun (dari 12/07/2021 hingga 11/07/2022) - Jenis Pegangan : Kekal - Pelan Diluluskan Oleh : Majlis Bandaraya Pulau Pinang [MBPP/OSC/PB7350/14(LB)] - TRI PINNACLE - Sijil Perakuan Siap dan Pematuhan telah diperolehi

FREEHOLD

AG
ASPEN GROUP
Redefine Living

The walk of the town

Starwalk started in Penang in the late 1970s, followed by Ipoh in 2004

By ERIC QUAH

STARWALK, a popular annual event organised by *The Star* which debuted in Penang back in 1978, has become one of the highly anticipated activities to take place on the island each year.

Held annually, this event has drawn more than 15,000 participants from all walks of life each year – young and old from children to grandparents, company staff members, athletes, fitness buffs, crowd-seekers and the disabled.

Back when it first started, considering the population of Penang back in the late 1970s, attracting over 2,300 participants was a big deal.

Veteran journalist Datuk Khor Cheang Kee wrote on Dec 23, 1978, in his *Saturday Khorneer* column of *The Star*: “You should have seen the queues that converged on *The Star* office in Penang as last Friday’s deadline approached.

“Last-minute hopefuls by the

hundreds, crowded round our office secretary and cashier, Girlie Teh and Ewe Phaik Ean, while they struggled to cope with the flood of entries.”

And while the goodie bags for those who signed up were modest, with a mixed bundle comprising “Maggi sauce, mini-Benson sweets, May soap, Soyamin, Kleenex tissues, Professor brand white shoe cleaners and Boh tea bags” sponsored by the then new Jalan Burmah Super supermarket, the lucky draw held after the walk boasted a return air ticket to Perth, Australia, a refrigerator, a cine projector (a top-notch entertainment gadget back then) and a set of lounge furniture.

On top of that, 40 consolation and two expensive mystery prizes were given out.

Starwalk Ipoh came later on April 25, 2004.

Held in conjunction with the Perak Sultan’s 76th birthday celebrations, the walk which started at

Dataran Ipoh attracted over 6,500 participants.

There was over RM50,000 worth of prizes in the lucky draw, including three Suzuki Smash motorcycles, four Solarela solar water heaters, RM10,000 worth of Pensonic electrical products, a Super Kinta giant hamper and 15 DiGi mobile phones.

A Starwalk variety show featuring Ipoh City Council’s D’Bougainvillea cultural troupe, Felicia Phuah, Choy Kar Kei and four performers as well as Mix FM’s radio deejays was held to entertain walkers and their families.

Starwalk Ipoh was endorsed by the Perak government and Ipoh City Council, with Suzuki, DiGi, Pensonic, 100 Plus, Spritzer,

Sloan’s, Pallas, Solarela, Mix FM and My FM as its main sponsors.

Today, Starwalk still retains its appeal among not only the community but also corporate companies and even foreign walkers.



Walkers braving the rain in Starwalk '99.

Star 50 HAPPY GOLDEN JUBILEE TO STAR MEDIA GROUP

Celebrating 50 years of shaping the nation together. Here's to many more.

Congratulations on this significant milestone. Sending The Star Team best wishes for continued success in business! Cheer for more glorious years, Happy 50th anniversary!

#PLAYFORCHARITY



Scan here to download our app or search “Big Sweep Official App”



BIG SWEEP
PLAY FOR CHARITY

www.bigsweep.com.my [www.fb.com/bigsweep.my](https://www.facebook.com/bigsweep.my) www.instagram.com/bigsweep.my

Star 50

YEARS OF SHAPING THE
NATION TOGETHER



Our promise to you:

You Can Now Own A Quality Home & Living



Centered around our 3 strong Brand Pillars, SkyWorld epitomises Sky Living at its best by providing the ultimate Sky Living experience in a sustainable environment.

SkyWorld[®]

TRANSFORMING CITIES

03 4270 3928 | www.skyworld.my

Multi-Award Winning Developer

THE EDGE
Top Property
Developers Awards
2020

StarProperty
AWARDS 2019 -2021
REAL ESTATE DEVELOPER
STARPROPERTY ALL-STARS AWARD

BCI ASIA
TOPTEN DEVELOPERS
2017 & 2019

ASIA PACIFIC
PROPERTY
AWARDS
WINNER 2021-2022

The Star's BRATs and NiE programmes are aimed at raising students' English language proficiency

Propelling students beyond textbook learning

By ROWENA CHUA

IN school or university, students can find various avenues to develop their English language proficiency.

Be it during their academic lessons or co-curricular activities, students of different proficiency levels may be empowered to hone and showcase their skills.

But not many could lay claim to having the opportunity to apply their skills to real-life professional scenarios such as participants of the BRATs Young Journalist Programme, run as part of The Star's Newspaper-in-Education (Star-NiE) programme since 2015.

As BRATs participants, these students aged 14 to 22 get to take it up a notch by playing the role of real-life journalists.

They are trained to identify potential news and feature

angles, and pitch them to the editors before conducting an interview and writing a news or feature article. They are also trained to present content in various other formats.

Besides the satisfaction of seeing their articles published in the *StarEdu* pullout of *Sunday Star*, as well as on The Star Online website, top performers are awarded a one-month internship at *The Star* where they shadow senior journalists and experience life in the newsroom.

All these allow them to practise the four skills of the English language – reading, listening, writing and speaking – which have been Star-NiE's core focus since its launch in 1997.

The need to improve the English language proficiency among Malaysians is a subject that has dominated headlines for years.

As public discourse on the issue grew in the 1990s, the Star-NiE programme was introduced with the aim of motivating primary and secondary school students nationwide to learn the language using the newspaper.

The programme offered not only English language classroom activities via the Star-NiE supplement, but also guidance for teachers and students in the form of workshops.

To make the programme even more enticing for both teachers and students, contests were run annually with attractive prizes awarded to winners, as well as participants.

All these were possible with the support of several Star-NiE partners over the years.

Among them was Pizza Hut, which played a pivotal role as co-sponsor of the programme from 1998 to 2014.

Believing in the vision of raising the standard of the English language among students, it financed the publication of the Star-NiE supplement – a resource for learning the language using real-world examples from the newspaper – as well as jointly sponsored workshops and contests.

Through the partnership, participants were encouraged to join the activities with Pizza Hut vouchers to be won.

Winners of the contests too were rewarded with all-expenses-paid trips to Hong Kong and Hong Kong Disneyland.

These contests typically drew over 50,000 entries from more than 100,000 students who were tested not only on their English language proficiency, but also 21st century skills such as critical thinking, creative thinking, problem-solving, communication and team work.

Another strong believer in Star-NiE's cause was Petronas, which sponsored RM150,000 worth of the Star-NiE resource to supplement its Trenglish programme annually from 2017 to 2019.

Trenglish, short for Transforming English in Terengganu, is aimed at enhancing interpersonal English communication skills among Terengganu students.

Star-NiE workshops were also held to ben-

> TURN TO PAGE 42



SK Bandar Sri Damansara 3 pupils with their copies of the Step Up pullout.

Star 50 HAPPY GOLDEN JUBILEE TO STAR MEDIA GROUP

Celebrating 50 years of shaping the nation together. Here's to many more.

With Compliments

The Board of Directors, Management and Staff of Jasa Export Group



JASA EXPORT TRANSIT WAREHOUSE SDN. BHD. (80856-X)



JASA EXPORT FREIGHT FORWARDING SDN. BHD. (100517-P)

Al-Awfar



Dreams can become a reality

Earn eligibility with a minimum monthly average balance of **RM100**.

The more you invest, the higher your chance of winning.

Over **RM15,000,000** worth of prizes to be won!



Scan for
more info

BANK ISLAM Member of PIDM

Bank Islam Malaysia Berhad • 198301002944 (98127-X)

Customers are advised to read and understand the terms and conditions available at our website www.bankislam.com before agreeing to subscribe for any product or services and/or participating in any of our campaigns and promotions. **Not protected by PIDM**



Shaping future leaders

> FROM PAGE 40

efit English language teachers, Terengganu Hired English Language Personnel (T-Help) assistants and students from schools in the state.

Another initiative that came under the Star-NiE programme was Step Up, a work-book-cum-activity pullout for pupils in Years Four, Five and Six aimed at improving their vocabulary, grammar, writing and conversational skills.

From 2011 to 2020, the syllabus-based education pullout with Bahasa Malaysia and Chinese translations also helped pupils prepare for the Ujian Pencapaian Sekolah Rendah (UPSR).

Both Star-NiE and Step Up were endorsed by the Education Ministry.

Due to disruptions caused by the Covid-19 pandemic, the Star-NiE resource will contin-

ue in the form of English language activities featured in *StarEdu*.

Teachers, parents and students are encouraged to make use of the activities either at home, or in physical or virtual classrooms.

Apart from promoting English language literacy, *The Star* had inspired secondary school students to take an interest in science and mathematics through its partnership with RHB Banking Group.

From 2009 to 2015, the RHB-The Star Mighty Minds nationwide competition challenged students to think out of the box in completing hands-on tasks, in addition to carrying out presentations in the English language.

Winners were rewarded with cash prizes worth up to RM10,000 per team.

Both the Star-NiE programme and the Mighty Minds competition were designed



BRATs participants putting their photography skills to the test during a photography-cum-journalism workshop.

to encourage students to go beyond textbook learning to widen their scope of knowledge, be it in the English language or the fields of science and mathematics.

As the world moves towards the Fourth

Industrial Revolution, it becomes even more crucial to equip students with relevant skills that will propel them forward.

Through its educational programmes, Star Media Group will continue to be part of the narrative in shaping the future leaders of the nation.



(Pic right) Mighty Minds participants engaged in a hands-on challenge.

(Pic left) Grand prize winners of the Tale Spin 2014 storyboard contest, organised by *The Star* and Pizza Hut, posing for a group photo during their all-expenses-paid trip to Hong Kong Disneyland.

HAPPY GOLDEN JUBILEE TO STAR MEDIA GROUP

Celebrating 50 years of shaping the nation together. Here's to many more.

With Compliments from



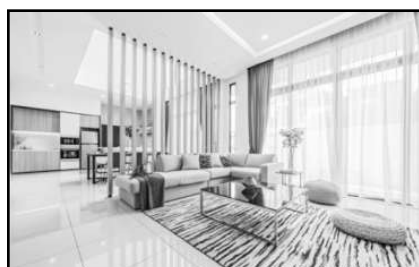
Daiman Development Berhad

Registration No. 197201000041 (11681-T)

Taman Gaya Sales Gallery : +607-862 8111

Taman Daiman Jaya Sales Gallery : +607-882 8282

Website: www.daiman.com.my



Precinct Arista, Taman Gaya



Aerial View, Precinct Arista



Precinct Nilam, Taman Daiman Jaya

Star 50



Star 50

***HAPPY GOLDEN
JUBILEE TO STAR
MEDIA GROUP***

Celebrating 50 years of
shaping the nation together.
Here's to many more.

With Compliments



**PRESIDENT,
CENTRAL COMMITTEE MEMBERS &
MEMBERS OF MALAYSIAN CHINESE ASSOCIATION**

Star 50

YEARS OF SHAPING THE
NATION TOGETHER

Gardenia
Toast'em

The All-New Pandan Coconut

Indulge In The Luxury Of Great Taste.

Imagine the aromatic fragrance of pandan, infused with flavourful coconut, and sealed with delightful hints of gula Melaka. This is the luxurious great taste of the all-new Gardenia Toast'em Pandan Coconut loaf.

Now available at stores near you.

EVEN BETTER
WHEN TOASTED



Gardenia Bakeries (KL) Sdn. Bhd. 198501006944 (139386-X) Lot 3, Jalan Pelabur 23/1, 40300 Shah Alam, Selangor Darul Ehsan.



MS 1500
1 085-10/2003



HEARTIEST CONGRATULATIONS

50 years of providing the nation with gripping stories, heart-warming stories, triumphs and headline news both locally and internationally.
We share your vision to be a trusted name for another 50 years.

Well done The Star.



IOI PROPERTIES
Trusted.

Our Vision

Trusted.



**HAPPY 50 YEARS TO
STAR MEDIA GROUP**

TOP GLOVE®
TOP QUALITY, TOP EFFICIENCY

**The World's Largest
Manufacturer of Gloves**



Contributing To A More
Sustainable World



2021 Is The Year Of ESG For Top Glove

Good Environmental Practices Make Good Business Sense

As an employer of choice to some 22,000 people across 50 factories, Top Glove has in place various initiatives towards ensuring best environmental practices within its operations as well as that of its supply chain.

Good Business Is Supported By Good People

Good people are key to our success and we are fortunate to have so many within our growing Top Glove family. It is our privilege to care for the health and wellbeing of our employees, while positively impacting communities around us, and we are deeply committed to doing so.

Good Business Starts With Strong Ethics

As the world's largest manufacturer of gloves, Top Glove looks to the core values of Honesty, Integrity and Transparency as its guide in business practices.

Scan for
Top Glove
Corporate Video



Scan for
Sustainability
Initiatives



www.topglove.com/sustainability

Star 50

HAPPY
50 YEARS

TO STAR
MEDIA GROUP

Celebrating 50 years of
shaping the nation together.
Here's to many more.

Celebrating 50 Years
*with you in shaping the nation
while upholding integrity and
newsworthiness every single day*

From all of us at
Matrix Concepts

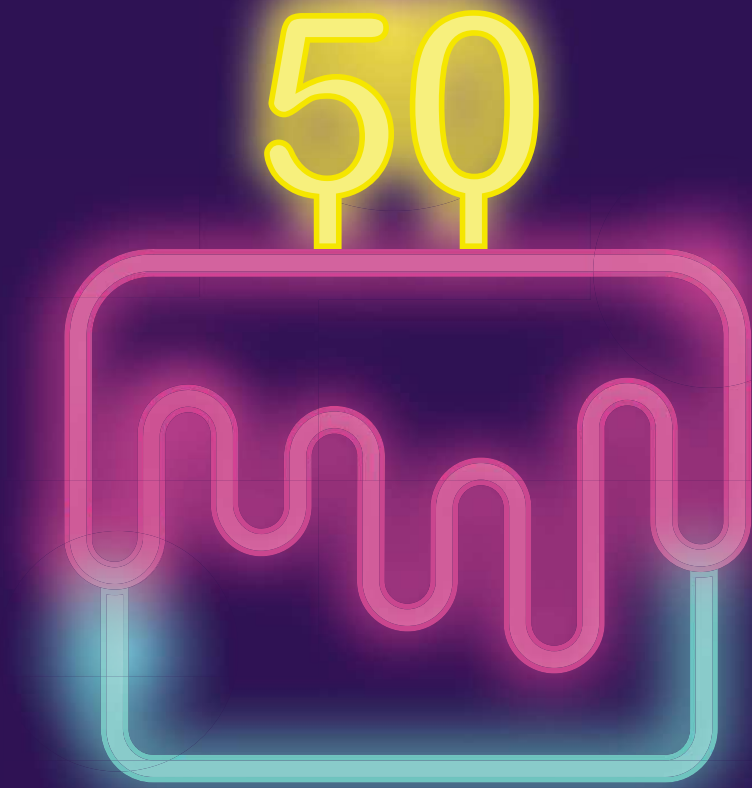


Artist's Illustration

BAYU
SUTERA
BANDAR SRI SENDAYAN

The
LIVING ESSENCE
of
A PREMIUM ADDRESS

1800 88 2688
www.bayusutera.com



**Happy 50th birthday Star Media Group,
from your 49-year-old friend.**

You've hit the big 5-0 before us! Another year older and certainly wiser. Here's to more years of shaping the nation through compelling stories.

Happy birthday, old pal.



Property