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Persatuan Pengurusan Kompleks (PPK) Malaysia
Established in 1984

newsnetwork

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



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PRESIDENT'S MESSAGE



Dear Members

As the first quarter of 2012 draws to a close, much of the world's economy still lies in uncertainty following the unresolved European sovereign debt crisis. European governments are still stuck in the quagmire that sees no clear solution in sight causing the prolonging of an already weak global economy. China, the world fastest growing economy has reported a slowdown manifesting concerns how the rest of Asia will be affected.

Given the developments of these world events, the Malaysian economy outlook for 2012 will probably cool with an estimated economic growth to fall between 4-5%. Consumer spending is expected to remain cautious. With electricity tariffs expected to rise following the import of gas to meet demand, concerns on competitiveness will remain on the radar of corporate Malaysia as cost of doing business escalates.

Amidst such a backdrop, the shopping mall industry is expected to increase its effort to ensure sustainability and survivability in this tough environment. As the barometer of the nation's economic health, it will be the first to feel the effect of a slower growth. Industry professionals will be called to push the envelope further to deliver greater marketing and operational excellence to sustain the industry growth.

While existing malls strive harder to sustain their business, concerns of retail stock oversupply primarily in Klang Valley and Selangor are very real. There is urgency to examine the long term repercussion an oversupply has on developers, retailers and consumers. Not only does it increase the cost of doing business, consumers at the end of the day will end up paying more as costs are passed down.

On matters involving shopping malls' safety, concerns are at an all-time high following a spate of high profile incidents involving several malls lately. The industry must address the safety perception the Malaysian public has on malls and win back shoppers' confidence.

Of course, it is not all gloom and doom. The Malaysian economy has been resilient in the face of global economic uncertainty and certainly the Malaysian shopping industry has, from time to time, risen to the occasion to perform remarkably.

Inherently, this is attributed to the dedication and passion of the industry's professionals in growing an industry which is only 35 years old. Human capital development remains top priority for the industry to continue moving forward where a pool of professional and skilled mall experts in all capacity will take the industry to be regional and internationally competitive.

On a personal note, I would like to express thank you for the continued confidence bestowed in me and the new committee to steer PPK Malaysia to greater heights. In the course of the next 2 years, PPK will continue to raise the industry standards, and in doing so, alleviate the shopping industry to be one of the key drivers of the Malaysian economy.

That I am very certain the industry is capable of achieving.

Best wishes.
Yours sincerely

H C Chan
President

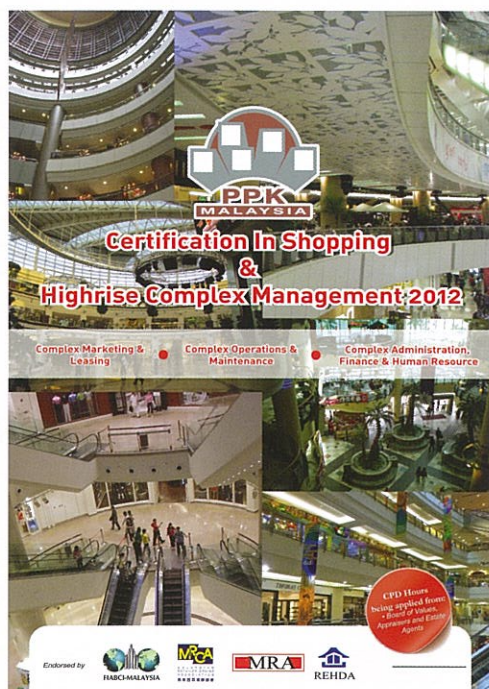
HAPPENINGS

SEMINARS, CONFERENCES & EVENTS

Certification Course in Shopping and Highrise Complex Management at Sunway Resort Hotel and Spa

- 16 - 20 April 2012
- 10 - 16 September 2012

**Marketing and Leasing
Administration, Finance and Human Resource
Operations and Maintenance**



PPK Malaysia is continuing our ongoing education and training in the above modules in 2012.

Thanks to our team of faithful speakers, we have been able to present invaluable expertise on the shopping mall industry to more than 1,700 personnel since we started in 2002. PPKM is always enthusiastic about training participants to be certified managers with successful malls in our ever-evolving industry.

Our thanks also go to our prominent industry players for their continuous support and endorsement:

- FIABCI (International Real Estate Federation) Malaysia
- Malaysia Retailers Association (MRA)
- Malaysian Retailer-Chains Association (MRCA)
- Real Estate and Housing Developers Association (REHDA)

So if you are interested and have missed the first session for 2012, do join us in September and contact our Secretariat at 03-77276202 for more details.

Note: Continuous Professional Development (CPD) hours are usually granted for all sessions.

ICSC - PPKM Professional Management Programme

- 24 - 25 July 2012, Sheraton Kuala Lumpur
- 24 - 25 September 2011 (Kuala Lumpur, venue to be advised)

Looking forward in 2012, PPKM will jointly organize a series of Professional Management Programmes in Kuala Lumpur to bring the International Council of Shopping Centres (ICSC) based training to shopping mall managers locally. The classes in July will cover Marketing skills whilst September will involve Leasing.

CASC 2012, 5 - 7 September 2012 in Beijing, China

The seminar for Council of Asian Shopping Centres (CASC) this year will be in China and will include a study tour of Beijing shopping centres, gathering elites and showcasing business opportunities from global resources of commercial real estate in Asia/China.

Watch out for further announcements.

PRICELESS GEMS OF
CREATIVITY II

Do the Unthinkable!

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

Last year's seminar was certainly a priceless and creative experience.

Over 200 participants from shopping malls and related industries picked up fresh ideas and new ways from our panel of experienced speakers, even striving to ***Do the Unthinkable!***

Participants enjoyed, learning from both the local and overseas experience. The seminar covered global perspectives and trends on the following:

- Designing for Sustainability: presented by the property industry 'green' experts
- Regenerate Your Assets: an overview of 3 eminent international mall players - Ayala Malls, Philippines, Suria KLCC and Chadstone, the Fashion Capital, Melbourne, Australia
- Social Media Marketing & Consumer Trends: the increasing role of social media today, how to harness its synergies for shopping and retail and current consumer trends
- New Dimensions in Visual Merchandising and Events: fresh angles in marketing and branding retail merchandise as well as shopping centres



▲ Cheerful faces (L to R) : Datuk CK Teo, Daniel Sutton and HC Chan



▲ HC Chan (extreme left) with the green design experts (L to R) : Ir J Thirukumaran, Malaysian Green Building Confederation ; Dr Tan Loke Mun, Past PAM President ; Prof Jason Pomeroy, Broadway Malyan and Datuk CK Teo, Moderator / PPKM Board of Advisors



▲ L to R : Eunice Lim, Anna Wong, Kee Shih-lene and Michael Poh



▲ The "Popcorn Brigade" – thanks to complimentary popcorn from Planet Popcorn



▲ Stanley Kok (extreme left) with speakers (L to R) : Myrna Fernandez, Ayala Malls Group; Andrew Brien, Suria KLCC ; Daniel Sutton, Chadstone Shopping Centre and HC Chan



▲ Delegates listening intently ..



▲ Coffee break chit-chat (L to R) : Mak Soon Peng, Angeline Yee and Harold Ho



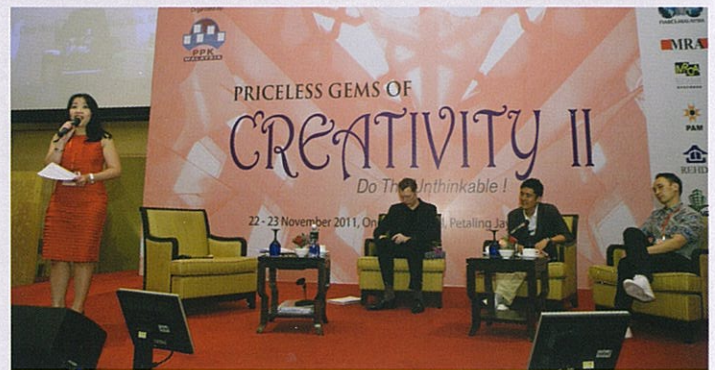
▲ Panel speakers for Social Media Marketing & Consumer Trends (L to R) : Chin Weng Keong, Arachnid Interaction Marketing ; Robert Spinks and Daniel Steffe, Setia City Mall ; Sulin Lau, DIGI Telecommunications; Lum Choong Yu, Citibank and Kumar Tharmalingam, Moderator/PPKM Board of Advisors



▲ Interactive communications : 'draw your cow' brought humour and laughter to the crowd



▲ We like our caricatures ! L to R : Vincent Chong ; Robin Kok, Nike Sales Malaysia ; Menchi Viduya-Dizon, Ayala Malls Group ; Benjamin Lau, Goods of Desire and Datuk Eddy Chen, Moderator / PPKM Board of Advisors



▲ Kung Suan Ai (1st left) having 'Creativity Over Tea' with her panelists



▲ A job well done by the PPKM team

SNIPPETS

Tourism Malaysia Roadshows, March – April 2012



Shopping Malaysia Secretariat (SMS) recently embarked on a series of roadshows to Penang, Johor, Kuching and Kota Kinabalu with PPKM and Malaysia Retailers Association (MRA) to bring information on the National Sales Campaign 2012 to members outside the Klang Valley.

The three dedicated shopping seasons have been scheduled as follows for 2010 to 2015:

- 1Malaysia GP Sale (1MGPS):
15 March – 15 April
- 1Malaysia Mega Sale Carnival (1MMSC):
15 June – 31 August
- 1Malaysia Year End Sale (1MYES):
15 November – 1 January

The above dates (with fine tuning during relevant years to accommodate holidays etc.) have been fixed so that the international tourist market may be prepared well in advance.

For sales branding, members were advised to use the composite logos for the 3 sales periods and were also informed that SMS will provide support in the form of publicity eg advertisement pullouts, flyers, giant banners, events etc.



▲ Northern region members, 13 March



▲ At Johor Baru, 23 March



▲ Members & retailers meet at Kuching, 3 April



▲ Kota Kinabalu meeting, 4 April

Annual General Meeting, 31 March 2012

A warm welcome on board - PPKM's 27th AGM saw enthusiastic participation by members voting in the new team for 2012-2014. It was also an opportunity for members to network and catch up with old pals and make new acquaintances. Several resolutions were proposed, debated and passed with the ultimate objective of PPKM remaining topical in line with our ever-evolving shopping industry.



▲ Rekindling old friendships (L to R): Stanley Kok, Cynthia Lim, Patrick So, Vincent Chong and KK Lim



▲ L to R in the foreground: Darren Hee, Kenny Chin and Tang Chee Weng



▲ Serious discussion in the background ...



▲ Yes, we want the new logo ... "aye" to the motion



▲ The new line up for 2012-2014

L to R, front row: Tan Joon Kai, Vincent Chong, Stanley Kok, HC Chan, Kung Suan Ai, MK Foong, Kenny Chin and Jenny Chan
L to R, back row: KK Lim, Patrick So, Michael Poh, Cynthia Lim, Datuk Vincent Tiew, Phang Sau Lian, Chow Heng Wah, Anthony Dylan, Shahrol Azman
Mohd Kahar, Darren Hee and Eunice Lim

*Not in the picture : Ir YL Lum

Dialogue with Bank Negara, 16 March 2012

In view of the recent introduction of new Malaysian coins (and currency to be scheduled from mid 2012), Bank Negara Malaysia (BNM) recently requested for a meeting with members to gather feedback on issues faced by vendors and operators pertaining to parking and other cash machines, including those at shopping centres. BNM officials were informed that whilst all efforts will be made by shopping malls to recalibrate machines by July 2012 and to deal with any public complaints, the additional costs to be borne were both unforeseen and tough on existing budgets.



▲ Front row, 3rd and 6th from right : BNM officials Santha Kumar Sandaram and Lee Poh Fong with PPKM members.

1Malaysia Year End Sale (1MYES)

20 November to 2 January 2012 : My Favourite Mall Online Poll

During 1MYES 2011, PPK Malaysia was appointed the organiser for My Favourite Mall Online Poll which was hosted by Tourism Malaysia's website. Participants were required to vote online for their favourite malls from all over Malaysia and names were selected on a weekly basis to receive travel vouchers.



The winning mall was Sunway Pyramid who garnered 3,000 votes out of the 5,000 nos. polled. In return, shoppers at Sunway Pyramid were rewarded with complimentary parking during a selected weekend.

◀ Congratulations from En Mohd Shahrir Mohd Ali (right hand side), Head of Shopping Malaysia Secretariat to HC Chan, Sunway Pyramid's CEO.

Briefing on International Council of Shopping Centers (ICSC), 10 February 2012

Mr T Kumar, CEO of Malaysia Property Incorporated (MPI) and PPK Malaysia Board of Advisors at the briefing for members on how ICSC can serve and benefit the Malaysian retail real estate. The event was co-hosted by PPKM and MPI.



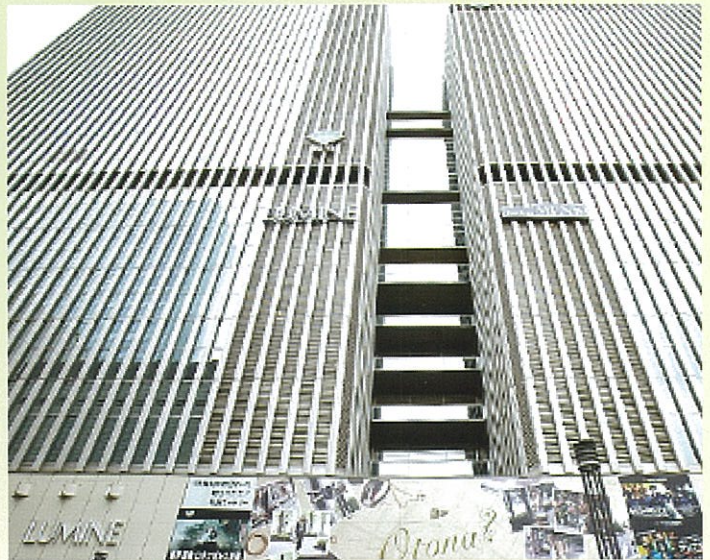
COMING SOON

Study Tour to Japan, 15 - 20 May 2012

In our quest for the continuous learning experience and to be updated with shopping developments globally, members will be embarking on a Study Trip soon to visit Osaka and Tokyo, Japan. The Japan Council of Shopping Centres (JCSC) has graciously organised visits to 13 shopping malls and precincts including Osaka Station City (Japan's largest mall), Gotemba Premium Outlets, the award-winning Aeon Lake Town, Omotesando Hills, Shinjuku and Ginza etc.



▲ Aeon Lake Town



▲ Lumine



▲ Gotemba Premium Outlets



▲ Osaka Station City

BMAM Seminar: Planning, Managing & Enhancing Building Safety, 20 March 2012 at One World Hotel, Petaling Jaya



In line with our common aspirations to develop awareness and promote best practices for the management of buildings in Malaysia, PPK Malaysia took on the organising role for the Building Management Association of Malaysia (BMAM)'s inaugural seminar. 180 participants learnt and gained invaluable experience from BOMBA, Department of Occupational Safety & Health (DOSH), Suruhanjaya Tenaga, The Institution of Engineers Malaysia, Pertubuhan Arkitek Malaysia (PAM) as well as from the private sectors.



▲ Dato CK Teo, BMAM President (and PPKM Board of Advisors) delivering his welcome address



▲ 2nd from right : Guest of Honour, YBhg Dato Halimi Abdul Manaf, Director General, Department of Housing, Ministry of Housing & Local Government (representing the Minister of Housing & Local government) with BMAM Exco (L to R) : S Venkateswaran, Secretary - General ; Ir Lee Weng Onn, Deputy President; Dato CK Teo and Richard Chan, Committee Member.



◀ Datuk Soh Chai Hock, National Chairman, Fire Prevention Council of Malaysia (FIPCOM) with his enthusiastic message

FIABCI Malaysia - PPK Malaysia Property Management Seminar 2011 (Series No. 6) 6 December 2011 @ Sime Darby Convention Centre Kuala Lumpur

Jointly organized for the 7th year running, *Excellent Property Management – The Way Forward* remained as popular with more than 200 participants exploring planning and management issues arising during the pre-construction, construction and post-construction stages of property development.



▲ Participants paying close attention to the proceedings



▲ Something amusing ?!



▲ L to R: Low Yat Seow, Lee Kim Noor, MK Foong and Richard Chan



▲ L to R: S Venkateswaran, Ar Anthony Lee Tee, Ir YL Lum, Ar Menaha Ramanath and Mohd Razali

Visit by Mall of Indonesia, 19 - 21 March 2012

PPKM hosted a visit by Mall of Indonesia who toured Sunway Pyramid, 1 Utama, The Curve, Plaza Low Yat, Sungei Wang Plaza, Pavilion KL, Suria KLCC, Mid Valley Megamall and The Gardens. The visitors were here to learn about al fresco F & B businesses and the Malaysian trends in shopping centres. PPKM extends our appreciation to the participating member malls.



▲ Patrick So, 1 Utama (extreme left) with our Indonesian friends



▲ Our visitors, with Kung Suan Ai (2nd from left) at Tokyo Street, Pavilion Kuala Lumpur



▲ Posing with the mirror image of Cynthia Tang, Sunway Pyramid (2nd from right)



▲ At the iconic twin towers at Suria KLCC – Stanley Kok (extreme left) and Evelyn Lo (2nd from right)



▲ Kenny Tan (extreme left) on a walkabout briefing around Mid Valley Megamall

PPKM has a NEW office

We have moved into our new office since last December 2011 and now have a meeting-cum-training room, ample storage and more workstations. Members are welcome to drop by our new office during office hours..





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Membership List-Year 2012

Corporate Members

1 Borneo Hypermall
1 Utama Shopping Centre
1 Shamelin Shopping Mall
1st Avenue Mall
Al Famosa Premium Outlet Village
Aim Point Plaza
Alam Sentral Plaza
Alor Star Mall
Amcorp Mall
Ampang Park
avenue K
Axis Atrium
Bangsar Shopping Centre
Batu Pahat Mall
BB Plaza
Bentong Vega Mall
Berjaya Megamall
Berjaya Times Square K.L.
Campbell Complex
Capsquare Centre
Central Market
Central Square Sungei Petani
Centre Point Sabah
Centro
Cheras LeisureMall
Citta
City Mall
Dataran Pahlawan Melaka Megamall
Dayabumi
Digital Mall
e @ Curve
East Coast Mall
Endah Parade
Empire Shopping Gallery
Encorp Strand
fahrenheit 88
First World Plaza
Giant Hypermarket Bandar Kinrara
Giant Hypermarket Batu Caves
Giant Hypermarket Bayan Baru
Giant Hypermarket Cheras
Giant Hypermarket Kelombong
Giant Hypermarket Klang
Giant Hypermarket Klang Sentral
Giant Hypermarket Kemuning Utama
Giant Hypermarket Kota Damansara
Giant Hypermarket Kota Padawan
Giant Hypermarket Kuala Terengganu
Giant Hypermarket Kuantan
Giant Hypermarket Mall Sibul
Giant Hypermarket Melaka
Giant Hypermarket Muar
Giant Hypermarket Nusa Bestari
Giant Hypermarket Plentong
Giant Hypermarket Prima Prai
Giant Hypermarket Putra Heights
Giant Hypermarket Senawang
Giant Hypermarket Seri Manjung
Giant Hypermarket Seri Kembangan
Giant Hypermarket Shah Alam
Giant Hypermarket Skudai
Giant Hypermarket Sungai Petani
Giant Hypermarket Tabuan Jaya
Giant Hypermarket Taiping
Giant Hypermarket Tampoi
Giant Hypermarket Tawau
Giant Hypermarket Ulu Kelang
Giant Mall Kelana Jaya
Giant Superstore Bandar Puteri
Giant Superstore Nilai
Giant Superstore Lukut
Giant Superstore Prima Saujana (Kajang)
Giant Superstore Sandakan
Giant Superstore Sunway City
Grand Merdeka
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
Ipph 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
Klang Parade
Kluang Mall
KL Festival City
Kompleks Bukit Jambul
Kompleks Metro Point
Kompleks Tun Abdul Razak
Kota Raya Complex
Kuantan Parade
Langkawi Fair Shopping Mall
Lot 10
Mahkota Parade Melaka
Maju Junction Mall
Menara IMC
Menara Mutiara Majestic
Merdeka Mall
Medan Mara
Mid Valley Megamall
Midlands Park
Mydin Mall USJ
New World Park
Oceanic Mall
One City
Paradigm Mall
Pandam Kapital
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 Metro Kajang
Plaza Merdeka Shopping Mall
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Shah Alam
Plaza Tasek
Prangin Mall
Publika
Pusat Komersial Southgate
RCMC Sdn Bhd
Sarawak Plaza
SACC Mall
Selayang Star City
Semua House
Seremban Parade
Setia City Mall
Shaw Centrepoint Klang
Shaw Parade
Skudai Parade
South City Plaza
SSTwo Mall
Starhill Gallery
Star Parade
Straits Quay
Subang Avenue
Subang Parade
Sungei Wang Plaza
Sunway Carnival Mall
Sunway Giza
Sunway Pyramid
Sunway Putra Mall

Suria KLCC
Suria Sabah Shopping Mall
Sutera Mall
Taman Nusantara, Bandar Nusajaya,
Iskandar
Terminal One Shopping Centre
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 Shopping Centre
The Zon
Tropicana City Mall
Tun Jugah
Viva Home
Wangsa Walk Mall
Wetex Parade

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Aileen Goh Saok Khim
Amos Chew Yee Onn
Andrew Ashvin,CMM
Anthony Dylan
Abdul Razak Tuah b Othman,COM
Abukhori Kasim,COM
Ainul Adnan Ibrahim,COM
Ala b. Mansor
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Council of Asian Shopping Centres (CASC)

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British Council of Shopping Centres (BCSC)
Dewan Bandaraya Kuala Lumpur (DBKL)
Eastern Regional Organisation for Planning and Housing (EAROPH)
FIABCI Malaysia Chapter
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Hong Kong Trade Development Council
Institute of Shopping Centre Management (ISCM), Hong Kong
International Council of Shopping Centres (ICSC)
Jabatan Bomba & Penyelamat Malaysia
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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Malaysian Association of Hotels (MAH)

Malaysian Association of Tour & Travel Agents (MATTA)

Malaysian Franchise Association (MFA)

Malaysia Retailer-Chains Association (MRCA)

Malaysia Tourism Federation (MTF)

Mall China

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Nordic Council of Shopping Centres (NCSC)

Pertubuhan Arkitek Malaysia (PAM)

Property Council of Australia (PCA)

Quality Restroom Association of Malaysia (QRAM)

Real Estate & Housing Developers' Association Malaysia (REHDA)

Real Estate Developers' Association Singapore (REDAS)

Shopping Centre Council of Australia (SCCA)

Taiwan Council of Shopping Centres (TCSC)

Associated Chinese Chamber of Commerce and Industry of Malaysia (ACCCIM)

The Institution of Engineers, Malaysia (IEM)

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