

A SPECIAL
COMMEMORATIVE
ISSUE

25

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Jeffrey Cheah
Foundation 
Nurturing the Seeds of Wisdom

25



PP 17286/03/2012 (029272)

Sunway Education Group

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Foundation (800946-T)
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Selangor Darul Ehsan, Malaysia.

A Message by the Senior Executive Director, Sunway Education Group

It's been an awesome 25 years. We are proud to celebrate our Silver Jubilee so that we can reaffirm our commitment to providing quality education and continue to shape the education landscape in Malaysia. A measure of our success could be the number of graduates in gainful employment but I prefer to measure it by the number of graduates who are making a positive impact in the society they belong and touching lives in a meaningful way.

This 25th anniversary issue is dedicated to an inaugural group of 25 alumni who represent what Sunway is about, aspiring to greater heights of achievement, not afraid of working hard and being community-minded. We share the joy of your successes, especially this year. No matter what industry or line of work you are in, you have excelled and made an inroad in your chosen field. Congratulations!

Today, the Sunway Education Group is a proud entity uniquely placed under the Jeffrey Cheah Foundation enabling it to give back to society, ensuring that sustainable, quality education is always a priority. To date, the Foundation has awarded scholarships amounting to over RM80 million, touching the lives of more than 11,000 students who have graduated from Sunway education institutions.

Through our Founder, Tan Sri Dr. Jeffrey Cheah's passion for education, I hope it inspires our alumni to realise their own success story and to go to make an impact in their community with far reaching results. May you all be stars in your own right, blazing the way for others.

Our Silver Jubilee celebrations themed "Inspiring hearts and minds" with events aimed at encouraging innovative learning, critical thinking and community-mindedness as well as showcasing a world of education that is fun, exciting and effective. I warmly invite you to join us at the upcoming Sunway Education Expo 2012 and other events we have lined up. We look forward to seeing you and sharing in a time of bonding with each other.

Enjoy this issue, all the best and do join us in our celebrations. Keep in touch.



A handwritten signature in black ink, which appears to read 'Elizabeth Lee'.

Elizabeth Lee

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25 GREAT YEARS

My philosophy and dream has always focused on building people and shaping leaders.

For someone born in 1988, she would have completed her undergraduate studies and by now, probably started working. This is how long Lee Siok Ping has worked with the Sunway Education Group. Twenty-five years seems to be a long time for most people, but for Lee, who is currently Director of Student Services, time has passed by so quickly.

In fact, she had never dreamt of being in the same job for that many years. "The only thing I wanted was just to be an awesome educator," she said. "My philosophy and dream has always focused on building people and shaping leaders."

What has kept her on the job for a quarter of a century is her dream, which is aligned with that of the founder of Sunway Education Group, Tan Sri Jeffrey Cheah. "I saw Sunway College being placed first under a Trust and then under a Foundation. This unique position of the institution is aligned with my own desire to give back to the community," she said. "Work becomes more meaningful when we can engage with the team to make a difference in a more tangible manner. In particular was the Jeffrey Cheah Community Scholarship, which has been most gratifying, especially when you get to see children from orphanages being helped."

Touching Stories

Jagadesan Chandra Mohan, whose father had passed away and mother was suffering from cancer, is a student whom Lee had helped. "Despite the family circumstances, he graduated 3 years ago with a first class honours in Bachelor in Information Technology," said Lee. "Without the Jeffrey Cheah Community Scholarship, Jagadesan would be probably living a different life." Another recipient of the Jeffrey Cheah Community Scholarship, Candy Lee who came from a single parent environment and raised by her grandmother, is now doing very well, working with a local bank. "She faced challenges during her course of study, but with the encouragement that she got from Student Services, and the extra coaching given, she graduated a few years later," added Lee. "Recently, she sent me a short message to say that she has been promoted to a managerial position." There were also cases of some students who were experiencing a lot of pressure in life when they were teenagers. "They were somewhat more rebellious and stubborn, but over time, some of them regretted their actions. Instead, they sent us 'Thank you' cards to tell us how much they appreciated our efforts to help them. This is indeed very satisfying," elaborated Lee.

Being in Student Services also meant that she had the opportunity to build friendships with some of the students. "I used to have a student who came to see me for career counselling. She went on to do psychology in Australia, now, she has migrated to Perth, Australia," said Lee. "My family and I visited her about ten years ago. We had fun together. I remember one Saturday afternoon, in Perth, we decided to go out and buy hair dye. We started to dye each other's hair. It was fun!" Through the years, she has reconnected with a few students from the early days using Facebook and other social media.

Awesome Alumni

Since the Alumni Office officially started four years ago, Sunway has engaged her alumni in many ways. The list of alumni who return is endless. Among others, alumni like George Ang, a successful

entrepreneur, and a group who co-authored a book together, Benson Wong, Rodney Toh, Lenny Chiah and Steven Shim, have been coming back to give talks to the students. "When we invite our alumni back to give talks, we want them to make an impact in the lives of the students. We want our alumni to tell our current students all the hard work that they have gone through, not just the success stories," Lee said.

There are also other alumni she takes pride in such as Jacintha Tagal who graduated from Harvard University and has chosen to devote her life to teaching children in a high needs school, and Joshua Lee, who left a lucrative advertising career to build a place for children to grow through art. Lee believes that Jacintha and Joshua serve as mentors to the younger generation by living their lives as a shining example. "We want our students to achieve great things in life beyond just academics. Their stories become an inspiration to the young graduates."

In conjunction with the 25th Anniversary celebrations this year, Lee said she hopes to catch up with the alumni when they come back to be a part of this year's grand celebrations. All the activities will be announced on the Sunway website.

In Retrospect

Winding the clock backwards, Lee remembers how she joined Sunway as a student counsellor. After graduating from a local university with a Bachelor of Psychology (Honours), she first taught at a private institution. When the opportunity came to take up the post, she decided to join Sunway as a Student Counsellor in February 1988. With only 200 students back then, she was the only employee in the entire department. "We had to multitask by helping students find housing," she said. "I even did some marketing by going to Sabah and Sarawak. It was challenging."

In the early days of Sunway, the students were a different lot. "They had a lot of challenges as students," she recalled. "The student numbers were small then but we helped them in practical ways. We were all closely knit. I even sat on their motorbike to go and have teh tarik with them."

Today, her department has grown to 22 staff, to serve a population of 11,000 students in the areas of Student Development and Sports, Counselling, Career Services, Scholarships, Alumni Office, and other support services such as Sunway Originals (Sunway merchandise and gift items) and Student Centre. "What I always am very proud of is that about one-third of our department are former students of Sunway," she said.

Looking back, she said that the 25 years has been a wonderful, exciting journey. "It's very fulfilling to see how the institution has grown," she said. "The growth has been in phases and modes and very purposeful. I feel privileged to have grown with the college which is now a university."



The Aces of Summer

Sunway has reached a certain standard that we can have confidence in the quality of education it provides.

When Adrian Ooi was studying at Sunway College, little did he know that he would marry a fellow alumna by the name of Adelaine Teoh, and later produce four children – Aaron, Alvin, Amanda and Alden. Two of their aces are now with their parents' alma mater as the second generation of Sunwayians. The eldest, Aaron, 16, is currently doing CIMP at Sunway, while Alvin, 15, is doing Level 9 at Sunway International School.

For Adrian and his wife, putting their children at Sunway was a means to express their confidence in the education standard at their alma mater. "In those days, when I enrolled at Sunway College, it was because I had confidence in the Sungei Way (now, Sunway) Group," Adrian said. "Now, it is because Sunway has reached a certain standard that we can have confidence in the quality of education it provides."

Adrian's loyalty to Sunway goes back 25 years. When Adrian finished school, Malaysia was going through a financial crisis in 1984-87. When Sunway College officially started on 25 July 1987, Adrian enrolled as a student to do his Bachelor of Business (Accounting and minoring in law) twinning degree with Curtin University.

"We were truly the pioneer batch of students that literally rode through the storm of our country's financial crisis," he laughed. "That has made us a lot stronger as individuals. I came from a poor family background but I was motivated to study hard, and that led to me receiving the Tan Sri Jeffrey Cheah scholarship."

Humble beginnings

In the first year, there were only about 200 students for all three twinning degree courses with Curtin University, Western Michigan University and Leicester University. "Everyone knew each other in the college," he quipped. "We had very dedicated lecturers such as Mrs Lim Tiew Ming, Ms Bibi and Mr Tee. All three of them, together with Ms Lee Siok Ping, the counsellor, were very close with the students. We felt like we were one big family."

Today, the Sunway that he used to know has developed into a reputable university of choice not only in Malaysia, but also in Singapore, Indonesia and Thailand. "This is the feedback that I have received from people in these countries, where I travel

often to do business," he said. "The facilities are much better and there are more choices at all levels.

Of course, you cannot compare to 25 years ago, when we had the personal touch we enjoyed as a smaller community of students." His wife, Adelaine, also commented: "The student population is now much bigger and there are students from all over the world. This is good because our children can interact and adopt a more

global outlook in life. Our kids generally love the environment here, since the university is now fully equipped with a huge library, laboratories, lecture halls, students area, cafe and sports facilities."

His role as a father

As a father, Adrian believes he has to set a good example for his children. "I have always advised my kids to have the right priorities in life – that is to put God first, followed by their family commitments, before their business or career. That has to be the order in life," he said.

Admitting that the young people these days lack a respect for the elders, Adrian said that he wants his own children to grow up learning to be humble at all times even when success is at their doorstep. "This is because the glory ultimately belongs to God, who has a purpose for each one of us. Through self-discovery and our growing-up process, we realise our utmost potential," he said. "We must never let the failures in life knock us down and our response when that happens is to get up and try again!"

A mother and a wife

Adelaine, who also graduated with a Bachelor of Business (Finance) from Sunway's twinning programme with Curtin University, said the reason she picked Sunway for her two children is because it is an established and reputable school and college that can provide them a strong foundation for their tertiary education.

"The quality of education is guaranteed by a team of dedicated lecturers, excellent facilities and conducive environment to study," she said. "Of course they will have Auntie Lim, Auntie Siok Ping and Uncle Tee to watch over them from time to time. I want them to experience the most enjoyable and memorable phase of their life, like we did when we were at Sunway!" This is the mother's heart for the children they love. "As parents, we have close relationships with all our kids and we try to understand their strengths and weaknesses, and also their personality traits," she said. "We had a thorough discussion with each of them before deciding and advising them on the course to pursue. Ultimately, we let their results dictate what course they should pursue. For instance, Aaron aspires to be a businessman when he grows up, so we advised him to take either Accounting or Law, which will serve him well in his field of work in future. Whatever it is, our advice will always begin with an end in mind!"

For parents with growing children, Adelaine said that she would strongly advise both parents to be involved in counselling their children on their career prospects. "Always plan a few years ahead and have discussions with them on their career path," she said. "Visit colleges/universities one year ahead to enquire on the requirements. Focus on each of your child's strengths and likings, and translate that into their field of study. A student will have a higher chance of doing well in the field which he or she likes."

Aaron, Alvin, Amanda and Alden are indeed blessed to have Adrian and Adelaine as their parents.

THE



STARS OF
SUNWAY

FROM THE GROUND UP

Chua Teck Boon

George Ang

Hugh Seet

Joanne Soo

Kenneth Wee

IN PUBLIC EYES

Kid Chan

Liyana Jasmay

Michael Chuah

Reshmonu

Xandria Ooi

LEADERS IN THEIR FIELD

Adrian Ooi

Cheong Kim Meng

Elaine Hong

Lenny Chiah

Sarena Cheah

SERVING OTHERS

Angela Yap

Jacintha Tagal

Joshua Lee

Shareen Iqbal

Syed Mustafa Kamal

TO WATCH OUT FOR

Ang Ker Soon

Chan Jinn Yep

Chew Shee Ghee

Jet Chan

Jolyn Sia

FROM THE GROUND UP



Teck Boon is the Director of Elephant Coffee Bean Sdn Bhd, the company that runs Elephant Bean, an exciting café based in Simpang Jeram in Muar, Johor. Having ventured into the coffee industry in 2000, he now oversees the planning and operational side of the business.

Giving special focus on the coffee that they serve and offering coffee lovers a taste of both local and espresso coffee using home-grown coffee beans, Elephant Bean incorporates both Eastern and Western ways of food preparation all under one roof.

Besides work, Teck Boon has also served as a municipal councillor for Muar since 2009, holding the environment, health-care, local tourism and town planning

CHUA
TECK
BOON

VICTORIA UNIVERSITY TWINNING PROGRAMME, 2000

portfolio. He is also the advisor to the Institue Kemahiran Bina Negara (IKBN) in Pagoh and an Exco member of the Malaysian Crime Prevention Foundation (MCPF) in Johor. Despite his hectic schedule, he has also served as President of the Victoria University Alumni's Malaysian chapter since 2004.

"The Sunway University brand shines even brighter after 25 years of academic excellence, she educates with a mission and passion, producing many outstanding graduates and alumni who eventually contribute to nation building. We are all proud to be Made-in-Sunway and look forward to the next 25 exciting years to come."



George is Group Chief Executive Officer and co-founder of Revenue Valley Sdn Bhd, the holding company that owns and operates three main branded casual dining chains, The Manhattan FISH MARKET, Tony Roma's, Popeye's Louisiana Kitchen, and Gelare. As GCEO, George ensures RVG's finance for growth as well as leads, supports and coaches Brand Unit Leaders for growth and

success. He also ensures that his company remains in a strategic direction and enjoys business development.

George has led Revenue Valley in winning numerous accolades and awards both in Malaysia and abroad. In the past 5 years, he has won the Young Entrepreneur of the Year award and the Developer of the Year award among many others. He led Manhattan Fish market in winning the Brand Laureate 2008, Best Brand for Food and Beverage (Western Food) award. He has also managed to secure the Master Franchise for the popular American casual dining restaurant chain famous for its ribs and steaks called Tony Roma's.

In 2010, he was awarded a Certificate of Appreciation by the United States Commercial Services.

GEORGE
ANG

UNIVERSITY OF WESTERN AUSTRALIA TWINNING PROGRAMME, 1993



HUGH
SEET

BSc IN COMPUTING & INFORMATION SYSTEMS, 2001

As founder and CEO of the company Hugh is involved in all aspects of the business, although not at the same time, from prospecting new clients, sales pitches, operations, user and technical support, software development, and also managing cash flow and collection. His core expertise lies in software development and the



As Project Director of both Groupon Malaysia & Groupon Taiwan, Joanne leads a team of developers in projects to drive revenue for the organisation. As part of a global organisation,

JOANNE SOO

MONASH UNIVERSITY FOUNDATION YEAR, 2004

she represents Groupon in liaising with other Groupon bodies internationally to share best practices in operation and technology development. Working with international liaisons, she is also in charge of the online marketing segment for Groupon Malaysia.

Joanne was part of the pioneer team that started GroupsMore, a project by Youth Asia. With zero knowledge in web development when she started, she learned the best practices in web development and product management and launched GroupsMore, a daily deal website in just 2 months. GroupsMore's rapid growth, promising

future and great work environment caught the attention of Groupon Inc and through acquisition, GroupsMore joined the global Groupon family. Today, Groupon in Malaysia is a multi-million dollar corporation run by a team of empowered young people such as Joanne.

Sensitive to the needs of the community, she has worked with the Malaysian Red Crescent Society in aiding the Japanese Tsunami Earthquake Relief Fund in 2011, raising a total of RM61,990 in a week. She was also part of the core organising committee that ran Malaysia's largest Youth Festival and the National Youth Entrepreneur Convention.

"The most fun and exciting moments of my academic life was in college. I was blessed to have lecturers who cared for me and really invested in my personal growth and self-confidence. Sunway also taught me that education can be fun and enjoyable. Happy 25th Anniversary, Sunway Education Group. May you continue to expand, empower and impact more lives through your people - just like you've done for me."

bulk of his time is spent studying new market requirements and enhancing solutions.

Inaugurated in 2006, Blueocean Technologies started with one sole product, PIN system, a web-based suite of applications designed and developed specifically for advertising and media agencies.

After obtaining MSC status in 2007, Hugh led the R&D in further developing the solution, pioneering in advertising agency management, capturing both small and medium sized agencies. In 2009, they were nominated by SME Magazine and awarded one of the top 100 SME companies. On a personal level Hugh himself was awarded the GEIE Global Emerging Innovation Entrepreneurs Awards in 2009 and the APEA Asia Pacific Entrepreneurs Awards in 2010. Securing clients in Indonesia and marking expansion in the Asia Pacific region in 2011, he saw his business grow to include clients in South Korea, Vietnam, Thailand, and China by mid-2012.

"A big congratulations and what a milestone achievement it is for Sunway University. I've always felt the warm ambiance whilst on campus with the lecturers, staff, and fellow students. With all the new facilities and programmes, I'm certain it will continue to enhance students' experiences and may it thrive for many more years to come."



Kenneth left the corporate world in 2003 to pursue his childhood dream of building a business empire. He founded Total Agri Marketing Sdn Bhd and Jaya Setia Consulting to offer the industry clients services of advertising, marketing, promotions and market research. His clients include the Ministry of Agriculture & Agro-based Industry (Malaysia), Federal Agricultural Marketing Authority (Malaysia), Department of Agriculture Malaysia, California Milk Advisory Board (USA), Idaho Potato Commission (USA), Cranberry Marketing Committee (USA), among others. His passion in business, food and marketing coupled with full commitment of hard work with innovation has made

him a well-known figure in the food and agricultural industries. As the Managing Director, Kenneth has been a regular contributor of thoughts and ideas to Asiafruit Magazine.

Kenneth is also the Vice President of the Victoria University Alumni Association. Starting out as an active student leader at Victoria University in Melbourne and Vice President of the International Students' Association, he has maintained connections with his alma mater by getting involved in the alumni community to help and guide young alumni and students in their career path. He has also come back to inspire Sunway students with his success story.

"I'm proud to be part of Sunway University and its achievements today and I am confident of the marvellous advancements it will attain in the next 25 years and beyond! Along with other Sunway graduates, I will continue to strive to my best to make you proud and ensure your name shines worldwide! Congratulations on your 25th Anniversary, Sunway University!"

KENNETH WEE

VICTORIA UNIVERSITY TWINNING PROGRAMME, 1996



IN PUBLIC EYES



KID CHAN

CANADIAN INTERNATIONAL MATRICULATION PROGRAMME, 1996

Kid Chan is an international wedding photojournalist, portrait and celebrity photographer and also the first Malaysian to be accepted as a member of the US based Wedding Photojournalist Association (WPJA). Named by Malaysian Tatler as "one of the 100 people you must know in

Asia" he is often credited as a pioneer in Malay wedding photojournalism. He has had the opportunity to photograph notably high profile personalities such as Tan Sri Dr Zeti Akhtar Aziz, governor of Bank Negara Malaysia; Cherie Blair, wife of former British Prime Minister Tony Blair; actor Jackie Chan; business tycoon Tan Sri Dr. Francis Yeoh; model Elle Macpherson; and designer Jimmy Choo. He is often referred to by the media as "one of Malaysia's most sought-after wedding photographers".

Among the accolades under his belt are Le Prestige magazine's "Top 40 under 40" list and Tiger Tales, the official magazine of

Tiger Airways' "annual list of trail-blazers across Asia and Australia". In 2008, he was named one of Malaysia's most influential youth entrepreneurs under 30 by Youth Entrepreneur. In 2011, Glam, Malaysia's premier lifestyle luxury magazine, listed him as the only photographer in their top choice for luxury wedding vendors. He has been featured in Harper's Bazaar, The Edge, the New Straits Times, Persona Pengantin, Harian Metro, and Prestige and also the inaugural edition of August Man magazine.

"Congratulations to Sunway College on her 25th Anniversary. I am filled with joy and delight on Sunway achieving this milestone. I commend the school and her faculties in their tenacity and desire to educate and impact the society. I also want to thank and congratulate Ms. Elizabeth Lee, Senior Executive Director, along with the members of the board. Thank you one and all for a job well done."



Liyana Jasmay is an actress and singer who graduated from Sunway with a Diploma in Performing Arts in November 2011. She went on to carve a name for herself in the Malaysian Film Industry, being nominated for and winning many awards. Her first film, Castello, where she played the main role got her nominated for Best New Actress at the Malaysia Film

Festival. Three years later she went on to win the Best Actress award at the Malaysian Film Festival for her role as Miasara Saadom in Papadom.

"I did research on institutions in Malaysia that offered performance art courses and Sunway University attracted me, especially after meeting the dean. He was very passionate and explained to me what the course was all about and I then decided Sunway was the perfect place for me. I am very grateful to have learnt from lecturers who are active in the industry such as Mr James Lee, Malaysian renowned director, Ms Bernice Chauly, successful writer and actor, and Mr Zakim Al Bakri, renowned Theater activist. My gratitude to the faculty who have been so accommodating of my busy schedule. Thank you Sunway University!"

LIYANA JASMAY

DIPLOMA IN PERFORMING ARTS, 2011

RESHMONU

A-LEVELS, 1996



Multi-talented, multiple award-winning Reshmonu forged a career in the Malaysian English music scene virtually single-handedly, going from humble beginnings as a sound engineer to becoming one of the most recognisable faces of the Malaysian English music industry in the past eight years.

Not only does he sing, write, produce, arrange and engineer his own music,



MICHAEL CHUAH

A-LEVELS, 1998

Michael Chuah is a Producer and Film Director attached to Evo Pictures Sdn Bhd. A graduate of our A-Levels programme, he ventured into the entertainment industry

Reshmonu oversees virtually all stages in the process of creating an album which include directing and editing his own music videos, art directing the artwork of his albums, working on his own unique image styling and plugging his music to local radio stations. He has since established himself as the premier English Language market entertainer in Malaysia and is among an elite few Malaysian artists who have consistently performed as opening act for internationally acclaimed artists touring in Malaysia such as Alicia Keys, Prodigy, Pussycat Dolls, Ryan Star of Rockstar Supernova, Black Eyed Peas, Nicole Scherzinger, Girls Generation, and many more.

Reshmonu is regularly invited to perform at highly publicised local television roadshow events and reality programmes such as Hitz Birthday, Malaysian English Top 10 Awards, Jom Heboh and One In A Million. An entrepreneur with 6 companies under his name today, he has also performed at many major local award

and carved a niche for himself among the glitz and glamour of it all.

He directed and produced the movie "Seed of Darkness" which was picked up by Hollywood Studio Columbia TriStar for international distribution in 2006. That film also won him the Most Promising Director Award at the 20th Malaysian Film Festival in 2007.

Having studied martial arts from a young age, Michael went on to star in, direct and produce a Singapore and China co-production movie "Fist of Dragon" which was released in Malaysia early this year. Michael has won numerous awards in International Festivals such as New York Film and TV Festival, Bangkok Film Festival, and the Pusan International Film Festival, South Korea.

"Congratulations on reaching another milestone, it's been a quarter century since the establishment of Sunway Education Group, and the group has made a huge impact on a lot of lives including mine. I had a blast when I was in Sunway College and may Sunway Education Group continue their success in the coming years. Congratulations once again."

shows such as Anugerah Industri Muzik, Anugerah ERA and Anugerah Bintang Popular.

"I for one truly found myself in Sunway College. Fresh out of secondary education, I landed myself at this newly built Sunway campus, not so many yonks ago. Filled with excitement, curiosity and no doubt a touch of anxiety, it wasn't long before I felt right at home! THANK GOD for orientation day. Barely a week ahead I found myself walking the halls, making new friends and it was as if I had found myself a second home. Not many will understand, but in order to absorb education one has to be in an environment equally comforting. Amidst the culmination of cultures and various teaching techniques I found Sunway College most aspiring and truly "A Guiding Light" in my on-going journey. So here's wishing Sunway College a Happy 25th and may you continue to touch, guide and aspire many new souls in the years to come!"



XANDRIA OOI

CANADIAN INTERNATIONAL MATRICULATION PROGRAMME, 2001

Xandria is the host and producer of the breakfast show Talk of the Town on Capital FM88.9, the Founder of XO Productions that produces food and lifestyle content for television, as well as a columnist with Sights & Sounds, Star Metro, The Star Publications. And if that does not keep her busy enough, she also emcees live events on a weekly basis and has managed to publish a book called Love, Work & Everything in Between.

Xandria is also very involved in community concerns and has participated in many projects organised by the Women's Aid Organisation aiming to educate and increase awareness of violence against women. She has worked toward raising awareness on issues such as AIDS and Hepatitis through the AIDS Aware 2010 campaign and the World Hepatitis Day 2011. Most recently, she collaborated with Eclipse on The Paper Doll Project 2012, a multi-tiered awareness and fund raising project in support of World Vision.

"Congratulations Sunway Education Group on your 25th anniversary! Time flies – it was 2001 and I was 18 years old when I did my Pre-U at Sunway College. Until today, that remained the best year of my studying experience – it was fun, challenging and highly inspiring all at the same time. Thank you for being such a great stepping stone to the rest of my life, you will always hold a special place in my heart!"



LEADERS IN THEIR FIELD



ADRIAN OOI

CURTIN UNIVERSITY TWINNING PROGRAMME, 1987

Adrian is the Chief Corporate Finance Officer for Global Capital Ltd, an investment firm based in Singapore and Indonesia managing an investment portfolio of USD2.0 billion. Initially set up along with a few partners with less than USD100 million in funds, this firm now manages four publicly-listed companies in Malaysia and Indonesia, focusing on sectors in the IT & Telco Infrastructure, Oil & Gas and Coal Mining. He undertakes Mergers & Acquisitions of companies regionally, especially within the Asia-Pacific region. He negotiates

processes with buyers or sellers, identifies valuable companies to be acquired, raises funds from financial institutions, markets the group of companies, and creates macro corporate strategies for the group. He is now in the midst of preparing for another listing of his IT & Telco Infrastructure group with operating companies in Hong Kong, USA, Australia, Singapore & Malaysia, on the Hong Kong Stock Exchange, which is scheduled to be completed by the second half of 2012.

Adrian is passionate about creating avenues of giving back to society. In line with this he has started some charity projects with orphanages, kids with Down's Syndrome and poor families.

"I am pleased to extend heartfelt congratulations to Sunway University on its 25th Anniversary. Having closely watched what a wonderful role Sunway University has played as a leading and foremost private university in Malaysia and regionally for the last 25 years, I firmly believe without hesitation that it will contribute to the development and upgrading of Malaysian society by connecting us to the international arena in years to come. In this knowledge-based society, I have a strong sense that Sunway is very instrumental to equip people with lifelong ever-changing knowledge, education and technology. I have no doubt that Sunway will continue to play a critical role in promoting world class education."



Elaine is the Executive Director, Corporate office of BDO International, the world's fifth largest network of professional firms



CHEONG KIM MENG

CURTIN UNIVERSITY TWINNING PROGRAMME, 1990

In addition to managing the financials of the company with a turnover of more than RM700Mil (USD225Mil), as CFO and Corporate Planning Head of Sony Malaysia, Kim Meng is also responsible for the Human Resource, MIS & Corporate Services of the company. His main duties include ensuring that the business is moving in the right direction financially, KPIs are met monthly and also annually. Last year, he was entrusted with monitoring

and providing leadership on projects embarked upon by Sony. He is also working on transforming their HR department into one that is robust, moving away from just employing people to taking on an active role in manpower planning and training.

Kim Meng's hard work and readiness to lead enabled him to successfully head a department in a leading local bank in just his second year of working life. From there he went on from success to success, being chosen to lead projects for the entire Asia Pacific region and then in Switzerland and finally being expatriated to Taiwan. With over 20 years of work experience, he has only worked in three companies, choosing to stay and work his way to the top.

Kim Meng has also taken part in CEO/CFO

roundtable talks in order to provide input on what private companies are looking for in their investment decisions.

"My heartiest congratulations to the Sunway Education Group on its 25th Anniversary. It is astonishing that it has been 25 years since the setup of this prestigious organisation. Being one of the pioneers to Sunway (then Sunway College) I have always had a special place in my heart for Sunway and the many dedicated educators there. I am sure that had I not taken up the degree with Sunway, I would probably be a different person altogether. I'd truly like to thank everyone who played a part in making Sunway what it is today - a big campus with satellite campuses! I want to congratulate everyone on your journey so far and may there be many more years to go!"

providing audit, advisory and tax services to businesses ranging from established multinational conglomerates to growth-oriented organisations. She also serves as a representative for the BDO International Human Resource & Developments Committee covering the Asia Pacific region and the Head of Regional Secretariat for BDO ASEAN countries.

A member of the Institute of Chartered Accountants in England and Wales, she has also been serving as the honorary secretary of the alumni group called ICAEW Malaysia City Group since 2011.

ELAINE HONG

A-LEVELS, 1992 & ACCA, 1997

"Congratulations to Sunway, my alma mater which has truly blossomed to a full fledged leading higher educational institution, not only in Malaysia but in the region as well. You not only taught us to pass exams but gave us an education beyond the classroom that prepared us for life itself. Sunway has truly come a long way from my first A-Levels classes, which were held above a petrol station (at PJ State)! Thank you from the bottom of my heart and Happy 25th Birthday!"



LENNY CHIAH

VICTORIA UNIVERSITY MBA, 2005

Lenny is an avid writer and a regular article contributor for the "MBA Edge" magazine, having also co-authored 2 series of book with the same name. She recently contributed an article on event management published by the Faculty of Communications and Media Studies of MARA University together with a Public Relations Consultancy firm. One of her most recent books is entitled "Learning from Championship Brands".

On the social front, she is deeply passionate about youth development and caring for the aged. She is also involved in the professional development of NGO fund raising tasks.

"To me, my life after leaving Sunway is one long jubilee! The Sunway programme has transformed me and many others in an unexpected and amazing way with its academic rigor, intellectual energy and classroom culture of dialogues and respectful debates with the professors. As a result, we left the institution with invaluable knowledge, thoughts, leadership skills and enhanced intellectual growth. Congratulations to Sunway on its Silver Jubilee, and thanks to the Faculty for transforming my life in a wonderful way."

The General Manager (Marketing) of Sin Chew Media Corporation Berhad, Lenny is responsible for all aspects of branding, marketing as well as event management of their corporate and business activities. Her role also includes conducting training for their in-house Employee Orientation Programme and also leading a project for Media Chinese International Limited Newsletter.

In the course of her career, Lenny has become an advocate of Branding and ethical leadership and uses the various areas of job sharing such as public talks, coaching and mentoring sessions to champion the cause. She speaks extensively on leadership, branding, event management, CSR and motivation.

SARENA CHEAH

UNIVERSITY OF WESTERN AUSTRALIA TWINNING PROGRAMME, 1992

Sarena is the Executive Director, Group Strategy & Corporate Development of Sunway Berhad, a diversified conglomerate with businesses ranging from property development and investment to construction and civil engineering, leisure, entertainment and hospitality, trading and manufacturing, building materials, healthcare and education.

Prior to her current position, she was involved with many different aspects of the group's businesses. She has led the asset-backed

securitisation exercise for Sunway City Berhad, headed the Sales & Marketing division of the property development arm, contributed in the listing of the Sunway REIT and also piloted the merger between Sunway City Berhad and Sunway Holdings Berhad.

Besides having played a big role in contributing toward the structural formation of the Jeffrey Cheah Foundation, she also currently oversees all major CSR initiatives in the Sunway Group.

"The institution has come a long way and it is all attributed to the people behind it, the visionary leader, the management staff, the academic staff, and most of all, the students! I am proud to be a product of SEG and I wish the Group many more memorable and inspiring years ahead!"





Angela Yap is Founder and Director for Akasaa, a social enterprise dedicated towards engaging with society in tackling the world's most urgent issues – education, financial sustainability and sustainable living. She is a Social Entrepreneur, Author, Columnist, Performance Coach and former human rights advocate for Amnesty International Malaysia. She also extends pro bono consultation on human rights and refugee issues to Malaysian Social Research Institute (MSRI). Part of her accolades is the Most Successful Women Award 2012 recognising her

ANGELA YAP

AUSTRALIAN MATRICULATION, 1998

contributions alongside luminaries such as Dato' Ambiga Sreenevasan and Datin Paduka Marina Mahathir. She was also nominated one of the Great Women of Our Time by the Malaysian Women's Weekly for her "outstanding career achievements and contributions to society in the fields of finance and commerce".

At age 22, Angela Yap was the youngest elected Board of Governor for Amnesty International in Malaysia. She represented Malaysia for the International Council Meeting in Amsterdam, the most important meeting for Amnesty International worldwide and the highest decision making body. Her repertoire includes the United Nations Development Programme-The Urban Governance Initiative (UNDP-TUGI), a regional programme on urban governance in South & Southeast Asia. She

researched and co-authored Cities, Citizens & Civilisations, a book published by the UNDP.

Angela holds a BSc. Economics from London School of Economics and has in recent years, worked as a Strategist with one of the Big Four firms.

"A Silver Jubilee marks one's coming of age. For Sunway Education Group, I'm proud to have been part of her remarkable history. Fifteen years since I first stepped through her gates, the university and college remains a sanctuary for myself and other daring minds to continue exploring. From the Australian Matriculation team under Ruma Lopes and Vanitha Satchithanadan to Victoria University's Greeja Hemalata and Alagarani Suntharam, former teachers and colleagues have become my family. They, and many others, continue to show the world what it means to be an educator, a giver and an enlightened citizen in these times.

My congratulations to Tan Sri Dato' Seri Jeffrey Cheah and his Foundation on the fulfilment of a vision. May the Universe light the path towards her Golden Anniversary."



Jacintha is a Teach for Malaysia fellow in its inaugural cohort, teaching Mathematics to Form 1 and 2 students in Sekolah Menengah Kebangsaan Segambut in Kuala Lumpur. A graduate of Sunway's A-Levels programme, she went on to earn her BA in East Asian Studies from Harvard University, USA. She was one of three students in Malaysia offered a full scholarship from Harvard.

Upon graduation in June last year, she returned to Malaysia and joined Teach for Malaysia, an independent, not-for-profit organisation that enlists Malaysia's most promising future leaders in a mission to end education inequity. She was one among fifty in their inaugural intake in January 2012.

On top of teaching, Jacintha is also a Science and Math Society teacher-advisor, Football Club teacher-advisor, discipline teacher and assistant class teacher.

"Some of my best days were experienced, and best friends made in Sunway! I will always fondly remember Sunway as my home away from home. Happy 25th birthday, Sunway. May the next 25 be more beautiful than the last!"

JACINTHA TAGAL

A-LEVELS, 2007



Joshua left the glitz and glamour of the corporate world to devote himself to working with underprivileged children. As Programme Director of StART Society, he oversees the operations of the Society, an arts academy offering free lessons in music, arts, dance and drama for 320 children from 14 shelter homes and 5 families. From running programmes, hiring the right staff, unearthing talents, organising events, training potential leaders, generating PR for StART to connecting with business



SHAREEN IQBAL

WESTERN MICHIGAN UNIVERSITY TWINNING PROGRAM, 1998

Shareen is a consultant for International NGOs, a trainer, an educator and a director of her own company, Ikhtiar Link Sdn Bhd, a company that deals with consultancy work for small business ventures. The co-creator of "Planet Love Peace", a social responsibility learning programme aimed at promoting a vision of a loving and peaceful world, she has participated and presented at many conferences and on a variety of topics. Some of her involvement include

the "Faith and Climate Change Conference" held in England, the International Consultation for Inter-faith Peace Building (The Need for a Gender Perspective) held in Cyprus and the International Fellowship of Reconciliation's (IFOR) Women Peacemakers Program which supports and empowers women peace activists.

"My best wishes and congratulations to Sunway University on the celebration of her 25th Anniversary. It is not easy to be a pioneer and a visionary leader in any endeavour but Sunway University has successfully navigated itself into being a well-established educational institution that it is today. I am grateful for the opportunities that Sunway has provided in the journey of my life, namely by providing the American Degree Program back then in the PJ campus, which allowed me to experience the wonderful experience of an American education in Malaysia and later on the US. I must say that is when I first truly discovered the joy of learning and the journey continues! Thank you."

JOSHUA LEE

A-LEVELS, 1992

leaders, collaborating with potential sponsors, managing finances and coordinating with shelter home superintendents, Joshua has a hand in everything that happens within and outside the society. Apart from frequently taking Myanmar refugee children on road trips and excursions, he has also recorded an album with these refugee children from Myanmar.

"Congratulations Sunway on your 25th Anniversary! You've grown in leaps and bounds from the days of the old campus. Academically, you were solid from day one and I for one benefited tremendously from it. Thank you for putting only quality lecturers and mentors in your academic stable from the start. Here's to another 25 years of excellence in educating the next generation of movers and shakers."



Syed Mustafa Kamal is currently serving as Senator in the Senate of Pakistan and served as the mayor of the city of Karachi in Pakistan from 2005 to 2010. He had also served as the IT Minister for the Sindh province from 2003 to 2005. During his tenure as mayor, he championed many flagship projects such as the Citizen Complaint and Information Management System, the Karachi Strategic Master Plan

2020, the Major Infrastructure Projects Signal-free Corridors, Command and Control Centre and Community Policing.

Mustafa Kamal's dedication in his work has won him numerous accolades and awards. He was among the finalists for the 2010 World Mayor prize and was awarded a Gold Medal at the City Thinkers Award ceremony for his outstanding services and contribution as a City Mayor. Foreign Policy magazine also hailed him as one of the 'Mayors of the Moment', in consideration of his efforts to revitalise Karachi. Apart from that, World Economic Forum named Mustafa Kamal as one of the 'youngest global leaders' while the International Organization for Standardization (ISO) in Geneva granted ISO 9001 certification to the City Government of Karachi for providing best services to its citizens under his leadership.

SYED MUSTAFA KAMAL

ASSOCIATE DIPLOMA IN BUSINESS EXECUTIVE STUDIES, 1998



TO WATCH OUT FOR



ANG KER
SOON

CANADIAN INTERNATIONAL MATRICULATION PROGRAMME, 2003
VICTORIA UNIVERSITY TWINNING PROGRAMME, 2006

Ker Soon, a Retail Business Manager with DHL Express (Singapore) Pte Ltd, joined the sales team to lead this segment in April after covering various functions such as Pricing, Product/Research and Communications in Marketing during his five years with DHL. His primary objective, other than generating more revenue for the company, would be to extend DHL Express services to a greater reach of consumers & SMEs who require express delivery services to manage their shipments. To achieve this, he is tasked with building a strong and profitable network and expanding the footprint of DHL Express Retail in Singapore.

"It has been an amazing 25-year journey Sunway has taken. Starting from just a small tin-mining company, the vision of Tan Sri Dato Seri Dr. Jeffrey Cheah has propelled Sunway into becoming what it is today. Along the way, countless people have been inspired by Sunway's philosophy - to excel and give back to the community. I am one of them. Congratulations! You make the world a better place."

CHEW
SHEE
GHEE

INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES, 2007



CHAN
JINN
YEP

BSC (HONS) BUSINESS MANAGEMENT, 2010

Jinn Yep is a Senior Brand Executive for the South East Asia and China markets of Jotun, one of the world's leading manufacturers of paints and coatings. Having graduated in 2010, Jinn Yep was one of two students in the first ever batch to be awarded the most prestigious scholarship from Sunway University, the Chancellors Scholarship. Recipients of this scholarship are carefully selected not only based on

their academic excellence but also exceptional leadership qualities with active participation in extra-curricular activities and a display of an overall positive attitude.

It is these characteristics in Jinn Yep that have enabled him to succeed as part of the Regional Marketing team at Jotun, where he is responsible for marketing strategy as well as the management and development of a category of products for the different countries in this region. Recognising his ability, the company

also assigned him two international assignments, in Norway and Dubai respectively, enabling him to complete his International Trainee Programme.

"Happy 25th Anniversary Sunway University! I will never forget the three years of my study here in the B.Sc. (Hons) Business Management programme. It was indeed one of the most fruitful times of my life. Apart from the academic knowledge learnt in the classroom, the course has also contributed a lot in shaping me into an all-rounded individual. Through the various platforms such as hands-on assignments, direct exposure to the corporate world as well as real life competition, I acquired and developed even more important skills such as communication, leadership, and critical thinking. Thank you for helping me find my direction in life and making me who I am today!"

A Senior Quantitative Strategy Analyst with AmBank, Shee Ghee is part of the Markets division in AmBank, which leverages on the Australia and New Zealand Banking Group (ANZ) as a strategic partner, and works primarily on developing and pricing derivatives as well as structured products. Working collaboratively with other teams within the same division, they also build and test pricing and valuation models.

Previously a manager in the Financial Instruments & Treasury Group in PricewaterhouseCoopers (PwC), she provided financial risk management and treasury advisory services to financial institutions and corporate treasury clients. This included model validation services and reviews on financial risk management frameworks. Working on due diligence and tax advisory projects has also provided her with a more holistic understanding of the financial sector.

After qualifying as a chartered accountant, she pursued the Financial Risk Manager (FRM) qualification by the Global Association of Risk Professionals in order to further her understanding on financial risk management. She is also currently a candidate in the Chartered Financial Analyst (CFA) programme.

"Happy 25th Birthday Sunway! Your unrivalled commitment towards high quality education, the dedicated lecturers and the friendships forged made the ICAEW journey a great learning experience. You brought together an amazing bunch of people and I will always cherish memories of the various adventures we had while in Sunway. Many thanks for providing me with a solid foundation to further my career. May you continue to shine in the 25 years to come!"

JOLYN SIA

BSC (HONS) PSYCHOLOGY, 2008



Jet, a Chancellors Scholar and valedictorian, is in the Financial Management Programme (FMP), an intensive 2 year entry-level programme spanning 4 rotational assignments at General Electric. The programme, led by senior GE professionals and mentors, combine coursework, job assignments and interactive seminars to equip participants with exceptional technical, financial and business skills. Jet has gained hands-on experiences in financial

JET CHAN

A-LEVELS, 2007
BSC (HONS) ACCOUNTING AND FINANCE, 2010

planning, accounting, operations analysis, auditing, forecasting, treasury/cash management, commercial finance and Six Sigma quality. Recently his international rotation took him to the GE headquarters in the United States.

"It's been 2 years since I graduated from Sunway University where I spent a wonderful half-a-decade in A-levels & BAF. I transitioned from being a (literally) full-time A-levels student with four subjects in a March intake, to being actively involved with extra-curricular activities (Student Council, HPAIR, Toastmasters, Sunway Accounting Society etc.) in the first two years of my degree, and finally becoming a very relaxed senior in the final year. I was fortunate to be part of a group of six that visited Lancaster University in U.K. I've also met many great mentors and friends along the journey who have shaped me into who I am today. Thank you, and happy quarter-of-a-century birthday, Sunway University!"



Jolyn Sia graduated with her BSc (Hons) Psychology in 2008, the first graduation of students who earned the collaborative Psychology degree from Sunway and its partner Lancaster University. It was also the first time that Sunway saw 6 scoring first class honours and Jolyn was among the six. Jolyn is currently working at Proctor & Gamble (Malaysia) as a Human Resource Manager.

"My Psychology education journey with Sunway University was one of knowledge attainment, inspiring experiences and lifelong friendships! The dedicated lecturers made learning unconventional with simulating activities, hands-on and corporate experiences. I learnt to appreciate diversity in the values and behaviour of others and embrace cultural differences at the work place. Not forgetting the all-time favourite question: Can you read my mind? I still get them up till today!"

Happy 25th birthday, Sunway University!"



TALENTCORP partners with SUNWAY UNIVERSITY

such as YM Dato' Ahmad Burhanuddin (CEO/MD, Theme Attractions and Resorts), and Mr. Joel Neoh (CEO, Groupon Malaysia).

"Addressing the growing need for world-class human capital across Malaysia's economic landscape requires a strong domestic talent pipeline. This is best achieved through closer engagement between our students and leading Malaysian employers, through platforms such as today's career fair," said Johan at the event. He also expressed his confidence that Get Hired 2012 would help raise awareness and generate interest in the diverse career options available in Malaysia. Engaging leading organisations directly would also help provide young Malaysian talent with a better appreciation of what it takes to succeed in their future careers. This partnership is a strong testament to Sunway's high quality of education.

Johan Merican, CEO of TalentCorp, together with Sunway's Ms. Elizabeth Lee, officiated the opening of Sunway University's "Get Hired 2012" event this 26th April. The Career Networking Event hosted 42 companies from the private sector, including BDO Malaysia, Citibank, Ernst & Young, KPMG, MAS, and PwC.

TalentCorp, which spearheads Malaysia's talent development initiative, co-hosted Get Hired 2012 with Sunway University on our campus. Key events included CEO Forums featuring guest speakers



BEEN THERE DONE THAT SUNWAY ALUMNI FORUM

Alumni of Sunway College's A-Levels programme returned to their alma mater recently to share their wealth of knowledge and experiences with current pre-university students.

Jacintha Tagal, Sarah Zulaikha, Xander Chong and Wendy Chen shared their stories of life in the prestigious universities of Harvard University in the U.S. and The University of Cambridge, The University of Oxford and London School of Economics the U.K. During the sharing session, the four alumni shared broad experiences they accumulated throughout their journey – from the initial stages of applying to universities to life itself in university; managing the practical aspects of living and learning at these world class institutions.

Sarah Zulaikha, a graduate of Medicine at The University of Cambridge said, "It was always my dream to apply to Cambridge and so when the opportunity arose, I immediately applied. Although a challenge at times, I thoroughly enjoyed myself throughout my university years. I have always challenged myself to put 100% into all that I do so that when push comes to shove, I know that I have tried my best."

Xander Chong, who studied Biochemistry at Oxford University, advised that it is always good to prepare early for assignments at university so that one is ready to manage other tasks that may come in unexpectedly.

The four alumni also unanimously acknowledged the invaluable learning experiences they received during their studies in the A-levels at Sunway College, which laid the solid foundation of their journey into tertiary studies. According to them, Sunway provided a conducive learning environment supported by experienced lecturers who genuinely cared about students' welfare.

WMU Alumni get together

Sunway University was proud to welcome the President of Western Michigan University (WMU), Dr. John M. Dunn at a jointly organized WMU alumni dinner on 15 June as part of the Sunway Education Group's 25th Anniversary celebrations this year.

Sunway University and Western Michigan have been partners for 25 years and Western Michigan University was Sunway's first transnational twinning partner in 1987. Five Resident Directors from WMU served at Sunway for a total of 16 years. Sunway was the only Malaysian institution at one time to have a Resident Director from an American University.

As a pioneer of twining programmes in Malaysia, the Sunway-WMU collaboration was the first to yield the 2+2 credit transfer mode. This 2+2 model saved 40% of the cost compared to four years of study in the US and went on to form the basis of the American Degree Transfer Program (ADTP) at Sunway University today which has been instrumental in transferring thousands of Malaysian students to



more than 60 universities and colleges in the USA. With the rich history between the two institutions, the alumni dinner was a special time of reunion and reminiscence. More than 150 alumni came together to reconnect and to build new friendships. They were treated to a sumptuous dinner and many WMU goodies. President Dunn addressed the crowd and went around from table to table to meet the alumni. The conversations were continuous, as were the clicking of cameras.

At the end of the evening, many did not want to say goodbye and adjourned to another venue for more fun and fellowship. All in all, it was truly a fun time and we look forward to gathering everyone together again soon.



An INTERNATIONAL Visitor!

for life. Ten years later, I fulfilled another hope which was to revisit Sunway University! It was such a joy to be back.

I was curious and wondered how, after 10 years, things might have changed. Would my hosts recognise me? Would I be able to find my way to campus with the upgraded roadways? Would the friendliness of the citizens have changed?

My fears were completely unfounded. Ms. Ida Ngui (Senior Lecturer of A-Levels) arranged my invitation letter and Mr. Ang Chu Peng (Manager of International Marketing) provided me the necessary support for immigration clearance. Ms. Elizabeth Lee was delighted to host me for lunch and Ms. Lee Siok Ping reoriented me to Sunway and its surroundings. Other old lecturers arranged get-togethers, and some even offered me accommodation and rides to the airport!

My future plans will be to form a local Sunway Alumni chapter in Sri Lanka. I wish to contribute my support by building this bridge that will connect the Future with the Past. Sunway Boleh!

Meththananda Wattuhewa, Sri Lanka

Visiting my second home, Malaysia, was always my dream since I returned home to Sri Lanka after graduation in 2002/2003. I was studying in the Professional Courses Division, completing a Graduate Diploma in Business Management. My life at Sunway College back then was an absolute adventure, be it in lectures, social gatherings, club activities, or in the hostels.

All the individuals I met throughout my course of studies were marvelous people. My hope was to sustain these relationships

In celebrating its 25th Anniversary Silver Jubilee,
Sunway Education Group will hold a signature event,
the Sunway Education Expo ("SEE") 2012.



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6th & 7th OCTOBER

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