



Newsletter of the Malaysian Association for Shopping and Highrise Complex Management

newsnetwork

Persatuan Pengurusan Kompleks (PPK) Malaysia

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Untuk Ahli Sabaja



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PRESIDENT'S MESSAGE

Dear Members

The world's economy has undeniably undergone a most radical upheaval since the global financial crisis set upon us late 2008 – for us in shopping centres, this will mean a change in consumer habits; and like resilient creatures of change, shopping centres will simply just evolve, changing tactics and strategies to cater for changing demands.



Many shopping centres have opened over the years (and will continue to open) both in times of boom and in times of gloom, so let's not just sit back but get up and get going – such times will be good for us to get the creative juices going as we look for new measures to rationalize costs and optimize operations, generate innovative areas and locations for income generation, create new ideas for marketing and promotions, customer service etc. etc. The pressure will be on shopping centres to become even more competitive as we all strive to garner our share of the consumers' dollars.

Malls will just continue to Evolve and Revolve, Renovate and Innovate plus Train and Gain with the end result of new innovations and great ideas for shopping ! Tough times do not last but tough people do, so always have faith in yourselves.

On our diary soon will be the Study Trip to Shanghai, scheduled for May 2009 when we shall be visiting shopping centres in the so-called 'Oriental Paris', a destination where top level designer merchandise vie with goods mass produced for the local market. Shanghai has numerous premier malls offering luxury retailer brands, fashion lifestyles and sportswear, as well as charming old-world street shops and al fresco F & B outlets in beautifully restored "shikumen" houses. Do join us as we take a look at the different styles of retailing.

PPK Malaysia's calendar of events for 2009 continues with sports activities which took a break in 2008, so we look forward to members getting together for some well-earned 'exercise' sessions for badminton, pool, futsal and bowling.

Just keep on going !

Warmest regards.

JOYCE YAP

President

CURRENT ISSUES

Valuers, Appraisers and Estate Agents Act 1981/ Strata Titles Act 1985/ Building and Common Property (Maintenance and Management) Act 2007

The saga continues Together with other like-minded associations and organisations in the Joint Action Group (JAG), PPK continues to lobby relevant authorities for the right of all qualified practitioners, regardless of professions or otherwise, to perform property management for all categories of buildings.

To present our case, a meeting was held recently on 19 January 2009 to update and brief officials from the Ministry of Housing and Local Government, including the Minister himself, YB Dato' Seri Ong Ka Chuan.

Following this, the JAG decided to form the Property Management Council of Malaysia (PMCM) in order to unite the participating organizations as a formal body.

Guidelines for Foreign Participation in the Distributive Trades

A meeting was convened by the Ministry of Domestic Trade and Consumer Affairs (MDTCA) on 25 February 2009 wherein we were informed of more proposed stringent regulations affecting supermarkets and supermarkets directly. As these may have eventual undesirable repercussions on shopping centre operations, PPK Malaysia is currently seeking clarifications from MDTCA.

No Smoking Regulations



"Every breath you take ..." is becoming even more important ... firstly, give up smoking and secondly, don't be a victim of second-hand smoking ! This is the message from the Ministry of Health (MOH) who clarified that no smoking is applicable to all 'covered' areas in shopping centres, regardless of whether these were air-conditioned or otherwise. Whilst the onus is on shopping centres to advise patrons by appropriate signages, enforcement is the responsibility of MOH.

HAPPENINGS

Study Trip to Shanghai: 13 – 17 May 2009



We are looking out to "shanghai" YOU ! Where ? Our 2009 study trip will look at the shopping centre scene in vibrant Shanghai which has been hailed the shopping paradise in China – it is even nicknamed the Oriental Paris. The many modern multi-level malls, up to 10 levels high (yes!) contrast and co-exist happily with traditional street shops offering a plethora of designer to inexpensive merchandise. Want to know more ? Then join us on our trip – we promise you non-stop exciting visits and an eye-opening experience ! Find out more from Tel: 03-7727 6202.

HAPPENINGS (cont'd)

Meeting with East Malaysia Shopping Centres

2009 started off with a meeting for shopping centres in East Malaysia on 3 January. Held at Novotel Kota Kinabalu, more than 20 participants both from 10 member and non-member shopping centres who attended were briefed on the benefits of membership with PPK Malaysia. With its many malls, Kota Kinabalu (KK) has now grown to become a shopping hub for the vicinity, even attracting patrons from neighbouring Brunei. Responding to the request from KK malls, we plan to conduct the Certification Courses in Kota Kinabalu, subject to sufficient response. Work aside, it also proved to an excellent occasion for networking !



▲ Joyce Yap, President addresses the meeting with an overview jointly presented by (L-R): Kung Suan Ai, Asst. Secretary; Stanley Kok, Secretary and Chow Heng Wah, Treasurer.



▲ The enthusiastic and responsive participants



▲ Getting to know you

THE MALAYSIA
SAVINGS
SALE



YEAR-END EPIC BARGAINS

29 NOVEMBER 08 - 4 JANUARY 09

Malaysia Savings Sale (MSS) 2008: 29 November – 4 January 2009

Launched on 28 November 2008, MSS 2008 saw PPK Malaysia co-organising the Best Decorated Mall Contest with Shopping Secretariat Malaysia. Themed *Evergreen Christmas*, this support activity saw participation by 8 shopping centres in the Klang Valley who vied to present the best Christmas décor and promotions. Kudos go to Mid Valley Megamall for garnering the Grand Prize (for the 2nd year running), followed by The Curve for the Most Thematic Award and Sungei Wang Plaza for the Most Promising Mall. Keep it up !



▲ Proud winners all ! (L to R): Zain See Abdullah, The Curve; Ko Chai Huat, Mid Valley Megamall; KK Lim, Sungei Wang Plaza



▲ Mid Valley Megamall does it again with *A Christmas Carnival That Befits All*



▲ The Curve's Garden Christmas



▲ An Enchanting Christmas Garden at Sungei Wang Plaza

HAPPENINGS (cont'd)

National Quality Toilet Awards (NQTA) 2008



◀ Stylish, sparkling and most important, clean !



▲ HC Chan, Vice President 2 PPKM / Senior General Manager, Sunway Pyramid (right) receiving the award from YB Datuk Robert Lau, Deputy Minister of Housing and Local Government on 13 November 2008.

CONGRATULATIONS go to Sunway Pyramid ! Their recent refurbishments certainly paid off as they grabbed the Gold Category Award for best toilets in the shopping centre category. NQTA 2008 was organized by Quality Restroom Association of Malaysia (QRAM) with collaboration from the Ministry of Housing and Local Government to improve standards of cleanliness and maintenance for all categories of toilets in Malaysia, including schools, local councils, highway rest stops etc. Silver and bronze runners up are IOI Mall, Puchong and Johor Bahru City Square respectively - so now you know where to go when you need to go !



MALAYSIA GP SALE: 28 February -5 April 2009

The Malaysia GP Sales races into town with the launch by YBhg Dato Dr Ong Hong Peng, Secretary General, Tourism Malaysia, recently. Numerous events take place at Kuala Lumpur's major shopping precincts including discounts and bargains, so gear up for a colourful time in town !



▲ L to R: David Koay, Sunway Pyramid; Tian Keng Siewe, Berjaya Times Square KL; Ryan Lim, 1 Utama Shopping Centre; KK Lim, Sungei Wang Plaza; Alex, Mid Valley Megamall; Fiqal; Joyce Yap; YBhg Dato Dr. Ong Hong Peng, YBris Amrurudin Anbu, Acting Director General, Tourism Malaysia and You Su Peng, Mastercard International at the recent launch.

Meeting with Southern Region Shopping Centres

Malls in the Southern region recently held a meeting on 17 February 2009 and were updated on current matters like security, electricity rates, training courses etc. Members were urged to continue providing good services despite the soft market and had an excellent networking session together.



▲ Johor shopping centre personnel at the meeting headed by Jenny Chan, Southern Region Representative

Sales Periods for 2009

2009 continues with the other 2 big sales period ~

- Malaysia Mega Sale Carnival (MMSC): 4 July – 31 August 2009
- Malaysia Savings Sale (MSS): 21 November 2009 – 3 January 2010

So continue to plan your marketing and promotions accordingly and draw in the crowds !



▲ L to R: Robert Heng & Eddy Chan, MRA; Joyce Yap; MK Foong and Lee Hwa Cheng, MRCA putting their heads together during the meeting on 22 January 2009

A Meeting of Like Minds ..

As the current market environment warrants a proposal for related associations to jointly produce statistics, PPK Malaysia initiated a meeting between shopping industry players. Malaysia Retailers Association (MRA) was represented by Mr Eddy Chan, President and Mr Robert Heng, Deputy President whilst Mr Lee Hwa Cheng, President represented Malaysian Retailer-Chains Association together with other council members. It was agreed that a joint statistics report would be released regularly to tap on the related synergy and assist to steer players in the right directions. Do extend us your cooperation and look out for more details in due course ..

SEMINARS, CONFERENCES & EVENTS



▲ Joyce Yap, PPKM President presenting a token to the Guest of Honour, YBrs Amrurudin Abu, Acting Director General, Tourism Malaysia accompanied by CASC Conference Organising Chairman, YBhg Dato CK Teo

CASC Conference 2008 29-31 OCT

ASIAN SHOPPING CENTRES CHALLENGES AHEAD

ONEWORLD HOTEL, BANDAR UTAMA, PETALING JAYA, MALAYSIA

CASC Conference 2008 – the pinnade event of 2008!

PPK is a founder member of Council of Asian Shopping Centres (CASC) and organizes annual conferences together with other member country practitioners, rotating amongst The Association of Shopping Centres, Singapore (TASC) and Asosiasi Pengelola Pusat Belanja Indonesia (APPBI), Institute of Shopping Centrgre Management (ISCM), Hong Kong and Mall China.



▲ Panel discussion with (L to R) Dato CK Teo and Datuk Eddy Chen both Advisors, PPKM, Datuk Richard Fong, FIABCI Malaysia; Mark Lankester, Tune Hotels; Jonathan Kan, Malaysia Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and Tony Mariadass, formerly from Shopping Malaysia Secretariat

So what's really ahead for Asian shopping centres? Despite the world economic crisis in late 2008, PPK Malaysia saw a successful conference with papers presented by 28 speakers and panelists from 8 countries (18 local plus 10 international). Many speakers over 2 days but certainly, a lot to learn from their experiences on the shopping and retail industry, crisis management of global and local events and effects on the shopping industry, plus steps taken to overcome the situation and notwithstanding, to maintain shopping and tourism turnover figures.

It was also a time for building closer regional ties and cross relationships and information sharing and proudly showcasing our international class Malaysian shopping centres to our fellow practitioners and associates!



▲ Regional Perspectives (1) commences in the hands of (L to R) HC Chan, Vice President 2, PPKM with speakers Chng Chet Siew, TASC; Heru Nasution, APPBI; Victor Guo, Mall China and Maureen Fung, ISCM, Hong Kong



▲ Regional Perspectives (2) continues with (L to R) Kumar T. and VY Ngeow, both Advisors, PPKM and speakers Philip Ng, Far East Organization, Singapore; Veena Arunyakasem, Tesco Lotus, Bangkok; Marivic Anonuevo, AyalaLand, Manila and Ronnie Chan, Hong Lung Properties, Hong Kong



▲ Delegates also learnt from the Importance of 4Cs (L to R): Richard Chan, Advisor, PPKM (Moderator) with Stanley Kok, Secretary, PPKM and speakers IYL Lum, IEM; Ar KC Leong, EAROPH; Todd Pilgreen, The JERDE Partnership, USA; Chen Wei-Nee, Pusat Tenaga Malaysia (PTM) and Ar Tuan Hj Hussein Hamzah, Malaysian Institute of Interior Designs



▲ The continuing session on the Importance of 4Cs: (L to R): Chow Heng Wah, PPKM Treasurer with speakers Amos Wong, AOS Conventions & Events; Pun Tian Pouw, Korn Ferry International; James Yeow, University College Sedaya International and MK Fong, Vice President 1, PPKM (Moderator)



▲ YBhg Puan Sri Chelsia Cheng, Chairman, Lion-ASM Foundation in action - the speaker sings, too!



▲ Enquiring minds are learning all the time



▲ Panelists on The Impact of Rising Inflation (L to R): Joyce Yap, Moderator, YBhg Dato Farah Khan, President, Mellum SB; VY Ngeow, Advisor, PPK Malaysia; Richard Paine, Committee Member, TASC; Heru Nasution, Co-President, APPBI and Angie Chong, Chief Executive Officer, FJ Benjamin (M) SB



▲ Conferences are for networking as well



▲ The finale: We had a dream...conference!



▲ Thank you to everyone involved in contributing to the success of the conference!

SEMINARS, CONFERENCES & EVENTS (cont'd)

Certification Course in Shopping and Highrise Complex Management

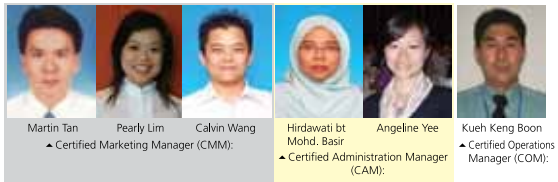
It is not exactly boom time for malls, BUT it's time to TRAIN and GAIN ! So, have you already registered for the next sessions at Sunway Resort and Spa ?

- Marketing and Leasing 30 – 31 March 2009

PKK Malaysia is always looking ahead for our courses to grow to higher levels - so with this in mind, we are attempting to collaborate with local colleges/universities to gain recognition for our training courses from a higher platform. Keep you informed later !

For more details on the above, do call our Secretariat at 03-77276202 or access our website: ppkm.org.my

WARM CONGRATULATIONS TO OUR CERTIFIED MANAGERS who have worked very hard last year !



Martin Tan Pearly Lim Calvin Wang Hirdawati bt Mohd. Basir Angelina Yee Kueh Keng Boon
 ▲ Certified Marketing Manager (CMM): ▲ Certified Administration Manager (CAM): ▲ Certified Operations Manager (COM):

Seminar on Appointing a Managing Agent

The follow up to the sequel on the property management scene ~ this about sums up PKK Malaysia's collaborations with FIABCI Malaysia on the annual property management seminars organized since 2006. Primarily developed to clear the air on property management under the Building and Common Property Act (Maintenance and Management) 2007, the seminars are eye-openers, highlighting grey areas (or is it the grey hairs they produce ?!) with hands-on experience from local practitioners and Singapore.

Note: In view of current confusion and grey areas in property management, FIABCI Malaysia has since formed a Property Management Committee with the primary objective of improving and raising standards of property management in the country. This committee, headed by our Advisor, Mr Richard Chan, has already met several times since December 2008.



▲ Guest of Honour, YB Dato' Seri Ong Ka Chuan, Minister of Housing (centre) with Richard Chan, PKK Advisor (left) and YBng Dato', Richard Fong, FIABCI Malaysia President (right) at the opening ceremony on 25 November 2008, One World Hotel, Petaling Jaya
 ▲ HC Chan, Vice President 2 presenting his paper on *The Owner's Choice DIY or Outsourced ?*



▲ Delegates, all keen and animated !

REHDA Seminar on Commercial and Retail Real Estate Outlook and Opportunities

Organised by Real Estate and Housing Developers Association (REHDA), the seminar saw more than 100 participants at Cititel, Mid Valley City on 13 January 2009. Ms Joyce Yap, President presented a paper entitled *Designs & Concepts for New Retail Shopping Complexes* to an appreciative audience.



ICSC (International Council of Shopping Centers) Research Council



▲ Joyce Yap, President; Richard Chan, Advisor and MK Foong, Vice President 1 (4th, 6th and 7th respectively from the right) with other international Research Council members in Macau

PKK Malaysia was invited to join the newly formed ICSC Research Council with our representatives, Ms Joyce Yap, Mr Richard Chan and Mr MK Foong forming the team at the inaugural meeting held on 17 October 2008 in Macau. We look forward to being enlightened with regional updates soon ...

Membership List-Year 2009 As 18/3/09

Corporate Members

1-Borneo Hypermall
1-Utama (Bandar Utama City Centre)
1-Utama (Aeon Co)
Aim Point Plaza
Alor Star Mall
Alam Sentral Plaza
Amcorp Mall
Ampang Park
Avenue K
Asia City
Bangsar Shopping Complex
Batu Pahat Mall
BB Plaza
Bentong Vega Mall
Berjaya Times Square, Kuala Lumpur
Campbell Complex
Cap Square
Central Square Sungai Petani
Cheras Leisure Mall
Cineleisure Damansara
City Mall
Dataran Pahlawan Melaka Megamall
Dayabumi Complex
Digital Mall
Duty Free Zone
East Coast Mall
Endah Parade
First World Plaza
Giant Hypermarket Bandar Kinrara
Giant Hypermarket Batu Caves
Giant Hypermarket Bayan Baru
Giant Hypermarket Kolombong
Giant Hypermarket Klang
Giant Hypermarket Kuala Terengganu
Giant Hypermarket Kuantan
Giant Hypermarket Melaka
Giant Hypermarket Muar
Giant Hypermarket Pentagon
Giant Hypermarket Prima Prai
Giant Hypermarket Senawang
Giant Hypermarket Seri Manjung
Giant Hypermarket Shah Alam
Giant Hypermarket Sungai Petani
Giant Hypermarket Taiping
Giant Hypermarket Tampoi
Giant Hypermarket Tawau
Giant Hypermarket Ulu Klang
Giant Mall Kelana Jaya
Giant Superstore Bandar Puteri
Giant Superstore Nilai
Giant Superstore Prima Saujana (Kajang)
Giant Superstore Sandakan
Giant Superstore Sunway City
Great Eastern Mall
Green Heights Mall
Gurney Paragon
Harbour Town, Lahad Datu
Hook Lee Centre
IOI Mall Bandar Putra Kulai
IOI Mall Puchong
IOI Mart
Iskandar Investment
Island Plaza
Ipoh Parade
Jetty Point Duty Free Complex
Johor Bahru City Square
KB Mall
Klang Parade
Kluang Mall
Kompleks Bukit Jambul
Kompleks Metro Point

Kompleks Mutiara
Kompleks Tun Abdul Razak (KOMTAR)
Kota Raya Complex
Kuantan Parade
Langkawi Far Shopping Fair
Lot 10
Mahkota Parade
Maju Junction Mall
Merdeka Mall
Menara IMC
Menara Landmark
Menara Mutiara Bangsar
Menara Mutiara Majestic
Mid Point Shopping Centre
Mid Valley Megamall
Midlands Park
Mines Shopping Fair
New World Park
Oceanic Mall
Pandan Kapital
Paragon Point Shopping Complex
Pearlion Kuala Lumpur
Pavilion Shopping Mall
Pavillion Leisure Mall
Penang Time Square
Perling Mall
Pertama Complex
Plaza Angsana
Plaza Gurney
Plaza Low Yat
Plaza Metro Kajang
Plaza Pelangi
Plaza Tasek
Pudu Plaza
Queenbay Mall
RCMC Sdn Bhd
S & M Shopping Arcade
Semua House
Seremban Parade
Shaw Centre Point Klang
Shaw Parade
Skudai Parade
South City Plaza
Starhill Gallery
Star Parade
Subang Parade
Sungei Wang Plaza
Sunway Carnival Mall
Sunway Pyramid
Suria KLCC
Suria Sabah Shopping Mall
Sutera Mall
Terminal One Shopping Mall
The Atria Shopping Centre
The Curve
The Gardens
The Mall
The Spring
The Summit Batu Pahat
The Summit Bukit Mertajam Plaza
The Summit Subang USJ
The Waterfront
The World
The Zon
Tropicana Mall
Tun Juhar
USJ Nineteen
Wangsa Walk
Wetex Parade

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Adrian Alaska @ Kalasa
Agnes Tan Mee Yoke
Aileen Goh Seok Khim
Anul Adnan Ibrahim
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Azmar b Talib
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Ooi Soon Kit
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Pauline Teh Hoo Len
Pearly Lim Meng Li, CMM
Phang Sau Lian
Philip Ho
Philip Thum Tek Por, CCM
Phon Kin Kheong
Pill b Dewa
Raja Abdul Rahman b Raja Sulaiman
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Sally Ling How Lin
Samantha Ng Bee Fong
Set Hon Fong
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Sin Tiew Choo, CCM
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Tan Gar Peng, Kevin
Tan Joon Kai
Tan King Way
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Magna City Development Sdn Bhd
The Hot Shoe Show & Company Sdn Bhd
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Council of Asian Shopping Centres (CASC)

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Association of Consulting Engineers Malaysia (ACEM)
Devan Bandaraya Kuala Lumpur (DBKL)
Eastern Regional Organisation for Planning and Housing (EAROPH)
FIAPCI Malaysia Chapter
Fire Prevention Council Malaysia (FIPCOM)
Hong Kong Trade Development Council
Institute of Shopping Centre Management Ltd (ISCM)
Institut Perakabentuk Dalamann Malaysia (IPDM)
International Council of Shopping Centres (ICSC)
Malaysian Association of Convention and Exhibition Organisers (MACEOS)
Malaysia Retailers Association (MRA)
Malaysian Institute of Estate Agents (MIEA)
Malaysian Retailer-Chains Association (MRCA)
Jabatan Bomba & Penyelamat Malaysia
Japan Council of Shopping Centres (JSCC)

Malaysian Association of Hotel Owners (MAHO)
Malaysian Association of Hotels (MAH)
Malaysian Association of Tour & Travel Agents (MATTA)
Malaysia Crime Prevention Foundation (MCPFF)
Mall China
Middle East Council of Shopping Centres (MECSC)
Nordic Council of Shopping Centres (NCSC)
Pertubuhan Akitik Malaysia (PAM)
Property Council of Australia (PCA)
Quality Restroom Association of Malaysia (GRAM)
Real Estate & Housing Developers' Association (REHDA)
Real Estate & Housing Developers' Association of Singapore (REDAS)
Shopping Centre Development Council, Taiwan
The Association of Shopping Centres, Singapore (TASC)
The Institution of Engineers, Malaysia (IEM)
Tourism Malaysia

CAM	Certified Administration Manager
CMM	Certified Marketing Manager
COM	Certified Operations Manager
CCM	Certified Complex Manager

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