



MEMBERS CIRCULAR

27 July 2017

Ref 033/07/17



24 August 2017, Sunway Resort & Spa, Petaling Jaya

Dear members

Greetings, we are pleased to keep you informed on the latest updates of the abovementioned seminar.

BREATHING NEW LIFE INTO MALLS brings together industry experts to share invaluable information on the latest trends in shopping malls designs, the advent of cashless shopping, harnessing digital technology for shopping etc etc. In a nutshell, our power-packed seminar includes topics and speakers as follows:

- **And the Tough Gets Going** by Tan Sri Datuk Eddy Chen, President, PPK Malaysia
- **Supermal Karawachi, Still Thriving !** by Mr Heru Nasution, Managing Director, Supermal Karawachi, Jakarta
- **Premium Outlets – Upping The Ante** by Mr Jean Marie Pin Harry, Chief Operating Officer, Genting Simon Sdn Bhd
- **Cashless Shopping with Alipay** by Ms Greta Gunawan, Country Manager, Alipay Malaysia
- **Public Realm / Retail Interaction – Design to interact and activate** by Mr Rob Stendrup, Retail Director, TRX Malaysia
- **The Importance of Lighting in Shopping Malls** by Ms Jella Segers, Marketing Director, Professional Retail Lighting, Philips Lighting
- **Digital disruption - staying relevant in the connected world!** by Mr Nicco Tan, Vice-President, Relationship Marketing and Social Media, Genting Malaysia, Kuala Lumpur
- **Chasing the Right Audience, not just Eyeballs in Brand Marketing** by Ms Asha Nair, Director, Xaxis Malaysia

Persatuan Pengurusan Kompleks Malaysia (PPK)

Malaysia Shopping Malls Association

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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)
Single Registration	RM1,899 (US\$525)	RM2,499 (US\$675)	RM2,799 (US\$750)
Group discounted rate (min. 3 pax from the same co.)	RM1,799 (US\$500)	RM2,399 (US\$650)	RM2,699 (US\$725)

For those who have yet to sign up, please refer to the attached brochure for further details on the programme and the registration procedure. In the meantime, please do not hesitate to contact secretariat@ppkm.org.my if you need further details.

Don't delay any further as seats are limited and we do look forward to hear from you soon !

Thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)



TAN SRI DATUK EDDY CHEN

President



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 & PROFILES



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

Tan Sri Datuk Eddy Chen holds a Bachelor of Business Studies (Marketing) from Monash University, Australia and is currently the Group Managing Director.

He has been involved, hands on in property development and construction-related business for nearly three decades. The Group has since diversified into plantation business. Tan Sri Datuk Eddy Chen is the recipient of the CEO OF THE YEAR AWARD on The Malaysian Construction Industry Excellence Awards (MCIEA) 2015 by Construction Industry Development Board (CIDB) Malaysia.

Tan Sri Datuk Eddy Chen is a Patron, Past President of Real Estate and Housing Developers' Association (REHDA) of Malaysia and serves as a National Council and Executive Committee Member of REHDA Malaysia for the term 2014 - 2016. He is also the recipient of the REHDA Personality Award 2013.

Tan Sri Datuk Eddy Chen also sits on various government-private sector committees that formulate policies governing the housing and real estate industry. He is also the Advisory Council Member of Housing and Local Government Training Institute (I-KPKT), committee member of Pemandu Pembangunan Pelan Induk Industri Pembinaan (CIMP) II 2016 - 2020, CIDB, and member of PEMUDAH Special Task Force on Kuala Lumpur City Hall (DBKL) meeting.

Tan Sri Datuk Eddy Chen is also currently the President of the Building Management Association of Malaysia (BMAM) of 2016 - 2018. Besides, Tan Sri Datuk Eddy Chen is also the Chairman for Construction and Property Committee in the Association Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM), the Honorary Treasurer of the Malaysia Crime Prevention Foundation (MCPF), and served as the Immediate Past President of ASEAN Association for Planning & Housing (AAPH). He is also the President of the Race Walkers' Association of Malaysia (RWAM).

More malls coming on stream means more intense competition for retailers and shoppers, but it also means malls will logically enhance themselves to remain competitive. Malls themselves should go the extra mile to be just that little bit more attractive in terms of

ambience and décor, merchandise mix, the mall's amenities and facilities.

Online shopping is here to stay and malls should not view online shopping as a threat but to incorporate and embrace 'online' into their traditional methods of mall management. It is a matter of innovating or getting left behind.

Already on the scene will be cashless shopping via a 'virtual or e-wallet' where shoppers pay for merchandise with their smartphones.

Proactive malls amongst us will definitely evolve for the better - this is where the tough will get going past the challenging times because malls are here to stay, to grow and to glow!



09.30 am

Supermal Karawachi, Still Thriving!
Mr Heru Nasution,
Managing Director,
Supermal Karawachi,
Jakarta, Indonesia

Heru Nasution, CSM is currently the Managing Director of Supermal Karawachi where he is responsible for feasibility assessment, development, design, construction, marketing and leasing of Shopping Centres. He has more than 23 years' experience in the Shopping Centre Business as Developer and Manager.

Prior to Supermal Karawachi, his past portfolio includes as General Manager of Citimall Indonesia, Director of 186,000 sq m of Lippo Mall and was tasked in setting up a 120,000 sq m NLA of Rodamco Plaza in Seoul, South Korea. Heru has been in the faculty of ICSC (International Council of Shopping Centers) for more than 12 years; Chairman and founder of Indonesia Institute of Shopping Center, besides his active role as Chairman for Indonesian mall association, DPD Banten.

He has professional qualifications of MBA from Southern Oregon State University, USA, and Certified Shopping Centre Manager (CSM) from ICSC.

10.15 am

MORNING COFFEE BREAK / PRESS CONFERENCE



10.30 am

Premium Outlets - Upping The Ante
Mr Jean Marie Pin Harry,
Chief Operating Officer,
Genting Simon Sdn Bhd

Jean Marie is currently the Chief Operating Officer of Genting Simon Sdn Bhd, a 50:50 joint venture between Genting Plantations Berhad and Simon Property Group. Genting Simon Sdn Bhd currently operates

Johor Premium Outlets, South East Asia's first Premium Outlet Centre and Genting Highlands Premium Outlets, which opened on 15 June 2017. As a pioneering real estate catalyst for retail tourism, Premium Outlets were recognized under the Malaysian Government's Economic Transformation Program as a key Entry Point Project within the Tourism sector.

Jean Marie graduated with a Bachelor of Commerce from Monash University (Australia) and also holds a Masters of Business (Merit) from Newcastle University (Australia). As a member of the Institute of Chartered Accountants of Australia, Jean Marie practiced in Singapore with Andersen, Ernst & Young and Deloitte in various areas of professional accounting before joining Genting Berhad in 2004.

At Genting Berhad, he was a manager in the Chief Operating Officer's Office and a Senior Manager in Corporate Affairs - Strategic Investments before joining Genting Plantations' property division where he was the Senior Vice President - Business Development.

As the President of the Genting Executive Sports Club (KSEKG), Jean Marie is also active in organising events that caters to Genting group's employees in Wisma Genting including the Genting Annual Dinner and Dance, sports tournaments and social events and trips.

Jean Marie has spoken at multiple forums including IRDA Invest Malaysia, PPK seminars and valuation talks on various topics related to fashion, retail, real estate and property development.

When Johor Premium Outlets opened in 2011, it pioneered a completely new retail platform that surprised the shopping mall landscape in the region. As Malaysia cashed in on the new trend and witnessed a proliferation of outlet centres, it has produced a mixed bag with varying levels of success. With a rapidly shifting and changing retail landscape, it is true that the traditional shopping mall formats will have no choice but to adapt and evolve and outlet centres are no exception. With the recent opening of Genting Highlands Premium Outlets, the project upped the ante by bringing the outlet retail experience to an entirely new level. We take a refreshing look at some new and traditional insights behind the format's ongoing success that is also relevant to traditional shopping mall formats.



11.15 am

Cashless Shopping with Alipay
Ms Greta Gunawan, Country
Manager, Alipay Malaysia

Greta Gunawan is Malaysia Country Head of Alipay. She has years of experience in e-commerce and e-payment in South East Asia. Currently her focus is to bring Alipay service to Malaysia to help connect local Malaysia merchants with vast and huge Chinese consumers. She has strong belief in the positive impact of technology to make financial services accessible for everyone.

Alipay will enable Malaysia local merchants to reach to vast and growing number of Chinese tourists travelling to Malaysia via its payment capability (providing a safe, fast, secure, and convenient payment) and marketing capability (to drive traffic to merchant store front to help increase merchants' sales). In 2016 there were 2.1mil Chinese tourists who visited Malaysia. The number is expected to grow to 3mil by 2017.

12.00 noon

Q & A WITH SPEAKER PANEL

12.30 pm

LUNCH BREAK

PRESENTATION OF PPKM AWARDS 2017 – Best Experiential Marketing



02.00 pm

Public Realm / Retail Interaction – Design to interact and activate

Mr Rob Stendrup, Retail Director, TRX Malaysia

Rob joined the Lendlease team to work on the delivery of the Lifestyle Quarter, Circa 5mil sq ft of mixed use (Retail, Office, Residential and Hotel) development anchoring the Tun Razak Exchange development in Kuala Lumpur. Rob is also the lead on JV and Master Developer agreement negotiations and oversight of the Retail, Hotel and City Park Development Strategy.

The retail world will be turned on its head in coming years and everyone is focusing on "Destination" but a great destination can't just be inward looking. What else should retail developers be thinking about when planning to deliver a really standout opportunity?



02.45 pm

The Importance of Lighting for Shopping Malls

Ms Jella Segers, Marketing Director, Professional Retail Lighting, Phillips Lighting

Ms Segers has been with Philips since 2000, holding several roles in several countries like Germany, China and Singapore.

For the past 6 years, she was the Marketing Director for Professional Retail Lighting, located in Singapore. She is leading the Shopping Mall and Hospitality segment of Philips Lighting globally and specializes in driving new lighting solutions beyond illumination to create new customer experiences.

Shopping Malls is an important focus area for Philips in Asia and her innovations have generated a lot of traction and interest in the retail market.

The mall has become the place not only to shop, but to meet friends, get something to eat, be entertained and even stay overnight. From an exciting show to a relaxed environment for an evening meal, the mall needs to deliver all these experiences, perfectly every time. Temperature control and good lighting is paramount for your customers' comfort and enjoyment of the mall, making it a place they want to be in, stay and return.

The experience starts before you get inside. Put your mall on the map and create a landmark for everyone to recognize, by creating a façade that stands out with presence and personality, attracting customers and increasing traffic. Changing dynamic media content on the façade keeps the mall current, fresh and exciting, generating continual interest and appeal. This can grow impulse purchase behavior and is a compelling way to attract customers.

The new LED system consumes one third of the energy than the old halogen system and can be controlled via smart devices which can also be customized, offering creative flexibility.

During my presentation I would like you to join me on a journey showing how lighting can contribute to a better shopper experience, bringing more value to the shopping malls and tenants.

03.30 pm

AFTERNOON TEA BREAK



03.45 pm

Digital disruption - staying relevant in the connected world!

Mr Nicco Tan, Vice-President, Relationship Marketing and Social Media, Genting Malaysia, Kuala Lumpur

Like you, Nicco Tan is a passionate digital advocate who has seen businesses use the word digital transformation in numerous ways over the years. With over 2 decades of digital exposure, strategic planning, advising, speaking, and most importantly, real-life, in-the-trenches business experience, his view is radically different. Nicco appreciates, and shares with listeners, that digital transformation starts within the organization and using technology as a driver for change. Nicco's fusion of real-life stories and his conversational techniques connect with his audience at an intimate, intense and individual level. Nicco is a doctor of business administration with specialisation in technology adoption and continues to work with the best and the brightest in the digital development field.

In today's highly-connected world, digital marketing has become a pillar in most brand driven organisations in order to stand out and stay relevant to customers.

While some brands have started to invest in this, majority of organisations have yet to adopt digital marketing as a method for customer engagement. In this segment, Digital Disruption – staying relevant in the connected world, Nicco will share his research findings and actual experience in overcoming C-suite resistance in investing in digital marketing technologies in order to stay relevant with tech-savvy consumers.



04.30 pm

Chasing the Right Audience, not just Eyeballs in Brand Marketing

Ms Asha Nair, Director, Xaxis Malaysia

Asha is tasked to lead the growth of Xaxis Malaysia focusing on client development, creating localized products, trading and partnerships as Xaxis looks to establish itself as the programmatic media leader in the market. She also successfully drove the team to win the bronze award with A&M Malaysia for Excellence in Data Driven Marketing (for Astro GO Shop).

Asha joined the GroupM family in 2013, where she was the Head of Interaction with Mediacom Malaysia. She was managing a diverse set of clients and growing digital revenues by digitizing their media initiatives locally. She also grew and led a strong operations team within Mediacom, pitched for new business opportunities and facilitated digital trading across key clients such as Sunway Group, Fonterra, Volkswagen, Shell and Sony Mobile to name a few.

Asha started her career in the digital media realm with a local digital sales house who were the pioneers in developing media solutions for Yahoo and Microsoft in Malaysia. She subsequently took on a digital lead role at Starcom Malaysia where she headed up planning and rolled out of digital initiatives for Malaysia Airlines globally.

How can brands go beyond the traditional media approach of one generic brand message to a mass target group? Why not only reach the audience that is actually relevant to you, while still delivering at scale, with laser precision, and with a personalized message? People have diverse digital behavior across sites, topics and devices, and all these data points provide actionable data that we can utilize for exact audience targeting. This session will explore how advertisers can reach the right audience at the right time and in the right context with the relevant message by taking advantage of a range of new data sources and advanced data modeling techniques that go way beyond traditional definitions.

05.15 pm

Q & A WITH SPEAKER PANEL
CONCLUDING REMARKS

05.30 pm

END OF SEMINAR

Programme subject to change at the discretion of the organizer

SEMINAR FEES



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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

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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.

Endorsed by:

