



NewsNetwork

SEPTEMBER 2024



TURNING 40

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2023 - 2024**

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President's Message



Dear members,

TURNING 40 is a big milestone for many people as it is for our association. To commemorate this occasion, our book, *Four Decades of Excellence 1984-2024, A Journey of Innovation, Growth and Community Impact* was launched by Datuk Dr Yasmin Mahmood, Chairman of Malaysia Tourism Promotion Board who represented our Guest of Honour, Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture at our recent gala dinner. Our sincere gratitude to all our sponsors and contributors, and special thanks to our Board of Advisors for their invaluable leadership and guidance, which have seen our association evolving to what we are today, nurturing and educating shopping mall practitioners as well as being a spokesman for the industry.

Malaysia's mall industry plays an integral part of our nation's economic diversity, particularly in the retail and tourism sectors. Last year, the retail sector contributed 8.6% to the country's 2023 gross domestic product, amounting to approximately RM155 billion in value. This underscores the importance of malls as key components of the retail sector, not just as shopping destinations but also as key drivers of economic growth.

We have celebrated our Ruby Radiance Gala Dinner last month and were overwhelmed by the support of our members, retailers and associates. A heartfelt thank you for your support which means so much to us. The Gala Dinner was attended by more than 1,200 participants which is a record in itself and we are delighted by this achievement to bring together the shopping mall and retail community for a great time of celebration and invaluable networking.

We were also proud to present the achievements of our malls with the 2023-2024 Awards for Best Experiential Marketing and Top Sustainability Practices. All participants have certainly done their best for both our malls and shoppers. Our profound CONGRATULATIONS to all the winners. We trust there has been mutual learning from amongst all of us and we are looking forward to next year's Awards for even better campaigns and projects.

Our shopping mall industry and community would not have grown and thrived without the dedication and passion of our members over the past four decades. With your continued collaboration, innovation and resilience, we are confident that the next 40 years and more of PPK Malaysia will be of growth, success and meaningful contributions.

Thank you.

Warmest regards,

A handwritten signature in black ink, appearing to read 'Phang Sau Lian'. The signature is stylized and includes a small dot at the end.

PHANG SAU LIAN
President

PPK MALAYSIA OFFICE BEARERS 2024 - 2026

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WHAT'S NEXT

SECURITY & SAFETY SEMINAR (FOUNDATION)

16 - 17 OCTOBER 2024, CITITEL MID VALLEY CITY, KUALA LUMPUR

Upcoming next is the foundation module of our security and safety training where we will address current pertinent issues in shopping malls. This programme is focused on mall operations and the importance of effectively trained security personnel to ensure the safety of shoppers.

The two-day training sessions will equip security and safety personnel from guard/officer/supervisor/executive levels in the basic procedures and knowledge required for malls. Our trainers all are sourced from senior in-house security practitioners with extensive working experience as well as specialists from the industry.

For further information, please email to secretariat@ppkm.org.my

STUDY TRIP TO HONG KONG AND SHENZHEN, CHINA

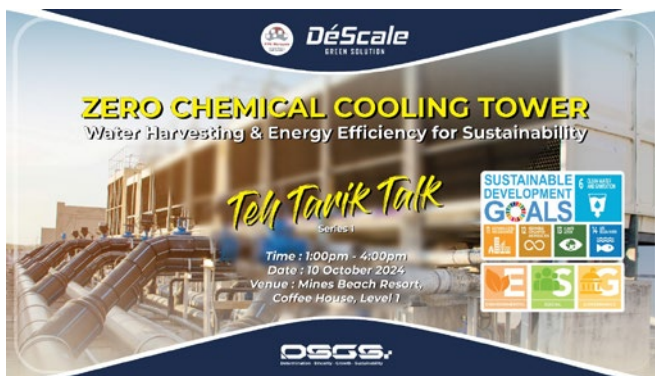
4 - 8 NOVEMBER 2024 (5D/4N)

For the upcoming second Study Trip for 2024, we are planning to visit shopping malls in **Hong Kong** as well as to other malls in **Shenzhen** famous for their high intensity shopping scenario.

The mall visits will be arranged with the cooperation of our association counterparts in Hong Kong and China and in the pipeline are malls such as K11 Musea, Airside in Hong Kong and MixC malls in Shenzhen, subject to confirmation.

This trip has already been fully subscribed to date but interested members may request to be put on the waiting list.

TEH TARIK TALK - UPCOMING



Date: Thursday, 10 October 2024

Time: 1.00 - 4.00pm (High Tea)

Venue: Mines Beach Resort, Coffee House, Level 1, Kuala Lumpur

Our next TTT on Zero Chemical Cooling Tower will be hosted by DeScale Green Solution and provides an opportunity for mall operations personnel to learn more about zero-chemical water treatment systems designed for cooling tower as well as heating, ventilation and air-conditioning systems. These systems have been proven to be more effective in solving limescales, microbiological and algae issues in several industries.

The speaker will be Mr Aaron Ho, General Manager of Descale Green Solution who has more than eight years' experience in the industry.

For more information, please email: secretariat@ppkm.org.my

The Commune Lifestyle Mall, a game-changer in Kulai, Johor



A lifestyle mall and community space



The VIPs and crowd at its opening

THE COMMUNE lifestyle mall, which opened on 10 September, has redefined the shopping experience in the heart of Indahpura in Kulai, Johor with its diverse, new brands, world-class amenities and exciting rewards for shoppers.

Its Chief Executive Officer David Kang said the newly opened mall, developed by the Johor-based KSW Group, has a net lettable area of 200,000 sq ft spread across four acres of land.

Described as a game-changer in the retail and lifestyle landscape in Kulai and Johor Bahru given its unique offerings, prime location just minutes from the Senai International Airport and proximity to Singapore, THE COMMUNE is set to become a key destination for locals and tourists alike.

From the start, Kang explained, "We were determined to build something different and extraordinary for this new community space in Kulai. Instead of having a traditional mall architectural design, we opted for a bold, golden design with beautiful wave-like structures."

The two major anchors of the three-storey mall are Hwa Thai Supermart and Sports Affairs.

The former is a Johor grocery chain known for its quality products and value pricing while the latter is a world-class facility and multipurpose hall with 10 indoor badminton courts, two futsal courts and

other sports activities such as basketball.

Among the many firsts introduced at THE COMMUNE is its two drive-through options, Chagee, a premium teahouse chain from China, which is a first in Johor while the Burger King Drive-Thru is a first in Kulai.

Other firsts in Kulai include the debut of Good2U Concept Store, Kenangan Coffee, Restoran Richeese Factory and Bingxue, an ice cream and tea drink chain from China.

Both Kenangan Coffee and Restoran Richeese Factory are brands with origin from Indonesia.

IJ Space represents the first-of-its-kind children enrichment centre in Malaysia while Guoma Seafood Shabu Shabu Express is a new Muslim-friendly concept.

Additionally, THE COMMUNE's partnership with AirAsia MOVE's loyalty programme is another significant milestone for both parties.

Shoppers get to earn one AirAsia point for every RM1 spent at THE COMMUNE's outlets. At Hwa Thai Supermart, however, they are rewarded with one AirAsia point for every RM5 spent on groceries.

All points collected can be redeemed for the mall's shopping vouchers as well as flights on AirAsia network, hotel bookings on AirAsia MOVE platform and ride-hailing services through AirAsia Ride.



A beeline for its fire chicken



Your neighbourhood family supermarket

Developed with AirAsia MOVE, THE COMMUNE CIRCLE App not only updates its members on the mall's events but also offers them exclusive rewards, promotions and benefits such as winning return flight tickets to destinations that AirAsia flies to.

In redefining the connection between travel and retail, THE COMMUNE also has a strategic tie-up with EU Holidays, a travel agency in Singapore to enhance tourism between Johor and Singapore.

EU Holidays' exclusive cross-border bus tours go direct to THE COMMUNE whereby Singaporean visitors can enjoy special discounts and promotions alongside curated shopping and dining packages tailored for them.

Meanwhile, parking at the mall is also made easy with the use car plate recognition.



PPK MALAYSIA AWARDS 2023-2024

Our Awards got off with a flying start this year with not one but two groups for the Best Experiential Marketing (BEM) and the inaugural Top Sustainability Practices (TSP) Awards.

At PPKM, we are keen to recognise the best efforts of our member malls to make shopping not only merely retail therapy but also a whole experience by itself, starting from creation of the mall ambience, especially during festive seasons, right up to offering celebratory discounts, community programmes and more.

We have been organising the BEM Awards annually since 2016 – save for the hiatus during the pandemic years – and it has been gradually attracting increasing interest and entries. This time around, the BEM Awards garnered 61 submissions from 41 malls over three categories as follows:

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

One up this year is the Top Sustainability Practices Awards whereby we are encouraging our member malls to advocate and support best efforts towards Environment, Social and Governance (ESG) principles as well as Sustainable Development Goals (SDG). Some malls have already started on this journey and we are keen to acknowledge these worthy efforts and encourage more malls to emulate them so that we can all be mindful of the environment now for our future generations. These inaugural Awards received 17 entries from 13 malls.

The online judging for both Awards were carried out by industry practitioners, comprising both local and international experts with keen competition from malls within and outside the Klang Valley and high standards for all finalist submissions. The Awards were given away by Datuk (Dr) Yasmin Mahmood, Chairman of Malaysian Tourism Promotion Board who represented the Guest of Honour at our 40th Anniversary Gala Dinner, Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture.

CONGRATULATIONS to all winners and thank you to all participants for your imagination, inspiration and innovation and commitment towards our sustainable future together.

We are pleased to append hereunder the winning submissions for your review.

BEST EXPERIENTIAL MARKETING WINNERS

Category A: Net lettable area of 500,000 sq ft and below

PLATINUM WINNER



ANGSANA JOHOR BAHRU MALL Unity in Diversity

Angsana Johor Bahru Mall, owned by UDA Holdings Bhd, hosted National Unity Week 2024 from May 23-26 under the theme 'Unity in Diversity'.

In collaboration with the Ministry of National Unity, the event at Padang Akasia and Padang Begonia aimed to unite Malaysians by promoting understanding, respect and acceptance across diverse cultural communities.

The celebration highlighted Malaysia's rich cultural tapestry and collective identity, reinforcing national cohesion and pride in the country's heritage.

By emphasizing the importance of diversity as a cornerstone of national unity, the initiative underscored a commitment to fostering harmony and mutual respect among all Malaysians.



L to R:
Richard Chan, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Imran Salleh and Nazri Jamiran, Angsana Johor Bahru Mall;
Phang Sau Lian, PPKM President

BEST EXPERIENTIAL MARKETING WINNERS

Category A: Net lettable area of 500,000 sq ft and below

GOLD WINNER



DA MEN MALL Dragon Odyssey

DA MEN Mall's DRAGON ODYSSEY celebrated the dragon year with an experiential journey honouring nature and humanity. From January 12 to February 25, 2024, an original musical was curated to raise climate change awareness, inspired by East Asian dragon stories such as The Legend of Naga Seri Gumum and Ne Zha. The mall was transformed into a mystical underwater landscape with repurposed decor. The finale was featured on Prime TV and social media, reaching 18 million people. This campaign united the community during Chinese New Year, increasing climate change awareness and delivering positive return on investment for the mall.



L to R:
Richard Chan, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Evelyn Woon and Joanne Kuan, Da Men Mall;
Phang Sau Lian, PPKM President

BEST EXPERIENTIAL MARKETING WINNERS

Category A: Net lettable area of 500,000 sq ft and below

SILVER WINNER

IPC SHOPPING CENTRE Little Eco Heroes Awards

Malaysia faces significant challenges in waste management, with daily trash generation escalating over recent years, highlighting a pressing need for sustainable solutions. Despite these challenges, public awareness remains low, necessitating innovative approaches to instill environmental responsibility from a young age.

IPC Shopping Centre, in collaboration with Alliance Bank and endorsed by the Ministry of Education, introduced the IPC Little Eco Heroes Awards.



L to R:
Richard Chan, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Vickie Loke and Stefanie Siow, IPC Shopping Centre;
Phang Sau Lian, PPKM President

BEST EXPERIENTIAL MARKETING WINNERS

Category B: Net lettable area of 500,001 to 999,999 sq ft

PLATINUM WINNER

SUNWAY VELOCITY MALL

My Christmas Story 2023 – One Fabric at a Time

Last Christmas, to differentiate from stiff competition and show our commitment to Sustainable Development Goals, Sunway Velocity Mall launched an ambitious project to build a 40-foot sustainable Christmas fabric waste tree involving the public, Kloth Circularity and Sunway College.

A total of 1.7 tonnes of unwanted clothes were collected over two months from the public, one of the largest fabric collections for a festive period. The abundant collection enabled the creation of ‘Malaysia’s Tallest Upcycled Fabric Christmas Tree’ made from fabric waste, a Malaysia Book of Records.

This is a story of how one mall made a difference during Christmas.



L to R:
Richard Chan, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Darren Chear, Sunway Velocity Mall;
Phang Sau Lian, PPKM President

BEST EXPERIENTIAL MARKETING WINNERS

Category B: Net lettable area of 500,001 to 999,999 sq ft

GOLD WINNER
♦ ♦ ♦

SUNWAY CARNIVAL MALL Fostering A Love for Reading with Le Petit Prince

Fostering a Love for Reading, the Le Petit Prince campaign debuts in Malaysia, inspired by the timeless tale of the young prince and his extraordinary adventures, conveying profound messages. The story invites shoppers on a magical journey through his world. Beyond creating a captivating experience, the campaign aims to promote a culture of literacy and inspire visitors to explore the joys of literature. In line with Sunway Mall's commitment to Sustainable Development Goal 4 on Quality Education, the campaign celebrates reading's transformative power, contributing to inclusive and equitable education goals by fostering lifelong learning opportunities and promoting the joy of storytelling and literacy.



L to R:
Richard Chan, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Chai Wen Yew and Wong Shu Ying, Sunway Carnival Mall;
Phang Sau Lian, PPKM President

BEST EXPERIENTIAL MARKETING WINNERS

Category B: Net lettable area of 500,001 to 999,999 sq ft

SILVER WINNER



SUNGEI WANG PLAZA

Fun Under the Moon Lantern Parade 2023

Experience Malaysian cultural heritage at the "Fun Under The Moon Lantern Parade" celebrating the Mid-Autumn Festival at Sungei Wang Plaza. The event featured a mid-autumn scene with autumn leaves falling as it is overlooked by the largest inflatable moon in Malaysia. The lantern parade showcased 30 award-winning lion dance troupes, an LED dragon dance, world-class cultural performances and carnival activities. Malaysia's leading Chinese-language station MY Radio personality added excitement, attracting thousands. As the largest lantern parade in Bukit Bintang, it reinforced Sungei Wang Plaza's status as a cultural and entertainment hub, fostering community spirit among residents, tourists and businesses.



L to R:
Richard Chan, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Michelle Siew and Andy Cheng, Sungei Wang Plaza;
Phang Sau Lian, PPKM President

BEST EXPERIENTIAL MARKETING WINNERS

Category C: Net lettable area of 1,000,000 sq ft and above

PLATINUM WINNER



PAVILION KUALA LUMPUR Chinese New Year 2024 - Dragon Dynasty

Capitalising on the auspiciousness of the mighty dragon, Pavilion Kuala Lumpur was transformed into an imperial 'Dragon Dynasty' for the Chinese New Year (CNY) celebration from 16 January to 25 February 2024. Majestic dragons descended and bestowed prosperous experiences, star tours, first-of-its-kind advertising, exclusive media to global brand partnerships. The mall achieved one of the highest CNY footfall with nine million visitors and growth of 185% in publicity, 300% in social media engagement and one million reach compared to CNY 2023.



L to R:
Tan Sri Eddy Chen, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Kung Suan Ai and Pearly Lim, Pavilion Kuala Lumpur;
Phang Sau Lian, PPKM President

BEST EXPERIENTIAL MARKETING WINNERS

Category C: Net lettable area of 1,000,000 sq ft and above

PLATINUM WINNER

SURIA KLCC

Self Care & Arty Inflatable Experience Campaign 2023

Suria KLCC's "Self-Care: Your Mind, Your Journey & Biggest Inflatable Floral Installation" Campaign highlighted Malaysia's mental health needs, where 29% of adults faced issues in 2023. Held at Centre Court and Esplanade KLCC, it offered immersive environments and expert-led activities to promote well-being and de-stigmatise mental health. The campaign achieved RM71 million in public relations value, 400k organic social media reach, 10.2% foot traffic increase, 6.51% sales turnover increase, and 50,934% return on investment, all while operating 9.33% under budget. This established Suria KLCC as the leading advocate for mental health and an iconic experiential shopping destination, driving engagement and business growth.



L to R:
Tan Sri Eddy Chen, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Caryn Low, Ameer Thajudeen and Sherina Khairi, Suria KLCC
Phang Sau Lian, PPKM President

BEST EXPERIENTIAL MARKETING WINNERS

Category C: Net lettable area of 1,000,000 sq ft and above

GOLD WINNER



PAVILION BUKIT JALIL Big Prosperity Celebration

Pavilion Bukit Jalil ushered in the Dragon with a BIG Prosperity Celebration from 12 January to 25 February 2024. Creatively positioning the sheer size of the mall at 1.8 million sq ft NLA into big festive experiences, the celebration generated positive results with 14% increase in footfall, a staggering 4,366% surge in social media engagement, 86% boost in publicity, and a 242% rise in Pavilion Privileges membership sign-ups compared to CNY 2023.



L to R:
Tan Sri Eddy Chen, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Kung Suan Ai and Andrew Teoh, Pavilion Bukit Jalil;
Phang Sau Lian, PPKM President

BEST EXPERIENTIAL MARKETING WINNERS

Category C: Net lettable area of 1,000,000 sq ft and above

This award was given to submissions from the shortlist for the mall and their event which went the extra mile.

JUDGES' SPECIAL AWARD

THE EXCHANGE TRX

TRX EATS - A Celebration of the Best Gastronomic & Entertainment Experiences

TRX Eats transforms The Exchange TRX into KL's ultimate dining destination with a month-long celebration of gourmet food, drinks, and entertainment. Featuring curated tasting menus, live entertainment, and interactive workshops, the event significantly boosted footfall by 113%, increased food and beverages sales by 30%, and garnered extensive media coverage with a public relations value of over RM28 million. The campaign attracted over 2.5 million visitors and significantly surpassed the set key performance index of acquiring new loyalty members by 189%. These successes elevated The Exchange TRX's brand visibility and established it as a premier culinary hotspot in the city, fostering diverse and engaging dining experiences.



L to R:
Tan Sri Eddy Chen, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Trevor Hill and Jessica Leong, The Exchange TRX;
Phang Sau Lian, PPKM President

TOP SUSTAINABILITY PRACTICES WINNERS

Category A: Net lettable area of 500,000 sq ft and below

PLATINUM WINNER

ANGSANA JOHOR BAHRU MALL UDA Cares!

Angsana Johor Bahru Mall, owned by UDA Holdings Bhd, launched the "UDA Cares" campaign, showcasing our dedication to social responsibility through impactful corporate social responsibility programmes. Initiatives include Back to School Shopping, Sinar Ramadan supporting underprivileged children and the elderly, Bubur Lambuk distribution, and Singgah Sahur.

Additionally, The UDA Lestari programme is dedicated to boosting environmental initiatives such as recycling and gardening at schools in Johor Bahru. The "UDA Cares" initiative embodies our core values Legacy, Integrated, Finesse and Enrich by spreading joy and driving positive change in the community.



L to R:
Dato Joyce Yap, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Imran Salleh and Nazri Jamiran, Angsana Johor Bahru Mall;
Phang Sau Lian, PPKM President

TOP SUSTAINABILITY PRACTICES WINNERS

Category A: Net lettable area of 500,000 sq ft and below

GOLD WINNER

AEON ALPHA ANGLE Nurture the Green for Future

AEON Alpha Angle's "Nurture the Green Future" campaign launched Malaysia's largest vertical farm in a mall, spanning 8,000 sq ft. This initiative aimed to enhance ambiance, promote sustainable agriculture, and engage the community through educational programmes and hands-on activities. The campaign achieved Malaysia Book of Records recognition and a 110% increase in car count during AEON Malaysia's 40th anniversary launch. With a social media reach exceeding 300,000 and a media value of RM405,000, it generated RM354,800 in income. The campaign's RM70,000 budget demonstrated cost-effective management and strategic impact, reinforcing AEON Alpha Angle's commitment to sustainability.



L to R:
Dato Joyce Yap, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Munirah Azmi and Nikki Lee, Aeon Alpha Angle;
Phang Sau Lian, PPKM President

TOP SUSTAINABILITY PRACTICES WINNERS

Category A: Net lettable area of 500,000 sq ft and below

SILVER WINNER

SUNWAY BIG BOX

Driving Energy Efficiency Through Solar and EV Infrastructure in Johor

Sunway Big Box Retail Park is one of the top sustainable retailers in Johor to drive energy efficiency in the industry. Our dedication to develop renewable energy and lowering carbon emissions is the solar panel installations at Sunway Big Box and soon, Sunway Big Box Office and Hotel. As part of our commitment to environmentally friendly transportation, we have also set up the first Tesla Superchargers in Johor. These comprehensive strategies, supported by a specialised sustainability department in Sunway Malls, produce ecological advantages. It is establishing a new benchmark for environmentally conscious retail in the area.



L to R:
Dato Joyce Yap, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Tey Ruoxi and Allan Tay, Sunway Big Box;
Phang Sau Lian, PPKM President

TOP SUSTAINABILITY PRACTICES WINNERS

Category B: Net lettable area of 500,001 to 999,999 sq ft

PLATINUM WINNER

SUNWAY VELOCITY MALL A Journey Towards Net Zero Emission

At Sunway, we aspire to be Asia's model corporation in sustainable development. Aligned with the United Nations Sustainable Development Goals (UN SDGs) and Malaysia's Shared Prosperity Vision 2030, we have set five goals and 19 key targets so that we can take concrete steps and measure progress periodically to ensure Sunway stays on track to meet these objectives.

All five goals are aligned with the UN SDGs and we aim to achieve them by 2030. Sunway aspires to be net zero carbon emission by 2050 too. At Sunway Velocity Mall, we are committed and play our part towards our Group's sustainable development agenda.



L to R:
Dato Joyce Yap, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Carmen Lee, Sunway Velocity Mall;
Phang Sau Lian, PPKM President

TOP SUSTAINABILITY PRACTICES WINNERS

Category B: Net lettable area of 500,001 to 999,999 sq ft

GOLD WINNER

SUNWAY CARNIVAL MALL Empowering Communities for Sustainable Growth

Sunway Carnival Mall is committed to Environmental, Social, and Governance (ESG) practices. Here, our sustainability efforts include reducing our carbon footprint, installing energy-efficient systems and complying to green building requirements. The mall features eco-friendly infrastructure and comprehensive waste management programmes. Socially, we focus on community development, education, and healthcare initiatives, emphasizing diversity, equity and inclusion within our workforce. Governance-wise, we uphold transparency, ethical business practices, and robust corporate governance structures. Through these integrated ESG practices, we aim to create long-term value for stakeholders while positively contributing to society and the environment.



L to R:
Dato Joyce Yap, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Chuah Pui Xi and Chai Wen Yew, Sunway Carnival Mall;
Phang Sau Lian, PPKM President

TOP SUSTAINABILITY PRACTICES WINNERS

Category C: Net lettable area of 1,000,000 sq ft and above

PLATINUM WINNER

1 UTAMA SHOPPING CENTRE 1st Green Mall in Malaysia

Malaysia's first Green Mall and first Platinum-rated mall, 1 Utama, is a pioneering force in the retail industry having championed environmental sustainability since 1995. Awarded GreenRE Platinum, it is recognised for its best-in-class green building initiatives, including the country's largest retail mall solar energy installations, 1RECYCLING CENTRE, W.I.S.E Food Waste Management System, and developing tourism green initiatives such as its award-winning tropical rainforest and Southeast Asia's largest rooftop garden celebrating biodiversity. 1 Utama's Greenprint aligns closely with United Nations Sustainable Development Goals while driving a greener retail ecosystem through Green Lease Partnerships with over 770 mall tenants on the path towards decarbonisation.



L to R:
Dato Ngeow Voon Yean, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Teo Chui Ping, 1 Utama;
Phang Sau Lian, PPKM President

TOP SUSTAINABILITY PRACTICES WINNERS

Category C: Net lettable area of 1,000,000 sq ft and above

GOLD WINNER

MyTOWN SHOPPING CENTRE Sustainability is Our Responsibility

MyTOWN Shopping Centre has made significant strides in sustainability within both its organization and the broader community and business partners. This enhances and encourage recycling efforts where we achieved an overall recycling rate of 60%, amounting to 105 tons (104,673 kg) recyclables per month, thus receiving a five-star rating award (STAR-CII) for Best Solid Waste Management in the commercial category at the national level by SWCorp Malaysia. MyTOWN has been awarded Green Building Index (GBI) Silver and Malaysian Green Building Council for Outstanding Green Commercial Building (Silver).



L to R:
Dato Ngeow Voon Yean, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Rizal Ross and Melanie Bong, MyTown Shopping Centre;
Phang Sau Lian, PPKM President

TOP SUSTAINABILITY PRACTICES WINNERS

Category C: Net lettable area of 1,000,000 sq ft and above

SILVER WINNER

SUNWAY PYRAMID

SCAN (Sustainability Collaboration Alliance Network) & REX (Retail Extended Learning)

Being the key player in the industry for 27 years has given us valuable insights on what we can do to improve sustainable development. From pioneering the smart parking system to composting and recycling initiatives, implementing water treatment systems, solar panels, urban farming and Green Lease are part of our commitment to sustainable operations. To elevate our commitment, we recently forged strategic partnerships with the UN Sustainable Development Solutions Network, Jeffrey Sachs Center on Sustainable Development, the Malaysian Retailers Association and the Malaysian Retail Chain Association to inaugurate the Sustainability Collaboration Alliance Network (SCAN) and Retail Extended Learning (REX).



L to R:
Dato Ngeow Voon Yean, PPKM Advisor;
Datuk (Dr) Yasmin Mahmood, Chairman, Malaysian Tourism Promotion Board;
Jessica Jong and Allan Tay, Sunway Pyramid;
Phang Sau Lian, PPKM President

40TH ANNIVERSARY GALA DINNER

4 SEPTEMBER 2024



Celebrating 40 years is definitely a milestone and a significant achievement which we have only attained with the strong support of all our members and the strong leadership of our captains of the industry.

We celebrated with a gala dinner on 4 September 2024 at Sunway Resort Hotel, Petaling Jaya with more than 1,200 guests in attendance comprising shopping mall personnel, retailers and related associates. It was the epitome of Ruby Radiance in full force.

The event was graced by Datuk Dr Yasmin Mahmood, Chairman, Malaysia Tourism Promotion Board who represented our Guest of Honour, Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture. She gave away the 2023-2024 Awards for Best Experiential Marketing and Top Sustainability Practices.



Arrival of Datuk Dr Yasmin Mahmood, Chairman, Malaysia Tourism Promotion Board accompanied by our special guest, Tan Sri Dato Sri Sir Dr Jeffrey Cheah, Chairman, Sunway Group



Celebrating PPK Malaysia's 40 years of Excellence
L to R front row:
Dato Ngeow Voon Yean, PPKM Advisor; Tan Sri Dato Sri Sir Dr Jeffrey Cheah, Chairman, Sunway Group;
Datuk Dr Yasmin Mahmood, Chairman, Malaysia Tourism Promotion Board;
Phang Sau Lian, PPKM President; Tan Sri Eddy Chen, PPKM Advisor

PAST EVENTS

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Once in 40 years and one for the album – PPKM Advisors and committee with our special guests



We are grateful to Datuk Dr Yasmin Mahmood for officially launching our commemorative book, *Four Decades of Excellence 1984-2024, A Journey of Innovation, Growth and Community Impact* which traces the journey of our association since its humble beginning in 1984



The opening dance got off the event in the right mood for ruby radiance, with swaying moves and lots of red ruffles

PAST EVENTS

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Presenting Team PPKM

L to R:

Peter Chan, Northern Region Representative; Datin Christine Ling, Sarawak Representative; Chris Chong, Committee; Nikki Lee, Committee; Chai Ai Ping, Committee, Research; Vincent Chong, Committee, Training and Seminar; Joseph Yeoh, Treasurer; Tan Joon Kai, Secretary; Darren Hee, Committee, Social/Co-organising Chairman; Phang Sau Lian, President; Lee Beng Beng, Committee, Special Project/Co-organising Chairman; William Tang, Vice President 1; Alicia Yuen, Assistant Secretary; Michael Poh, Assistant Treasurer; KK Lim, Committee, PR & Publicity; Andrew Teoh, Committee, Technical; Aw Ik Qian, Committee; Evelyn Lo, Executive Director; David Lau, Sabah Representative; Farrer Tan, Southern Region Representative



We turned 40!

PAST EVENTS

<< continued from page 26



Cheers to the next 40 years and more!

L to R:

Tan Sri Dato Sri Sir Dr Jeffrey Cheah, Chairman, Sunway Group; Datuk Dr Yasmin Mahmood, Chairman, Malaysia Tourism Promotion Board; Phang Sau Lian, PPKM President; Tan Sri Eddy Chen, PPKM Advisor; Richard Chan, PPKM Advisor



The ruby radiance overview

CASC Conference 2024

10 - 12 SEPTEMBER 2024 | SHANGHAI, CHINA

Themed "Empowerment Towards Co-operation with Tenants in Business Management", the annual regional conference amongst members of the Council of Asian Shopping Centers (CASC) was organised by Mall China with participation from seven countries, including Malaysia. PPKM President, Ms Phang Sau Lian presented our perspective on "Malls Revitalisation - The Power of Local Culture" focusing on the four challenges – economic, technology, consumer and politics.

There were several threads running through the conference and these included closer collaboration between landlords and retailers to set up new businesses, and current trends with emphasis on the needs of young Gen Z shoppers.

As part of the conference schedule, mall visits were organised on the last day to Shanghai Joy City, Raffles City The Bund, L'Avenue, Metro City and TPY Center.



Meeting of CASC Presidents and representatives at the annual council meeting

Front row L to R:

Oleg Voytsekhovskiy, Founder & Executive Director, Russian Council of Shopping Centers (RCSC)

Jeff Tsai, Chairman, Taiwan Council of Shopping Centers and Commercial Real Estate (TCSCCRE)

Phang Sau Lian, President, PPKM Malaysia

Victor Guo, President, Mall China Development Association

Maureen Fung, Chairman, Institute of Shopping Centre Management (ISCM)

Gopalakrishna Machani, Founding Member, Shopping Centre Association of India (SCAI)

Alphonzus Widjaja, Chairman, Asosiasi Pengelola Pusat Belanja Indonesia (APPBI)



Conference launch with CASC Presidents at the helm



PAST EVENTS

<< continued from page 28



⌚ PPKM President presenting on the cultural perspective in Malaysia shopping malls



⌚ The three-day annual conference held in Shanghai saw 14 of our mall members in attendance from Suria KLCC, Stratos Pinnacle, Kompleks Metro Point and The Curve



⌚ Conference exhibition panels also featured Malaysia's shopping malls



⌚ Exhibitors showcased new technology and trends in building operations in the China scenario

Shopping Mall Management Continuous Education Seminars

5 - 10 AUGUST 2024 | JW MARRIOTT KUALA LUMPUR

The session for the second half of 2024 saw 157 participants in attendance with the biggest class of 68 persons as usual for Marketing and Leasing Part 1.

It was heartening to note that even as participants learnt more above mall management, they managed to have fun and fruitful networking. Some comments included *'speakers conveyed each message and information clearly and left room for creativity by us to explore further into the industry'*. As one participant put it colloquially, *'Very enjoy the talks!'*

For those who missed our 2024 sessions, look out for announcements for the next upcoming session scheduled from 21-30 April 2025 which will offer all three modules. Enquiries to: secretariat@ppkm.org.my



⤴ Phang Sau Lian, PPKM President addressing the class and giving moral support



⤴ Dr KS Wong sharing his knowledge on project management to participants



⤴ Enthusiastic participants of Marketing and Leasing Part 1



⤴ We are more seasoned - Marketing and Leasing Part 2



⤴ Practising our practical skills

PAST EVENTS

<< continued from page 30



Site visit to Pavilion Kuala Lumpur



Learning the details to ensure optimum mall operations - Operations and Maintenance Part 1



Participants are more experienced, but still learning the finer tips - Operations and Maintenance Part 2



More fun to work from ground level upwards

PAST EVENTS

Badminton Competition

29 SEPTEMBER 2024 | IOI SPORTS CENTRE, IOI CITY MALL

The 2024 competition garnered enthusiastic participation of 25 teams from 18 malls. Thank you IOI City Mall for your generous sponsorship.



Champion: Sunway Pyramid



1st Runner Up: Mid Valley Megamall



2nd Runner Up: LaLaport BBCC



3rd Runner Up: AEON Mall Taman Maluri

TEH TARIK TALKS (TTT)



Future-Proofing Your Mall's Financial Success

25 JULY 2024 | AVANTE HOTEL, PETALING JAYA

The 55 participants learnt from Ms Candice Cheng, Master Franchisee and National Director of Expense Reduction Analysts Singapore (ERA Group) about strategies to unlock hidden revenue streams with made-to-order action plans and found it informative.

ERA Group has been a pioneer in business strategy and cost optimisation since 1992, operating in more than 50 countries.



SNIPPETS

MALAYSIA YEAR END SALE

15 NOVEMBER TO 31 DECEMBER 2024

The main focus of the upcoming Year End Sale will be on **Midnight Sales** which member malls are encouraged to organise for retailers at your malls. This campaign will encourage domestic tourists and increase international tourist arrivals from key countries such as Singapore, Indonesia, Brunei and Thailand as well as to boost the shopping component of tourists' expenditure in the run-up to Visit Malaysia Year 2026.

For further information, you may email to enq-megasales@tourism.gov.my

ERRATA

In the June issue under What's New on Bloomsvale Shopping Gallery, we wish to clarify that Datin Seri Toh Siew Chuon is the Executive Chairperson of Kerjaya Prospek Property Berhad (KPProp).

MEMBERSHIP 2024

CORPORATE MEMBERS

118 Mall
163 Retail Park
1 Utama Shopping Centre
1Shamelin Shopping Mall
1st Avenue, Penang
3 Damansara
AEON Mall Alpha Angle
AEON Mall Bukit Tinggi
AEON Mall Cheras Selatan
AEON Mall Kota Bahru
AEON Melaka Shopping Centre
AEON Mall Rawang
AEON Mall Shah Alam
AEON Mall Taman Maluri
AEON Mall Tebrau City
AK Antara Signature Mall
Alamanda Shopping Centre
Alor Star Mall
Aman Central
Amcorp Mall
Amerin Mall
Ampang Point
Angsana JB Mall
Atria Shopping Gallery
avenue K
Bangsar Shopping Centre
Batu Pahat Mall
BBCC HUB
Berjaya Megamall
Berjaya Times Square Kuala Lumpur
Berjaya Waterfront Complex
Bloomsdale Shopping Gallery
Central i-City Shopping Centre
Central Mart, Saujana Utama
Central Market
Central Square Sungai Petani
Centrepoint Bandar Utama
Centre Point Sabah
Centro
Cheras LeisureMall
City Mall
Cityone Megamall
Damen Mall
Datum Jelatik Mall
DC Mall
Design Village Outlet Mall
Dpulze Shopping Centre
East Coast Mall
Eastern Mall
Ekoheras Mall
Endah Parade
Evo Mall, Bangi
fahrenheit 88
Financial Park Complex Labuan
First World Plaza
Freepoint A'Famosa Outlet
Galleria@Kotaraya
Gamuda Walk
gateway@klia2
Genting Highlands Premium
Outlets
Giant Hypermarket Bandar
Kinrara
Giant Hypermarket Batu Caves
Giant Hypermarket Bayan Baru
Giant Hypermarket Kemuning
Utama
Giant Hypermarket Klang
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 Tampoi
Giant Hypermarket Ulu Klang
Giant Superstore Tunjung
Giant Setapak
Giant Superstore Jerteh
Giant Superstore Kangar
Giant Superstore Kuala Pilah
Giant Superstore Prima Saujana
(Kajang)
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
Jaya Shopping Centre
Jetty Point Duty Free Complex
Johor Bahru City Square
Johor Bahru City Square Office
Tower
Johor Premium Outlets
Kuala Lumpur
KL East Mall
KL Gateway Mall
Kluang Mall
KLEC Mall
Kompleks Bukit Jambul
Kompleks Metro Point
Kompleks Mutiara
Kompleks Star Parade
KOMTAR, Penang
Kota Raya Complex
KSL City @ Johor Bahru
KSL Esplanade Mall
KTCC Mall
Kuantan Parade
KWC Fashion Mall
Kulim Central
Larkin Junction
Lot 10
M3 Mall
Mahkota Parade, Melaka
Maju Junction Mall
Megah Rise
Megamall Pinang Shopping
Complex
Melawati Mall
Menara Busana@ MARA
Menara Komtar
Mesamall
Mesra Mall
Mid Point Shopping Complex
Mid Valley Megamall
Mid Valley Southkey
Mitsui Outlet Park KLIA
Mitsui Shopping Park LaLaport
BBCC
Mydin Mall
MyTown Shopping Centre
Naza Tower, Platinum Park
New World Park
Nexus Bangsar South
Nu Sentral
Ole Ole Shopping Centre
Paradigm Mall
Paradigm Mall Johor Bahru
Pasaraya Komuniti @ Mart
Kempas
Pavilion Bukit Jalil
Pavilion Kuala Lumpur
Paya Bunga Square (PB Square)
Pearl Point Shopping Mall
Pedas RSA
Pelangi Leisure Mall
Penang Sentral
Perling Mall
Pertama Complex
Pier8 Retail Mall
Plaza Low Yat
Plaza Merdeka
Plaza Metro Kajang
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Shah Alam
Prangin Mall
Publika Shopping Gallery
Quayside Mall
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
R & F Mall
SACC Mall
Sarawak Plaza
SB Mall
Seremban Prima
Segamat Central Shopping Centre
Sejati Walk
Semua House
Setapak Central
Setia City Mall
Shaw Parade KL
Shaw Centrepoint
SK One Mall
SkyAvenue
South City Plaza
Star Avenue Lifestyle Mall
Starhill Gallery
Straits Galleria
Straits Quay Retail Marina
Strand Mall
Subang Parade
Sungei Wang Plaza
Sunshine Tower
Sunsuria Forum
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
Larkin Sentral
Terminal One Shopping Centre
The Commune Lifestyle Mall
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
Toppen Shopping Centre
Tropicana Gardens Shopping Mall
Utropolis
Vivacity Megamall, Kuching
Wangsa Walk Mall
Wetex Parade Shopping Centre
Wisma Sanyan
Zenith Lifestyle Centre

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Festival City Sdn Bhd
HG Services (M) Sdn Bhd
La Calisto Sdn Bhd
Neudimenxion
ServeDeck Innovation Sdn Bhd
OCK Telco Infra Sdn Bhd
Selangor Dredging Sdn Bhd
Sembia Malaysia Design & Construction Sdn Bhd
Sinar Global Academy Sdn Bhd
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Stratos Pinnacle Sdn Bhd
The Lot Associates Sdn Bhd
Visata Creative Sdn Bhd

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