



MEMBERS' CIRCULAR

28 March 2019

Ref. 010/03/19

Dear Members

STUDY TRIP 2019 TO SEOUL, KOREA: Sunday, 16 June – Saturday, 22 June (7D/4N)

Greetings and anyeong ha seyo ! We are pleased to announce our long haul study trip for 2019 to SEOUL, KOREA as abovementioned.

Seoul is virtually a paradise for shoppers with its shopping malls and myriad shopping precincts offering much more than their famous Korean skincare products and cosmetics. There are malls to cater to the high-end shoppers as well as bargain-hunters, with merchandise creatively packaged in state-of-the-art buildings to the maze-like street shopping. Shopping in Seoul famously also caters for insomniacs - where you will shop till you drop until closing time at 5.00 am (!) so get ready your stamina for the Korean shopping experience like no other.

The itinerary will include some of the following malls for participants to focus on building design and layout, merchandise/retail mix, marketing techniques and we also hope to look at some new retail concepts etc. Details are as follows:

Duration/Dates	*Cost per pax(RM) Twin-sharing (4 star hotel)		A selection of <u>some of the proposed</u> malls/precincts to visit includes:	Remarks
	Members	Non-members		
7D/4N Proposed flight details via Malaysia Airlines (subject to confirmation): <u>Sun 16 June 2019:</u> KUL-ICN assemble at KLIA by 2030 (08.30 pm) Dep 2330 Arr 0710 (+1) <u>Sat 22 June 2019:</u> ICN- KUL Dep 0010 Arr 0545	RM6,678	RM8,120	<ul style="list-style-type: none"> • LOTTE World Tower & Mall • Starfield COEX Mall • D-Cube City Mall • Mecenatpolis Mall • Times Square Mall • l'Park Mall • Doota Mall • Noon Square • Migliore Mall • IFC Mall • GOTO Mall • Common Ground 	<p>The trip will only be confirmed with a minimum no. of 30 participants, subject to a maximum of 40 pax.</p> <p><u>Climate:</u> minimum 18° C to maximum 27° C (approx)</p> <p><u>*Single supplement:</u> Additional RM1,272/-</p>

**please note that costs includes 6% service tax and in the event twin-sharing is not available, participants will be required to take up and bear the additional cost of single supplement.*

Persatuan Pengurusan Kompleks Malaysia (PPK)

Malaysia Shopping Malls Association

A608, 6th Floor, Lobby 2, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor D.E. Malaysia

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The above costs (ex-Kuala Lumpur) include the following:

- return economy flight tickets and check-in luggage of maximum 30 kg and carry-on luggage of not more than 7 kg. per pax. (Any extra charges incurred will be borne by the participant personally.)
- airport transfers in Seoul
- 4 nights twin-share accommodation (including breakfast at hotel)
- transport for the above visits to the various shopping malls/precincts (where applicable) but excludes meals and expenses
- travel insurance for maximum duration of the trip

Interested participants are requested to please register with FULL PAYMENT (payable to Persatuan Pengurusan Kompleks Malaysia (PPK) to reach our secretariat on or before 5 p.m. on **Friday, 10 May 2019 with the following documents:**

- ***photocopy of your passport (please ensure minimum of 6 months' validity)***
- ***photocopy of your NRIC***
- ***duly completed registration form (Appendix 2)***
- ***duly completed travel insurance form (Appendix 3)***

****Any registrations received after this date will be subject to an administrative surcharge of RM318 per person and subject to availability and/or fare differentials.**

Interested participants are requested to indicate in the attached form in order that we may plan accordingly – please photocopy extra copies and **IT IS ESSENTIAL TO COMPLETE ONE (1) FORM PER PARTICIPANT WITH ALL DETAILS INDICATED.**

Kindly note that the entire trip will only be confirmed subject to the required minimum no. of participants and/or flight/hotel availability etc. and on a first-come-first-served basis. We shall keep you posted in due course of further confirmed details concerning the detailed itinerary etc. Kindly also be informed that the organizer reserves the right to revise details of the Study Trip (including departure dates and flight carriers) subject to availability and solely at our discretion.

Interested participants may contact our secretariat at Tel: 03-7727 6202 for any further information, thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)



TAN SRI DATO TEO CHIANG KOK
President

Thumbnails of a selection of SEOUL SHOPPING MALLS/PRECINCTS

1 LOTTE World Tower and Mall

Located at Lotte World Tower, the 5th highest tower in the world, Lotte World Mall is a global fashion hub where visitors will be able to shop at Korea's largest urban duty-free store over 2 floors.

The Avenuel mall is located from B1 to 6 floors with the best, largest and most luxurious Lotte Department Store which offers international cuisine outlets. There is Lotte HiMart for high-end electronic goods and Lotte Mart for premium foods and lifestyle items. Also here are Korea's best urban aquarium, Korea's first vineyard-style classical music concert hall and Asia's largest multiplex cinema.



2 Starfield COEX Mall

Starfield COEX Mall has over 300 shops selling clothes, cosmetics, electronics, and jewellery. Starfield Library displays more than 50,000 reading materials arranged in 13-metre-high bookshelves while both children and adults can interact with colourful LEGO bricks at Bricklive (admission costs 10,000 won per child and 5,000 won per adult). Located on the basement level of Starfield COEX Mall is COEX Aquarium, which houses over 650 species of marine wildlife.



3 D-Cube City Mall

D-Cube City Mall is connected to Sindorim Station, offering direct access to Seoul Metro and their 'Korean Market Street' offers Korean delicacies in a hanok-style eatery. Besides shopping, you can enjoy plays, musicals, and exhibitions at D-Cube Theatre and Space Sindorim Theatre, while kids can enjoy fun rides and games at Pororo Theme Park.



4 Mecenatpolis Mall

Mecenatpolis Mall is an open-air shopping mall adjacent to the Hapjeong train station. It's a popular spot for photography because of its vibrant communal spaces, terraced balconies, glass bridges, unique water features, and rooftop gardens. The mall offers fast food chains, cafes, upscale and modest restaurants with al fresco seating sections while the outdoor garden hosts events year-round, including art exhibitions, cultural festivities, and music performances



5 Times Square Mall

Times Square Mall houses the Shinsegae Department Store, a movie theatre, bookstore, multi-purpose performance centre, and a games centre. The 5-storey mall includes Zara, Adidas, Onitsuka Tiger, Timberland, and Swarovski. Movie enthusiasts can watch the latest blockbuster at CGV Starium with one of the world's largest cinema screens and there are outdoor spaces like the Ecology Park.



6 I'Park Mall

I'Park Mall is divided into 3 main areas: I'Park Department Store, Digital Shopping Centre, and Event Park. This 11-storey mall is connected to the Yongsan Station and the KTX train station, offering convenient access to Seoul's districts and beyond.

Here, you can find an extensive collection of sports equipment, furniture, fashion, home and digital appliances. There are over 100 restaurants, cafés, bars, and a food court. The mall also houses a bookstore, arcade centre, outdoor garden, a digital movie theatre, and E-mart (the biggest discount mall in South Korea).



7 Doota Mall

Doota Mall is a shopping malls within Doosan Tower, about 300 metres northwest of Dongdaemun History & Culture Park. The mall has over 600 stores that stay open until 5am – you can shop for trendy fashion items, souvenirs, and luxury vintage items. Besides international brands such as Calvin Klein, Reebok, and Boy London, there are around 40 local designers, who have been selected via the annual Doota Venture Designer Conference. Doota also offers clothes alterations and tax refund services for foreign visitors.



8 **Noon Square**

Noon Square has a wide range of global fashion brands including Mango, Steve Madden, Jessica Simpson, H&M and ZARA. It's also a popular place for clothes, shoes, accessories, jewellery, handbags, cosmetics, and skincare products from local brands. Located in Myeongdong, the shopping mall is a 10-minute walk from popular attractions such as Myeongdong Nanta Theatre and Myeongdong Cathedral. Noon Square's outdoor elevator is also the 1st of its kind in Seoul, and offers a great view of the busy shopping district.



9 **Migliore Mall**

Migliore Mall is a clothing fashion mall in Dongdaemun with hundreds of wholesale outlets, inexpensive fashion stores, speciality shops, and a cafeteria. You can shop for formal and casual attire, maternity wear, toys, shoes, bags, and souvenirs at affordable prices. The mall's clientele is mostly teens and young adults so the range of sizes available can be rather limited. Prices here are about 40% lower than most shopping malls in Seoul and you can even bargain with the vendors.



10 **IFC Mall**

IFC Mall is a large indoor mall located on the B1-B3 levels of the Yeouido IFC (International Finance Center). There is also a CGV movie theater for movie-lovers where the premium 4D theater offers seats that can recline a full 180 degrees. The mall also hosts Hallyu events such as fan meetings and movie premieres.



11 **GOTO Mall (Gangnam Terminal Underground Shopping Centre)**

Goto Mall is a local underground shopping mall offering clothes, shoes and bags also known as the Gangnam Terminal Underground Shopping Centre. It is an 800-metre-long underground alley of clothes, accessories and cosmetics, and while many subway stations are connected to such underground malls, Goto Mall is one of the biggest in Seoul. It is more popular among locals, as compared to Dongdaemun and Namdaemun Market which are popular among tourists.



12 Common Ground

Common Ground is an artsy pop-up container mall packed with energy where small local designers have set up cool and quirky shops here. Here, the latest local designs and unique items reflect Seoul's vibrant youth culture. It is also a great spot to people-watch.



OTHER SEOUL SHOPPING PRECINCTS

Namdaemun Market

The biggest and oldest bazaar in the country offers plenty of shopping and dining options appealing to both locals and travelers. The bustling streets allows you to explore a market dating back to the early 15th century the market's various sections allow you to browse hundreds of stands, stalls, and shops offering everything from clothing to traditional utensils. Don't miss the food market to try classic Korean dishes, including bibimbap (a rice bowl topped with meat and vegetables), homemade noodles, and shellfish soup.

Dongdaemun

This shopping district closes only at 5am with wholesale and retail goods spread throughout the 26 malls and 30,000 shops. Here, the must-visit malls are HELLO APM, Migliore, Doota Tower and Good Morning City where you can find chic Korean brands like Style Nanda and BangBang. Countless street stalls surround these malls, hawking accessories, shoes, and delicious, delicious food.

Gwangjang

Gwangjang Market first opened in 1905 and is a super retro market - the go-to place for wedding hanbok dresses and wedding food. Here you can purchase local fabrics, hanboks, lacquerware and food!

Myeongdong

The largest and hottest shopping spot in Korea, Myeongdong, used to be a favourite local haunt, but now it is a tourist hotspot too. It is popular for skincare and cosmetic brands, with as many as 20 makeup stores in a single block here. Every cosmetic and skincare brand in Korea, such as Nature Republic, Innisfree and Too Cool For School, has *at least* one store in Myeongdong. Myeongdong is also a great place to shop for clothes and fashion items in general.

Hongdae (Hongik University Street)

This is a cool place to visit, even if you are not shopping. Koreans describe Hongdae as the place local retailers go "when they can't afford the rent at Myeongdong". Many local shops that made Myeongdong great have now moved to Hongdae and transformed it with their underground culture and youthful atmosphere. These fashion shops are tended with passion by local designers. Check out the Hongdae "playground" when you need a break – Hongik university students gather here for crazy street performances and festivals!

Garosugil

Located in Gangnam, Garosugil is for the most high-end of fashionistas. You can truly witness Gangnam Style for yourself, but instead of awkward dancing, Garosugil boasts of chic art galleries, stylish designer shops and elegant ateliers. Their unique boutiques are practically art pieces themselves with contemporary decorations and interesting clothing.

TO: PPK MALAYSIA, A 608, 6th Floor, Block A, No. 1, Jalan SS20/27
Damansara Intan, 47400 Petaling Jaya

Email: secretariat@ppkm.org.my

7D/4N STUDY TRIP 2019 TO SEOUL, KOREA: Sun 16 June to Sat 22 June 2019

I am interested in the abovementioned **STUDY TRIP 2019 TO SEOUL, KOREA** as follows:

Name as in NRIC/passport MR/MS.....

Office Tel:

Mobile No.:

E-mail address:

PPK Membership No.:

Name of Company to be billed/
Organisation/Shopping Mall:

Address:

Designation:

NRIC No:

Passport No:

Expiry Date of Passport:
(kindly ensure minimum of 6 mths validity):

Single room supplement*	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Extension of trip on my own account*	<input type="checkbox"/>	Yes. My return date will be on	<input type="checkbox"/>	No

Enclosed please find my full payment amounting to RMpayable to **Persatuan Pengurusan Kompleks Malaysia (PPK)** via cheque Nodatedwhich will be refunded to me only in the event the trip is cancelled by the organizers and not otherwise. However, in the event I am unable to participate in the trip, I shall undertake to source for a replacement which shall be subject to any differences in payment (if applicable) and final approval by the Committee. I also understand that the organiser reserves the right to revise details of the Study Trip (including departure dates) subject to availability and at their discretion.

Yours faithfully

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Name: Company Stamp (if applicable)
Date:

Delete where applicable. Please note that in the event twin-sharing is not available, participants will be required to take up and bear the additional cost of single supplement. Extension of trip will be on your own account, subject to flight deviation surcharge of RM265 per pax (inclusive of service tax)*

TRAVEL INSURANCE FORM

TO: PPK MALAYSIA
A 608, 6th Floor, Lobby 2, Block A, No. 1, Jalan SS20/27
Damansara Intan, 47400 Petaling Jaya

Email: secretariat@ppkm.org.my

**7D/4N STUDY TRIP 2019 TO SEOUL, KOREA: Sun 16 June to Sat 22 June 2019
TRAVEL INSURANCE**

Appended are my details as follows:

Name as in NRIC/passport: *MR/MS.....

NRIC:

Mobile No.:

E-mail address:

HOME Address:

.....

.....

.....

Name of Beneficiary: *MR/MS

NRIC of Beneficiary:

Relationship:

I also understand that as per the Schedule of Benefits (available to me upon request), I will not be entitled to any refunds once the policy has been issued in respect of the abovementioned travels.

Yours faithfully

.....

Name :

Date :

**Please delete wherever applicable*