

SnapNews

► Silka Hotels Malaysia promotes Wong to GM



DORSETT Hospitality International has promoted David Wong as GM for Silka Hotels Malaysia. He will oversee the operation and management of Silka Hotels in Malaysia: Silka Maytower Kuala Lumpur (KL) (effective Aug 1, 2017), Silka Cheras KL and Silka Johor Baru (effective

June 1, 2017). He will be responsible to strategically consolidate the key operational divisions of the hotels into a structural management platform for maximum efficiency, better operating competency and continuous business growth, the company said in a statement. Wong first joined the group in 2012 as director of rooms based in Dorsett KL, managing the property through major renovations while maintaining guest satisfaction on operational tasks. Wong has some 19 years of working experience in the hospitality industry and held several senior roles in various hotels such as Hatten Hotel Melaka, KSL Resort Johor Baru, Avillion Legacy Melaka, Royal Adelphi Seremban and Sheraton Perdana Resort Langkawi.

► IRB ex-DG Mohd Shukor joins tax firm YYC



LOCAL audit and taxation firm, YYC & Co, has appointed Tan Sri Dr Mohd Shukor Mahfar as associate partner of its tax division with effect from May 24, 2017. In a statement, YYC said Mohd Shukor will be working together with the YYC tax division team to more effectively deliver professional tax services

and yield a broader client base to create awareness among small and medium enterprises on issues of taxation. Mohd Shukor was the CEO and DG for the Inland Revenue Board of Malaysia (IRB) from 2011 to 2015. With over 37 years of strategic experience in both the public and private sectors, it was during his tenure that IRB transcended from its two-digit figure collection to a three-digit figure in 2011; recording the highest collection of tax of RM133.54 billion in 2014. He was also the chairman of the Commonwealth Association of Tax Administrators from 2012 to 2015 and was its president in 2015. He was also appointed the adjunct professor of a number of local universities. Mohd Shukor holds a postgraduate diploma in Computer Science from Universiti Teknologi Malaysia, Master of Science in Taxation from Golden State University, US, and a PhD in Public Administration, also from Golden State University.

► Goh joins Amobee from Starcom Mediavest, Yadallee made VP commercial for Asia



Goh (left) and Yadallee, both to be based in Singapore

DIGITAL advertising company Amobee has appointed Patricia Goh as its new VP for South-East Asia and Samantha Yadallee as VP commercial for Asia, both to be based in Singapore. Amobee provides data-driven channel and digital advertising solutions for agencies, brands and publishers. Goh will be responsible for leading Amobee's South-East Asia operations and delivering new digital marketing solutions to brands and advertising agencies, the company said in a statement. She will be reporting to Asia senior VP Robert Woolfrey. At Amobee, she will lead the company's client-centric digital consulting teams, leveraging the company's technology and media capabilities along its advertising with social media outlets. Prior to this, she was the MD for Starcom Mediavest Group where she helmed the management, and talent development of the company. Yadallee was earlier Amobee's VP for commercial partnerships for Europe after formerly helming the digital investment for media agency Maxus Global in the UK. On the appointments, Woolfrey said the rapid changes in the digital marketing industry have led them to maximise their investment in the best way.

Northport takes training to the next level with NICE



Northport operations comprise various divisions and departments, and every staff is trained with specific skills and expertise

NICE aims to elevate human capital competency, directly impacts work environment of port operator

by SHAHEERA AZNAM SHAH

A REGIONAL training centre for port operation and management initiated by Northport (M) Bhd has made a difference for the port operator.

Northport International Centre of Excellence (NICE), as the programme is called, is one of the initiatives implemented by Northport to strengthen its workforce by retaining, developing and attracting talents. It plays a key role in promoting efficiency and improving productivity.

NICE and other complementary initiatives are meant to translate into a better bottom line for the port with growth potential in the years to come. Needless to say, these initiatives also impact directly to the work environment of the port operator.

"NICE plays a vital and strategic role in elevating the human capital competency and the quality of the staff," Northport CEO Datuk Azman Shah Mohd Yusof told *The Malaysian Reserve*.

The programme officially began in 2014 and focuses on training and development designed for port operation and management.

Northport, a multi-purpose port, provides services such as container, conventional cargo, on-dock logistics and marine services.

The spark to create a regional centre of excellence came about when a number of Northport executives attended an Asean Port Association Forum a few years ago. The forum had raised the issue of elevating human capital in the port sector.

"We realised there was a need for such training to ensure a better performance. Hence, we adopted the formation of NICE as one of our main agenda," he said.

Northport's training programme consists of fundamental and advanced levels needed in running a multi-purpose port.

"It revolves around the training for port users in relevant areas including specialised skills in operating various terminal equipment, such as driving a prime mover.

"Most of our courses are certified by the relevant stakeholders. For equipment and operation training, our trainers have developed modules using materials



Specific skills and competencies are required for employees to operate Northport's terminal equipment

from the original suppliers. Only then are the modules used to train other Northport personnel," he said.

As of March 2017, Northport has 35 internal instructors certified by the Human Resources Development Fund (HRDF) to train other equipment operators at the port. Training and courses offered by NICE are HRDF claimable as NICE received HRDF accreditation in December 2016.

HRDF is an organisation under the Ministry of Human Resources that oversees the development of competent local talents to contribute to national growth.

"But if we need to conduct a large-scale training programme, we get the assistance from our suppliers," he added.

Talent Crunch

On the industry talent landscape, Azman Shah said there is steep competition for workers, making it a challenge to finding good talents. Industry executives also sense a lack of interest in the younger generation to work in ports and workers gravitating to higher paying places like Singapore.

As with many other industries, shipping and logistics players are also finding it tough to retain their skilled staff. Some of them are enticed by other ports upon gaining a certain level of experience and training.

"The challenge is retaining the

trained workers. Mastering skills involves a gradual learning curve. It would take a couple of years for someone to operate our terminal equipment at an acceptable productivity rate," he said.

Equipment used in the ports is not easy to operate and will take quite a while to master.

"The training depends on the types of equipment. For example, for a prime mover driver to be certified, it takes more than 40 days of training and exposure. They not only learn how to manoeuvre the prime mover, but much more," he said.

Northport conducts internal training as part of its education and career advancement programme for employees, as well as port users. The internal training also involves third parties like equipment suppliers.

"Our industry is unique. We can't get the equipment operators trained anywhere else as the equipment used in this industry is very expensive. No training centre would like to conduct that sort of training," he said.

As of December 2016, Northport has a total of 2,603 employees who are all locals. To date, NICE has conducted 86 courses involving 1,840 of participants since its inception.

Northport is a subsidiary of MMC Port Holdings Sdn Bhd, Malaysia's largest port operator.