



Sales staff using the handheld terminal at one of Carlsberg's outlets

Another IT project, the Hand-Held Terminal (HHT) System, was extended to Penang in September 2001 after the pilot implementation in Kuala Lumpur and Selangor in October 2000. The system, which employs the Palm IIIc PDA, is used by sales personnel to issue instant sales documents and monitor credit limits to enhance efficiency and reduce credit risks.

In order to derive more value out of the information accumulated in the System Application Products (SAP), CWIS and HHT systems, the Business Information Warehouse project was launched in 2001. The Business Information Warehouse system integrates data from the SAP, CWIS and HHT systems into a common database which enables easier access to information, standardises end-user reporting tools and offloads intensive processing tasks from the production systems. The pilot phase will commence in early 2002.

With the advance in technology, many of the processes in beer production are fully automated and monitored through sophisticated computer systems, such as the "Brewery - Oriented Technology Software (BOTEC) and Supervisory, Control and Data Acquisition System (SCADA)". On-line and real-time information relating to process control and data processing are readily available for better monitoring and tracking of plant efficiency.



The control room for the monitoring of brewing and beer processing

PROTECTING OUR ENVIRONMENT

Environmental concerns remain high on Carlsberg's agenda.

Since 1995, the use of an extensive waste water treatment plant has ensured that waterways in the vicinity are not contaminated and scheduled waste from the plant are handled in a manner which best protects the environment. Energy consumption is closely monitored and a Waste Management Committee is constantly working out ways to re-use, recycle, recover and minimise solid

waste. When installing new machinery, environmental specifications and limits are taken into consideration.

In another positive step towards solidifying its environmental stance, Carlsberg Malaysia officially endorsed a local environment policy in May 2001 in line with Carlsberg Breweries A/S's Global Environment Policy. The policy serves as the guiding document for environmental management of its brewing operations.

In brief, the Carlsberg Brewery Malaysia Berhad's Environment Policy states that the Group will endeavour to prevent environmental hazards and utilise resources in a sustainable manner; ensure that all its activities meet current legal requirements in relation to the environment; develop and establish programmes where environmental objectives and targets are specified and implemented so that improvements in environmental performance are maintained.



Waste water being treated in the Waste Water Treatment Plant

Side view of the Waste Water Treatment Plant



SPONSORING EDUCATION, SPORTS AND MUSIC

The Carlsberg-Nanyang Top Ten Charity Concert series which has raised RM180.0 million since it started 15 years ago was recognised in 2001 by the Malaysia Book of Records for having "the longest running charity for Chinese Education" in the country under the arts and entertainment category.

"the longest running charity
for Chinese Education"

*Recognition given
by the Malaysia Book of Records
for the longest running charity for
Chinese Education*

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CARLSBERG

This prestigious and noble community service programme has contributed significantly towards the development of Chinese education and provided local artistes valuable exposure and experience in the music scene. More than 350 independent Chinese primary and secondary schools in Malaysia have benefited from the fund with the building of new classrooms, school halls, canteens and upgrading of school infrastructures.

community



*Some of the local artistes involved in the
Carlsberg-Nanyang Top Ten Charity Concert series*



Cheque presentation for the Computer Education Fund

The Computer Education Fund (CEF), jointly undertaken by Carlsberg and the Federation of Chinese Associations Malaysia (FCAM), has provided computers to Chinese schools and scholarships and study loans to deserving students to pursue tertiary education in information technology. A total of RM1.4 million was raised in the 2001 fund-raising campaign bringing the total funds collected to RM7.8 million since its inception 4 years ago.

Carlsberg also made a donation of RM0.1 million in 2001 towards the Education Welfare Research Fund, which extends financial assistance to needy Indian students.

challenge

In 2001, Carlsberg secured the role as title sponsor of the Carlsberg Malaysian Golf Open, the biggest national open in Asia. As title sponsor, Carlsberg raised the prize money to US\$910,000 (RM3.5 million), making it the richest national golf tournament on the Asian PGA Tour. The Open enjoyed the participation of Vijay Singh (the tournament's winner), Padraig Harrington, Michael Campbell, John Daly, Seve Ballesteros and many other notable Asian and Western names.



Carlsberg as title sponsor for the Malaysia Golf Open 2001. Vijay Singh of Fiji was the champion in the 2001 tournament

In conjunction with the Carlsberg challenge in Singapore, which kicked off the Liverpool FC's Asian Tour 2001, a consumer contest was held whereby winners made the "Mighty Reds March" to Singapore to catch the Liverpool team live in a friendly match with the Singapore national team.

"Mighty Reds March"



Top: Winners of the Liverpool "Mighty Reds March" contest organised by Carlsberg



Left: Liverpool football team during practice



A game in play at the Malaysian Rugby Sevens where the Australian team emerged the champion

Carlsberg was also one of the official sponsors for the Malaysian Rugby Sevens, the biggest rugby event in the country with 16 participating international teams. In addition, Carlsberg has also continued their sponsorship of table tennis and cricket.

enjoyment

In an effort to promote Jazz music in Malaysia, Carl's sponsored several Jazz events featuring various international and local jazz artistes. Such sponsorships include the Philips International Jazz Festival and Carl's-Sunrise Jazz Festival.

Further involvement in jazz include providing exposure to young local artistes to unleash their talents by the formation of Carl's very own jazz band called "Jazz On The Move". The group comprises young maestros in their early twenties showcasing a wide genre of jazz styles. Their repertoire are perfectly rendered cover versions of popular music pieces played at selected entertainment outlets on a nationwide tour.



An international jazz group performing at the Carl's - Sunrise Jazz festival

LIFTING STAFF COMMITMENT



Recognising that employees are the driving force that shapes the Group's progress, comprehensive training was provided to employees at all levels in both technical and non-technical areas. The overall approach to training and development was geared towards developing and increasing competency standards at all levels.

Confidence - as displayed by Carlsberg staff during one of the New Work Habits outdoor activities

Employees of the Group attended a 3-day "New Work Habits Renewal and Team Challenge Workshop" to encourage team-building, enhance self-confidence and develop their maximum career potential. Sales skills, commercial negotiation skills for the sales team, problem solving and decision making, project management and English courses were the other in-house training courses held during the year.



*Renewal of the New Work Habits
- Team work in action*



*English course in progress for
Carlsberg's staff*

During the year, Carlsberg Malaysia participated in the Carlsberg International Management Trainee Programme involving the exchange of young Malaysian graduates with their overseas counterparts within the Carlsberg Breweries A/S Group of Companies.

people

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Participants of the International Management Trainee programme taking a break during the training in Copenhagen





come UP to Carlsberg