



NewsNetwork

JUNE 2021



MALLS, YOUR GREEN BUBBLE WORLD



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President's Message

Dear members,

The ever changing landscape of shopping malls had never ever been so unstable until 2020 when the pandemic first hit our country, but it would now appear that the first half of 2021 has proven to be very capricious for our industry.

With various versions of the movement control order being announced since the beginning of the year, we had thought and hoped that we were at last starting our journey of recovery. However, Covid-19 had other plans and here we are again in the grips of a full movement control order (MCO), having to come to terms with the many restrictive standard operating procedures (SOPs) being dished out regularly and which are sometimes, unviable and impractical. These SOPs are constantly being tweaked and most times, lead to more confusion, and as realistically opined by a writer recently, resulted in malls being stuck between a rock and a hard place.

The announcement of the first Hotspot Identification by Dynamic Engagement (HIDE) report in early May 2021, followed by the unfair order to immediately close listed malls resulted in irreparable misperception and misinformation. Although this was totally unwarranted and everyone was daunted by the confusing and negative situation, malls gallantly rose to the challenge and reopened between two to three days later having gone through the rigmarole of mall cleaning, disinfection and sanitisation which had already been instituted and implemented as a routine.

However, with every adverse experience, there are valuable lessons to be learnt even though the situation was not on a

level playing field because malls were not informed prior to this on what constitutes the HIDE report nor how to control potential hotspots. Since then, malls have, with immediate effect, only strictly admitted low risk shoppers and employees thereby preventing any potential hotspots. This has drastically reduced the Covid cases contributed by the malls, including outside shopping areas from 4.78% between 22 Feb to 2 April 2021 to merely 0.8% from 9 April to 28 May 2021. As announced by the Ministry of Domestic Trade and Consumer Affairs (MDTCA), we are proud to note that SOP compliance for the retail and distribution sector, which includes shopping malls, is excellent at 98%.

Recent announcements have indicated the road map for the coming months, with the current further extension of MCO Phase 1 until 28 June 2021 to be followed by Phases 2, 3 and 4 by end of 2021, hopefully with full operations. Whilst these are conditional on the control of infection rates, we are currently working towards the reopening of more sectors of the retail trade as soon as possible together with our fellow retail associations and stakeholders on the basis that malls and outside shopping areas are not risky areas due to the 0.8% incidence.

On the bright side, the National COVID-19 Immunisation Programme (PIK) has been picking up and the public-private sector programme, Program Imunisasi Industri COVID-19 Kerjasama Awam-Swasta (PIKAS) was launched recently to further accelerate the immunisation process. The latest phase will target industry workers under the critical economic sectors which were identified as manufacturing, construction, plantation, retail and



hospitality. PPK is currently working with MDTCA to establish vaccination centres at shopping malls with the focus on shopping front liners. Member malls have recognised the urgent need for herd immunity and we extend our heartfelt gratitude and kudos for your enthusiastic response while deeply subsidising costs at the same time. Indeed, coupled with the changing retail scenario and this altruistic undertaking, we prove once again that we are MORE than shopping malls yet.

It has been proven overseas that the speed of vaccinations is the silver bullet to bring down the rate of infections, and the only real solution to confidently and sustainably reopen and rebuild the economy. We truly look forward to the success of this win-win collaboration with the authorities towards the national objective of achieving herd immunity urgently and the ultimate recovery of the economy in due course.

We urge shopping malls to stay strong, remain resilient and we will yet endure!

Warmest regards,

A handwritten signature in black ink, appearing to read "Teo Chiang Kok". The signature is fluid and cursive, with a large, stylized initial 'T'.

TAN SRI DATO TEO CHIANG KOK
President

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INDUSTRY NEWS

Contribution by Shopping Malls to HRD Corporation

The recent Federal Government Gazette dated 26 February 2021 had expanded the economic sectors that are required to contribute to HRD Corp, which now includes shopping malls. We were concerned with this directive in the midst of the pandemic with all businesses struggling to survive and together with other stakeholders had written to the authorities to seek deferment. HRD Corp recently announced the good news that for businesses registered with them by 30 June 2021, the period of levy exemption will be from 1 June 2021 until 31 December 2021.

A briefing was held jointly for members from PPKM, Malaysia Retailers Association (MRA) and Malaysia Retail Chain Association (MRCA) on 28 June 2021.

HAPPENINGS

East Malaysia Meeting, 7 May 2021



PPKM's annual regional meetings for 2021 kicked off at the combined virtual meeting with Sabah and Sarawak. The 28 members in attendance were updated on current matters, including SOPs, the HIDE system, copyrights, vaccination centres at shopping malls, music copyrights, service tax on service charges and registration with HRD Corp. There were numerous VTTTs and webinars held in 2020 and more will continue in 2021 due to current SOPs.

CASC Conference 2021 is scheduled for September in Shanghai, China and we have requested for a members' virtual session. Updates for the various regions were presented and it is noted that all malls are now suffering from very much diminished footfalls and turnover, although on the bright side, there have been several new brands opening in Penang.

Insight - Malaysia's Covid-19 Fight, 9 June 2021

PPKM President, Tan Sri Teo Chiang Kok was a panel speaker at Industries Unite live stream event on Insight - Malaysia's Covid-19 Fight where the #RealTalk discussed what was happening on the ground. Tan Sri Teo spoke on PPKM's ongoing drive to collaborate with the authorities to accelerate the immunisation programme so that we can achieve herd immunity together and start the economic recovery process which has been sadly derailed several times by high infection rates which then necessitated repeated lockdowns.



Growers Market @ Rivercity to be more than a Food Marketplace

Low Yat Group's Riverwalk Village, a component of its Rivercity development in Kuala Lumpur, has been repositioned to Growers Market. Located at Jalan Sultan Azlan Shah or the third mile of Jalan Ipoh, Growers Market is not limited just to food produce sourced from local businesses and wholesalers, and quality imported goods from overseas. It also encompasses lifestyle elements such as a beauty wellness section.

"We will be opening a lifestyle café at the end of the year," Low Yat Group Senior Centre Manager Tan Pei Jun, 27, enthuses.

Growers Market, opened since last December, occupies blocks G and H. "Its repositioning to Growers Market offers consumers an alternative shopping place, providing them with a touch and feel experience through the set-up of physical food stores at the main location where delivery and pick-up services are also available," adds Tan.

Offerings from block G's fine food purveyors such as Oonee and JY's Signature range from Japanese premium foodstuff, sake, wine and spirits to non-halal premium meat, Continental fine food, and organic products.

Tenants at block G include Curio Coffee Roaster, which is now only open for takeaways and deliveries with the full movement control order (FMCO) in force. Also located here is an open event space but the plans for activities to be held here have been put on hold due to the FMCO, quips Tan.

At block H, she adds, "Our anchor tenant Cookhouse is scheduled to open in September, Cookhouse's flagship outlet will be offering the local food community and fine food artisans a curated experience. Dubbed the artisan's playground, it will take up the first floor totalling 30,000 sq ft."

Cookhouse, a premier ready-to-move-in, fully equipped commercial shared kitchen concept, will be offering cloud



Parking entrance to the Fresh Market at Block H with Rivercity Condominium in the background

baking, packaging and baking ingredients. Touted as the first-of-its-kind hybrid cloud kitchen, it is expected to feature a microgreens farm, coffee roastery, cocktail bar, butchery and meat carvery, Asian and Western live fire cooking stations, wood fired oven, demo kitchen and private dining. Cookhouse @ Growers Market can cater to more than 300 food lovers who seek to feast their senses in this curated experience.

Block H also houses a fresh market, which currently has six traders selling organic and fresh vegetables besides live, chilled and frozen seafood, non-halal butchery, poultry, local and imported fruits as well as specialty groceries.

They are Dako Premium Meat Store, Yong Shen Food, Sintat Green Mart, QN Frozen Food, Cameron's Fresh Point and CLC Online Fishery Fresh Mart, which also exports its seafood to Hong Kong and Singapore.

Currently, Growers Market's fresh food market is open daily from 8 am to 7 pm with the non-halal section closed on Monday while its fine food purveyors are opened from 9 am to 6pm. A total of 332 parking bays are available for customers.



The fine food purveyors with Curio Coffee Roaster located upstairs

Describing itself as a "wholesale grocer" and "more than a supermarket", Growers Market is active on social media platforms such as Facebook, Instagram and Whatsapp promoting its products and services, including food deliveries. It is still on the look-out for more wholesalers, importers and market distributors of quality brands and products to join them.

Moving ahead, Tan says, "E-commerce platform and fulfillment services that will enable the consolidation of orders from different traders to be packed and delivered to homes and across interstates will be part of Growers Market's phase two plans."

JONETZ by Don Don Donki's foray into Malaysia

When the Japanese specialty store JONETZ by DON DON DONKI Malaysia (DDD) opened its doors for business on 19 March in Lot 10 Kuala Lumpur during the country's conditional movement control order (CMCO), it did not deter the crowds from forming queues before 10 am.

The store remains open daily from 8am to 8pm daily under the full movement control order (FMCO) in Malaysia. Many are curious how this popular Japanese chain store is thriving in Malaysia, especially when it opened during the Covid-19 pandemic.

Thus, it is not surprising that one of questions raised to its parent company Pan Pacific International Holding Corporation (PPIH) was about this overseas store's performance at an analysts' briefing on 11 May when the company's third quarter results for the financial year ending 30 June 2021 were released.

PPIH had replied, "Although it has just opened and the country is currently battling Covid-19, our business model has resonated with the local customers. However, it is necessary to adapt to the fact that Malaysia is largely a Muslim country."

"There were some minor issues such as delay in store opening, but in any case, we will strive to understand local customers better using all of our past experience in this store."

In Malaysia, the DDD store is owned and operated by Pan Pacific Retail Management (Malaysia) Sdn Bhd, a sub-subsidiary of PPIH which is listed on the Tokyo Stock Exchange. PPIH owns and runs the famous discount store chain Don Quijote in Japan.

Its senior manager Hazizal Ab Hamid says, "During the stay-at-home MCO 3.0, sales for our perishables such as our Japanese beef, fish and other produce have been trending since the people have more time to cook at home. Furthermore, they cannot dine-out.

"During this difficult situation, we will try our best to continue offering the best quality Japanese products while aligning to the government's guidelines. Thankfully, our DDD app members and SNS or social media followers have been growing in Malaysia, thus driving more sales traction.

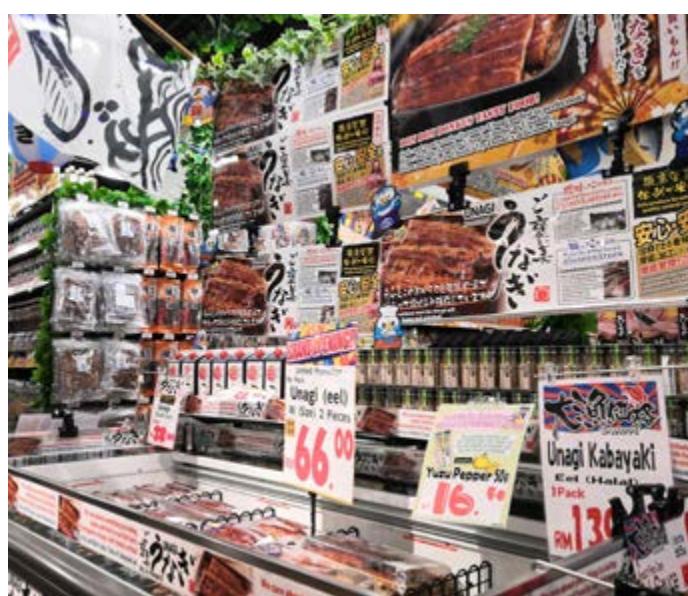
"We had selected Lot 10 for our first store as the area is one of the most famous shopping and amusement districts in Malaysia's capital city and thought it would be a good place to showcase our brand here."

According to a YTL Land & Development release, prior to DDD store's opening, it is viewed as the Malaysian outpost of Don Quijote. The street-fronting DDD store in Lot 10 is spread across three floors, offering diverse range of affordable yet high quality products produced in Japan as well as those targeted for the Japanese market.

It anchors the recently completed new entrance of the mall welcoming shoppers from the Bukit Bintang MRT station entrance and pedestrian walk fronting the mall. According to YTL Land & Development Vice President Joseph Yeoh, "Its dynamic concept is an excellent addition to our tenant mix which reinforces our mall's youthful vibes of Meet, Play, #LoveLot10."



Exit section of the DDD store



Display of its affordable, high-quality Japanese products

CU to see you soon in Klang Valley's two shopping malls

Homegrown MyNews Holdings Berhad, which is bringing in South Korean's biggest convenience chain store brand of BGF Retail Co Ltd, plans to open CU stores at two more shopping malls in the Klang Valley over the next few months after debuting successfully at Centrepoint Bandar Utama, in Petaling Jaya, Selangor on 1 April.

Positioned as a neighbourhood convenience centre, Centrepoint Bandar Utama is owned and operated by Bandar Utama Neighbourhood Centre Sdn Bhd. Natasha Salleh from the Centre Management says, "Centrepoint had an encouraging grand opening crowd and was packed for slightly more than a month until the imposition of MCO 3.0. The crowd was beneficial to Centrepoint's footfall and our other tenants as well."

According to CU Malaysia's Facebook, IOI City Mall and 1 Utama Shopping Centre are next on the list to be opened. MyNews Chief Executive Officer Retail, Low Chooi Hoon, reckons the earliest outlets as these two malls are most likely to open now would be at end-July or early August if renovation works can resume in July following the lifting of the full movement control order.

"The built-up of the CU store at 1 Utama Shopping Centre will be close to 1,700 sq ft while IOI City Mall's will be around 1,800 sq ft, slightly bigger than Centrepoint's CU's size at 1,568 sq ft," says Low.

MyNews's wholly-owned subsidiary Mycu Retail Sdn Bhd, formerly known as Eemerge Incorporated Sdn Bhd had signed a licensing agreement last October with CU's owner BGF Retail to open 500 CU stores in Malaysia over the next five years, with 50 of them targeted to be opened within the first year in urban areas, particularly in the Klang Valley.

So far, three other CU stores have been opened this year in Bandar Puteri Puchong (11 May) Rohas Perkasa KLCC (6 June) and in Taman Desa Petaling, Kuala Lumpur.



Your neighbourhood convenience centre



CU store at Centrepoint



CU's popular ready-to-eat section during the MCO

At a recent analyst briefing, MyNews, which aims to be at the forefront of the convenience store category, announced it will be spending around RM50 million in capital expenditure on 100 new store openings for its financial year ending 31 October, 2021. Of this, 30 to 50 will be CU stores, deemed to be its most prominent growth drivers.

Items sold at the CU stores are halal. The stores, popular for their South Korean snacks, street food, ready-to-eat meals and beauty products, are expected to raise MyNews Food Production Centre's 35% utilisation rate to 70% by end-2021.

CU's foray into Malaysia will be a challenge to 7-Eleven, which is leading with 2,400 convenience stores in the country followed by MyNews with 542 stores. Plans are afoot to gradually convert existing MyNews stores into CU stores.

Meanwhile, KK Mart has 431 outlets serving more than 10 million customers in the country while Japanese convenience chain FamilyMart has about 200 stores nationwide.

According to a Malaysia Convenience Store Market Outlook 2022 report published in May 2019, the number of convenience stores in the country was expected to grow at a compound annual growth rate of 6% from 2016 to 2022.

Prior to being hit by the Covid-19 pandemic, convenience stores in the country were already on an upward trajectory path. Now that they are considered to be selling essential items, this has boosted their expansion plans. Convenience stores in Malaysia have a penetration rate of one store for every 9,000 people, Savills Malaysia associate director and head of retail services Murli Menon says.



The Efficacy of Sanitisers, Your Safety, Our Priority

27 APRIL 2021



VTTT 3

Using sanitisers to keep our hands clean has now become the norm almost on a daily basis but we need to pause to consider whether all sanitisers and disinfectants are effective against Covid-19. Also food for thought would be whether these are safe for us in the long term and in the big picture whether there are any environmental effects. All these and more were presented to the 42 participants by Planck Constant's speaker Dr Tay Feng Huai who has invaluable experience in product security and is passionate in leading companies through technological advances. The second speaker Mr Tan Wei Fei is a certified experienced food safety and health supplement auditor who continuously educates the public on chemical safety, efficacy and potential hazards to human beings.



HIDE System & MySejahtera SOP for Shopping Malls

12 MAY 2021

The Hotspot Identification by Dynamic Engagement (HIDE) report which identifies locations with potential Covid hotspots was announced during May and numerous listed shopping malls were ordered to be closed inadvertently and immediately. With sketchy information being disseminated by the authorities, member malls sought out more details on how to use MySejahtera to better effect to control and/or prevent potential hotspots at shopping malls. Our speaker, Dr Mahesh Appannan, Senior Principal Assistant Director, Disease Control Division, Ministry of Health, Malaysia shared invaluable tips on how to identify and control high risk shoppers from gaining entry into shopping malls, thereby making malls safe places. There was overwhelming attendance by 234 members.



Navigating the Shifting Behaviour of Shoppers and Consumers in Malaysia

29 JUNE 2021



VTTT 5

Our talk saw attendance from more than 130 participants, eager to pick up marketing tips from Rascasse, a Germany based research company with data to help plan marketing strategies for shopping malls. The speaker was from their local partner, Samuel Yau from Do Marketing Right who shared insights of the shifting behaviour in shopping trends and preferences created by the current pandemic.

A Jab in Time

Much has happened over the past few months since PPKM mooted the idea to the authorities to organise vaccination centres (or Pusat Pemberian Vaksin – PPVs) at shopping malls. The objective is for our shopping frontliners to be vaccinated sooner than later and it is infinitely more efficient and logical to bring the medical personnel to come on-site. We have long accepted that employees working in malls and at the business outlets are the frontliners in the shopping sector and are grateful that the vaccination authorities and the Ministry of Domestic Trade and Consumer Affairs (MDTCA) have recognised and supported this so that priority is given to fast track vaccination for the 500,000 employees in retail*.

We are indeed grateful that malls recognised the need to undertake this corporate social responsibility in the light of the urgent need for herd immunity so that we can start on the recovery journey for the shopping and retail industry much faster. We also appreciate that shopping malls are actually assisting the authorities with the public-private sector partnership towards this national goal.

To date, numerous interested malls throughout the country have already submitted PPV plans and proposals to the authorities for their review and we hope that by the time this

issue is published, positive steps would have already been taken towards the rollout of this programme at shopping malls which are consistently working to stay safe for all shoppers. Indeed, following the Ministry of Health (MOH) data, it was revealed that the retail and shopping sector contributed merely 0.8% of all cases in May 2021 even prior to the Full Movement Control Order (FMC) lockdown which started on 1 June 2021. This significantly improved and the extremely low figures testify to the retail and mall industries' strict adherence to the SOPs with malls being safe places.

We truly believe that urgent vaccination would be the key to enable the shopping mall and retail industry to progress towards recovery as soon as possible and we note that there are several other concurrent programmes being organised by different parties running on dissimilar models.

We fight a common battle and urgently need all hands and resources on board.

*Ref article on 28 May 2021 <https://www.nst.com.my/news/nation/2021/05/693890/500000-retail-workers-receive-vaccines-starting-next-month>



Sarawak has taken the lead on 24 June 2021, with The Spring Shopping Mall in Kuching repurposing its second floor into a PPV. Working under the PPVIN programme and with the close collaboration of Sarawak Disaster Management Committee (SDMC), Covid Immunisation Task Force (CITF) under Ministry of Science, Technology and Innovation's (MOSTI) and Ministry of Health, the PPV targets to immunise 10,000 people, including from Aeon Mall, Plaza Merdeka Mall, Boulevard Mall, Hock Seng Lee and Sarawak Chamber of Commerce amongst others. Working with KPJ Kuching Specialist Hospital, The Spring's PPV will operate for six weeks ultimately helping to make shopping malls safer places to visit.



Chief Minister, YAB Datuk Patinggi (Dr) Abang Haji Abdul Rahman Zohari Tun Datuk Abang Haji Openg showed his support at The Spring



The PPV at Vivacity Mall, Kuching has completed more than 2,000 vaccinations for their staff's first dose and will reopen for the second dose by mid July. Vaccination of shopping frontliners would be a great boost to help our economy to operate normally again upon the implementation of the government's exit strategy as a rebound from the pandemic.

Malls take the brunt

Shopping malls have taken a stiff bashing since the beginning of the pandemic last year but with MCO 3.0 and then FMCO announced effective since May 2021, we have been assailed by more choppy waters and even stronger turbulence.

The first Hotspot Identification by Dynamic Engagement (HIDE) report announced on 8 May 2021 was followed by the inadvertent immediate three-day closure order for listed malls and this literally threw the industry into a maelstrom. This came hours after Science, Technology and Innovation Minister Khairy Jamaluddin said premises included in the daily HIDE list need not close but advised to take various Covid-19 pre-emptive measures.

As affirmed by the authorities, HIDE is a system that uses big data analytics and artificial intelligence to predict potential hotspots in the next seven days, applicable for all MySejahtera registered premises. The HIDE system will then generate a daily list of these potential hotspots with criteria based on HIDE system's algorithm. It is not compulsory for malls/premises listed in HIDE to close, until and unless further evaluation by the authorities determines it. The premise would be removed from the HIDE list if there is no risk of transmission, that is, no positive cases checking in and also with good crowd control. For delisting, HIDE has built in algorithms to cater for this.

Nevertheless, the damage was already done and Shopping malls and retailers had to bear the brunt. Malls came out of this

situation stronger and safer because entry requirements into malls were tightened to only accept shoppers/employees deemed by MySejahtera to be 'low risk' and 'casual contact, without symptoms'. Mall gatekeepers/security personnel now check the status of everyone's MySejahtera profile before allowing them to proceed for the mandatory temperature and then the premises' MySejahtera scans.

With the current SOPs to control the capacity limitations at all premises, enforced physical distancing together with the frequent sanitisation and regular cleaning undertaken, shopping malls are to be commended for close compliance in their on-going combat against the pandemic.

It is certainly interesting to read the following recent article which strikes a strong resonance and clearly depicts the recent scenario with shopping malls in Malaysia:

<https://www.thesundaily.my/opinion/shopping-malls-stuck-between-a-rock-and-a-hard-place-BH7944254>





How 2020 Has Changed Businesses In Shopping Malls

24 JUNE 2021



The year 2020 was certainly a watershed year, drastically impacting on the global economy and our very lifestyles as we used to know it. Shopping malls were thrown into a perfect storm and to say that footfall and sales turnover were negatively affected would simply be an understatement as both mall management and retailers grapple with a totally unprecedented situation resulting from movement control orders, stringent standard operating procedures and adverse restrictions on traditional trading patterns.

So, true to the resilience of the human spirit, both malls and businesses had to literally pivot and evolve in order to survive under the new circumstances. Businesses had to be adapted quickly and radically to cater to new shopping lifestyles in the strife for survival and sustainability.

As we are still in the midst of navigating the choppy waters, our speakers shared their thoughts and insights on retail store designs and business models for the new business scenario.

Visata Creative's co-founder Pamy Wong shared that it was even more critical to review store layouts and plan for flow optimisation and to adopt augmented reality.

Cookhouse was recently launched in 2020 and the founder Huen Su San delved into the relatively new concept of cloud kitchens which was developed to unite a community of food makers through infrastructure, network and people.

Paul Gibbons of Sports Direct commented that the pandemic saw demand for the types of sports merchandise being related to movement control being imposed, and so the business model had to innovate outside the box.

In the midst of much uncertainty, we are only sure of one thing, which is, shopping malls are here to stay as nothing, online or otherwise, can simply replace the shopping experience.

Do follow our Webinar series as we plan other events in the coming months.

PAST EVENTS

Shop and Be Rewarded Campaign

26 MARCH - 4 APRIL 2021



The campaign was concluded successfully and extended to 4 April to enable more redemptions to be carried on throughout the following weekend. There were a total of 31 malls and 1,450 participating shops nationwide whereby overall redemptions were 48.6% of the total allocated. Nevertheless, the total amount of transactions was extremely encouraging, amounting to RM8.6 million, thus achieving a multiplier effect of 19.7!

We are much appreciative of the Ministry of Tourism's effort to promote shopping during the current challenging times and certainly look forward to work on future campaigns together.

Certification Courses In Shopping Mall Management

5 - 14 APRIL 2021



We managed to recommence our courses held at One World Hotel, Petaling Jaya in April and received encouraging response from participants, thank you for your support! As classes were deliberately kept small, this increased the close interaction with our learned speakers. Classes were held under strict SOPs and there was good compliance from participants, with most standard procedures successfully transferred to the online platform.

The second session this year is being planned for August and we are keeping our fingers crossed that we are able to hold our classes then.

There were four candidates for the Part 3 session who took their examinations and are now scheduled to do their Presentation/Interview soon.



As usual, Marketing & Leasing Part 1 claimed the award for the most number of participants



Part 2 participants at their breakout workshop, planning for scenarios shadowed by the pandemic as a critical factor and here we are, all together again.



Administration module participants

Participants found out that commercial food waste is recycled at 1Utama



Operations and Maintenance Part 1 participants with PPKM President, Tan Sri Teo Chiang Kok (2nd from right)

THE EDGEPROP AWARDS



PPKM is elated to noted that several of our member malls took home accolades at the recent awards event held in April 2021. The judges for EdgeProp Malaysia's Best Managed & Sustainable Property Awards were Au Foong Ye as chief judge, REHDA deputy president Datuk Tong Nguen Khoong, MRMA president Datuk Jeffrey Ng, Architect Centre accredited architect and trainer Anthony Lee Tee, MIPFM president Adzman Shah Mohd Ariffin, BMAM committee member Richard Chan, Chur Associates founder and managing partner Chris Tan, and Association of Property & Facility Managers Singapore president Dr Lim Lan Yuan.

Hearty CONGRATULATIONS to the malls below and here's the roll of honour:

Sunway Malls Emerge as Malaysia's Best Managed Malls

Expertise in mall management sees business recovery under its portfolio



From left: Phang, General Manager (GM) of Sunway Velocity Mall, HC Chan, CEO of Sunway Malls Theme Parks and Jason Chin, GM of Sunway Pyramid

The success is largely attributed to the mall group's expertise in mall property management across the dimensions of financial, operations, leasing and marketing in responding to the Covid-19 crisis. Bearing recognition to that, Sunway Pyramid won EdgeProp's best managed property in retail category 10 years and above, whilst Sunway Velocity Mall won best managed property in retail category below 10 years.

Though malls in Malaysia generally enjoyed strong traffic every festive season, this year's festive season got off to a muted start when Malaysia saw six of its states reenter the Movement Control Order (MCO) 2.0, namely Selangor, Kuala Lumpur, Penang, Johor, Melaka and Sabah, in mid-January.

"Given the weak start to 2021, Sunway Malls began restrategising to deal with the repercussions of MCO 2.0. Having gained a significant amount of insights on behavioural economics, behavioural psychology, travelling pattern and spending pattern enabled better intervention strategies to be deployed," said HC Chan, CEO of Sunway Malls & Theme Parks.



Sunway Pyramid won Gold for Best Managed Property - Retail Above 10 Years



Sunway Velocity Mall won Gold for Best Managed Property - Retail Under 10 Years



One focus area had been to concentrate in driving returning traffic, particularly capitalising on revenge spending, deferred festive buying and pent-up demand for food and beverage dining. Similarly, emphasis was given to value-retailing amidst the weak consumer sentiments and sluggish economy.

"Due to economic uncertainties, many consumers today are quick to accept value-retailing and have a strong tendency to be attracted to rewards that give them more value. We saw the upward trajectory of our tenant sales since we ran value-retailing campaigns and we doubled up the effort, resulting in higher recovery of tenant sales and traffic," added Chan.

Sunway Malls and its retailers had invested RM1 million as prizes and cash vouchers in its March month-long sales campaign for this purpose alone.

"Having gone through the experiences of MCO 1.0, the impact of MCO 2.0 was definitely more balanced and not as detrimental as MCO 1.0. It was better thought off to strike a balance between lives and livelihood. MCO 1.0 was predominantly skewed towards protecting lives with limit on economic activities," he highlighted.

"We had certainly grown in experience and tested both our capability and resolve. We are also fortunate that businesses were able to adapt very quickly. By adopting the maxim of shared prosperity and shared burden with our retailers, we have certainly built a stronger relationship with our retailers and other stakeholders to go through the MCO 2.0 again," he continued.

Apart from spend and redeem campaigns, since the pandemic began, Sunway Malls has supported its retailers through various initiatives. The mall group was the first in the country to announce a 14-day rent-waiver in March followed by further rent rebates, rental assistance programmes, and RM15 million marketing campaigns throughout the year to boost sales. Sunway Malls was again the first to announce a flexi operating hour option for retailers to allow better optimisation of staffing arrangement and enable retailers to cut down their operating costs.

The Waterfront @ ParkCity emerged Gold Winner at EdgeProp Malaysia's Best Managed & Sustainable Property Awards 2021

The multi award-winning developer Perdana ParkCity Sdn Bhd earned yet another accolade recently for its development The Waterfront @ ParkCity (The Waterfront) at the EdgeProp Malaysia's Best Managed & Sustainable Property Awards 2021 in the 10 Years and Above Retail Category.

Owned and managed by Renown Point Sdn Bhd, a subsidiary of ParkCity Group, tenants of The Waterfront with 124,471 sq ft net lettable area, were selected to deliver a variety of offerings to meet every day needs such as F&B, grocery, leisure, education and health care.

Completed in June 2008, The Waterfront is located on a prime site next to the Desa ParkCity's popular pet friendly Central Park and Lake. The concept of The Waterfront is primarily planned as a dynamic and vibrant open-concept neighbourhood mall to serve the community and bring people together towards building a wholesome community which is one of the key elements of Desa ParkCity township in providing a truly self-contained township in Klang Valley.

"As an open-concept neighbourhood mall, most of The Waterfront's outlets have double-shop frontage, thus providing ample natural ventilation and the green concept flows seamlessly between the retail centre and the green outdoors which helps to cool and improve air quality," says ParkCity Group CEO Datuk Joseph Lau.

Similar to Central Park, The Waterfront attracts pet lovers as most of the outlets at The Waterfront are pet friendly, thus making it the perfect destination for the community and visitors to gather, socialise and make new friends.

Besides festive events, other community engagement activities regularly held at The Waterfront are weekend markets and bazaars, kids' carnivals, fitness boot-camps, famers' market and others.



The Waterfront has also undergone a refurbishment in 2019 to provide a fresher look of the façade, enhance the tenant mix and improve traffic circulation and visitor experience. Among the new additions were 5,000 sq ft retail space, new outlets, additional escalators and lifts and a new park entrance from the Central Park to the first floor.

"The new offerings are in line with the growth and needs of the community. To us, sustainable property management is a commitment to deliver on our promise and standards set for the township and its assets. We want to continuously improve in building a sustainable living environment for our community and society in general," added Datuk Joseph Lau.



IPC Shopping Centre continues to lead the way in championing sustainability initiatives for the local retail industry



Edgeprop - Award Team Photo

- The family-friendly, neighbourhood shopping centre attained Malaysia's first LEED certified O&M retail premise
- The community meeting place also won Silver in EdgeProp's Best Managed & Sustainable Property Awards 2021

Following the attainment of its Green Building Index (GBI) certification in September 2020, Damansara's favourite neighbourhood meeting place has recently received the country's first Leadership in Energy & Environmental Design (LEED) certified retail premise under the O&M rating system as well as bagged Silver in EdgeProp's Best Managed & Sustainable Property Awards 2021.

IPC constantly renews and improves all possible green efforts into their everyday business. Solar panels, rainwater harvesting system, food waste collection, using energy saving bulbs, centre-wide waste segregation processes, adherence to strict building safety governance and so much more, including the Recycling & Buy Back Centre (RBBC) that serves the community for 365 days without closure, are some of the significant property caretaking implementation based upon their sustainability principles. This is in line with its vision to contribute to a better everyday life for the people and planet by committing to social and business sustainability efforts with the ambition to be climate neutral by 2030.

The RBBC collects recyclable materials ranging from general waste to e-waste, fabric waste, and food waste to prevent them from ending up in the landfills. As a collective effort to a greener earth, the RBBC is also a long-term avenue for IPC's tenants to

sustainably dispose of recyclables from product packaging as well as food waste with 100% participation rate from tenants. In its efforts to further become a one-stop destination for sustainable waste disposal, the RBBC have also started accepting glass and Tetra Pak beverage cartons as recyclables this year.

"Sustainability has always been in our DNA. We are here for the long run and we want to continue being a staple for the community as their home away from home. We believe that our visitors' shopping experience is shaped not only by the variety of retail offerings but also in the finer details, which tend to be overlooked. This includes comfort, security, convenience and a sense of belonging to what we stand for," said Karyn Lim, General Manager of IPC Shopping Centre.

Lim adds, "On average, we collect more than 45 tonnes of recyclable waste monthly and four tonnes of food waste from our tenants and community. Our average waste recycling rate is now at 50% and still growing. We are driving ongoing effort to reduce landfill waste through effective waste sorting protocols. Everybody has a role to play in creating a sustainable future. But we can't do it alone. Hence, we believe in partnering and collaborating with organisations that share the same vision and passion as us. We partnered with Kloth for fabric collection and MBPJ for all recyclable waste collection from the community through RBBC to develop and reinforce the impact of our business within the social and environmental fields."

"Sustainability is a journey of collective effort. We want to thank our partners, co-workers, and customers in taking ambitious steps



The Recycling & Buy-Back Centre at IPC



Image Source: <https://www.edgeprop.my/content/1844857/ipc%E2%80%99s-sustainable-efforts-earn-it-leed-certification>

together with us towards a more sustainable future. Through collaboration, curiosity and an entrepreneurial spirit, we know greater heights are possible! We're optimistic about the future and are committed to taking the lead to enable a climate neutral future that is in line with our Ikano Future 2.0 global vision," she concludes.

IPC also won Silver in the latest EdgeProp Malaysia's Best Managed & Sustainable Property Awards 2021 in 10 Years & above Retail Category.

"The award is a good recognition of all the hard work the IPC team put in the Center. It further establishes us as a responsible real estate developer and operator. I am super proud of the team for being consistent in driving a solid and sustainable business," says Adrian Mirea, Shopping Centre and Mixed Use Director, IKEA Southeast Asia. EdgeProp Malaysia's Best Managed Property Award recognises real estate that is managed with excellence.

The objective of the Awards is to raise the bar on Malaysian property management practices, benchmarking it against the best in class globally.

"IPC has maintained a stable and strong lease occupancy rate of above 97% over the years. A sustainable business is a responsible business, growing and weathering with our business partners and tenants over high and low times," adds Lim. "Operating and managing a shopping centre business requires strong passion and commitment from all levels of stakeholders, it is a people and community business that measures not only the commercial value but also the livelihood of the many people. We are truly happy to receive this award recognition from EdgeProp Malaysia."

IPC Shopping Centre is owned and operated by Ikano Centres and is also one of the five anchored-by-IKEA shopping centres in Southeast Asia. The 18 year-old meeting place remains a favourite of the Damansara neighbourhood.

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 (EROPH), 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 (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 (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 (TCS)
The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCIM)
The Malaysian Society of Association Executives (MSAE)
The Institute of Engineers, Malaysia (IEM)
Tourism Malaysia

MEMBERSHIP 2021

CORPORATE MEMBERS

118 Mall
1 Utama Shopping Centre
1MK Mall
1Shamelin Shopping Mall
1st Avenue, Penang
3 Damansara
Aeon Mall Taman Maluri
Alamanda Shopping Centre
Alor Star Mall
Aman Central
Amcorp Mall
Amerin Mall
Ampang Point
Atria Shopping Gallery
avenue K
Bangsar Shopping Centre
Batu Pahat Mall
BBCC
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 LeisureMall
Citta Mall
City Mall
CityOne Megamall
Damen Mall
Dataran Pahlawan Melaka
Megamall
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
Financial Park Complex Labuan
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 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 Tampoi
Giant Hypermarket Ulu Klang
Giant Mall Kelana Jaya
Giant Superstore Tunjung
Giant Setapak
Giant Superstore Jerteh
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
Ikano Centres

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 Star Parade
Kompleks Tun Abdul Razak (KOMTAR)
Kota Raya Complex
KSL Esplanade Mall
KTCC Mall
Kuantan Parade
KWC Fashion Mall
Kulim Central
Lot 10
M3 Mall
Mahkota Parade, Melaka
Maju Junction Mall
Megamall Pinang Shopping Complex
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
Ole Ole Shopping Centre
Pandan Kapital
Paradigm Mall
Paradigm Mall Johor Bahru
Paragon Market Place
Paragon Point Shopping Centre
Pasraya Komuniti @ Mart Kempas
Pavilion Kuala Lumpur
Paya Bunga Square (PB Square)
Pearl Point Shopping Mall
Pedas RSA
Pelangi Leisure Mall
Perling Mall
Pernama Kompleks Mutiara Armada
Pertama Complex
Plaza Alam Sentral
Plaza Angsana
Plaza Low Yat
Plaza Merdeka
Plaza Metro Kajang
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Shah Alam
Prangin Mall
Publika Shopping Gallery
Riverwalk Village
Quayside Mall
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
SACC Mall
Sarawak Plaza
SB Mall
Segamat Central Shopping Centre
Sejati Walk
Semua House
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 Hills
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
Utropolis
Viva Home Shopping Mall
Vivacity Megamall, Kuching
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Sun Synergy Sdn Bhd
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LEGEND

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

