



# NewsNetwork

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**SEPTEMBER 2020**



## NAVIGATING THE PERFECT STORM



**New Committee  
2020 - 2022**

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# President's Message

Dear members,

2020 is emerging as perhaps the most fateful year for the whole world with no exceptions, everyone and everything has been adversely impacted by Covid-19. To put it positively, Covid-19 is certainly a game-changer of manifold proportions and the world as we used to know it, will most likely not go back to its original state, for better or for worse.

Shopping malls are all now treading and navigating in vastly unfamiliar territory which has been brought about by Covid-19 aka The Perfect Storm - a conjunction of numerous circumstances all working together to impact our economy negatively. These circumstances ranged from weak buying power due to rising costs of basic goods and services, thus resulting in a decrease of household purchasing power, increasing costs of doing businesses to general sentiments of cautious spending and local political uncertainties.

Covid-19 is potentially the proverbial straw that broke the camel's back, so here we are now at the third quarter (3Q) of this year. Footfall for shopping malls have been gradually picking up over the past three months and as at last month, averaged at 75% of pre-Movement Control Order

(MCO) levels. Our borders are still closed and not envisaged to reopen at least until 2Q 2021, so international tourism has already taken a huge beating to almost nothing. Nevertheless, domestic tourism is strongly encouraged and gradually picking up, so shopping malls hope to see better times again soon. However, we are all still navigating this journey on the long road to recovery and most malls have envisaged that it will take between six and 12 months to fully recover after MCO is completely lifted.

The usual patterns of shopping behaviour and trends have also changed over the past few months, with younger shoppers spending shorter times at malls where their visits are usually more functional. In addition, e-commerce and online orders have increased multi-fold, especially for food and essentials.

A recent survey also revealed that shoppers tend to visit their neighbourhood malls more often than city centre malls. We will have to work more than doubly hard on marketing and promotional programmes to draw back the shopping crowd. Shoppers are also now more conscious and concerned about hygiene and cleanliness.



It is accepted that malls are generally stricter on compliance with the required Standard Operating Procedures (SOPs) so that patrons can shop with confidence and peace of mind.

All sub-sectors of retail have reported sales contraction since MCO was implemented but there are mixed reviews for 3Q 2020, with some expected store closures offset by limited new store openings.

Looking on the positive side, malls are still sustaining, with some recovering better than others. There is yet a gleam of optimism as a major retailer appears to be reviving plans for their initial public offering (IPO) and even some foreign retailers are potentially interested in venturing into our country.

Shopping malls will need to continue evolving but at perhaps a more accelerated rate and re-focus to survive. The good news is the result of the recent survey of consumers conducted by EdgeProp Malaysia that overwhelmingly concluded that malls are most certainly here to stay!

TAN SRI DATO TEO CHIANG KOK  
*President*



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## INDUSTRY NEWS

### Music Rights Malaysia (MRM)

As our members are aware, MRM, previously consisting of Music Authors' Copyright Protection (MACP), Public Performance Malaysia (PPM) and Recording Performers Malaysia Bhd (RPM), has gone into voluntary winding-up since 30 April 2020.

Our User Group currently comprises the nine associations: PPKM, Malaysia Retailers Association (MRA), Malaysia Retail Chain Association (MRCA), Malaysian Association of Hotels (MAH), Malaysian Association of Hotel Owners (MAHO), Malaysia Budget Hotels Association (MyBHA), The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM), Real Estate and Housing Developers Association (REHDA) & BB-KLCC Tourism Association, has since appealed to both the Ministry of Domestic Trade & Consumer Affairs (MDTCA) and Copyright Comptroller of MyIPO for a single succeeding agency.

Since then, there have been two separate meetings with the Deputy Secretary General of MDTCA/MyIPO on 23 July 2020 and the three collecting agencies and again on 19 August with the Minister of Domestic Trade & Consumer Affairs/MyIPO and a representative of the three agencies. Both of the senior government officers appeared to lean towards having a single body and mentioned their intention to meet up with the three agencies soon.

In the meantime, the User Group convened a joint press conference on 13 August to articulate our stand and proposal.

We wish to reiterate that comprehensive royalties for overall common areas have been paid for the entire 2020 year. Only royalties for casual events are still to be paid as and when such events are held and we would advise members to make provisions for such dues to be paid to the succeeding collecting agency when established.

We have since written to the three agencies on 28 August to hold the matter in abeyance pending a firm directive from MDTCA and will be in close follow up with the relevant authorities in due course.



Joint Press Conference with representatives from the User Group L to R: Jessie Goo, BB-KLCC Tourism Association; Raymond Woo, MRCA; Shaharuddin M Saaid, MAHO; Tan Sri Teo Chiang Kok, PPKM President; B.E. Law, MRA; Dr Sri Ganesh Michiel, MyBHA and Kenneth Ho, MyBHA



Rosmin Hashim, PPM Chairman (2<sup>nd</sup> from right) with User Group Key Representatives L to R: Shaharuddin M Saaid, MAHO; Tan Sri Teo Chiang Kok, PPKM President; Michael Chai, ACCCIM and Dato Sri Garry Chua, MRCA



Meeting with YB Datuk Alexander Nanta Tinggi, Minister of Domestic Trade and Consumer Affairs (extreme right)

### Kempen Jualan Malaysia (KJM) and Kempen Beli Barang Malaysia (KBBM) 2020



We are pleased to remind member malls that the above campaigns are being held from July until December 2020 and there have been several launches by the Ministry of Domestic Trade and Consumer Affairs (MDTCA) at regional levels to date. For example, at Wilayah Persekutuan and Negeri Sembilan with many more to come.

As directed by MDTCA during briefings at selected regions, shopping malls are strongly urged to utilise the sales event logos as you organise marketing and promotion programmes to attract shoppers' footfall and support the nationwide campaign.

# 35<sup>th</sup> Annual General Meeting

8 AUGUST 2020



We finally managed to convene our 35th AGM which was postponed since March due to the Movement Control Order (MCO) and its subsequent extensions. Held at One World Hotel, Petaling Jaya, it was definitely a most unusual meeting which had to conform to Standard Operating Procedures (SOPs), that is, compulsory wearing of masks and social distancing. As our President said quite aptly, it did seem like a meeting of 'bandits in masks'! Refreshments from the hotel were also out of the previous norm – morning tea break and lunch were served bento-style as self-served and buffet meals were not permitted.

Well, the global pandemic has certainly turned the world over on its heels, realigning everyone to the 'new normal' of doing everyday things. For PPKM's events, many, if not all, were conducted through webinars as it is more convenient and reaches a wider audience, besides being the most cost effective.

Nevertheless, it was election year for our AGM and with the on-site attendance of more than 70 members, we quickly got down to business and elected in the new committee for 2020-2022. Hearty congratulations to the new committee and a very warm welcome on board to the newbies from several malls. We look forward to work together on fresh ideas and new perspectives as we tackle the unprecedented and negative impact of Covid-19. There are no references for business operations in the current situation but all are welcome to bring up any issues as members mutually share expertise and experience for the progress of the shopping mall industry.

A total of four inter-related resolutions in our Constitution were also proposed and passed, approving the announcement of notices for AGMs and EGMs, agenda etc by post or electronic mail at the discretion of the office-bearers of the Committee. This would undoubtedly be more efficient, expedient and cost effective.

#### BACK ROW STANDING L to R:

- Vincent Chong, Committee
- William Tang, Secretary
- KK Lim, Assistant Secretary
- Darren Hee, Sports Committee
- Joseph Yeoh, Assistant Treasurer
- Tan Joon Kai, Treasurer
- Ir YL Lum, Vice President 2
- Lawrence Teh, Technical Committee
- Chris Chong, Training & Seminar Committee
- Michael Poh, Social Committee
- Khairul Ariffin Ibrahim, Research Committee

#### SEATED AT TABLE L to R:

- Richard Chan, Advisor
- Kumar Tharmalingam, Advisor
- Tan Sri Teo Chiang Kok, President
- Dato Joyce Yap, Advisor
- Phang Sau Lian, Vice President 1

#### SEATED FRONT ROW L to R:

- Teo Chui Ping, Auditor
- Yuen May Chee, Auditor
- Penny Yaw, PR & Publicity Committee
- Alicia Yuen, Special Project Committee
- Katy Teo, Committee
- Evelyn Lo, Executive Director





The new normal AGM set-up



Thank you for social distancing



Yes, it's really me behind the mask!



Networking at (more than) arm's length



The masked band of efficient election officers (L to R): Timothy Liew, Ben Ong and Wilfred Wong

# Regional Meetings 2020

## JULY 2020

Our main committee from the Central region, headed by our President, had a fruitful time recently when we met online with members from the Northern region. Our regional representatives from Johor, Sabah and Sarawak were also present to listen in to updates of Penang and Kedah malls shared by Mr Peter Chan, our then acting representative. Penang would likely see an addition of approximately 40% of net lettable area with new malls currently being planned both on the island as well as on the mainland, including the extension of space for existing malls. There are also several plans to enhance infrastructure under the Penang Transport Master Plan and the new international airport being planned at Kulim in addition to the three islands being built under the massive reclamation project to the south of Penang island. Peter also shared some initiatives by the Penang government under their Covid-19 safety accreditation programme for shopping malls, hotels and tourist attractions. With state borders

being opened since June 2020, domestic tourism is picking up and footfall has greatly improved in malls as well contributing to increased occupancy in hotels, particularly during weekends.



# Online Webinars

## WEBINAR EDUCATION SERIES | CRISIS MANAGEMENT – RESPONDING TO *THE PERFECT STORM*, 5 AUGUST 2020

The first in our Webinar Education Series for 2020 commenced with the critical topic of Crisis Management as all shopping malls have indeed been plunged into uncharted and stormy waters, unexpectedly brought upon by Covid-19. The current crisis is compared to the scenario of *The Perfect Storm*, a tragic true story of the confluence of not one, but several storms which destroyed an American fishing boat and its crew in 1991.

The Perfect Storm has thus come to mean the convergence of multiple negative forces at work, at the same place and at the same time – very much like the current Covid-19 which has pushed our shopping malls into so much turmoil.

There are no preceding examples from which we can learn the most effective responses to deal with this crisis but participants gained valuable insights from the panel of four hands-on practitioners, each with a wealth of experience in their own sphere. These included the following intuitions:



### **Getting to Grips with SOPs**

**Dato Rabinder Singh**, Chairman, Plaza Sentral JMB/Q Sentral MC shared on Operational/Back of House Practices which included essential cleaning and sanitisation, compliance with SOPs, reduction of office manpower and energy savings.



### **Looking Ahead – Re-set, Re-boot, Re-focus and RECOVER**

**Tan Sri Dato Teo Chiang Kok**, President, PPK Malaysia/Director, 1 Utama Shopping Centre presented the updated scenario of shopping malls as at July 2020 having achieving 75% of pre-MCO footfalls whilst retail sales only managed between 30% and 70% of pre-MCO levels. He opined that marketing and promotions would be the key to recovery with more emphasis on experiential shopping and going digital for the mall and its retailers. Malls were also recommended to highlight hygiene and sanitation in building operations so as to give shoppers confidence and peace of mind as they shop. The emphatic conclusion was that most malls were expected to recover between six and 12 months after MCO is lifted and **MALLS ARE HERE TO STAY!**



### **Navigating Through the Covid-19 Pandemic**

**Ms Phang Sau Lian**, Vice President 1, PPK Malaysia/General Manager, Sunway Velocity Mall advocated the three main strategies undertaken by Sunway Malls – Re-Start, Restore and Recover. During the MCO, Sunway worked on managing the crisis with their emergency response team and various preventive measures, implementing the shopping stimulus package and rewards programme, while carrying out a comprehensive plan for business continuity with their tenants and brand management.

We are sure our 117 participants had a fruitful session and we look forward to meet you again - together with more of your colleagues – as we work on our next session, coming soon.



### **Dealing with Fake and Viral News**

**Mr Blake Hoo**, Executive Vice President, Weber Shandwick spoke on how to deal with rumours, unverified stories and fake news which usually break online before going into mainstream media. Usually these result in shock before turning into anger and eventually distrust – all with negative impact on malls. Therefore, to mitigate this, malls need to be prepared on how to diffuse the situation, and respond rapidly so that all can recover as soon as possible.





# Virtual Teh Tarik Talks (VTTTs)

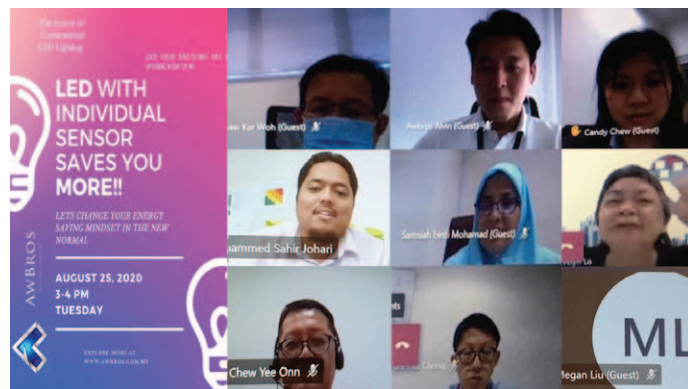
## RETAIL RESEARCH X BIG DATA ANALYSIS, 11 AUGUST 2020

We continued with the VTTTs which have managed to attract a wider participation from all over the country. The next session was on the topic of Retail Research coupled with Big Data Analysis which guide mall marketers more specifically in customer shopping behavior. Retail research specialists track these changes in shopping behaviour during the current recovery periods, post-lockdown.



Some of the findings show that the current pandemic has had some key impacts - shoppers now visit malls less frequently while spending smaller amounts during lesser time at the mall. Our affiliate member, Pinnacle Analytics alongside their tech partner, analytics.data.advertising (ADA), believe that one of the key strategies for mall operators post-pandemic is to leverage technology in retail to further understand the definite changes in consumer behaviour. This session was presented by not one, but two young professionals, Teoh Wei Cheng, the Co-Founder and Director of Pinnacle Analytics and Adrian Tan, Head of Retail (Business Insights) at ADA.

## LED WITH INDIVIDUAL SENSOR SAVES YOU MORE, 25 AUGUST 2020



The enforced MCO has unfortunately resulted in adverse impacts on shopping malls and it has become even more essential for mall management to streamline and rationalise all costs. Of this, electricity comprises the most significant portion of operating costs and participants learnt that LED lighting and a new product, Radar Sensor in LED tubes can save up to 80%-90% of energy costs.

Alvin Aw, Regional Manager of Awbros International shared some examples from their lighting fittings which may also be customized designed for use in car parks, staircases and other utility area.

## CERTIFICATION COURSES PART 3

We are pleased to announce that despite not being able to continue with our biannual Certification Courses in Shopping Mall Management for Parts 1 and 2, we managed to offer Part 3 for the April session with the good news that despite the stress from MCO, all candidates passed and qualified as Certified Managers in the following modules:

- Marketing and Leasing: 6 persons
- Operations & Maintenance: 1 person
- Administration: 2 persons

The August Part 3 session also saw a few candidates who signed up. They are currently still under assessment.



CONGRATULATIONS TO ALL and keep up the good job!

# Designing the Mall of the Future Post Covid-19

By Timothy Liew & Pamy Wong

As the borders continue to be closed to foreign tourists until 2021, Malaysian retail and mall owners will have to wait a little longer to see the light at the end of the tunnel. As we navigate towards a novel coronavirus free future, it's best for us to start to look at three effects on the retail industry which the Covid-19 pandemic has left in its wake.

The first effect of the Covid-19 pandemic has been on shoppers. Before Covid-19, the trip to the mall for most Malaysians would be a fun-filled, enjoyable time with friends or family. However, post Covid-19, a trip to the mall can now be a stressful experience and even though one's risk of infection is small, shoppers are still extremely wary of spending too much time in the mall. That being said, the need to shop has not diminished, just merely transformed, as shoppers have begun to turn their shopping habits to online purchases with the online retail sector showing a growth of 28% in April compared to the same period last year, according to Fitch Solutions Country Risk & Industry Research. This was followed by continued growth of 39.3% in May and 35.5% in June 2020. Where there was once fear and mistrust among some people towards digital transactions, this pandemic has caused opinions to change with even the most fearful starting to embrace online payments.

The second effect the pandemic has left in its wake has been a disinclination for physical retail, due to the additional health Standard Operating Procedures (SOPs) of screenings and registrations. Where we could once casually saunter into any store, this has been replaced by a temperature scan and in some instances, a line of other customers waiting to enter the store to go about their shopping. We are sure this has turned off some customers from wanting to browse.

Finally, the Covid-19 virus has left many of us wary of crowds as well as an increased scrutiny on retail stores and mall cleanliness practices. In fact, the Malaysian government has asked each one of us to avoid where possible the 3C's which are Confined Spaces, Crowds and Close Conversations.

So, what are malls going to do about operating in this "new normal"? What we are proposing is a new vision of what the mall of the future could be in a post Covid-19 world and it encompasses three fundamental viewpoints.

## Layout & Function of the Mall in a Post Covid-19 world

In many respects, the architecture of malls will be fundamentally changed post pandemic. Where it was once good practice to open as many entrances and exits within a mall and to advocate for the shopper to endlessly discover the mall from whichever point they enter, the mall of the future will have more controlled entrances and exits as well as a more controlled flow for shoppers. The reason for this is simple, if ever another pandemic such as what has happened in 2020 should repeat itself, it will be much easier for management to

Where you now see hastily constructed physical barriers barring shoppers from casually entering store fronts which have been designed to be wide and inviting, the stores' layouts of the future will soon be replaced by smaller entrances and in some cases, different entrances and exits for shoppers entering the store to avoid customers criss-crossing one another. How will smaller storefronts affect a mall's look and feel? We believe that in place of smaller entrances, there will be a return of the familiar window display. Should the additional health registrations and screenings continue for the foreseeable future, retailers will want to invest in creative window displays which showcase the product highlights of their stores to entice customers to take the additional effort to come in to browse and shop.



control the flow of shoppers as well as the checkpoints of where customers can enter the mall. This will also allow the mall owners/management an easier time to secure and deploy personnel easily to ensure smooth operations of the mall at all times.

Lastly, we believe since the mall represents a collection of retailers of goods and food, the mall of the future will also function as distribution points for products of all kinds as retailers will quickly pivot to use physical retail stores as collection centres and drop shipping points to easily reach customers who are more comfortable



to purchase online. This is very much in line with how Best Buy in the US staged a comeback as they saw Amazon eating away at their business and they leveraged their store locations as shipping points to allow customers to receive their goods quicker and, for customers who really wanted their purchases immediately, they could drive by to pick up their purchases.

### Focus on the experience at the Mall in a Post Covid-19 world

There is also a need for a mall's function to change from one of pure commercial transactions to a place that functions as the heart of any community. This would be in line with the original vision of the mall as imagined by architect Victor Gruen when he designed the first climate controlled shopping mall - Southdale Center, USA in 1956. He imagined the mall's function as a town square where the community would come to meet, interact, relax and the mall of the future may need to return to that vision. We can now see that malls such as 1 Utama, Sunway Pyramid, Pavilion Kuala Lumpur and more are investing heavily to turn their malls into experiential retail spaces by bringing in retailers who mix shopping with exciting experiences.

The mall of the future will also feature a bevy of free play and open social spaces as shoppers seek to escape the confines of the houses where they have spent too much time in during the lockdown. Proponents who claimed that this pandemic will utterly destroy malls have been proven wrong as shoppers flocked back to the malls once the restrictions were lifted, eager for a change of scenery other than the four corners of their walls at home.

### Technology Adoption for the Mall in a Post Covid-19 world



Technology adoption in this sense goes beyond e-mailing lists and mobile applications. Malls in the future will deploy a mix of augmented reality and interactive displays throughout the mall to guide shoppers along or even allow them to take



part in digital games which will win them vouchers for these shoppers to try out the services of the various tenants within the mall.

We also see mall websites becoming more interactive by serving as an intermediary for their tenants by offering Buy Online and Pick-Up in Store options as well as debuting endeavours such as 1 Utama's "Ask Gerard" shopping butler and Sunway's Makan Wheel in an endeavour to build a closer relationship between shoppers and mall management. In fact, we see an untapped potential between shopper and the mall customer relations to connect via instant messaging services where mall customer relations will answer any questions shoppers may have, be it looking for an appropriate gift for their loved one or even a suggestion for a good place to have a meal in the mall. However, the one caveat will be that these services must connect to a "real person" as opposed to an artificial intelligence or machine.

Lastly, in a post Covid-19 world, cleanliness is of the utmost importance to every shopper. As such, malls should be looking to deploy Heating, Ventilation and Air-Conditioning (HVAC) coupled with

UV-C lighting to ensure cleanliness of air circulation within the mall. The mall of the future will also be deploying various other sterilisation techniques such as UV-C Robots to sterilise areas of the corridors in the mall. In fact, these robots have

already been deployed in our neighbouring countries of Thailand and Singapore.

### Conclusion

Without a doubt this pandemic has struck the first blow to all of us involved in the retail industry, but human fortitude and adaptability will ensure our survival. As the fight to be free of Covid-19 marches on, those of us within the retail industry (mall owners and retailers) need to look to the future to quickly adopt these changes mentioned here to ensure the retail sector will continue to be a bright spot for the foreseeable future.

At Visata Creative, we firmly believe that the malls which adopt these changes and deploy them first will quickly benefit from the continued patronage of shoppers to their malls.

# Publika refurbishes food court, introduces new concepts and offerings



Publika's West Gate facade

UEM Sunrise Bhd's retail space Publika Shopping Gallery in Solaris Dutamas, Kuala Lumpur has stood out over the last decade by attracting creative retailers and innovative designers besides curating exciting events that cater to its neighbourhood community. It is known for its focus on food and beverages, experiential retail, wellness and placemaking.



Publika's non-halal EAT Food Village

"Publika's 27,306 sq ft non-halal EAT Food Village, a food court which congregates famous stalls from the Klang Valley and Penang, has just been given a new look and ambience. Its refurbishment has provided for a more artistic culinary experience," says Penny Yaw, Regional Retail Head – Central of UEM Sunrise's wholly-owned subsidiary Sun Victory Sdn Bhd, which owns and operates the shopping gallery.

The renovations, completed in August, expanded the number of tenants to 14 from nine previously, serving up to 2,000 portions per day now. New outlets include

Porridge House's Teo Chew porridge with Hong Kong braised duck, House of Claypot & Sizzling, Master G Noodle House, Wok Hee Fried Rice King and Old London that serves pork satay and beer.



BukuHub

As part of Publika's rejuvenation initiative, Yaw adds that the shopping gallery has also introduced island kiosks for vendors to promote their products and services on the lower ground floor. The eight units of island kiosks, featuring the latest items trending in the market, will create a vibrant market atmosphere between EAT Food Village and Ben's Independent Grocer.

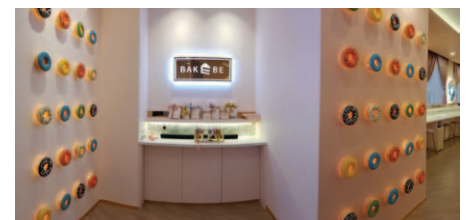
To incubate local entrepreneurs who want to test the market and venture into mainstream retail, Publika earlier introduced the Community Balconies and Art Row Deck, offering low rental for artisans who do not have the capital to operate a permanent store.

Publika continues to host exciting events and community activities throughout the duration of the Recovery Movement Control Order (RMCO) while ensuring the

safety of its shoppers by upholding the standard operating procedures to curb the spread of Covid-19.

Precautions include maintaining social distancing at its eateries and having temperature scanning of shoppers at various checkpoints. Publika recently held a Covid-19 photography exhibition as a tribute to the frontliners and those who helped contain the spread of the virus during the MCO.

Under Publika's digitalisation efforts to encourage customer engagement with its retailers, UEM Sunrise will be launching a mobile application called *hUb Mall* in October to enhance customer experience by rewarding shoppers through loyalty points when they shop at Publika's retail outlets.



Bakebe located on Level G3

Publika's website featuring upcoming events and promotions, among other things, is undergoing upgrading to incorporate additional features to sync with *hUb Mall*.

Aimed at enhancing the lives of its local community, improving access to books by encouraging book exchanges and inculcating reading habits among the public, Publika's BukuHub or mini library on Level G3 was launched in conjunction with World Book Day in April 2019. Its BukuDrive, conducted over a period of six months, had collected over 10,000 books.

Yaw enthuses, "Also located on Level G3 is the newly opened co-baking studio Bakebe that teaches baking through an app.

This groundbreaking experiential outlet has all the ingredients and instruments needed for its many different baking projects, as well as a café with many spots for memorable Instagram moments."



# Paradigm Mall Petaling Jaya: The Urban Escape

Paradigm Mall Petaling Jaya's positioning as a wholesome "funtertainment mall" for families has been further strengthened with the recent opening of ESCAPE Challenge, Petaling Jaya, a 35,000 sq ft semi-outdoor park located at its boulevard area at Level G.

Offering adrenaline-filled activities ranging from obstacle and rope courses, wall climbing, ziplines to flying trapeze, this world-class recreational facility was officially launched on 25 August 2020 in the midst of the Covid-19 recovery movement control order period by its tenant Sim Leisure Challenge Sdn Bhd, a member of the Sim Leisure Group Ltd of Singapore.

ESCAPE Challenge, Petaling Jaya currently offers 11 attractions with playful names such as Monkey Business, Banana Flip, Jumping Jack, Zoom Bug and Slingshot that appeal to both the young and the old.

More attractions are expected to be coming under phase two, reveals its Chief Executive Officer (CEO) Sim Choo Kheng, who is behind ESCAPE Penang's success. Visit [escape.my/pj](http://escape.my/pj) to view discount offers of up to 30% for online ticket purchases.

WCT Malls Management Sdn Bhd (WCT Malls), which operates Paradigm Mall Petaling Jaya and several other retail malls in Peninsular Malaysia, has expressed that it would continue to extend its support to the tenants of all its malls to ride through this challenging period.

Besides enhancing their offerings and shopper experiences, WCT Malls aims to introduce new promotions and activities to drive higher customer footfall and increase consumer spending while observing preventive guidelines issued by the local authorities to safeguard the safety and wellbeing of its tenants, shoppers and employees.

WCT Malls CEO Selena Chua says, "The effects of Covid-19 have had huge



ESCAPE Challenge's Banana Flip

implications not just on how economies function but also on how consumers behave across Malaysia.

"There has been a significant change in consumer behaviour highlighting the need for offline retailers to adapt to the 'new normal' in their day-to-day operations and to cope with the new norm. With



The iconic Paradigm Mall Petaling Jaya is located along one of the busiest highways in the Klang Valley

on ground-events restrictions due to social-distancing, we are now focusing on engaging with consumers via our social media channels to attract them back to the malls."

Chua adds, "Through Facebook Live, shoppers are informed about the tenant's promotions and offerings via our Facebook Livestream platform. Via our Purchase &

Pick-up service, they can buy their product from the tenant's social media channels and pick-up the items from a designated space.

"This initiative aims to enhance customer experience through integrated online-to-offline shopping as well as provide shoppers with an easy and convenient alternative to collect their purchases while practising social distancing and minimising physical interactions."

To encourage contactless payment in the mall, she says, "A Spend, Spin and Win campaign was introduced where shoppers who spend a minimum of RM100 made with their Touch 'n Go eWallet can participate in with attractive prizes being offered.

"As part of our efforts to offer more conveniences to elevate their shopping experience, cashless parking is in the pipeline," pointing out that since last year, the mall had introduced the Parking Guidance System, an ultrasonic technology that calculates parking occupancy and availability besides guiding shoppers to the available parking spots using individual LED lamps.

### Webinar Education Series: Covid Bill – Implications for Shopping Malls, 30 September 2020

Shopping malls have indisputably suffered adverse repercussions from the Covid-19 pandemic and while the government has offered measures for economic assistance, there are many others who are likely to still need help for their business cash flows.

As businesses try to recover, revenues will not be sufficient to cover operating expenses and at the same time, contractual obligations like tenancy agreements have to be fulfilled. Therefore, as members may be aware, there are ongoing processes for the drafting of The Temporary Measures for Reducing The Impact of Coronavirus Disease 2019 (Covid-19) Bill 2020, to provide temporary relief from court proceedings and avoid legal action under such circumstances. For shopping malls, this will be pertinent to monthly rentals and other charges which may be in arrears for several reasons and we have invited **Dato Kevin Joshua** from Kevin & Co to brief us on the proposed Covid Bill.

He will be joined by two panelists, **Mr William Tang**, PPKM Secretary and **Mr Tan Joon Kai**, PPKM Treasurer, to discuss the impact on shopping mall management as follows:

**Date:** Wednesday, 30 September 2020  
**Time:** 3.00 – 5.00pm  
**Platform:** Microsoft Teams

Our moderator, **Ir YL Lum**, PPKM Vice President 2 will be online to make it a lively and fruitful session for all participants. So we hope to see you online soon!

### Webinar Education Series: Alignment and Adoption of Technologies in Shopping Malls, October 2020\*



Looking at the positive side, the pandemic and MCO have undoubtedly pushed shopping malls and retail businesses into adopting technology more rapidly and the above webinar being planned will take a deeper look at several techniques undertaken by malls to augment daily operations. These include:

- E-wallet for loyalty cards
- Thermal scanning technology
- Automation for building cleaning services

Stay tuned for further announcements in due course!

\*Above programme subject to confirmation

### Regional Meetings 2020

From the north, we look forward going south for the next online regional meeting in our schedule. To be convened on 6 November 2020, we will network and share our regional experiences with the many mall members in the Southern region covering Johor and Malacca.



2019 Southern Region meeting



### Solar Plans by Ditrollic, 13 October 2020

VTTT continues with how solar energy can benefit businesses to survive the current adverse economy. Covid-19 has literally turned the world upside down as we know it and solar energy will enable malls to make a green recovery in the new normal. Join us as we learn from speaker, **Ms Michelle Ong**, Executive Director from Ditrollic Solar who has eight years of hands-on experience in large scale solar PV projects throughout Malaysia.

Registration details to be announced soon.

### Security and Safety Training, 14-15 October 2020

The foundation courses for security and safety training will be offered to the staff of all member shopping malls and out-sourced security companies who wish to bring new recruits up to mark in the context of shopping malls. Our courses, running over two full days, have been offered annually since 2006.

Despite RMCO, we wish to offer these on-site as there are aspects of physical training. For example, first aid being involved and we believe security personnel will benefit much more from direct coaching. Of course, as part of our safety practices, the required SOPs for seminar events will be complied with and classes will be kept to approximately 30 participants only.

Security personnel will benefit greatly from our speakers and instructors who are all veterans in the security vocation from shopping malls, some with more than 30 years' working experience. We are much appreciative of our team who are willing to share invaluable tips from their much hard-earned experience.

Registrations are now open [here](#) for your response latest by 28 September 2020.



Class of 2019



## Bowling Competition, 17 October 2020



Photo by Michelle McEwen on Unsplash

Calling all bowling enthusiasts, we are planning for our competition soon so do dust off your bowling shoes and gloves and start practising. Thanks to MesaMall, Nilai who is our sponsor once again for this competition which will be open to both teams and individuals. Looking forward to a knock-out event with all our members soon! SOPs still apply.

Registration is now open [here](#) before 2 October 2020. For more information, please email [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) or call 03-7727 6232.

## Badminton Competition

We had planned for our annual event to be held on 20 September 2020 which, unfortunately, had to be postponed due to insufficient response, probably due to cautious sentiments.

Nevertheless, interested teams do continue to practise and polish up your skills. We look forward to discover more talents in 2021.

## Webinar on Changing Landscape of Cleaning: Global Impact 21 October 2020

As part of the promotional events for CLEANExpo which will be held in conjunction with ARCHIDex in December 2020, a series of webinars are being organised about how the cleaning scenario has changed in the light of the current pandemic.

Mr Chandra Menon will be representing PPKM as a panelist from the perspective of shopping malls, together with others from Malaysia External Trade Development Corporation (MATRADE) and Malaysian Franchise Association (MFA). Topics at the coming panel session will include best practices for sustainable cleaning and maintenance businesses.

Do watch out for details soon to join the webinar.

## SHOPPING MALL INDUSTRY SURVEY UPDATES 2020

We wish to notify all member malls that we will be commencing with the above survey soon to update statistics on the overall Malaysia shopping mall industry as the last survey was carried out in 2018.

The purpose is to produce a generic report with useful and pertinent benchmarks for the management of shopping malls. We have again appointed our affiliate member and market research partner, Stratos Consulting Group Sdn Bhd as our research consultant who will be compiling the necessary information and statistics from members' data. Please be assured that all information received will be treated in confidence and any reports thereafter will only indicate aggregate figures etc.

Therefore, we seek the close cooperation and collaboration of ALL members to contribute statistics so that we can produce a meaningful picture of our industry, especially during the current challenging times. Just as we share experiences for progress in the industry, we hope you can also share your statistics for the betterment of shopping malls.

Details to be announced soon, thank you.

## CASC Conference 2020, 21 October 2020



Due to the current global pandemic situation, the annual conference will only be organised on site in China but for overseas participants, there will be an online sharing session on Covid Experience & Future Prospects which will provide invaluable insights and lessons from shopping malls across Asia.

Members will be invited to join the speakers as follows:

- Tan Sri Teo Chiang Kok, PPK Malaysia
- Mr Heru Nasution, Asosiasi Pengelola Pusat Belanja Indonesia (APPBI)
- Mr Baldwin Ko, Institute of Shipping Centre Management (ISCM) Hong Kong
- Japan Council of Shopping Centres (JCSC)
- Mr Victor Liu and Mr Michael Ma, Taiwan Council of Shopping Centres (TCSC)
- Mr Kelvin Ng, SRE Synergistic, Singapore
- Mr Steven Tan, SM Supermalls, Philippines

Further details with the website link for the complimentary participation will be announced soon.



Key Representatives at CASC Conference 2019, hosted by PPKM

## NETWORKING PARTNERS

Asosiasi Pengelola Pusat Belanja Indonesia (APPBI)  
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 (ICSC)  
Jabatan Bomba dan Penyelamat Malaysia

Japan Council of Shopping Centers (JCSC)  
Korea Building Owners & Managers Association (KBOMA)  
Malaysia Crime Prevention Foundation (MCPFF)  
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 Travel & Tour Agents (MATTA)  
Malaysian Franchise Association (MFA)  
Malaysian Tourism Federation (MTF)  
Mall China  
Middle East Council of Shopping Centers (MECSC)

Nordic Council of Shopping Centers (NCSC)  
Pertubuhan Akitek 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 (TCSC)  
The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)  
The Malaysian Society of Association Executives (MSAE)  
The Institute of Engineers, Malaysia (IEM)  
Tourism Malaysia

## MEMBERSHIP 2020

### CORPORATE MEMBERS

1 Utama Shopping Centre  
1MK Mall  
1Shamelin Shopping 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  
BBCC  
Berjaya Megamall  
Berjaya Times Square Kuala Lumpur  
Berjaya Waterfront Complex  
BMC Mall  
Central i-City Shopping Centre  
Central Market  
Central Square Sungai Petani  
Centre Point Sabah  
Centro  
Cheras LeisureMall  
Citta Mall  
City Mall  
Cityone Megamall  
Damen Mall  
Datum Jelatik Mall  
Dayabumi  
DC Mall  
Design Village Outlet Mall  
Dpulze Shopping Centre  
e @ Curve  
East Coast Mall  
Eastern Mall  
Ekocheras Mall  
Empire Shopping Gallery  
Encorp Strand Mall  
Endah Parade  
fahrenheit 88  
First World Plaza  
Freeport A'Famosa Outlet  
Galleria@Kotaraya  
Gamuda Walk  
gateway@klia2  
Genting Highlands Premium Outlets  
Giant Hypermarket Bandar Kinrara  
Giant Hypermarket Banting  
Giant Hypermarket Batu Caves  
Giant Hypermarket Bayan Baru  
Giant Hypermarket Cheras  
Giant Hypermarket Kemuning  
Utama  
Giant Hypermarket Klang  
Giant Hypermarket Klang Sentral  
Giant Hypermarket Kota Damansara  
Giant Hypermarket Kuala Terengganu  
Giant Hypermarket Kuantan  
Giant Hypermarket Plentong  
Giant Hypermarket Putra Heights  
Giant Hypermarket Senawang  
Giant Hypermarket Seri Kembangan  
Giant Hypermarket Shah Alam  
Giant Hypermarket Subang Jaya  
Giant Hypermarket Taiping  
Giant Hypermarket Tampoi  
Giant Hypermarket Ulu Klang  
Giant Mall Kelana Jaya  
Giant Superstore Tunjung  
Giant Setapak  
Giant Superstore Jerreh  
Giant Superstore Kangar  
Giant Superstore Kuala Pilah  
Giant Superstore Prima Saujana (Kajang)  
Glo Damansara  
GM Klang Wholesale City  
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  
Jetty Point Duty Free Complex  
Johor Bahru City Square

Johor Bahru City Square  
Office Tower  
Johor Premium Outlets  
KB Mall  
KL East Mall  
KL Gateway Mall  
Klang Parade  
Kluang Mall  
Kompleks Bukit Jambul  
Kompleks Metro Point  
Kompleks Mutiara  
Kompleks Nafas Mall  
Kompleks Star Parade  
Kompleks Tun Abdul Razak (KOMTAR)  
Kota Raya Complex  
KSL Esplanade Mall  
KTCC Mall  
Kuantan Parade  
KWC Fashion Mall  
Kulim Central  
Langkawi Fair Shopping Mall  
Lot 10  
M3 Mall  
Mahkota Parade, Melaka  
Maju Junction Mall  
Melawati Mall  
Mesamall  
Mid Point Shopping Complex  
Mid Valley Megamall  
Mid Valley Southkey  
Mitsui Outlet Park KLIA  
Mydin Mall  
MyTown Shopping Centre  
New World Park  
Nexus Bangsar South  
Nu Sentral  
Pandan Kapital  
Paradigm Mall  
Paradigm Mall Johor Bahru  
Paragon Market Place  
Paragon Point Shopping Centre  
Pasaray Komuniti @ Mart  
Kempas  
Pavilion Kuala Lumpur  
Paya Bunga Square (PB Square)  
Pearl Point Shopping Mall  
Pelangi Leisure Mall  
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  
Prangin Mall  
Publika Shopping Gallery  
R&F Mall Johor Bahru  
Riverwalk Village  
Queensbay Mall  
Quill City Mall  
RCMC Sdn Bhd  
SACC Mall  
Sarawak Plaza  
SB Mall  
Segamat Central Shopping Centre  
Sejati Walk  
Semua House  
Seremban Prima  
Setapak Central  
Setia City Mall  
Shaw Parade KL  
Shaw Centrepoint  
South City Plaza  
Star Avenue Lifestyle Mall  
Starhill Gallery  
Straits Quay Retail Marina  
Subang Parade  
Sungei Wang Plaza  
Sunshine Tower  
Sunway Big Box  
Sunway Carnival Mall  
Sunway Citrine Hub  
Sunway Giza Mall  
Sunway Putra Mall  
Sunway Pyramid  
Sunway Velocity  
Suria KLCC  
Suria Sabah Shopping Mall  
Sutera Mall  
Taiping Mall  
Tasek Central  
Terminal Larkin Sentra  
Terminal One Shopping Centre  
The Curve  
The Exchange TRX  
The Linc  
The Gardens Mall  
The Main Place  
The Mines  
The Shore Shopping Gallery

The Spring  
The Spring Bintulu  
The Starling  
The Summit Subang USJ  
The Waterfront @ Parkcity  
The Weld  
Toppen Shopping Centre  
Tropicana Gardens Shopping Mall  
Utopolis  
Viva Home Shopping Mall  
Vivacity Megamall, Kuching  
Wangsa Walk Mall  
Wetex Parade Shopping Centre  
Zenith Lifestyle Centre

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Norlian bt Md Tahir, CMAM  
Norbaiah bt Mohd Yusof  
Nurshaheera Binti Othman  
Nurul Atiqah Hisam, CMMLM  
Nurul Azuini Binti Adnan, CMMLM  
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Ong Hui Ling  
Ooi Boon Shya, CMMLM, CMOM  
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### LEGEND

**CMMLM**  
Certified Mall Marketing & Leasing Manager  
**CMOM**  
Certified Mall Operations Manager  
**CMAM**  
Certified Mall Administration Manager  
**CMM**  
Certified Mall Manager