

DKLS Foundation, being the CSR Platform of DKLS Industries Berhad, is desirous to exercise its social responsibility by establishing a CSR Smart Partnership arrangement to promote English Language Excellence in Malaysia. The competition, aimed at driving English Language Excellence in Malaysia and is dedicated to students of public secondary schools in Malaysia aged 16-19 years old.

The first "DKLS Linguistic Ambassador Award" Essay Competition was held in 2013 with smart partners : DKLS Foundation, British Council Malaysia and Cambridge.



Bilateral Agreement Signing Ceremony between DKLS represented by Ir. Sam (right) and British Council Malaysia represented by Ms. Clare Walker.



# DKLS LINGUISTIC AMBASSADOR AWARD

"WRITE YOUR WAY TO THE UK"  
Creative Writing Competition

#### WHO CAN ENTER?

This competition is open to all Malaysian students aged 16-19 years old.

#### HOW TO ENTER

Complete 5 English Language modules online and write an essay, not exceeding 350 words.

Last submission date:

**By 6pm, Friday 28 June 2013.**

#### PRIZES:

**GOLD MEDALIST:** Seven (7) day study tour to Cambridge & London including a visit to the University of Cambridge with the following travel arrangements:

- Return economy class flights for the winner and accompanying parent or official guardian
- Airport transfers in the UK
- On-ground transport
- Accommodation

Plus:

- Cash Award worth RM 4,500.00
- Book Voucher worth RM 500.00
- Trophy and certificate

**And many other exciting prizes to be won...**

\* terms and conditions apply

FOR FURTHER DETAILS ABOUT THE COMPETITION, GO TO :  
[www.britishcouncil.org/malaysia-dkls-cambridge-essay-competition](http://www.britishcouncil.org/malaysia-dkls-cambridge-essay-competition)

#### Contact us:

Telephone: +60 (03) 27237988 (Vina)

Email: [essaycompetition@britishcouncil.org.my](mailto:essaycompetition@britishcouncil.org.my)

#### Partners:



#### Supported by:



ENGLISH ESSAY COMPETITION

The launching ceremony was officiated by YAB Datuk Seri DiRaja Dr. Zambrly Abd Kadir (MB Perak) on 23 February 2013 at a leading hotel in Ipoh, Perak.



2013 Launching Ceremony  
(from right to left)  
Mrs. Sam, Ms. Clare Walker, Mr. Gavin Anderson (Country Director British Council),  
YAB Datuk Seri DiRaja Dr. Zambrly Abd Kadir (MB Perak), Mr. Ding Poi Bor and  
Ir Sam Tuck Wah (MD & ED DKLS Industries Berhad respectively)

## YAB Datuk Seri Diraja Dr Zambrly Abd Kadir, Menteri Besar Perak delivering his keynote address.



Members of Executive Council, Perak State Assembly,

Board of Directors, DKLS Industries Berhad, headed by Managing Director, Mr Ding Poi Bor,

Country Director, British Council Malaysia, Mr Gavin Anderson,

Government Heads of Department,

The Board and Executive Members, DKLS Scholarship Foundation,

School Headmasters,

Dato'-Dato', Datin-Datin, distinguished guests, ladies and gentlemen.

I am delighted to be present at this auspicious event which is jointly organised by DKLS and the British Council. Today's event is a manifestation of a private initiative for the public good of our beloved country Malaysia.

It signifies how a modest philanthropic act by DKLS Scholarship Foundation from a humble beginning to the magnitude of a corporate citizenship commitment through the strategic alliance smart partnership between DKLS Industries Berhad, a Perak based public listed company in Bursa Malaysia, and internationally renowned and long established institutions, British Council Malaysia and University of Cambridge.

I am proud to be closely associated with DKLS Group especially during its formative years. I have known most of the founder members like YBhg Dato' Ding Pei Chai, Mr Ding Poi Bor and Engineer Sam Tuck Wah very well. I am equally elevated by the profound contributions of British Council Malaysia headed by Mr Gavin Anderson and University of Cambridge in pursuing such noble CSR initiative of nation building dimension in Malaysia. In essence, what we are witnessing here this morning is the contributions by institutions of distinction.

Distinguished guests, ladies and gentlemen, the group of gentlemen from DKLS I have just mentioned has its origin from Sitiawan which is a small but vibrant town in Manjung District. They are captains of industry. They had achieved considerable success in business but they have not forgotten their roots. Even though the company founded by them, DKLS Industries Berhad, achieved public listing status in 1996, they did not move their corporate office to Kuala Lumpur but remain steadfastly in Perak.

Their decision to remain in Perak is to contribute towards the development of Perak by creating job and business opportunities in the state. I am truly touched by DKLS's contributions towards enhancing the socio-economic development of Perak State and the well-being of the local community of Manjung District. For the Perakians, particularly those who hail from Manjung District, the distinctive hallmark of DKLS as a reputable company with a tradition of culture of excellence is prominently manifested by its iconic residential development schemes such as Venice of Perak and Victoria Cottage project.

This Group of successful entrepreneurs had demonstrated their noble intention to share their success with the less fortunate by returning a fair share of their blessings to the society. In 2001, they were instrumental in spearheading the inception of DKLS Scholarship Foundation having its operating base in Sitiawan. Through such platform, they made a pledge, in their own personal capacity, to provide the financial resources to support various activities undertaken by the Foundation. Their philanthropic act in establishing a fully functioning Scholarship Foundation is most praiseworthy.

The activities undertaken by the Foundation are complementary to the Government's efforts in driving academic excellence in Malaysia. In this context, I would like to highlight that the Government of Malaysia appreciates DKLS Scholarship Foundation's contributions towards raising the bar of academic benchmark particularly for Manjung District secondary schools.

This is a good testimony of private sector's involvement in complementing the Government's education objective in promoting academic excellence. Today, DKLS Scholarship Foundation has emerged as an enviable institution in Perak State.

The 10-Year Commemorative Book titled "Ray of Hope" bears testimony to such achievements.

On record, I have been informed that a total of 1,286 talents was directly impacted by and benefited from DKLS Scholarship Foundation and the number is still counting. Today, the lives of these brightest men and women from Manjung District and the rest of Malaysia have been transformed.

Distinguished guests, ladies and gentlemen, like the famous James Bond series released in 1999, *"The World Is Not Enough"*, I have been made to understand that DKLS Scholarship Foundation, having achieved impressive track records in the earlier milestone of the first decade of its operation, decided to take on another dimension of CSR initiative of immediate concern in relation to WAWASAN 2020.

As you know, it is very challenging for the Foundation to embark on an initiative of national importance for two compelling reasons. Firstly, it must search for and network with reputable and well established organizations for purposes of intellectual and professional sustenance. Secondly, the initiative to be pursued must be of immediate concern and at the same time appealing.

In these aspects, DKLS Scholarship Foundation has been extremely blessed because reputable institutions like British Council Malaysia and University of Cambridge have graciously joined their hands with DKLS to contribute towards an initiative of nation building dimension in Malaysia, an idea sparked from the farsightedness of DKLS Industries founders in building a better Malaysia for Malaysians.

Distinguished guests, ladies and gentlemen, the pursuance of an education agenda on "Driving English Language Excellence" for Malaysian secondary schools is a commitment initiated of corporate citizenship through the DKLS-British Council-Cambridge Strategic Alliance Smart Partnership.

I have been advised by the organisers that the title of the programme is "DKLS Linguistic Ambassador Awards" and the Tagline chosen is "Write Your Way to the UK". I have been made to understand that the prizes lined up for the winners are very attractive.

Looking at the Tagline, this must be a very interesting and educational programme. Therefore, the school headmasters must give full encouragement to the target group of students to ensure maximum participation.

The execution of such nation building initiative is considered not only timely but also most pressing especially when Malaysia is gearing itself to become a developed economy in less than 7 years' time.

As you know, in the Malaysian perspective, the most publicised statement made by us in relation to language application is this; "Bahasa Malaysia is The Language of Unity, English is The Language of Opportunity". I am confident that the seeds of opportunity will be propagated to all Malaysia secondary schools to improve the command of English of their students.

As Menteri Besar, let me share with you that I am truly impressed by the great efforts taken by DKLS, British Council Malaysia and University of Cambridge for initiating such noble project. I am proud that the programme initiators have made the decision to launch the programme right here, in the state capital of Perak. For this I must say, *"Well Done! Syabas! Hern Hao!"*

With the nation building dimension added on to DKLS's, the British Council's and Cambridge's CSR initiative, I am confident that their working relationship will be further strengthened. Hopefully, in not a too distant future, these 3 institutions will further expand their scopes of CSR initiatives to benefit future generations of Malaysia.

As a parting remark, may I wish "DKLS Linguistic Ambassador Awards" Essay Writing Competition smooth sailing and a great success.

Thank you.

YAB Datuk Seri DiRaja Dr Zambry Abd Kadir  
Menteri Besar Perak  
23 February 2013

## Mr Ding Poi Bor, Managing Director of DKLS Industries Berhad delivering his speech.



Our Guest of Honour, Yang Amat Berhormat Dato' Seri DiRaja Dr Zambry Abd Kadir, Menteri Besar Perak,

Our Distinguished Guests; Mr. Gavin Anderson, Country Director British Council Malaysia,

Government Heads of Departments

Fellow Directors, The Board and Exco Members, DKLS Scholarship Foundation,

School Headmasters and DKLS Business Community,

Dato'-Dato', Distinguished Guests, ladies and gentlemen,

On behalf of DKLS Board of Directors and Management, I would like to extend a very warm welcome to all of you. First and foremost, I would like to express my heartfelt appreciation to Menteri Besar Perak, Yang Amat Berhormat Dato' Seri DiRaja Dr. Zambry, for sparing his precious time from his busy schedule to grace this ceremony.

Today, is an auspicious occasion where we see so many distinguished guests gather here to witness the launching ceremony of a very special programme jointly developed under the auspices of DKLS- British Council Malaysia – Cambridge CSR Smart Partnership.

As a Founder Member of DKLS Scholarship Foundation, it is my pleasure to share with you that the Foundation had its humble beginning in 2001. Its establishment was by no means a coincidence. Its inception was properly envisioned, planned and systemised to benefit the local community particularly with regard to the promotion of academic excellence for Manjung, other districts of Perak, and states of Malaysia secondary schools.

For your kind information, under DKLS Scholarship Foundation, four categories of academic awards were created. Category 1 Award is dedicated for the Disadvantaged, Category 2; the Most Outstanding Academic Award, Category 3; Best All Rounder Results and Category 4; the Varsity Award.

Between 2001 and 2010, a total of 1,286 students had benefited from these awards. The 10 Year Commemorative Book of DKLS Scholarship Foundation titled "Ray of Hope" marks the culmination of the contributions of the Foundation to the local community of Manjung District.

In 2010, the Foundation's Executive Committee advanced forward to replace Category 1 and 4 awards with a more prominent award of national significance while allowing Category 2 and 3 to perpetuate. With this, a new CSR initiative "DKLS LINGUISTIC AMBASSADOR AWARD" Essay Competition was mooted.

When the Foundation shared the past achievements and its new CSR initiative with DKLS Industries Berhad, it was impressed and very excited about its track records and the new aspiration. In early 2011, under its corporate citizen commitment, DKLS Industries Berhad decided to assume the role of financial sponsor. Through such arrangement, DKLS Scholarship Foundation became its CSR platform for implementing various initiatives in a more holistic approach.

In fact, even before the expiry of the Foundation's 10 year tenure in 2010, the Foundation was already planning ahead to expand its contributions at the national level. With DKLS Industries Berhad coming on board as the financial sponsor, it will definitely facilitate the Foundation to pursue its new inspiration on "Driving English Language Excellence" for Malaysian secondary schools.

Such agenda was thought to be appealing and relevant considering Malaysia's pursuit for a developed nation status by 2020. DKLS Industries Berhad in turn accepted the Foundation's aspiration as the agenda for its CSR initiative to be pursued henceforth.

The Executive Committee of the Foundation decided to approach British Council Malaysia with the submission of a Project Proposal in 2010. The Foundation was humbled by the positive response from such reputable and prestigious institution as the British Council.

Subsequently, an inaugural project meeting was held at the British Council on 8 March 2010 to initiate relationship building, project planning and development. Finally, on 19 October 2012, DKLS Industries Berhad established CSR Smart Partnership with the British Council with the signing of the Letter of Agreement at DKLS Corporate Office, Ipoh.

The title of the CSR programme "DKLS Linguistic Ambassador Awards" Essay Competition is dedicated to promote English Language Excellence at the national level for Malaysian secondary schools. The target group is students aged between 16-19 years old. I believe that this programme would in a small way complement the Government's effort in promoting English Language as the second language to enable Malaysians to well-position themselves in seeking opportunities in the globalised world.

My heartiest congratulations and thank you to all those who have been involved in the initiation and development of this programme. I must highlight that DKLS is deeply honoured and humbled by the trust and confidence accorded by the British Council as well as Cambridge English, University of Cambridge in affording us the opportunity to embark on such meaningful CSR project of nation building dimension in Malaysia. No amount of words could I use to describe how elevated DKLS feels to have been accepted as a collaborative partner by institutions of high prestige and distinction like the British Council and Cambridge English, University of Cambridge.

I strongly believe that throughout the entire process of project realisation, the working relationships between DKLS the British Council and Cambridge English, University of Cambridge have been further strengthened.

With such strong rapport and the spirit of cooperation fostered among us, we are all geared up to pursue the desired goal and objectives for the benefits of future generations of Malaysia towards promoting peace, goodwill and cooperation across the globe through linguistic diplomacy.

On the part of DKLS, certainly, we are prepared to unlearn and relearn along the process in order to bring ourselves to a new level of professionalism. It is our sincere hope that with strong professional and intellectual support from the British Council and Cambridge English, University of Cambridge, it will further drive DKLS Scholarship Foundation to greater heights.

Finally, let us appreciate GOD's intervention in facilitating the successful execution of the launching ceremony today.

Thank you very much.

Mr. Ding Poi Bor  
Managing Director  
DKLS Industries Berhad  
23 February 2013



Awards presentation ceremony was held in conjunction with DKLS Corporate Dinner “Shanghai Night” 2013.

The Gold Medallist walked away with:

- DKLS Foundation “Hallmark of Distinction” Trophy and a Certificate of Achievement
- Seven (07) days study tour to Cambridge & London including a visit to the University of Cambridge
- Cash Award RM 4,500
- Book Voucher worth RM 500



Awards Presentation Ceremony



2013 Laurel List  
 Gold Medallist - Chelsea Teoh Li Ann from SMK (P) Methodist, Ipoh (centre), Silver Medallist - Yeoh Xin Jing from Wesley Methodist School, KL (right) & Bronze Medallist - Baldeep Kaur d/o Balbinder Singh from SMK Tarcisian Convent, Ipoh (left)

