

# Local wins Franchisee of the Year Award

**KUCHING:** Smart Reader Kids franchisees from Sarawak made history this year after one of them became the first from Sabah and Sarawak to win the Franchisee of the Year Award.

The recipient was Evelyn Law, the owner of Smart Reader Kids and Smart Reader Kids Junior Tabuan Jaya Baru 2 and Smart Reader Kids Uni Garden Samarahan. She received the award from Smart Reader Worldwide Sdn Bhd founder and group executive director Dr K H Wang at the Franchisees' Nite 2012 in Damai Beach Resort here last Saturday night.

Wang, prior to presenting the award, said this was the first time in the history of Smart Reader Worldwide that the Franchisee of the Year honour went to an owner in Sarawak.

She urged other franchisee owners in the state to emulate this success and double their achievements for next year.

We foresee more centres becoming as successful as Evelyn Law in the future.

Dr K H Wang, Smart Reader Worldwide Sdn Bhd founder and group executive director

"The year 2012 has been a great memorable year for Sabah and Sarawak franchisees as many Smart Reader Kids centres manage to register high enrollment. In fact for the first time in the 12 years history of Smart Reader Kids, someone from Sarawak has gained the highest award. We foresee more centres becoming as successful as Evelyn Law in the future," she elaborated.

Smart Reader Worldwide is Malaysia's home-grown early childhood education provider.

There are more than 300 Smart Reader Kids centres in the country and the centres have also been established in Jordan, Syria, China, the Philippines and Thailand.

Smart Reader Kids caters to the children aged between three and six, while Smart Reader Kids Junior caters to toddlers aged between 15 months and three years.

In line with Smart Reader Kids' tagline 'Every child's dream school', the learning method not only helps expand children's hidden capabilities by encouraging them to explore creativity at a tender age, but also helps them cultivate a positive attitude.

Meanwhile, the gathering in Damai Beach themed 'Unrivaled 12 years' was a way of showing appreciation for the commitment and loyalty of franchisees, staff and teachers in making the brand a household name.



WELL DONE: Wang (left) presents the award to Law.

Outstanding franchisees were conferred various awards and token of appreciation that night.

Law also added the New Impressive Award and Gold Award to her accolades.

The franchisee of Smart Reader Kids Chong Hin Garden, Sylvia Lim Pek Cheng received the Significant Sales Growth Award and Diamond Award. The New Impressive Award

was received by Smart Reader Kids Junior Chong Hin Garden Winnie Liang. The seventh award of that night, which is the Gold Award, was received by Smart Reader Kids Rubber Road West principal Valentina Freni.

Franchisee cum principal Sharon Chang of Smart Reader Kids Jalan Keretapi received a special token of appreciation from Smart Reader Worldwide for her loyalty to the brand.

The Jalan Keretapi centre is the oldest centre in Sarawak and was set up 12 years ago. Also present was manager of Aim Smart Academics Sdn Bhd Norma John.

For more information on Smart Reader's unique child development education programme, the Kuching representative's office can be contacted at 082-232 555, call the toll-free Smart Line at 1 300-88-5555 or visit www.smartreader.edu.my.

## BIEM fashion unveils new 'Cinematic Grandeur' collection



**FASHION OF THE MOVIES' GOLDEN AGE:** The new collection of Biem is being created to bring to life the glamorous, rich and famous lifestyles of the 60s and 70s movies as seen here.

**KUALA LUMPUR:** Inspired by the style and glamour of the cinema's golden age, BIEM fashion – designer of office and smart casual wear – is launching its new fall and winter collection themed 'Cinematic Grandeur'.

The new collection is created to bring to life the glamorous, rich and famous lifestyles of the 60s and 70s movies – the two decades that are considered 'The Golden Age of Cinemas'.

The period also

epitomises the golden fashion era of the 20th century which BIEM is designing for its latest holiday collection.

Passion and romance of the movies for debonair and glamour girls are represented by bold and contrasting colours – red, white, green, purple and blue – in the design.

For men's wear, BIEM Homme features bold colour blocking in polo tees and shirts.

Shirts with refreshed checks and striking colours are completed with flat-front skinny cut slacks.

Refined shorts in vibrant colours of red and white paired with contrasting striped shirts are designed for fashion forward men.

Basic but slim fit white shirt and classic argyle sweaters are great staples for urban men to relive the cinema's golden age to impress their glamour girls.

Preppy looks of the 1960s

and 1970s are also the design for today's urbanites so that they will stand out in the crowd.

Preppy black cardigan and pastel purple shirt can definitely create this preppy look.

For women's wear, BIEM Ladies fashion season is for confident and independent women to imitate the sassy looks of the movie glamour girls. Beautiful dresses with details in bold colours like red and black will definitely reveal their passionate side.

Sexy chiffon and lacy materials, details on collars, placket and Roselle embellishments can be evidently seen in most styles of this collection.

Blazers in vibrant colours, dresses in pastels with contrasting shades on the waistbands all vividly depict the movie glamour girls of the golden age.

BIEM also has a Weekend range. The relaxing variety carries fashionable tops, skirts and leggings for women to look chic

and fashionable even on casual days.

BIEM's office and casual wears are priced from only RM79.90 to RM399.00.

BIEM Fall – Winter Collection is now available at AEON Cheras Selatan, KL Festival City, AEON Tebrau City and all leading department stores like Parkson, Pacific, The Store, Sogo and others.

Call 03-8962 6252 or visit <http://www.facebook.com/myBIEM> for more information.

BIEM is the latest fashion brand of the well-established Jordone Corporation Sdn Bhd, an industry leader in brand building, concept development, fashion designing, marketing, distribution and retailing for casual and business wear in Malaysia.

The corporation operates over 676 shop-in-shops, concept stores and boutiques and employs approximately 1,000 employees.

Jordone owns a portfolio of highly recognised brand names. Its in-house trademarks are Snails Original, Chargers Outfitters, Snails & Sons and BIEM.



**FUTURE LEADERS:** Participants of the 'Youth Gatherings 2012' attending the closing ceremony in Serian on Saturday.

## 'New approaches needed to tackle provision of higher education'

**SERIAN:** In view of the rising demand for higher education, it is essential for the government to consider reviewing the existing system of financing for higher education and also set up 'open universities' to reduce its financial burden.

Speaking at the closing of 'Youth Gatherings 2012' for Serian parliamentary seat at Kampung Mentung Marau on Saturday, Deputy Minister of Foreign Affairs Datuk Richard Riot Jaem opined that Malaysia should not rely as much as before on foreign universities and colleges to provide places for its students.

This is because some countries had introduced more stringent conditions on the admission of foreign students in courses such as medicine and accountancy.

"As the demand for higher education will further increase, most of this demand will have to be met locally as a heavy dependence on foreign education is neither financially sustainable nor socially acceptable."

"In view of the large financial resources required to provide most of this demand locally, it will not be possible for the government alone to bear the full burden."

"Thus, it is essential to review the existing system of financing higher education and introduce measures, such as the setting up of open universities that will result in reducing the financial cost to the government."



**BE KNOWLEDGEABLE:** Riot stressing a point at the closing ceremony of the 'Youth Gatherings 2012' at Kampung Mentung Marau on Saturday.

On another matter, Riot advised youths to uphold ethical and moral values and develop a strong commitment towards excellence in order to help the nation prosper.

He said the country's competitiveness in the global village depended a lot on the quality of its human resource.

"Youths must be guided to be productive labour, and one imbued with strong ethical and moral values and a commitment to excellence."

He also advised youths to at least be bilingual and to always continue to pursue training and education to better themselves in the face of stiff competition in many sectors worldwide.

"Try to acquire a second language, especially English, in addition to our national language Bahasa Malaysia."

"Of course the government will continue to place due emphasis on Bahasa Malaysia for it is fundamental for national unity."

He told those present that the government would continue to improve the quality of education and create a more conducive learning environment in order to eradicate the problem of school drop-outs.

Emphasis would also be given to the teaching of mathematics, science, and communicative skills to ensure Malaysian youths are readily employable.

About 800 youths from 50 villages in Serian parliamentary participated in the 'Youth Gatherings 2012'.

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Learn The Best From The Best. And Be The Best.

### Beauty Grooming Talk by Alaric Soh

Venue : M Floor, Riverside Majestic Hotel Kuching  
Date : 16 December, 2012, Sunday  
Time : 1pm to 5pm

**Free Entrance For Lady Only**

Topics • Beauty and woman, and what makes a woman attractive,  
• How to accentuate your outer and inner beauty,  
• Enhance your image and develop a pleasant personality,  
• Develop your self esteem and confidence, and  
• Stay forever beautiful and healthy.

Everyone can attend regardless of race and age. Talk will be conducted in English. Please SMS your name to 014-6800000 to book a seat. Availability of seat is on first-come-first-serve.

### Miss Cheongsam Malaysia 2013 Now Open For Entry!

This is your, golden opportunity to take part in the most popular and prestigious Miss Cheongsam Malaysia 2013 organized by Alaric Soh of Alaric's Productions for the 23 consecutive years since 1990 as an annual community and charity event, to celebrate the Chinese New Year festival, to promote Chinese culture, and to foster friendships.

**When and where is the Grand Final?**  
The grand final is to be held on 23 February, 2013 on the 14 days of Chinese New Year at Riverside Majestic Hotel, Kuching. All selected participants must be in Kuching from 18 to 23 February, 2013.

**When is the Closing Date for submission of entry?**  
The last day to submit your entry is on 9 January, 2013.

**What are the qualifications to take part?**  
You must be a Malaysian, unmarried single lady, age between 18 & 25 year, able to communicate in Chinese, and minimum height 163cm.

**Is airticket provided?**  
Yes, the organiser will provide return airtickets to Kuching for participants including hotel accommodation and meals.

**Do I have to wear swimwear?**  
No, you don't have to wear swimwear. All contest attires will be provided by the organizer except cheongsam wear. You must provide your own cheongsam wear, you can either design your own, purchase, or rent.

**What are the Awards and Cash Prizes?**

Miss Cheongsam Malaysia 2013		Subsidiary Titles	
Winner	RM5,000	Best Cheongsam	RM500
1st Runner Up	RM3,000	Miss Talent	RM500
2nd Runner Up	RM2,000	Miss Friendship	RM300
3rd Runner Up	RM1,000	Miss Photogenic	RM300
4th Runner Up	RM800	Miss Personality	RM300

Finalist who does not win any of the awards and cash prizes will receive RM200 cash.

**How can I take part, and where can I get the entry form?**  
No entry form is required. All you have to do is either SMS or Whatsapp your most recent close-up photo, IC name & number, age, height, phone contact and hometown to 014-6800000. Late entry will not be accepted.

Organiser: **ALARIC'S PRODUCTIONS COMPANY**  
Established Since 1983  
ISO 9001:2000 Certified  
In Quality Management in Beauty Pageant

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**MISS CHEONGSAM MALAYSIA 2013**  
马来西亚华裔小姐 2013

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