



## MEMBERS' CIRCULAR

16 July 2019

Ref. 036/07/19

Dear Members

### STUDY TRIP 2019 TO BANGKOK : Mon 23 September – Thurs 26 September 2019 (4D/3N)

We are pleased to announce the short haul Study Trip 2019 will be as abovementioned, to **BANGKOK**, the evergreen shopping destination in Asia. With its vibrant malls catering to all types of lifestyles and budget, ranging from the trendy and funky malls to the high end, upscale and eclectic fashion malls, shoppers are more than spoilt for choice.

Our Study Trip will visit some of these exciting malls as indicated and gather the shopping experience in building design and layouts, marketing events, merchandise mix etc.

Details of the above **STUDY TRIP 2019 to BANGKOK** are as follows:

Duration/Dates	*Cost per pax(RM) Twin-sharing (3-4 star hotel)		A selection of <u>some of the proposed malls/precincts</u> to visit includes:	Remarks
	Members	Non-members		
4D/3N Proposed flight details (subject to confirmation):  Mon 23 Sept 2019 : assemble at KLIA by 0700 am Dep 0900 Arr 1015  Thurs 26 Sept 2019: Rtn 1940 Arr 2250	RM2,490*	RM2,890*	<ul style="list-style-type: none"> <li>• Terminal 21</li> <li>• Central Festival Eastville</li> <li>• Central Embassy</li> <li>• Siam Paragon</li> <li>• Siam Discovery</li> <li>• Siam Centre</li> <li>• Emporium</li> <li>• Em Quartier</li> <li>• Asiatique</li> <li>• CentralWorld</li> <li>• Gateway Ekamai</li> <li>• ICONSIAM</li> </ul>	<p>The trip will only be confirmed with a minimum no. of 30 participants; subject to a maximum of 40 pax.</p> <p>Climate: average 28°C</p> <p><u>*Single supplement:</u> Additional RM750/-.</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

**T** +603 7727 6202/6232   **F** +603 7727 6203   **E** secretariat@ppkm.org.my   **W** www.ppkm.org.my

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

- economy flight tickets and check-in luggage of max. 30 kg and carry-on luggage of 7 kg. per pax. (Any extra charges incurred will be borne by the participant personally.)
- airport transfers in Bangkok, subject to the group's itinerary
- 3 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

**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, 16 August 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.**

Interested participants are requested to indicate in the attached form in order that we may plan accordingly – please photostat 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.

In the meantime, you may contact our secretariat at Tel: 03-7727 6202 for further information.

Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)**



**TAN SRI DATO TEO CHIANG KOK**  
President

## BANGKOK: Shopping Malls

- 1 **Terminal 21** brings the dream of traveling the world to downtown Bangkok, with its cutting-edge concept that places several world-famous cities under one roof.

Terminal 21's curvilinear glass-and-steel façade resembles a 21st-century airport, and the theme continues once you step inside. The floor signs that signal the arrivals in particular cities, a crisscrossing network of escalators, electronic display boards bring to mind flight information displays at an airport terminal – these are all part of the shopping experience at Terminal 21.

The nine floors at Terminal 21 house some 600 shops, a Cineplex, Gourmet Market (supermarket) and a food court with a different theme on each floor eg Rome, Paris, Tokyo, London, Istanbul, San Francisco etc.



- 2 **Central Festival Eastville** opened at the end of 2015, designed under the concept of "The New Nature Experience of Bangkok" offering the most complete range of products and services in response to urban lifestyles..

With a gross floor area of 150,000 square meters, and in accordance with LEED standards, the design is inspired by the East Village in Manhattan, New York City, where there are sophisticated bars, bookstores, cafes, clubs, and modern galleries that attract people of all ages and genders, including those with the finest tastes. The natural shape like façade is developed from layers of leaves creating colour shade and silhouette.

Anchored by Central Department store, the mall has more than 200 fashion brand shops and a 8-screen world-class standard cinema. It has the unique concept of being 'pet-friendly' at the Pet Lovers Zone and has a jogging track and wellness centre.



- 3 Located at the former site of the British Embassy, **Central Embassy** offers an extravagant shopping lifestyle, a plethora of diverse cuisines to satisfy every craving and a world-class cinema, billed as the most expensive cinema in the world. From the outside, over 300,000 gleaming aluminium shingles catch the sunlight and emit sparkling colourful reflection. Unique architectural and design details distinguish this mega mall, from having the first seamless glass in the world with a mixed-use of precious art and rare materials, to being the first building in Thailand and the world to feature an outer surface that is composed purely of 3-D curves. Storefronts inside the large, airy, minimalistic spaces showcase the best in luxury retail interior design. There are over 200 internationally renowned brands, some making their first appearance in Bangkok here.



The F&B outlets include Eathai, a 5,000 sq m food haven, regional Thai cuisine located at Krua 4 Pak and a Street Food zone in addition to famous international restaurants. .Siwilai, is a 826 sq m modern day marketplace for multi-brands.

- 4 Dubbed 'The Jewel of Asia', **Siam Paragon** is an up-market shopping and entertainment complex with 500,000 sq m of retail space. Opened in 2005, Siam Paragon has become a landmark that blends consumer culture and design with state-of-the-art technology. It is home to more than 250 famed international and local luxury brands and Paragon Department Store. Floors are divided into Luxury Living, Fashion Venue, Lifestyle & Leisure, Living & Technology, IT & Paragon Passage, and Explorium & Global Entertainment. Siam Ocean World, the world-class aquarium is at the basement floor with Gourmet Market and Food Hall on the ground level.



- 5 Originally opened in 1973, **Siam Discovery** underwent an extensive facelift and re-opened again in May 2016. It claims to be the largest lifestyle specialty store in Thailand is one of the most unique shopping malls eg there is a plethora of other unique stores.

There is also an entire floor dedicated to great décor, with plush seats for shoppers.



- 6 Located next to Siam Discovery, **Siam Centre** is a fashion-lovers paradise with a high-end food court, the Food Factory. Siam Center is unique in that it is truly a fusion of Western-meets-Thai style.



- 7 **The Emporium** is an upmarket and luxurious department store and shopping mall and one of *the* institutions for shopping malls in Bangkok. Opened in 1997, it was recently renovated in 2015, it is like a glossy magazine come to life, with the first three floors dedicated solely to fashion.

It is part of the EM District group of 3 shopping malls with EmQuartier on the opposite side. (The 3<sup>rd</sup> mall called EmSphere was completed in 2017.)



- 8 Opened in May 2015, **EmQuartier** has 3 zones : There's the Glass Quartier, home to top-end fashion and beauty brand shops and Virgin Active Fitness Club. The Waterfall Quartier, besides having the largest manmade waterfall in Southeast Asia, features more than 60 Thai fashion brands and the CineArt eight-plex movie theater. The most popular area is the Helix Quartier, where big glass elevators whisk customers up to the fifth floor, where spiral walkways inch upwards, packed with hundreds of restaurants and eating/drinking options.



Other attractions at EmQuartier include a gourmet food market downstairs. The mall also features a food court that serves up reasonably priced Thai dishes of all types – along with Japanese, Chinese and other cuisine options – in a swanky environment.

- 9 **Asiatique** has successfully combined two of the most popular shopping experiences in the city: a night bazaar and a mall. This once-bustling international trade port has been transformed, into a huge warehouse complex with over 1,500 boutiques and 40 restaurants with wide streets running between each warehouse.



Asiatique is split into four districts: the Chareonkrung District is where you will find the majority of the small boutiques (over 1,000 in four warehouses). In the Factory District, the focus is more on cutting-edge fashion and gadgets. Upscale dining selection can be found in the Waterfront District whereas the Town Square district has bars and outdoor space for events.

- 10 **CentralWorld** is the largest mall in Thailand and among the largest in the world. Occupying some 550,000 sq m of retail space and a total area size of 830,000 sq m, CentralWorld has a range of offerings that encompass more than 500 stores, 100 restaurants and cafes, 15 cinemas, Kids' Zone and Learning Centre (Genius Planet Zone), three anchor department stores, as well as a food court, a supermarket and an outdoor square for large-scale events. CentralWorld's retail layout is influenced by the shopping street concept, allowing shoppers to see several storefronts at a glance, whilst its overall design has placed a lot of emphasis on natural light / daylight that filters through the many skylights and open wells.



- 11 **Gateway Ekamai** mall aims to offer an alternative shopping experience from the other malls across Bangkok. The mall is meant to epitomise the Japanese lifestyle that Thai people embrace readily with a mix of restaurants, clothes stores, health and beauty shops, as well as an edutainment centre, a large IT zone and a 24 hour supermarket. The Japanese theme can be seen throughout the selection of restaurants on offer especially on M floor. The 2nd floor is named 'Dazzling' and offers a selection of Beauty and Health treatments. The third and fourth floors are dedicated to electronics.



The biggest pull at this mall are definitely the restaurants.

12 **ICONSIAM**

Newly opened in November 2018, ICONSIAM is now known as the 'mother of all malls' with 500 shops and 100 restaurants from more than 30 different countries. The 6 floors feature medium and high-end brands, an indoor floating market, Siam Sook, an art gallery, exhibition space. Anchors include Takashimaya Department Store and The Apple Store, both nationally exclusive here. On the top floor, there is also a museum with Thai antiquities.



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

Email: [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my)

**4D/3N STUDY TRIP 2019 TO BANGKOK: Mon 23 Sept to Thurs 26 Sept 2019**

I am interested in the abovementioned **STUDY TRIP 2019 TO BANGKOK** 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 your own account**	<input type="checkbox"/>	Yes. My return date will be on .....	<input type="checkbox"/>	No

Enclosed please find my full payment amounting to RM .....payable to **Persatuan Pengurusan Kompleks Malaysia (PPK)** via cheque No .....dated .....which 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

.....  
Name :  
Date :  
Company Stamp (if applicable):

*\*Please indicate 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 the 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](mailto:secretariat@ppkm.org.my)

**4D/3N STUDY TRIP 2019 TO BANGKOK: Mon 23 Sept to Thurs 26 Sept 2019  
TRAVEL INSURANCE**

Appended are my details as follows:

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

NRIC: .....

Mobile No.: .....

E-mail address: .....

HOME Address: .....

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.....

.....

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*