



PPK Malaysia

Malaysia Shopping Malls Association
PP12389/04/2013 (031984)

ISSUE42

Untuk Ahli Sahaja

MARCH 2019



NewsNetwork

**SHAPING
NEW
MALLS**

FEATURES

The Emergence of Co-working Hubs
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WATCH OUT

Certification Course in Shopping Mall Management
CASC Conference 2019
CASC-PPKM Awards 2019

WHAT'S NEW

EkoCheras Mall, Capital City Mall and The Linc



Dear members,

Greetings! We are now looking ahead to yet another year of great shopping and exciting shopping malls. As expected, many malls have already opened over the past few months in the Klang Valley and in other regions, with a few more major ones to open very soon. This augurs well for shoppers in Malaysia as there will be more retail offerings in store. It is the norm, or even essential for all new malls to try to have a

different edge or something new – in terms of retail merchandise, types of outlets or even in their concepts, which will essentially depend on the malls' individual target market and catchment areas.

In **SHAPING NEW MALLS**, we are much aware that, of late, malls have evolved to offer a bigger percentage of food & beverage (F&B) outlets of up to even 30% of their retail mix, with some becoming 'lifestyle malls'. What appears to be trending now is that malls are offering co-working spaces. These have become very popular to match the rise of people who are not in full time employment ie startups, freelancers, and even entrepreneurs who are on the move. On the plus side, there is a certain synergy from these co-working spaces which works well with other components in shopping malls and which we should tap on.

Looking ahead to PPKM's activities for this year, we will continue with our core education programme, Certification Courses in Shopping Mall Management in April and August as well with our popular study trips abroad. We are also planning to enhance our training sessions for security and safety, so do keep a lookout for announcements within the next few months.

Within the circle of the Council of Asian Shopping Centers (CASC), PPKM is pleased that we shall be hosting the annual conference in Kuala Lumpur from 10-12 September 2019. With the theme 'The Now and The Future' – The Mall Story, the conference will delve into stories of malls from around the region - the story of evolution and creativity, the story of retail innovations etc. To showcase the vibrancy of our mall scenario, there will be visits to several prominent malls on the third day and we do look forward for our members to host these visits. Undoubtedly, the success of **CASC Conference 2019** depends on **your** strong support and close participation. So, do look out for our announcements on this event.

For the marketing aficionados, our annual Awards for Best Experiential Marketing will now be upgraded to **CASC-PPK Awards 2019** as we are organising this in conjunction with the above conference and we shall be accepting entries from participating CASC countries in the same pool. We hope this will re-awaken and spur your creativity to carry our malls' experiential shopping onto a higher platform and become more than a force to be reckoned with.

Wishing all members the best and keep your passion burning for all things related to shopping.

Warmest regards,

TAN SRI DATO TEO CHIANG KOK
President

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We wish to acknowledge Icon Siam, Bangkok for the cover image.

EkoCheras Mall takes on sustainable approach

Soft opened since 18 September 2018, EkoCheras Mall is redefining the shopping scene with a sustainable concept as part of an integrated development by Ekovest Berhad. Just 15 minutes away from downtown Kuala Lumpur



EkoCheras Mall's exterior facade



EkoCheras Mall's interior

(KL), EkoCheras Mall spans about 600,000 sq ft of net lettable area spread over four retail floors from fashion, food and beverage (F&B) to entertainment.

With Village Grocer, H&M and Golden Screen Cinema (GSC) as its anchor tenants, EkoCheras Mall is currently 90% occupied. The mall has also brought in Singapore-based fruit tea and bakery store MuYoo+ and the Japanese karaoke chain Manekineko which have opened their first stores in Malaysia.

Other F&B outlets include Starbucks, Oriental Star, Xin Dau Ji (1 Michelin Star), Sukishi, Sushi Zanmai, Nanyang Cafe, Nyonya Famous, Tradisi Delights, Auntie Lora Kopitiam, Power Plant and The Brew House. The mall also has a Food Street on the Lower Ground Floor to showcase the best of local street flavours.

Ekovest Executive Chairman Tan Sri Dato' Lim Kang Hoo believes that attracting crowds to the mall is vital for its survival. "In order to achieve that, we have successfully brought in many attractive F&B as well as fashion outlets. We are committed to creating more unique shopping and

dining experiences to the community and hope to bring more exciting events and activities to the community of Cheras and Southern KL."

EkoCheras Mall also differentiates itself from other malls by taking on an environmentally friendly and sustainable approach towards its operations, structure and direction.

"Another aspect that separates us from many other malls in Malaysia is its long alfresco frontage facing the main road of Jalan Cheras, thus offering great exposure to the F&B outlets here," said Jennifer Kuek, Head of Assets Management of Ekovest Capital Sdn Bhd.

Strategically located at Jalan Cheras with prominent visibility, EkoCheras Mall is easily accessible from most parts of Klang Valley via the Middle Ring Road 2, East-West Link, Grand Saga Highway and SILK Highway or Kajang Dispersal Link Expressway. It also has an elevated covered link bridge on its first floor interconnecting the mall to the Taman Mutiara MRT station for those taking public transportation.

More tourists to be drawn to Johor with Capital City Mall's indoor theme park attraction

Located at Jalan Tampoi in Johor Bahru, Capital City Mall adds another indoor theme park attraction, MCM Studio, to the state of Johor. Located on level four, the indoor park features a Cartoon Planet and incorporates both augmented and virtual reality technologies.

Opened on 17 October 2018, this 10-storey "entertainment" mall will also be housing a Marco Polo Museum on level three. The initial idea was to have a world museum but the concept has now been changed with the Marco Polo Museum now in the progress of being completed.

Siow Chen Fu, the Group Chief Executive Officer and Group Executive Director of the public-listed Capital World Limited of Singapore says, "Driven by the spirit of innovation, we realise the importance of providing unique customers' experience in the brick and mortar stores of our mall.



Capital City Mall's exterior facade



The mall houses MCM Studio, an indoor theme park

We believe in focusing on the nostalgic elements that many modern theme parks do not provide.

"Our newly launched indoor theme park concept has been drawing local visitors and tourists from all over the world. It will be well poised to become a key tourist attraction in Johor."

With over 733,587 sq ft of retail space, Capital City Mall is currently 29% occupied with 125 tenants. Its anchor tenant Hero Market takes up about 36,710 sq ft while Aeon Wellness is one of new brands here. The mall itself has 2,777 parking lots with its facility management undertaken by CCRM Management Sdn Bhd.

It is part of an integrated mixed development named Capital City that includes a hotel and serviced apartments.

The Linc, refreshing and uniquely different



The Linc KL's facade

Nestled at the busy intersection between Jalan Ampang and Jalan Tun Razak lies The Linc Kuala Lumpur (KL), a retail destination of about 130,000 sq ft of net lettable space. Soft opened since 29 November 2018, its building is uniquely designed around existing old trees.

“The greenery within its building creates a refreshingly pleasant atmosphere. This will allow the visitors to indulge in its tranquillity amidst the hustle and bustle of the city centre,” in the bustling city centre,” PPB Property Development Sdn Bhd Chief Operating Officer Chew Hwei Yeow, says.

PPB Property Development Sdn Bhd acts as project manager for property development projects under various PPB Group of companies and its affiliates. The PPB Group also owns and manages Cheras LeisureMall in KL and New World Park in Penang, which are also members of PPKM.

Chew adds, “We want the place to keep evolving so that we can continuously give our visitors, which include the surrounding working population and residents, new experiences when they patronise it.”



Part of the interior of The Linc KL

Currently, The Linc KL has about 300 parking bays. It will eventually have around 50 tenants. Its existing anchor tenants include Ben's Independent Grocer, Bean Brothers for your cup of coffee and Hauntu by Breakout, which will appeal to those seeking leisure activities.

Bo Dining has opened since January while between March and May, more outlets are expected to be opened. They include De.Wan, a restaurant by Chef Wan; Passion Fit, a boutique gymnasium; British India, a fashion icon; Ivory Dental, a dental clinic and Cigar Emperor, a retailer in cigars.

Also opening soon will be Sushi Hara, an Omakase restaurant (in Japanese, Omakase means “I leave it up to you”) and Shu Xiang Lou Hotpot & Sichuan Cuisine to complement its existing food and beverage outlets. Meanwhile, The Linc KL's grand opening will be slated later in the year.

The Emergence of Co-working Hubs

Several factors are at work in reshaping today's office environment, which has given birth to co-working arrangements, especially in prime locations in the cities and even creeping into shopping malls with the emphasis on collaboration and innovation.



This can be attributed partly to the advancement in technology and the increasing demand among the younger generations for a more flexible working culture. Additionally, the rising cost of doing business has also driven some mall operators to consider optimising the use of their retail space into mobile working arrangements.

The sprouting up of such hubs like Common Ground, Worq and Co-labs Coworking, to name a few, which are currently operating in the malls around the Klang Valley. Most of these co-working spaces have earned accolades for their services the last two years, proving to be successful from where they operate.

Worq at Glo Damansara was not only voted the best co-working space at Malaysia Rice Bowl Startup Awards 2017 but its facilities also had the honour of being toured by His Royal Highness The Prince of Wales during his visit to Malaysia in November 2017. The following year also saw Worq at Glo Damansara winning the Coworker Members' Choice Awards 2018 for Kuala Lumpur (KL), says Stephanie Ping, Worq's Co-founder.



Prince Charles' visit to Worq at Glo Damansara in November 2017

To June Lim, the Malaysian Country Head for ARA Asset Management Limited, the concept of co-working spaces is not new, pointing out that they have been around for at least a decade.

“It is only recently that we witnessed a boom in space providers in Malaysia in direct response to the rise in start-ups and independent freelancers who yearn to work in an environment that does not seem restrictive to them.” Lim adds, “We realised a majority of them are part of our captive pool of shoppers. It makes sense that we transform a section of CITTA Mall, which



Common Ground at CITTA Mall



The Starling Co-labs Coworking interior space

is managed by us into Common Ground, a space where our shoppers can fully integrate and assimilate their work and lifestyles.”

With the growth of co-working space, she sees Common Ground as a great way to fill up the mall’s retail space while driving guaranteed foot traffic during working hours for the benefit of its other mall tenants.

“A big advantage of being in a mall is the convenience as embodied by factors such as ample parking, accessibility, plentiful amenities and abundance of food choices. Over the past year, we have welcomed a handful of dining tenants that operate later beyond regular hours, especially nearing the weekends, and this is much appreciated by our Common Ground members who work on flexi hours and late into the night.

“We also have more parking spaces than a typical office or shop lot,” quips Lim. Another plus point of co-working hubs housed in malls is they are usually sited in an easily accessible location either by car or public transportation. CITTA Mall in Petaling Jaya is located near a light rail transit station while Worq at Glo Damansara at Taman Tun Dr Ismail in KL can be accessed via a mass rapid transit station.

Paramount Property Development Sdn Bhd Chief Executive Officer Benjamin Teo notices that a big difference in the co-working hubs housed in malls is the vast number of food and beverage (F&B) choices and other conveniences such as a supermarket for easy grocery to various types of stores to help meet the lifestyle needs of a co-working community.

Lim and Ping could not agree more with him on the abundant access to a variety of eateries, shopping, grooming and recreational activities that malls offer.

Lim says, “At CITTA Mall, we have a plethora of eateries that suit every palate and budget, and amenities ranging from pharmacy, Do It Yourself shops to gymnasium and services such as dry cleaning.

“Our co-working space members can do their groceries after work when it is less crowded. This helps our Common Ground members to manage their time and enjoy more leisure time during the weekends.”

Teo, also the Co-labs Coworking Director who operates co-working spaces for two malls in Selangor, namely Utropolis Marketplace in Shah Alam and The Starling in Damansara Uptown, describes the latter as a “matured business address” where its busy members can access amenities such as banks, postal services, grocery outlets, pharmacies and clinics in between business hours without having the hassle to commute.

He says, “Being located in a mall also ensures abundant supply of parking space and opportunities to partner up with mall tenants to add value to our membership packages. Our members from both these two co-working spaces enjoy perks and special promotions from tenants in the mall and neighbourhood vicinity. It is all about thriving together as a community.

“We have partnered with Chi Fitness to offer free fitness memberships to our members besides hosting regular movie nights at MBO Cinemas. We even offer discounts to many of the 400+ eateries in The Starling and Damansara Uptown.”

As for Co-labs Coworking at Utropolis, Teo remarks, “We have an upper hand as there is no co-working space operated in a mall in the vicinity. The nearest competitor housed in a mall is more than 10 km away.

Furthermore, we have created an ecosystem of first-class business amenities ranging from meeting rooms, business-class printers, breakout spaces, nap pods, nursing rooms to a photography studio and even a recreational room for our members to let off some steam.

On what distinguishes one co-working hub from another, Lim replies, “One of our unique selling points at our 22,000 sq ft Common Ground is we have a partner child care centre. This appeals to the working mothers or families with young children.”

In the case of the 13,045 sq ft Worq at Glo Damansara, which opened in November 2016, Ping describes it as a “hyper localised community space”, which can be likened to a rukun tetangga. “Hence, the people in our space and the wider community always offer help when needed and know each other well.

“This community space, with all its interactions, events and gatherings, makes it an ideal hub for happenings and collaborations. Worq makes possibilities happen for the community, which in turn helps our members become more successful. In short, we drive productivity, connectivity and the community.”

Ping adds, “Glo Damansara also offers cheaper parking rates compared to many other malls in the vicinity. Our amenities include Pos Malaysia, a grooming parlour and even a day-care centre.

“More importantly, we help activate the local community by engaging them. It makes the mall more vibrant with Worq at Glo Damansara serving more like a local community centre.

“We organise events, talks and seminars that revolve around the community, including tech meet ups such as Hackathon in the likes of Amazon and Google.

“We host workshops benefitting entrepreneurs, businesses, small and medium enterprises (SMEs) and non-governmental organisations and have also indirectly helped other vendors in the mall like the dentist’s clinic and fitness centre located on the same floor, where some of our customers have become their customers.”

“Worq works together with the landlord to bring footfall to the mall,” says Ping. To date, Glo Damansara has attracted Jaya Grocer, Fashion Valet, Lessohomes, NEM Block Chain Foundation and other tenants.

“Worq has always been the tenant that the mall showcases as the activity attractor. We are happy to work together with them to bring the community into their space. Worq is happy to say that Glo Damansara is slated to fill up entirely in the next few months with Lessohomes, dubbed the IKEA of China,” Ping announces.

She is optimistic that the trend of having co-working hubs in malls would pick up as more and more people see the convenience and USPs a mall has to offer compared to a shoptlot or office block.

As for the 4,000 sq ft Utropolis’ Co-labs Coworking, which opened since May 2017, Teo says, “Our DNA of sustainability - from the furniture we use like the 200- year-old chengal wood table to our mentorship programme - are all part of the unique offerings of our co-working space.”

“Currently, we enjoy 60% occupancy. Our tenants include Shakma Production, HIWIN and Fundaztic.” Meanwhile, its occupancy at The Starling’s Co-Labs has reached 95% as of March 2019, four months after its opening on 15 November 2018.

“We offer workspace solutions for the entire value chain of business from freelancers to startups and even corporates. Our anchor tenant is a world-renowned advertising firm while the SMEs are from wide-ranging industries such as fintech, public relations and technology. Production houses, property agents and venture builders are also our members.

Lim from ARA, a premier global integrated real assets fund manager with a presence in 62 cities across 20 countries, believes that as malls continue to transform and adapt, it is not surprising to see other malls following suit in opening up more of such co-working spaces.

“Common Ground at CITTA Mall is akin to providing an additional service that is relevant to our shoppers, thus securing its success and hopefully its longevity.

“Currently, our occupancy at Common Ground is 87%. There are certainly opportunities for growth. Like any other tenant, an enterprise is only successful if it remains relevant to the customers it serves.”



Front view of Utropolis Co-Labs

34TH ANNUAL GENERAL MEETING (AGM)

The year has passed by in a flash as meetings, seminars, conferences and other events continued unabated through 2018. Members are gathering again for that once-in-a-year AGM to be held at Avante Hotel, Bandar Utama, Petaling Jaya for updates on PPKM's activities and more importantly, to network with fellow mall practitioners.



CERTIFICATION COURSE IN SHOPPING MALL MANAGEMENT 8-17 APRIL 2019, SUNWAY RESORT & SPA, PETALING JAYA



The first session for this year will be held soon, offering the complete three modules in April:

- Operations and Maintenance
- Administration
- Marketing and Leasing

We are infinitely appreciative to our loyal speakers, who continue to impart priceless knowledge and information to participants from our local malls as well as some from abroad.

STUDY TRIPS 2019

Being away from the daily environment in your mall, coupled with the excitement of going to a foreign country will surely bring out the best in shopping! Study trips for 2019 are being planned to visit Korea and to the ever popular shopping destination of Bangkok which has recently seen the opening of two new malls, IconSiam and Market. Do watch out for details soon.



COUNCIL OF ASIAN SHOPPING CENTERS (CASC) CONFERENCE 2019 'THE NOW AND THE FUTURE' – THE MALL STORY 10-12 SEPTEMBER 2019, JW MARRIOTT KUALA LUMPUR

PPK Malaysia is pleased to host CASC Conference 2019, with similar conferences being held in Malaysia previously in 2008 and 2013. CASC was established in 2004 with the goal of regional cooperation and information sharing and comprises fellow country associations from Indonesia, Hong Kong, Taiwan, China and Japan and affiliates from Singapore and the Philippines. Since its inception in 2004, the annual conferences have become significant platforms for the development of home-grown ideas and businesses into international brands and for overseas start-ups to venture into our country.

Themed *'The Now and The Future' – The Mall Story*, the conference will focus on stories and case studies from malls and retailers from around the region and delegates will be able to pick up useful tips in shopping mall management.

As 2019's pinnacle event for the shopping industry in the Asian region, the conference will present an excellent platform for owners/developers/managers to meet businessmen/retailers etc. and vice versa.

So do join us to register your participation at www.casc2019.com or check out our website www.ppkm.org.my and/or email secretariat@ppkm.org.my for further details.

CASC-PPKM AWARDS 2019

EARLY NOTIFICATION 'BEST EXPERIENTIAL MARKETING'

We are very proud to acknowledge and recognise our member malls' tremendous marketing efforts for shoppers to enjoy a great experiential time at our malls throughout the year. The Awards have been organised since 2016 with much enthusiastic response and this year, we are pleased to announce that in conjunction with CASC Conference 2019, this will be upgraded to CASC-PPKM AWARDS 2019 - 'BEST EXPERIENTIAL MARKETING'.

Basically, this means that PPKM member malls will submit their entries as usual, but will compete together on a regional level with other malls from participating CASC member countries.

The awards will be based on the following categories:

- Category A: Malls with nett 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

Marketing entries must cover programmes organised between 1 July 2018 to 30 June 2019 with one Gold and one Silver Award for each of the three categories. Judging will be done online by a Panel of Judges comprising reputable industry practitioners from CASC member countries, including PPKM.

Interested? Get your submission materials like photos, videos etc. ready and watch out for our circular with further details to be announced by May 2019 as online submissions will only be open from 1 July 2019.

SPORTS & EVENTS CALENDAR 2019

Keeping active means keeping healthy so PPKM's calendar of activities includes the following schedule - do watch out for announcements in due course on actual dates:

July	Futsal
September	Badminton
October	Bowling Tournament
November	Amazing Malls Challenge (AMC)

The inaugural AMC held on 4 November 2018 trekked through four malls - Sunway Putra Mall, 3 Damansara Mall, Atria Shopping Gallery and D'Pulze Shopping Centre. From 14 participating teams, Paradigm Mall emerged as the champion followed by 1Utama Shopping Centre, gateway@klia2, Sunway Putra Mall and Wangsa Walk Mall. With such enthusiasm from members, AMC Year 2 will be in our diary!



Phang Sau Lian flags off the participants from Sunway Putra Mall



The ecstatic champions from Paradigm Mall



TTT | 24 APRIL 2019

Look out for the next TTT : Going Digital in Building Management with ServeDeck on 24 April 2019. This is a talk on a cloud-based mobile application for maintenance and operations of malls and other commercial buildings. ServeDeck supports the daily activities of malls' operation personnel by handling defects, maintenance, inspections and assets in much more effective way.

INDUSTRY NEWS

MUSIC ROYALTY COPYRIGHT FEES

The above has been payable to a single licensing body under Music Rights Malaysia Bhd (MRM) effective 2017. However, effective November 2018, one of the component organisations, that is Performers Rights and Interest Society of Malaysia Bhd (PRISM) was wound up. In addition to Recording Performers Malaysia Bhd (RPM), PRISM also represented performing artistes.

Therefore, payments will now only be distributed amongst the three remaining stakeholder bodies comprising MRM as follows:

- Music Authors Copyright Protection Bhd (MACP)
- Public Performance Malaysia Sdn Bhd (PPM) and
- Recording Performers Malaysia Bhd (RPM)

WHOLESALE AND RETAIL CENSUS (WRC) 2019

Industry players in the wholesale and retail trade, including the automotive trade, were briefed on the forthcoming WRC which will be carried out nationwide by the Department of Statistics, Malaysia from March to September 2019. The WRC has been carried out every five years with the last census done in 2014 and for this year, it is expected to encompass a total of 500,000 organisations and companies involved. It is the objective of WRC 2019 to collect comprehensive information on the structure and profile of the wholesale and retail trade (including the automotive trade) in Malaysia so that this information may be used as input for development planning purposes and the formulation of economic policies. Members are requested to inform their business outlets so that they will be prepared in due course.

REGISTRATION WITH THE BOARD OF VALUERS, APPRAISERS, ESTATE AGENTS AND PROPERTY MANAGERS (BOVAEP)

The last road show was organised by BOVAEP on 30 November 2018 at Holiday Villa Johor Baru for participants from the Southern Region. The window for registration ended on 31 December 2018.

PAST ACTIVITIES

STUDY TRIP TO JAKARTA (SAFETY & SECURITY ASPECTS)

8-10 NOVEMBER 2018



Briefing from the Operations Department head of Kota Kasablanca



Pondok Indah Mall places great importance on customer relationship services



Security never sleeps at Gandaria City



Security boys from Indonesia and Malaysia strike a pose together

Fourteen participants mainly from the security and operations departments of several malls visited Jakarta to study their malls' operational aspects. With the close cooperation of and collaboration from our fellow counterparts, Asosiasi Pengelola Pusat Belanja Indonesia, all the three host malls generously shared tips on their mall operations from customer relations, security, car park to mechanical and electrical procedures. Participants visited a total of five malls, including Kota Kasablanca, Gandaria City and Pondok Indah Mall plus two self-visits to Senayan City and Supermal Karawachi. Participants commented that it was 'overall good' and an 'excellent experience' although they wished there was 'less time spent on the road' due to traffic congestion.

BRIEFING ON SALES & SERVICES TAX

29 NOVEMBER 2018



There was overwhelming response from almost 100 participants



Chris Low being peppered with more questions

Due to numerous queries and the need for further clarity concerning Sales & Service tax (SST) in the administration of shopping malls, a briefing by Mr Christopher Low, BDO Tax Malaysia was organized at D'Pulze Shopping Centre, Cyberjaya.

There have been new amendments made to the SST Act in January 2019 and we have since arranged for a dialogue with Royal Malaysian Customs Department on 3 April 2019. Updates will be informed to members accordingly.

SOUTHERN REGION OUTREACH MEETING

30 NOVEMBER 2018



It's an excellent opportunity to meet other Johor malls and network!

The outreach meeting to touch base with members in the south was held at Holiday Villa Johor Bahru. In attendance from central region were numerous team members headed by Ms Phang Sau Lian and Mr MK Foong with other committee members based in Johor, Ms Jenny Chan and Southern region representative, Ms Zahayu Shima Ayub. PPKM's Sabah representative, Mr David Lau was also present together with more than 30 other participants from Johor malls. The meeting also featured a talk by Nearbuy Group on the *Phygital Experience*.

TEH TARIK TALKS

Sime Darby Energy Solutions hosted the talk on *SAVE COSTS WITH COGENERATION - Energy Savings & Efficiency Solutions* on 28 November. Cogeneration uses a heat engine or power station to generate electricity and useful heat at the same time so that shopping malls and commercial complexes can unlock potential gains from green energy conservation.



34 participants listened attentively to information on Energy Savings & Efficiency Solutions



Introduction by Gas Malaysia representative



The TTT included a visit to the CoGen plant

MEMORANDUM OF UNDERSTANDING WITH KOREAN TRADE-INVESTMENT PROMOTION AGENCY (KOTRA) 12 MARCH 2019



A MOU was signed between PPKM and KOTRA with the primary objective of enhancing mutual trade collaboration and co-operation between Korea and Malaysia and bringing in new franchise opportunities of Korean companies to all shopping malls in Malaysia. This will further enhance the retail and merchandise in malls and offer a wider choice for all consumers from international businesses.



PPKM also hosted an exhibition booth at the 2018 conference and found some VIP visitors
L to R: Ang Lai Fun, Kung Suan Ai, HC Chan, Dato Joyce Yap, Andrew Brien, Tan Sri CK Teo, Phang Sau Lian and Evelyn Lo.

RECON ICSC ASIA-PACIFIC ICSC RECON ASIA-PACIFIC 2018

During the 2018 conference, awards for outstanding achievement in marketing and design/development of retail properties and retail store design were announced. There were three Malaysian mall winners. IOI City Mall won the Silver Award under the Design and Development category; IPC Shopping Centre was one of the gold winners in the Emerging/Digital Technology section whilst Sunway Putra Mall took the Community Support Award. Congratulations and well done to all winning malls!

ADVANCE NOTICE!



ICSC RECON ASIA-PACIFIC 21-23 OCTOBER 2019 RAFFLES CITY CONVENTION CENTRE, SINGAPORE

Join the premier retail real estate event in the Asia-Pacific region on **October 21 - 23, 2019** for networking, professional development and business opportunities.

As retail real estate forges into the future, the industry must focus on delivering impactful experiential retail for today's consumers.

RECon Asia-Pacific is a chance to:

- Connect with industry colleagues from all areas of retail real estate
- Learn from thought leaders of both traditional and emerging markets
- Grow your professional skills in dedicated workshops
- Find out how changes in the region will affect your business

RECon Asia-Pacific will also feature guided tours to Singapore's leading retail destinations on Monday, 21 October, and the presentation of **ICSC Asia-Pacific Shopping Center Awards** on Tuesday, 22 October.

All registered delegates are invited to join networking **Welcome Cocktail** on Monday, October 21, held in the Chijmes Hall (walking distance from the Raffles City).

Members of PPK (Non-ICSC members) are entitled to a 10% discount from applicable conference fees. Please use the promo code **ASIA10** upon online checkout.

For more details, and registration please visit www.icsc.org/2019apc

Malaysia Shopping Mall Industry Survey, 2018

From mid to end of 2018, PPK Malaysia conducted a survey among its members to gather the latest industry figures including on mall operating expenses. This was the eighth industry survey that PPKM had conducted since 2002. These surveys are important in assisting both asset owners and decision-makers to develop key benchmarks for optimal management of shopping malls.

The survey was conducted in collaboration with **Stratos Consulting Group Sdn Bhd**, a market research company, using self-administered email questionnaires. In addition to the data, Stratos also obtained information from its databases and official statistics such as from the National Property Information Centre (NAPIC) and corporate annual reports to estimate aggregate figures and value for retail space in Malaysia.

1.0 SIZE OF THE SHOPPING MALL INDUSTRY IN MALAYSIA

The total number of shopping malls throughout the country approximates **671 centres with net lettable area (NLA) ranging from a minimum of 50,000 sq ft to 2.2 million sq ft.**

In total, these malls provide approximately 166.6 million sq ft of NLA as of September 2018.

SHOPPING MALL INDUSTRY OVERVIEW 2018

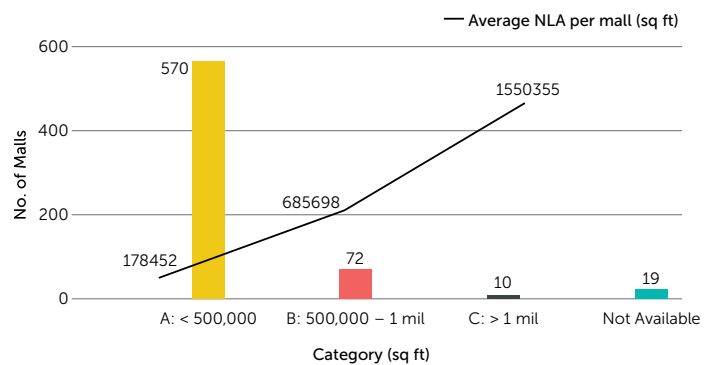
Malaysia	Year 2018
Total no. of shopping malls*	671
NLA (range) (sq ft)	50,000 – 2.2 mil
Total NLA (sq ft)	166.6 mil
Total no. of shopping malls excluding hypermarket centres, superstores, markets/bazaar centres	431
Total NLA excluding hypermarket centres, superstore, markets/bazaar centres	137 mil

Source: Stratos Consulting Group Sdn Bhd
 Note *: Our definition of shopping malls include conventional enclosed malls, hypermarket centres, retail podiums, standalone supermarkets, street malls and wholesale malls that have at least 50,000 sq ft. of NLA.

In PPK's survey, the shopping malls can be grouped into the following 3 categories:

Category	Description	Net Lettable Area (NLA)
Category A	Small	< 500,000 sq ft
Category B	Medium	500,000 – 1 mil. sq ft
Category C	Large – mega	> 1 mil. sq ft

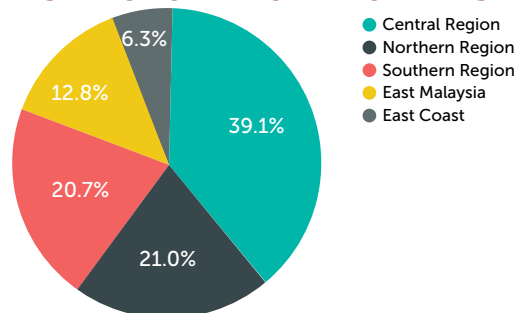
The small malls, that is Category A (less than 500,000 sq ft of NLA) form the majority or 84.9% of the total number of shopping malls in Malaysia. They account for 61.1% of the total NLA in the industry.



Category (sq ft)	Total NLA	No. of malls	% of Total Area	Average NLA per mall (sq ft)
A: < 500,000 sq ft	101,718,159	570	61.1	178,452
B: 500,000 – 1 mil sq ft	49,370,276	72	29.6	685,698
C: > 1 mil sq ft	15,503,547	10	9.3	1,550,355
Not Available		19		
Total	166,591,982	671	100.0	248,274

2.0 DISTRIBUTION OF SHOPPING MALLS IN MALAYSIA

2.1 DISTRIBUTION BY NUMBER OF MALLS



Central Region accounted for the largest number of shopping malls in Malaysia, numbering 263 or **39.1% of the total number of malls.** It was followed by the **Northern Region**, which had 141 malls or **21.0%** of the country's total; **Southern Region** with 139 malls or **20.7%** of the country's total; **East Malaysia** with 86 malls and **12.8%** of the country's total; and **East Coast** with 42 malls or **6.3%** of the country's total.

DISTRIBUTION BY NUMBER OF MALLS

	Location	Nos	% of Total Nos.
Central Region	Kuala Lumpur	98	39.1
	Selangor & Putrajaya	165	
	Total	263	

	Location	Nos	% of Total Nos.
Northern Region	Kedah	37	21.0
	Penang	47	
	Perak	53	
	Perlis	4	
	Total	141	

	Location	Nos.	% of Total Nos.
Southern Region	Johor	85	20.7
	Melaka	26	
	Negeri Sembilan	28	
	Total	139	

	Location	Nos	% of Total Nos.
East Malaysia	Sabah	28	12.8
	Sarawak	58	
	Total	86	

	Location	Nos	% of Total Nos.
East Coast	Kelantan	15	6.3
	Pahang	16	
	Terengganu	11	
	Total	42	

Malaysia	Grand Total	671	
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DISTRIBUTION BY NET LETTABLE AREA (NLA)

	Location	NLA (sq ft)	% of Total Nos.
Central Region	Kuala Lumpur	43,790,427	46.3
	Selangor & Putrajaya	33,352,345	
	Total	77,142,772	

	Location	NLA (sq ft)	% of Total Nos.
Northern Region	Kedah	5,876,162	18.5
	Penang	14,759,325	
	Perak	9,873,782	
	Perlis	366,550	
	Total	30,875,819	

	Location	NLA (sq ft)	% of Total Nos.
Southern Region	Johor	20,907,357	19.3
	Melaka	6,334,211	
	Negeri Sembilan	4,978,615	
	Total	32,220,183	

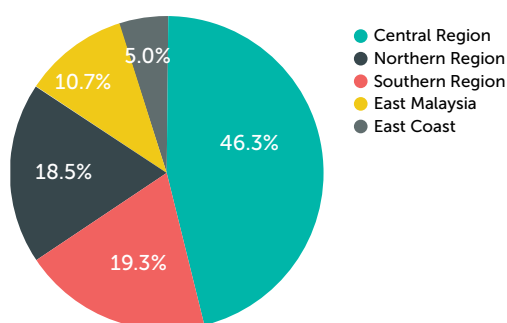
	Location	NLA (sq ft)	% of Total Nos.
East Malaysia	Sabah	6,549,198	10.7
	Sarawak	11,328,918	
	Total	17,878,116	

	Location	NLA (sq ft)	% of Total Nos.
East Coast	Kelantan	2,369,078	5.0
	Pahang	4,245,175	
	Terengganu	1,860,839	
	Total	8,475,092	

Malaysia	Grand Total	166,591,982 *	
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*As of September 2018.

2.2 DISTRIBUTION BY NET LETTABLE AREA (NLA)



Central Region accounted for 46.3% of the total NLA of all shopping malls in Malaysia – making up almost half of the total mall space in the country. The Southern Region had the second largest distribution with 19.3% of the total NLA of all malls.

It was followed by the Northern Region, which accounted for 18.5% of the total NLA of all malls. East Malaysia accounted for 10.7% of the total NLA while East Coast accounted for only 5.0% of the total NLA of all shopping malls in Malaysia.

3.0 SURVEY RESULTS IN BRIEF

Below are the main findings from the survey among participating malls:

Item	Malaysia
Average occupancy rate in 2018 (annual)	92%*
Average monthly gross rental rate (per sq ft of NLA) *	RM7.87
Average monthly mall expenses (per sq ft of NLA)	RM3.07
Average monthly service & promotional charge (per sq ft of NLA)	RM2.45

Source: PPK Shopping Mall Industry Survey 2018

Note * :

- 1) Based on the sample of the survey where majority of respondents are established mall operators.
- 2) Average gross rental rate excluding luxury malls.

4.0 CONCLUDING REMARKS

Based on the above trends, Malaysia' shopping mall industry offers more than **166.6 million square feet of NLA** with an **estimated real estate value of RM130 billion**.

In addition, the **shopping industry annual sales turnover is close to RM120 billion**. The industry also provides direct employment to **approximately 56,600 people**.

Source: Stratos Consulting Group Sdn Bhd

CORPORATE MEMBERS

1 Utama Shopping Centre
1MK Mall
1Shamelin Shopping Mall
1st Avenue Mall
3 Damansara
Alam Sentral Plaza
Alor Star Mall
Aman Central
Amcorp Mall
Amerin Mall
Atria Shopping Gallery
avenue K
Bangsar Shopping Centre
Batu Pahat Mall
Berjaya Megamall
Berjaya Times Square Kuala Lumpur
Berjaya Waterfront Complex
Central i-City Shopping Centre
Central Market
Central Square Sungai Petani
Centre Point Sabah
Centro
Cheras LeisureMall
Citta Mall
City Mall
Cityone Megamall
Damen Mall
Dataran Pahlawan Melaka Megamall
Datum Jelatik Mall
Dayabumi
DC Mall
Design Village Outlet Mall
Digital Mall
Dpulze Shopping Centre
e @ Curve
East Coast Mall
Eastern Mall
Ekocheras Mall
Emart Batu Kawa
Empire Shopping Gallery
Encorp Strand Mall
Endah Parade
fahrenheit 88
First World Plaza
Galleria@Kotaraya
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 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 Muar
Giant Hypermarket Petra Jaya
Giant Hypermarket Pletiong
Giant Hypermarket Putra Heights
Giant Hypermarket Sawang
Giant Hypermarket Seri Kembangan
Giant Hypermarket Shah Alam
Giant Hypermarket Subang Jaya
Giant Hypermarket Tabuan Jaya
Giant Hypermarket Taiping
Giant Hypermarket Tampoi
Giant Hypermarket Tawau
Giant Hypermarket Ulu Klang
Giant Mall Kelana Jaya
Giant Superstore Tanjung
Giant Setapak
Giant Superstore Bandar Puteri
Giant Superstore Gong Badak
Giant Superstore Jerneh
Giant Superstore Kampar
Giant Superstore Kangar
Giant Superstore Kenanga
Giant Superstore Kuala Pilah
Giant Superstore Lukut
Giant Superstore Nilai
Giant Superstore Prima Saujana (Kajang)
Giant Superstore Sandakan
Giant Superstore Sunway City Ipoh
Glo Damansara
GM Klang Wholesale City
Grand Merdeka Mall
Great Eastern Mall
Green Heights Mall
Gurney Paragon
Gurney Plaza
Harbour Mall Sandakan
Hartamas Shopping Centre
Imago, KK Times Square
Intermark Mall
IOI City Mall
IOI Mall Bandar Putra Kulai
IOI Mall Puchong
IPC Shopping Centre
Ipoh Parade
Island Plaza
ITCC Mall
Jaya Shopping Centre
Jesselton Mall
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
KSL Esplanade Mall
Kuantan Parade
KWC Fashion Mall
Kulim Central
Langkawi Fair Shopping Mall
Lot 10
M3 Mall
Mahkota Parade, Melaka
Maju Junction Mall
Medan MARA
Megamall Pinang Shopping Complex
Citta Mall
Melawati Mall
Mesamall
Mid Point Shopping Complex
Mid Valley Megamall
Mid Valley Southkey
Mitsui Outlet Park KLIA
Mydin Mall
MyTown Shopping Centre
New World Park
Nexus Bangsar South
Nu Sentral
One City
Pandan Kapital
Paradigm Mall
Paradigm Mall Johor Bahru
Paragon Point Shopping Centre
Parasaya Komuniti @ Mart Kempas
Pavilion Kuala Lumpur
Paya Bunga Square (PB Square)
Pearl Point Shopping Mall
Pelangi Leisure Mall
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
Puteri Harbour Retail
R&F Mall Johor Bahru
Riverwalk Village
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
SACC Mall
Sarawak Plaza
SB Mall
Segamat Central Shopping Centre
Sehati Walk
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
Straits Quay Retail Marina
Subang Parade
Sungei Wang Plaza
Sunshine Tower
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
Terminal Larkin Sentra
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 Gardens Shopping Mall
Tun Razak Exchange
Utropolis
Viva Home Shopping Mall
Vivacity Megamall, Kuching
Wangsa Walk Mall
Wetex Parade Shopping Centre
Zenith Lifestyle Centre

INDIVIDUAL MEMBERS

Abdul Aziz b Aman
Abd Rahim Hilmi b Zakariya
Abdul Razak Tuah b Othman, CMOM
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Aminudin b Mohd Noah, CMOM
Amos Chew Yee Onn, CMMLM
Andrew Ashvin, CMM
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Ang Khoo Looi, Carol
Ang Kung San
Anthony Dylan anak Frankie Jurem
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Goh Kar Yan
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Hing Yi Xin
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How Siew Choo
Hok Wai Khwin, CMMLM
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Mohd Rafiz Azwan bin Hashim
Mohd Shahril b Mohd Shariff
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Muhammad Fahmi b Md Yatim
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Ng Kuan Yee, Selina
Nik Azlan Nik Aman
Nor Salehah bt Wahid, CMMLM
Nor Hayati bt Nawawi Suri, CMMLM, CMAM
Norliyah bt Md Tahir
Norliyah bt Mohd Yusof
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Ong Hui Ling
Ooi Boon Shya, CMMLM, CMOM
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Yap Yoke Lan, Rachel
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Yeap Huey Ling, CMMLM
Yeo Wei Teng, CMMLM
Yeo Yee Yuen, CMMLM
Yew Su San
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Yong Lee Yung, CMAM
Yong Yuet Lan, CMMLM
Yuen Chen Yung
Zainab bt Abd Kadir
Zahayu Shima bt Ayub, CMMLM
Zulkahar b Khamsi, CMOM

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Dato' Joyce Yap, CMM
HC Chan, CMM

ASSOCIATE MEMBERS

Ng Hean Yin

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Gan Siew Chain
Kevin Chiu Zhenwei, CMM
Lee Chee Leong
Lee Pei Ling
Lim Chee How
Lok Chin Lum
Ng Choo Yiew, Thomas
Ng Chung Yau
Phan May Ling
Tay Seow Liang, Victor, CMOM
Tee Kok Guan
Timothy Liew Heng Kwun
Timothy Sangawa
Wong Paik Tho
Woo May Foong
Yasmin Mokhtar
Yew Poh Ling
YY Lau

AFFILIATE MEMBERS – CORPORATE

3D Printer Sdn Bhd
BBCC Development Sdn Bhd
Code Entertainment Sdn Bhd
Fair Star Shopping Sdn Bhd
Festival City Sdn Bhd
Golden Mayflower Sdn Bhd
IFCA MSC Bhd
Kingsmen Sdn Bhd
Musixmusic Sdn Bhd
Nearby South East Asia Sdn Bhd
OCK Telco Infra Sdn Bhd
Potentiate Sdn Bhd
Prominent Excel Sdn Bhd
SL Group Design Sdn Bhd
Stratos Consulting Group Sdn Bhd
The Hot Shoe Show & Company Sdn Bhd
The Lot Associates Sdn Bhd
Visata Creative Sdn Bhd

NETWORKING PARTNERS

Asosiasi Pengelola Pusat Belanja Indonesia (APPBI)
Association of Consulting Engineers (ACEM)
BBKLCC Tourism Association, Kuala Lumpur
British Council of Shopping Centres (BCSC)
Building Management Association of Malaysia (BMAAM)
Council of Asian Shopping Centres (CASC)
Dewan Bandaraya Kuala Lumpur (DBKL)
Eastern Regional Organisation for Planning & Human Settlements (EAROPH), Malaysia
FIABCI Malaysia Chapter
Fire Prevention Council Malaysia (FIPCOM)
Hong Kong Trade Development Council
Institute of Shopping Center Management Ltd (ISCM), Hong Kong
International Council of Shopping Centers (ICSC)
Jabatan Bomba dan Penyelamat Malaysia
Japan Council of Shopping Centers (JCS)
Korea Building Owners & Managers Association (KBOMA)
Malaysia Crime Prevention Foundation (MCPF)
Malaysia Retail Chain Association (MRCFA)
Malaysia Retailers Association (MRA)
Malaysia Green Building Confederation (MGBC)
Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEO)
Malaysian Association of Hotel Owners (MAHO)
Malaysian Association of Hotels (MAH)
Malaysian Association of Travel & Tour Agents (MATTA)
Malaysian Franchise Association (MFA)
Malaysian Tourism Federation (MTF)
Mall China
Middle East Council of Shopping Centers (MECS)
Nordic Council of Shopping Centers (NCSC)
Pertubuhan Akitex 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)