



# NewsNetwork

**SEPTEMBER 2023**



## REINVENTING SHOPPING MALLS



**Past Events**  
PPK MALAYSIA  
BEST EXPERIENTIAL  
MARKETING AWARDS  
2022-2023

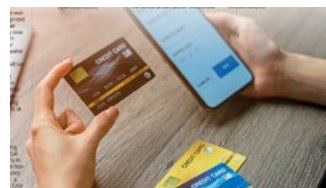
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**Awards**  
THE EDGE BEST MANAGED  
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AWARDS 2023

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LEVEL

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REINVENTING SHOPPING  
MALLS

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# President's Message



Dear members,

As we reach the end of the third quarter of 2023, we are pleased to have successfully completed our main events for the year with the conference on REINVENTING SHOPPING MALLS - The Paradigm Shift and the PPKM Awards Gala Dinner. It was certainly wonderful and heartwarming to meet up with so many fellow practitioners who are equally, if not, more passionate about shopping malls as we are. We do hope the conference speakers have brought you fresh insights on malls in the region as well as locally, and our sincere thanks go to all of them for the generous sharing of their priceless experience. There are just so many aspects of shopping mall management and operations to mull over and implement within our own environment - from prestige malls to digital marketing, from AI to AR, from GenZ to the metaverse and more. Technology is definitely fast and furious and we will easily get left behind in this competitive environment if we do not adapt and adopt.

CONGRATULATIONS to all the winners of our Awards for Best Experiential Marketing - you are surely the showcase for Malaysia malls with your excellent campaigns. All participants are already winners in your own right because with your events and promotions, you have already created excitement and buzz resulting in increased patronage and footfall. Snapshots of the short-listed campaigns were shared during our recent Gala Dinner and we hope you will be inspired to create fresh ideas

and concepts for your own malls. Although there is no innovation and creativity without unexpected challenges, do continue with reimagining and reinventing to bring our malls to a new level.

We are rapidly approaching the end of this year and will be continuing with our seminars and workshops on various other aspects in mall management such as engineering and sustainability. So, do look out for our announcements in due course.

The Council of Asian Shopping Centers (CASC) conference for this year will be organised by the Taiwan Council of Shopping Centers (TCSC) from 29 November to 1 December in Taipei and we look forward to meet you there and certainly for fresh regional perspectives from the malls there.

To further raise our profile, we have also recently started contributing regular articles related to shopping malls to StarBiz7, which is only available to online subscribers, but inside this issue, we are sharing our recent publications for your perusal.

In the big picture, shopping malls are all still on various stages of the journey of recovery and by no means there yet but to keep abreast and remain competitive, malls must adopt digital integration, curate unique shopping experiences and have flexible spaces which can be adapted upon demand and also be sustainable in the long term.

Warmest regards,

A handwritten signature in black ink, appearing to read 'Teo Chiang Kok'. The signature is stylized and fluid, with a large initial 'T' and a long, sweeping underline.

TAN SRI DATO TEO CHIANG KOK  
*President*

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**WHAT'S NEXT**

**SECURITY AND SAFETY TRAINING SEMINAR  
(FOUNDATION)**

17 - 18 OCTOBER 2023 | CITITEL HOTEL, MID VALLEY CITY, KUALA LUMPUR

Security personnel are the frontliners in our malls and in order to provide better services for shoppers, we need to update and equip them in the basic procedures and knowledge required for the daily operations of shopping malls. We have been organising our Foundation seminars since 2006 and with trainers being sourced from senior in-house security personnel of prominent member malls with extensive working experience as well as specialists from the industry, numerous security personnel have been taught the basics in security and safety operations.

Do join us as we continue these Foundation classes which are approved by Human Resource Development Corporation (HRD Corp).

Interested participants are requested to send your enquiries to [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my).

**Closing date:** 6 October 2023

**SEMINAR: ENGINEERING SHOPPING MALLS V**

7 NOVEMBER 2023 | AVANTE HOTEL, BANDAR UTAMA, PETALING JAYA

After the hiatus of the past few years since 2019, we are continuing our collaboration with the Institution of Engineers Malaysia (IEM) to jointly organise our fifth seminar.

Engineering plays a very important part in shopping malls where the back-of-house operations have to perform well to produce an optimum environment for shoppers. It is also critical for mall operations and management that the mechanical and electrical operations are both efficient and cost-effective so as to support the bottom line.

Our well-experienced speakers from both PPKM and IEM will delve into current topics as follows:

- The Mall of Tomorrow: AI-Powered Engineering Solutions
- Updates and Changes in Building Code and Regulations
- Operational Safety in Shopping Malls
- Case Study of Sustainability in Shopping Malls
- Keep Your Air Clean in Commercial Buildings
- Fire Safety View of Electric Vehicle (EV) & Charging Infrastructure in Malaysia

This training is approved by HRD Corp. For interested participants, please contact PPKM at [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) or call 03-77276232 for registration details.

**Deadline:** 16 October 2023





## VTTT5-2023: FROM DATA TO MONEY

24 OCTOBER 2023

**tapway**

### FROM DATA TO MONEY

HOW AI IS RESHAPING THE FUTURE OF MALLS

The Key to Driving Sustainable Growth

Tuesday  
**24**  
October 2023

Are you using AI technology to **maximize revenue potential** and **simplify operations** in your mall?

Join us and discover the power of Tapway people counting and license plate recognition system! Don't miss this opportunity to harness **data-driven insights** for your mall's success.

1. Maximize rental income and optimize tenant mix
2. Unlock latent site potential and measure marketing effectiveness
3. Refine mall operations and improve customer experience

Register today and claim your **3-Month Premium Software Subscription for FREE\***

\*T&C: 24-Month Contract

+60 18-983 0174  
sales@gotapway.com  
www.gotapway.com

Early notification for our next VTTT - Tapway will share People Track, a traffic counting system to provide data driven insights for mall marketing and operations. Mall management will then be able to track a shopper's journey in the mall for better planning of shop layouts etc.

Learn also about Vehicle Track, a similar platform for vehicle profiling to streamline building operations as well as to gauge visitors' profiles.

Do join us as there will be a special subscription package for attendees so save the date and watch out for registration details in our circular soon.

For more details, contact [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my)

### PAST EVENTS

## Northern Regional Meeting July 2023

14 JULY 2023 | SUNWAY GEORGETOWN HOTEL, PENANG



The annual meet-up was attended by twenty two members from nine malls and the Secretariat team headed by Mr Vincent Chong (3rd from left) and Northern region representative, Mr Peter Chan (5th from left). Attendees also gained some insights on Shopping Malls, Sustainability & Shopper Engagement by Progressture.



Contributed by YL LUM

# Malls make a quantum leap after the pandemic

COVID halted the whole retail industry, affecting the supply chain from the production of raw materials to value-added processing, distribution and consumption. The pandemic gave the mall industry an unprecedented long break. Now, after a reopening of the economy, we can see how the virus has brought changes to the business.

## Going cashless

A significant impact on the retail industry was the introduction of cashless payment platforms. For any retail transaction to continue without the physical movement of cash, consumers and service providers had no choice but to adopt e-payments.

In the past, Malaysians were either jealous or sceptical of China for its mobile e-payment platforms that even street vendors use. Today, if you are not an e-wallet consumer or your business does not accept e-payments, you are left far behind in the global cashless ecosystem.

E-wallets will not only continue to be the main money movement channel for domestic retail activities but will converge to the point where people need not carry converted cash bills when travelling from country to country.

Purchases can be made with e-wallets from one country and recognized by the e-wallet platforms of other countries. In fact, it's happening now with the recent synergy between Malaysia's Touch & Go and other overseas platforms. A global e-wallet retail culture is born.

The idea of a physical wallet will be redefined. It will no longer be designed to carry cash; it will be more like a pouch for your smartphone and eventually support RFID and NFC technologies so that payments can be done just by flashing your wallet (with your phone in it) at the counter.

## Rising costs

Post-pandemic, the cost of living has risen so much due to logistical and physical reasons, particularly in Malaysia where businesses were burdened by the minimum wage policy and the rise of electricity costs -- a 540% increase in the Imbalance Cost Pass-Through (ICPT) actor plus a 25% increase in commercial water tariffs. All in all, the impact is a 30% to 40% rise in commercial building operation costs.

**Mall perspectives**  
www.ppkm.org.my

**540%**  
increase in ICPT

**25%**  
increase in commercial water tariffs

**Up to 40%**  
rise in commercial building operation costs

This has resulted in an increase in maintenance charges for all commercial buildings, which had to be passed on to consumers in the form of rental and goods prices. Residential condos are also impacted because an increase in commercial operation costs will be reflected in higher prices for service and contracting activities.

## Looking ahead

Everyone in the supply chain has to change in order to survive, stay relevant or do better. Food and retail outlets will no longer be able to rely heavily on manual labour; every cent spent on human capital has to be efficiently and effectively translate into revenue.

Self-service restaurant technology processes such as QR code ordering and self-pickups, have become the norm. Fashion retailers will have less staff to pick your shoes or to assist you at the fitting room, so creative ways with the help of AI or robots will have to be in place for shoppers to find and buy their right sizes.

At the other end of the supply chain, engineers and architects have to work harder to design a shopping mall or building that is easy to construct and cost-effective to maintain. The construction sector should use

the Industrialised Building System (IBS) to ensure less wastage of materials, better quality control and reduce reliance on unskilled migrant workers.

Perhaps in the near future, we won't need 10 foreign workers to maintain a mall's plants and trees. The landscape would have been designed in such a way that machines, operated by only one skilled Malaysian, do the job.

Maybe malls will no longer need foreign security guards; smarter building layouts and the clever use of technology will effectively manage visitors and contractors.

Toilet cleaning chores will have to be simplified and cost-effective. It may be time to consider radical design concepts such as open piping, steeper floor gradients for better drainage, and ventilation systems with higher velocity and air change for dryer toilets.

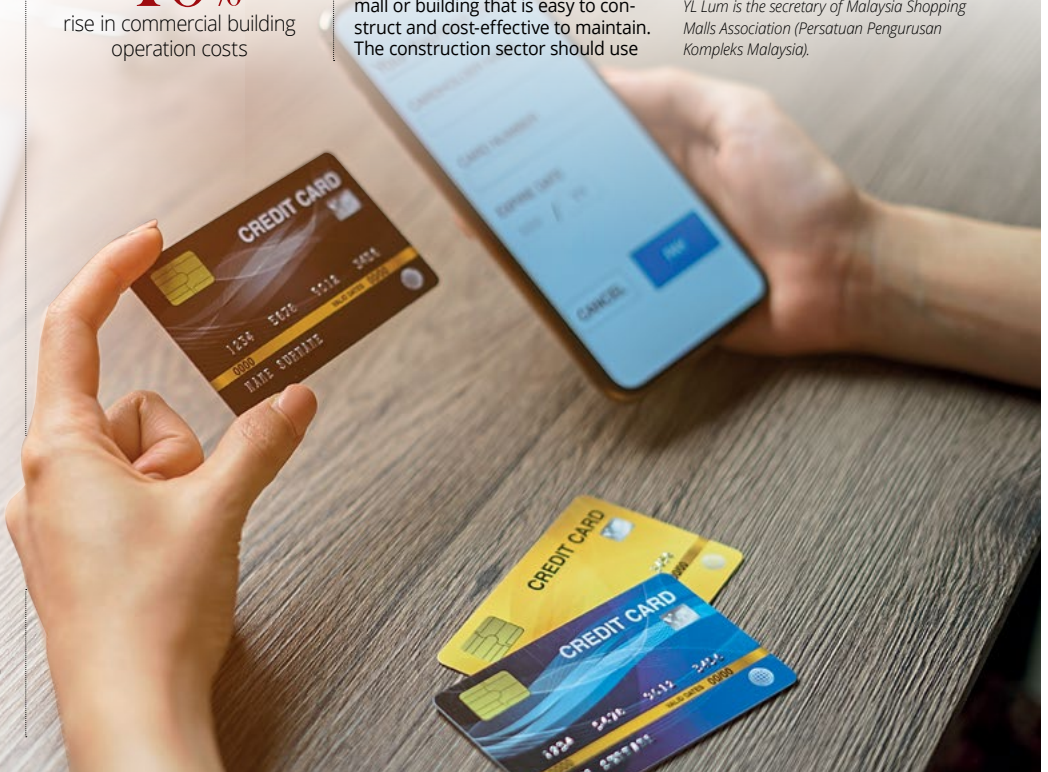
Post-Covid is all about cost management under the shadow of inflation and enabling new technology through capital investment. The catalyst for this to happen has to be government fiscal policy because the private sector does not have the financial capability to do it alone.

The pandemic years have undoubtedly transformed the shopping mall business. The industry has had to adapt to changing tastes, trends and retail habits while adopting new technology to remain attractive.

While shopping malls look forward to a new era of technology, they still have to preserve the human touch for those seeking experiential shopping. Thus the focus of an upcoming industry event titled Reinventing Shopping Malls.

### About the contributor

YL Lum is the secretary of Malaysia Shopping Malls Association (Persatuan Pengurusan Kompleks Malaysia).







HAVING a car park is super important for a shopping mall. In the world of competitive shopping malls, shoppers must have a place to park their cars. It actually helps as a great start to the shopping trip and makes it better, especially when shoppers visit a popular mall during peak shopping times like weekends and public holidays. In simple terms, to have a successful mall, you need a good, safe and efficient car park.

When we talk about a shopping mall's car park being cool, we are not just talking about how it looks or the temperature within the car park. The colour, decorations or even if it is bright pink or blue does not really influence whether people like the car park or not. It is more about how safe it feels when you are driving and walking around. Back in the old days, they used to design parking lots with just enough light, about 50 lux, for shoppers to drive and find their cars. But nowadays, some malls have way brighter parking lots, like 150 to 300 lux. Some new malls have even used shiny paint that's fancier (and pricier) than the regular kind to make the place brighter and easier to take care of.

But making the car park look nice is one thing. It also needs easy access. The access from outside the mall to the parking area needs to be well-defined with clear signages and that is something developers often forget. Think about all the people using the car park: Shoppers, delivery folks, e-hailing drivers, visitors and workers. They are all searching for their designated spots and the quicker they find them, the happier they will be doing what they came for - more importantly, shopping or patronising the F&B outlets.

Of course, having a cool car park, in terms of temperature, is also important because an overheated one results in an extremely uncomfortable and unhealthy environment. Unfortunately, we live with tropical temperatures which can climb up to almost 40°C on hot days so car parks are fitted out with exhaust fans to draw out the heat and car exhaust emissions as well as replenish with fresh air at the end of the day.

**Cool extras**

Shopping malls like to stand out and a cool car park can be one of the

# Taking shopping mall car parks to a new level

**Going cashless**

Hastened by the pandemic, cashless systems now have taken over conventional manually managed parking bays. In 2019, Sunway Pyramid started using cameras to recognise license plates and accepted online payments which helped people pay anywhere before they leave. Going ticketless is great because now you do not need to keep track of a parking ticket. This fixes problems like lost tickets or not having the right change to pay at the payment machines. Using these new technologies also meant the mall owners do not need as many payment machines, saving money on setup and upkeep.

Fancy parking comes at a cost, though. Besides the land costs and costs of funds, building just one parking space starts at an average of RM30,000. If you want all the bells and whistles, it is even more, especially when you dig deeper for basements to build more parking space. If a mall has 5,000 parking spaces, it costs around RM150mil to provide them and that is not even counting the rest of the mall. But here's the twist: Malaysians expect parking to be affordable or even free, even though some of the best parking lots in the world are right here in Malaysia. The cost of parking outside Malaysia is much more, so remember, every time you are using a mall's parking, it is world-class.

**What's next?**

Some people wonder if having an LRT or MRT connection to malls will mean fewer folks drive there. But five decades of Malaysia Shopping Mall history tells us that Malaysians prefer driving to malls. It is a big part of the fun. We love hopping in our cars, heading to the mall with our loved ones and spending time there—our third favourite place after home and work and an essential of the Malaysia weekend lifestyle.

ways they do it. When something special becomes popular, everyone starts doing it. For instance, using fancy epoxy flooring in the car park, which used to be a luxury but is now just what is expected by patrons.

One of the newer high-tech trends is the available parking lot indicator lights and counting system. This has been around for over a decade and it helps drivers find spots faster. In 2014, IOI City Mall introduced a vehicle-finding kiosk, making it possible for people to find their cars in a huge parking area with over 13,000 spaces. Other cool stuff that is now common includes panic buttons and parking spots just for ladies, pregnant women, families and those who need extra help.

Some shopping mall car parks do provide extras like valet parking while others provide buggy shuttle services, especially in large car parks, a very useful amenity when shoppers end up with many items or oversized packages. Going one step further, some malls even do provide security escort services for patrons to their vehicles, upon their request.

With the advent of Electric Vehicles (EVs), and moving with the times, malls have already taken the next step to provide EV charging stations for their shoppers and patrons. More EVs will be inevitable and will rapidly become the main mode of propulsion in due course, so shopping malls look forward to working with the authorities to accommodate this trend with practical regulations.



**Mall perspectives**

**YL LUM**  
Honorary Secretary



**RM30,000**  
average cost of one parking space



**Mall perspectives**  
**TAN SRI TEO CHIANG KOK**  
 President



# Reinventing shopping malls

**3%**

increase in number of malls in 2022

**VR**

adoption for marketing campaigns

As the trite proverb goes, necessity is the mother of invention but for shopping malls, circumstances have become the mother of re-invention, the focus of our recent conference.

The shopping mall and retail industry have undoubtedly been impacted by the recent challenging years of the pandemic. For all the negative impacts it has caused, the pandemic has actually hastened technological advances, some of which include digitalising many mundane processes in shopping malls and retail like cashless payment methods, creating Augmented Reality (AR) in shopping, automation and Artificial Intelligence (AI) for retail and building operations and even adopting Virtual Reality (VR) for marketing campaigns and more.

Although online shopping spiked during the pandemic as it was virtually the only way to shop, it has since declined with more people adopting omni channels. For example, shoppers may check out merchandise online, continue it on a mobile app and complete the purchase in a physical store at shopping malls. Therefore, retailers will do well to adopt both online and physical shopping models in the new retail environment.

Studies have shown without doubt, that despite the rise of e-commerce,

shoppers ultimately prefer the tactile and personal experience of visiting shopping malls – to see and be seen. After all, we are social beings and nothing beats in-person interaction and camaraderie outings with friends and colleagues. Malls are meeting places for friends and family outings, entertainment and dining. So it is even more important that shopping malls should empower all stakeholders to embrace change and adapt to the evolving needs of consumers.

Shoppers have also become more health-conscious and into leisure activities so with the changing landscape, shopping malls are now more versatile and diversified, offering myriad services and facilities, becoming the community spaces in their respective locations. With the trend

of more hybrid working arrangements between the home and office, malls and retail centres are also seeing more co-working spaces. To coin a whimsical rhyme:

*A mall is not just for shopping!  
 From sky-diving with eyes a-popping,  
 We have urban farming to café-hopping,  
 For anything, we are not stopping!  
 From badminton courts to rock climbing walls,  
 From co-working spaces to concert halls,  
 Whether at neighbourhood malls or megamalls,  
 Surely, we have 'em all!*

Within this new environment, malls will reinvent themselves, remodelling their business and marketing strategies to align and synergise with the constant changes and to tap all the growth opportunities these changes can offer.

## Sustainability

Once synonymous with conspicuous consumption, malls are increasingly embracing sustainability, and promoting eco-conscious shopping experiences. Shopping malls can play a pivotal role in encouraging shoppers and the local community to create awareness about the sustainability of their environment.

More importantly, and in short, sustainability in malls also means re-modelling building operations to better manage energy with renewable sources, rain harvesting for recycling of non-potable uses and waste recycling to conserve the environment. Other measures would include incorporating green leases, fit-outs and procurement, with all these contributing to a more responsible and eco-friendly retail landscape.

## Malls continue to grow

PPKM's statistics indicated that the number of malls and retail centres increased by approximately 3% in 2022 compared to 2020, albeit this was at a slower pace compared to pre-pandemic. Although there were naturally many resultant delays from the past few years, there are several malls now coming on stream both inside and outside the Klang Valley within the next two years, offering shoppers yet more choices in merchandise, services and facilities.

Within this growth, competition amongst malls is keen and all vie to attract shoppers by offering experiential shopping, with Malaysian malls becoming well-known for their festive ambience and events resulting from novel ideas and creativity, imagination and ingenuity. The core principle remains that to continue to attract more and loyal shoppers, mall visits need to be memorable, tapping into shoppers' senses as well as the digital experience.

## Increasing operational costs

Even as shopping malls have somewhat revived, not all are performing well - with all malls being negatively impacted by increasing operational expenditures like high electricity costs, the need for unjustified bank guarantees imposed by the Electricity Commission, rising compliance and new licensing fees, rising costs in the supply chain, reduction of normal working hours, minimum wages and shortage of labour etc. To revive our economy, the private sector looks forward to working together with the public sector which needs to take a holistic look at facilitating businesses.

Shopping malls are all still on the journey of recovery and by no means, are there yet but the key factor is for malls to be adaptable to change and reinvent themselves continuously.



# SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SERIES (SMMCES) PARTS 1-3

31 JULY - 5 AUGUST 2023 | THE RITZ-CARLTON KUALA LUMPUR

There was a total of 165 personnel who took part in the above courses with many enthusiastic participants from malls outside the Klang Valley, including Sabah, Sarawak and Brunei. Mall management is a continuous evolution process and it is our objective to update shopping mall personnel of current technological changes and shopping trends so that the

operations of malls will both be efficient and cost effective as well as remaining competitive and attractive to shoppers.

This session offered two out of our three modules, Marketing & Leasing and Operations & Maintenance while the first half-year session in 2024 will also include Administration.

Our courses will continue to be offered twice a year, with next year's edition scheduled for 4-13 March 2024 (subject to confirmation). So do look out for our announcements by January.



Ms Kung Suan Ai presented the basic principles of marketing to participants in Marketing & Leasing Part 1



Next door in the concurrent class, participants of Marketing & Leasing Part 2 discussed the market research requirements for a new mall



PAST EVENTS



Our speaker, Mr Vincent Chong apprises participants on the Basics of Malls in Operations & Maintenance Part 1



Operations matter: So, we're cracking our heads to find the best solutions



Marketing plays a huge role in attracting footfall so participants have to plan campaigns on what works to entice shoppers



Examination in session for all Part 3 sessions





## Webinar: Stewardship+Sustainability in Shopping Malls

17 AUGUST 2023

Sustainability will continue to be the buzz word globally, and we found it very appropriate for our speakers to share their experiences from the perspective of shopping malls, recycling and basic sustainability principles with 107 participants.

**Ms Jessica Jong** from Sunway Malls spoke on *Shopping Malls' Spheres of Influence in Driving Sustainability* and advocated that malls can thrive within the nexus of environmental, social, and business interests, paving the way for a more sustainable and prosperous world.

**Mr Rick Lim** of Kawan Guni shared his passion on environmental issues such as climate change and plastic pollution and



why he stepped in to assist the community in protecting our next generation.

With the *Rise of Conscious Consumerism*,

**Ms Michelle Lee** of Fuller Academy explained on the accessibility of sustainability knowledge and why it is relevant for businesses.

### PAST EVENTS

## Badminton Competition 2023

Badminton attracted keen participation of 23 teams participated from 16 malls with Mitsui Shopping Park Lalaport emerging as the champion shuttlers followed by first runner-up, Sunway Pyramid and second runner-up, The Curve. CONGRATULATIONS to all for your camaraderie and competitive spirit!!



Champion: Mitsui Shopping Park Lalaport



First runner-up: Sunway Pyramid



Second runner-up: The Curve



# REINVENTING SHOPPING MALLS – The Paradigm Shift

6-7 SEPTEMBER 2023 | ONE WORLD HOTEL, PETALING JAYA

The recent two-day conference saw attendance by more than 200 delegates from shopping malls and related industries from all over Malaysia, including from overseas. With the focus on all things associated and interrelated with shopping malls, delegates picked up refreshing and invigorating aspects from the speakers who were from locally and abroad.

As one of our well-experienced speakers indicated from survey statistics, we are heartened to know that shopping malls are still in vogue with the DNA being offline, that is, despite the rise of online shopping, shoppers still prefer to visit malls although there have been changes in shopping patterns and trends. The recent pandemic challenges have no doubt redefined mall operations and REINVENTING SHOPPING MALLS has now become necessary and the norm to provide more variety of merchandise, leisure, entertainment, services and more.

The speakers were certainly insightful on so many diverse aspects, delving into prestige malls, sustainability and case studies on mall marketing campaigns. With more speakers from abroad coming on stage on the second day, delegates were delighted to learn about emerging trends in shopper profiles like the rise of Gen Z consumers, with blurry boundaries between digital versus physical and as one speaker put it succinctly, 'metaverse as betterverse'. To quote another speaker, there is also a delicate balance between the 3P's (people, planet and profit) and shoppers, sustainability and the bottom line. Digital creations are also being crafted like never before, focusing on the marketing of merchandise, brands and immersive shopping experiences.



In his welcome speech, PPKM President, Tan Sri Teo Chiang Kok urged delegates to reinvent, reimagine and recreate shopping malls



Thank you to our Guest of Honour, En Shahrin Mokhtar, Director, Package Development Division, Tourism Malaysia (third from left) who is flanked on his right by Mr Richard Chan and Tan Sri Eddy Chen, PPKM Advisors and to his left by Tan Sri Teo Chiang Kok and Dato Joyce Yap, PPKM Advisor.



Delegates listening intently to Dato Joyce Yap, PPK Advisor and CEO Retail, Pavilion KL showcasing how malls are *Positioned for Prestige*.





**Panellists in a jolly mood L to R:**  
 Ms Alicia Yuen, Organising Chairman/PPKM Committee; Dato Sri Daniel Chiang, Bonia Corporation; Ms Pel Loh, Malaysia Retailers Association (MRA) and Ms Kung Suan Ai, Director Marketing, Pavilion Malls



**L to R:** PPKM VP Ms Phang Sau Lian with speakers from overseas, Mr Baldwin Ko, Chairman, Institute of Shopping Centre Management (ISCM); Mr Alphonzus Widjaja, Chairman, Asosiasi Pengelola Pusat Belanja Indonesia (APPBI) and Mr Tan Joon Kai, Panel Moderator/PPKM Treasurer



The creation of digital experiences is one of the drawing cards to attract shoppers



**Panel discussion on metaverse malls and digital experiences with (L to R):** En Khairul Ariffin Ibrahim, Panel Moderator/PPKM Committee; Ms Federica Kadosse and Mr Wataru Ishikawa, Garde and Mr Lyon Kong, Frame Motion Studio.



**Wefies are always fun! L to R:**  
 Mr Anson Bailey, KPMG China with his mobile phone; Mr Tan Joon Kai; Mr Victor Chin, IOI Malls; Tan Sri Teo Chiang Kok and Ms Phang Sau Lian



# PPK MALAYSIA BEST EXPERIENTIAL MARKETING AWARDS 2022-2023

6-7 SEPTEMBER 2023 | ONE WORLD HOTEL, PETALING JAYA

It is no wonder that shopping has become a national past time with always something exciting happening at each mall visit. Our malls are certainly very creative and unique with their marketing campaigns and to recognise our members' excellent marketing campaigns, PPKM's Awards for Best Experiential Marketing 2022-2023 was organised for the period 1 August 2022 until 31 July 2023. Winners were announced during the Awards Gala Dinner held on 6 September 2023 which was graced by our Guest of Honour, En Shahrin Mokhtar, Director, Package Development Division, Tourism Malaysia.

This year, the Awards attracted a total of 63 submissions from 34 shopping malls with programmes covering the whole gamut of festival celebrations, themed events, sales promotions, public relations, advertising, new and social media, community projects etc.

There was a 10% increase in participation from last year's Awards (which covered two years, 2020-2022) and we are especially delighted and encouraged that our Awards have steadily attracted more participation from malls outside the Klang

Valley. The entries were shortlisted to 29 finalists from 18 malls, with three winners in each category.

CONGRATULATIONS to all winners for your tremendous efforts to make each visit memorable for shoppers. Although every participating mall cannot be a winner, we must look beyond all the winnings to appreciate the camaraderie and networking amongst our shopping fraternity and to keep our minds open to the new concepts from the many varied campaigns.



**Category A Winners, L to R:** Tan Sri Eddy Chen, PPKM Advisor; Ms Evelyn Woon, Da Men (Platinum); Mr Lim Chee Wai, The Linc (Gold) and En Imran Salleh, Angsana Johor Bahru Mall (Silver)



**Category B Winners, L to R:** Mr HC Chan, Sunway Malls & Theme Parks; Mr Richard Chan, PPKM Advisor; Mr Chai Wen Yew, Sunway Carnival Mall (Platinum); Ms Thoo Li Sza, The Gardens Mall (Gold) and Ms Nikki Lee, Aeon Mall Shah Alam (Silver)



**Category C Winners, L to R:** En Shahrin Mokhtar, Tourism Malaysia; Ms Caryn Low, Suria KLCC (Platinum); Ms Kung Suan Ai, Pavilion KL (Gold); Ms Lee Sue Ling, Queensbay Mall (Silver) and Tan Sri Teo Chiang Kok



**The Platinum winners for all the three categories L to R:** En Shahrin Mokhtar, Tourism Malaysia; Mr Chai Wen Yew, Sunway Carnival Mall; Ms Caryn Low, Suria KLCC; Ms Evelyn Woon, Da Men and Tan Sri Teo Chiang Kok

For those who were unable to make it for the Awards dinner, we are pleased to share with you the winners' portfolio over the next few pages.



Category A: nett lettable area (NLA) of 500,000 sq ft and below

**Platinum: Da Men Mall**  
*Hundreds of Flourish Drums*

CNY 2023 was welcomed with the thunderous 'BEATS OF PROSPERITY' celebration from 7 January to 15 February 2023. Harnessing the power of the oriental art of drumming, Da Men Mall delivered a strong festive experience, clinched the Malaysia Book of Records for 'The Most Seasonal Drums in a CNY Theme Decoration'. The event garnered coverage on prime-time television and social-media, reaching 28 million audience; uniting people regardless of race and age group through their shared love for drumming. As a neighbourhood mall in Subang Jaya, the campaign achieved strong community participation, instilling inclusivity and delivering great return on investment for the mall.





Category A: nett lettable area (NLA) of 500,000 sq ft and below

**Gold: The Linc KL**

*'Build A Malaysian' Merdeka & Malaysia Day Campaign 2022*

The campaign was organised in collaboration with Loka Made and Yoodo to celebrate the differences of each and every one of us that make us uniquely Malaysian. Held in conjunction with Merdeka and Malaysia Day from 15 August to 18 September 2022, one of the campaign highlights was having an exhibition featuring 16 everyday Malaysians alongside 65 iconic Malaysians who have made the country proud with their outstanding achievements. Visitors also got to join the fun by expressing their own identity as Malaysians through art and craft workshops, interactive activities, merchandise and social media activities.





Category A: nett lettable area (NLA) of 500,000 sq ft and below

Silver: Angsana Johor Bahru Mall

*Glitz & Glam Raya!*

Angsana Johor Bahru Mall (owned by UDA Holdings Bhd) celebrated Eid al-Fitr with the Glitz & Glam Raya! theme, allowing the underprivileged to ‘Experience Life’ – by making shopping charitable, aligned with UDA’s corporate motto, Legacy, Integrated, Finesse, Enrich that’s LIFE with UDA. In the spirit of giving, Angsana is humbled to contribute and give back to those in need through their charity drive – “UDA Cares” and also recognised as ‘The Biggest Bazaar Juadah Ramadhan in JB Town’ with all the varieties of delicacies from the states in Malaysia.





Category B: nett lettable area (NLA) of 500,001 sq ft to 999,999 sq ft

**Platinum: Sunway Carnival Mall**  
*Cahaya Raya x Autisme 2023*

The Hari Raya celebration theme, Cahaya Raya, was a beautiful representation of core values like unity, togetherness and forgiveness, embraced by a diverse and inclusive community. The campaign's launch during World Autism Month in April reflected the spirit of compassion, promoting empathy and understanding during the festive season.

By fostering inclusivity in the celebration, the focus was on creating memorable and meaningful shopping experiences for everyone. The initiative also aligned with Sunway Group's commitment to the Sustainable Development Goals, aiming to contribute towards building a more inclusive society that embraces diversity and promotes a sense of belonging for all.





Category B: nett lettable area (NLA) of 500,001 sq ft to 999,999 sq ft

**Gold: The Gardens Mall**

*A Gilded Christmas at The Gardens Mall*

In 2022, The Gardens Mall set out to give shoppers the opportunity to immerse themselves into the experience of being in a 17th century European manor. The mall worked to incorporate the theme into all the facets of its festive campaign, such as decorations in the mall, on-ground performances, gift-with-purchase, online advertising creative, social media content and an interactive contest. At the end of the campaign, the mall saw an overall increase in mall traffic, in social media engagement, as well as an average of 30% increase in spending by shoppers during the year-end holiday season when compared to 2021.





Category B: nett lettable area (NLA) of 500,001 sq ft to 999,999 sq ft

**Silver: AEON MALL Shah Alam**

*Battleground Road to Gold*

This campaign was a collaboration with ASTRO for the nation's largest street dance competition, effectively celebrated local talent and cultural expression. The campaign aimed to foster unity, promote breaking as a trending sport, and create excitement around its potential inclusion in the 2024 Olympics. The partnership with ASTRO and various media outlets ensured extensive coverage and visibility in addition to increased footfall, tenant sales, and community engagement. The event attracted diverse talent, including a nine-year-old participant, and featured renowned artists, fostering a sense of inclusivity and aspiration.





Category C: nett lettable area (NLA) of 1,000,000 sq ft and above

**Platinum: Suria KLCC**

*Suria KLCC – Picnic in the Park*

As an iconic and integral part of Kuala Lumpur, Suria KLCC's 'Picnic in the Park' offered its loyal shoppers a priceless experience while showcasing the KLCC Park. With a mere 2% of the annual marketing budget, the campaign achieved an astounding 30% savings, surpassing sales targets by 160%, and boosting footfall by nearly 80%. Online engagement soared to an astonishing 180% above the monthly average. This remarkable, first-of-its-kind campaign truly lived up to the mall's 'Always Something New' tagline, solidifying its position as an Iconic Experiential Shopping Destination.





Category C: nett lettable area (NLA) of 1,000,000 sq ft and above

**Gold: Pavilion Kuala Lumpur**  
*MICHELLE YEOH 'The Pride of Malaysia'*

Pavilion Kuala Lumpur presented one of the greatest Malaysia celebrations when it hosted the Oscar viewing party and Homecoming FanMeet for Best Actress Winner Michelle Yeoh. The movie 'Everything Everywhere All at Once' rewrote history with seven wins, making the live viewing party on 13 March a proud moment for Malaysia. Thousands of fans turned up for the Homecoming Fanmeet while millions tuned in for the live crossovers and streaming on 18 April. Both events made global news with RM15million publicity value and trended on social media with 30 million reach and engagement, achieving an impressive 10,000% ROI.





Category C: nett lettable area (NLA) of 1,000,000 sq ft and above

**Silver: Queensbay Mall**  
*Senandung Aidilfitri*

Senandung Aildilfitri at Queensbay Mall brought their shoppers into rich cultural festivity mode via a musical feast with a grandeur ambience through a golden touch of 'Malay Royal Palace Courtyard' and fruitful edutainment collaboration with Dewan Budaya, Universiti Sains Malaysia (USM).

The successful creative campaign presented a cultural outlook while focusing on core business objectives, and garnered vast media coverage on legacy and social media platforms. While corporate social responsibility shared the joy with underprivileged children, it complimented the entire marketing campaign as wholesome for the Raya season.

The recorded GTO was 12% up for the month via increase in overall shopper footfall compared to 2022.





JUDGES' SPECIAL AWARD

**Design Village Outlet Mall**

*Penang International Food Festival 2022: Street Food Festival*

In August 2022, amidst relaxed pandemic policies, Design Village Penang Outlet Mall, alongside state partners, unveiled the Penang International Food Festival (PIFF) - Street Food Festival. This marked the first major food fest post two-year MCO, attracting 152,345 shoppers over two days. A total of 80 hawkers showcased Penang's culinary diversity. Beyond food, shoppers explored Penang's rich culinary history through interactive sessions and live demos. Earning media and blogger attention, the event highlighted Design Village's dedication to hosting standout, immersive events that leave a lasting impression on participants.







Reinventing Shopping Malls with PPKM



Dinner guests and speakers all having a really great networking time





The team from AEON Malls



We represent CapitaLand malls



Pavilion Malls in jubilant mood



Sunway malls celebrate



PAST EVENTS

# THE EDGE BEST MANAGED & SUSTAINABLE PROPERTY AWARDS 2023

Our warm **CONGRATULATIONS** to PPKM member malls below who garnered several awards as follows – we are very much proud of your achievements which will raise the level of Malaysia shopping malls by yet another notch.

**IOI City Mall (ICM)** is the **Gold Winner in the Below 10 Years - Non-strata Retail category**, and has become a landmark in the southern corridor of the Klang Valley. Not only is it the new commercial, entertainment and lifestyle heartbeat of the area, the 2.5 million sq ft shopping mall is also the biggest retail mall in Malaysia so far. With the construction of Phase 3 starting by end of 2024 and slated for completion by 2029, ICM could possibly be one of the biggest malls in Southeast Asia.

The vision for ICM has always been to redefine it by benchmarking it against regional mall standards in terms of operational efficiency, sustainability and integration.

The mall is currently occupied by more than 700 tenants, including trendy fashion brands, two major supermarkets, cineplexes, and food and beverage outlets offering local and international dining experiences.



**Kluang Mall, Johor** has won the prestigious **Gold Award in the Retail category above 10 Years (Non-Strata)**. Established in 2008, the mall has continually enhanced its retail selection, notably inducting H&M and UNIQLO as flagship fashion tenants – a first for a secondary town mall. Through sustained technological investments, astute asset management and its dedicated team, it is now recognised as central Johor's premier shopping hub, boasting an impressive 99.5% occupancy rate. Furthermore, insights from a detailed exit survey involving 1,499 customers will guide the management in refining its tenant portfolio.





Sungei Wang Plaza (SWP) is recognised as one of the longest running malls in Malaysia and the **Bronze Winner in the Retail category for 10 years and above (Strata)**.

Internationally known as 'The River of Gold', SWP is popular both among tourists and the locals with an average of more than 1.3 million visitors on monthly after a massive asset enhancement initiative.

The mall represents itself as a 'Beauty & Experiential Mall' which offers differentiated retails and exciting experiential activities such as indoor rock-climbing gym, adventure park, drift kart, MinNature mini Malaysia, interactive Art & Craft and more in JUMPA@Sungei Wang. Its newest anchor tenant, Mega Star Arena Kuala Lumpur, has graced the mall with world-class concerts, corporate functions and dinners whilst solidifying SWP's position as a vibrant hub within Bukit Bintang.



**Seminar: Strata Property Management**  
11 JULY 2023 | AVANTE HOTEL, PJ



After a break of three years, PPKM co-organised the seminar again with FIABCI Malaysia with the theme *Digitalising Property Management* with 120 participants in attendance.



PPKM Secretary, Ir YL Lum spoke on *The Longest Day - Impact on SMA & Interim Digitalisation Measures to its Challenges*



L to R: Speakers Ts Ahmad Thibri Mashri, ESD GreenTech and Sr Chan Keat Lim, Royal Institution of Surveyors Malaysia (RISM) with moderator, Mr Siva Shanker, Rahim & Co. International Sdn Bhd



## MEMBERSHIP 2023 CORPORATE MEMBERS

118 Mall  
163 Retail Park  
1 Utama Shopping Centre  
1Shamelin Shopping Mall  
1st Avenue, Penang  
3 Damansara  
Aeon Mall Taman Maluri  
Alamanda Shopping Centre  
Alor Star Mall  
Aman Central  
Amcorp Mall  
Amerin Mall  
Ampang Point  
Angsana JB Mall  
Atria Shopping Gallery  
Awana SkyCentral  
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  
Centrepoint Bandar Utama  
Centre Point Sabah  
Centro  
Cheras Leisure Mall  
Citta Mall  
City Mall  
Cityone Megamall  
Damen Mall  
Dataran Pahlawan Melaka Megamall  
Datum Jelatik Mall  
Dayabumi  
DC Mall  
Design Village Outlet Mall  
Dpulze Shopping Centre  
East Coast Mall  
Eastern Mall  
Ekoheras Mall  
Endah Parade  
Evo Mall, Bangi  
fahrenheit 88  
Financial Park Complex Labuan  
First World Plaza  
Freeport A'Famosa Outlet  
Galleria@Kotaraya  
Gamuda Walk  
gateway@klia2  
Genting Highlands Premium Outlets  
Giant Hypermarket Bandar Kinrara  
Giant Hypermarket Batu Caves  
Giant Hypermarket Bayan Baru  
Giant Hypermarket Kemuning Utama  
Giant Hypermarket Klang  
Giant Hypermarket Kota Damansara  
Giant Hypermarket Kuala Terengganu  
Giant Hypermarket Kuantan  
Giant Hypermarket Plentong  
Giant Hypermarket Putra Heights  
Giant Hypermarket Senawang  
Giant Hypermarket Seri Kembangan  
Giant Hypermarket Shah Alam  
Giant Hypermarket Tampoi  
Giant Hypermarket Ulu Klang  
Giant Mall Kelana Jaya  
Giant Superstore Tunjung  
Giant Setapak  
Giant Superstore Jerteh  
Giant Superstore Kangar  
Giant Superstore Kuala Pilah  
Giant Superstore Prima Saujana (Kajang)  
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 Ikanan Centres  
Imago, KK Times Square  
Intermark Mall  
IOI City Mall  
IOI Mall Bandar Putra Kulai  
IOI Mall Puchong  
IPC Shopping Centre

Ipoh Parade  
Island Plaza  
Jaya Shopping Centre  
Jetty Point Duty Free Complex  
Johor Bahru City Square  
Johor Bahru City Square Office Tower  
Johor Premium Outlets  
KB Mall  
KL East Mall  
KL Gateway Mall  
Kluang Mall  
KLEC Mall  
Kompleks Bukit Jambul  
Kompleks Metro Point  
Kompleks Mutiara  
Kompleks Star Parade  
KOMTAR, JB  
KOMTAR, Penang  
Kota Raya Complex  
KSL City @ Johor Bahru  
KSL Esplanade Mall  
KTCC Mall  
Kuantan Parade  
KWC Fashion Mall  
Kulim Central  
Larkin Junction  
Lot 10  
M3 Mall  
Mahkota Parade, Melaka  
Maju Junction Mall  
Malaysia Grand Bazaar @ BBCC  
Megah Rise  
Megamall Pinang Shopping Complex  
Melawati Mall  
Mesamall  
Mesra Mall  
Mid Point Shopping Complex  
Mid Valley Megamall  
Mid Valley Southkey  
Mitsui Outlet Park KLIA  
Mitsui Shopping Park LaLaport BBCC  
Mydin Mall  
MyTown Shopping Centre  
Naza Tower, Platinum Park  
New World Park  
Nexus Bangsar South  
Nu Sentral  
Ole Ole Shopping Centre  
Pandan Kapital  
Paradigm Mall  
Paradigm Mall Johor Bahru  
Pasaraya Komuniti @ Mart Kempas  
Pavilion Bukit Jalil  
Pavilion Kuala Lumpur  
Paya Bunga Square (PB Square)  
Pearl Point Shopping Mall Pedas RSA  
Pelangi Leisure Mall  
Perling Mall  
Pernama Kompleks Mutiara Armada  
Pertama Complex  
Pier8 Retail Mall  
Plaza Alam Sentral  
Plaza Low Yat  
Plaza Merdeka  
Plaza Metro Kajang  
Plaza Pelangi  
Plaza Salak Park 'SPARK'  
Plaza Shah Alam  
Prangin Mall  
Publika Shopping Gallery  
Rivercity  
Quayside Mall  
Queensbay Mall  
Quill City Mall  
RCMC Sdn Bhd  
R & F Mall  
SACC Mall  
Sarawak Plaza  
SB Mall  
Seremban Prima  
Segamat Central Shopping Centre  
Sejati Walk  
Semua House  
Setapak Central  
Setia City Mall  
Seventeen Mall  
Shaw Parade KL  
Shaw Centrepoint  
SkyAvenue  
South City Plaza  
Star Avenue Lifestyle Mall  
Starhill Gallery  
Straits Galleria

Straits Quay Retail Marina  
Strand Mall  
Subang Parade  
Sungei Wang Plaza  
Sunshine Tower  
Sunsuria Forum  
Sunway Big Box  
Sunway Carnival Mall  
Sunway Citrine Hub  
Sunway Giza Mall  
Sunway Putra Mall  
Sunway Pyramid  
Sunway Velocity  
Suria KLCC  
Suria Sabah Shopping Mall  
Sutera Mall  
Taiping Mall  
Tasek Central  
Terminal Larkin Sentra  
Terminal One Shopping Centre  
The Curve  
The Exchange TRX  
The Hills  
The Linc  
The Gardens Mall  
The Main Place  
The Mines  
The Shore Shopping Gallery  
The Spring  
The Spring Bintulu  
The Starling  
The Summit Subang USJ  
The Waterfront @ Parkcity  
Toppen Shopping Centre  
Tropicana Gardens Shopping Mall  
Utropolis  
Vivacity Megamall, Kuching  
Wangsa Walk Mall  
Wetex Parade Shopping Centre  
Wisma Sanyan  
Zenith Lifestyle Centre

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