



Newsletter
Vol 5

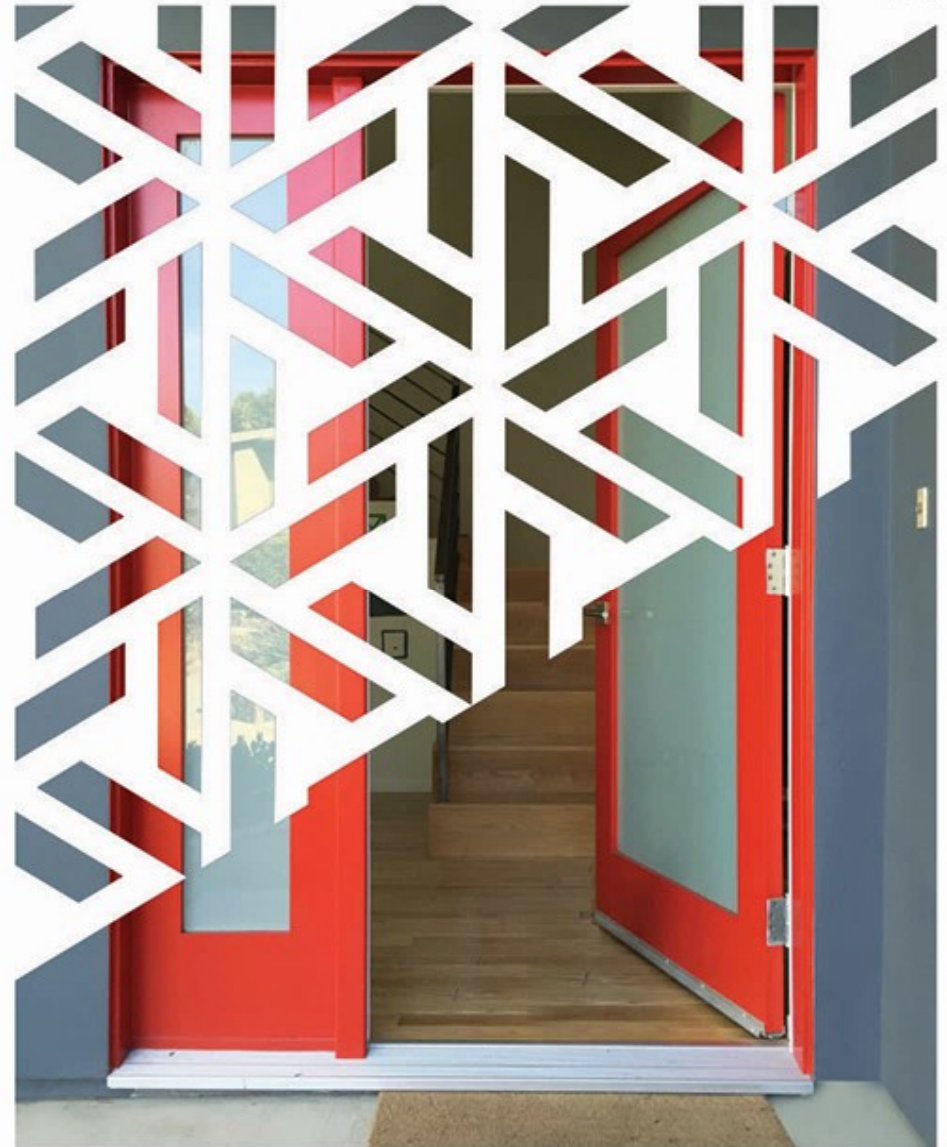




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EDITOR'S Note

Organizations evolve best when they communicate and share their stories in a timely manner and through a consolidated channel. Kansai Paint Pakistan in the recent past has many stories derived from every department that deserve to be showcased before its internal and external stakeholders.

The word "Zen" originates from Buddhism that aims to experience enlightenment through compassion and devotion. Kansai Paint aims to build its corporate brand on those very principles. It aims to voluntarily practice and infuse the concept of "Zen" within its corporate culture so that the internal aspirations connect with external expectations. Zen is a step towards building an informed Kansai. We believe that it is our responsibility to communicate with our customers, our colleagues and our parent company, both formally and frequently.

There are heroes in every organization and these heroes are celebrated through the power of pen; hear them out and pen them down. The idea behind Zen is to celebrate the Heroes of Kansai Paint Pakistan for their extraordinary contribution in challenging situations.

I am humbled to share that Zen has been a great learning experience, it has exposed me to the deepest internal aspirations taking place in each business segment within Kansai Paint Pakistan and it became an irresistible moment to share before the wider audience.

I am pleased to bridge the information gap, add transparency and subsequently add value to the efforts made by our team members.

We welcome your feedback and suggestions for further improvements.

Regards,

Ali, K. Pasha

CEO's Message

“We do not sell paints;
We only deliver peace of mind”



A business cannot grow on products alone, it grows over corporate values. Our company has emerged over values based on respect and transparency, derived from our Japanese heritage. We have successfully evolved based on these values which can be witnessed in the company's performance in short span of time. Kansai Pakistan is a result of these underlying values holistically exercised by the team that has translated it into a leading corporate brand.

We are crowned as the undisputed market leader in automotive paints and have also emerged as the market leader in supplying a wide range of industrial coating solutions; being introduced for the first time in Pakistan. It takes a great deal of trust and respect for a business to excel and function in course of establishing a market. It becomes even more vital in case of foreign corporate entities entering a new market. The success story of Kansai Pakistan has not only earned the company an equal score in practicing business ethics to that of its parent company but has also raised the position of Pakistan as an ideal investment destination in the international market.

The unique range of paints and coating solutions offered by our organization has introduced a new trend in the consumer market. The general perception and understanding to paints in Pakistan have long endured the beautification, color, and decoration with regards to its utility. As a part of Kansai's corporate responsibility, an initiative to customer's right to information, Kansai Pakistan is consistently aiming to educate the customers in raising awareness on the functionality and properties comprising in the paints that the customers ought to know in making their choice based on rationale than the aesthetics alone. This norm of solution provision embedded in our roots, has earned us respect amongst our clientele.





NURTURING TALENT

Securing our Future

Our mission is to uplift the living standards of the community and all our stakeholder's. We have not only been successful in meeting the responsibility to protect the lives and assets of the world outside but we also consistently strive to nurture and protect our employee and their well-being.

Recognizing, inspiring, motivating and rewarding employee contributions and accomplishments, play a vital role in creating a rich corporate culture. In an environment where the employees' efforts are appreciated, it increases their self-esteem and satisfaction. Increased morale encourages them to aim for higher goals and subsequently increases the level of productivity. Our HR policy incorporates both extrinsic and intrinsic rewards in efforts to become employer of choice.

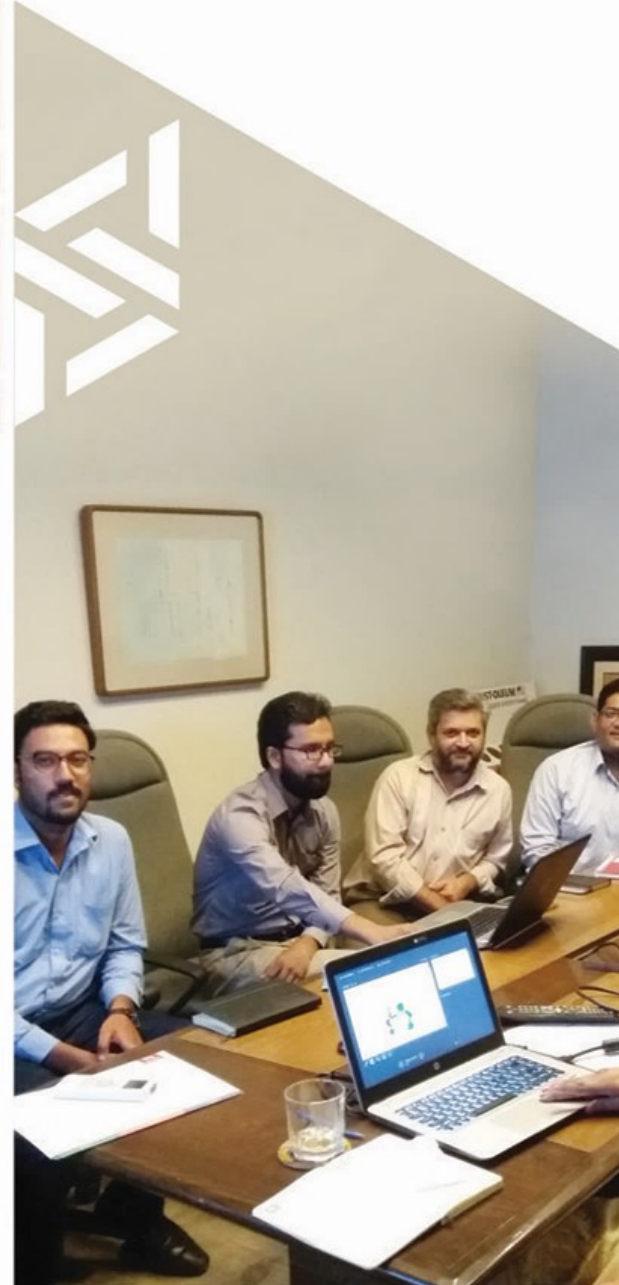
Our organization carries a holistic vision in encouraging the employees fundamentally. To practice this, CEO feedback sessions, get together's, trainings, Annual Iftar Day and Annual Family Day are some of the notable occasions designed to not only enhance the corporate culture but to also reward the employees with awards and certificates as a token of appreciation to their commendable efforts in making Kansai a great institution, a great place!

Our HR department uses Decibel as an Attendance management system while facilitating employees with one window solution where all forms are available. We have decentralized the power of HR by empowering employees about the online portal. After empowerment, HR is fortifying the culture of transparency among the national sales force by initiating training sessions across the map. Our organization makes sure the employees work life is balanced by not inundating them with lots of work. Kansai keenly focuses on the concept of open door and open minds.

Family Day is organized on yearly basis to make our employees feel comfortable in working with us and make their family a part of our organization. Families of all our employees are requested to be a part of this event. It is a fun event that includes musical night, various games and entertaining sessions. We make sure that our employees get revived and experience an amiable environment with us.

We deeply value employees' long term association and contribution to the company through awarding long term service awards to employees on the completion of 7 years under a formal designated ceremony, long service Awards' (LSA). The management presents certificate, shield and a cheque to celebrate their extensive service to the company.

"Great vision without great people is irrelevant"-
Usman Saeed (HR Manager)





Another First by KANSAI

The Only “In-House” Paint Application Team in Pakistan

Our in-house Application Team pulled off three biggest commercial projects with the help of mechanical engineers, certified diploma holders, coating and quality inspectors. The team is also equipped with modern and sophisticated machines such as dustless blaster, airless spray guns, latest testing and quality assurance instruments to deliver quality results in an effective manner.

Syed Zain Ul Abidin, Manager Operations, Project Application and Services stressed that the finishing quality is mainly dependent on the quality of application, “Introducing the airless spray machine gun to the Pakistan market in facilitating the need of our client was not just an addition to the company’s assets, it was as much a matter of critical skills involved in operating efficiently and that’s where we have made an industrial benchmark”. He also mentioned that the project could not have met the deadline if the paint application had been rolled out through the conventional painting tools. The project’s feasibility required time and cost-efficient procedure to cover a project of this size with stringent deadlines to meet was a result of efficiency delivered through the airless spray gun.

Shell Pakistan bulk storage tanks painting, Packages Mall and Mangla Power Plant refurbishment project have been some of the notable projects that exhibit the core strengths of the application team comprising of engineers and certified technicians at Kansai in-house application division. This marked another milestone in the paint industry of Pakistan to offer end to end complete application services, using state of the art tools and equipment handled by specialized engineers and industry experts.

While examining the Mangla Power Plant, Mr. Ali Teymur mentioned that refurbishing the structure of the power plant without disturbing the regular operations was a difficult task and had to involve a lot of planning and flawless execution while keeping regard for high HSE standards.

Zain Ul Abadin narrated, “As nature and project specifications involved dustless blasting technique that ranks us as the only company to offer this technique. Our primary challenge and achievement in this project was to remove the old coating from the cranes within the promised time frame which were constantly running under the turbines and this could have only been made possible through dustless blasting technique; otherwise, the conventional procedure would have been to dismantle the cranes and apply sandblasting technique that would have not only produce clouds of dust, cause serious fatal or respiratory hazard to the workforce but also had been time-consuming and an enormously costly process”. He also highlighted, “Mangla being the major power generating source meant a risky and sensitive assignment to Kansai, the flawlessness and smooth execution were the key KPI for us in this project. Time lapse or any other delay in our procedures would have had an adverse impact”.

Ali Teymur added, “One aspect of evaluating the success of the project also stems from zero injuries and zero time loss reported in all aspects including supplies, adequately resourced materials, safety equipment and managing working capital. We successfully ensured that the removal of the paint, surface preparation and to paint each crane smoothly”.

ACHIEVER'S CORNER

The Stalwart, the Pro-active - THE Sajid Najeeb

Sajid stamped his authority as a dependable product manager a few years ago, seeing the records that he has been setting in his sales role: the stalwart, the proactive, the achiever- THE Sajid Najeeb, Area Sales Manager, Engineering coatings has once again outperformed in exceeding expectations and meeting sales targets by a significant margin.

Sajid Najeeb has outshined in winning all Chinese owned mega power projects (CPEC) being built across Punjab, KPK & Azad Kashmir. His phenomenal achievements in numerous projects such as Baloki Power Plant, Suki Kinari Power Project were result of effective and efficient supply of Kansai's entire range of industrial coatings.

His success may not speak volumes; perhaps not in numbers, in millions or in liters as much as it speaks of his ability to successfully transform the challenges into opportunities. His hard work has yielded him 6 additional Chinese owned projects. Apart from the opportunities, Najeeb faced challenges in establishing business relationship, building trust in new customers and faced language barrier with the Chinese clients.

"There are multiple factors that have played a significant role in granting us these prime projects consecutively; first and foremost, our promising services and promising products, our certified and qualified products conforming to some of the highest industry standards and thirdly, upholding our corporate integrity in carrying forward our business relationship with our clients are the key grounds to our overall accomplishment". said Sajid while paying gratitude to his team on the success.





KANSAI & PAK SUZUKI

Strengthens partnership through first ever technical training on paint and body application

Kansai Paint CEO - Agha Zafar Abbas and Pak Suzuki MD - Hirofomi Nagao Signed an agreement to initiate a nation-wide training program to address quality and application issues faced by all 3S Suzuki body workshops due to the usage of low-quality products and inefficient application techniques. The objective of the agreement was aimed at enhancing the technical skill set, safety standard to deliver best in class paint applications and solutions for problems faced by our customers.

Kansai also organized technical training designed for senior sales and service staff of Pak-Suzuki on paint applications and coating solutions. Regional trainer, Mr. Porchoothor was invited from Siam Kansai Paint, Malaysia to impart best practices and global industry standards to Kansai Pakistan's customers and employees.

The training was actively participated by 10 DSMs from Pak Suzuki accompanied by Mr. Koji Fakoda, General Manager After Sales, Pak Suzuki. Mr. Fakoda appreciated the efforts of Kansai Pakistan in delivering such comprehensive painting procedures and trainings.

Another objective of the training also encompassed to strengthen the coordination and rapport building between the teams of Kansai Pakistan and Pak Suzuki resulting in effective communication and problem solving mechanism.

Business Manager for Automotive (OEM) and Refinish Paints, Mr. Farrukh Alam, congratulated the participants in brushing up their skills and overcoming the challenges pertaining to safety, application and techniques in the paint application process.

Speaking at the occasion, Mr. Porchoothor said, "Imparting technical training is a technical job itself as it entails a great responsibility but it is as much interesting and overwhelming when you impart a new technique and skill to people who further improve the performance of your business, the industry, the community and the environment."





Kansai Paint kicks off first ever

Awareness program in Pakistan to highlight the benefits of Fire retardant coatings.

In order to create public awareness about the safety features of fire retardant coatings and their benefits in safeguarding precious assets and human lives, our company organized two seminars during the month of April in Lahore and Karachi respectively.

The seminars were held as part of company's corporate campaign to raise awareness on the role of protective coatings: in particular, the fire-retardant coatings' functionality in protecting buildings and saving precious lives in the events of fire outbreak.

We market a range of protective coating paints in Pakistan in alliance with Rudolf Hensel of Germany, one of the world's leading manufacturers of fire retardant coatings. We offer intumescent coatings for protection against wide range of structures and surfaces including wood, concrete, steel and cables. Plus all our products are supported by widest array of certifications.

The seminars included presentations by the representatives of both Kansai Paint, Pakistan and Rudolph Hensel, Germany on the role of fire retardant coatings. Mr. Fawad Ikram, Business Manager Engineering Coatings and Mr. Jochen Reder from Hensel shared information about the properties of fire retardant coatings and the necessity of their usage under global practices.

Mr. Ikram highlighted the distinct range of coatings and protective solutions available for the consumers in Pakistan. Mr. Jochen Reder explained the technical properties of the fire retardant coatings, and their benefits in considerably slowing down the spread of fire in the buildings. The usage of these products was also demonstrated through videos in the seminars.

Besides this, some other prominent local experts including Mr. Khaled Qayyum - VP SMEP (Society of Mechanical Engineers of Pakistan), Dr. Rizwan Naseer - DG Rescue 1122, Mr. Aamir Barry - MD Haseen Habib Corporation, Mr. Syed Iqbal Haider - Operations Head ICI Pakistan, Mr. Osamu Hisaki - Country Director Japan Trade Organization, Khawaja Saqib - CEO Industrial Development & Engineering Associates (IDEAS) appeared as guest speakers in the seminars. The speakers emphasized the emergence of latest technologies and challenges faced by the fire protection sector in Pakistan.

The seminars were attended by a host of representatives from the industrial sector, media, consumers, and members of the business community from the cities of Lahore and Karachi along with government and industrial institutions, such as Civil Aviation Authority, Rescue 1122, Pakistan Navy, Civil Defence, Karachi Electric, Descon Engineering and ICI Pakistan.



As dynamic as architectural paints are in appearance, their application is an intricate job. The Architectural paints team alongside the in-house application team of Kansai Paint completed Lahore's major commercial projects such as opening of the Emporium Mall in June 2016 and the Packages Mall in April 2017. "More than winning the contract, I am humbled to share that we have surpassed the requisites and the standards set by both the clients" said Faqir Muhammad Umer, National Key Account Manager Architectural Coatings.

The Packages Mall was won over by the Kansai Paint team in midst of high competition with all the major brands participating in product trials. The project involved multiple international consultants who demanded stringent quality and functional standards. To put our in-house application team under test, our team was initially assigned a limited ceiling area and few columns that eclipsed into an end to end paint delivery and application project. The complete solution service delivered in safety line marking for parking area such as speed bumps and cat eyes, proactive supply and stock management are some of the contributing factors in the overall success of the project.

While sharing the key highlights of the Packages Mall project, Umer informed, that total area covered was of 300,000 sq. ft. of the ceiling at the height of 50 ft. 1800 parking bays, 45,000 sq. Ft Epoxy flooring and 400 columns were painted timely and seamlessly through modern application equipment that has resulted in the sheer success of the project.

ENRICHING PUBLIC SPACES PACKAGES MALL

MOTORWAY - M2

First to maintain entire M2 Motorway Road Marking as an Independent Contractor

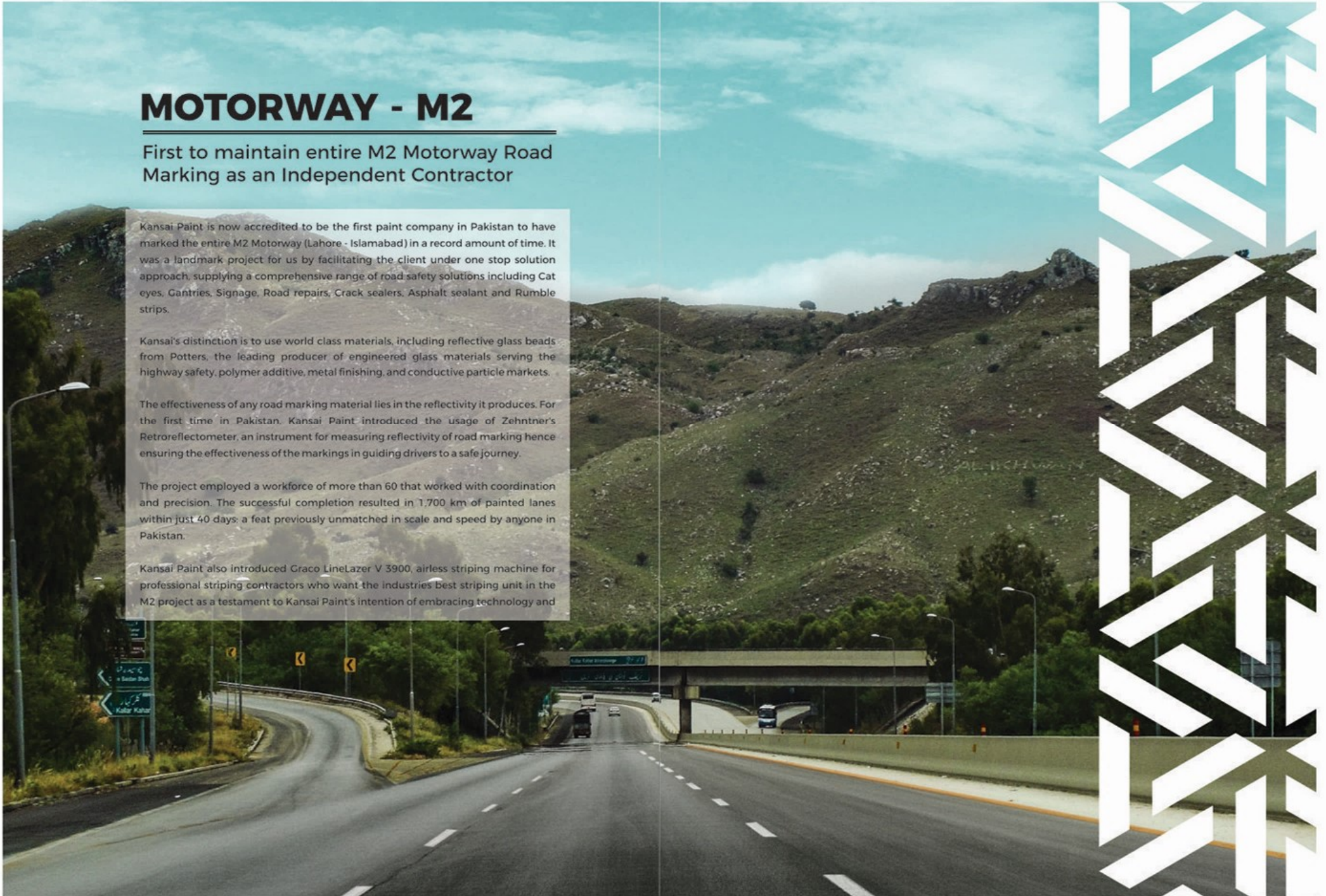
Kansai Paint is now accredited to be the first paint company in Pakistan to have marked the entire M2 Motorway (Lahore - Islamabad) in a record amount of time. It was a landmark project for us by facilitating the client under one stop solution approach, supplying a comprehensive range of road safety solutions including Cat eyes, Gantries, Signage, Road repairs, Crack sealers, Asphalt sealant and Rumble strips.

Kansai's distinction is to use world class materials, including reflective glass beads from Potters, the leading producer of engineered glass materials serving the highway safety, polymer additive, metal finishing, and conductive particle markets.

The effectiveness of any road marking material lies in the reflectivity it produces. For the first time in Pakistan, Kansai Paint introduced the usage of Zehntner's Retroreflectometer, an instrument for measuring reflectivity of road marking hence ensuring the effectiveness of the markings in guiding drivers to a safe journey.

The project employed a workforce of more than 60 that worked with coordination and precision. The successful completion resulted in 1,700 km of painted lanes within just 40 days: a feat previously unmatched in scale and speed by anyone in Pakistan.

Kansai Paint also introduced Graco LineLazer V 3900, airless striping machine for professional striping contractors who want the industries best striping unit in the M2 project as a testament to Kansai Paint's intention of embracing technology and



ADDING COLORS

Kansai Pakistan and Ameer Ud Din Medical College add color towards their common professional responsibilities

Students of Ameer Ud Din Medical College with the support of Kansai Pakistan organized a day dedicated to painting on the college walls. The common attributes of Kansai Pakistan and medical students in serving the agenda of "saving lives" through their respective professions in their everyday routine is a serious affair that often fades away the opportunity to celebrate moments of joy in our own life.

The wall painting competition was sponsored by Kansai Paint Pakistan, supplying paint along with paint accessories to equip the participating students to produce expression through colors. Upon the request of the administrative office of Ameer Ud Din Medical College, one day painting competition engaged 13 teams, each team comprising of six participants to present before the panel of jurors from National College of Arts.

Mr. Mohammad Ahmad Faraz Tarar, Union president at Ameer Ud Din Medical College shared, "Doctors are as much humans and have as much right to avail and engross in extracurricular activities as any other academic institute does. We designed this competition so that our full day colorful celebration leave a strong imprint in our university. He further added, "The walls not only look more beautiful and cleaner now but continues to keep the celebration alive in us".

Recalling the activity, Mr. Kamran Jacob from Kansai Paint Pakistan said, "companies undertake various initiatives in efforts to pay back the society. Against a small portion of paint supply, Kansai Pakistan has produced an ever lasting impact that is beyond measure." The feeling of happiness and joy spread across the university, especially among the students added a stronger color to our paints. He narrated. College's Principal, Dr. Chias Un Nabi Tayyab paid gratitude to the management of Kansai Pakistan for supporting the cause in brightening their lives through colorful paints.





The Journey to FUKUOKA

Paying back to the society

The word "responsibility" and "protection" exist as an integral part the character of Kansai's business philosophy, over here we consider Corporate Social Responsibility as our obligation. The company has been steadfast in stepping forward to share profits with the community. One strong association of Kansai Paint Pakistan has been with Fukuoka School for mentally disabled children. It is important to hear out the story behind The Fukuoka School.

Mrs. Mussarat Taimoor, an educated working women had 3 children. Her son Zaigham was mentally disabled and due to lack of schools for special children at the time here, she had to take him to Japan. Seeing her son in such condition, Mrs. Taimoor ambitioned in acquiring the education for mentally disabled children to help more such children back in Pakistan and enrolled herself in a special education program in Kyushu University Japan. Seeing the absence of such school in Pakistan, a team of volunteer Japanese workers paid a visit to Lahore to study the condition of the special schools in that period.

In response to their findings, they immediately established the ground floor of Mrs. Taimoor's residential house in DHA, provisioned adequate resources and made it operational to house special children under her administration, training, and management. Although managing with scarce resources and limited space, Mrs. Taimoor couldn't stretch beyond housing eight admissions, however, after raising funds, the present facility located in Lahore now accommodates 57 children with various types of mental disabilities.

Apart from the daily activities and exercises such as sewing, singing, and games, children at Fukuoka follow a customized syllabus designed in accordance with their response and capacity. One of the great achievements of Fukuoka are the success stories of some of the graduates performing and being active members of society. 22 years old Asif, graduate of Fukuoka is now employed at a denim factory for his flawless finishing in stitching.

Fukuoka caters to the underprivileged, mentally disabled street kids from the surrounding rural area, covering Bahadurabad, Pak Town, Kamahan and the adjacent villages. The school offers a pick and drop facility but aims to go beyond a daytime school only and to dedicate 24 hours towards their care and development through boarding facility. Apart from such facilities, the school aims to expand their team and induct more psychologists to counsel the parents and engage the families in understanding the complex situation of their children.

Kansai Paint Pakistan has proven to be a steadfast supporter to this noble cause and it is determined to assist its support and care to the special kids in a special way. The company itself and the employees donate money for the Fukuoka school voluntarily depending on their salaries. In light of the above, Kansai aims to add colors to their life through creating a mechanism whereby Fukuoka kids can join Kansai in a meaningful capacity and live an "Extra Special" life.





MANAGING HR in VUCA Times

“Employees should be empowered as firefighters, vigilant, accountable to their decisions and tackle the situation on their own” - Agha Zafar

Our team engaged in HRM Summit in **VUCA (Volatile, Uncertain, Complex, and Ambiguous)** times, a forum organized by Nutshell Conference Management in Pearl Continental Hotel Lahore on 4th May 2017. The summit invited entrepreneurs from private, public and government institutions to share their perspectives, success stories, suggestions and knowledge in managing the HR for the contemporary times. The term VUCA was introduced by the US Army that was later adapted by the business community worldwide in order to pro-actively respond to the rapidly changing business environment.

The business environment today is changing very fast due to either changes in the regulatory framework or due to impact of political or economic changes in both domestic and global environment. Today organizations and employees are grappling to manage such situations which are beyond their control.

Today businesses are unable to foresee the uncertainties that may rock them in the near future and hence the myth of long term planning is taking a back seat and evolution of short and immediate to midterm strategies is capturing the mindshare in every board meeting.

The summit invited 27 distinguished keynote speakers and experts from diverse backgrounds and industries including social sector, government, private, financial and IT industry to shed light on the best of their knowledge and experience. Every speaker stressed on creating and maintaining the quality of the Human Resources that directly impacts the business performance as a natural reciprocal effect. In Dr. Musadiq Malik's (special assistant to Prime Minister) words of wisdom to private entrepreneurs, an underlying emphasis was laid on fostering healthy environment and culture for the workforce within the organization to not only overcome uncertainty but to create an environment that propels creativity in the organization.

Kansai Pakistan's CEO Mr. Agha Zafar proposed to instill empowerment among the employees as that of a firefighter, converting teams into active and vigilant agents who are



trained aptly to tackle the changing and challenging situations in the best way possible, to be their own hero and be accountable for their own success or failure.

Syed Asad Ali Shah, Managing Partner Deloitte and Asif Peer, CEO Systems Limited along with other panelists spoke of the challenges such as the hardship to unlearn the deep rooted conventional practices in order to adopt and learn the modern and innovative approach to become a VUCA practitioner. During the discussion, some of the notable changes in the landscape of the corporate hiring have now shifted from traditional mindset of hiring human resources on the principles of qualification and degree to preferring attitude and talent.

Some of the notable sayings of the participating speakers:
“Failure is the by-product of experimentation”, Asif Peer, CEO, Systems Limited

“In VUCA times, it's not just about money, it's about values and impact, creating synergies, creating long-term value for your organization in creating a desirable culture”
Malik.A.Jalal, CEO, Aman Foundation

Involve HR professionals in business strategies” HR professionals need to have a significant position on the company's board; they are the key suppliers of the raw materials, suppliers of relevant talent or skill” Sajjad Aslam, Head of ACCA Pakistan.

“Every organization is an HR organization, as every business thrives and grows on talent” Syed Asad Ali Shah, Managing Partner, Deloitte Pakistan

Gallery

Family Day Karachi



EC trip to Neela Waan



Cricket Tournament



Family Day Lahore



Iftar Dinner



Training



Annual Dua



Plant Safety Training



Mangla Power Plant



Motorway M-2 Project



Packages Mall Project



Pak-Suzuki Agreement & Training



Kansai Paint

Japan's No. 1

Special thanks to the following teams for their exceptional efforts in making this possible.

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