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Empowerment through Innovation: Carlsberg Malaysia Carves New Way of Learning to Emerge Stronger

Extraordinary efforts in Learning & Development, Leading with Care and Employee Engagement during and post pandemic years earned the brewer recognition.

SHAH ALAM, 1 August 2022 – Rising strong from the pandemic over the last two years, Carlsberg Malaysia reinvents its learning initiatives innovatively to effectively empower its workforce and emerge stronger. A testament to this is the Company’s recent win of seven accolades, including the special recognition of “*The Overall Learning Award*” from the Employee Experience Awards (ExA) 2022.

The six other awards are; Gold in *Best Crisis Management and Leadership* (second year in a row for year 2021 and 2022) , Gold in *Best Soft Skills Training Programme*, Silver in *Best Response to COVID-19*, Silver in *Best Organisational Upskilling and Reskilling Strategy*, Silver in *Best Remote Learning Initiative* and Bronze in *Best Diversity and Inclusion Strategy*.

Learning from the complexities wrought by the pandemic, instability, and vulnerability, it is vital to emerge stronger and focus on sustainable growth.,

Hence, the Company reinvented its learning solutions, especially in soft skills training programmes to:

- Build organisational resilience and foster the ability to navigate change
- Drive performance and win sustainably
- Lead with Care – Engage, retain, motivate and safeguard our people

“At Carlsberg Malaysia, the people are the heart of its business and success. Carlsberg’s learning initiatives aim to grow, engage, and empower the people. Our leaders drive a performance-based culture where we deliver today, whilst taking care of tomorrow by creating an inclusive work environment and ensuring a strong talent pipeline of future leaders,” said Carlsberg Malaysia’s Human Resource Director, Pauline Lim.

Riding on the wave to go digital in enabling skills offerings, the Company provides online learning resources such as the LinkedIn Learning and CrossKnowledge platforms for on demand learning any time and anywhere.

On top of this, employees of Carlsberg Malaysia are also provided with bite-sized learnings, of which are conducted virtually on a monthly basis to upskill and reskill them swiftly.

With the smooth implementation of remote learning initiatives, it has given the Company an edge in being agile, flexible and innovative in navigating changes during challenging times. In turn, this also helps to keep employees' mental and physical well-being in check.

The importance of reskilling and upskilling of employees was prioritised, especially for those in the production sector. A structured framework on transformation strategies was developed to ensure a smooth transition for employees in handling new and complex machines and technologies.

The Company also recognised the innovative win-win approach when most of the learning initiatives during lockdown were conducted by its own internal employees. "We worked closely with these internal experts to design bespoke learning content to cater to our employees' needs," said Lim.

The transformation in the Company's learning initiatives has contributed substantially to the Carlsberg Malaysia's strategy and rebound by empowering its people to navigate changes better. The results speak for itself when the market share increased compared to the previous year. Total learning hours increased by 300% when comparing year 2020 and 2021 with an average of 30 learning hours per employee throughout 993 development programmes.

Find out more from: <https://humanresourcesonline.net/meet-the-winners-employee-experience-awards-2022-malaysia>

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For more communication materials, scan here:





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About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia and Thailand.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

以创新方式赋能 大马 Carlsberg 打造创新学习方式顺势而起 于疫情期间与后疫情时代在学习发展、用心引领、员工交流的非凡努力让该集团获得认可

（**莎亚南 8 月 1 日讯**）马来西亚 Carlsberg 集团从疫情中顺势而起，以创新方式重塑其学习倡议，有效地赋能员工，变得更强大。该公司最近在 2022 年员工体验大奖（Employee Experience Awards 简称 ExA）所获得的 7 项荣誉，包括“整体学习奖”的特别认可，证实了这一点。

其他 6 份奖项分别是最佳危机管理与领导金奖（2021 年和 2022 年连续两年）、最佳软技能培训计划金奖、最佳冠病疫情反应银奖、最佳组织技能提升与再培训策略银奖、最佳远程学习倡议银奖，以及最佳多元包容策略铜奖。

从疫情、不稳定性和不确定性所造成的形势中不断学习，顺势而起、专注于可持续增长的必要性更为重要。

因此，该公司重塑了其学习方案，特别是软技能培训计划，为实现以下：

- 构建组织韧性并促进应对变化能力
- 推进绩效并以可持续方式取胜
- 用心引领 — 接洽、留住、激励、保护我们的员工

马来西亚 Carlsberg 集团人力资源总监林芸乡（Pauline Lim）说，“在马来西亚 Carlsberg 集团，员工是我们的业务和成功的核心。Carlsberg 的学习倡议旨在发展、接洽及赋能员工。我们的领导促进以绩效为基础的文化造福今日，同时营造一个包容的工作环境、确保未来领导后继有人以关照明日。”

乘着技能学习数码化的东风，该公司提供线上学习资源，包括透过 LinkedIn Learning 与 CrossKnowledge 平台，让员工随时随地按需学习。

此外，马来西亚 Carlsberg 集团的员工也可以得到微学习（bite-sized learnings），每个月以虚拟方式进行，迅速地助力他们提升技能与再培训。

有关远程学习倡议的迅速顺利实施，也让公司在挑战重重的时期，有敏捷、灵活和创新的优势应对变化，这也能够照顾到员工的身心健康。

员工技能提升与再培训的重要性也被受重视，尤其是生产部的员工。公司因此制定了一个转型战略的结构化框架，确保员工在操控新且复杂的机器和技术方面的顺利过渡。

该公司也意识到，在封锁期间的大部分学习倡议是由其内部员工引导，带来了创新性双赢局面。林芸乡指出，“我们与有关的内部专家紧密合作，设计定制的学习内容，以满足员工的需求。”

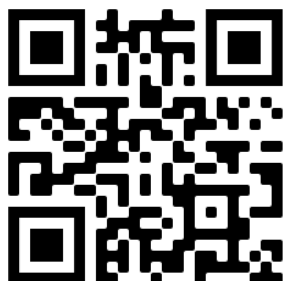


通过赋能员工更好地应对变化，该公司的学习倡议转型，为马来西亚 Carlsberg 集团的战略与业绩反弹作出了巨大贡献。市场份额相比上一年增长，成绩不言而喻。相比 2020 年和 2021 年，总学习小时增加了 300%，在 993 个发展计划中，每位员工有着平均 30 个学习小时。

欲知更多，请浏览 <https://humanresourcesonline.net/meet-the-winners-employee-experience-awards-2022-malaysia>

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更多公关材料，请扫描：



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