



PPK Malaysia

Malaysia Shopping Malls Association

Persatuan Pengurusan Kompleks Malaysia (PPK)

newsnetwork

- PPKM Awards 2016: Best Experiential Marketing
- Carnivale Gala Dinner 2016
- Securing the Safety of Malls

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Untuk Ahli Sehaaja



PRESIDENT'S MESSAGE



Dear members

All commercial activity, like shopping malls and the retail business, plays a critical role in our nation's economy and hence, contributes a big component of GDP growth. It is PPK Malaysia's ultimate aim to ensure that the country's retail trade, particularly shopping malls, continue to thrive and underwrite a robust and vibrant business environment.

It is, therefore, imperative that malls remain safe and secure at all times so that patrons and shoppers continue to visit malls with the knowledge that everything possible is done to ensure their safety and comfort. Some recent security incidents have given rise to new challenges and demanding circumstances, as the very nature of shopping malls make them a 'soft' target i.e. we provide numerous entrances and exits to make it convenient for shoppers, not to mention that malls are generally crowded

spaces which make it a target for extremists. Hence, there will be a need for a higher level of training, and yet even higher level of vigilance by security personnel but we are confident shopping mall security personnel will rise to meet the challenges.

Several escalator accidents have recurred over the past few months wherein young children are involved, not due to any want of maintenance and servicing or even equipment design, but due to the lack of close adult supervision. Thus, there is an even greater need for public awareness and education as escalators are essentially moving machines and therefore, require care when using them. Malls, on their end, will continue to put up adequate signs to alert shoppers on the need to ensure closer supervision and appropriate behaviour when using any escalators, particularly those with children under their care.

There is a continuous need to regularly train staff as well as tenants and business operators to be more aware of safety matters. Therefore, several programmes over the past few months have been organised to address this need in an attempt to mitigate any undesirable incidents involving public safety. PPK Malaysia has continuously engaged with the authorities for information sharing as communication and intelligence are the keys to preparedness for any eventualities.

We have recently embarked on another 'first' for our association and held a workshop on Operations and Maintenance for colleagues in Kuching and Kota Kinabalu. Thank you for your close support as response was very encouraging and well-received so we hope to continue organising similar programmes from 2017 onwards.

Patrons at our shopping malls have now come to also expect an exciting ambience so that their shopping trips not only fulfil their needs for 'retail therapy', but also becomes a memorable experience. For one, our malls have gained recognition for outstanding decorations and creative marketing programmes throughout the year to enhance the shopping experience and PPKM has now organised the inaugural **PPKM AWARDS 2016 for Best Experiential Marketing**. We are greatly encouraged by the numerous entries from malls all over Malaysia and this just showcases the distinctive creativity and innovation inherent amongst mall practitioners.

The 2016 award winners will be announced at our highlight event of the year, **PPKM's Carnival Gala Dinner** later this month and together, we hope to raise the standards of marketing and creativity for Malaysia's shopping malls. We do look forward to meet as many of our members at the dinner, to celebrate with the Award winners as well as to continue the close networking amongst the shopping mall fraternity.

TAN SRI DATUK EDDY CHEN
President



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Many shopping malls have introduced special parking lots to provide women an added sense of safety

From sophisticated training for security personnel to special parking for women, malls are getting ready for any eventuality

IN tandem with the growth in shopping malls, the responsibilities of their security departments and management teams are now far more challenging.

Initially, the work involved just dealing with the occasional petty thefts and misdemeanour cases, but that has progressed to organised crime, suicides, riots, and now, threats of terrorism.

Today, everywhere the public congregates - leisure and entertainment venues, food and beverage outlets, parks, malls and even places of worship - are vulnerable to threats.

Shopping malls are generally "soft" targets as they have many entrances and exits to facilitate easy access for shoppers, while some malls do not even have doors at their entrances.

This makes monitoring any suspicious perpetrators with explosive or other devices a tough job for security personnel.

Patrick So, 1 Utama Shopping Centre's general manager (advertising and promotions), says adopting stringent controls on patrons in the name of security does not promote a "shopper-friendly mall".

"We need to balance safety and security measures with utmost discretion vis-a-vis making shoppers welcome to our mall without unduly alarming them," he says.

No over reaction

So believes security personnel must be trained to recognise potential danger but not be over-reactive or over suspicious. This is a finely honed skill which comes with experience.

With malls continuing to work towards enhanced public safety and security, many have further improved measures with the latest state-of-the-art closed circuit television (CCTV) surveillance with added features which can detect unattended parcels or baggage.

Such enhanced surveillance and security equipment means additional capital expenditures for a mall as well as the need for training to operate the new equipment and maintenance costs.

From another perspective, Gerard James Moorthy, security and safety manager from gateway@klia2, a mall at the low-cost carrier terminal in Sepang, Selangor, says cheaper air fares and competitive hotel rates have allowed

foreign syndicates to expand their thefts and scam operations in other countries, including retail outlets in malls.

"The difficulty of being identified by the authorities, coupled with high returns from such scams far outweigh the expenses of travelling overseas to commit crimes," he says.

While the development of integrated malls that come with built-in hotels, theme parks and convention centres make them ideal for merchandise launches, events and meetings that attract VIPs, celebrities and ministers, he envisages that such high profile attendance can also make these premises susceptible to unwanted activities.

With the huge jump in the number of incidents involving lone wolf attacks and global terrorism, Gerard sees securing malls from such attacks as an imposing task as they are public premises with so many amenities and access points.

"We can be alert, responsive, and work to detect any early surveillance of our premises by perpetrators.

"And apart from the lock down of susceptible premise points, liaising closely with enforcement agencies and sharing intelligence are crucial preventive measures too," Gerard says.

Standard operating procedures

Kamarudin Sharif, the security manager at Plaza Low Yat, a reputable digital mall which faced threats from some members of the public last year, concurs with Gerard.

Ever prepared to handle such circumstances and keep them under control, he says his mall conducts monthly hands-on training on safety and security for in-house and outsourced security personnel.

"In case of any untoward incidents, our security force will act immediately. We gather feedback and information on such incidents or cases around our vicinity so that we can take precautions.

"We have standard operating procedures (SOPs). In an emergency, for example, we have SOPs on how to manage a bomb threat, fights, illegal groups and the like," he says.

gateway@klia2's Gerard believes mall

developers have to look beyond the aesthetics and consider safety and security in building designs as well.

Kamarudin advocates the use of crime prevention through environmental design as this will assist in-house security services and enforcement authorities in securing a site.

"Integrated security system designs must be implemented to automate premise monitoring and minimise response time. In addition, security guard services can no longer be about deploying a guard to stand static at a location for 12 hours.

"Guards, whether in-house or outsourced, not only provide security presence but also act as a mall's customer service representative.

"Thus, they need to speak well, give customers directions, operate high-end security equipment and have the intelligence to spot or take pre-emptive action to avert a potential incident," he says.

Trained in first aid

Kamarudin says Plaza Low Yat has scheduled programmes to ensure staff are trained and certified in first aid, including cardiopulmonary resuscitation, fire-fighting, coordinated evacuation drill and risk management. The training is outsourced to authorities such as Red Crescent Society, St John Ambulance, Fire Services Department and First Alert.

"It is conducted in-house where possible, but certain subjects like fire-fighting require hands-on training at the fire station itself. Usually, the certification needs to be updated only every three years so priority is given to those who have not previously attended such training.

"We provide training for our outsourced guard services on security procedures. Housekeeping services learn about safety procedures, including chemical handling.

"We have also procured equipment such as fire-fighting suits, portable medical kits, rescue tools, first-aid kits, wheelchairs and barriers for their training," says Kamarudin.

Besides having two fully furnished first-aid rooms, Gerard says his mall's tenants are invited to attend briefings on

the evacuation process and participate in evacuation drills.

Everyone, including the public, customers and patrons have to be constantly vigilant and observant in order to mitigate such threats.

"We have prepared manuals such as the Security Standard Operating Procedures and Safety Standard Operating Procedures for our personnel to read, understand and implement. The evacuation plans are included in the Safety SOP," he says.

With its in-house operating procedures and emergency equipment in place, Gerard sees a need for more public education on safety and security matters.

"The relevant authorities should increase public awareness through campaigns, promotions and media channels.

"They should amend by-laws to include penalising those who allow incidents to occur due to negligence, such as victims' family members, instead of looking at whether the service provider is at fault," he says.

Not unlike the other malls, Bangsar Shopping Centre's security and safety manager Ibrahim Md Yusof says it has also put in place security and safety SOPs.

These include having CCTVs, auxiliary police, an emergency response team, fire and building evacuation as well as a security and safety programmes for its staff and tenants.

Continuous engagement

The Malaysia Shopping Malls Association (PPK Malaysia) will continuously engage the authorities and police to ensure proper measures are taken to mitigate any impending threats and work towards enhanced public safety which is of high priority in malls globally.

The association has organised a study trip to learn about the operational readiness of malls in Manila, Philippines, to deal with threats and emergencies.

It will continue to organise workshops and training courses for mall personnel on safety and security.

Sunway Malls and Theme Parks CEO Chan Hoi Choy, however, hopes that malls will not be subject to tight security like in airports with the adoption of more stringent security surveillance measures.

"The presence of police and security guards in public spaces like malls and tourist places should suffice," he says, pointing out that over 500 CCTVs have been installed at Sunway Pyramid mall alone, besides the use of auxiliary police over the last decade.

"We would like malls to be more customer friendly and continue to be vigilant of suspicious characters," Chan adds.

The deployment and consistent monitoring by CCTVs placed at strategic locations are effective tools which shopping malls utilise to oversee and scrutinise potentially dangerous activities where caution and judgment in assessing the surroundings must be exercised.

More malls now have increased surveillance with the deployment of auxiliary police as well.

PPK Malaysia president Tan Sri Eddy Chen says, "While there are now more challenging circumstances, all important security and safety measures are in place.

"We will need continuous staff training and the close co-operation and alertness of everyone in the mall, including retail personnel and shoppers themselves, to be constantly vigilant for suspicious activities."

This article was contributed by Malaysia Shopping Malls Association



With global terrorism rearing its ugly head, everywhere the public congregates is vulnerable to safety issues

What's New for PPK Oct newsletter

3



The Starling

To be soft launched on 22 November, the Starling Mall in Damansara Uptown, Petaling Jaya is named after the gregarious starling bird. Located in a lush landscaped 27,500 sq ft park, the tagline for this five-storey building is "The Mall in a Park".

All set for its grand launch in early December, this eco and lifestyle mall has a net lettable area of about 450,000 sq ft which can accommodate approximately 200 outlets.

Visitors can dine at the alfresco space above its Chirp Park, which features a meandering brook, bird bath and shady landscaping while the Sky Park at its roof provides a good vantage point to gaze at the night sky and stars.

The mall's key tenants include MBO flagship cineplex, Jaya Grocer, SSF Home Décor, Padini Concept Store, Chi-X, Brands Outlet, ACE Hardware, Daiso, Nichii & Kitschen, Tang Room from the Oriental Group of Restaurants, ESH, Popular Bookstore, Rakuzen, Sushi Zanmai and Original Classic.

Developed by See Hoy Chan Sdn Berhad, this nature-inspired mall optimises on natural lighting and has 3,350 car parks.

Design Village

The premium outlet mall Design Village in Batu Kawan, Penang is set to open on 23 November 2016 with 400,000 sq ft of net lettable area. So far, about 70% of its 150 shop lots have been leased to international and regional brands that will be offering between 30% and 70% discounts.

Design Village's luxury brand anchor stores are highlighted in distinctively tall 'jewel boxes'. Among its tenants are Adidas, Banana Republic, BVO, Padini, Wendy's, Starbucks, Guess, Esprit and The Coffee Bean & Tealeaf.

Besides having 2,500 car parks, rest and children's play areas, this single-storey open-air mall also has a dedicated food and beverage strip.

Master planned by Singapore-based architects, DP Architects, this modern, contemporary building provides sheltered walkways and focuses on greenery and landscaping to ensure a comfortable shopping experience.

Design Village is developed by PE Land (Penang) Sdn Bhd, a successful mall operator and developer based in Sarawak. Savills is its leasing and retail development advisors.



Artist's impression of the interior of Design Village Penang



Perspective of Design Village Penang

What's New

Damansara City Mall

The food-centric Damansara City Mall at Jalan Johar in Damansara Heights, Kuala Lumpur, which is being opened progressively, will be 50% occupied by end-November. This four-storey high mall, with a net lettable area of almost 200,000 sq ft, will have 70% of the space dedicated for food and beverage (F&B) outlets while the rest will be occupied by medical and other service oriented retailers.

Targeted at the working crowd and the residents in the vicinity, its quick-serve food outlets are sited on the lower ground level. Among its new restaurants are I Love Yoo, Gentilezza, Whisk and AK Noodles, Juiceworks and Simply Green. Higher end restaurants, including the coveted Erawan and Royal Canton, are at levels 1 and 2 respectively.

Its anchor tenants are Village Grocer (23,000 sq ft), which will be opened in April 2017, and KL Fertility Centre (15,000 sq ft) while The Nero Group takes up to 10,000 sq ft for three new F&B concepts to be rolled out next year.

Designed by Blu Water Studios, the mall features some interesting architecture and interior besides providing a conducive ambience and safe environment. It is developed by Guocoland (M) Bhd, the property arm of Hong Leong Group.

Happenings

Study Tour (Safety & Security) to Manila, 24-27 May 2016

Safety and security were at the back of participants' minds for the above trip as they visited 5 shopping malls belonging to the Ayala and SM Malls group in Manila. The 18 participants from various shopping malls in the Klang Valley saw first-hand how Filipino malls handle safety and security at their premises which included compulsory security checks for all patrons and staff at entry points, guards armed with handguns and even rifles, traffic marshals and also canine patrols within shopping malls.

This was PPKM's second trip to Manila since 2011 which focused on safety and security and back-of-house operations and Manila malls were very generous to share their experiences. All in all, it was an insightful trip and a good exposure for all but as expected, host malls could not fully share all operational details due to certain sensitive areas.

4



K9 unit in action at Market Market!



Briefing by senior management of SM Megamall



A very fruitful lunch briefing by Col. Val, Ayala Malls' Head of Security



Feeling safe with the security team at Bonifacio High Street



Checking out the M&E installations



Time out to pick up some local delicacies !

Over a cuppa Teh Tarik

Subjects such as how shopping malls or the retail scene will fare in the next 10 years always have a strong appeal. Thus, it is not surprising that the Teh Tarik Talk (TTT) held on 24 August on Kantar Future View – Learn how malls should adapt strategies to grow in a connected world drew a packed audience.

Dan Foxman, the head of client impact and expertise from Taylor Nelson Sofres Malaysia Sdn Bhd (TNS), kick-started the session with **Connecting with your shoppers in the digital world**. This was followed by Stephane Alpern, managing director for Asia Pacific from The Futures Company, speaking on **Malls of the future – A perspective on how malls will need to adapt to grow**. The TNS director of client service, Yang Bee Yoke, also briefed on how to grow your customer base using its RetailScope syndicated study.



5



The packed audience ...

Sports Calendar 2016



18 teams took part in PPKM's **Futsal Challenge** on 24 July at The Padang and **Mid Valley Megamall** was jubilant as they emerged as champions, with 1st runner up, **Encorp Strand Mall**.



Amongst those who participated in the **Pool Competition** held on 28 May at Black Bull, **Mid Valley Megamall**, **1 Utama Shopping Centre** took top prize (team at centre holding the challenge trophy). Well done!



Badminton Tournament was held on 25 September and after a tough challenge amongst the 14 participating teams **Subang Parade** emerged as Champions and 1st runner up **Sunway Pyramid**.



Bowling Competition for 2016 was held on 5 November at D Pulse Shopping Centre, Cyberjaya who has kindly stepped forward as the sponsor. 24 teams participated for the **Champion Trophy** which was won by **Plaza Pelangi, Johor**.

PPKM Awards 2016 for Best Experiential Marketing

Malaysian shopping malls have gained global recognition for their grand decorations and creative marketing campaigns to enhance the shopping experience. To honour these efforts, PPKM has organised the above inaugural awards and we are greatly encouraged by the enthusiastic response from malls all over Malaysia.

In order to ensure that we garner participation from our members not only in the Klang Valley but from throughout the country, the Awards are based on the following categories:

- Category A: Malls with nett lettable area (NLA) of 500,000 sq ft and below
- Category B: Malls with nett lettable area (NLA) of 500,001 sq ft to 999,999 sq ft
- Category C: Malls with nett lettable area (NLA) of 1,000,000 sq ft and above

For each of the above categories, there will be one (1) Gold and one (1) Silver Award (or even possibly none if there are no eligible entries).

All entries covered marketing programmes organised between 1 July 2015 to 30 June 2016 and were based on experiential festival celebrations, themed events, sales promotions, public relations, advertising, new and social media, community or a combination of the above.

In brief, the Judging Criteria covered the following:

- Objectives and Strategies ie what inspired the programme and what it hoped to achieve
- Creativity is critical to any programme and marks were given on any original concepts or innovative approaches
- Action Plan or what were the activities and plans used to achieve the strategies
- Results had to be both quantitative and qualitative
- Budget and Cost Effectiveness encompasses how the marketing budget was spent in achieving the targeted objectives

To all malls who have taken much time and effort, THANK YOU for your support which has contributed to the success of this programme. Our Panel of Judges from industries related to shopping malls have finally made their decisions and we are pleased to announce the following have qualified for the Finalist Listing:

Category A

- > Kluang Mall: "Get Up! Kluang"
- > The Spring Shopping Centre, Kuching: The Spring's Efflorescent, Gawai in Bloom
- > The Spring Shopping Centre, Kuching: The Spring's Nutcracker
- > Atria Shopping Gallery, Petaling Jaya: Thomas & Friends Carnival

Category B

- > Sunway Putra Mall, Kuala Lumpur: March School Holiday – Kung Fu Panda 'Pawsome March'
- > Sunway Putra Mall, Kuala Lumpur: Sunway Putra Mall's Celebrations of Celebrations
- > Gurney Plaza, Penang: Japanese Festival 'Amazing Japan 2015'
- > Gurney Paragon Mall, Penang: Pink October

Category C

- > Mid Valley Megamall, Kuala Lumpur: Malayan Tiger Campaign 2015
- > Pavilion Kuala Lumpur: Chinese New Year 'Feast of Longevity'
- > Pavilion Kuala Lumpur: Christmas Sparkles
- > Sunway Pyramid, Petaling Jaya: Christmas in Atlantis
- > Sunway Pyramid, Petaling Jaya: Captain America: Civil War
- > Sunway Pyramid, Petaling Jaya: Bounti Fu Spring

For those who did not make it into the list, we hope it will inspire you to greater and more creative achievements in the future and to continue entering our Awards in future years. Do keep it up to always make any shopping trip memorable!

PPKM Carnivale Gala Dinner, 25 November 2016 at Connexion@Nexus, Bangsar South City, Kuala Lumpur

PPKM is also organising our biennial dinner event to celebrate shopping malls. Besides being an excellent opportunity for all shopping malls to get together for closer networking amongst the shopping mall and retail fraternity, this year's dinner will be the platform for announcing results of our ongoing 'Best Experiential Marketing' Awards 2016.

We are keen to recognize the laudable efforts of our fellow counterparts and acknowledge their hard work to make malls more conducive and 'experiential' for shoppers so we cordially encourage you to join us for a night of celebrations, the highpoint for Malaysian shopping malls in 2016. Do join our exciting programme which will include our very own dancers from member malls and professional performing artistes a' la CARNIVALE style, dance items and more! Please contact PPKM secretariat for more information : secretariat@ppkm.gov.my or Tel 03-77276202





PROPERTY MANAGEMENT
TIME BOMB
SEMINAR

Property Management Time Bomb Series 8 “Strata Management – Time Bomb Still Ticking” 19 July 2016

After many years, the strata management time bomb is still ticking...

Held at Connexion@Nexus and jointly organised with FIABCI Malaysia once again, the above series of seminars started since 2007 and the 2016 edition was the 8th in this popular series.

The 1-day seminar saw very good response of more than 200 personnel from the building industry. Speakers comprised of industry practitioners from the public and private sectors who aptly handled numerous queries from the floor and of particular interest, were case studies gleaned from the Strata Tribunal.

The Strata Management Act (SMA) 2013 and the Strata Management (Maintenance and Management) Regulations 2015 came into effect since June 2015 but strata management is still not smooth-sailing with an on-going steep learning curve.

7



Interest is still keen on matters relating to strata management



Senior officers and speakers in the front row R to L: Ir YL Lum, PPK Malaysia's Vice President 2; Dr Yu Kee Su, FIABCI Malaysia's Secretary-General; YM Tengku Dato Ab. Aziz Tengku Mahmud, President, FIABCI Malaysian Chapter; Dr Ernest Cheong, Council Member, Building Management Association of Malaysia (BMAM); YBhg Dato Pretam Singh Darshan Singh, Partner of Pretam Singh, Nor & Co. Malaysia and En Ezwan Bustamin, Ketua Pusat Pengajian, Kementerian Kesejahteraan Bandar, Perumahan dan Kerajaan Tempatan



L to R: Ir YL Lum; Ar. Lilian Tay, Principal, VERITAS Architects; Dr Yu Kee Su; Ms. Lee Kim Noor, Principal, KN Lee Associates and Mr. Richard Chan, Advisor, PPK Malaysia / Seminar Organising Chairman



Council of Asian Shopping Centers (CASC) Conference 2016

Taiwan Council of Shopping Centres (TCSC) will be hosting CASC Conference 2016 at Kaohsiung from 7-9 Dec 2016. This annual regional conference rotates amongst CASC members comprising of member countries like Malaysia, Indonesia, Hong Kong, China, Taiwan and Japan. Participants will be refreshed on scenarios of shopping malls in these countries and industry experts will share their knowledge and experience in aspects of mall management and retail development.

On our part, PPKM has hosted the CASC Conferences in 2005, 2008 & 2013. CASC Conference 2016 will be an excellent platform for regional networking during the plenary sessions, gala dinner and technical visits to exciting malls in Kaohsiung as per the following programme:

Pre conference, Tues 6 Dec 2016:
Day 1, Wed 7 Dec 2016:
Day 2, Thurs 8 Dec 2016:
Day 3, Fri 9 Dec 2016:

Welcome Reception at Taroko Park
Opening Ceremony & Conference
Conference & Gala Dinner
Shopping mall visits*

Registrations are still open and further details are available from these links <http://www.casc2016.com/> and <https://www.facebook.com/2016CASC> or from

CASC 2016 Secretariat
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2F, No. 100, Zhouzi St, Neihu District, Taipei City, Taiwan 114
Tel : +886-2-8751-3588 Fax : +886-2-8751-2799
E-mail : casc2016@knaintl.com.tw

*optional and at additional cost

4th World Tourism Conference (WTC) 2016 17 – 19 October, Eastern & Oriental Hotel, Penang

Having previously organised this in 2007, 2010 and 2013, Tourism Malaysia again held the event this year in Penang. Speakers included prominent officials from United Nations World Trade Organisation, World Travel and Tourism Council and Tourism Malaysia who shared insights on topics like future tourism trends, destination branding, thinking outside the box, sustainable tourism etc. PPKM was represented by Peter Chan, our Northern region representative who had a most perceptive experience at the conference.



Themed "Tourism Delights: Delivering the Unexpected", the event attracted more than 700 participants from 32 countries

8

Security and Safety Workshop – Overcoming Threats and Emergencies, 6 Sep 2016

With recent global security incidents in mind, this workshop was organised to apprise everyone in the security industry with updated security information and safety procedures. The very nature of shopping malls make them a 'soft' target as there are numerous entrances and exits for shoppers' convenience so it is challenging to balance this with stringent security procedures.

On hand to share their knowledge were senior officers from Royal Malaysian Police College; Royal Malaysia Police Special Branch; Department of Occupational Safety and Health (DOSH), Kuala Lumpur, Ministry of Human Resources; as well as a veteran in the shopping mall security operations.

The strong participation by 53 security and operations personnel from all over Malaysia was very reassuring as it indicated that shopping malls seriously take to heart all matters relating to security and safety, for shoppers and business operators and tenants.

In particular, the topic on counter-terrorism was informative and eye-opening to all and awareness of social media security a crucial way to combat terrorism. Recent threats and emergencies in shopping malls have now evolved into riot and public commotion, sink holes, gas explosions whilst DOSH highlighted the best practices on escalator safety.



L to R: Tan Sri Eddy Chan, President, PPK Malaysia; Ir YL Lum, Vice President 2, PPK Malaysia; En Mohd Hanafiah b Mohd Shah, Operations Manager, Berjaya Times Square KL and Supt Balasundaram Suppirmaniam, Head of Counter Terrorism Unit, Royal Malaysian Police College



Supt Balasundaram Suppirmaniam expounding how to deal with perpetrators in a hostage situation



Participants learnt that it is everyone's responsibility to remain vigilant, alert and observant at all times.



Panel discussion L to R: Vincent Chong, Assistant Treasurer/Safety & Security Committee Chairman, PPK Malaysia; Inspector Mani, Special Branch, Royal Malaysian Police; En Mohd Hanafiah Mohd Shah and En Muhammad Shah b Ab Rahim, Head of Promotion and Resources, DOSH/JKKP, Kuala Lumpur

Safety & Security Training, 5-6 October 2016

The annual training programme held at Cititel Mid Valley City, Kuala Lumpur saw close support from 39 participants in safety and security operations. These were from shopping malls throughout the country and comprised of security personnel, supervisors and even mall managers.

On hand to share their experience were our in-house security practitioners who shared on emergency response, investigations and the current crime scenario, first aid practices etc.

Participants found the training to be "overall, very informative" and boosted their confidence to better serve mall patrons and shoppers. On the other hand, some participants wanted to learn more experiences rather than theory, so the session on 'Kisah Benar' more than delivered this aptly.



Paying close attention



Recommended fire and safety procedures as instructed by Mohd Hanafiah b Mohd Shah



Hj Ibrahim b Hj Md Yusof, Security Manager, BRDB Developments Bhd



'Kisah Benar' with Vincent Chong



PPKM's class of 2016



Lawrence Fong and team taught and demonstrated CPR

Operations & Maintenance Workshops 2016:

- 14 October – Kota Kinabalu
- 15 October – Kuching

For the first time ever, PPKM organised workshops for East Malaysia following keen request from our member malls in Kota Kinabalu and Kuching. These were successfully convened with 32 participants in Kota Kinabalu and another 20 participants in Kuching from several malls, both existing and upcoming.

Due to the fast development pace of shopping malls, mall owners usually find it difficult to engage sufficiently trained and experienced manpower. So we hope PPKM will assist to fill this gap with our snapshots of the full Operations & Maintenance courses usually held in Kuala Lumpur so that local Sabah and Sarawak shopping mall practitioners now at least had the opportunity to update themselves more conveniently.

Participants found the workshops " a good learning experience" and appreciated the practical experience shared by speakers. It is hoped that the inaugural workshops would be just the start of our outreach events to East Malaysia and we do look forward to the continued support of all member malls.



Vincent Chong, Asst Treasurer sharing essential elements on operational matters



Our enthusiastic workshop members at Kota Kinabalu



PPKM's M&E expert, Ir YL Lum explaining about how this jives with the shopping mall business



Participants from Kuching malls

Enhancing Safety in Malls

In the light of recent incidents, we again emphasise and underscore the vital importance of service and maintenance of all equipment in shopping malls. The latest incident of a malfunctioning escalator at a mall in Kuala Lumpur has again highlighted the importance of regular maintenance programmes which should include regular inspection and quick emergency response procedures where necessary.

Meanwhile, another earlier escalator mishap in a shopping mall in Penang of an alleged parent's negligence, which resulted in his three-year-old daughter falling off his shoulder, has sparked off the need for more public education for parents to be extra vigilant with their children in such public spaces.

It was reported that the father had bent down to help pull his son whose hand had become trapped at the escalator on the first floor of the said mall. In so doing, he overlooked that his daughter was seated on his shoulders.

Given the increasing incidence of such accidents happening nationwide, PPKM and shopping malls have been coming up with educational programmes and implementing measures to ensure public safety when it comes to the use of escalators and lifts.

Gerard James Moorthy, the security and safety manager of gateway@klia2, which uses a combination of escalators, travelators and lifts, attests, "Our customers' safety are of utmost importance.

"We provide constant training and briefing for our security personnel to ensure they are aware of the risks that need to be monitored such as children playing around these mechanical conveyors as well as the use of soft material footwear and loose clothing.

Gerard points out, "Our conveyors run 24 hours daily as we are a mall with an airport environment. We conduct scheduled maintenance to ensure optimum performance and minimum breakdown time.

"We also engage the vendor to provide 24 hours on call standby service personnel to ensure minimum down time, especially for lift mantrap incidents."

Likewise, for its escalators and lifts, Plaza Low Yat security manager Kamarudin Sharif remarks, "Our vendors conduct routine monthly servicing and if there is any case or incident, they will act immediately. Our cooperation with the vendors are very good in terms of servicing and immediate response."

Regular maintenance and routine inspection of the lifts and escalators are the norm for malls. Bangsar Shopping Centre senior manager of security and safety Ibrahim Md Yusuf says besides daily inspection on its lift intercom, they also have a directory, safety signages and anti-climbing stoppers in place and abide by the Department of Occupational Safety and Health guidelines.

Apart from the immediate isolation of faulty equipment, gateway@klia2's Gerard says, "We place prominent warning signages on the side glass panels at the top and bottom of each escalator or travelator.

"Closed circuit television (CCTV) cameras are also installed at every escalator and travelator location in order for them to view its operation. This allows the control room to call for immediate assistance should an incident occur."

He adds a bollard is installed at the entry point of each escalator to prevent access of trolleys and baby prams as they are not allowed to be used on escalators. Additional warning signage is posted on the bollard to ensure that it is clearly visible to the users.

"We deploy a guard to patrol in the vicinity of each escalator location and have another on standby at all travelators to ensure the safety of trolleys used on the conveyor. We refer those with overloaded trolleys to use the lifts and do not allow children to ride in the trolleys."

Other safety measures for lifts

He says a CCTV camera and intercom are installed in each lift cab to view and communicate with lift users when required. "We have a Security Control Room SOP for immediate response to any call for assistance. The emergency contact number of control room is posted in the lift cab for customers to call in the event of intercom failure.

"Handphone reception in our glass lifts are not affected but in the normal lifts with metal bodies, the handphone signal may drop.

"I suggest the relevant authorities consider amending regulations to get lift vendors to implement using non-ferrous materials such as carbon fibre for the lift walls. Whilst steel may be used for the framework, the remaining sections should allow wireless signals to be transmitted.

"In an emergency situation in a lift cab, other than the usual intercom system, which may fail due to broken or faulty travelling cables, we usually use handphones or walkie-talkie devices."

However, if the wireless signals for these devices are blocked, Gerard suggests shouting for help.

Security for malls

With shopping malls facing security threats to its premises, Boustead Curve Sdn Bhd Head of Security Commander (Retired) Khoo Kah Hooi sees "lone wolf" attack as a major and real concern. Calling for a holistic approach in the mall industry to face this challenge, he notices that some malls are contemplating using explosive resistant trash bins and window claddings.

Khoo feels that evacuation plans are a must and assembly areas should be clearly demarcated. While memorandums are sent out to its tenants and evacuation exercises regularly carried out, these may be insufficient steps to pre-empt an attack.

"In future, there may be a need at the various entrances of the mall for the installation of walk-through metal detectors, X-ray machines, scanners, and explosive detection equipment. Inspection of vehicles must be conducted before entry into the car park and this should be done at a safe location away from the mall.

"The logistics of these requirements will eat greatly into the mall's operating budget. Besides providing training for the increase manpower needed to operate these equipment, we will also need to maintain the equipment.

"The biggest impediment to the above preparation is obviously the cost and budget factor.

"Also, when you increase security measures, you reduce convenience to your shoppers. There is no guarantee that even with all the increased deterrence, an attack will not happen in the mall."

In the end, there is an imperative need for everyone in shopping malls – mall management and operations personnel, shoppers, retailers etc – to be constantly alert and vigilant for any dubious movements or happenings for the common good of all.



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