



**TribuneTwo P1**  
Putting a 'spark' in your daily attire

**World P16**  
Asia's mega-cities more vulnerable to disasters



AMBC urged to raise awareness of FTA ..... **Business P1**  
Iskandar set to be region's top family tourism spot ..... **Business P2**  
Top US commander in Afghanistan under investigation ..... **World P10**

**Sports 20**  
High kick for Harryson



http://tribune.my

WEDNESDAY NOVEMBER 14, 2012

SARAWAK AND SABAH RM1.00 • PPK378/12/2012(013613)

## Growing more pepper



DEPUTY Chief Minister Datuk Patinggi Tan Sri Alfred Jabu (second left) speaking at the news conference. With him (from left) are Datuk Alexander Nanta Linggi, Datu Dr Ngenang Jangu, Malaysian Pepper Board's Director-General Gausim Ayom and Senior Director (Market Development & Commercialisation) Larry Sait Muing. PHOTO: JOHN CHAN

BY NORNASHEILA ZAIDI

**KUCHING:** The pepper growing areas in Sarawak will be expanded from the present 14,600 hectares to 20,000 hectares by 2020, said Minister of Modernisation of Agriculture Datuk Patinggi Tan Sri Alfred Jabu Numpang.

The expansion of pepper growing area would benefit many farmers, especially those in the low income group, he said.

"I am sure the income of those involved will increase if they open up more areas for pepper cultivation," said Jabu, who is also Deputy Chief Minister, at a press conference after receiving a courtesy call by a delegation from the Malaysian Pepper Board at his office here, yesterday.

The Malaysian Pepper Board delegation was led by its Chairman Datuk Alexander Nanta Linggi.

"As the biggest pepper producer in Malaysia, accounting for 98 per cent of pepper produced in the country, Sarawak needs to continue to improve the quality of pepper produced."

"Our pepper has reached the high standard and so far, we have never had any objection from our customers," said Jabu, adding that this achievement should be continued and improved.

He expressed his gratitude to the federal government for the support towards the development of the pepper industry in the state.

He said last year, Sarawak exported 14,903 metric tonnes of pepper valued at RM287.38 million to Peninsular Malaysia and several Asian and European countries.

The biggest importer of our pepper last year was Japan where 30 per cent of Sarawak pepper was exported to.

Meanwhile, Nanta said the Malaysian Pepper Board would set up an office in Sabah before end of the year.

"We do not have any office in Sabah and we are expected to open an office there by the end of this year," he said.

Also present was the Permanent Secretary to the Ministry of Modernisation of Agriculture Datu Dr Ngenang Jangu.

## BN will still rule after GE13

**JULAU:** The Barisan Nasional (BN) will still rule the country after the upcoming 13th General Election (GE13), said Deputy Information, Communications and Culture Minister Datuk Joseph Salang.

He said for this and many other very good reasons, rural folk in the state should not waste their votes in supporting the opposition.

"In Sarawak we even have an opposition party, the Sarawak Workers' Party (SWP), which claims that it is actually pro-BN."

"This goes to show that it admires the BN and has great confidence in its leaders' ability to administer the nation and serve the people," he said at a Natural Disaster Awareness Programme held at Rumah Kelok in Nanga Telesa, Sungai Mujok in the interior here on Monday evening.

The BN, he said, despite its shortcomings, had as a matter of fact, accomplished much more in terms of bringing unprecedented progress, stability and prosperity to the nation which also benefited the people.

"It has still a lot more that it is going to implement to improve on these accomplishments."

"The people, especially those in rural areas must remain with it in order to allow these to continue so that they can benefit even more," he said.

Meanwhile, Salang expressed the hope that all candidates, especially from the opposition parties, would not resort to personal attacks to win the people's support during the campaigning period (for the GE).

He said this was because the

people themselves could tell whether the accusations and allegations made were true or otherwise and this could backfire on those responsible.

On the programme jointly organised by the Julau District Office, Julau Police and Bintangor Fire and Rescue Department, Salang said it was a step in the right direction as there had been recent cases of longhouse fires and next month, the Julau and Pakan Districts were expected to face the seasonal flood.

- Bernama

## Promoting alternative raw materials to timber

BY GOH PEI PEI

**KOTA SAMARAHAN:** The Rubber Wood, Acacia, Palm and Other Pilot Species Seminar (GAPPS 2012) jointly organised by the Forest Research Institute Malaysia (FRIM), Sarawak Timber Industry Development Corporation (STIDC) and Universiti Malaysia Sarawak (Unimas) will be held at Pullman Hotel here on 19 and 20 November.

According to FRIM Director of Forest Product Division Dr Rahim Sudin, the event is aimed at promoting and exploring the use of alternatives to naturally-grown pioneer species as raw materials for the production of wood-based products.

He told press conferences at Unimas yesterday, that the timber related industry was an important source of income for Malaysia over the past decades, with exports amounting to about RM20 billion per annum.

However he said, the industry would face shortage in supply of quality timber in the near future due to the increasing importance and priority given to the conservation of forests and environment.

"Fortunately, there are many lesser-known species and agricultural by-products that can be used as alternatives to suppl-



(FROM LEFT) STIDC Deputy General Manager Hashim Bojet, FRIM Director Dr Rahim Sudin, Unimas Institute of Design Director Prof Dr Khairul Aidi Azlin Abdul Rahman and Assistant Registrar Norhamimah Buang unveiling the 'GAPPS 2012' banner. PHOTO: JOHN CHAN

ment current requirements by wood-based industries.

Various research and development (R&D) initiatives by local universities and research institutions have successfully identified wood-based products that can be produced from these alternative resources which could help to reduce the industry's dependence on forest timbers and the rate of

deforestation," Rahim pointed out.

He revealed the seminar would present research and development results on the commercialisation of rubber, palm, acacia and other wood species as alternatives for the timber industry in the future.

A total of 18 papers will be presented by FRIM, Unimas, STIDC, Sarawak Forest Department,

Sarawak Forestry Corporation, Malaysian Timber Council, Rubber Industry Smallholders Development Authority (RISDA) and the Malaysian Timber Industry Board at the seminar.

Minister of Natural Resources and Environment Datu Sri Douglas Uggah Embas had been invited to officiate at the opening of the seminar on 19 November.

## INSIDE

Man gets 5 years' jail, three whippings for rape



» Home P7

## Lorry causes power outage in Miri City

**MIRI:** The power disruption that hit certain parts of Miri City on Monday night that lasted until yesterday was due to a lorry hitting a service line attached to a high tension pole, said Sarawak Energy Berhad (SEB).

"When the service line was hit it pulled down the pole, causing the pole to break."

The broken pole resulted in a disruption of power supply, it said in a statement here yesterday.

SEB said a team of technicians attended to the incident immediately and power was restored to 80 per cent of the affected areas within two hours.

"Due to continuous rain, work to repair the pole had to be put on hold because of safety reasons."

Five substations (Kampung Senadin 1 & 2, Kampung Merikan, Chung-Siong, one substation at Shell) are still without supply, it said.

SEB said the technicians were already back to fix the problem and expected the works to be completed by noon.

Later yesterday afternoon, SEB's Northern Region regional manager Yusri Safi said power supply to certain areas in Miri City could not be restored as scheduled due to unforeseen circumstances.

He said power supply was supposed to be fully restored before noon but due to geographical problems, it was finally completed by 12.15pm.

"It took a slightly longer time than expected as our crew of engineers and technicians had a challenging task to uproot the remains of the pole that was dragged down by the lorry because of the hard ground," he said.

- Bernama

## Jobs for seven KUIN graduates without MQA recognition

**ALOR SETAR:** The Federation of Peninsular Malay Students (CPMS) will offer jobs to seven Bachelor of al-Quran graduates of Kolej Universiti Insaniah (KUIN) whose degrees are not recognised by Malaysian Qualifications Agency (MQA).

Its Kedah Chairman Shamsul Bahar Abdul Rani said the graduates can become tutors for students taking extra classes to be opened next month in Jalan Sultan Badlishah here.

"They will conduct the classes for al-Quran, Arabic, English and other subjects," he told reporters after making a police report at Kota Setar district police headquarters here yesterday.

Shamsul Bahar said that if they work with CPMS, their study loans could also be settled according to schedule.

"Almost every student received loans totalling more than RM3,000 each semester but due to difficulties in getting jobs, they are unable to repay the loans," - Bernama



## Putting a 'spark' in your daily attire



**W**ORKING adults would usually spend considerable time pondering on what to wear to work every day. BIEM clothing helps the young professionals to crack the dress code dilemma. Both BIEM Men and Ladies collection have a wide choice for the career-minded professionals who may just be starting out in the world, but are confident and already know what they want in life. While stunning in their chic designs, clever details and clean cuts, BIEM clothing are comfortable and can easily bring a man and woman from the boardroom to the dinner party.

Inspired by the style and glamour of the cinema's golden age, BIEM proudly launches its new Fall/Winter Collection themed "Cinematic Grandeur". This collection is created to relive the glamorous, rich and famous lifestyles portrayed in the movies of the 1960s and 1970s as these two decades are considered as the golden age of cinemas. Passion and romance in the movies between debonair and glamour girls are represented by bold and contrasting colours like red, white, green, purple, and blue in this collection. These core colours can be

evidently seen in most of the styles in this collection.

In an interview with the *New Sarawak Tribune*, BIEM designer Niki Leng shares on BIEM's beginnings and future plans.

**Q: BIEM is a rather new brand in Malaysia. When was BIEM created?**

BIEM is a brand under the well-established Jordone Group that was launched in 2008. The Jordone Group is one of the industry leaders in brand building, concept development, fashion designing, marketing, distribution and retailing for casual and business wears in Malaysia. Jordone operates over 676 shop-in-shops, concept stores and boutiques and employs approximately 1,000 employees.

**Q: How many collections do you offer? How many do you launch in a year?**

There are two collections launched each year, namely the Spring Summer and Fall Winter collections. Earlier this year, we launched the Spring Summer collection themed "City Life" and we have just introduced our Fall Winter collection themed "Cinematic Grandeur".

**Q: How many categories do you offer? Who are your target customers? Who should wear BIEM?**

In general, we have four categories such as BIEM Men and Weekender for men, while BIEM Ladies and Weekender cater to the ladies.

BIEM Men is a range designed for young professionals and entrepreneurs who have just begun their journey where first impressions are important to them. Besides that, this category is also designed for individuals who have a strong passion for both career and fashion trends. Thus, they are smart in blending fashion into their profession. Sleek lines, angular cuts and smart, chic designs are perfect for the young and ambitious men.

It offers an assortment of shirts, slim-cut blazers, knits, ties, and long pants. Weekender offers a wide range of smart casual wear with attitude. Blazers and flat-front skinny cut slacks can be matched with a restyled-version of the preppy vest. Knitted pullovers and cotton shirts with ruffle details are sure to make any man stand out.

BIEM Ladies is designed for the young, stylish and smart individuals who prefer urban living and have a strong passion for both career and life. For the ladies collection, BIEM Ladies feature blazers, shirts, leggings, pants, and A-line skirts. It also offers perky and party-ready dresses that are serious, professional and yet not boring. The Weekender consists of a complete range of stylish tops, skirts and leggings to make even your hang-loose days awesome and fashionable.

**Q: What's the theme of your latest collection? What who inspires this new collection? What are the key colours?**

Our recently launched Fall Winter Collection themed "Cinematic Grandeur" is created to relive the glamorous, rich and famous lifestyles portrayed in the movies of the 1960s and 1970s as these two decades are considered the golden age of cinema. Passion and romance in the movies between a debonair and a glamour girl are represented by bold and contrasting colours like red, white, green, purple and blue. These core colours can be evidently seen in most of the



styles in this collection.

For Him Weekender this season features bold colour blocking in polo tees and shirts. Shirts with refreshed checks and striking colours can be completed with flat-front skinny cut slacks which make them great for today's version of a debonair. Refined shorts in vibrant colours like 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 who want to relive the grandeur of the cinema's golden age to impress their glamour girls. This new season's collection is set to revive the preppy looks of the 1960s and 1970s for today's urbanites that are looking to stand out from the rest. Preppy black cardigan and pastel purple shirt can definitely create a preppy look for any debonair.

For Her This season's BIEM Ladies is created for confident and independent women who want to initiate the sassy looks of glamour girls from

the movies. Beautiful dresses with details in bold colours like red and black will definitely reveal the passionate side of women. 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 glamour girls of movies from the golden age. Dressed in sexy BIEM collection, confident women of today will definitely relive the grandeur of cinema's golden age.

**Q: How many BIEM stores are there in Malaysia?**

BIEM is available at 4 Outfitters Studios in Malaysia - AEON Cheras Selatan, KL Festival City, AEON Tebrau City and City Square. It is also available in leading department stores like Parkson, AEON, Pacific, The Store, Premier, and others. For more information, visit [facebook.com/mjbiem](http://facebook.com/mjbiem).

Continues on Page >>

T2

PHOTOS COURTESY OF BIEM



>> From Page 1

**Q: What is the price range of your collections?**

BIEM is priced from RM79.90 to RM399. The price range is very affordable for the middle income group of young professionals.

**Q: Tell us briefly about your plan for BIEM in the next three years.**

We do have a lot of ideas in the pipeline. One of them is to open a few BIEM concept stores in the next few years. We're in the midst of identifying the strategic locations for our new stores.

**Q: Tell us little about yourself, Niki.**

I have more than 10 years of experience in the fashion industry - being involved with Men, Ladies and Kids fashion. I was appointed as the Merchandising Manager cum Fashion Designer for Jordone Group since year 2006. At Jordone Group, I'm involved in a variety of brands including BIEM.

**Q: With your vast experience in the fashion industry, can you share with our readers some fashion tips for businesswear?**

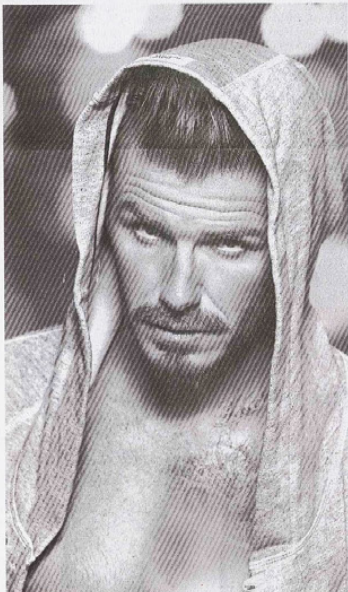
For the ladies, if you prefer dressing simple and conservatively, a long sleeve shirt with basic pants will be fine. However, if your liking is more towards the elegant and ladylike style, it's great to pair a skirt with a feminine blouse. Frills and lace will bring out the elegance of the wearer. Wearing a well-cut shirt or sharp suit will bring out

your personality which is important to exude in the workplace if you are the no nonsense and go getter type.

Red is a very aggressive and confrontational colour. Going to work dressed in red from head to toe will make you look too fierce. However, you can wear a grey, white or black jacket over a red shirt, which will tone the red down if red is your favourite colour. This will still bring out your aggressive and confident energy without being too fiery.

As for men, a little bit of detailing on the pocket and cuffs makes the whole attire more interesting. Wearing colour themes are also suitable for men as long as the wearer is confident while wearing it. If you plan to wear a loud designed tie, make sure you match it with a subtle coloured shirt.

Allow the tie to be the main focus of the whole attire. It's not attractive to clash a loud designed tie with a loud coloured shirt or even worse, a loud patterned shirt. Socks are also a very important part of the whole outfit. While black and brown socks are great colours to wear, socks that are coordinated with what you are wearing can bring out the best of the whole attire. It ignites the spark in the attire and when noticed, it will bring a certain wow factor to the wearer. This shows that you care about your image. In addition, you are seen as confident and daring, yet not taking yourself too seriously and creative when needed.



DAVID Beckham models once again for H&M. PHOTO: RELAXNEWS

## H&M undresses David Beckham for Christmas

FOR the holidays, David Beckham enriches his H&M collection with cosy comfort, modelling once again for the Swedish high street retail giant.

The special holiday edition will be available in selected stores and online from Nov 22. Relaxnews

### Comics

**Human Interests**

OMIGOSHI!! How is this happening?...I must let everyone know.

Flash Flood in Kuching.

Nobody reads my story.

Want your stories to be read?...Send it to the New Sarawak Tribune.

**Events / Celebration**

Haiz, such a pity not many people came for the SAWNNY CONVENTION.

Yeah, you should publicise it.

Got stories? Send them to the New Sarawak Tribune.

**Health**

Dude, you signed up for this?

Blood donation drive.

Yeah...why not?

What's so good about it?

Read my article in the New Sarawak Tribune.

...3 days later

You're right dude...I feel great!

Blood donation drive.