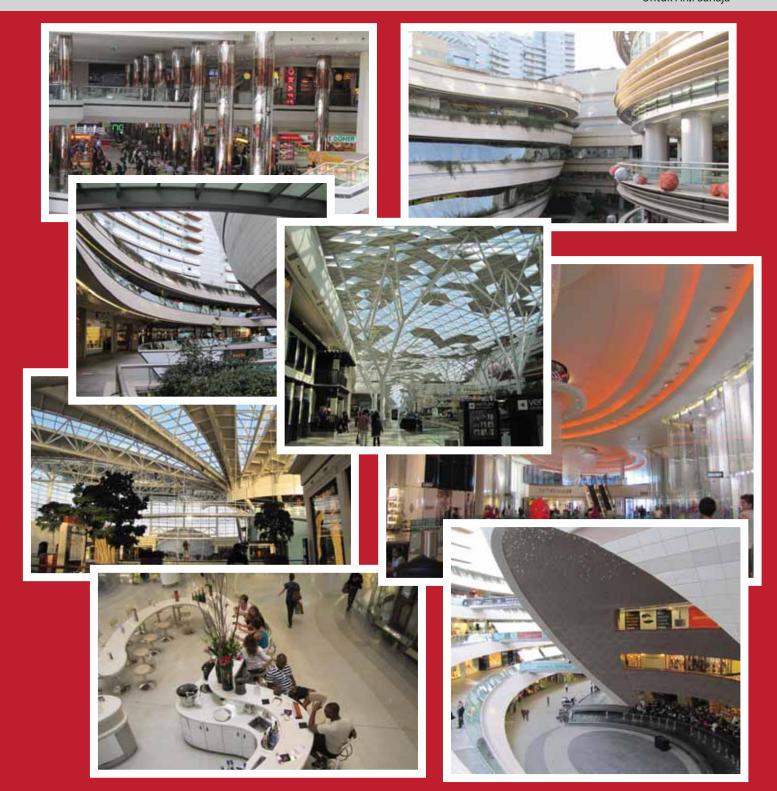




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# newsnetwork

Newsletter of the Malaysian Association for Shopping and Highrise Complex Management ISSUE NO. 25 01/11 PP12389/03/2011 (029187) Untuk Ahli Sahaja



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Malaysian Association for Shopping and **Highrise Complex Management** 

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### PRESIDENT'S MESSAGE



Warm greetings to everyone for the start of yet another new year !

Looking ahead in 2011, PPK is excited with many of the developments in the shopping industry. The government's abolishment of duty for more than 300 tourist related items is touted as a bold and strategic initiative to promote Malaysia as a key shopping destination regionally.

It is foreseeable that such initiative would improve tourism yield amongst a higher tourist arrival. With this cost competitive advantage, tourism products are competitively priced to trigger higher volume purchase and increase Malaysia's attractiveness as a shopping destination for tourists. Domestic consumers also stand to gain as they now have an attractive option to shop at home.

PPK lauds the government's move especially the Ministry of Tourism for lobbying and delivering such a good impetus to boost the shopping industry and the tourism industry.

2011 is forecasted to see more stability after two years of economic uncertainty arising from US and Europe. Although, the economies of US and Europe remain challenged, the twin growth economies of China and India in Asia are expected to provide much relief and stability to the region. The IMF forecasts growth rate to be 4.2% world wide with China and India growth registering at 9.6% and 8.4 respectively while US lags behind at 2.3% and Europe 1.5%.

Closer to Malaysia, 2011 is expected to see growth moderating after a good showing due to lower demands for export. However, a strong economy, low unemployment, ease of credit and strong consumer sentiments will continue to provide the shopping industry with the impetus to grow.

However, not all is rosy as the Valuers, Appraisers and Estate Agents Act 1981 continued to be a thorny and critical issue that could derail Malaysia's shopping industry progress. The Act which seeks to control mall management to the confines of valuers will be a step backward and a shackle to move forward. PPKM will continue efforts in lobbying intensively against such archaic legislation.

The shopping industry role is certainly not meant to be compromised as under the government's Economic Transformation Programme (ETP), tourism and wholesale & retail (in which shopping industry plays a pivotal role) are two National Key Economic Areas (NKEAs) that will need to grow significantly to propel Malaysia into a high income nation. For us in the shopping industry, there is much to do.

In the Asia-Pacific arena, we have also made headway by establishing new contacts with Korea Building Owners and Managers Association (KBOMA) and hope to renew our ties with Shopping Centre Council of Australia. With our members' participation, we hope to make our presence felt at the upcoming Council of Asian Shopping Centres (CASC) Conference 2011 which will be held in Jakarta in October 2011 .

It has indeed been a very hectic year of exciting events, training and certification courses to stimulate the mind as well as a glamourous gala dinner which brought together all shopping industry practitioners.

The Priceless Gems Gala Dinner held in October 2010 saw a record of more than 850 guests present, from shopping centre management personnel to our retailers and service providers, certainly an excellent platform for all to network and form and strengthen business relationships.

It is my earnest wish that we continue to work closely together to elevate shopping mall management to yet another level!

Yours sincerely

H C Chan President

### **BUDGET 2011:**

## Joint Press Conference on Duty Free Merchandise

A Press Conference was jointly convened by PPK Malaysia, Malaysia Retailers Association (MRA) and Malaysian Retailer-Chains Association (MRCA) to announce the industry's sentiments pertaining to the announcement of duty free merchandise across more than 300 tourist related items. All felt that this was a good move in the right direction to position Malaysia on the tourists' shopping map so that we will be more competitive regionally. Kudos to the relevant government agencies!



▲ L to R: Valerie Choo and Dato Tay Sim Kim, MRCA Secretary General and President respectively; HC Chan, PPKM President; Dato Ameer Ali Mydin, MRA Hon. Secretary and Joyce Yap, PPKM Advisor.

## Valuers, Appraisers and Estate Agents (VAEA) Act 1981

In the continuing pursuit of lobbying against detrimental effects on property management from the proposed amendments to VAEA, Building Management Association of Malaysia (BMAM) held a press conference on 29 September 2010. This was attended and well covered by the press from various media. In attendance were:



■ L to R: Richard Chan, BMAM Committee Member (Ex-officio)/PPKM; DK Hansara, Malaysia REITs Managers Association; Ir Lee Weng Onn, BMAM Vice President / Institution of Engineers, Malaysia (IEM); HC Chan, PPKM President; Datuk Eddy Chen, Real Estate and Housing Developers Association (REHDA) and Dato CK Teo, BMAM President/Associated Chinese Chamber of Commerce and Industry Malaysia (ACCCIM)

#### Update:

Following a recent meeting with YB Datuk Seri Ahmad Husni Hanadzlah, Finance Minister II on 7 October 2011, it was understood that the amendments to the VAEE Act affecting property management would be put on hold pending further meetings with industry players to resolve ongoing issues. Together with BMAM, PPK will continue to heighten awareness for the right of all qualified personnel to practice shopping centre management.

#### Footnote:

With assistance from our Northern Region representative, BMAM organized a public *Forum on Building Management* in Penang on 20 November 2010 to create awareness amongst practitioners in the Northern Region.

3

### **HAPPENINGS**

## SEMINARS, CONFERENCES & EVENTS CASC Conference, 15-17 September 2010



CASC Conference 2010 was held in Taipei with the theme Asian Commercial Real Estate: Innovative, Intelligent and Green. The conference was well attended by more than 200 delegates whilst speakers shared information on their sustainable green building designs and eco shopping centres from various Asian countries. The conference concluded successfully with a Cross-Strait Forum between speakers from Taiwan and China while the annual CASC meeting convened with representation from Taiwan, Hong Kong, Indonesia and Malaysia.

PPKM was accorded a booth to promote the association and its cause.

#### Announcement:

CASC Conference 2011 is scheduled for October 2011 in Jakarta so make a date with us for more industry insights!



▲ CASC meeting - members renewing ties for yet another year .. L to R: Victor Liu, Taiwan; Heru Nasution & Stephanus Ridwan, Indonesia; Maureen Fung, Hong Kong and HC Chan, PPK Malaysia



▲ HC Chan Sharing the Malaysia Experience







▲ A strong Malaysian delegation

# Asia-Pacific Research Council (APRC) Serving the Global Retail Real Estate Industry Meeting and ICSC RECon Asia, 7-9 November 2010

Our representatives, Mr HC Chan, Ms Cynthia Lim and Ms Evelyn Lo attended the APRC meeting on 9 November at Beijing International Hotel and Convention Centre. All agreed that research was an important tool in shopping centre management and would engage it for more effective use especially in the emerging markets. PPKM has agreed to contribute country reports towards ICSC's Country Factsheets to be made available on their website for access by members only.

The Conference attracted good response from both regional and international delegates and PPKM's booth presence helped to raise our international profile.



▲ Jean Lambert, ICSC's Director of Industry Research explaining what is required in data research



▲ Welcome to a little of Malaysia in Beijing!

## ASLI National Tourism Seminar 2010 Tourism Futures: Evolving Towards High Income Tourism

Held on 30 September 2010, the seminar focused on potentials and challenges facing Malaysian tourism enroute its 2015 goals under the 10th Malaysia Plan. PPKM President moderated the session on The Makings of a Shopping Paradise - *Do We Have What It Takes?* 



▲ L to R: Bernard Bong, Kenanga Wholesale City; HC Chan; Mohamed Razip Hasan, Director of Communications, Tourism Malaysia

5

## Safety & Security Training, 27-28 October 2010

Held at Cititel Mid Valley City, PPKM's Safety and Security lessons attracted many Klang Valley and outstation participants. A word of thanks to our 'gurus' who dedicated their time and shared their knowledge and understanding on safety and security procedures for shopping centres.



▲ The training session drew much enthusiastic response!



▲ The class being motivated by Hj Ibrahim Hj Md. Yusof



▲ Steven Wong, St John's Ambulance, Malaysia spoke on medical emergencies



▲ Santa Singh's fire safety procedures aimed at saving lives and properties



▲ True life experiences with Victor Tan



▲ HC Chan, PPKM President addresses the participants

## Property Management - Time Bomb ? 9 December 2010

Jointly organised by FIABCI Malaysia and PPKM for the 5th year running, the seminar at One World Hotel, Petaling Jaya, attracted over 370 delegates. Despite regulations to govern and control joint management bodies (JMBs) and management corporations (MCs), delegates discovered that many issues remained in property management eg. service charge collections. One current topic which elicited many queries was on gated and guarded properties, drawing as many proponents as well as detractors, and the issue remains ongoing.





▲ Panel members discussing Gated and Guarded properties
L to R: Clifford Yap, Pricewaterhouse Coopers Taxation Services; Chan
Kok Hong, Association of Property and Facility Managers (APFM),
Singapore; Richard Chan, National Committee, FIABCI Malaysia; Dr
Dahlia Rosly, Bahagian Penyelidikan & Pembangunan, Jabatan
Perancangan Bandar & Desa Semenanjung Malaysia; Ir YL Lum, The
Institution of Engineers Malaysia (IEM) and Steve Chia,
Pricewaterhouse Coopers Taxation Services

◄ Ir YL Lum, The Institution of Engineers Malaysia (IEM) on Challenges in Facility Managing

### Bowling Tournament, 10 October 2010

Great Eastern Mall bowled their competitors over when the mall took both the Challenge Trophy and the Individual Trophy. Congratulations to all participants for their sporting spirit!









▲ The winning team from Great Eastern Mall, headed by Dino (1st photo, second from left)

7

### Priceless Gems Gala Dinner, 20 October 2010

PPKM has done it - from a Priceless Gems Seminar to a Priceless Gems Gala Dinner! We held a dinner for shopping mall members, retailers and supporters at Sunway Resort Hotel and Spa with more than 850 participants – and the right combination of wonderful dance and song items, attractive lucky draw goodies and fabulous food. It was truly a time for malls and their retailers to meet and play – an informal get-together where relationships were renewed and fresh ties made....

A BIG THANK YOU to all for your generous sponsorships and close participation!



▲ L to R: Joyce Yap, PPKM Advisor; Dato Tay Sim Kim, MRCA President; Dato Sri Dr Ng Yen Yen, Tourism Minister and HC Chan, PPKM President



▲ Pretty faces from Sunway Pyramid at the photo wall





▲ Pavilion KL gets the awards (and the windfall)!

■ Team PPK makes its debut! Staff from 1 Utama, Mid Valley Megamall, Pavilion KL, Sungei Wang Plaza and Wangsa Walk trained very hard for this fabulous number ...



▲ L to R: Norizah, Alina and Shanta from Shopping Malaysia Secretariat



▲ Presidents in a row L to R: HC Chan, PPKM; Eddy Chan, Malaysia Retailers Association; Dato Tay Sim Kim, Malaysian Retailer-Chains Association and Yeow Thit Sang, FIABCI Malaysia.



▲ L to R: From Suria KLCC, Francis Ng; Andrew Brien and associate



▲ James Loke of Tangs giving the thumbs up for Adibah Noor



▲ Code Entertainment dancers giving the high kicks



▲ A reunion of sorts .. we are/were colleagues, some time or other !!



▲ Sunway Pyramid are the winners, too!



▲ The Priceless Gems of PPKM (L to R): Vincent Chong; Tan Joon Kai; Anderson Chong; KK Lim; Cynthia Lim; HC Chan; Evelyn Lo; Kenny Chin; Kung Suan Ai; KC Loh; Phang Sau Lian; Stanley Kok and Chow Heng Wah

## Certification Course in Shopping and Highrise Complex Management, April and August 2011

The new year will see the continuation of PPKM's education and training programmes as follows at Sunway Resort Hotel and Spa:

#### 4 - 8 April 2011 and 19 - 23 September 2011

Individuals who wish to be certified will be given thirty six (36) months to complete a full certification course. These courses consist of 3 modules (Parts 1, 2 & 3) each on the following topics:

- Complex Marketing & Leasing
- 2) Complex Administration, Finance & Human Resource
- 3) Complex Operations & Maintenance

Participants who wish to apply for certification must be ordinary individual members of PPK Malaysia and non-members who attend the course will only obtain a Certificate of Attendance.

Conducted twice annually since 2002, the Certification courses will be the first steps in the right direction to address the need for the certification of individuals in the industry. Do join our industry 'gurus' who will share their priceless experience with you and support us in our objective of boosting the level of professionalism and performance of the personnel in the shopping industry.

PPKM's courses are endorsed by leading industry practitioners: Malaysia Retailers Association (MRA), Malaysian Retailer-Chains Association (MRCA), Real Estate and Housing Developers Association (REHDA) and FIABCI Malaysia.

Continuous Professional Development (CPD) hours have been granted for all sessions to date so call us if you are interested or access our website: www.ppkm.org.my



▲ Class in session



New ideas during the workshop



▲ It's a bit difficult but not impossible to reach up there ..



▲ Site visits to the front and back-of-house



Ainul Adnan Ibrahim, Certified Operations Manager (COM)

The PPK certification courses facilitate shopping mall personnel with the knowledge and understanding of managing shopping centre, exchange of ideas/views, adopting new systems & methods as well as new technologies for the current and future of mall development in Malaysia to be more dynamic and efficient.



Danny Chan,
Certified Marketing Manager (CMM)

The Certification in Shopping & Highrise Complex Management is the only course available to enable properties, commercial, retail and complex management companies or individuals with interest in related fields to enhance their knowledge & exposure.

The friendly interaction with lecturers having years of experience allows participants to obtain and exchange valuable information and ideas.



L Izwan Abdullah, Certified Marketing Manager (CMM)

The enthusiasm of some of the speakers at the PPK courses I have attended is refreshing and very important especially in a dynamic industry such as ours. It provides me the impetus to excel!

Apart from the modules we have learned during the PPK courses which were very informative and an eye opener, the courses have also provided me the platform to engage with other professionals within the Shopping Centre management industry.



Sharon Lee, Certified Marketing Manager (CMM)

I completely enjoyed the courses provided by PPK. It provides me an opportunity to further my knowledge in shopping centre management and learn from the experienced speakers.



**Syed Ishak Syed Hassan,** Certified Marketing Manager (CMM)

I personally believe that learning from the experts and through consistent reading on marketing and leasing reading materials, has given me the passion and confidence to be a dedicated personnel to run the shopping complex professionally. By attending the courses organized by PPK Malaysia, I have gained updated information regarding business activities held at the established shopping complexes in Malaysia and also abroad. In addition, participants of the courses will strengthen their rapport and business networking in order to exchange information and ideas that will uplift the shopping complex image and goodwill.



Victor Teo,
Certified Marketing Manager (CMM)

The PPK course is a great learning experience taught by the professionals in this industry. The workshops and activities give us real life examples and understanding of day to day activities in the shopping centre - a course that is recommended to any individuals who are involved in this industry.

## Korea Building Owners and Managers Association (KBOMA), 1 November 2010





Anyong-haseyo! Sunway Pyramid hosted the meeting with 27 members of KBOMA who were in town for a visit. It is hoped that we can foster closer ties and possibly invite them to join Council of Asia Shopping Centres (CASC) since we have touched base.

## Malaysia Mega Sale Carnival (MMSC) 2010

### Think Style, Think Sale!

Winners of the MMSC Best Window Display Competition (for retailers in 2 categories: department stores and specialty shops) and the MMSC Shopping Centre Awards 2010 were announced recently as follows:

#### Central Business District Category

Best in Thematic Decoration: Pavilion Kuala Lumpur Best in Promotions and Events: Pavilion Kuala Lumpur

Suburban Category

Best in Thematic Decoration: Sunway Pyramid Shopping Mall Best in Promotions and Events: Sunway Pyramid Shopping Mall

#### CONGRATULATIONS TO ALL!

L to R: Jonon Chou, Tangs Pavilion; Joyce Yap, Pavilion KL, HC Chan, Sunway Pyramid / PPKM President; YB Dato Sri Dr Ng Yen Yen, Minister of Tourism; Tuan Hj Azizan Noordin, Acting Director General, Tourism Malaysia ; Kung Suan Ai, Pavilion KL and Phang Sau Lian, Sunway Pyramid





The winning retailer from **Tangs Pavilion** 



▲ It's a FabulouSale at Sunway Pyramid





▲ The judges in action

## The Green Mall Project

Key words like 'going green', 'eco mall', 'sustainability' – these are important changes happening in the Malaysian property industry. PPKM is collaborating with Malaysian Green Building Confederation (MGBC) and Green Building Index (GBI) to help shape sustainable mall development in Malaysia and implement a green building rating tool that is tailored to retail assets.

A preliminary dialogue was convened on 22 October 2010 to explain members' involvement in a benchmark data gathering project with participation from with key member malls. Interested in going green? Please contact PPKM Secretariat!



▲ The 'green' panel L to R: Robert Spinks; Paul Lai; Ar Dr Tan Loke Mun; HC Chan; Ir TL Chen and Ir Thirukumaran Jallendran



▲ The eco minded mall representatives

## ICSC-PPKM New Gen Talk, 6 December 2010

In partnership with International Council of Shopping Centres (ICSC), PPKM invited Klang Valley malls to a talk on Festive Lighting and Illumination by MK Illumination AG. Especially when our malls celebrate many festive seasons, the illuminated decorations drew strong interest.



▲ Keen attention during the presentation on festive lighting



Networking over some wine and canapés

## Around the Malls - A Festive Round Up

We bring you snapshots of the year end festive season which is all over town, inside the malls and outside ~



▲ Come Home to I Utama



▲ There's magic at Bangsar Shopping Centre



▲ Bangsar Village's having a Lego Christmas



▲ It's A Cosmic Christmas for Berjaya Times Square



▲ Have a Funtoystic time at Mid Valley Megamall



▲ Rockin' Christmas at Fahrenheit88



▲ Find Christmas Enchantments at Pavilion KL



▲ The Curve's Toy Town



▲ Christmas fantasia at Sunway Pyramid



▲ Suria KLCC's Merriest Christmas



## newsnetwork

Established in 1984

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B B Plaza
Bangsar Shopping Centre
Batu Pahat Mail
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Berjaya Megamail
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e @ Curve
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Kuantan Parade
Langkawi Fair Shopping Mall
Lot 10
Mahkota Parade, Melaka
Maju Junction Mall
Menara IIMC
Menara Landmark JB
Menara Mutiara Bangsar
Menara Mutiara Majestic
Merdeka Mall
Mid Point
Mid Valley Megamall
Mid Point
Mid Valley Megamall
Midlands Park
Mydin Mall, USJ
New World Park
Oceanic Mall
Pandan 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
Perama Kompleks Mutiara Armada
Pertama Complex

Pering Maii Pernama Kompleks Mutiara Armada Pertama Complex

Pertama Complex
Plaza Angsana
Plaza Low Yat
Plaza Metro Kajang
Plaza Pelangi
Plaza Balak Park 'SPARK'
Plaza Tasek
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