

PPK Malaysia

Malaysia Shopping Malls Association

ISSUE40

PP12389/04/2013 (031984)
Untuk Ahli Sahaja

JULY 2018

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PRESIDENT'S MESSAGE



Dear members,

It is indeed an honour and privilege for me to helm this august Association and I hope to fulfill my role up to expectations. I am blessed with a dedicated PPKM Committee team who will undertake projects for the benefit of the members and the shopping mall industry. The new committee has been functioning for the past three months testifying to their earnest enthusiasm in achieving the goals set.

Although we are in a challenging economic and business environment, we look forward to a quick recovery in tandem with the new Government's progressive outlook and mission. PPKM hopes to have more consultations with the Government in the spirit of transparency and participative dialogues with all stakeholders.

We envisaged new developments in the offing in more ways than one for the shopping mall and property industry. The retail industry has been facing uphill challenges over the recent years as a result of the macro-economic conditions. The Rakyat of Malaysia now have a boost of hope and confidence - coupled with the zero-rated Goods and Services Tax (GST), the disposable income for shoppers has been given a much-needed boost to 'Go Shopping Today' (also GST)!

Without doubt, the immediate future for malls in Malaysia will remain challenging and competitive even with more malls opening up in the central and southern regions before end-2018 and beyond.

Such challenging times will accelerate the Dynamics of Change and transform both our industry and our country's economic scenario. This is precisely the reason why malls need to evolve. Times are changing and we have to change with the times.

Malls are no longer meant for shopping alone, they have to tweak their merchandise and tenant mix to meet consumers' demands and expectations to include leisure and entertainment, food and beverage, and even provide specialist services to discerning patrons as shopping nowadays is a whole new realm of experiences.

With the slew of technological advances such as mobile apps, online retailing, e-wallets and cashless payments, malls and retailers have to modify their business models and facilities to embrace these changes or be left behind. Although online retail transactions continue to grow, albeit at a slower pace in Malaysia compared to regionally, there are some retailers who originally started off with 'clicks' (online) but have now evolved to 'bricks' or physical stores.

So, it is a matter of evolving and formulating the optimum recipe for 'clicks' to co-exist with 'bricks' to remain relevant and attract loyal patrons for experiential shopping. To support this, we are continuing with PPKM Awards 2018 for Best Experiential Marketing to acknowledge and recognise our member malls' creative marketing efforts for shoppers to enjoy a great experiential time at our malls throughout the year.

Results for these Awards will be announced during the event of the year at our Gala Dinner on 29 August and we hope to see you there. Do make sure you do not miss out what new experiences the winning malls have created.

As PPKM's core aspirations and goals remain with Education and Training, we will continue with our trademark Certification Courses, the recently introduced Education Series' seminars, regional conferences and annual overseas study trips.

We look forward to your keen participation and are confident that with your continued support, our association will continue to boost ourselves to a higher level.

Warmest regards,

TAN SRI DATO TEO CHIANG KOK
President

PPK MALAYSIA OFFICE BEARERS 2018 - 2020

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Printer

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No 17, Jalan Gangsa SD5/2D,
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Surviving the retail apocalypse

There are many developments which have or plan to have a retail component in their development plans.

So, what can an operational mall do to avoid this "retail apocalypse" which may ensue?

There are five potential matters which a mall management can consider to survive and even thrive. The first is the concept of Experiential Retailing.

Experiential Retailing

Experiential Retailing is about shoppers visiting malls for more than just transactional (i.e. buying and selling) reasons.

Transactional shopping has been taken over by outlet stores such as Mitsui Outlet Park and Genting Highlands Premium Outlets where shoppers seek bargains.

As such, the conventional mall cannot just target this type of shopper to survive. There is a fundamental need to transform the shopping mall from a place just to buy to a place to be (experiential).

Hence, a mall management needs to work with tenants to create spaces and experiences which excite all the five senses of its shoppers.

Prime examples of those already moving in this direction are iUtama Shopping Centre with its Air Rider and Flow Rider experiences and Mid Valley Megamall with its VR (Virtual Reality) space called The Rift.

To fully transit into Experiential Retail, a mall management needs to first understand shoppers' journey, as in what are they really looking for when visiting a mall? Is it for entertainment, food, relaxation?

Without a keen insight into the minds of shoppers, simply inserting any type of Experiential Retail could prove fatal, not to mention costly.

Another great example of a mall which has successfully integrated tenants that practise Experiential Retailing is the Central Festival Eastville in Bangkok with its Think Space B2S, a 3,000 sq m lifestyle store filled with books, magazines, stationery items, travel accessories, art supplies, headphones, speakers, CDs, vinyl and even home accessories.

The space boasts plenty of spots to relax and read, and small workstations to work out of whilst sipping Starbucks Reserve latte.

Hybrid Retailing

Just as shoppers today want to be engaged, the way they shop is also changing. They have changed their reasons for visiting and expect to be greeted by in-store activations that are convenient, agile and hyper-personalised.

On top of that, shoppers expect to be rewarded with loyalty and some even hope to complete a journey which began online, to offline.

So, what does this mean for the mall management? The mall leasing team needs to identify



Sunway Velocity has an inviting and exciting frontage design that serves to draw shoppers

- **Avoiding** a retail disaster begins with identifying what will thrive in malls
- **First impression** counts for mall operators



by Pamy Wong and Timothy Liew

tenants that bring something new to the way they do business through a mix and match of different concepts to create new retail experiences for shoppers.

This is Hybrid Retailing. One example The Store (www.thestores.com/berlin/) in Berlin which houses a mix of a departmental store, café, hair salon, co-working space and more to create a unique and totally new retail experience for shoppers.

An example closer to home are retailers such as Jaya Grocer and Ben's Independent Grocer. Here, their traditional supermarket shopping experience has been enhanced by the inclusion of food and beverage outlets to create a more diverse and complete shopping experience for shoppers seeking to buy fresh groceries and fill the tummy at the same space.

Concepts such as Hybrid Retailing are essential for the long-term survival and growth of shopping malls.

The ability of the mall leasing team to adapt to market changes and get creative with their tenant mix will ensure customers keep coming back.

Great first impressions

First impressions count. What

better way to start off the retail relationship with future customers than by offering them an inviting and exciting storefront design which serves as a precursor to what the brand is about.

This is what a mall management needs to convince tenants to do.

How many times has one walked past a store in the mall which one felt had interesting products but ultimately decided not to go in?

That was most likely caused by an underwhelming store front that was boring in design and not enticing.

So what should a mall management do to ensure that tenants have a captivating storefront design?

A checklist of questions that a mall management should ask regarding a tenant's storefront design:

- I. Does it meet the brand image and brand value of the mall and its shoppers?
- II. Does it set the tone for the quality and lifestyle message the brand wants to present?
- III. Does it capture the attention of passersby and invite them in?
- IV. Does the storefront adequately function as a first communication point between customers and the tenants' brand?

We believe that a great storefront design will not physically help sell products and services - that is the role of great salesmanship coupled with great customer service.

Great storefront designs should attract the attention of customers, entice them into the store, retain them as long as possible and influence their purchasing decisions.

However, this is only possible when great storefront designs are envisioned and executed by tenants and the mall management must function as stewards to guide tenants to see this point of view, make sure they understand and agree with it.

Space for Exploration

When shoppers want to be greeted by in-store activations that are convenient, agile and hyper-personalised, the mall needs to have spaces which encourage shoppers to explore that space.

This can be achieved through the use of interesting pop up stores which are small and unconventional, creating a sense of something new and exciting within the mall.

Pop up stores can be a truly amazing opportunity for a mall management to even try out first time mall retailers and convert them into tenants later should they prove a hit with shoppers.

Introducing these pop up stores are also a great way to generate more footfall traffic especially during the holiday season.

A mall management can also use dead spaces within the mall to create pickup points for online vendors.

This is to get online shoppers to set foot into the mall to collect or drop off their purchases, and possibly have them patronising the food and beverage tenants as well as other service-based tenants like the salon or cobbler.

A good example of this is Amazon which has significantly increased its retail footprint with brick and mortar stores in the last few years.

Why? Amazon understands that having a physical store will allow customers to explore its products as well as lure new customers who do not traditionally purchase online.

Third Place

The concept of "The Third Place" was coined by sociologist Ray Oldenburg in his 1989 book "The Great Good Place."

In it, he introduces the concept that people live predominantly in three spaces.

The first is our home and the people with whom we live.

The second is where we work and spend most of our waking hours.

The third is a public space that hosts regular and informal gatherings for people; in short, any other social space.

This should function as the basis for community building and the celebration of it.

As such, a mall management needs to ensure that the mall and its tenants function as an effective Third Place where shoppers can come together in an informal and social atmosphere to essentially hang out.

For this to happen, what are the necessary characteristics? Three are the most important.

Firstly, it should be free or inexpensive. It should have a good mix of spaces where shoppers pay to partake in its activities, balanced by an equal amount of space which is free for shoppers to gather informally to relax and socialise. The second function is that it should have food and drink establishments which is incredibly important.

Thus, a good tenant mix of food and drink providers across the spectrum from affordable (i.e. food courts and quick service restaurants) to expensive (i.e. casual and fine dining outlets) should be located within the mall to cater to all types of shoppers and culinary cravings.

Thirdly, a great Third Place should be highly accessible and welcoming. Getting to the mall should be easy whether by public or private transport. Otherwise, the mall management should offer pick-up or shuttle services from key transportation hubs.

The key here is to make these pick-up services as consistent and timely as possible.

Another crucial feature of accessibility is to ensure that the mall's parking, ingress and egress is easy for shoppers to navigate and not frustrating. A Third Place being welcoming is also an important point as shoppers should find their wants and needs adequately fulfilled with the right mix of tenants which represents food, fashion, entertainment, services and more.

Understand market climate

With the pace of development not looking to slow down anytime soon, it is important for mall owners to fully understand the current market climate in which they operate. There is an inherent need for malls today to regard their properties as product offerings and undertake a product differentiation study to understand how they are different from other competing malls in the vicinity.

Malls that choose to explore and implement all or a combination of these strategies are sure to be able to survive and thrive in this new retail norm. **FocusM**

Pamy Wong and Timothy Liew are members of the Malaysia Shopping Mall Association (PPKM)

Looking EAST

PPKM representatives in these two states share what is happening on the retail scene that is affecting shopping malls industry.

With Sarawak's capital city, Kuching, saturated by the emergence of many sizeable malls over the years, it is not surprising that some of the malls are experiencing a challenge

Boulevard Hypermarket adjoining it. Bintulu, which has Times Square Megamall, will witness the opening of another new mall, The Spring Bintulu, by the end of this year.



The Spring, Kuching

in footfall. With an average population of 750,000 in Kuching, PPKM Sarawak representative Datin Christine Ling said the city's footfall is spread out over three million sq ft of retail space.

Among its major players are The Spring Shopping Mall, Vivacity Megamall, Cityone Mega Mall, Plaza Merdeka and Boulevard Shopping Mall. Aeon Mall Kuching Central, which opened in April, is the latest addition. TGV Cinemas and Harvey Norman are some of the big names that recently entered the Kuching market.

Ling, who is also the executive director of The Spring Shopping Mall, said she faced difficulties getting good food and beverage (F&B) tenants. Licensing, obtaining work permits and permits from the local authority are some of the problems faced by F&B operators who are keen to operate in Sarawak.

The rules and regulations governing the state are different from those in Peninsular Malaysia. Ling said tenants from Peninsular Malaysia also face logistic and staffing issues.

In Sibu, the gateway to central Sarawak, the two notable malls here are Star Mega Mall and Wisma Sanyan while in Miri, you have Bintang Megamall and Permaisuri Imperial Mall, with

UNFAZED BY ONLINE SHOPPING

As for online shopping's impact on the performance of malls in Sarawak, Ling deemed it as minimal. "Online shopping is not meant for all categories. Also, consumers shop online for brands they cannot find inside a mall." Basically, Sarawakians prefer to spend their time in a brick and mortar building as the driving time from one mall to the next within Kuching is barely 10 to 15 minutes.



Datin Christine Ling, Executive Director of The Spring Shopping Mall

"Online shopping is not meant for all categories. Also, consumers shop online for brands they cannot find inside a mall."

In Sabah, where online shopping is in its infancy stage, PPKM Sabah representative David Lau estimated its current reach to be about 5% of the state's retail market. "Once the logistics and transportation service sectors mature, we believe its impact will be exponential."

Expecting to see a continued upward trend in the retail sector in Sabah in the near future, Lau said the state's 26 malls have become "more people-centric" and those that offer good ambience and shopping experience tend to do better.



City Mall, Kota Kinabalu

Lau, who is also City Mall marketing head, remarked: "Currently, we are working with various e-wallet vendors to become the first e-pay system enabled mall in Sabah."

He said the malls here have been capitalising on the influx of tourists from China and South Korea. "Currently, we have 183 flights weekly with 30,700 seats capacity from 20 international destinations and 453 domestic direct flights with 72,300 seats capacity that bring in tremendous retail receipts for our local malls."



David Lau, City Mall marketing head

CHALLENGES

Attributing Sabah's population scarcity as a main challenge for the mall industry, Lau said the majority of the state's retail receipts are divided among a few successful shopping malls in the central business district (CBD) and the neighbourhood malls.

"We have too many malls chasing after a few tenants. There are no less than nine malls operating within two kilometres (km) radius from the CBD, which disrupt one another. Among them, only two of them are doing well."

"With an average net lettable area (NLA) of 5.1 sq ft per capita in Sabah, which is significantly lower than the national average of 13.3 sq ft, I don't think we are having a retail glut here."

However, Lau lamented that many of the malls do not have a clear agenda of their target market. They either have a wrong tenant mix or do not know the market sentiment well enough to offer the right rental packages to their tenants. Additionally, too many of the mall operators are focusing on the middle-income market.

"We believe our mall industry faces similar problems as Peninsular Malaysia. A key difference here is all of them are stratified malls except for Imago Shopping Mall. Many of the prospective tenants are reluctant to commit to these stratified malls due to the bad experience they had during the 90s."

"Currently, we are working with various e-wallet vendors to become the first e-pay system enabled mall in Sabah."

Each time a new mall opens, he said there will be short-term movements over the overall sales per sq ft. This will depend on its target market. In the case of Jesselton Mall opening soon in Kota Kinabalu, Lau does not foresee it causing much disruption towards the established ones as the former does not have a large NLA.

On City Mall, sited in the Lintas, Luyang area, he described it as a hybrid of commercial shoplots catering specifically to Sabahans' taste. The mall captures 70% of affluent population within its three kilometres radius.

"During the office hours, our crowd is primarily staff from the surrounding commercial activities while after office hours, the families are our main patrons."

As probably Sabah's first shopping mall, which leases over 30% of its NLA to F&B retailers, he said, "We continue to enjoy higher sales receipt per capita annually. In recent years, City Mall has increased its entertainment facilities to include an 800-seater six-screen cinema, which have helped to improve its average customer's retention rate by 30%."

From clicks to bricks

The concept of clicks to bricks have caught on over the last couple of years in the West so much so that successful online companies like Amazon have joined the fray to have their own physical store, which sometimes can come in the form of a warehouse, convenience stores or bookstores.



In Malaysia, while there are not so many examples of clicks to bricks success stories, it is interesting to see how the trend has taken a reverse turn in the much talked about bricks and mortar to clicks, which encompass online trading and e-commerce.

There is no denying that the future of the retail business will see a combination of both clicks and bricks working hand in glove. Reebonz, an online platform which buys and sells luxury products such as bags, opened a boutique at Lot 10 in July 2017 not only to showcase their premium goods but also to provide the convenience of click and collect for its customers.

Lazada, another online shopping platform which reportedly did not rule out setting up physical stores of their own, has been focusing on pop-up stores. It recently opened a pop-up store at Citta Mall for three days to enable its customers to experience their products before making their online purchases.

For Christy Ng Sdn Bhd named after the founder herself, the company now has six stores located in various shopping malls although the company started off as an ecommerce website. Like many who embarked on the online platform, Christy had little or no money to start off her business of customising and designing shoes.

Working in her living room, her business has since grown to spread over 30 countries. Sharing her success story, she said, "We saw a huge gap or void in the market that was just waiting to be fulfilled."

Inspired by the idea of designing dream shoes for others at affordable mid-tier pricing and creating great value for customers everywhere, this gave birth to Christy Ng shoes, which later expanded to include handbags.

"Our main markets are America, Singapore, parts of Europe and Australia. What we are today is because we are a multichannel shoe retailer. We sell online and offline," quipped Christy, who opened her first retail store in 2016.

A MAJOR MILESTONE

Thanks to 1Utama Shopping Centre's management for giving the opportunity to a Malaysian brand with no track record, she said her first store here in Petaling Jaya is the mother of her six stores with sizes ranging from 800 to 1,500 sq ft.

Her sixth store, occupying 1,350 sq ft of retail space in Mid Valley Megamall, opened on April 26. Christy's other stores are housed in malls like Sogo and MyTown Shopping Centre, both in Kuala Lumpur, and Aeon Tebrau in Johor. Plans are afoot to expand to the other states.

She reiterated, "You cannot have online without bricks and mortar. Both need to work synergistically," adding that with the opening of each brick & mortar store, "we saw an increase of 10% to 15% in our e-commerce sales."

Christy said starting off with the click concept made it much easier for her company's transition into having retail stores. However, she cautioned that the clicks and bricks concept is not as easy as it appears, likening the building of an online website to having a shop in a mall that no one has heard of. Since there is no footfall, you need to make people know you and become a destination.

MISCONCEPTIONS ABOUT CLICKS

Dispelling the myth that going online will be much cheaper with no rental involved, she felt that many people failed to factor in the cost of hiring staff with much higher qualifications, experience and background in technology. "For one e-commerce staff I employ, I can pay for the salary of two to three retail staff."

Additionally, to run an online store, she said a team comprising a photographer, videographer and content writer to create interesting contents is essential. This cost can work out to be more expensive than renting a retail space in a mall.

There is also the need for an administrative staff to handle complaints, manage customers' expectations, answer calls and reply emails. She said another person is also required to pack and ship the orders, maintain quality control and ensure that the correct colour or shoe size is sent to customers. This person will liaise with the logistics partner involved in managing your ecommerce business.

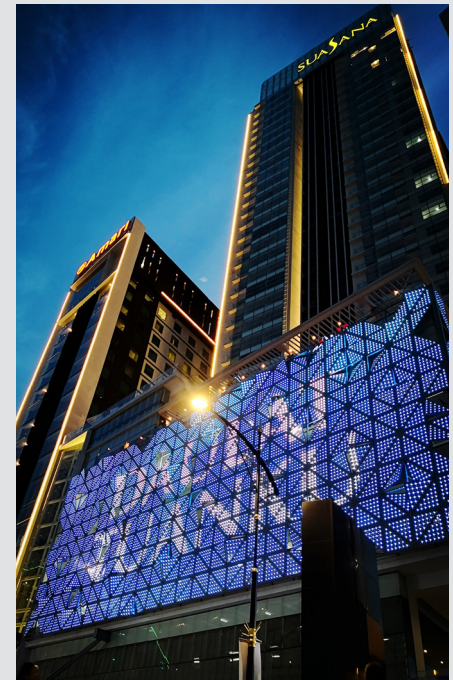
Christy reminded that the cost of marketing an e-commerce store is not cheap with facebook advertisement costs in US dollars increasing yearly. Sometimes this cost will be more than the rental payment for your retail space in a mall.

To be effective as a brand, be it in a physical or ecommerce store, she encouraged having a few social media accounts such as instagram (IG), which have proven to be very effective and is the biggest source of footfall.

"We have close to half a million followers on facebook and 170,000 followers on IG. It took us four years to get here."

ON GOING

ZENITH LIFESTYLE CENTRE AT THE EPICENTRE OF LIFE



Zenith Lifestyle Centre in Johor Bahru City Centre will celebrate its grand opening soon after opening for business in May last year.

With 55,000 sq ft of net lettable area, its retail units are spread over two floors. The frontage of the ground level units is at Jalan Wong Ah Fook while that for level 1 units is on the main street of Jalan Trus, which is adjacent to the five star Amari Hotel and 343 units of Suasana serviced residences.

Its tenants include a wide variety of food and beverage (F&B) outlets ranging from Morganfield's; MacGregor's, a traditional Irish Pub; Thai Kra Thong restaurant; Guoma Taiwan Steamboat; Keito Japanese restaurant to a Korean restaurant, Gogirou BBQ Meat Street.

Also housed here are other amenities such as L Concept Hair Salon, Ease Wellness and Spa, a 7-11 convenience store, Suasana sales gallery and a nightspot, Neverland JB Disco.

Toast Box, New Zealand Unlimited Restaurants and XOXO Cocktail Bar, which are being fitted out, will be opening soon alongside Lux & The Tunnel, an ultra lounge concept from Singapore, Belle Music Lounge from China and Dom Cigar.

Zenith, as its name suggests, will bring the leisure and lifestyle aspects to greater heights as the new heart beat for the southern region. It is part of United Malayan Land Bhd's latest integrated commercial development, Suasana Iskandar Malaysia.

33RD ANNUAL GENERAL MEETING (AGM)

Held on 24 March at Sunway Putra Hotel, the AGM brought on board a new committee, helmed by President, Tan Sri Dato Teo Chiang Kok, Director of Bandar Utama Corporation SB as Tan Sri Datuk Eddy Chen, our immediate Past President, had already fulfilled the maximum term. The turnout was enthusiastic at this biennial election with great networking amongst those who meet infrequently. Looking forward to yet another year of great activities, learning and exchange of ideas!



Tan Sri Dato Teo Chiang Kok brings with him much invaluable experience in shopping malls and building management



Newly elected Exco on board: L to R Tan Joon Kai, Treasurer; Kung Suan Ai, VP 2; Tan Sri Dato Teo Chiang Kok, President; Phang Sau Lian, VP 1; KK Lim, Assistant Secretary. (MK Foong, Secretary, not in the picture)



We are all in the PPK family

EAST MALAYSIA REGIONAL MEETINGS, MAY 2018

Phang Sau Lian, VP 1, led the PPKM Central committee to touch base with malls in East Malaysia recently. Meetings were held at The Waterfront, Kuching on 18 May and at Mercure Hotel, Kota Kinabalu on 19 May. Participants in both Sarawak and Sabah took the opportunities presented by PPK meetings to network with fellow industry practitioners and to share common management issues. There were requests for more seminars to be held in East Malaysia which would be considered in due course, but subject to minimum participation. Do watch out for our announcements soon.



MK Foong briefing Sarawak members on industry issues



There are many upcoming events and we look forward to your participation, informs Phang Sau Lian



Sabah member malls came in full force with seated L to R: Vincent Chong, Committee member; William Tang, Assistant Treasurer; David Lau, Sabah Representative; Phang Sau Lian, VP 1; MK Foong, Secretary and Tan King Way, immediate past Sabah representative



Sarawakian participants at The Waterfront, Kuching with seated L to R: Goh Chong Wooi & Vincent Chong, Committee members; Datin Christine Ling, Sarawak Representative; Phang Sau Lian, VP 1; MK Foong, Secretary and William Tang, Assistant Treasurer

RESHAPING MALLS FOR TODAY'S NEEDS



PPKM advisor HC Chan was one of the speakers at MRA's recent annual conference

As long as there is human civilisation, there is the need for a marketplace. Hence, shopping malls will continue to thrive as they evolve to become places that people converge or congregate, PPKM advisor HC Chan told participants at **Malaysia Retail Association's (MRA) Conference on Retail Transformation, Creativity and Beyond: A Diverse Perspective** on 26 April in Kuala Lumpur.

He observed that urbanisation coupled with the growing affluence, demand for social space and growth of tourism have led to a change in the retail and mall landscape. Chan, who is also Sunway Malls CEO, pointed out that his group had dropped the word, "shopping" as the non-shopping components in its malls nationwide have exceeded 50%.

Speaking on Transformation – Surviving Challenges, he reminded mall operators on the importance of building relationships with their tenants and resetting their trade mix. "We have to re-shape and re-strategise." Chan also shared some of the emerging trends affecting malls such as the advent of co-sharing working space of 20,000 to 50,000 sq ft, which were previously housed in office buildings.

SEMINAR – PRACTICAL SOLUTIONS TO TENANCY PROBLEMS PART 2

2 JULY 2018, THE GARDENS HOTEL AND RESIDENCES, KUALA LUMPUR

More than 40 participants attended this continuation of our 2017 session, focusing on more in-depth tenancy administrative components in shopping mall management. This included the legal study of tenancies, recovery of outstanding rental and eviction, negligence etc. Of particular interest were the litigation case studies where the speaker, Dato Joshua Kevin, shared pertinent insights and elicited a stimulating Q&A session. In addition to being active in the legal practice, he lectures law at private colleges, is a prolific speaker and the author of several law text books.



PPKM-FIABCI MALAYSIA SEMINAR ON PROPERTY MANAGEMENT TIME BOMB SERIES 10: STRATA MANAGEMENT – THE WAY FORWARD

12 JULY 2018, BERJAYA TIMES SQUARE HOTEL KUALA LUMPUR

The existence of multiple ownerships and different management organisations in strata properties usually give rise to operational problems as they have their own purposes and directions which are dissimilar in nature. Although our seminar is 10th in the Series, it still draws interest from industry practitioners in strata management. Participants will gain insights from speakers who share case studies from the public and private sectors.

REGISTRATION OF PROPERTY MANAGERS BOARD OF VALUERS, APPRAISERS, ESTATE AGENTS AND PROPERTY MANAGERS (BOVAEP)

Registration is ongoing for the above wherein all qualified personnel working in property management, including shopping malls, are required to be registered as property managers. This will be available within 12 months commencing from 2 January 2018 to 31 December 2018.

For further details, please check this out at our website or BOVAEP's website directly at www.lppeh.gov.my



TTT ON MALLSHOP

14 MAY 2018

With the growth of e-commerce, having an innovative search engine will make life easier as shoppers are now all into smartphones. More than 60 participants recently attended a TTT by Arvind Patmarajah, introducing a mobile platform called Mallshop, which is able to provide valuable information and data in return eg shoppers' behaviour and preferences etc. MallShop is a search and engagement platform for offline commerce focusing on shopping malls and format retailers.

STUDY TRIP TO SHANGHAI

10-13 May 2018

Brimming with excitement and much animation, our group of 47 participants took off to Shanghai early on post GE-day. All were certainly looking forward to a great time to check out what the 'Paris of the Orient' had to offer.

Day 1 was spent on a tour to the city's iconic destination at The Bund followed by a Welcome Dinner at Yilixiali Restaurant. The next 2 days were spent fruitfully visiting a total of 6 malls, with a quick shopping stop at the Florentia Outlet Malls thrown in as a bonus on the last day.

Global Harbour Mall arranged a grand welcome for our group who were escorted by their team on Segways, to ensure that none went astray in the huge mall styled after European architecture.



One for social media - PPKM group at Shanghai's iconic Bund

retail shops, Joy City also offered craft shops on the upper floors where shoppers can sign up for classes on leather craft, ceramics, woodcarving, cooking, painting and more.



The official group photo by Global Harbour Mall



Paying close attention to the briefing on Joy City



Global Harbour Mall's grand architecture

This was followed by Joy City, which was famous for a full-sized ferris wheel, billed as a 'landmark of love', mounted on the side of the mall. Whilst being a mall with the usual fashion



Patrons honing artistic talents at Joy City's craft shops

Shop with a difference at K11 Art Mall which was all things art-centric and offers exhibition spaces throughout the mall. The briefing by their senior mall personnel was done professionally and they went out of their way to ensure participants' queries were all attended to. The common areas were decorated with expensive art pieces as well as a non-functioning quirky 'pink washroom' where shoppers took loads of selfies for uploading to social media – definitely a mall with a difference!



Entrance to the K11 quirky pink washroom

The following day saw participants visiting more conventional malls at Taikoo Hui, ifc mall and iapm mall. As a newly opened lifestyle mall, Taikoo Hui is well connected to public transport and is a mixed development of offices and hotels. Participants also had an optional visit to Starbucks Reserve Roastery, the biggest outlet in the world which is located here.

Owned by a prominent Hong Kong developer, ifc Mall is home to several globally branded flagship stores with the mall design inspired by dazzling diamonds.

Under the same ownership is iapm Mall, which, as the name suggest, opens early and closes late, and it is a luxury one-stop shop with the biggest names in fashion.

Whilst the hosted mall visits had to fit within the allocated time frames, some participants also found time to visit Shanghai's iconic Xintiandi, which houses entertainment and shopping elements in 2 different blocks. As the most populous city in the world (as at 2017), Shanghai is certainly worth a 2nd visit (or more) for its vibrant malls, glamour and history!

Overall, as some participants put it,

"This trip exposed me to great new ideas in mall management."

- Ahmad Azhar Mustapa, Sunway Putra Mall

"It was a fruitful trip getting to know each other from different malls".

- Michelle Wong, 1Utama Shopping Centre



A century-old European style mansion was renovated at Taikoo Hui to maintain Shanghai's rich architectural history



Will Su Hang giving thumbnails of ifc Mall



K11's ultra-modern ceiling feature leading down from the ground entrance



Taikoo Hui's Mandy Han fielding questions from participants



Dazzle, dazzle - the diamond ceiling of ifc Mall



The grandeur of iapm Mall's main concourse



Felicia showcases key luxury brands at iapm Mall

COMING SOON!

PPKM'S MAD HATTER'S GALA, 29 AUGUST 2018 AT ONE WORLD HOTEL, PETALING JAYA



At PPKM's 30th Anniversary Gala Dinner on 18 October 2014 at JW Marriott Kuala Lumpur, the theme was The Great Gatsby



Carnivale Gala Dinner, 25 November 2016 at Nexus Bangsar South

PPKM's biennial dinner event is on this year with the **MAD HATTER'S GALA!** Our gala dinners are well-known for their themed décor and enthralling programme. It will be no different this year, hopefully even better. All attendees are urged to come suitably attired with hats elegant enough for England's famous Ascot races or whimsically reminiscent of Alice in Wonderland. Be prepared for a great time with us as we in shopping mall business know how to party. So, don't miss out on this night of celebrations and great networking!

PPKM AWARDS 2018 – BEST EXPERIENTIAL MARKETING

For the third year running, **PPKM Awards 2018 for Best Experiential Marketing** for the period 1 July 2017 to 30 June 2018 will be one of the highlights in our events calendar. Registrations and submissions are ongoing with the deadline on 15 July 2018. Winners will be announced at our **MAD HATTER'S GALA** on 29 August 2018, so keep your marketing promotions going strong. We look forward to meeting all of you soon, especially the Award participants where we recognise memorable and creative marketing programmes.



(L to R): 2017 Category A winners from The Spring, Kuching and Atria Shopping Gallery, Petaling Jaya with Immediate Past President, Tan Sri Datuk Eddy Chen



(L to R): 2017 Category B winners from Imago Shopping Mall, Kota Kinabalu and Gurney Paragon, Penang with Tan Sri Datuk Eddy Chen



(L to R): 2017 Category C winners from Pavilion Kuala Lumpur and 1Utama Shopping Centre, Petaling Jaya with Tan Sri Datuk Eddy Chen

STUDY TRIP TO TOKYO, 7-11 OCTOBER 2018

Ohaiyogozaimas!

As promised, we are organising a five-day four-night trip to Tokyo in October.

Tokyo has always been a vibrant hub for shopping with a host of gleaming department stores in shopping malls and precincts to slake your passion for shopping.

Its malls include the newly opened Ginza Six, LaLaport Tokyo Bay, Mitsui Outlet Park (which is already in Malaysia), Takashimaya Times Square, Tokyu Plaza, Omotesando Hills, Roppongi, Lumine Shinjuku, VenusFort, Odaiba and Tokyo Solamachi at Tokyo Skytree.



Venus Fort, Odaiba is designed to resemble a medieval European village

Ginza Six, central Tokyo's biggest mall which opened in April 2017, offers shopping, food and cultural entertainment with added perks like concierge service, a premium lounge and personal stylists.

Malls in Japan invariably have good accessibility being located at main transportation hubs. They are no less attractive with their eye-catching building architectures, rooftop gardens, impeccable services and "only one" shops in certain malls.

We will not be able to visit all the shopping areas in this short trip but will attempt to get the best coverage and leave it to our participants to be innovative in their schedules to simply do the rest!



Omotesando Hills houses swanky shops and more

Please contact secretariat@ppkm.org.my or check out www.ppk.org.my for further information and registration details.

CERTIFICATION COURSE IN SHOPPING MALL MANAGEMENT, SESSION 2-2018 6-11 AUGUST 2018, RITZ-CARLTON KUALA LUMPUR

In a continuation of the courses for 2018, PPKM brings participants into a city-centre environment with technical site visits to Pavilion Kuala Lumpur. Our speakers are experienced industry practitioners who bring with them invaluable experience in developing marketing and leasing strategies as well as in handling operational crises.

The next session will cover two modules of Marketing & Leasing and Operations & Maintenance and we look forward to seeing new faces. Participants who have taken Part 1 and/or Part 2 are also encouraged to further their courses.



Now that's enthusiasm for you - Marketing & Leasing Part 1



Speaker Kung Suan Ai sharing tips during the workshop for Part 2



Operations & Maintenance Part 2 participants engrossed in their class



Dato Joshua Kevin with his Administration class participants



YL Lum leads Part 1 Operations & Maintenance class in HVAC



CASC CONFERENCE 2018, 25-27 SEPTEMBER 2018 AT SHERATON KUTA BALI RESORT, INDONESIA

Our Indonesian counterpart, Asosiasi Pengelola Pusat Belanja Indonesia (APPI) has announced that the Council of Asian Shopping Centers (CASC) Conference 2018 will be convened in the world renowned tourist destination of Bali.

Since CASC Conference 2018 will be held in conjunction with Wonderful Indonesia Culinary & Shopping Festival 2018, take this opportunity to not only widen your knowledge of regional malls but also to experience first-hand Indonesia's festival event.

Conference fees are very attractive and seats are limited. Sign up early to avoid disappointment.

For more information and registration, visit www.casc2018.com



HURRY!
EARLY BIRD
REGISTRATION
FOR RECON
ASIA-PACIFIC
2018 IN KUALA
LUMPUR ENDS
SOON!

ICSC RECON ASIA-PACIFIC 2018, 22 – 25 OCTOBER 2018, MANDARIN ORIENTAL KUALA LUMPUR

RECon Asia-Pacific is the premier event in the region to network with the leaders of the retail real estate industry, develop your professional skills and discover new business opportunities.

RECon Asia-Pacific will be held from 22-25 October 2018 at the Mandarin Oriental in Kuala Lumpur. The program will feature two keynote

presentations. They are *"Retail Places-The Future is Not What it Used to Be!"* by Michael Brown of AT Kearney and *"Retail at Its Best: A Visual Tour of Innovative Trends from Around the Globe"* by Mike Atkin, President, Retail Design Institute Hong Kong, Director, HEAD Architecture and Design, Hong Kong.

The conference will also include sessions on *Farewell "Bricks vs. Clicks", Say Hello To Your New Neighbors, Should We Continue To Develop Shopping Centers?, Sorry, It's Not Cosmetic Surgery, Mipsters, Applause for Avant Garde* and many others.

RECon Asia-Pacific will also feature study tours of Kuala Lumpur's leading shopping centres, the presentation of **ICSC Asia-Pacific Shopping Center Awards** presentation on 23 October and a **NextGen Workshop** for young professionals on 25 October. The **NextGen Workshop** is complimentary for registered delegates.

All registered delegates are invited to join the **Welcome Cocktail** networking on 22 October at the Malaysian Petroleum Club housed in the iconic Petronas Twin Towers on level 41.

Members of PPKM are entitled to 10% discount from the conference fees. Please use the promo code **PPK2018** upon online checkout.

For more details and registration, please follow this link, www.icsc.org/2018apc

SPORTS & EVENTS CALENDAR 2018

Great news, our schedule for 2018 will be starting soon with the ever-popular Futsal Tournament. More details below.

- Sun 22 July: Futsal @ The Padang, 1 Utama
- Sun 2 Sept: Badminton @ Sports Arena
- Sat 13 Oct: Bowling @ DPulze Shopping Mall
- Sun 4 Nov: Shopping Treasure Hunt. This new event is still at the planning stages. Once the details are finalised, we will announce them.

MEMBERSHIP 2018

CORPORATE MEMBERS

1 Utama Shopping Centre
1MK Mall
1Shamelin Shopping Mall
1st Avenue Mall
3 Damansara
Alam Sentral Plaza
Alor Star Mall
Aman Central
Amcorp Mall
Amerin Mall
Atria Shopping Gallery
avenue K
Bangsar Shopping Centre
Batu Pahat Mall
BB Plaza
Berjaya Megamall
Berjaya Times Square Kuala Lumpur
Berjaya Waterfront Complex
Central i-City Shopping Centre
Central Market
Central Square Sungai Petani
Centre Point Sabah
Centro
Cheras Leisure Mall
Citta Mall
City Mall
Cityone Megamall
Damen Mall
Dataran Pahlawan Melaka Megamall
Dayabumi
DC Mall
Design Village Outlet Mall
Digital Mall
Dpulze Shopping Centre
e @ Curve
East Coast Mall
Eastern Mall
EkoCheras Mall
Emart Batu Kawa
Empire Shopping Gallery
Encorp Strand Mall
Endah Parade
Evolve Concept Mall
fahrenheit 88
First World Plaza
Gamuda Walk
gateway@klia2
Genting Highlands Premium Outlets
Giant Hypermarket Jalan Kebun
Giant Hypermarket Bandar Kinrara
Giant Hypermarket Banting
Giant Hypermarket Batu Caves
Giant Hypermarket Bayan Baru
Giant Hypermarket Cheras
Giant Hypermarket Kelombong
Giant Hypermarket Kemuning Utama
Giant Hypermarket Klang
Giant Hypermarket Klang Sentral
Giant Hypermarket Kota Damansara
Giant Hypermarket Kota Padawan
Giant Hypermarket Kuala Terengganu
Giant Hypermarket Kuantan
Giant Hypermarket Mall Sibul
Giant Hypermarket Melaka
Giant Hypermarket Muar
Giant Hypermarket Nusa Bestari
Giant Hypermarket Petra Jaya
Giant Hypermarket Plentong
Giant Hypermarket Prima Prai
Giant Hypermarket Putra Heights
Giant Hypermarket Senawang
Giant Hypermarket Seri Kembangan
Giant Hypermarket Shah Alam
Giant Hypermarket Subang Jaya
Giant Hypermarket Sungai Petani
Giant Hypermarket Tabuan Jaya
Giant Hypermarket Taiping
Giant Hypermarket Tampoi
Giant Hypermarket Tawau
Giant Hypermarket Ulu Klang
Giant Mall Kelana Jaya
Giant Setapak
Giant Superstore Bandar Puteri
Giant Superstore Gong Badak
Giant Superstore Jerreh
Giant Superstore Kampar
Giant Superstore Kangar
Giant Superstore Keningau
Giant Superstore Kuala Pilah
Giant Superstore Kuala Selangor
Giant Superstore Lukut
Giant Superstore Nilai
Giant Superstore Prima Saujana (Kajang)
Giant Superstore Sandakan
Giant Superstore Sunway City Ipoh
Glo Damansara
GM Klang
Grand Merdeka Mall
Great Eastern Mall
Green Heights Mall
Gurney Paragon
Gurney Plaza
Harbour Mall Sandakan
Hartamas Shopping Centre
Imago, KK Times Square
Intermark Mall
IOI City Mall
IOI Mall Bandar Putra Kulai
IOI Mall Puchong
IPC Shopping Centre
Ipoh Parade
Island Plaza
ITCC Mall

Jaya Shopping Centre
Jesselton Mall
Jetty Point Duty Free Complex
Johor Bahru City Square
Johor Bahru City Square Office Tower
Johor Premium Outlets
KB Mall
KL Gateway Mall
Klang Parade
Kluang Mall
Kompleks Bukit Jambul
Kompleks Metro Point
Kompleks Mutiara
Kompleks Star Parade
Kompleks Tun Abdul Razak (KOMTAR)
Kota Raya Complex
KSL City Mall JB
KSL Esplanade Mall
Kuantan Parade
KWC Fashion Mall
Kulim Central
Langkawi Fair Shopping Mall
Lot 10
M3 Mall
Mahkota Parade, Melaka
Maju Junction Mall
Medan MARA
Melawati Mall
Mesamall
Mid Point Shopping Complex
Mid Valley Megamall
Midvalley Southkey
Mitsui Outlet Park KLIA
Mydin Mall
MyTown Shopping Centre
New World Park
Nexus Bangsar South
Nu Sentral
One City
PacifiCity
Pandan Kapital
Paradigm Mall
Paradigm Mall Johor Bahru
Paragon Point Shopping Centre
Pavilion Kuala Lumpur
Paya Bunga Square (PB Square)
Pearl Point Shopping Mall
Pelangi Leisure Mall
Penang Times Square
Perling Mall
Pernama Kompleks Mutiara Armada
Pertama Complex
Plaza Angsana
Plaza Low Yat
Plaza Merdeka
Plaza Metro Kajang
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Shah Alam
Plaza Tasek
Prangin Mall
Publika Shopping Gallery
Puteri Harbour Retail
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
SACC Mall
Sarawak Plaza
SB Mall
Segamat Central Shopping Centre
Sejati Walk
Selayang Star City
Semua House
Seremban Prima
Setapak Central
Setia City Mall
Shaw Parade KL
Shaw Centrepoint
Skudai Parade
South City Plaza
Star Avenue Lifestyle Mall
Starhill Gallery
Straits Quay Retail Marina
Subang Parade
Sungei Wang Plaza
Sunshine Tower
Sunway Carnival Mall
Sunway Giza Mall
Sunway Putra Mall
Sunway Pyramid
Sunway Velocity
Suria KLCC
Suria Sabah Shopping Mall
Sutera Mall
Taiping Mall
Terminal One Shopping Centre
The Curve
The Gardens Mall
The Main Place
The Mines
The Spring
The Starling
The Summit Subang USJ
The Waterfront @ Parkcity
The Weld
Tropicana Gardens Shopping Mall
Tun Razak Exchange
Utopolis
Viva Home Shopping Mall
Vivacity Megamall, Kuching
Wangsa Walk Mall
Wetex Parade Shopping Centre

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Aminudin b Mohd Noah, CMOM
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Yeap Huey Ling
Yeo Wei Teng
Yeo Yee Yean
Yeoh Keong Shyan
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Yuen Chew Yung
Zainab bt Abd Kadir
Zahayu Shima bt Ayub, CMMLM
Zulkahar b Khamis, CMOM

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Tan Sri Dato' Teo Chiang Kok
Dato' Joyce Yap, CMM
HC Chan, CMM

ASSOCIATE MEMBERS

Ng Hean Yin

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Kevin Chiu Zhenwei, CMM
Lee Pei Ling
Lim Chee How
Ng Choo View, Thomas
Ng Chung Yau
Phan May Ling
Tay Seow Liang, Victor
Tee Kok Guan
Timothy Liew Heng Kwun
Timothy Sangawa
Wong Paik Tho
Woo May Foong
Yasmin Mokhtar
Yew Poh Ling

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BBCC Development Sdn Bhd
Code Entertainment Sdn Bhd
Fair Star Shopping Sdn Bhd
Festival City Sdn Bhd
Golden Mayflower Sdn Bhd
IFCA MSC Bhd
Musixmusic Sdn Bhd
Nearbuy South East Asia Sdn Bhd
Potentiate Sdn Bhd
R & F Development Sdn Bhd
R & Y Engineering & Construction Sdn Bhd
Stratos Consulting Group Sdn Bhd
Tanand Technology Sdn Bhd
The Hot Shoe Show & Company Sdn Bhd
The Lot Associates Sdn Bhd
Visata Creative Sdn Bhd

NETWORKING PARTNERS

Asosiasi Pengelola Pusat Belanja
Indonesia (APBPI)
Association of Consulting Engineers
(ACEM)
BBKLCC Tourism Association, Kuala
Lumpur
British Council of Shopping Centres
(BCSC)
Building Management Association of
Malaysia (BMAM)
Council of Asian Shopping Centers (CASC)
Dewan Bandaraya Kuala Lumpur (DBKL)
Eastern Regional Organisation for
Planning & Human Settlements (EAROPH),
Malaysia
FIABCI Malaysia Chapter
Fire Prevention Council Malaysia (FIPCOM)
Hong Kong Trade Development Council
Institute of Shopping Center Management
Ltd (ISCM), Hong Kong
International Council of Shopping Centers
(ISCS)
Jabatan Bomba dan Penyelamat Malaysia
Japan Council of Shopping Centers (JCSC)
Korea Building Owners & Managers
Association (KBOMA)
Malaysia Crime Prevention Foundation
(MCPF)
Malaysia Retail Chain Association (MRCA)
Malaysia Retailers Association (MRA)
Malaysia Green Building Confederation
(MGBC)
Malaysian Association of Convention
and Exhibition Organisers and Suppliers
(MACEOS)
Malaysian Association of Hotel Owners
(MAHO)
Malaysian Association of Hotels (MAH)
Malaysian Association of Travel & Tour
Agents (MATTA)
Malaysian Franchise Association (MFA)
Malaysian Tourism Federation (MTF)
Mall China
Middle East Council of Shopping Centers
(MECS)
Nordic Council of Shopping Centers
(NCSC)
Pertubuhan Akitet Malaysia (PAM)
Property Council of Australia (PCA)
Quality Restroom Association of Malaysia
(QRAM)
Real Estate & Housing Developers
Association, Singapore (REDAS)
Real Estate and Housing Developers
Association (REHDA)
Shopping Center Council of Australia
(SCCA)
Taiwan Council of Shopping Centers
(TCSG)
The Associated Chinese Chambers of
Commerce and Industry of Malaysia
(ACCCIM)
The Institute of Engineers, Malaysia (IEM)
Tourism Malaysia

LEGEND

Certified Mall Marketing & Leasing Manager (CMMLM)
Certified Mall Operations Manager (CMOM)

Certified Mall Administration Manager (CMAM)
Certified Mall Manager (CMM)



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