



MEMBERS CIRCULAR

11 June 2019

Ref 030/06/19

Dear Members and Associates



COUNCIL OF ASIAN SHOPPING CENTERS (CASC) CONFERENCE 2019
JW Marriott Kuala Lumpur, 10 – 12 September 2019

Greetings ! We are pleased to remind members and associates that further to our previous announcements, **conference registrations under early bird fees has now been extended to 30 June 2019.**

CASC Conference 2019 is an annual regional conference involving industry experts from member countries like Malaysia, Indonesia, Hong Kong, China, Taiwan and Japan. Participants will gain valuable insights of the shopping mall industry from these countries and it would be a prized opportunity for networking with the regional expertise including mall management as well as prominent retailers. Attached for your perusal is the conference flyer with the programme to date (subject to change).

The 2019 Conference is supported and endorsed by our CASC affiliates like Asosiasi Pengelola Pusat Belanja Indonesia (APPBI), Institute of Shopping Centre Management (ISCM) from Hong Kong, Mall China, Japan Council of Shopping Centers and Taiwan Council of Shopping Centers (TCSC).

Themed '*The Now and The Future*' – *The Mall Story*, the conference will focus on stories and case studies from malls and retailers from around the region and delegates will be able to pick up useful tips in shopping mall management especially from recently opened malls.

CASC Conference 2019 will be held at a very special cost of only **RM 2,120 per person for PPK and CASC members (inclusive of service tax)**. This fee includes 2 days of conference, welcome dinner plus a Mall Tour on Day 3. Hotel accommodations and travel costs (if applicable) are not included in this cost which will be additional at your own expense.

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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CONFERENCE FEES (inclusive of service tax)

	SPECIAL privilege for PPK / CASC members only	Category 1 (for affiliated members)	Category 2 (for non- members)
Early Bird (on or before 30 June 2019) Single Registration	RM 2,120 (US\$ 640)	RM 2,544 (US\$ 760)	RM 3,074 (US\$ 920)
Early Bird (on or before 30 June 2019) Group discounted rate (Min. 3 pax from the same co.)	RM 1,908 (US\$ 570)	RM 2,332 (US\$ 700)	RM 2,862 (US\$ 860)
Normal Rate (on or after 1 July 2019) Single Registration	RM 2,544 (US\$ 760)	RM 3,074 (US\$ 920)	RM 3,710 (US\$ 1,110)
Normal Rate (on or after 1 July 2019) Group discounted rate (min. 3 pax from the same co.)	RM 2,332 (US\$ 700)	RM 2,862 (US\$ 860)	RM 3,392 (US\$ 1,020)

Attached please find our brochure for your perusal together with the draft programme. Further details for online conference registration and payment are available at <https://www.casc2019.com/index.php> or check out our website www.ppkm.org.my and/or email secretariat@ppkm.org.my for further details.

We look forward to your participation for our conference and **registration by 30 June 2019** to take advantage of the above early bird fees for members.

➤ **CASC-PPKM AWARDS 2019 'BEST EXPERIENTIAL MARKETING'**

In conjunction with CASC Conference 2019, the annual PPKM Awards for the above will be upgraded to **CASC-PPKM AWARDS 2019 - 'BEST EXPERIENTIAL MARKETING'**. Basically, this means that PPKM member malls will submit their entries as usual, but will compete together on a regional level with other malls in CASC member countries.

The awards will be based on the categories as follows:

- Category A: Malls with nett lettable area (NLA) of 500,000 sq ft and below
- Category B: Malls with nett lettable area (NLA) of 500,001 sq ft to 999,999 sq ft
- Category C: Malls with nett lettable area (NLA) of 1,000,000 sq ft and above

Description of Entry

- Marketing entries must cover programmes organised between 1 July 2018 to 30 June 2019
- Malls can submit several entries but each entry must be completed on a separate form.
- The cost for each entry is RM530.00 (US\$150) which is non-refundable.
- Please complete the Entry Form together with your payment online. Thereafter, you will receive a confirmation document for your registration(s) together with the submission link. No confirmation will be issued until payment has been received.
- You may only upload your submissions on or from 1 July 2019 onwards.
- All entries must be submitted at the said link for judging by **the closing date of 12 midnight on 15 July 2019**. Technical support during your submission process is available at info@nd.com.my Tel: +6019 857 1893
- Judging for all entries will be done by a Panel of Judges comprising reputable industry practitioners from CASC member countries.
- There will be one (1) Gold and one (1) Silver Award for each of the three (3) categories. If there is no eligible entry, the judges may reserve the right not to grant any awards.

Award Finalists will be announced latest by 16 August 2019. The Award Winners will be announced and presented during our forthcoming CASC Awards/Conference Gala Dinner to be held on 10 September 2019 at JW Marriott Kuala Lumpur.

For your reference, please access this link for the complete Entry Rules and regulations <http://casc-ppkmawards2019.com>

Interested participants may pre-register with us online at the above and remit your registration fee from now onwards. You may also start collating materials now for your online submission which is only available between 1-15 July 2019.

Looking forward to meet you at our conference soon !

Thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)



TAN SRI DATO TEO CHIANG KOK
President



PPK Malaysia
Malaysia Shopping Malls Association

CASC
2019



**“THE NOW AND THE FUTURE”
- THE MALL STORY**

**COUNCIL OF ASIAN SHOPPING
CENTERS CONFERENCE**

10 - 12 SEPTEMBER 2019
JW Marriott Hotel
KUALA LUMPUR, MALAYSIA

Programme Day 1

TUESDAY, SEPTEMBER 10

Registration/Welcome coffee/tea

Exhibition opens

Welcome Remarks by Tan Sri Dato Teo Chiang Kok, President, *Malaysia Shopping Malls Association (PPK Malaysia)*

Keynote Speech and Conference Launch by Guest of Honour

Coffee break

STORIES FROM THE REGION (1)

Tan Sri Dato Teo Chiang Kok, President
Malaysia Shopping Malls Association (PPK Malaysia)

Mr Baldwin Ko, President

Institute of Shopping Centre Management (ISCM, Hong Kong)

Mr Victor Guo, President, Mall China Information Center,
China Shopping Center Development Association of Mall China

Q & A Session

Panel Discussion: Future-proofing Retail, Entertainment and F&B

Moderator: Dato Joyce Yap, Advisor, *PPK Malaysia*

Panelists:

- Dato Simon Foong, Managing Director/CEO, *Aquaria KLCC*
- Mr Benjamin Yong, Executive Director, *Padini Holdings*
- Mr George Ang, CEO, *Manhattan Fish Market*
- Mr Malek Bekdache, Managing Director, *L'Oreal Malaysia*

Lunch break

RETAIL STORIES

Asian Malls - Award Winning Retail Designs and Future Trends

Mr Robert Stockdill, Author, *Inside Retailing*

The Interior Wow Factors

Mr Donal T Coyne, Managing Partner, Steven J Leach, Jr & Associates (SLA), Bangkok

Panel Discussion: The Online Stories

Moderator: Ms Kung Suan Ai, Vice President 2, *PPK Malaysia*

Panelists:

- Datin Vivvy Yusof, Co-founder, *FashionValet and The dUCK Group*
- En Mohd Khairil Abdullah, CEO, *Axiata Digital Services SB*
- Mr Anthony Tan, Co-founder and Group CEO, *Grab*

BRAND STORY TELLING - Retail Connections

Moderator: Mr Tan Joon Kai, Treasurer, *PPK Malaysia*

(5 mins. presentation for regional brands from Malaysia/Indonesia/China/Hong Kong/Taiwan/Japan who wish to reach out to Malaysian malls & vice versa)

Tea Break

End of Conference Day 1

Exhibition Site visit & interactive sessions

Welcome Dinner

Programme Day 2

WEDNESDAY, SEPTEMBER 11

STORIES FROM THE REGION (2)

Arrival of delegates – Welcome coffee/tea

Exhibition opens

Mr A. Stephanus Ridwan S., Chairman
Asosiasi Pengelola Pusat Belanja (APPBI), Indonesia
Mr Jeff Tsai, Chairman
Taiwan Council of Shopping Centers (TCSC)
Japan Council of Shopping Centers (JCSC)

Q & A Session

Coffee break

TRENDS OF THE FUTURE

Smart Phones = Smart Shopping

Speaker from *Huawei*

Connecting Brands and Shoppers

Ms Ng Kim Kean, Central Marketing & Operations Lead, *Microsoft*

Panel Discussion: Shopping Malls – The Turnaround Story

Moderator: Tan Sri Dato Teo Chiang Kok

Panelists:

- Mr Baldwin Ko, President, *ISCM*
- Mr Victor Guo, President, *Mall China*
- Mr A. Stephanus Ridwan S., Chairman, *APPBI*
- Mr Jeff Tsai, *TCSC*
- *Japan Council of Shopping Centers*

Lunch Break

THE STORY OF MALL ICONS

Case Study: ICONSIAM, Bangkok

Khun Caroline Murphy, Sr Executive Vice President, *Siam Piwat*

Case Study: Ginza Six, Tokyo

Mr Toshihiko Takano, Director of *GINZA SIX Retail Management*

Tea break

MALLS OF THE FUTURE

Revitalising the City – merdeka@118

Tengku Dato Ab Aziz Tengku Mahmud, Chief Executive Officer, *PNB Merdeka Ventures*

Shopping in Kuala Lumpur's Financial Heart - The Exchange Square

Mr Mitchell Wilson, Head of Retail (Malaysia), *LendLease*

Closing Address

by Ms Phang Sau Lian, Vice President 1, *PPK Malaysia*

End of Conference

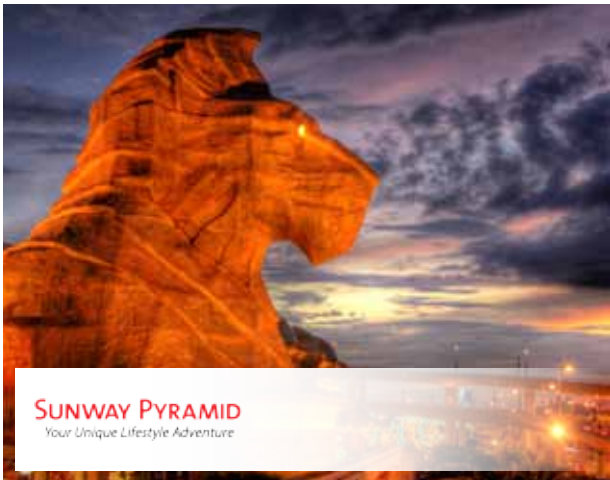
Programme Day 3 | Shopping Mall Visits

THURSDAY, SEPTEMBER 12

ROUTE A



ROUTE B



Conference Fees

	SPECIAL privilege for PPK/CASC members only	CATEGORY 1 (for affiliated members)	CATEGORY 2 (for non- members)
EARLY BIRD* SINGLE REGISTRATION	RM2,120 (US\$640)	RM2,544 (US\$760)	RM3,074 (US\$920)
EARLY BIRD* GROUP DISCOUNTED RATE**	RM1,908 (US\$570)	RM2,332 (US\$700)	RM2,862 (US\$860)
NORMAL RATE*** SINGLE REGISTRATION	RM2,544 (US\$760)	RM3,074 (US\$920)	RM3,710 (US\$1,110)
NORMAL RATE*** GROUP DISCOUNTED RATE**	RM2,332 (US\$700)	RM2,862 (US\$860)	RM3,392 (US\$1,020)

Conference fees inclusive of service tax

*On or before 30 June 2019

**Minimum 3 pax from the same company

***On or after 1 July 2019

Registration fee includes:

- 2 days conference on 10 and 11 September 2019
- Dinner function on 10 September 2019
- One visit to shopping malls on 12 September 2019 (optional). Participants will be required to make only one (1) choice from the 2 routes available:
 - Route A: Suria KLCC / The Gardens Mall / Pavilion KL
 - Route B: 1 Utama Shopping Centre / Sunway Pyramid / IOI City Mall
 Please note that it is the organizer's discretion to merge and/or re-designate routes, in which event participants will be informed accordingly.

Important Notes:

- Group discount: group of 3 or more delegates from the same company
- All registrations must be made online with payment to be remitted thereafter and this must be received prior to the conference to confirm seating latest by 16 August 2019.
- Walk-in delegates will only be admitted on the basis of space availability at the conference and immediate full payment.
- The organizer reserves the right to make amendment(s) without prior notice.
- The registration fee for the conference is in Ringgit Malaysia for payment by local transactions. For bank drafts or telegraphic transfers (TT) in US\$, please make payment payable to: Persatuan Pengurusan Kompleks Malaysia (PPK), and include an additional US\$50 for administration/handling fees.
- Please contact the organiser above to obtain further details on hotel accommodation for conference delegates.

Cancellation Policy

We regret we are unable to accept any cancellations once you have registered but in the event you are unable to attend the Conference, a substitute delegate may be arranged. Please inform us accordingly on or before 16 August 2019.

Who Should Attend

- Leasing professionals, leasing directors and marketing agents responsible for trend-spotting, tenant mix strategy and tenant selection
- Operations, engineering, security and customer service executives pursuing increased productivity and a higher level of excellence
- Corporate and regional executives seeking in-depth knowledge on the market, its latest updates and consumer confidence.
- Asset managers, REIT managers and investment analysis looking for fresh ways to maximize returns
- Advertising, promotions, public relations, marketing communications managers, event managers and advertising agency executives and consultants responsible for branding and formulating marketing campaigns loyalty programmes
- Research and IT professionals seeking more effective benchmarking and comparison tools to achieve higher market share
- Representatives of various government and tourist agencies who wish to form closer alliances with the retail industry
- Other shopping mall professionals from various disciplines who wish to be exposed to innovative strategies and practical techniques highlighted through case studies from the gurus and experts



Please register ONLINE at www.casc2019.com or contact the organiser for further details:

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 **Email:** secretariat@ppkm.org.my

Website: www.ppkm.org.my

For telegraphic transfers and bank drafts, please remit to:

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

Account No: 80-0263685-0 **Account Registration No.:** 355984

CIMB Bank, 48, Jalan SS21/35, Damansara Utama, 47400 Petaling Jaya, MALAYSIA

SWIFT CODE: CIBB MYKL

You may also **pay online** to PAYPAL at account: secretariat@ppkm.org.my

Hotel sponsor:



Supporting CASC Associations:



Endorsed by:



Diamond Sponsor:



Gold Sponsor:

