







SHOPPING Tourism FEATURES Visit Malaysia 2020

**WATCH OUT** 35th AGM, March 2020

WHAT'S NEW BMC Mall, Sunway Big Box Retail Park & Toppen

## PRESIDENT'S MESSAGE



#### Dear members

Ver the years, shopping malls and retail therapy have both gradually but surely weaved themselves into the fabric of our daily life and have now become an intrinsic part of the Malaysian lifestyle. It also features prominently in the travel style for tourists as they visit Malaysia to shop, eat and visit. While we are well-known for our culinary and cultural attractions, shopping has continued to be the biggest single contributor to tourists'

expenditure, and at the latest count from January to June 2019, increasing to 35.3%, as announced by Tourism Malaysia recently. This is a very substantial portion, followed by accommodation and food and beverage.

It is, therefore, pertinent that with Visit Malaysia 2020 (VM 2020) coming just around the corner, we focus on Shopping Tourism in this edition of our newsletter. YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister of Tourism, Arts and Culture has recently mentioned that 'according to Mastercard's Global Destination Cities Index 2019, Kuala Lumpur has been identified as the 2nd fastest growing destination based on forecasted 2019 growth after being ranked 6th among top destinations for international visitors in 2018. However, in terms of International Visitor Spend, KL was ranked 11th in 2018 and is forecasted as the 7th fastest market for 2019 growth."

This promises well for Shopping Tourism and Malaysia's iconic shopping malls will continue to work closely with Tourism Malaysia to enhance Kuala Lumpur and the rest of Malaysia as a regional shopping destination. Our malls have constantly strived to offer innovative and creative experiences for shoppers from new, cutting-edge technology for vehicle parking, amenities and services, mall building designs, visual merchandising and decorations to fresh merchandise offerings and experiential leisure spaces for e-sports, extreme sports, pet-themed playgrounds and in an obvious nod to today's trends, even a selfie museum.

The recent CASC Conference 2019 was an eye-opener for many participants as some speakers gave us a peek into how futuristic technology can enhance marketing promotions and create new shopping experiences. Shopping malls are in a constantly evolving industry, constantly changing to meet the flux and trends of younger shoppers - as well as families - and now even house physical stores for online retail giants where shoppers can get to touch and feel merchandise before purchasing on site or online. This would be in tandem with Tourism Malaysia's call for retailers and malls to adapt and become a 'cashless society' using digital and mobile payments.

However, when we consider global economic trends, the outlook for 2020 remains challenging and competitive, but with shopping now being all about experiences, we are sure malls will evolve to remain relevant to their shoppers.

Wishing all of you warm Seasons Greeting and we look forward together to facing our challenges together in Year 2020.

TAN SRI DATO TEO CHIANG KOK President

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Cover image courtesy of Tourism Malaysia



# **Enhancing Malaysia's Position as a Shopping** Hub Towards VM 2020



'isit Malavsia Year (VMY) was first launched in 1990 with the theme 'Fascinating Malaysia, Year of Festivals". The campaign was a huge success with Malaysia charting 7.4 million in

tourist arrivals compared to 4.8 million in 1989, an increase of 2.6 million. The second VMY in 1994 registered an increase of 10.66% in foreign tourists.

The third VMY was launched in 2007 in conjunction with Malaysia's 50th Independence Anniversary. VMY 2007 charted a tremendous success beyond expectations with 20.97 million in tourist arrivals and RM46.1 billion in tourist receipts. This meant a rise of 3.42 million and RM9.8 billion from the previous year.

In 2014, we had another Visit Malaysia Year campaign themed 'Celebrating 1Malaysia, Truly Asia'. International tourist receipts for 2014 were RM72 billion, an increase of 10% compared with RM65.4 billion in 2013.

To further enforce our tourism industry, Tourism Malaysia has launched Visit Malaysia 2020 (VM 2020). The VM 2020 campaign is an endeavour that will help strengthen Malaysia as an international tourist destination. Through this campaign we wish to welcome visitors from all over the world to experience the uniqueness and beauty of Malaysia's ecotourism attractions, including our rainforests, mountains, islands and beaches.

In 2020, visitors will have the opportunity to immerse themselves in our diverse culture, arts, heritage and history. This is in line with the mantra "Tourism Protects, Preserves and Conserves Mother Nature, Culture and Heritage" and the campaign's promotional theme, "Culture, Nature and Its People."

Exciting events which will take place in 2020 are:

February	Le Tour de Langkawi
10-12 July	Rainforest World Music Festival, Sarawak
15-23 August	Royal Floria Putrajaya
1-4 October	KL Tower International Jump Malaysia, Kuala Lumpur
11-13 September	Royal Pahang Billfish International Challenge, Rompin, Pahang

Shopping is indeed a lucrative component of Malaysia's tourism industry contributing significantly to our country's growth and



naae courtesy of Tou

and expansion of Malaysia shopping malls. offer some of the best shopping experiences in the Shopping holds the biggest share of tourist country, but also the Extended Shopping Zones expenditure. Last year, tourists spent RM28.1 such as Jalan Tuanku Abdul Rahman Heritage billion on shopping in Malaysia, which was an Shopping Zone, Bandar Utama/Damansara, increase of 4.6% compared to RM26.8 billion in Bandar Sunway and Subang Jaya in Selangor as 2017. Shopping constituted 33.4% of the total well as George Town in Pulau Pinang, Johor Bahru tourist expenditure in 2018 against 32.7% of the in Johor, Melaka, Sabah and Sarawak, all of which total tourist receipts in 2017.

tourists. Our diverse tourism offerings range from million-year-old rainforests and islands Malaysia as a fun and wholesome shopping and beaches to shopping and luxury holidays. destination, complemented by entertainment and Malaysia offers something unique to each and recreation activities, gastronomic adventures, every traveller who visits our shores. With our luxury treatments and visits to popular tourist favourable exchange rate, you will find that spots. It is made possible by the support of Malaysia is a value-for-money destination. Our more than 600 integrated shopping malls and hotel rates, food and beverages, and other holiday retail outlets in the country whose numbers lifestyle choices are among the lowest in price but are increasing every year. Malaysia is rich in its highest in quality.

#### MARKETING PLANS AND PROMOTIONAL STRATEGIES

Various initiatives are being prepared for VM 2020. The initiatives include planning and organising marketing and promotion campaigns, the shopping experience to tourists; forming and shopping industry players; and facilitating and coordinating shopping-related government policies as well as private-public sector initiatives Tourism Malaysia looks forward to continue taking that promote the country as one of the world's best shopping destinations.

Tourism Malaysia through Secretariat Shopping the Malaysia Shopping Malls Association (PPKM), premier and most vibrant shopping destinations. BBKLCC Tourism Association, BARRA-Batu Road Retailers Association, Malaysia Retailers Association (MRA), Malaysia Retail Chain Secretariat Shopping Malaysia Association (MRCA) and Bumiputra Retailers Package Development Division Organisation (BRO).

premier shopping areas in Kuala Lumpur such as MALAYSIA)

development and coupled with the rapid growth Bukit Bintang, KLCC and Central Market, which are being actively promoted.

Malaysia has all the attractions that appeal to Malaysia's shopping branding is centred on the "Experiential Shopping" concept that promotes cultural and natural beauty. The tourism industry continues its significant contribution to the country's economic growth. There will be new opening of several malls, stores and outlets that will give shoppers a wider selection of products and more excitement. We will soon welcome the arrival of new malls in the Klang Valley - Mitsui shopping events and activities to highlight Shopping Park Lalaport BBCC, Tropicana Gardens Mall, KL East Mall, Pavilion Bukit Jalil, Pavilion strategic partnerships and creating marketing Damansara Heights, The Exchange TRX with initiatives with domestic and international trade Toppen & Beletime@Danga Bay in Johor and KTCC Mall in Terengganu.

an active and catalytic role in promoting Malaysia's shopping sector in both 2020 and beyond. It is hoped that the VM 2020 campaign will succeed to reach the targets of 30 million international tourist Malaysia (SSM) works broadly with industry arrivals and RM100 billion tourist receipts and players to implement the various promotional help to enhance Malaysia's position as a shopping efforts to boost the shopping sector. They include hub further, making the country one of the world's

MALAYSIA TOURISM PROMOTION BOARD These promotional efforts focus not only on (MINISTRY OF TOURISM, ARTS & CULTURE



# BMC Mall to be a hub for the community



BMC Mall's facade and parking facilities

**B** MC Mall, one of the latest members to join PPKM recently, has been rebranded earlier this year as a community hub for Bandar Mahkota Cheras in Selangor after AEON Mahkota Cheras Shopping Centre was acquired from its previous owner.

Foremost Wealth Management Sdn Bhd, an investment holding company, which took over the mall's management in October 2017, had spent over a year to renovate the seven-year-old building while still running it at less than 20% occupancy.

BMC Mall, which officially opened on 23 March 2019, is now 69% occupied with 53 brand names on its net lettable area of 200,000 sq ft.

The mall's anchor tenant NSK Trade City is complemented by other mini anchor tenants such as Zheng Palace Chinese Restaurant, Mr DIY, The Kids Playground, New Market and Setia 2.10. Facilities wise, 700 parking bays are available.



Interior of the two-storey revamped BMC Mall

According to its operations manager Andrew Lee, "BMC Mall's mission statement is to 'Recapture Our Sense Of Belonging' among the community. We want customers to come to our mall because they want to and not because they have to."

At the mall's community hall named The Nucleus, weekly events and activities are organised. They include Zumba classes on Wednesdays, line dance classes on Fridays and Muay Thai fitness classes on Sundays. The hall can also be rented for seminars and special events such as weddings and birthday parties.

"Under the mall's Tenant Excelleration Programme, we aim to help our tenants drive traffic through five steps, namely Interaction, Strategy, Conventional, Social Media, and Online or Mobile," Lee added.

# Malaysia's first hybrid retail park to debut soon in Sunway Iskandar



Box-in-Box interior design

M oving towards newer and more innovative and retail development concepts, Sunway Malls will be introducing soon the first of its kind retail park in Malaysia that features big warehouse concept stores in an open-air strip environment.

Prior to its opening, slated to be in mid-December, the RM242 million Sunway Big Box Retail Park in Sunway Iskandar, Johor, has secured 85% tenancy. It will feature 13 large format stores alongside regular retail outlets amidst a lush, green environment that resembles a park.



Box-in-Box interior design

Comprising two floors with 500,000 sq ft of net lettable area, it will have about 100 retail, food and beverage as well as entertainment outlets. The 30,000 sq ft BookXcess, carrying over 1.5 million books, will be a first in Johor. Another first here will be Happy Fish Swim School centre with a 25-m heated lap pool.

Home improvement store, SSF, will be displaying complete show units of various sizes while co-sharing office MOX will be holding workshops for dance classes, tailoring and talks for its community. NSK will offer wholesale goods at competitive prices and Burger King, KFC and Starbucks will have their drive-through facilities outside the retail park's premises.

For added convenience, there will be two pedestrian bridges linking the park to KFC and Starbucks. A link to Sunway Iskandar's Xtreme park will also be established. Other key tenants at this new hybrid park include Ace Hardware, Mr DIY, Sports Direct, Golden Screen Cinemas, Tomaz, Guardian, Mr Dakgalbi, Absolute Thai, Chicken Rice Shop, Skechers, Young Hearts, Tan Ngan Lo, Thai Odyssey, Funskate by Cobay and Universal Traveller. Sunway Big Box Retail Park, with 2,000 car park bays, is Sunway Malls' seventh retail development in Malaysia but its second retail centre in Sunway Iskandar after opening Sunway Citrine Hub in January 2018. The latter is now fully occupied.

Sunway Malls and Theme Parks CEO HC Chan said, "Urbanisation, high-rise living and demand for communal spaces are changing the way we look at malls, which have become modern marketplaces whereby people come together to congregate and partake in leisure, entertainment and F&B pursuits apart from shopping."

Sited five minutes from Malaysia-Singapore Second Link via the Coastal Highway Southern Link, this new retail park is set to draw more visitors and shoppers to the southern part of Peninsular Malaysia.

# Retailtainment and new concepts at Toppen



Aerial view of Toppen

oppen Shopping Centre has opened with 90% of its tenants on its grand opening on 13 November. Anchored by IKEA Tebrau, key tenants also include Ben's Independent Grocer, Harvey Norman, Starbucks, TGV Cinemas, Original Classic and Food Empire.

Its General Manager Joakim Hogsander said 80% of the brands brought by Toppen to Tebrau in Johor are new. They include The Parenthood, Little Gym, 9to9, which is Hush Puppies' 020 brand, and The Pantheon, an e-sports centre.

In terms of food and beverage, he added, "Fish & Co is opening its first outlet in Johor with us. We also have new concepts such as IceDream with their signature rainbow ice cream and the unique fusion-Asian dining at Shanghai Red."

With a gross leasable area in excess of 1.25 million sq ft, Toppen aims to offer a complete 'retailtainment' experience. Its rooftop community hub, The Topp, covering more than 60,000 sq ft, includes a spacious event piazza, kids' playgrounds, splash park, skate park, multipurpose courts as well as rock climbing and bouldering areas.

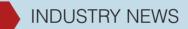
Also housed here is its verdant rooftop garden and Malaysia's first permanent outdoor rooftop cinema. Complemented by the latest concept TGV Cinemas, it will have the country's first Flexound hall that offers immersive, augmented audio. TGV at Toppen will also feature the first family-friendly cinema halls and chillout social zone in Johor.



The Topp rooftop garden

As an eco-friendly shopping centre, Hogsander said, "Our leadership in energy and environmental design (LEED) and Green Building Index Gold certification targets are testament of our commitment to sustainability. Meanwhile, we have installed a 500kV solar photovoltaic panel on our rooftop, two rainwater collection tanks for our chillers and toilet amenities, plus a sizable green wall on our façade.

"We will be implementing waste segregation for our tenants to reduce landfill waste and at the same time increase recycling and composting. Toppen currently uses the latest energy saving lightemitting diode solution. It is a small but significant step in caring for our planet."



# STRATA MANAGEMENT ACT (SMA) 2013 (ACT 757)

EdgeProp.my recently held a fireside chat forum on 14 November 2019 to discuss amendments to the SMA. There were more than 250 stakeholders with key property industry players at the roundtable ie Tan Sri Teo Chiang Kok, President of both Building Management Association of Malaysia (BMAM) and PPKM; Dato Soam Heng Choon, President, Real Estate and Housing Developers Association (REHDA); Sr Adzman Shah b Mohd Ariffin, President, Malaysian Institute of Property and Facility Managers (MIPFM) and Mr Chris Tan, Founder and Managing Partner, Chur Associates. The lively session was moderated by Ms Au Foong Yee, Managing Director and Editor-in-Chief, EdgeProp Malaysia.









#### **"THE NOW AND THE FUTURE"** - THE MALL STORY

10 - 12 SEPTEMBER 2019 JW Marriott Hotel, KUALA LUMPUR

ficiated by YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister of Tourism, Arts and Culture, the conference was a resounding success and attracted more than 220 delegates with 32 speakers from 8 countries in attendance. Thank you to the strong support of member CASC countries from Indonesia, China, Hong Kong and Taiwan! This was surely the pinnacle event for the shopping mall industry in the Asian region, bringing together participants from both middle and upper management with the expert speakers, all specialists in their own fields.

Aptly themed, The Now and The Future' - The Mall Story, the conference took a look at the shopping mall scenario within our region and included Bangkok's recently opened award-winning IconSiam and Kuala Lumpur's soon-to-be opened The Exchange TRX. Our doyens from diverse yet related disciplines also shared on creative interior retail and mall designs, fresh and novel ways of retail marketing and imaginative vet current trends for tenancy



CASC Conference 2019 opens with a bang!

L to R: Kung Suan Ai, PPKM Vice President 2; Richard Chan, PPKM Advisor; Baldwin Ko, President, Institute of Shopping Centre Management (ISCM) Hong Kong; Stefanus Ridwan, President, Asosiasi Pengelola Pusat Belanja Indonesia (APPBI); YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister of Tourism, Arts and Culture; Tan Sri CK Teo, PPKM President; Jeff Tsai, President, Taiwan Council of Shopping Centers (TCSC); Victor Guo, President, Mall China; Kelvin Ng, Founder & CEO, Synergistic Real Estate Management & Network and Dato Joyce Yap, PPKM Advisor

participants literally looked into the future with digital innovations for beautiful experiences as there is a need to future-proof businesses.

Overall response was positive and some delegates commented.

retail needs to evolve with more creativity to offer

- shoppers a different shopping experience. There were wonderful networking opportunities with the industry professionals
- It was a compact and informative conference
- Keep up the many talented and engaging speakers

mix from e-sports to co-working spaces. In this current Once the 2-day conference proper was completed, age of futuristic technology and artificial intelligence, participants enjoyed themselves visiting some of Kuala Lumpur's iconic malls – Suria KLCC, The Gardens Mall, Pavilion Kuala Lumpur, 1Utama Shopping Centre, Sunway Pyramid and IOI City Mall which showcased our Malaysian hospitality.

> The conference would also not have been so successful without the support of our exhibitors, Garde, OCK, Perkasa Power, 3D Printractor, SC Soft and ServeDeck, all of whom provide ancillary services to shopping malls. Thanks also to our sponsors – 1 Utama Shopping Centre, IOI City Mall, Sunway Malls, Pavilion Kuala Lumpur and CapitaLand Malls.

Looking forward to CASC Conference 2020 in China!



Panel of judges L to R: Baldwin Ko, ISCM; Syed Yahya Syed Othman: Director, Malaysia Tourism Promotion Board; Tan Sri CK Teo, PPKM President; Heru Nasution, APPBI; Victor Guo,



Delegates listening with rapt attention



Presenting ALL the proud winners!

6



Sunway Pyramid welcomes CASC delegates



The WCT Team in full batik dress code at the 'Unity in

#### Participants at Suria KLCC being briefed

#### CASC-PPKM AWARDS 2019 'BEST EXPERIENTIAL MARKETING'

doing so the following years but in conjunction with CASC Conference, this was enhanced to include entries from CASC countries. There was a total of 61 entries for all 3 categories, including those from overseas - China, Hong Kong and Indonesia

The entries were shortlisted to 26 finalists, with 2 winners in each category, as well as Certificates of Honourable Mention awarded to outstanding malls.

Based on the malls' marketing campaigns held from 1 July 2018 to 30 June 2019, these programmes covered festival experience together.

PPKM started organising Awards in 2016 and continued celebrations, themed events, sales promotions, public relations, advertising, new and social media, community projects etc.

> We wish to thank the panel of judges for their online adjudication which was based on the following criteria: objectives and strategies
> creativity
> action plan

results • budget and cost effectiveness

Do take note that PPKM will be organising the Awards again next year and look forward to work with all member malls to further enhance standards for our shopping

# **CONGRATULATIONS TO ALL WINNERS!**

CATEGORY A: MALLS WITH NETT LETTABLE AREA (NLA) OF 500,000 SQ FT AND BELOW



Lee Tung Avenue (LTA), an outdoor pedestrian walkway located at the heart of Hong Kong, partnered with Regent Street of The Crown Estate, the famous shopping boulevard in London, to bring the first-ever world-renowned Christmas lights, the spectacular 'The Spirit of Christmas' to Hong Kong.

LTA played host to exhibit five iconic handcrafted spirits of Regent Street to celebrate the festivities with rich British Christmas atmosphere and presented LTA as an unconventional lifestyle destination where new meets old and east meets



Presented by China Hong Kong City and Lee Tung Avenue, "The Moon Rabbit Lumiere" redefined festive celebration with an East-meets-West, oldmeets-new, art-meets-technology chemistry. The centrepiece was the giant rabbit art installation by Australian artist Amanda Parer, which had toured in over 80 cities before appearing in Hong Kong for the first time. Spin-off activities were organised to create an all-round, immersive experience and multiple PR touchpoints, ultimately driving mall traffic, tenant sales, social media following and inter-mall synergy.



Reinforcing itself as a destination for lifestyle experiences within the KLCC district, Intermark Mall engaged visitors with an En'Chanting' Raya celebration. Surrounded by an expatriate community, foreign embassies and international companies, the mall harnessed the art of storytelling to promote Malaysia's unique heritage, the strategy for campaigns in 2019. With this, the mall drew inspiration from beautiful Malaysian textile 'batik' and its creation process called 'canting'. The mall decorations, promotions and experiences were presented in the most enchanting manner and generated high consumer interest.

#### CATEGORY B: 500,001 TO 999,999 SQ FT NETT LETTABLE AREA (NLA)



SKY RING, the original IP of Jing'an Joy City, is the first cantilevered roof Ferris wheel in China, fully marketed with the concept of "love". SKY RING joined hands with LINE FRIENDS to promote the first deep IP cooperation for Ferris wheel in China, called SKY RINGxLINE FRIENDS Limited Love Paradise. The guiding area and cabins were refreshed and events with over 30 brands were carried out. The IP cooperation empowered the brand image of Jing'an Joy City as a "Love Landmark" and made a big hit among customers.



Sunway Putra Mall brought a little mythology, 'In The Woods For Wonder' for shoppers during Christmas. The Main Concourse was transformed into enchanted homes for the gnomes in a magical forest and stimulated the shopping experience through the five senses.

The mall introduced a memorable shopping experience for patrons with an array of Christmas' offerings and activities and as a preliminary activity to gauge public's response for Autsome, the mall organised 'Sensory Friendly Time with Santa' for Autistic children.



On a pleasant morning, Queensbay Mall, woke up from deep slumber and found a brand-new dimension where everything seemed to be large in shapes and sizes. Everything in the garden of charm was huge, colourful, magical and enchanting. Christmas decorations touched on the imaginary chord whereby fairy tales came alive right in front of the eyes, bringing shoppers into an Enchanted Realm. A daring combination of beautiful and magical surroundings while engaging with legendary fairy tales such as Alice in Wonderland, Thumbelina, Tinkerbell and Smurfs were vividly created for this Christmas.





2018 was a milestone year as Pavilion KL celebrated its 10-year anniversary. VISIT PAVILION 2018 'Celebration of Dreams' was launched promising a year of priceless experiences, personalised indulgences, amazing rewards and fulfilment of dreams. To conclude Visit Pavilion 2018 with a bang, the mall capitalised on a global celebration to present Disney's Celebrate The Magic: Dream Christmas. The celebration was a dream promise fulfilled as it was highly experiential and the mall achieved one of the best ROI ever.



Dream Goals

2018 was the FIFA World Cup year, held once in four years. Pavilion KL capitalised on this highlyanticipated football event with an experiential 'DREAM GOALS' campaign and strategized by partnering FIFA World Cup global sponsors, brands and Malaysia's top newspaper, The Star. The campaign was a resounding success with increased footfall and publicity value and delivered a dream celebration for football fans.



In Christmas 2018, Kota Kasablanka worked together with Hot Wheels to bring an innovative holiday programme by building a 17-meter indoor tracks, being the Longest and Tallest Hot Wheels tracks in Indonesia and hosting South East Asia Hot Wheels Competition to promote Kota Kasablanka into the global market as well as to offer children a physical playpark.



# **STUDY TRIP TO BANGKOK** 23-26 SEPTEMBER 2019

Back to Bangkok again!



IconSiam Recently opened impressed all with their 'hanging' waterfall feature and their expansive indoor floating market, right down to vendors selling authentic Thai snacks and boat noodles.

Our grateful thanks to the Bangkok malls who hosted us and gave an insightful briefing on what makes the malls thrive







city, Bangkok remains

Lthe evergreen shopping

destination in Asia. Our Study

Group of 32 participants visited

its vibrant malls and had a most

fruitful trip, walking through 10

shopping malls catering to all types of lifestyles and budget

- from trendy and funky malls

to the high end, upscale fashion and eclectic malls. We visited

pet-friendly malls where pets

had their own club and get their

own 'kiddy-rides' at Central

world-class mall with an indoor

Quirky and arty-farty décor brings a certain vivacity to Emporium Mall

IconSiam.

s the world's most visited floating market and river park at

Other malls in the visit itinerary included Terminal 21 with their iconic washrooms - themed differently on every floor according to that location's genre - and a very affordable food court offering delectable street food.

The Central Group hosted our visits to recently refurbished Central World and the upmarket, Central Embassy which houses Festival Eastville to the latest high-end brands and the avantgarde Ecotopia shop.

Participants duly were impressed by the helix elements at Emquartier and their live hanging gardens and water features. Just opposite was Emporium boasting an arty-farty décor and promotion of modern art.

Following that was One Siam comprising of Siam Paragon, Siam Discovery and Siam Center, all vibrant malls located in the main shopping precinct of Rama I Road which also houses several other key shopping centres in the vicinity.



Eclectic wash basins at IconSiam



Emquartier's hanging garden









Khap khun kha to Central World for your guided tour



Easy does it - gingerly crossing the glass platform



One Siam's ambassadors entertaining our queries



Team Pavilion's wefie

## COMING SOON!

**EDUCATION SERIES 3/2019** PRACTICAL SOLUTIONS TO LEGAL **PROBLEMS SERIES 3** WEDNESDAY, 4 DECEMBER 2019 AT THE GARDENS HOTEL AND RESIDENCES, MID VALLEY CITY, KUALA LUMPUR

We shall be rounding up the Education Series 2019 with the above which is our 3rd series on this topic since 2017. Our speaker, Dato Joshua Kevin will share case studies on strata management in shopping malls and mixed developments and REITs (Real Estate Investment Trusts) from a legal perspective. Dato Kevin is a well experienced solicitor and speaker as well as a lecturer with private colleges. Registrations are on-going but seats are limited on a first-come-first-served basis, so do contact PPKM secretariat if you are interested.

#### WATCH OUT FOR THE NEXT TEH **TARIK TALK ON 5 DECEMBER 2019** TO BE HELD AT COMMON GROUND, **MUTIARA DAMANSARA, PETALING JAYA**

AiChat will share about how certain well-known companies are leveraging on A.I. Chatbot automation features to help them improve the customer experience and drive more sales. Our speaker will be

Kester Poh, Co-founder and CEO of AiChat who has previously led multiple awardwinning digital campaigns for the Fortune 500 clients.

Registrations are on-going, please contact PPKM secretariat if you are interested.



#### TEH TARIK TALKS JAPAN'S CUSTOMER ATTRACTION STRATEGIES AND RETAIL **DEVELOPMENT TRENDS – CASE STUDIES, 12 NOVEMBER 2019**

The recent TTT hosted by Garde Sdn Bhd at Bangsar South, Kuala Lumpur received tremendous response from 80 participants. We had 2 speakers from Japan, Takahito Nishiyama CEO, SC Partners Co., Ltd and Naoki Kurauchi, Advisor for Fuchigami Fines Co., Ltd.

Nishiyama-san shared an eye-opening insight on

Japan's shopping malls and what makes them so successful especially at transportation hubs. Sharing from his many decades long experience with Hankyu, Kurauchi-san showcased the successful promotional campaigns for the Hankyu Umeda Main Store which has maintained the 2nd highest sales as a department store in Japan today.



WE SHALL BE **CONVENING OUR 35TH** ANNUAL GENERAL **MEETING IN MARCH 2020** AND LOOK FORWARD TO MEET ALL MEMBERS AGAIN SOON...



### PAST ACTIVITIES

#### **CERTIFICATION COURSE IN SHOPPING MALL MANAGEMENT 5-10 AUGUST 2019**

The second 2019 session was held in the newly-opened Pavilion Hotel Kuala Lumpur with 107 participants for the Marketing & Leasing and Operations & Maintenance modules. Another 13 delegates also undertook their Part 3 examinations during the same session.

As usual, participants were eager and enthusiastic to learn from the knowledgeable speakers and peppered them for solutions of their work-related hiccups. We share some of their comments below -

Sharing real life stories is the way to learn!

Our speaker is professional and humorous, (and also) informative

Overall the course is interesting and allow attendees who are fresh/new in this industry to gain insight and knowledge

(I) was inspired by how a marketer should be in a retail industry

Interested to join us and learn more? EARLY NOTIFICATION: for next year 2020, our repeat courses will be held as follows (subject to confirmation):

6 - 8 April	Marketing & Leasing
9-11 April	Administration
13 - 15 April	<b>Operations &amp; Maintenance</b>
3 - 5 August	Marketing & Leasing
6 - 8 August	<b>Operations &amp; Maintenance</b>





"V" for the positive vibes in our Marketing & Leasing class



Briefing on what makes Pavilion Kuala Lumpur tick



It was a great course to learn and make new contacts



Small group sessions are good practice for presentation skil and sharing new ideas



Great classmates and notable shared experiences



Learning to ensure smooth mall operations is essential for successful malls

#### **ANNUAL CASC COUNCIL MEETING 9 SEPTEMBER 2019**



Hosted by PPK Malaysia, the Annual CASC meeting was held on 9 September at Ritz Carlton Kuala Lumpur with full support from Asosiasi Pengelola Pusat Belanja Indonesia (APPBI); Institute of Shopping Centre Management (ISCM) Hong Kong; Mall China and Taiwan Council of Shopping Centers (TCSC) whilst Japan Council of Shopping Centers (JCSC) sent their apologies. It was both a fruitful meeting to exchange recent experiences and update on the shopping mall scenario in the respective countries as well as a meeting of old friends.

#### **SECURITY & SAFETY TRAINING (FOUNDATION MODULE)** 2 - 3 OCTOBER 2019

The annual training was held at The Gardens Hotel and Residences and saw 43 participants learning the ropes from our security veterans. All speakers each had between 10 and 30 years of working experience and participants benefitted greatly from their shared know-how. 'Ribuan terima kasih' to our faithful speaking team, do keep up the good work.





#### **BADMINTON TOURNAMENT** 22 SEPTEMBER 2019



Nine teams participated in the tournament and Sunway Pyramid took home the Championship Trophy, retaining it for 3 years running. They were followed by 1st runner up 1 Utama Shopping Centre and 2nd runner up: Mid Valley Megamall.

#### **BOWLING COMPETITION** 13 OCTOBER 2019

Champion Great Eastern Mall bowled over the 18 participating teams during the Bowling Competition on 13 October 2019. The 1st & 2nd runners were Mid Valley Megamall Teams A & B respectively. Our thanks to Mesamall, Nilai for sponsoring the venue.



Calling all treasure-hunters, PPKM Amazing Mall Challenge has now been postponed to 8 March 2020 - do keep a look out for announcements soon!

#### SOUTHERN REGION OUTREACH MEETING 15 NOVEMBER 2019

Vice President 1, Phang Sau Lian and Secretary, MK Foong headed the PPKM team south for a fruitful meeting with Zahayu Shima bt Ayub, representing Johor malls as well as Jenny Chan. Supporting them were members of the main committee : Vincent Chong, Darren Hee and Dato Sri Vincent Tiew. David Lau, Sabah representative and Peter Chan, acting for the Northern region were also present to share updates from their respective regions. This rounded up 2019's outreach trips to meet our members in their respective regions. Looking forward to meet WE are Southern region malls ! you again in 2020.



Sharing views and information over coffee is always good

#### **OUR AWARD WINNING MALLS**

Sunway Malls did well and outshone 145 finalists from 11 categories for the recent ICSC Marketing Awards 2019 during the recent RECon Asia-Pacific 2019 conference held in Singapore from 21-23 October 2019.



Sunway Pyramid won Gold for Emerging/ Digital Technology category and Sunway Putra Mall garnered Silver for Cause Related Marketing category. Congratulations!



Subang Parade was the first mall in Malaysia to be awarded and recognised as one of the most energy efficient retrofitted buildings in Malaysia and the entire ASEAN region. Congratulations on being First Runner Up in the ASEAN Energy Awards 2019 held at Bangkok on 4 Sep 2019.



Melawati Mall received the accolade for the Retail Category during the recent FIABCI Malaysia Property Awards 2019 which recognises excellence in real estate development. L to R: Michael Geh. FIABCI Malavsia President: YM Tunku a member of the Kedah Royal Family House; Ms Low Peck Chen, Sime Darby Capitaland, Director and Walid Mouses, FIABCI World President

#### **UPDATES FROM TOURISM MALAYSIA 6 NOVEMBER 2019**

Representatives from malls and related industry players were recently invited by Tourism Malaysia for updates and to be briefed on promotions for Visit Malaysia 2020. Accompanied by senior tourism officials, YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister of Tourism, Arts and Culture, chaired the meeting and announced that shopping continues to be the No. 1 contributor to tourist expenditure with a share of 35.3% from January - June 2019. He also called upon the industry partners to move towards a 'cashless society' involving digital and mobile payments.

With Visit Malaysia 2020 being imminent, malls were called upon to be venue-providers for promotional activities. For promoting international tourist arrivals and domestic tourism, member malls may also apply for financial assistance through the GAMELAN (Galakan Melancung Malaysia) or Matching Grant programme. More details from https://www.tourism.gov.my/pdf/uploads/matching-grant.pdf



L to R: Norliza Md Zain Head, Shopping Secretariat Malaysia, MOTAC; Syed Yahya Syed Othman, Director, Package Development Division, MOTAC; Michelle Oon, Council Member, Malaysia Retailers Association; Richard Chan, PPKM Advisor; Zulkifly Md Said, Deputy Director General (Planning), MOTAC; Datuk Seri Garry Chua, President, Malaysia Retail Chain Association; Tan Sri CK Teo, PPKM President; YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister, MOTAC; Datin Rohana Nasir, Vice President, Batu Road Retailers Association (BARRA); Dato Joyce Yap, PPKM Advisor; Kevin Tan, Chief Operating Officer, Sunway Malls; Phang Sau Lian, PPKM Vice President 1; Dato Sri Vincent Tiew, PPKM Committee, Special Projects; Alfred Ong, Administrative Manager, BARRA; YBhg Dato Dr Ammar Abd. Ghapar, Head of VM Secretariat & Senior Director Domestic and Events Division, MOTAC; Kung Suan Ai, PPKM Vice President 2



## **MEMBERSHIP 2019**

#### **CORPORATE MEMBERS**

1 Utama Shopping Centre 1MK Mal 1Shamelin Shopping Mall 1st Avenue Mal 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 Bacti Panat Maii BBCC Berjaya Megamali Berjaya Times Square Kuala Lumpur Berjaya Waterfront Complex BMC Mali Central Konga Centre Central Market Central Square Sungai Petani Centre Onit Sabah Centro Cheras LeisureMali Cithra Mali Cityo Megamali Datran Pahlawan Melaka Megamali BBCC Damen Mall Dataran Pahlawan Melaka Megamall Datum Jelatik Mall Dayabumi DC Mall DC Mall Design Village Outlet Mall Digital Mall Dpulze Shopping Centre e @ Curve East Coast Mall Eastern Mall Ekocheras Mall Flements Mall Emart Batu Kawa Empire Shopping Gallery Encorp Strand Mall Endah Parade fahrenheit 88 First World Plaza Freeport A'Famosa Outlet Galleria@Kotaraya Galleria@Kotaraya Gamuda Walk Gantuda Walk Genting Highlands Premium Outlets Giant Hypermarket Jalan Kebun Giant Hypermarket Bandar Kinrara Giant Hypermarket Bandar Kinrara Giant Hypermarket Bandu Caves Giant Hypermarket Bayan Baru Giant Hypermarket Kelombong Giant Hypermarket Klend Giant Hypermarket Klang Giant Hypermarket Kota Damansara Giant Hypermarket Kota Damansara Giant Hypermarket Kota Damansara Giant Hypermarket Kota Padawan Giant Hypermarket Kota Padawan Giant Hypermarket Kota Padawan Giant Hypermarket Retra Jaya Giant Hypermarket Plentong Giant Hypermarket Plentong Giant Hypermarket Seri Kembangan Giant Hypermarket Sen Kembangan Giant Hypermarket Sen Malm Giant Hypermarket Sen Mang Giant Hypermarket Taiping Giant Hypermarket Taiping Giant Hypermarket Tampoi Gamuda Walk Giant Hypermarket Ulu Klang Giant Hypermarket Ulu Klang Giant Mall Kelana Jaya Giant Superstore Tunjung Giant Setapak Giant Superstore Bandar Puteri Giant Superstore Gong Badak Giant Superstore Jerteh Giant Superstore Kampar Giant Superstore Kampar Giant Superstore Kampar Giant Superstore Keningau Giant Superstore Kuala Pilah Giant Superstore Lukut Giant Superstore Nilai Giant Superstore Sandakan Giant Margehston Kall Grand Merdeka Mall Graet Lastern Mall Great Lastern Mall Gurney Plaza Harbour Mall Sandakan Hartamas Shopping Centre Imago, KK Times Square Internark Mall IOI City Mall IOI Mall Bundar Putra Kulai IOI Mall Bundar Putra Kulai IOI Mall Puchong IPC Shopping Centre Ipoh Parade Island Plaza ITCC Mall Iava Shopping Centre Giant Superstore Kanga ITCC Mall Jaya Shopping Centre Jesselton Mall Jesselton Mall Jetty Point Duty Free Complex Johor Bahru City Square Johor Bahru City Square Office Tower

Johor Premium Outlets KB Mall KL Fast Mall KL Gateway Mall Klang Parade Kluang Mall Kompleks Bukit Jambul Kompleks Metro Point Kompleks Mutiara Kompleks Nafas Mall Kompleks Star Parade Kompleks Tun Abdul Razak (KOMTAR) Kompleks Star Parade Kompleks Tun Abdul Razak (KOMTAR Kota Raya Complex KSL Esplanade Mall KTCC Mall Kuantan Parade KWC Fashion Mall Kulim Central Langkawi Fair Shopping Mall Lot 10 M3 Mall Mahkota Parade, Melaka Maju Junction Mall Megamal Pinang Shopping Complex Melawati Mall Mesamall Mid Valley Megamall Mid Valley Southkey Mitsui Outlet Park KLIA Mydin Mall Mydrown Shopping Centre New World Park Nexus Bangsar South Nu Sentral Paradigm Mall Paradigm Mall Paradigm Mall Pandan Kapital Paradigm Mall Johor Bahru Paradigm Mall Johor Bahru Paragon Point Shopping Centre Pasaraya Komuniti @ Mart Kempas Paya Bunga Square (PB Square) Pearl Point Shopping Mall Pelang Leisure Mall Penang Times Square Pering Mall Pernang Kompleks Mutiara Armada Pernama Kompleks Mutiara Armada Pertama Complex Plaza Angsana Plaza Low Yat Plaza Merdeka Plaza Metro Kajang Plaza Merdeka Plaza Merdeka Plaza Merde Kajang Plaza Salak Park 'SPARK' Plaza Saha Nam 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 Sejati Walk Sermua House Seremban Prima Setapak Central Setia City Mall Shaw Parade KL Shaw Centrepoint Skudai Parade South City Plaza South City Plaza Star Avenue Lifestyle Mall Starhill Gallery Straits Quay Retail Marina Sungei Wang Plaza Sungei Wang Plaza Sunshine Tower Sunway Carnival Mall Sunway Citrine Hub Sunway Giza Mall Sunway Putra Mall Sunway Pyramid Sunway Velocity Suria KLCC Surway Velocity Suria KLCC Suria Sabah Shopping Mall Sutera Mall Tasping Mall Tasek Central Terminal Larkin Sentra Terminal Larkin Sentra The Curve The Exchange TRX The Linc The Gardens Mall The Main Place The Shore Shopping Gallery The Spring The Spring Bintulu The Starling The Surmit Subang USJ The Waterfront @ Parkcity The Weld Toppen Shopping Centre Toppen Shopping Centre Tropicana Gardens Shopping Mall Utropolis Utropolis Viva Home Shopping Mall Vivacity Megamall, Kuching Wangsa Walk Mall Wetex Parade Shopping Centre Zenith Lifestyle Centre

#### **INDIVIDUAL MEMBERS**

Abdul Aziz b Aman Abdul Razak Tuah b Othman, CMOM Agnes Tan Mee Yoke Aida Azimah Mohamad Abas, CMMLM Ain Sahira bt Soetarman, CMOM Aniani Birrya Binti Zek Kharuddin, CMAM Aminudin b Mohd Naah, CMOM Amos Chew Yee Onn, CMMLM Andrew Ashvin, CMM Andrew Jong Nyuk Nang Angel Wong Err Qi, CTMLM Ang Khoon Looi, Carol Ang Kung San Ang Khoon Looi, Carol Ang Khoon Looi, Carol Ang Kung San Anthony Dylan anak Frankie Jurem Aw Ik Qian, CMMLM Ashari b Abu Hasan Aziah bt Ahmad, CMMLM, CMOM Beh Soo Ming Beh Chin Sien, CMMLM Belintina bt Binsus, CMMLM Cardice Foong May Yee Carriek Chong Ka Loong, CMOM Chan Chin Meim Chan Hong Kong, Peter Chan Hong Kong, Peter Chan Jen Nee, Jenny, CMM Chan Lai Moi Chan Pui Li Chang Wai Kwan, CMMLM Chan Wai Yee Chan You Li Chan Wai Yee Chan Wai Yee Chan You Li Chan You Li Chan Loo Wei, CMMLM Chee Ken Fah, Daniel, CMM Chee Ken Fah, Daniel, CMM Chee Ken Ceong, Danny, CMMLM Chen Lee Chun Chen Yee Wong Cheong Su Yen, Krystina, CMMLM Cher Chan Huey Chyn, CMMLM Chew Siew King, Candy Chew Yien Yien, Doreena, CMMLM Chew Yien Yien, Doreena, CMMLM Chew Siew King, Candy Chew Yien Yien, Doreena, CMMLM Chi Wing, Candy Chi Wah Sheng, CMOM Chi Zhi Ging, CMMLM Cho Xok Keing Choo Wan Da, Dexmond Choo Kok Keing Choo Wan Da, Dextrond Choi Zhi Ging, CMMLM Chi Zhi Ging, CMMLM Chou Sheng, CMMLM Chu Chai Sing, CMM Chu Chai Sing, CMMLM Chua Eng Neo Chua Jenny, CMMLM Chua Sheng, CMMLM Chua Shorwis Darren Chear Dato Sri Dr. Vincent Tiew Soon Thung David Lau Hing Luong, CMM Datasin D barws Darren Chear Dato Sri Dr. Vincent Tiew Soon Thung David Lau Hing Luong, CMM Davia Jaf MK Prabhakaran Dr. Alvin Lim Boon Yew Eddle Ng Hing Loi Edison Yeoh Weei Yih, CMMLM Ee Huey Fang, Jyne, CMMLM Ee Huey Fang, Jyne, CMMLM Elizabeth Chan Choo Im Emyriza bt Mohamed Eric Tee Lai Keong Eugene Khoo Ersnei Enn Shih Mai CMMI M Ette test currecting Eugene Khok Mei, CMMLM Evar Hew, CMMLM Evelyn Lo, CMML Fern Tan Feng Ching Foong Meng Khum, CMM Gon Lip Lin Goh Boon Ooi Cab Chong Woni Gan Lip Lin Goh Boon Ooi Goh Chong Wooi Hasilza th Abu Talib, CMOM Hau Chee Seng Hee Yaw Hoong, Darren, CMMLM Herg Chin Ing, CMMLM Herg Chin Ing, CMMLM Hird Awati Mohd Nasir, CMAM Hird Awati Mohd Nasir, CMAM Ho Wai Hoong, CMMLM Hoe Chee Seng How Siew Choo Hok Wai Khuin, CMMLM James Chin Onn Soon, CMAM James Chin Onn Soon, CMAM Jason Chin Teck Seng Javed Irshad Sani Jeffrey Sia Jeffrey Sia Jeffrey Sia Jeffrey Soon Jun Yann, CMAM, CMMLM Joseph Teo Fang Yih, CMM Josephine Lim Kwee Yuen, CMAM Julia Chan Juwendy bt Darus Junariah bt Afandi, CMAM Junairiah bt Atanui, Civos. Katherine Tan Kenny Chin Chong Huat, CMM Kho Chung Hong, Charlie, CMM Khoo Kah Guan, CMOM Kho Chiung Hong, Charlie, CV Khoo Kah Guan, CMOM Khor Siak Seng, Vincent Koap Poay Shin, CMMLM Kok Huei Yuen, CMMLM Kuan Chuin Seong, CMOM Kuan Suah Cash Kung Suan Ai, CMMLM Lizwan b Abdullah, CMMLM Lizwan b Abdullah, CMMLM Lawrence Teh Cheng Poh Lee Beng Beng, CMM Lee Chee Hoe Lee Mun Keong Lee Yoh Chu, CMMLM Lee Siew Cheng, Karen Lee Poh Chu, ČÍMILM Lee Siew Cheng, Karen Lee Szev Ying Lee Styh Chnan, Peter Lee Tan Tan Lee Yew Meng, Daric, CMMLM Leng Lay Peng, CIMMLM Lew Wen Feng, CIMMLM Liew Su Hiung, Michael, CMOM Lim Fel Yoon Lim Fel Yoon

Lim Jenn Foong, CMOM Lim Kee Han Lim Kok Kheng Lim Kook Kheng Lim Kook Neng CMLM Lim Lang Hoon, CMOM, CMMLM Lim Dang Jang, CMMLM Lim Sng Jiang, CMMLM Libste Ling King Hfoong, CMMLM Lob Kwan Jou, CMOM Lob Muu Wei, Ken CMMLM Lob Kwan Jou, CMOM Loo Hoey Theen Loong Jee Yung Lum Youk Lee Ma'amur Gadafy b Abdul Rashid Mabel Tan Mui Pow, CMMLM Mabel Tan Mui Pow, CMMLM Mabel Tan Mui Pow, CMMLM Maheran bt Hamdani Maring Chuah Siu Ching, CMMLM Maheran bt Hamdani Maring Chuah Siu Ching, CMMLM Maharan bt Hamdani Maring Chuah Siu Ching, CMMLM Maharan bt Hamdani Maring Chuah Siu Ching, CMMLM Mohamad Nazri b Mohd Mokhtar, CMOM Mohd Rafiz Azawan bin Hashim Mohd Shahril b Mohd Shariff Mohd Shahril D Maya CMMLM Nor Hayati bt Nawawi Suri, CMMLM Nor Hayati bt Nawawi Suri, CMMLM Nordian bt Ma Tahir, CMML Nordian bt Mahd CMMLM Nordiang Naga Mang Chuman Nurul Azain Nik Aman Nurul Rajashegara, cMM Rajashegara, Al Ramakrishnan Rashidan b Ismail, CMOM Richard Chan Chee Keon, CMM Ronald Ling Ing Han, CMMLM Samantha Ooi Suil Liin Sam Wei Hwa, Wivien Saw Chin Chuan, CMOM Saw Lee Chuan Saw Lee Chuan Set Hon Foong Shahrol Azman b Abd Kahar, CMOM Shariudin A. Majid, CMM Sharitaldin A. Majid, CMM Sharitalb inti Muhamad Sarep Sharon Lee Suit Fong, CMMLM Sin Tiew Cheo, CMM Sin Taesan Sana Cheoret Sharon Lee Suit Fong, CMMLM Sin Taesan Sana Cheoret Subramaniam Apparow, CMOM Suhadi B Mohd Sukor, CMOM Tan Cheng Guan Tan Cheng Guan Tan Chan Kang Tan King Hong Tan Sing Yatu, Charmaning, CMMLM Tan Joan Kai Tan Sing Yatu, Charmanine, CMMLM Tan Sin Dato Teo Chiang Kok Tan Sin CMOM Tan Yuen, Sylvia, CMMLM Tan Ghee Weng Tang You Qing, Dexter, CMMLM Tan Sing Loon, Dexter, CMMLM Tan Sing CMOM Tan Sing CMOM Tan Sing CMOM Tan Sing CMMLM Toh Kai Wai, Arthur, CMMLM Tan Sing CMMLM Tan King Hong, CMMLM Tan King Hong, CMMLM Tan Sing Swee, CMMLM Tan Kang Swee, CMMLM Tan Kang Sang Swee, CMMLM Tan Kang Sang Sang Yoon May Shee, CMMLM Yakob Haron, CMMLM Yang Yoke Ping Woon May Shee, CMMLM Yang Yoke Ping Woon May Shee, CMMLM Yang Yoke Ping Woon May Shee, CMMLM Yang Yoke Ping Yoon May Shee, CMMLM Yang Yoke Ping Yoon May Shee, CMMLM Yang Yoke Ping, CMMLM Yang Yoke Ping, CMMLM Yeen Yeeng, CMM

### HONOBARY MEMBERS

Dato' Ngeow Voon Yean Dato' Joyce Yap, CMM HC Chan, CMM

### ASSOCIATE MEMBERS

Ng Hean Yin

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#### NETWORKING PARTNERS

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(ACCCIM) The Malaysian Society of Association Executives (MSAE) The Institute of Engineers, Malaysia (IEM) Tourism Malaysia

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Certified Mall Operations Manager (CMOM)



