

## Human Resource Development

As we gear towards success, we rely on the strength and quality of our human resources to build and train a knowledge-based workforce in our commitment to maximise human capital and develop a pool of talent and expertise for the future growth of the Group. Various internal and external Human Resource (HR) activities were carried out to develop an organisational culture with shared values, visions and missions, as well as improve teamwork and productivity through cooperation with team members.

During the year under review, we spent 28,627 hours on training for staff to develop their skills and knowledge, and increase their productivity and quality of work to help achieve greater business results.

In our efforts to raise human capital productivity, we have identified innovation as an important element that helps to intensify our business growth. A Quality and Innovation unit was set up to oversee our innovation initiatives and provide a conducive work environment that promotes innovative and creative spirit amongst employees. In the face of globalisation, it is vital for us to acquire new skills and knowledge to gain the competitive advantage to meet the challenges ahead. By establishing the Quality and Innovation unit, we aim to support an organisational culture that values creativity from all levels throughout the Group and understand the ever changing needs of the local and international markets. It allows our employees to generate new ideas and translate those thoughts into successful business processes that are aligned with CCM's business strategy to meet and exceed customer satisfaction. In short, innovation is the key to advance our overall business performance as it is the lifeline for future revenue and profit.

Throughout the year, our HR initiatives showed positive results as they managed to improve employees' performance, moral and innovation, motivate staff to acquire the attitude, skills and knowledge that are needed to become team players, inspire them to become more competitive, enhance their leadership qualities, and enhance their communication skills and commitment towards their work responsibilities.

Apart from that, we also rewarded scholarships to deserving local university students with good academic performance through the CCM Foundation. In 2009, we gave out scholarships worth RM170,200 to 24 scholars who also underwent industrial training with the Pharmaceuticals, Fertilizers and Chemicals Divisions during their semester breaks. CCM scholars are guaranteed of jobs at CCM upon graduation and we have offered employment to 15 scholars since 1995. They had assimilated well into CCM's organisational culture and some had assumed important roles within the Group.