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Persatuan Pengurusan Kompleks (PPK) Malaysia
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newsnetwork

Newsletter of the Malaysian Association for Shopping and Highrise Complex Management
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Untuk Ahli Sahaja



PRESIDENT'S MESSAGE

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Dear Members

As the year 2011 runs its last leg, concerns over the global economic slowdown still hover in the main agenda of many countries. The two-year crisis in the eurozone shows no sign of abating. Although Asia has been holding strong, driven by robust intra-regional trade, the intertwining of the trade system means it is a matter of time before the effects will be felt in Asia.

But it is not all gloom and doom, Malaysia's retail industry surpassed expectations by posting a 9.1% sales growth in the second quarter of this year, ahead of 2010's figure of 5.8% in the same period as highlighted in the Malaysia Retail Industry Report. However, the outlook for the remainder of 2011 will be cautious.

From the shopping mall industry standpoint, shopping malls are faced with the task to manage these weak economic sentiments while ensuring profitability. While balancing the need to deal with the increasing cost of doing business, shopping malls have to initiate attractive deals and discounts to lure shoppers to buy at the same time.

To ensure sustainability and profitability, it is high time the shopping mall industry continues to push the envelope of innovation further and develop human capitaleffectively. At the recent CASC 2011 conference in Jakarta, the central theme revolves around innovative retailing which places emphasis to leverage on tourism growth, rising affluence and online technologies revolution.

Similarly, the upcoming Priceless Gems of Creativity II, organized by PPK aims to nurture closer facilitation and knowledge exchange between Asian shopping malls. With a powerhouse of international speakers from the likes of Suria KLCC, Ayala Malls and Chadstone, it is our hope that the conference will be beneficial to all.

There may also be a need to impose a moratorium on the development of new shopping malls in high growth areas of Kuala Lumpur, Selangor and Penang which among them see 75% of malls in Malaysia located here. The oversupply condition will result in a 'lose-lose' situation for developers, retailers and consumers in the long run.

On matters concerning human capital, the association has been diligently carrying out certification courses to ensure the proper foundation is laid for those seeking to carve a career in the shopping mall industry. Likewise, in the wake of the increasing importance placed on public and operator's safety when dealing with gas supply, PPK Malaysia took a proactive step to organise a specialized workshop inviting the authoritative Energy Commission to speak on the subject.

Indeed, the shopping mall industry will be confronted with more challenges as we head off to a new year. But it is also within these challenges the industry will mature and become a force to contend with.

Last but not least, on behalf of PPK Malaysia, I would like to wish all our PPK members and friends a Merry Christmas and blessed New Year 2012.

Thank you.

Yours sincerely

H C Chan
President

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HAPPENINGS

SEMINARS, CONFERENCES & EVENTS

FIABCI Malaysia-PPK Malaysia

Property Management Seminar 2011 (Series No. 6)

"Excellent Property Management – The Way Forward"

6 December 2011 @ Sime Darby Convention Centre Kuala Lumpur

Jointly organized for the 7th year running, this year's seminar will delve into the yet-to-be-solved problems in property management and look for the way forward. Topics will include planning and management issues arising during the pre-construction, construction and post-construction stages of property development, with speakers comprising of highly experienced industry practitioners. For an excellent forum on property management, please contact FIABCI Malaysia secretariat to register at fiabcim@fiabci.com.my or call 03-62035090/91.

22-23 November 2011,
One World Hotel, Petaling Jaya

PRICELESS GEMS OF
CREATIVITY II

Do the Unthinkable!



With an impressive array of speakers from home and globally, our seminar looks set to be the event of the 2011 for shopping centres. A press conference was held recently in a creative venue, 1Utama's Secret Garden, wherein speaker, Mr Daniel Steffe shared that social media is here to stay and a shopping centre's 'personality' can be created via this interactive tool. To hear more about his involvement and the vast experience of other prominent speakers from internationally renowned shopping centres and retailers, join us for a most priceless experience where participants will learn tips of the trade from 'gurus'. Check out www.ppkm.org.my See you at the seminar.

Certification Course in Shopping and Highrise Complex Management, 19-23 September 2011

The second session for 2011 held at Sunway Resort Hotel and Spa, saw over 100 personnel registered to learn the ropes of shopping centre management. Commendations to the numerous out-of-town participants who came from as far as East Malaysia for their enthusiasm, and to all participants, for your dedication - we look to people like you to continue our passion for shopping centres. A heartfelt 'thank you' to all our regular speakers for your commitment and loyalty, especially to those who have been with us since 2002, and we look forward to many years together in the future.

The Part 3 and final examinations were also conducted during the same week and to all candidates, our good wishes.

Continuous Professional Development (CPD) hours have been granted for all sessions. For those who missed out this year's session, we shall be conducting similar courses in April and September 2012 – do contact our secretariat for more details.



▲ Kung Suan Ai impressing upon participants that marketing is all about being experiential



▲ Tan Joon Kai expounding on his pet subject, leasing



▲ HC Chan, PPK President imparting his invaluable insights



▲ This case study is somehow tricky - Part 2 Marketing participants in deep concentration



▲ Marketing site visit to Sunway Pyramid with SL Phang, Marketing Director explaining how thematics work



▲ Marketing and Leasing Part 1 participants with SL Phang from Sunway Pyramid and Winnie Loo, A Cut Above (seated front row, 4th and 5th from left respectively)



▲ Marketing and Leasing Part 2 participants accompanied by Evelyn Lo, PPK Secretariat (seated in front row, 3rd from left)



▲ Mahendan ardently sharing a case study on human resource



▲ Legal aspects of tenancy shared by speaker, Joshua Kevin



▲ Participants from Administration, Finance & Human Resource Part 1 with Peter Yong, our insurance speaker (seated in front row, 3rd from left)



▲ Operations & Maintenance Part 1 participants



▲ The resolute participants who continued onto Part 2, Operations & Maintenance



▲ Ir YL Lum outlining the M & E case studies



▲ Site visit to Sunway Pyramid: learning how the control room works



▲ Considering case studies makes the brains work



▲ Ir M Chandra emphasises the importance of reactive vs preventive maintenance

Security & Safety Training, 17-18 Oct 2011

Held once again at Cititel, Mid Valley City, our annual 2-day training saw more than 50 participants packing in the venue. Participants learned about basic procedures and knowledge in safety and security required for the daily operations of shopping centres eg legalities, fire safety, investigations and practices etc. Our thanks once again to the trainers who are sourced from senior in-house security personnel of member centres with extensive working experience from the police force and shopping centres.

It is PPK Malaysia's objective to create better awareness of the need for safety and security systems in our industry and to train security staff to respond effectively in emergency situations. Towards this end, we shall be continuing with further programmes in 2012 and beyond.



▲ All hands up ! a simple demonstration on 'blood flow'



▲ Enthusiastic participants crowding around Steven Wong who demonstrates CPR



▲ Hanafiah explaining the current crime scenario



▲ Learning about safety during constructions and renovations from Santa Singh



▲ HC Chan giving close support to the programme



▲ Seated, starting 2nd from left are Mohd Hanafiah Mohd Shah, speaker; President, HC Chan; Hj Ibrahim Mohd Yusoff, speaker; Santa Singh, speaker with our participants

SNIPPETS

1 Malaysia Year End Sale (1MYES) is here ! Running from 15 November 2011 to 2 January 2011, the year-end sales will see thrilling discounts by retailers and exciting activities in all participating shopping centres.

Watch out, too, for festive décor in most shopping centres who traditionally get all dressed and lighted up for year-end celebrations....



Safety Workshop, 3 November 2011

With safety as our utmost concern in shopping centres, a half-day workshop was organized to highlight gas supply handling and safety. The event saw tremendous response from more than 100 participants who gained new knowledge and tips on regulations and gas installations.

Speakers included representatives from Suruhanjaya Tenaga, Gas Malaysia Bhd and Supreme Landmobile & Wireless Corp SB (SLW). It was informed that Suruhanjaya Tenaga will be announcing guidelines for gas installations in commercial establishments soon.



▲ The panel of speakers, L to R: Andrew Leow, SLW; Azme Zakaria, Gas Malaysia Bhd; En Yusni Sharif, Suruhanjaya Tenaga and MK Foong, Secretary, PPK Malaysia (Moderator)



▲ Yusni Sharif outlining regulations for gas supply



▲ Participants listening attentively

The Green Mall Project

Further to the 2010 announcement that PPK Malaysia is collaborating with Green Building Index (GBI) to formulate a rating tool for property assets tailored to retail assets, a pilot study (Stage 1) was conducted and completed recently. The findings were shared with members at a Project Workshop held on 11 October 2011 with the objective of seeking support and involvement in Stage 2. In Stage 2, we seek involvement by other member shopping centres who should ideally encompass buildings with diverse business elements eg. entertainment, leisure, sports etc. and such involvement will help to shape the future of sustainable retail asset management and development in Malaysia. We encourage members' close participation to ensure that your interests are taken into account in the evolution of the green rating tool for retail assets. Negotiations are currently in progress with the appointed consultants to determine an equitable fee and we shall be contacting members again soon. For more information, please contact PPK Secretariat.



▲ Participants interested in green malls



▲ L to R: Pablo Lim, Cofreth eXergy International SB; Ir TL Chen, GBI Accreditation Panel Member; Robert Spinks, Setia City Mall and Tan Joon Kai, PPK Committee

ICSC Recon Asia, Shanghai, 2-4 November 2011



PPK Malaysia was again a supporting organization for ICSC's annual retail conference held this year at Shanghai which proved to be a good platform for networking and info-sharing. At the same time, Mr Stanley Kok, Vice President 2, attended the annual meeting of the ICSC Asia Pacific Research Council (APRC) which discussed the proposed Pan-Asia-Pacific Shopping Center Definition and updates on ICSC Initiatives and Products.

Footnote: PPK Malaysia has also contributed an article for the inaugural issue of ICSC's Retail Property Insights.

CASC Conference 2011, 13-15 October 2011

The conference was organised by Asosiasi Pengelola Pusat Belanja Indonesia (APPBI) in Jakarta with almost 400 participants from numerous countries including Singapore, China, Taiwan, Hong Kong, Philippines, USA and of course, Indonesia. There was good response from Malaysian delegates numbering 40 pax from various shopping centres.

PPK Malaysia presented two papers at the conference: Mr HC Chan and Mr Tan Joon Kai on *Theming the Shopping Centre for Success* and *Shopping Centre Investment: Drivers and Constraints* respectively.

Shopping centre study visits were part of the programme and participants had an enjoyable time enjoying Jakarta's modern malls despite the city's dense traffic. Thank you, APPBI.

CASC conferences are organised annually, so watch out for CASC Conference 2012 which will be held in Beijing, China.



▲ At the CASC annual meeting L to R: Victor Liu, Taiwan Council of Shopping Centres; Maureen Fung, Institute of Shopping Centre Management (ISCM) Hong Kong; HC Chan, PPK Malaysia; Heru Nasution, CASC 2011 Organising Chairman; Stefanus Ridwan, Asosiasi Pengelola Pusat Belanja Indonesia (APPBI) President; Victor Guo, Mall China and Jefri Tanudjaja, Treasurer, APPBI.

▲ HC Chan on shopping centre themes



▲ Happy participants, L to R: SL Phang & Darren Chear, Sunway Pyramid; MK Foong & Patrick Chong, Wangsa Walk Mall



▲ 'Gebeng' at the Gala Dinner, HC Chan at extreme right



▲ The Malaysian delegation



▲ Neon welcome at CITOS



▲ Potshots at Pacific Place



▲ Tan Joon Kai emphasizing a point



▲ And off we go for the shopping centre study tour



▲ Pondok Indah welcomes delegates



▲ Warm greetings at Blok M Square



▲ Guided tour at Gandaria City

Ninth Annual Conference of Mall China International Symposium and International Real Estate Asia Pacific Summit 2011, 2-4 September 2011



▲ HC Chan (4th from left) with fellow participants at the conference dinner

Mr HC Chan was invited by Mall China to present a paper entitled Opportunity for Asia, What will the future look like ? in Beijing recently. Opening up fresh insights, the paper received good response from the delegates.



6th Asia Pacific Retail Conference (APRC) Malaysia, 14-15 September 2011

Our President, Mr HC Chan, presented a paper on the *Sustainability of Shopping Malls* at the regional conference organized by University of Malaya's Faculty of Business and Accountancy, in collaboration with the University of Oxford, Ministry of Domestic Trade, Cooperatives and Consumerism, Malaysia, and Hosei University at PJ Hilton, Petaling Jaya. The conference is organised biennially and involved participants from retailers to academicians.

1 Malaysia Green, Malaysia Clean (1MGMC), 26-30 September 2011

Under the National Agenda, the 1MGMC Mini-lab was recently organized by the Ministry of Tourism at Nilai Springs, Negri Sembilan as part of the overall strategy to enhance Malaysia as a tourist destination.

PPK Malaysia's representative, Ms Evelyn Lo, participated in the brainstorming sessions to formulate new ideas and projects to upgrade and improve overall cleanliness in the country. The mini-lab involved numerous non-government organisations, government-linked companies, multinational companies, academicians and other related bodies.

Results of the mini-lab will be presented to the Prime Minister's Department for due consideration and implementation.



▲ The Urban Team with YBhg Dato Ong Hong Peng, Secretary-General, Ministry of Tourism (front row, 6th from the left)



▲ Happy teamwork



▲ Paper, paper everywhere ..shows we're working ?!

The STAR Round Table on Protect Our Pockets , 20 September 2011

PPK Malaysia participated in The Star's discussion to draft resolutions on keeping costs down to protect consumers' pockets. Other participants included representatives from PEMANDU, Malaysian Retail-Chains Association (MRCA), Carrefour and Consumers Association etc. Amongst other issues, participants actively debated on numerous issues like food and transport costs, financial education and consumerism.



Southern Region Meeting, 25 June 2011

The Main Committee made a trip south to meet with members in Johor and to check out the shopping scenario. Organised by our Southern Region Representative, Ms Jenny Chan, the meeting saw a good turnout and keen participation and sharing by those present. The networking was good and we look forward to more of such meetings.



▲ Johor members being briefed on recent activities and forthcoming events



▲ President HC Chan addresses the meeting



▲ Pelangi's Mohd Zain sharing 'Southern insights'



▲ All in the family

SAVE Campaign

The Ministry of Energy, Green Technology and Water (KeTTHA) has launched SUSTAINABILITY ACHIEVED VIA ENERGY EFFICIENCY (SAVE) to provide rebates to large energy consumers in the private sector including shopping centres. A rebate of RM200 per refrigeration tonne (RT) is accorded for replacing chillers more than 15 years old with more energy efficient chillers. KeTTHA has extended the deadline to **June 2012** or when the budget allocation is exhausted. For details, please log online to www.saveenergy.gov.my.

Music Copyrights Fees

It's the end of the year, so this is another reminder for shopping centres to please regularize music copyright licenses with the relevant bodies. Terms and rates payable to Public Performance Malaysia (PPM) / Performers and Artists Rights Malaysia (PRISM) and Malaysian Authors Copyright Protection (MACP) have been finalized until 31 December 2014. Please contact PPK Secretariat for details.
BB-KLCC Tourism Association.

BB-KLCC Tourism Association

Great news for shopping centres in the Kuala Lumpur tourist belt – for purposes of promoting tourism related activities and garnering closer synergy in the Bukit Bintang and KLCC area, the BB-KLCC Tourism Association has been formed recently under the guidance of Tourism Malaysia. Shopping centres, hotels and related businesses in the vicinity of this area are encouraged to join the association for better collaboration of promotional activities and closer interaction. Please contact PPK Secretariat for more details.

PPK Malaysia's NEW website

We have recently launched our revamped website and interested members may email us your comments, suggestions etc. Do log onto www.ppkm.org.my

PPK SPORTS CALENDAR 2011

POOL COMPETITION



◀ Thanks to Mid Valley Megamall, Pool Competition was organized once again at Brewball, 3rd floor in May/July with 9 teams. This saw exciting play-offs and deep concentration by avid players.



▲ Plaza Low Yat retaining their championship trophy from last year

FUTSAL TOURNAMENT



◀ With kind cooperation from 1 Utama, Futsal Tournament kicked off on 12 June 2011 at The Padang, 1 Utama. Players from all 14 teams executed skillful moves on the rooftop field.



▲ Pavilion KL grabs the futsal trophy, 2011

BADMINTON CHAMPIONSHIPS



▲ The Badminton Championships were played on 24 July 2011 at Endah Parade venue with the players from the 11 participating teams demonstrating nifty techniques.

▲ Sunway Pyramid are badminton champions, again!

BOWLING TOURNAMENT



▲ Co-organised by Sunway Pyramid, the Bowling Tournament rolled off at Sunway Mega Lanes on 29 October 2011 with 9 teams competing for the trophy.

▲ Yay, we get to keep the trophy now! Congratulations to Great Eastern Mall for winning again for the 3rd year running



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Membership List-Year 2011

Corporate Members

1 Borneo Hypermall
1 Shamelin Shopping Mall
1st Avenue Mall
1 Utama Shopping Centre
A Famosa Premium Outlet Village
Aim Point Plaza
Alam Sentral Plaza
Alor Star Mall
Amcorp Mall
Ampang Park
Asia City
avenue K
B B Plaza
Bangsar Shopping Centre
Batu Pahat Mall
Bentong Vega Mall
Berjaya Megamall
Berjaya Times Square Kuala Lumpur
Campbell Complex
Capsquare Centre
Central Market
Central Square Sungai Petani
Centre Point Sabah
Cheras Leisure Mall
Citta
City Mall
Dataran Pahlawan Melaka Megamall
Dayabumi
Digital Mall
e @ Curve
East Coast Mall
Empire Shopping Gallery
Encorp Strand
Endah Parade
Fahrenheit 88
First World Plaza
Giant Hypermarket Bandar Kinrara
Giant Hypermarket Batu Caves
Giant Hypermarket Bayan Baru
Giant Hypermarket Kelombong
Giant Hypermarket Kemuning Utama
Giant Hypermarket Klang
Giant Hypermarket Klang Semtral
Giant Hypermarket Kota Damansara
Giant Hypermarket Kuala Terengganu
Giant Hypermarket Kuantan
Giant Hypermarket Melaka
Giant Hypermarket Muar
Giant Hypermarket Nusa Bestari
Giant Hypermarket Plentong
Giant Hypermarket Prima Prai
Giant Hypermarket Putra Heights
Giant Hypermarket Senawang
Giant Hypermarket Seri Kembangan
Giant Hypermarket Seri Manjung
Giant Hypermarket Shah Alam
Giant Hypermarket Skudai
Giant Hypermarket Sungai Petani
Giant Hypermarket Taiping
Giant Hypermarket Tampoi
Giant Hypermarket Tawau
Giant Hypermarket Ulu Klang
Giant Mall Kelana Jaya
Giant Superstore Bandar Puteri
Giant Superstore Lukut
Giant Superstore Nilai
Giant Superstore Prima Saujana (Kajang)
Giant Superstore Sandakan
Giant Superstore Sunway City
Great Eastern Mall
Green Heights Mall
Gurney Paragon
Harbour Place
Hartamas Shopping Centre
Hock Lee Centre
IOI Mall Bandar Putra Kulai
IOI Mall Puchong
IPC Shopping Centre
Ipoh Parade
Island Plaza
Jetty Point Duty Free Complex
Johor Bahru City Square
Johor Bahru City Square Office Tower
KB Mall

Kenanga Wholesale City
Kinta Riverfront
Kipmart Tampoi
KL Festival City
Klang Parade
Kluang Mall
Kompleks Bukit Jambul
Kompleks Metro Point
Kompleks Mutiara
Kompleks Tun Abdul Razak (KOMTAR)
Kota Raya
Kuantan Parade
Langkawi Fair Shopping Mall
Lot 10
Mahkota Parade, Melaka
Maju Junction Mall
Medan Mara
Menara IMC
Menara Landmark JB
Menara Mutiara Bangsar
Menara Mutiara Majestic
Merdeka Mall
Mid Point
Mid Valley Megamall
Midlands Park
Mydin Mall, USJ
New World Park
Oceanic Mall
One City
Pandan Kapital
Paradigm Mall
Paragon Point Shopping Centre
Pavilion Kuala Lumpur
Paya Bunga Square (PB Square)
Pearl Point Shopping Mall
Pelangi Leisure Mall
Penang Times Square
Perling Mall
Pernama Kompleks Mutiara Armada
Pertama Complex
Plaza Angsana
Plaza Low Yat
Plaza Merdeka Shopping Mall
Plaza Metro Kajang
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Tasek
Prangin Mall
Publika
Pudu Plaza
Pusat Komersial Southgate
Queensbay Mall
RCMC Sdn Bhd
SACC Mall
Semua House
Seremban Parade
Setia City Mall
Shaw Centre Point Klang
Shaw Parade KL
Skudai Parade
South City Plaza
SSTwo Mall
Star Parade
Starhill Gallery
Straits Quay
Subang Avenue Shopping Complex
Subang Parade
Sungei Wang Plaza
Sunway Carnival Mall
Sunway Giza
Sunway Pyramid
Suria KLCC
Suria Sabah Shopping Mall
Sutera Mall
Taman Nusantara, Bandar Nusajaya,
Iskandar
Terminal One Shopping Centre
The 19 USJ City Mall
The Atria Shopping Centre
The Curve
The Gardens
The Intermark
The Mines
The Spring
The Summit Batu Pahat
The Summit Bukit Mertajam

The Summit Subang USJ
The Waterfront @ Parkcity
The Weld
The Zon
Tropicana City Mall
Tun Jugah
Viva Home
Wangsa Walk
Wetex Parade

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Hong Kong Trade Development Council
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Institut Perekabentuk Dalam Malaysia (IPDM)
International Council of Shopping Centres (ICSC)
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Korea Building Owners and Managers Association (KBOMA)
Japan Council of Shopping Centres (JCSC)
Malaysia Crime Prevention Foundation (MCPF)

Malaysia Retailers Association (MRA)

Malaysia Green Building Confederation (MGBC)
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For advertising opportunities,
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CAM	Certified Administration Manager
CMM	Certified Marketing Manager
COM	Certified Operations Manager
CCM	Certified Complex Manager