



MEMBERS CIRCULAR

12 May 2017

Ref 018/05/17

Dear Members



24 August 2017, Sunway Resort & Spa, Petaling Jaya

Greetings, we are pleased to announce our upcoming seminar for 2017 as abovementioned.

Shopping malls in Malaysia today are in a state of flux, having to cope with competition from online shopping as well as more malls coming on stream. As our shopping and retail industry has coped in the past with several economic several crises and other external pressures, this current scenario will become the push for our malls to adapt and evolve to stay relevant.

We have brought together mall and retail experts from the region to share their insights and strategies to cope and cater for shoppers' ever changing tastes and trends. With their plethora of experiences, do save the date for our seminar where **BREATHING NEW LIFE INTO MALLS** will certainly be the platform to pick up new tips for malls to thrive.

The seminar fees (inclusive of GST) are as follows:

	SPECIAL privilege fees for PPK members	Category 1 (for affiliated members)	Category 2 (for non- members)
Early Bird (on or before 16/6/17) Single Registration	RM1,399 (US\$400)	RM1,899 (US\$525)	RM2,199 (US\$600)
Early Bird (on or before 16/6/17) Group discounted rate (Min. 3 pax from the same co.)	RM1,299 (US\$375)	RM1,799 (US\$500)	RM2,099 (US\$575)
Normal Rate (on or after 17/6/17) Single Registration	RM1,899 (US\$525)	RM2,499 (US\$675)	RM2,799 (US\$750)
Normal Rate (on or after 17/6/17) Group discounted rate (min. 3 pax from the same co.)	RM1,799 (US\$500)	RM2,399 (US\$650)	RM2,699 (US\$725)

Persatuan Pengurusan Kompleks Malaysia (PPK)

Malaysia Shopping Malls Association

A608, 6th Floor, Lobby 2, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor D.E. Malaysia

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Kindly refer to the attached brochure for further details on the programme and the registration procedure. Interested participants are requested to register with us before the **early bird closing date of Friday 16 June 2017**.

In the meantime, please do not hesitate to contact secretariat@ppkm.org.my if you need further details.

We do look forward to see you at our seminar! Thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

A handwritten signature in black ink, appearing to read 'Eddy Chen', followed by a period.

TAN SRI DATUK EDDY CHEN
President



PPK Malaysia
Malaysia Shopping Malls Association

BREATHING NEW LIFE INTO MALLS

*Shopping malls are here to
grow and glow !*

As more and more malls come on stream, the choice for shoppers becomes wider and competition amongst malls becomes more intense. What malls do? They simply revolve and evolve, and re-boot to re-create themselves.

Our seminar gathers mall experts from around the region to share their experience and insights on how to plan strategically for the short and long term - from innovative building designs, fresh retail formats to experiential marketing.

SEMINAR 2017

24th August 2017

**Sunway Resort Hotel & Spa,
Petaling Jaya**

PROGRAMME



PPK Malaysia
Malaysia Shopping Malls Association

- 08.00 am Registration / Welcome coffee/tea
- 09.00 am **Welcome Address & Opening**
KEYNOTE PAPER: And the Tough Gets Going
Tan Sri Datuk Eddy Chen, President, PPK Malaysia
- 09.30 am **Central World – A Case Study in Evolution**
Central Pattana Public Co Ltd
- 10.15 am **Morning Coffee Break / Press Conference**
- 10.30 am **Outlet Malls, The New Trend**
Jean Marie Pin Harry, Genting Highlands Outlet Malls
- 11.15 am **The Other Side of Green**
Ross Yang, Leasing Director – Retail, Parkview Green, Beijing
- 12.00 noon Q & A
- 12.30 pm Lunch Break

PRESENTATION OF PPKM AWARDS 2017 – Best Experiential Marketing

- 02.00 pm **More Than Just Shopping – TRX**
Mitchell Wilson, Head of Retail, Malaysia, LendLease
- 02.45 pm **The EM Equation: Urban+Nature**
A Case Study of Emquartier, Bangkok
- 03.30 pm Afternoon Tea Break
- 03.45 pm **Omnichannel Retail Strategies**
Kenneth Aruldoss, Managing Director, Asia, Harvey Norman
- 04.30 pm **The O-to-O Challenge**
Robin Bach Kolling, Head of GroupM [m]PLATFORM, GroupM
- 05.15 pm Q & A
Concluding Remarks
- 05.30 pm End of Seminar

*Programme subject to change at the discretion of the organizer
Speakers indicated as above have been invited but subject to confirmation*

SEMINAR FEES



PPK Malaysia

Malaysia Shopping Malls Association

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REGISTRATION FORM

PLEASE USE BLOCK CAPITALS AND/OR ATTACH YOUR BUSINESS CARD, THANK YOU.

Given Name: _____

Surname: _____

Designation: _____

Billing Company/Organisation: _____

Billing Address: _____

Country: _____

Postal Code: _____

Nationality: _____

Email: _____

Tel: _____

Mobile no: _____

Fax: _____

Name of Association: _____

Membership Number: _____

For further details, please contact and/or fax this REGISTRATION FORM to the organiser:

Persatuan Pengurusan Kompleks Malaysia (PPK)
Malaysia Shopping Malls Association

A608, 6th Floor, Block A, No 1, Jalan SS 20/27,
Damansara Intan, 47400 Petaling Jaya, MALAYSIA

Tel: 603 7727 6202/6232 Fax: 603 7727 6203

Email: secretariat@ppkm.org.my

For telegraphic transfers and bank drafts, please remit to:

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

Account No: 80-0263685-0

CIMB Bank 48, Jalan SS21/35, Damansara Utama, 47400

Petaling Jaya, MALAYSIA

SWIFT CODE: CIBB MYKL

Important notes:

- All costs indicated are inclusive of GST
- Group discount will be applicable for a group of 3 or more delegates from the same company
- Payment is required together with registration and must be received prior to the seminar to confirm seating
- Walk-in delegates will only be admitted on the basis of space availability at the seminar and immediate full payment in cash
- The programme and the invited speakers are subject to change without notice at the organiser's discretion
- No cancellation will be accepted after registration has been received. In the event the participant is unable to attend the course, a replacement from the same organisation may be arranged.