



PPK Malaysia

Malaysia Shopping Malls Association

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NewsNetwork

Embracing Technology

Features on cashless shopping,
e-payments, new marketing strategies

What's New

Paradigm Mall Johor Bahru, Amerin Mall

Watch Out

Certification Courses 2018

PRESIDENT'S MESSAGE

Dear members,

It is now fast coming to the end of 2017, and the retail and shopping mall industries have been encountering many challenges from numerous quarters over the past many months and more. However, we are resilient and are here to stay!

There has been much talk about 'too many malls' with its number in Malaysia continuing to grow year-on-year. From our last survey in 2014, there were 550 malls but reliable sources have estimated this to have grown to almost 650 today.

In this respect, we urge developers to exercise greater caution but we would oppose any unilateral decision by any authorities to freeze the building of malls. As it is, some malls are doing well and growing while there are those who are facing challenges mainly due to the current soft economic cycle.

Malaysia is not alone as far as the current economic woes are concerned. Most countries in the immediate Asian region are also experiencing similar trends and shopping malls all over will need to re-invent themselves to remain competitive by being refreshed and renewed.

As observed at the recent CASC Conference 2017 in Hong Kong, most shopping malls will have to strive very hard to create their own niches and provide facets of differentiation in order to attract and maintain loyalty among their shoppers. This will mitigate any impact from the growth of e-commerce and online shopping and malls will also need to embrace technology so as not to be left behind.

It is equally important to 'go back to basics' and understand critical success factors. These include the importance of owners or management who are willing to invest and update, understanding locational analysis, the significance of functional layouts, an exciting merchandise mix, continuous evolution and enhancements and the creation of an overall shopping experience.

The shopping industry is once again at the cusp of evolution with the recent advent of 'cashless retail' and it is important that malls and retailers must get ready to adopt the technology of virtual or e-wallets and even artificial intelligence. Technology disrupts with one hand but it also greatly enables with the other, so in the final analysis, bricks-and-mortar combined with online will produce a powerful new reality.



The recent Budget 2018 announcements seem to herald in good news for malls and generally, the retail business. The income tax rate cuts for the M40 and B40 are certainly good as it is projected to add another RM300 to RM1,000 to the discretionary income of this group. BRIM has been retained, and civil servants being awarded additional bonuses are both again likely to boost retail spending.

Given that GE14 is just around the corner, the government is in a generous mood. Many may not agree to just how our money is being spent but it is always better if allocations are made to areas that will increase discretionary income where if spent, it will create the multiplier effects that are necessary to stimulate the economy. In our case, there will be more consumptions related to our industry, be it for food and beverage or just the little luxuries that make life that much more pleasant.

So, looking ahead and if the Budget is supposed to do what it is supposed to do, and coupled with a decent GDP growth of between 5% and 5.5%, this is certainly a big plus in the ever growing list of negatives that have been hovering for some time now!

Warmest regards,

TAN SRI DATUK EDDY CHEN
President



PPK Malaysia
Malaysia Shopping Malls Association

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Embracing new technology for shopping malls

Augmented reality changing the way retailers market and sell their products



Guest
writer

BY ANTHONY
DYLAN

THE shopping mall and retail industry is at a crossroads. This involves the millennials, Generation Z and technology.

Challenges faced by retailers and shopping mall owners as well as managers revolve around the debate of supply and demand of retail space and also the issue of online versus offline.

However, too often many would jump onto the bandwagon of either

defending brick and mortar shops or online in a realm of the web and apps. Many a time we read of debates and opinions on which is superior. The issue is not about which is better and which is not. It is about the opportunity to bridge the gap. Bridging gaps has always been the main focus of a good relationship even in business.

Understanding the current targets is important. It is believed that Millennials are those born from 1980s to 2000s whilst Generation Zs are those born thereafter. That would mean the oldest age for a Millennial today would be 40. The oldest Generation Z would now be about 17 years of age. Both are exposed to the computer generation where Apple, Microsoft, Google, Yahoo, Amazon, Siri, Alexa, and now, Cortana have become an integral part of their lives as with smart devices.

Shopping malls today consist traditionally of a variety of shops housed in clusters or in a strategic mix and packaged in an intended ambience to create that point of difference. Retailers have also traditionally focused on products

and shop displays to help make a sale.

However, traditional shopping is fast losing out to the new way of shopping. The onslaught of apps and websites which began with blogshops and evolved from those who have experienced shopping with Amazon as well as eBay have put a strain on shopping malls and retailers seeking patronage.

Today, fashion shows and onsite events just do not bring in the footfall anymore. Technology has changed this. The new generation has also managed to quietly coax and encourage those in their 50s onwards to use phones without buttons and also social media. Reports globally show that they are also one of the fastest growing Facebook users.

Leveraging on augmented reality

The idea of augmented reality in shopping is not new. It started as prototypes no less than six years ago. However, in the past year, people have started to take notice of augmented reality. The word "augment" is defined as adding value, hence an augmented reality would mean adding value to the reality we have today.

The most significant use of augmented reality is the phenomenal "Pokemon Go" where many people, regardless of age, would have that app on their smartphones.

This game superimposes the animated monsters in an augmented reality mode if so desired.

Retail examples have included stores like Sephora teaming up with Modiface to create a virtual artist app. This app allows one to walk into a store and use one of the mirrors or have an app to help you choose the look you want by superimposing life-like colours, for example, onto your lips. You can also look at having a combination of different shades for eye makeup, blushers and lip colours. Some would also allow you to do a hair colour simulation based on your actual face.

Many others have also used augmented reality to help customers go through an experience in the store. A store is no longer just a store to a potential customer. Some brands have also added an option for augmented reality in selecting shoe colours and trims. Nike has also unveiled this at a store in Paris, France.

Augmented reality catalogue

Today, there are even stores which have mirrors that allow you to play with different fits, designs and colours. Some brands would also have an app to allow you a virtual mannequin. This can also be connected to social media apps which would make the social interaction a possibility when asking for advice. Some would also allow you to have an on-call fashion adviser of the store if so desired.

IKEA has also rolled out an augmented reality catalogue. This allows designers and home owners as well as businesses to visualise items in a desired space. Imagine home improvement stores having an option for customers to also superimpose colours and shades to make a better decision.

Even Lego has come up with augmented reality or AR kiosks for children and adults to scan the QR or bar codes



to see how the product would look like assembled. This would definitely add onto the experience.

In Germany, Adidas has also rolled out a store which would be able to "knit for you" the sweater you have chosen based on your actual needs after a scan of fit and design. Amazon has also come up with an Amazon Go store where one is able to go to it and shop without having to carry a wallet. It has no lines and no checkout.

However, you need to have an app activated on your smart device before entering and exiting the store. This store is located in Seattle, US, as a prototype. It uses machine learning, artificial intelligence as well as computer-aided visions to "see" what you have taken and picked up.

Last year, eBay, together with Myers of Australia, created the world's first virtual reality department store. With the aid of shopticals, which is a box requiring your smartphone powered by the intended app, one would be transported into the virtual department store. You would browse, select, change and purchase products based on eye gaze movements or sight search.

Augmented reality (AR) and virtual reality (VR) would become huge innovations in creating the difference in shopping. Shopping malls should also look at AR in marketing. Combined with the extreme reach and powers of social media, going to a shopping mall would no longer be just about shopping and neither should it be just a social need entirely.

Bridging the gap

Customers today have a choice of online and physical stores when shopping. The gap is the experience. If you add virtual wallets into the mix with payments using an e-wallet or digital wallet, you would find that the power is given back to the consumers.

As mentioned earlier in the article, online versus offline is no longer about which is better. Each is a platform for two extremes whilst AR and VR attempt to bridge the gaps. Big Data is another where one would be able to better serve the customers and with the onset of AR, VR and social media, the potential is limitless.

Facebook has also just announced a push for AR. Imagine a future where optical would become smart glasses where information of a product or object is placed beside your sight. Google Tango had also been launched for an immersive experience based on the surroundings.

In summary, let us imagine a casual meet-up at a cafe in a shopping mall. Your friends and you were discussing about something one of you saw in a shop within the mall. You pull out your smart device. It projects a hologram of one of you. You are then able to see how that outfit looks like and seek a physical fitting. Upon request, a fashion person comes in to meet your group. The cafe provides a changing room.

The product if liked is purchased and paid by contactless, pin or even a virtual wallet. Better still, if it is made entirely in-store in an augmented environment. Stores would become magnets of not only shopping but also social interaction.

Hence, the way to go is the focus on the customer experience and understanding your market. This has never changed. It is just that many have opted to defend fastidiously the either or of online or offline. The experience of the filling the gap is priceless. [FocusM](#)

Anthony Dylan is a member of the Shopping Mall Association (PPK) Malaysia

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Harnessing the power of digital platforms

Bracing for the challenging times ahead and in the midst of all the rapidly technological advances, it is interesting to see how shopping malls are adapting to the use of social media and adopting the various digital modes of payments.

The recent power-packed Breathing New Life Into Malls Seminar 2017 organised by PPKM, where the venue was filled to the brim, touched on the advent of cashless shopping and how these technology disruptions are changing the way people shop.

From the takeaway messages shared by the various invited speakers, it is clear that in the near future, we won't need to carry cash or bring even our credit cards to tap or wave but just have our mobile phones when we go shopping.



Tan Sri Datuk Eddy Chen

Cashless retail and the use of mobile e-wallet payment is already here with the recent debut of Alipay in Malaysia. Started in 2004, Alipay, which is part of the Alibaba Group founded by Jack Ma, has not only become synonymous with cashless payments in China but gradually with the rest of the world.

As **PPKM President Tan Sri Datuk Eddy Chen** puts it, "The cashless scenario is here to stay. We will have to work towards that, including new features like voice shopping although it can be a security issue."

Embracing these challenges, **Genting Simon Sdn Bhd Chief Operating Officer Jean Marie Pin Harry**, who spoke on Premium Outlets – Upping The Ante, opined that we cannot have a pure online "mall" without the presence of brick and mortar malls.



Jean Marie Pin Harry

"Good malls will still survive. Therefore, you cannot rest on your laurels ... It will be in our hands to create," while emphasizing that the niche will always exist as the demand will be there. While the good, old strategy is about content, context and process, he also strongly believes in doing things right, including at the management and leadership levels.

Digital brand marketing

Speaking on Chasing the Right Audience, not just Eyeballs in Brand Marketing, **Xaxis Malaysia director Asha Nair** predicted that given the trend that more consumers are engaging online, digital will overtake television and print to become the top medium by 2018 as shown by the advertisement expenditure (Adex) trends in Malaysia. "All media will one day become digital and all digital will be programmatic and automated."

As such, mall owners and operators should not overlook the programmatic media online buying platform to reach its audiences given the tremendous growth in the country's digital population. It is a lot faster and easier to target your audience with this automated

process. Extolling the benefits of programmatic, Asha envisaged that the level of wastage and the over targeting of a specific consumer will be reduced besides bringing in higher return on investment (ROI).

While digital cannot solve everything, she said there is a space for every single digital component and they play different roles in the consumer's

journey. It all boils down to how you want to best use all the data and technology but at the end of the day, measurement is key. "Remember, the end all and be all of a consumer engagement does not end with a click."

To her, "The ability to reach the right audience with the right message at the right time may sound cliché but it exemplifies the true promise of context and programmatic."



Asha Nair

She recommended third party tagging for a better audience journey reading as it enables malls to detect where their consumers are "moving" so that they can target them more effectively.

Using Xaxis' proprietary data platform [M]nsights, which is like an audience profiler, Asha said it can take different data points, combine them together and zoom into a mall's specific or targeted audience across multiple devices.

Audited by Comscore globally, there are 398 segments within [M]nsights, which can break down the propensity of a shopping behavior by a specific segment. Thus, when targeting a specific audience, she reminded that it is not about using a blanket message as a shopper does not necessarily have one interest. Content is key when it comes to audience targeting. In digital brand marketing, it encompassed creating special experiential content to intrigue your consumers.

From Asha, some of the best practices and considerations for success in doing your digital planning include:

- Be clear of what the brand challenge is.
- Make an effort also to invest into third party verification tools, which are important because they are related to things like ad fraud and viewability and are a more efficient measurement when related to your ROI.



Captains of the shopping mall industry
L to R: Richard Chan, Tan Sri CK Teo, Tan Sri Datuk Eddy Chen, Dato Joyce Yap, Kumar Tharmalingam

Elevating the shoppers' experience using technology and lifestyle elements

Heru Nasution, President and CEO of Retail First Indonesia, a retail and asset management solution provider, has listed technology as one of the ingredients in his recipe on how shopping malls can be successful and create experiential experiences for shoppers by using for instance, interactive apps.

Giving the wake-up call to mall owners, operators and retailers that the lines between online shopping and the brick and mortar malls are becoming increasingly blurred and with digitalisation and social media fast gaining traction, he remarked, "If you are not selfie friendly, you are dead! Running an active social media is a must now besides having a strong loyalty programme."



Heru Nasution



Yes, cashless retail is the new dimension in shopping malls!

Heru, also Supermal Karawachi managing director, said it is the innovators who will succeed. They must innovate frequently, have interesting designs, new features and amenities besides providing a sense of place. This means malls have to put in new tenants. It would be good if they can bring in first-time retailers or brands into the country.

On what separates the thriving malls from the dying ones, he said the factors include location, size and a shopping mix that appeal to shoppers of all ages and classes. "Be always ready if you have to lose the 'big boxes' or anchor tenants," warned Heru, who has vast experience turning problematic malls around and earned a reputation for setting new lifestyle trends in malls in his country.

"We always say to developers who are bleeding and have to pump in money yearly to keep their malls operating that we need to do in-depth feasibility studies on their current situation," he said. A full market study is done to know the mall's positioning and markets besides conducting a detailed design review to determine how the mall can be enhanced in terms of returns on investment. A strategic retail concept for the mall is then put up after taking into consideration the culture and requirements of the area.

TRX Malaysia retail director Rob Stendrup, who spoke on Public Realm/Retail Interaction – Design To Interact and Activate, advocated that malls can be turned into destinations by activating its internal spaces.



He noticed, "Digital signage and wayfinding strategies aren't invested in well enough. They are done quickly through an app and are confusing. They have to be done really well, clear and simple."

To him, lighting extends to maximise natural lighting as well to your retail assets. Equally important are your interior finishes and surface, which optimise your natural lighting and airy space.



Seminars are great for learning and sharing experiences

Moving beyond illumination, **Philips Lighting marketing director of professional retail lighting Jella Segers** said its innovative LED lighting app, acting like an indoor Global Positioning System, has helped enhance the shopping experience with easy wayfinding and location based promotions.



By making it more interactive and personalised, the app has also increased the footfalls and sales in malls. Summing up that "retail lighting is more than just lights," she said retail lighting innovations and LED-based indoor promotions will be introduced soon in Asia.

A study done on malls showed that 94% of the shoppers are keen to use an app for location-based services while 76% of them want to link their app with the mall's loyalty programme and 88% indicated they would shop more if the locations were easier to find. With 95% of the mall visitors admitting they experience difficulties finding a shop, there's certainly great potential for Philips' new app.

WINNERS OF 2ND PPKM AWARDS 2017

The second PPKM Awards 2017 for Best Experiential Marketing, which attracted 35 entries for their campaigns from 10 of our member shopping malls, saw some of the 2016 winners maintaining their positions.

They are the Spring Shopping Mall and Atria Shopping Gallery in Category A, and Gurney Paragon Mall, Penang in Category B. In Category C, however, Pavilion Kuala Lumpur rose from being a Silver Award winner in 2016 to clinch the Gold Award this year.

The winners, categorised by net lettable area (NLA) under Gold and Silver Awards, are as follows:

Category A: Malls with NLA of 500,000 sq ft and below

GOLD AWARD



The Spring Shopping Mall, Kuching
Hey, Santa!

The mall transformed its interior landscape into a spectacular Santa Workshop for shoppers to experience the magic of Christmas.

Completing the shopping experience via multisensory marketing, it introduced All Aboard Molly's Train from Mollyfantasy, prepared an amazing Christmas performance line-up and organised an outdoor Christmas Food Market to entertain shoppers throughout the festive season.

SILVER AWARD



Atria Shopping Gallery, Petaling
Topsy Turvy Christmas 2016

Targeting the media and public's attention towards this 1.5-year-old neighbourhood mall in Damansara Jaya, the campaign was inspired by the upside-down house concept which became a popular tourist attraction in many places.

Complementing it with a creative Christmas storyline and marketing strategies, shoppers' traffic increased by over 34% during the campaign period while sales rose 24% year-on-year. Media coverage achieved was worth RM345,000 with social media exposure reaching over 3.2 million views.

Category B: Malls with NLA of 500,000 to 999,999 sq ft

GOLD AWARD



Imago Shopping Mall, Kota Kinabalu
Christmas 2016 - Once Upon A Dream

The theme of its second Christmas Festival's campaign featured a fairy tale ice castle with white dazzling snow around the mall's Centre Court where its decoration changes colour periodically and every two hours snow fell from the top floor to give a white Christmas feel.

Four pairs of Princes and Princesses performed daily and took photographs with shoppers. Besides kids-centred activities such as Santa Little Helper and Merry Dash-Mas, the mall also held its Annual Gala Night on 24 December.

SILVER AWARD



Gurney Paragon Mall, Penang
Penang Hawker Festival

To celebrate Malaysia's food capital, which is noted for its street fare and burgeoning, modern restaurants, Penang's famous hawkers joined forces with the mall at the latter's first ever festival of this nature.

Several dishes from this "Mecca" for foodies, in particular its street food, have made it to CNN's top 10 must-try meals in the world.

Category C: Malls with NLA of 1,000,000 sq ft and above

GOLD AWARD



Pavilion Kuala Lumpur
The Rise to Opulence

Based on the concept of the rainbow rooster transforming into a majestic phoenix rising towards prosperity, the Chinese New Year focus was on blessing the nation with opulence and attaining it through good deeds and diligence.

Besides having the biggest phoenix replica in Malaysia, experiential events were held at its Rooster Gallery and Scented Garden alongside other engagements with shoppers such as the world-class drum and lion dance shows. Pavilion Kuala Lumpur's charity campaign, which raised RM500,000 for the community, reinforced its positioning as an experiential mall with charity-at-heart.

SILVER AWARD



1 Utama Shopping Centre, Petaling Jaya
Prosper in Spring

Welcoming the Chinese Lunar New Year with the theme, Prosper in Spring – Revel in Joyfulness, Rejoice Together!, the mall was decorated in red and gold hues and had an array of exciting performances, auspicious rewards, gourmet experiences and activities.

Watch out for this space on PPKM Awards 2018!

Music Royalty Copyright Fees - Updates

As members are aware, the Ministry of Domestic Trade, Cooperatives and Consumerism (MDTCC) (or Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDKNKK) has merged the existing four copyright bodies, *MACP, PPM, RPM and PRISM under Music Rights Malaysia (MRM).

From 1 October 2017, MRM has taken over the licensing functions and all future payments will be made to them.

PPKM is currently in negotiations with MRM to obtain preferential rates for our member malls effective 2018 and will announce the necessary in due course.

***Note:**

- Music Authors' Copyright Protection (MACP) represents composers and lyricists.
- Public Performance Malaysia (PPM) represents recording companies.
- Recording Performers Malaysia Bhd (RPM) represents performing artistes.
- Performers Rights and Interest Society of Malaysia Bhd (PRISM) also represents performing artistes.



RECon Asia-Pacific 2017, held in Bangkok, Thailand from 23-25 October was an overwhelming success, attracting more than 325 attendees from all over the region. They include senior executives from industry-leading companies like CP Group, Central Pattana, Siam Future, Siam Piwat, Ayala Land, Taubman Asia, Suria KLCC, CapitaLand and Lendlease.

ICSC is proud to announce that next year's RECon Asia-Pacific will be held in Kuala Lumpur, Malaysia at the Mandarin Oriental Hotel from 22 to 24 October.

For more information and updates, please visit www.icsc.org

Amerin Mall



Balakong's first neighbourhood shopping centre, the three-storey Amerin Mall targets to open in early December with 70% occupancy. With a net lettable area of about 163,000 sq ft, its confirmed tenants include Aneka Hardware, a DIY store; Expressorlab; Zeni Gold; XES Shoe and Pinnacle Screen, a new operator of the eight-hall cinema designed by Cathay Cinema.

The mall will have 70 lots, including kiosks. Occupying 30,000 sq ft of retail space on the ground floor, its anchor tenant SK Market will be opened until midnight daily. Tan Gek Choon, director of Capital Trend Asia Sdn Bhd (CTA), the mall's project manager, says, "We strive to maintain a good tenant mix," pointing out that the population catchment within three km radius of Balakong is

about 180,000.

According to Tan, CTA, which has more than 10 years' experience developing shop houses, gated and guarded landed properties and hotels over the last few years, will be involved for first time in mall operations via Amerin Mall.

"We strive to maintain a good tenant mix"

- Director of Capital Trend Asia Sdn Bhd (CTA), Tan Gek Choon

Elaborating on the mall's unique selling points (USPs), she believes its well-landscaped signature river promenade, with its al fresco dining concept overlooking a man-made stream, will be a relaxing place to hang out. Another USP is its exposition area of about 7,000 sq ft which can be used for events and promotions.

Amerin Mall, which offers 660 retail parking, can be reached via MRT, LRT and the KTM Komuter.

Paradigm Mall Johor Bahru

Sited along Skudai Highway, Paradigm Mall Johor Bahru, is set to open its doors on 28th November 2017 as Johor's largest regional mall with a take-up rate of 90% for its 1.3 million sq ft of net lettable area.

Keen to establish a new benchmark and have the mall seen as an iconic landmark in the southern region of Peninsular Malaysia, WCT Malls Management Sdn Bhd retail chief executive officer Serena Chua says the seven-level mall has an "amazing location" as well as a "large and right market to tap on". Johor, with over 4.2 million population, has an average household income of RM8,500 a month.

"Amazing location as well as a large and right market to tap on."

- WCT Malls Management Sdn Bhd retail chief executive officer Serena Chua

The Mall also boasts of many firsts. Its main tenant, Asia-based leading department store operator Parkson, which will have its first regional store here, will occupy 200,000 sq ft of retail space spread over four floors.

The Mall's 35,000 sq ft Village Grocer will be the first premium grocer in Johor. Besides being home to the city's largest Golden Screen Cinemas multiplex comprising 16 screens and Homepro's first outlet in Johor, Chua says it will also feature the first Camp 5 indoor rock climbing facility and Johor Bahru's largest

indoor ice skating rink of 20,000 sq ft.

With a gross development value of about RM1billion, the Mall is developed by WCT Hartanah Jaya Sdn Bhd, a subsidiary of WCT Land Sdn Bhd, the Property Development and Investment & Management Division of the public-listed WCT Holdings Bhd. Its retail manager is Kuala Lumpur Pavilion Sdn Bhd.

3rd Bangkok Trip looks at Mall's Safety and Security Operations

During the third study trip to Bangkok organised by PPKM on 21-23 July, we had 21 participants visiting eight shopping malls with special focus on safety and security matters. The malls in the central business district were Terminal 21, Emporium/Emquartier, Central Embassy, Central World, Siam Paragon, Siam Center, and Siam Discovery, and one suburban mall, Central Festival Eastville.



The Terminal 21 Operations team led us on a tour of their safety and security areas



Tour of the external security facilities at Emporium/Emquartier



Our group was briefed by Terminal 21 Operations Manager

Study Trip to China, originally scheduled for November 2017, has now been postponed, so do look out for new destinations in 2018!



LOYALTY BENCHMARK FOR SHOPPING MALLS

WEAK CONSUMER SENTIMENT, MUSHROOMING OF NEW MALLS AND CHANGING SHOPPER BEHAVIOUR ARE INTENSIFYING THE COMPETITIVE SHOPPING MALL LANDSCAPE.

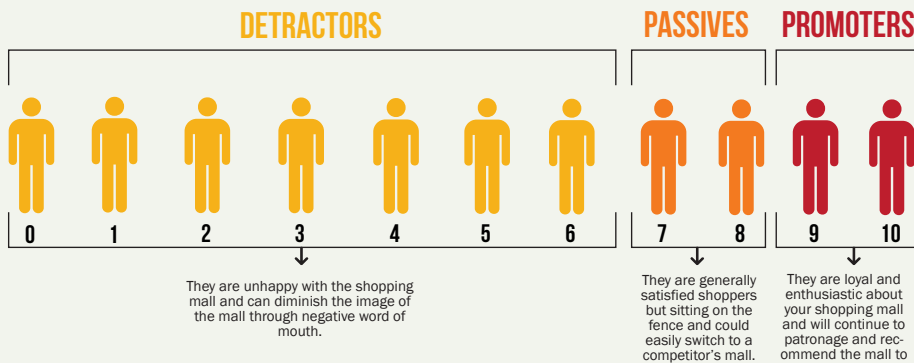
Mall operators should strategically identify the market gap but the biggest growth opportunity lies within their current shoppers. In retail asset management, it is not just about building space and leasing. It has to be shopper-centric. One of the leading indicators of consumer loyalty is a metric called Net Promoter Score (NPS). NPS has been embraced by leading companies worldwide as the standard for loyalty metric and indicator on the future sustainability and profitability of the company.

WHY IS NPS SO RECOGNIZED?

NPS is a measurement of shopper loyalty. The higher the score, the stronger it indicates the mall is successful in retaining its shoppers. NPS is an index ranging from -100 to 100 that measures the willingness of shoppers to recommend a mall as a shopping destination to others. It is used as a proxy for gauging the shopper's overall satisfaction with a mall's offerings, services or amenities and the shopper's loyalty to the mall.

This is a simple and yet profound single question tool created by Frederick Reichheld in 2003 in an article entitled "One Number You Need to Grow" in the Harvard Business Review. The adoption and popularity have grown over the past decade as it can be used as a key metric in any industry by organisations of all sizes. Despite some criticisms that NPS's focus on the relationship more than the transaction, the simplicity of the measurement helps companies react faster by improving on customers experience. The bottom line is the single question can provide broad insight and it is about the overall shopping experience. Adopting NPS as an operating management tool makes it easier to motivate an entire mall management team to be shopper-focused.

NPS
NET PROMOTER SCORE
ON A SCALE OF 0-10 HOW LIKELY ARE YOU TO REFER..?



NPS = PROMOTERS - DETRACTORS
9s AND 10s 0s THROUGH 6s

BEYOND THE RATING: NPS AS A MARKETING TOOL

THE REAL VALUE OF NPS IS CREATED BY ACTING ON THE RESULTS. IT PROVIDES THE MALL OPERATORS THE RAPID, REAL TIME FEEDBACK ON THEIR PERFORMANCE AND AREAS OF IMPROVEMENT.

“LOYAL SHOPPERS HAVE BECOME, IN EFFECT, THE MARKETING DEPARTMENT OF THE SHOPPING MALL.”

PROMOTERS
Mall operators should engage and strategically leverage their promoters as the referrals. Tactically, the mall operators should pay attention to every promoter uniquely and identify the most useful request. The mall management could ask the loyal and engaged shoppers for reviews or testimonials that could advocate into mall's official website or social profiles.

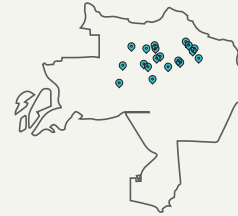
DETRACTORS
Meanwhile, a mall operator must tackle its Detractors proactively by correcting the grievances of the Detractors. It is imperative to learn, prevent churn, build advocates and stop negative sentiment in its tracks in a timely manner.

PASSIVES
In many cases, passives represent mostly the shopper base. Although they not may be that engaged, Passives could possibly be converted into promoters by encouraging them to follow you on social media.

BY UNDERSTANDING ATTRIBUTES OF SHOPPER EXPERIENCE THAT INFLUENCE THE RECOMMEND SCORE AND NPS, MALL OPERATORS CAN MAKE IMPROVEMENTS TO THE MALL TO SUPPORT PROFITABLE GROWTH.

POTENTIATE MALAYSIA

HAS ESTABLISHED AN INDUSTRY BENCHMARK FOR SHOPPING MALLS IN MALAYSIA BY INCORPORATING NPS MEASUREMENTS

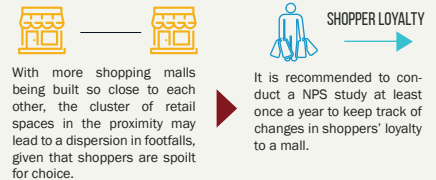


FOR MORE THAN 10 MALLS IN KLANG VALLEY

THE STUDY FEATURES RATINGS

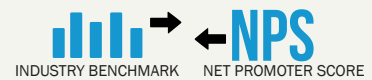


12 MALLS FROM MORE THAN 15,000 SHOPPERS



Based on POTENTIATE MALAYSIA'S shopping behaviour survey, the results show that there is a very disperse set of results from 31 as the highest, and lowest at -31.

THE "INDUSTRY" NORM BASED ON THE TWELVE MALLS WHICH WE HAVE STUDIED IS **3.3**



COMPARING YOUR INDUSTRY BENCHMARK WITH YOUR MALLS NPS PROVIDES AN OBJECTIVE AND FAIR BASIS TO ACCURATELY MEASURE YOUR SHOPPING MALL'S

“THE REAL VALUE OF NPS IS CREATED BY ACTING ON THE RESULTS”.



ABOUT POTENTIATE

Potentiate Malaysia is a data intelligence company with expertise in the area of Data Analytics, Customer Experience Management and Market Research & Business Insights. It's a subsidiary of Potentiate Australia. We conduct Shopper Behaviour studies using multiple data collection methodologies and technologies including Exit & Catchment interviews, Geo-location mapping, Desk Research and Mystery Checks. Our analysis is powered by our own proprietary software that leads to clear business insights.



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TO LEARN MORE



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Note: Please contact PPK secretariat if any other members wish to contribute articles to our newsletter. Thank you.

STRATA Management Issues



FIABCI Malaysia and PPKM's Property Management Time Bomb Seminar 2017, ninth in the series entitled "Strata Management – Have We Solved Our Problems Yet?" was another resounding success with an attentive packed audience soaking in the latest updates on the Strata Management Act 2013, and real life case studies. It was held on 3 August in Kuala Lumpur.



PPKM Vice President II Ir YL Lum, who spoke on Share Unit Time Bomb in Strata Title Mixed Developments, was invited to share his valuable insights at the three-day Propex '17 organised by the Sabah Housing and Real Estate Developers Association (SHAREDA) in Kota Kinabalu recently. His topic, delivered on 29 September, was "Managing Mixed Developments – Lessons from Peninsular".

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Certification Course in Shopping Mall Management



Great platform to re-align our direction and passion in mall marketing

2017 saw a total of 235 participants in our courses covering the three modules of Marketing & Leasing, Operations & Maintenance and Administration. We also saw a record of 32 personnel who undertook the final leg, Part 3, which is a good sign for professionalism in the shopping mall industry!



Very good sharing session at the mall site visit

Similar courses will continue in 2018, scheduled for 2-11 April and 6-11 August (dates and venues subject to confirmation). Do watch out for our announcements when new intakes will be open.



Wonderful and insightful sessions by all speakers



We enjoyed excellent learning and terrific networking

Practical Solutions to Legal Problems (Tenancy), 27 September



recovery, strata property issues and shared case studies.

PPKM's Education Series for 2017 continued with a one-day seminar for 29 participants who were eager for some advice to their tenancy problems. Amongst other topics, our well experienced solicitor Dato Joshua Kevin spoke on rental

Security & Safety Training, 3-4 October

Participants came from all over, including East Malaysia, and had a fruitful time learning about various aspects of security in shopping malls. The new speakers on board provided a fresh perspective to the standard curriculum and the class proved to be responsive during the questions and answer sessions.



Trainings like this should be conducted frequently



Practical and hands-on CPR session



Pn Norisah sharing insights on the current crime scenario

Engineering Shopping Malls III, 1 November



Held at Wisma IEM, this was the third series organised in collaboration with the Institution of Engineers Malaysia (IEM) since 2012 and saw almost 70 participants in attendance. Speakers representing IEM and PPKM gave insights on effective shopping mall management with an optimum balance between soft skills (human resource) and hardware (building structures and equipment). Both new and old malls need to be engineered and re-engineered for efficiency in today's competitive scenario.

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Council of Asian Shopping Centers (CASC) Conference 2017, 18-20 October



CASC Council meeting was hosted by Institute of Shopping Center Management Hong Kong

Seated front row L to R: Victor Guo, Mall China; Jeffrey Tsai, Taiwan Council of Shopping Centers (TCSC); Maureen Fung, ISCM Hong Kong; Tan Sri Datuk Eddy Chen, PPK Malaysia (PPKM); Dr. TM Kwong, ISCM; Stephanus Ridzwan, Asosiasi Pengelola Pusat Belanja Indonesia (APPBI); Dato Joyce Yap, PPKM; Heru Nasution, APPBI; Kelvin Ng, Singapore and Victor Liu, TCSC.

The annual CASC Conference was held recently at the Hong Kong Convention and Exhibition Centre 2017 with more than 200 participants from Malaysia, Singapore, Indonesia, Hong Kong, China, Taiwan and Japan.



Panel discussion by country representatives
L to R: Victor Guo, China; Jeffrey Tsai, Taiwan; Sugwantono Tanto, Indonesia; Tan Sri Datuk Eddy Chen, Malaysia; Kelvin Ng, Singapore; Maureen Fung, Hong Kong and Hon Michael Tien, Moderator from ISCM

Speakers included those from shopping malls and renowned international retailers as well property management gurus and urban city planners from noted Hong Kong universities.



Mall visit to PMQ (formerly known as Police Married Quarters), a heritage building which has been refurbished into commercial and studio units, with a public open space for the creative entrepreneurs

Our President joined panelists from other member countries in an invigorating discussion on Current & Upcoming Development of Shopping Malls in Asia, chaired by the Hon. Michael Tien, Legislative Councillor, Deputy to the National People's Congress, China. Other panel discussions included topics like the need for a reliable ecosystem of investors, retailers and developers; transformation of the shopping scenario; and the need for malls to embrace change.



Malaysia networking with Indonesia
Back row L to R: Tan Joon Kai and Dato Joyce Yap
Front row L to R: Stephanus Ridzwan and Sugwantono Tanto, APPBI with Tan Sri Datuk Eddy Chen

The last day of the programme was devoted to mall site visits encompassing ifc Mall, Lee Tung Avenue, PMQ and Citygates Outlets Mall.

Look out for CASC Conference 2018 in Jakarta, Indonesia

Futsal Tournament



Organised on 23 July at The Padang, 1 Utama Shopping Centre, 15 teams from 10 malls participated in the tournament which saw Pavilion KL emerging as the champion. The first and second runners up are 1 Utama Shopping Centre and Mid Valley Megamall.

Badminton Competition



Held on 10 September at the Sports Arena in Kuala Lumpur, seven malls took part in this event.

The results of the winning teams are as follows:

- Champion**
Sunway Pyramid
- First Runner up**
Mid Valley Megamall
- Second Runner up**
KL Gateway Mall klia2



Bowling Championship



There were a total of 21 teams from 10 malls that participated in the Bowling Championship on 28 October held at U Bowl and sponsored by D'pulze Shopping Centre in Cyberjaya, Selangor.

The champion is Mid Valley Megamall! The first and second runner up teams are from 1 Utama Shopping Centre.

CORPORATE MEMBERS

1 Segamat Shopping Complex
1 Utama Shopping Centre
1MK Mall
1Shamelin Shopping Mall
1st Avenue Mall
Alam Sentral Plaza
Alor Star Mall
Aman Central
Amcorp Mall
Amerin Mall
Ampang Park
Atria Shopping Gallery
avenue K
Bangsar Shopping Centre
Batu Pahat Mall
BB Plaza
Bentong Vega Mall
Berjaya Megamall
Berjaya Times Square Kuala Lumpur
Berjaya Waterfront Complex
Canary Garden Mall by KSL
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
Dayabumi
DC Mall
Design Village Outlet Mall
Digital Mall
Dpulze Shopping Centre
e@ Curve
East Coast Mall
Eastern Mall
Ekocheras Mall
Empire Shopping Gallery
Encorp Strand Mall
Endah Parade
Evolve Concept Mall
fahrenheit 88
First World Plaza
Gamuda Walk
gateway@klia2
Genting Highlands Premium Outlets
Giant Hypermarket Jalan Kebun
Giant Hypermarket Bandar Kinrara
Giant Hypermarket Banting
Giant Hypermarket Batu Caves
Giant Hypermarket Bayan Baru
Giant Hypermarket Bercham
Giant Hypermarket Cheras
Giant Hypermarket Kelombong
Giant Hypermarket Kemuning Utama
Giant Hypermarket Klang
Giant Hypermarket Klang Sentral
Giant Hypermarket Kota Damansara
Giant Hypermarket Kota Padawan
Giant Hypermarket Kuala Terengganu
Giant Hypermarket Kuantan
Giant Hypermarket Mall Sibul
Giant Hypermarket Melaka
Giant Hypermarket Muar
Giant Hypermarket Nusa Bestari
Giant Hypermarket Petra Jaya
Giant Hypermarket Plentong
Giant Hypermarket Prima Prai
Giant Hypermarket Putra Heights
Giant Hypermarket Senawang
Giant Hypermarket Seri Kembangan
Giant Hypermarket Seri Manjung
Giant Hypermarket Shah Alam
Giant Hypermarket Subang Jaya
Giant Hypermarket Sungai Petani
Giant Hypermarket Tabuan Jaya
Giant Hypermarket Taipring
Giant Hypermarket Tampoi
Giant Hypermarket Tawau
Giant Hypermarket Ulu Klang
Giant Mall Kelana Jaya
Giant Setapak
Giant Superstore Bandar Puteri
Giant Superstore Gong Badak
Giant Superstore Jerneh
Giant Superstore Kampar
Giant Superstore Kangar
Giant Superstore Keningau
Giant Superstore Kuala Pilah
Giant Superstore Kuala Selangor
Giant Superstore Lukut
Giant Superstore Nilai
Giant Superstore Prima Saujana (Kajang)
Giant Superstore Sandakan
Giant Superstore Sunway City
Glo Damansara
GM Klang
Grand Merdeka Mall
Great Eastern Mall
Green Heights Mall
Gurney Paragon
Gurney Plaza
Harbour Mall Sandakan
Hartamas Shopping Centre
Imago, KK Times Square
Intermark Mall
IOI City Mall
IOI Mall Bandar Putra Kulai
IOI Mall Puchong
IPC Shopping Centre

Ipoh Parade
Island Plaza
ITCC Mall
Jaya Shopping Centre
Jetty Point Duty Free Complex
Johor Bahru City Square
Johor Bahru City Square Office Tower
Johor Premium Outlets
KB Mall
KL 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 City Mall JB
Kuantan Parade
KWC Fashion Mall
Kulim Central
Langkawi Fair Shopping Mall
Lot 10
M3 Mall
Mahkota Parade, Melaka
Maju Junction Mall
Medan MARA
Melawati Mall
Merdeka Mall
Mesamall
Mid Point Shopping Complex
Mid Valley Megamall
Mitsui Outlet Park KLIA
Mydin Mall
MyTown Shopping Centre
New World Park
Nexus Bangsar South
Nu Sentral
Oceanus Waterfront Mall
One City
PacifiCity
Pandan Kapital
Paradigm Mall
Paradigm Mall Johor Bahru
Paragon Point Shopping Centre
Pavilion Kuala Lumpur
Paya Bunga Square (PB Square)
Pearl Point Shopping Mall
Pelangi Leisure Mall
Penang Plaza
Penang Times Square
Perling Mall
Pernama Kompleks Mutiara Armada
Pertama Complex
Plaza Angsana
Plaza Low Yat
Plaza Merdeka
Plaza Metro Kajang
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Shah Alam
Plaza Tasek
Prangin Mall
Publika Shopping Gallery
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
Sarawak Plaza
SB Mall
Sejati Walk
Selayang Star City
Semua House
Seremban Prima
Setapak Central
Setia City Mall
Shaw Parade KL
Shaw Centrepoint
Skudai Parade
South City Plaza
Star Avenue Lifestyle Mall
Starhill Gallery
Strait's Quay
Subang Parade
Sungei Wang Plaza
Sunshine Tower
Sunway Carnival Mall
Sunway Giza Mall
Sunway Putra Mall
Sunway Pyramid
Sunway Velocity
Suria KLCC
Suria Sabah Shopping Mall
Sutera Mall
Taiping Mall
Terminal One Shopping Centre
The Curve
The Gardens Mall
The Main Place
The Mines
The Spring
The Starling
The Summit Subang USJ
The Waterfront @ Parkcity
The Weld
Tropicana City Mall
Tropicana Gardens Shopping Mall
Tun Razak Exchange
U Mall Pulau Utama
Utropolis
Viva Home Shopping Mall
Vivacity Megamall, Kuching
Wangsa Walk Mall
Wetex Parade Shopping Centre

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Festival City Sdn Bhd
Focus Marketing Technologies Sdn Bhd
IFCA MSC Bhd
Nearby South East Asia Sdn Bhd
Potential Sdn Bhd
R & Y Engineering & Construction Sdn Bhd
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Tanand Technology Sdn Bhd
The Hot Shoe Show & Company Sdn Bhd
The Lot Associates Sdn Bhd
Visata Creative Sdn Bhd

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BBKLC 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 & Housing (EAROPH), Malaysia
FIABCI Malaysia Chapter
Fire Prevention Council Malaysia (FIPCOM)
Hong Kong Trade Development Council
Institute of Shopping Center Management Ltd (ISCM), Hong Kong
International Council of Shopping Centers (ISCC)
Jabatan Bomba dan Penyelamat Malaysia
Japan Council of Shopping Centers (JCS)
Korea Building Owners & Managers Association (KBOMA)
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Mall China
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Nordic Council of Shopping Centers (NCSC)
Pertubuhan Akitek Malaysia (PAM)
Property Council of Australia (PCA)
Quality Restroom Association of Malaysia (QRAM)
Real Estate & Housing Developers Association, Singapore (REDAS)
Real Estate and Housing Developers Association (REHDA)
Shopping Center Council of Australia (SCCA)
Taiwan Council of Shopping Centers (TCSC)
The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCIM)
The Institute of Engineers, Malaysia (IEM)
Tourism Malaysia

LEGEND

Certified Mall Marketing & Leasing Manager (CMMLM)
Certified Mall Operations Manager (CMOM)

Certified Mall Administration Manager (CMAM)
Certified Mall Manager (CMM)



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