



NewsNetwork

DECEMBER 2024



LOOKING AHEAD TO 2025

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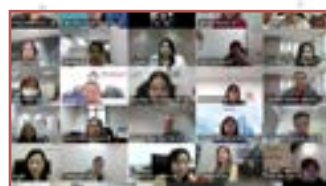
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President's Message



Dear members,

As we bid farewell to 2024 and look forward to 2025, it is time for reflection on the milestones, challenges, and opportunities that have defined the year.

This year has been a testament to both resilience and adaptability, with the industry navigating rising operational costs, inflation, and shifting consumer trends. Despite these challenges, Malaysia's shopping mall industry has managed to remain steady and stable, maintaining an average occupancy rate of 78% as reported by National Property Information Centre for the first half of 2024. To stay and remain relevant and competitive, malls have embraced modernisation, sustainability, and experiential shopping strategies to attract footfall and sales while carving out their unique niches in the marketplace in the ultra-fast paced environment.

This year, we also marked a major milestone with the grand celebration of PPK Malaysia's (PPKM) 40th Anniversary, a testament to four decades of unwavering commitment to the growth and development of our industry. We pay homage to the professionals of the industry both past and present in elevating the industry to where it is today.

At the same time, we also expanded our recognition initiatives by introducing the Top Sustainability Award alongside the Experiential Marketing Award, with both achieving record-breaking participation. These awards reflect our industry's commitment to creativity, innovation, sustainability, and providing meaningful customer experiences.

In addition, 2024 saw the strengthening of our learning programmes. We organised study trips to Guangzhou, Shenzhen and Hong Kong, allowing members to gain valuable insights into global retail trends and practices, while also increasing the frequency of learning programmes through webinars, conferences and certification courses. At the digital front, our PPKM app, which is part of our technology advancement, is now in the final stage of development. Please stay tuned for the launch soon.

Tourism has been another bright spot for our industry, with 2024 witnessing more robust tourism activities that fuelled foot traffic and sales. As we prepare for Visit Malaysia Year 2026, shopping

malls will play an important role in promoting Malaysia as a global shopping and cultural destination. By integrating festive tourism with retail experiences, we can position our malls as unique hubs that showcase Malaysia's cultural diversity while creating memorable shopping experiences for tourists and locals alike. After all, Malaysia's unique multi-culturalism makes it the perfect place to enjoy all things Asian.

The year 2025 will undoubtedly bring new challenges, but it also presents opportunities for growth and innovation. Older malls, in particular, must continue to modernise and diversify to remain competitive, while the industry as a whole must stay agile to navigate changing economic dynamics and consumer preferences. Strong government support in managing costs and promoting sustainability will be crucial in enabling shopping malls to thrive as vibrant lifestyle hubs.

At PPKM, we remain committed to fostering collaboration with key stakeholders, including the government, tourism agencies, retailers, and other associations, to drive the industry towards greater sustainability, resilience, and progress. Together, we can ensure that shopping malls remain a vital part of Malaysia's economic and cultural identity.

As we close the year, I extend my heartfelt gratitude to all our members for your support and dedication. Let us continue to work together to elevate our industry to greater heights in the coming year.

Wishing everyone a joyous holiday season and a prosperous year ahead!

Warmest regards,

A handwritten signature in black ink, appearing to read 'Phang Sau Lian'. The signature is fluid and cursive, with a small dot at the end.

PHANG SAU LIAN
President

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WHAT'S NEXT

SEMINAR: BUILDING MANAGEMENT SERIES 3

17 JANUARY 2025 | SUNWAY CONVENTION CENTRE, SELANGOR

The upcoming seminar's theme will be on *Rejuvenating Building Management* where speakers will explore the wish list on amendments to the Strata Management Act (SMA) 2013 and present legal case studies. Speakers will also tackle problems within the scenario of aging buildings, including retrofitting equipment for better efficiency and revamping buildings for alternative uses in order to generate better returns on investments and footfall for commercial buildings and shopping malls.

Interested participants may register at <https://forms.gle/bqRx26K31TrgTkW49> or email secretariat@ppkm.org.my for more information.

SEMINAR: ENGINEERING SHOPPING MALLS VI

19 FEBRUARY 2025 | SUNWAY RESORT HOTEL, SELANGOR

We will be continuing our collaboration with the Institution of Engineers Malaysia (IEM) with the seminar as abovementioned. Speakers will present topics on sustainability, managing resources and what it takes to continue going green.

Do watch out for announcements soon.

40TH ANNUAL GENERAL MEETING (AGM)

Do look out for official notifications on our coming AGM, scheduled for March 2025 at Sunway Resort Hotel, Selangor. It is the only time in the year where members have the opportunity to come together for a time of information sharing and networking, so do block your calendars.

SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SERIES (SMMCES) PARTS 1-3, SESSION 1-2025

21 - 23 APRIL | MARKETING AND LEASING PARTS 1 & 2

24 - 26 APRIL: ADMINISTRATION PARTS 1 & 2 (COMBINED)

28 - 30 APRIL: OPERATIONS AND MAINTENANCE PARTS 1 & 2



Upcoming next for the 2025 series will be the repeat sessions for SMMCES which will be held as abovementioned at Sunway Resort Hotel, Selangor. Our 2024 sessions saw a good turnout of more than 330 participants and we are looking forward to an even better turn up next year as shopping malls, with their much diversified offerings have become more vibrant places for all Malaysians.

We remain thankful to our wonderful practitioners and speakers who are so willing to share their experiences with participants on the nuances of mall management.

Queries to: secretariat@ppkm.org.my

The ever-changing landscape of Malaysia's mall industry

Contributed by PHANG SAU LIAN

Malaysia's shopping mall industry has evolved significantly over the past five decades. Through astute and perceptive transformations, shopping malls in Malaysia have become more than just retail spaces - they are now multifaceted venues catering to diverse consumer needs and experiences. They serve as community hubs, social spaces and cultural showcases, reflecting Malaysia's unique identity in the global retail landscape.

Retail remains a major contributor to Malaysia's GDP, driving economic growth through job creation, consumer spending and support for related industries like logistics and hospitality. According to Statista, Malaysia's retail trade sector contributed approximately 8.6% to the country's GDP in 2023. The sector also plays a pivotal role in shopping tourism, attracting international visitors and boosting the economy. Malls have become vital in integrating traditional retail with entertainment, dining and other lifestyle elements to provide holistic experiences for locals and tourists alike.

While the outlook for the mall industry is promising, it remains highly competitive. With an average occupancy rate of 78% as reported by the National Property Information Centre (Napic) for the first half of 2024, shopping malls in Malaysia are adopting innovative strategies to enhance performance. To remain relevant and meet evolving consumer demands, malls are focusing on niche markets and target audiences while emphasising experiential shopping to drive footfall and sales. This shift toward diversification reflects a broader understanding of consumer behavior and the importance of staying ahead in a saturated market.

Challenges persist

In 2024, the mall industry faced four key challenges impacting retail across economic, consumer, technological and political fronts:

- **Economic challenges:** Rising operational costs and fluctuating consumer spending patterns posed significant hurdles, forcing malls to optimise their offerings while maintaining profitability.
- **Consumer challenges:** Shifting preferences demanded personalised, eco-friendly and value-driven shopping experiences that require a rethinking of traditional retail models.
- **Technological challenges:** Embracing digital transformation became essential to enhance operational efficiency and customer engagement in a rapidly evolving landscape, making technology a core enabler of mall success.
- **Political challenges:** Geopolitical

uncertainties and brand boycotts disrupted supply chains and affected business performance, adding layers of complexity to an already volatile environment.

These challenges underscored the need for agility and innovation to maintain competitiveness in a dynamic environment. Addressing these challenges effectively requires malls to not only respond to current demands but also anticipate future shifts in the retail landscape.

Key drivers shaping the retail landscape

Building on these challenges, five key consumer behavior trends are expected to shape the retail landscape in 2025:

1. **Urbanisation:** Increasing urbanisation is driving demand for integrated lifestyle experiences. Urban consumers seek spaces that seamlessly blend shopping, dining and entertainment, while also accommodating smart living and pet-friendly environments. This trend underscores the need for malls to evolve as multifunctional spaces that cater to diverse lifestyles.
2. **Expanding middle class:** The growing middle class, with its rising disposable income, demands quality, variety and premium offerings. This segment aspires to higher living standards, creating a burgeoning market for affordable luxury and experiential retail. Retailers and mall operators who target this demographic with tailored offerings stand to gain significantly.
3. **Growing single population:** Younger demographics, particularly singles, are reshaping consumption patterns. This group values convenience, social engagement and unique experiences, increasing demand for personal care, dining, travel and vibrant mall environments. They prioritise malls that align with their desire for self-expression and individuality.
4. **Shift to offline shopping:** Consumers are gravitating back to brick-and-mortar stores for tactile and immersive experiences that online platforms cannot provide. Retailers are blending technology with physical store offerings to create engaging omnichannel journeys, leveraging innovations like augmented reality and in-store digital displays.
5. **Sustainability consciousness:** Growing awareness of environmental and social issues is influencing consumer preferences. Shoppers increasingly favor malls and brands that demonstrate

eco-friendly practices, support local communities and contribute to sustainability. This trend also opens avenues for partnerships with green initiatives, further reinforcing the role of malls in shaping a better future.

These trends highlight the importance of innovation and adaptability for malls to meet evolving consumer expectations. Malls that proactively address these dynamics can position themselves as leaders in a competitive market.

Opportunities in shopping tourism

Though the industry is predominantly driven by domestic consumers, significant opportunities lie in leveraging tourism, particularly with Visit

Malaysia Year 2026 on the horizon. Shopping tourism is set to spotlight Malaysia's rich cultural diversity, offering unique experiences that differentiate the country from its competitors.

Malaysia's multiracial society and cultural heritage present a unique proposition for festive tourism, allowing visitors to immerse themselves in vibrant celebrations and traditions. Shopping malls play a pivotal role in this domain, often investing heavily in elaborate festive decorations and events that showcase Malaysia's multicultural essence.

From the vibrant reds of Chinese New Year to intricate ketupat displays for Hari Raya Aidilfitri, colorful kolams for Deepavali and dazzling Christmas ornaments, these decorations are more than aesthetic—they reflect the cultural soul of each festival. Coupled with special performances, curated shopping experiences and themed activities, malls create festive atmospheres that resonate with locals and tourists alike.

By integrating festive tourism into shopping tourism, malls enhance the retail experience while positioning Malaysia as a unique destination where culture meets commerce. This approach strengthens the success of Visit Malaysia Year 2026 and solidifies Malaysia's reputation as a vibrant global shopping destination.

Collaboration for a resilient future

PPK Malaysia firmly believes in the importance of collaboration with industry stakeholders, including government agencies, tourism boards, retailers and associations, to drive the mall industry towards

sustainability, resilience and progress.

This collaborative spirit is essential for ensuring that Malaysia's malls not only adapt to current challenges but also thrive in an ever-evolving retail environment.

As Malaysia continues to navigate its dynamic retail landscape, the industry's ability to adapt to challenges, embrace innovation and leverage cultural strengths will determine its success in the years to come. By staying ahead of trends and focusing on holistic growth, malls can continue to serve as vital economic and social pillars for the nation.



Phang Sau Lian
President
Malaysia Shopping Malls Association (PPKM)



The cost of comfort

FOR over a decade, electricity tariffs for commercial buildings under TNB's C1 category remained stable, providing a level of predictability for budgeting and operational planning. However, recent years have seen a steep and sudden rise in electricity costs, significantly impacting the commercial sector—particularly hotels, shopping malls and office buildings. This increase, averaging around 40%, is not due to higher usage or reduced efficiency but is largely driven by the Imbalance Cost Pass-Through (ICPT) rate. Introduced to manage power generation costs, the ICPT has seen rates soar from none prior to 2015 to as high as RM 0.20 per kWh in 2023, before recently settling at RM 0.16 per kWh.

The financial impact on the commercial sector has been profound. Take, for example, a mid-sized mall that consumes around 1.4 million kWh monthly with a peak demand of 4,500 kW. In 2015, the electricity costs for such a facility were approximately RM 615,000 per month. Today, the same mall faces costs of around RM 871,000—a 41% increase in less than a decade, translating to an additional RM 3 million annually. With hundreds of similar properties nationwide, from boutique hotels to sprawling malls, the cumulative effect on Malaysia's commercial landscape is significant, averaging around 40% overall.

Who pays?

The ICPT mechanism was introduced to stabilise energy costs for TNB while encouraging efficient power generation. However, its impact has been deeply felt across the commercial sector. Earlier this year, S&P Global Ratings projected that TNB would recover RM 6 billion through the ICPT mechanism. Although this revenue is spread across various sectors, commercial properties bear a substantial portion of the cost.

At the consumer level, this adjustment adds approximately RM 176 per month to household expenses, contributing to rising prices for goods and services. The financial burden extends



ANDREW TEOH
Technical committee member
Malaysia Shopping Malls Association

■ **Malls, hotels and offices face a 40% spike in power bills**

■ **The commercial sector needs to rethink energy management**



YL LUM
Vice president 2
Malaysia Shopping Malls Association

beyond operating costs, creating ripple effects throughout the economy. Property owners are forced to adjust rents or service charges to offset these expenses. When rates remain unchanged, someone down the line inevitably bears the cost—be it service providers, manufacturers, retailers, or consumers. This cascading effect exacerbates inflationary pressures, reaching every corner of the economy.

A silver lining

While these rising costs are daunting, they are also driving the commercial sector to rethink energy management. Historically, Malaysia's relatively low power and fuel rates have allowed businesses to operate with minimal

energy costs. However, this has led to a degree of complacency, with energy efficiency often taking a backseat to short-term savings.

The recent surge in electricity costs has prompted businesses to act. Building owners and facility managers are now prioritising energy conservation by retrofitting older properties with efficient lighting and HVAC systems and integrating advanced energy management technologies into new developments. These measures go beyond cost-cutting; even minor improvements can lead to significant long-term savings.

Modern asset management

Rising energy costs are also reshaping the role of building management. Managing a large commercial facility today requires technical expertise and financial acumen, as employees must oversee million-ringsit energy budgets and maintain costly mechanical and electrical systems.

Malaysia's 1990s construction boom left a legacy of mega-malls and office towers with ageing mechanical and electrical (M&E) equipment. For older properties, maintaining outdated systems is akin to pouring money into a leaking jar, underscoring the

importance of energy efficiency and asset enhancement initiatives.

The facilities management industry is adapting to this shift, with increasing demand for expertise in energy efficiency and cost management. Service providers and maintenance teams must now be professionally trained in the latest technologies, emphasising the need for well-educated and experienced personnel in this field.

Small adjustments with big impacts

While designers and developers can implement advanced systems, energy savings ultimately depend on user behaviour. As the industry pushes for energy efficiency, there's a parallel need for a cultural shift in consumer habits. Malaysians must reconsider everyday energy use—reducing unnecessary air conditioning in common areas, ensuring doors to air-conditioned spaces are kept closed and turning off lights and appliances when not in use.

For instance, hotel guests can contribute by turning off the air conditioning when leaving their rooms, while restaurants can conserve energy by closing underuti-

lised sections during off-peak hours. Small actions like these, when adopted collectively, can have a significant impact.

The call to innovate, not inflate

For developers, the message is clear: Prioritise energy efficiency from the outset. Buildings constructed today will face future tariff uncertainties, making sustainable energy management essential at every design stage.

The rising cost of electricity is more than just a financial headache; it is a wake-up call—a shock to the system. Businesses and property owners must choose between innovation and inflation. Energy efficiency must move beyond being a buzzword and become a movement. Simple changes, like ensuring air conditioning cool people rather than empty chairs, can make a big difference.

By fostering awareness and embracing sustainable practices, from smarter management to mindful consumer habits, Malaysia's commercial sector can navigate this new landscape effectively. After all, with great power bills comes great responsibility.

Chronology of ICPT rates

Date	ICPT Adjustment (RM/kWh)	Remarks
1/3/2015 (Start)	- RM 0.0225	rebate
1/1/2016	- RM 0.0152	rebate
1/7/2018	+ RM 0.0135	surcharge
1/3/2019	+ RM 0.0255	surcharge
1/1/2020	+ RM 0.02	surcharge
1/7/2020	No ICPT	Covid19 no ICPT
1/1/2021	- RM 0.02	Covid19 Rebate 2 cents
1/2/2022	+ RM 0.037	surcharge
1/1/2023	+ RM 0.20	surcharge
1/7/2023	+ RM 0.17	surcharge
1/7/2024	+ RM 0.16	surcharge

HUMAN resource (HR) management plays a critical role in every industry. It not only aligns people with roles but ensures talent development, operational continuity and adherence to regulatory frameworks. For well-established industries, the regulations governing HR management are typically clear and honed over time, allowing companies to build strategic, long-term plans.

However, in strata property management, HR presents unique challenges due to the relatively recent formalisation of the industry. Strata property managers are bound by both the Employment Act 1955 and the Strata Management Act 2013 (Act 757), creating a multifaceted regulatory landscape that requires skillful and adaptive navigation. Since 2018, property managers have been required to register with the Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVAEP), marking a significant step toward industry standardisation and professionalism.

Strata property management is distinguished by the extensive statutory duties and responsibilities outlined in Act 757, which are governed by the Valuers, Appraisers and Estate Agents Act 1981 (Act 242). These statutes clearly define the legal obligations and boundaries within which property managers must operate. In addition, the Malaysia Property Management Standards (2016) from BOVAEP set forth 11 best practices specifically for property management. These standards encompass everything from asset maintenance to community engagement, creating a well-defined scope of work and job description for property managers. Unlike many professions, strata property managers must navigate a rigorous regulatory framework, which may limit flexibility but provides clarity on expectations and responsibilities.

However, the layered regulatory environment can pose challenges, especially for HR managers tasked with recruiting and retaining talent under these conditions. For instance, these frameworks add extra procedural steps that may deter younger professionals who seek greater flexibility. Furthermore, property management companies face the dual challenge of adhering to regulatory standards while ensuring that staff remain motivated and committed to their roles despite these limitations. This lack of flexibility can hinder the implementation of dynamic, innovative HR policies, which are often essential to employee retention and morale.

Challenges beyond day-to-day work

Strata property management is often described as a thankless job, primarily due to the complexities involved in dealing with a wide range of stakeholders and the public. Managing a strata property means not only maintaining physical assets but navigating relationships with committees, management companies and residents, each with their own concerns and priorities. Property managers are frequently under pressure to balance these needs while staying within strict budget constraints. The primary HR challenge here is not task execution but the very struc-

HR challenges in strata property management



YL LUM
Vice President 2 of Malaysia Shopping Malls Association

or develop robust strategies for asset appreciation and facility upgrades. Property managers need time to become familiar with the specific assets and facilities they manage, as well as to build relationships with stakeholders, including residents, hotels, retail outlets and offices. For mixed-use developments, the job becomes even more complex, with engineering, legal and legacy issues often requiring months to fully understand and address. By the time property managers are well-versed in these complexities, their contracts may already be expiring, creating an inefficient cycle of learning and relearning.

Employee retention and recruitment

A central HR issue in strata property management is employee retention, particularly in the context of one-year contracts. These short-term contracts can deter potential employees, especially in roles requiring non-standard work hours, such as those at sites demanding a 5.5 or 6-day work week. This structure not only affects managers but also poses challenges for JMBs and MCs, who directly employ workers under similar contract constraints. As a result, recruitment can be difficult, particularly for specialised roles that require high levels of expertise and commitment. With this structure, potential employees may be discouraged from pursuing a career in strata property management, fearing a lack of stability and career growth opportunities.

Moreover, the one-year contract structure complicates strate-

gic workforce planning, particularly when employees leave mid-contract. Given the limited flexibility in altering contract terms and job scopes, HR managers find it difficult to retain talent and foster employee loyalty. The one-year contracts, while designed to protect stakeholders, inadvertently contribute to a high turnover rate, which in turn hampers the continuity of property management and often necessitates additional training and onboarding resources for new hires. For JMBs and MCs, this means a continuous cycle of recruitment, onboarding and training, impacting overall productivity and resident satisfaction.

Implications for strategic planning

For effective strata property management, a balance between short-term and long-term planning is critical. Managing charges, sinking funds and compliance requires foresight and a cohesive strategy that spans beyond a single year. However, frequent turnover within management boards disrupts continuity, making it challenging to execute long-term projects and comprehensive business plans. This instability often forces management boards to adopt short-term strategies that may satisfy immediate stakeholders but do not foster sustainable growth or address long-term infrastructure needs. The frequent changes in JMBs and MCs limit the ability to implement decisions that benefit the property and its residents over time.

These challenges are not unique to strata property management but are mirrored across

industries, including NGOs and professional bodies, where reliance on short-term contracts and board turnover disrupts continuity. However, strata property management is uniquely impacted due to the highly specialised and regulated nature of the field. The reliance on short-term employment contracts in the context of strata properties can inadvertently stifle innovation, as managers focus on immediate tasks rather than forward-thinking strategies that improve property value and resident satisfaction.

Rethinking HR policies

Addressing these HR challenges requires a fresh approach, one that balances the flexibility of short-term contracts with the need for stability and continuity. Strata property managers could benefit from longer contracts that allow for the execution of strategic, long-term plans without undermining the power and oversight of JMBs and MCs. Alternatively, implementing multi-year performance reviews rather than annual contracts could encourage managers to adopt long-term strategies while still maintaining accountability.

By addressing these HR complexities and fostering a more stable work environment, strata property management companies can improve employee retention, attract new talent and ensure better continuity in service. It is only by tackling these HR challenges head-on that the industry can fully realise its potential, providing high-quality management services that enhance property value, improve resident satisfaction and strengthen the strata property management profession.

IN Malaysia, the shopping mall experience is often synonymous with luxury and comfort - pristine floors, chilly air-conditioning, spotless restrooms and a noticeable security presence. These elements are seen as essential to creating an ideal environment for shoppers. However, this concept of what constitutes an excellent mall experience is not universal.

For example, in the United States, malls typically do not employ a security team of, say, 80 guards. In Australia, malls generally do not operate from 10am to 10pm, as they often do in Malaysia. In Japan, mall parking is neither as generous nor as spacious. These differences highlight how the shopping experience is shaped by a country's infrastructure, socioeconomic values and lifestyle. While these generalisations may vary depending on the size, location and specific business models of malls, they broadly reflect how different countries shape their retail environments based on local infrastructure and cultural expectations.

So, why does Malaysia place such a strong emphasis on having numerous security guards or an abundance of cleaners? The answer lies in cultural expectations and our way of life. However, it's worth questioning whether these expectations are truly necessary - or even sustainable - in the long run.

A shift in mindset

As a society, we need to start embracing the concept of Sorry for the Conveniences. This phrase serves as a reminder that many of the comforts we enjoy in shopping malls - such as freezing air-conditioning, ultra-bright lighting and a large workforce - come at a cost. While these conveniences enhance our shopping experience, they are not always essential and their overprovision has broader implications.

For example, if we could tolerate a slightly warmer mall environment, energy consumption would decrease significantly, reducing the resources needed to maintain these large air-conditioned spaces. Similarly, if we were more mindful of restroom etiquette, we could lessen the demand for large cleaning teams. Embracing more self-service in restaurants could reduce the need for a sizable workforce, which currently includes a significant number of foreign workers.

Another simple change could be adopting dimmer lighting in non-critical areas of malls. While this may feel slightly less luxurious, it wouldn't compromise safety and would help conserve energy. Additionally, time- or sensor-operated lighting in restrooms and elevators could provide adequate illumination for short-term use, without unnecessarily lighting up spaces when not in use. It may feel a bit less comfortable at first, but it's a small price to pay for energy efficiency.

Even escalators could be improved with motion-sensor operation, activating only when someone steps on them. There might be a slight delay or a jittery start as the escalator begins to move, but this small inconvenience contributes to reducing power consumption when the escalator is not in use.



LUM YOUK LEE
Malaysia Shopping Malls Association
Vice-president 2

- **By embracing the concept of Sorry for the Conveniences, we can begin to redefine what makes a great shopping experience in Malaysia.**
- **This shift in mindset is not about lowering our quality of life but about recognising that many of the conveniences we have come to expect are unnecessary luxuries that carry hidden costs.**

Rethinking the Malaysian Shopping Mall Experience

Appreciating less for a greater cause

We need to start valuing a lower level of service in areas where it does not significantly impact the core shopping experience. By adjusting to a slightly warmer mall, getting used to self-service ordering at restaurants or tolerating minor delays from energy-efficient technologies like sensor lights and escalators, we can contribute to a more sustainable and cost-efficient retail environment. This shift in mindset is not about lowering our quality of life but about recognising that many of the conveniences we have come to expect are unnecessary luxuries that carry hidden costs.

Our reliance on security guards, cleaners and restaurant staff - many of whom are foreign workers - has far-reaching consequences. This dependence drives up operational costs for malls and businesses, which are ultimately passed on to consumers in the form of higher prices for goods and services. As we are already starting to experience, services are becoming less affordable, with the burden often shifted to foreign labour.

Furthermore, these expectations for high levels of convenience are unsustainable. The more we demand, the more resources are consumed, escalating both environmental and economic strain. This cycle must be broken if we are to build a sustainable future.

Embracing a new shopping culture

By embracing the concept of Sorry for the Conveniences, we can begin to redefine what makes a great shopping experience in Malaysia. It's about appreciating quality over excess, understanding that true comfort doesn't always require more and recognising that small compromises in convenience—such as dimmer lights, sensor-operated escalators, or timed lighting—can bring significant societal benefits.

While Malaysia's current model of shopping mall excellence emphasises comfort and luxury, it also comes with hidden costs that are becoming harder to ignore. By rethinking our expectations and making small adjust-



ments—whether it's tolerating a bit of warmth in a mall, practising self-service, or accepting minor inconveniences from sensor-driven technologies—we can contribute to a more sustainable and affordable shopping experience for everyone.

It's time to shift our mindset from demanding convenience at every turn to appreciating the

value of moderation. By doing so, we can foster a more sustainable, community-focused future that benefits not only ourselves but also future generations. Instead of waiting for crises, such as labour shortages or pandemics, to force change, let's take small steps now and make these improvements naturally and systematically.

2 **PROPERTY** PROPERTY@STAR BIZ7 APRIL 13 – APRIL 19, 2024

IN any building's operational costs, cleaning and security come after electricity. This applies to Malaysia's condominiums, commercial spaces, and retail malls. Does this cost mean our malls are the cleanest and most secure in the world? Or does it highlight our weaknesses and deficiencies in areas where foreign labour is needed?

Excessive reliance on foreign labour has been a topic of discussion among economists and politicians for years. Perhaps we should start thinking of what we ourselves can do. Why do we need so many cleaners? A toilet only gets dirty after someone uses it. Thus, the source of a soiled toilet is the user – us.

We know we have good toilet etiquette when someone thanks you for leaving a clean water closet. If everyone did that, a building would require fewer cleaners. Malaysian toilets must be designed to suit our needs and culture. How to achieve this? Let's start with what we do not want:

Wet toilets

We dislike wet floors or seats. Moisture promotes bacterial growth and makes surfaces slippery, dangerous and annoying. So, let's tackle the water source.

Hand bidets are convenient and reduce toilet paper use. To avoid splashes and spills, built-in bidets represent best-design practices. Initial costs and managing pressure may be challenging but are surmountable.

Considering proper design and long-term savings on water use and drying seats, this is the minimum we should expect for every toilet.

Yucky floors

Wet floors mostly result from the cleaning process or careless use of bidets. A good floor gradient and outlet design will help keep the toilet dry. Given our ambient temperature and humidity, indoor toilets cannot dry fast enough without dryers or air-conditioning, which increases equipment costs.

What is needed is a design solution. First, there must be good air circulation within the toilet. You often see toilets in Western countries having partitions that are not full height with a big gap underneath, allowing better airflow. In Asia, this is often compromised due to modesty and privacy concerns.

Moldy, stuffy and smelly

Toilets are generally designed to have negative pressure, drawing in a fair bit of corridor air-conditioning – which is why some Malaysian washrooms are without doors.

However, drying the floor with air-conditioning is not sustainable, although it is a practical option. Most of our toilets are dried using exhaust fans, infiltration of air-conditioning and mobile floor heaters/dryers.

Is there a better option? Yes, our ambient air is a free source of dry hot air. Malaysia's afternoon sun and air



Let's clean up our toilet act



Mall perspectives

YL LUM
Vice-President 2



1
hand dryer is insufficient

can be warm enough to dry and sanitize our toilets. I have yet to see a toilet design that fully leverages on our ambient conditions: tropical rain, hot afternoon sun, and germ-killing UV rays.

Broken fittings

It is annoying when you turn on the tap and no water comes out or when hand dryers are not working. Public toilets must not install cistern water closets. Instead, they should use flush valves that enable faster flushing turnover and are less vulnerable to vandalism.

Tap sensors or auto-closing taps are no-brainers compared to manual taps. But we still do not see such common-sense features in public and commercial toilets. Understandably, sophisticated fittings are costlier but damaged fittings defeat the purpose of public toilets.

I once visited a testing facility of a toilet-fitting manufacturer. They were demonstrating a prototype unit (budget version) of a flushing system that leverages on a larger pipe network and gravity to create a similar flushing effect as the conventional pump-operated system.

The design also catered for a discharging capacity that could even flush away newspaper bundles. I have yet to see such a brilliant system being used here.

Paper, the necessary evil?

We hate it when toilet bowls get clogged up. Any plumber will tell you that the usual culprits are sanitary napkins, undergarments and excessive toilet paper pulp. People tend to use too much toilet paper to wipe and clean toilet seats, especially when wet or dirty. Often, it is for personal hygiene to cover seats that have shoe marks. To make matters worse, some use hand-drying paper towels which are non-dissolvable. Thick paper towels will clog the bowl.

Over the past decade, toilet designers no longer place paper rolls in the cubicle to reduce excessive use. Toilet paper is now available in the washroom hall area, encouraging users to be more mindful about wastage. Some washrooms use smaller sheets instead of rolls to prevent too much paper from going into the bowl.

We should explore the idea of having a paperless toilet or, at the very least, the use of efficient hand dryers. In fact, there should be two or more jet dryers in each washroom. If there are six basins – and all are occupied – one hand dryer is certainly insufficient.

If we can build world-class buildings, why can't we achieve dry, paperless toilets? We can design cost-effective toilets the Malaysian way. It speaks volumes when a nation is proud of its clean toilets.

Security & Safety Seminar (Foundation)

16 - 17 OCTOBER 2024 | CITITEL MID VALLEY CITY, KUALA LUMPUR



The two-day training session saw 43 eager participants in attendance. They not only found the training seminar enriching for their knowledge but also found it useful for networking, information sharing and great camaraderie.

For further information, please email to: secretariat@ppkm.org.my

Knowing resuscitation under emergency circumstances saves lives

Study Trip to Shenzhen & Hong Kong

4 - 9 NOVEMBER 2024

Our group of 43 participants found the recent trip to be informative and interesting, with the hosted malls both in Shenzhen and Hong Kong being 'very good benchmarks which trigger a lot of ideas.' Thank you, that is exactly what we aspire our trips to overseas malls to achieve because we may not necessarily be able to adopt their ideas and strategies but we want to open our eyes to new angles in mall tenancy and operations.

The enthusiastic participants found new technology being imaginatively and practically adopted in Shenzhen malls, including the delivery of food and beverage by drones. Yet another mall in Hong Kong created their own identity by sharing a distinctive scent which was being applied in the mall's concourse areas.

We are grateful to the various malls who hosted the visits and our association counterparts, Institute of Shopping Centre Management (ISCM), Hong Kong and Mall China which made it possible.

Do watch out for our 2025 destinations in due course.

Upperhills Futian, Shenzhen



Upperhills Mall walkabout led by their representative, Chris (extreme right). The upmarket mall is adjacent to Mandarin Oriental Shenzhen and also houses the first Muji Hotel



Admiring the posh car showroom

PAST EVENTS

<< continued from page 9



The mall connects directly to the adjoining park which offers visitors a popular destination for picnics, concerts and recreation during weekends



Drones deliver F&B orders from the mall to this central location for park visitors

CoCo Park Futian, Shenzhen



At CoCo Park Futian which remains popular amongst Shenzhen's many malls



Participants observing the tenant mix



The expansive open air concourse with their current eye-catching promotion theme, 'Born to Love'

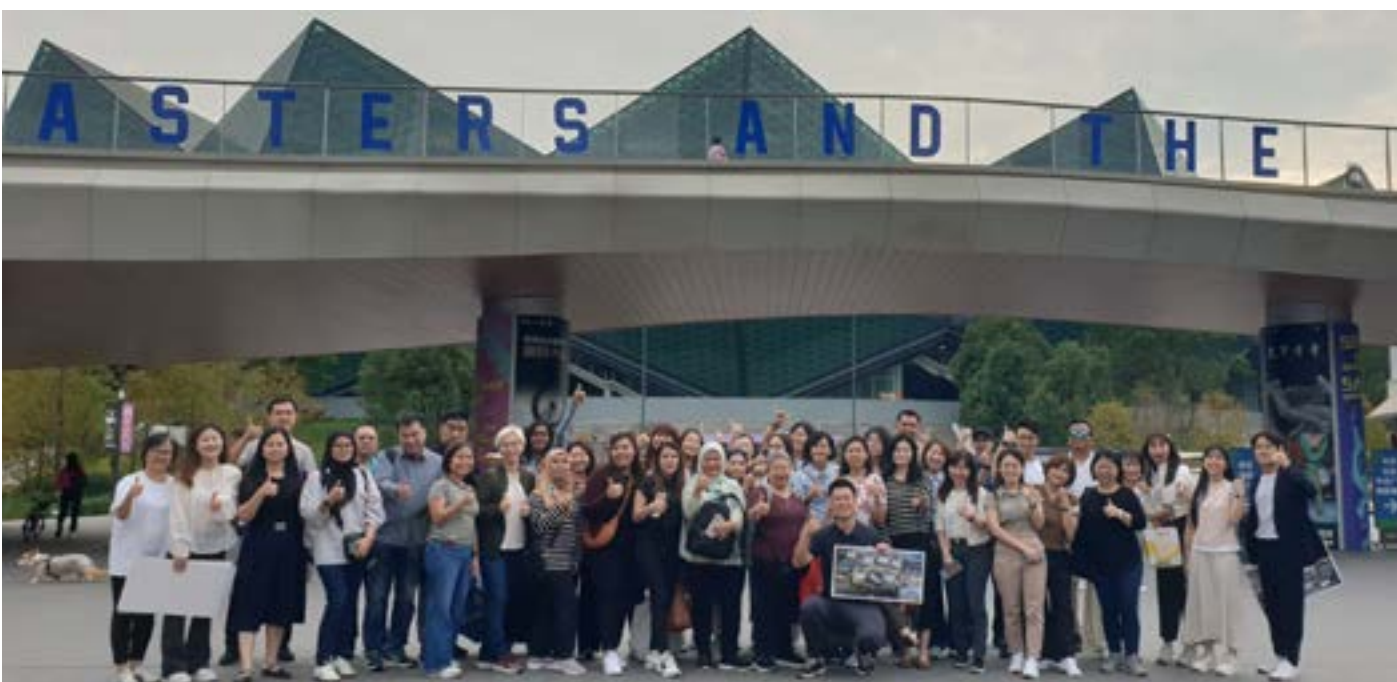
PAST EVENTS

<< continued from page 10

Universiade World, Shenzhen



Newly opened, this unique mall is located next to the Shenzhen Universiade Stadium and built with open air connecting walkways, similar to the usual layout in premium outlets



Our usual group photo with their team



The mall incorporates natural landscapes with sports facilities, creating a diverse space for shopping, leisure and sports



Listening and learning attentively

PAST EVENTS

<< continued from page 11

HaiYa Mega Mall, Shenzhen



Our group arrived bright and early



Briefing by the HaiYa mall manager (extreme left)

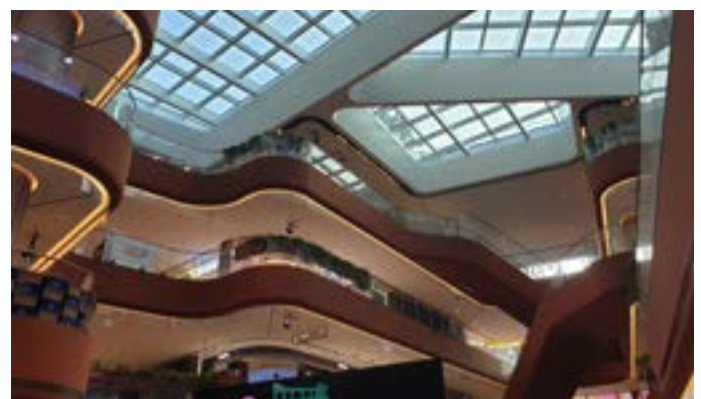


The HaiYa Arts Centre offers a 1,200 seat theatre for performing arts

Airside, Hong Kong



The Airside team showed our participants the eco-friendly and sustainable features of their newly opened mall



The mall's balustrades are made from recycled materials

PAST EVENTS

<< continued from page 12



Group photo with the teams from Airside and ISCM



Participants were amazed with the 'walkable' rooftop solar panels

K11 Musea, Hong Kong



The mandatory photo for the records with the ISCM and K11 teams



Ceiling décor at the main atrium depicts grandiosity as it integrates art and cultural experiences with retail



Participants marvelling at the atrium decor



Cute floor decals



TTT: Zero Chemical Cooling Tower

10 OCTOBER 2024 | THE MINES BEACH RESORT



With 24 participants in attendance, the talk was hosted by DeScale Green Solution and graced by YB Tuan Haji Akmal Nasrullah Mohd Nasir, Deputy Minister of the Ministry of Energy Transition and Water Transformation (PETRA) (standing 7th L-R)



General Manager Aaron Ho enlightening participants about zero-chemical water treatment systems designed for cooling tower and as well as heating, ventilation and air conditioning systems



Understanding Public Liability in Shopping Malls

24 OCTOBER 2024 | DAMANSARA INTAN, PETALING JAYA



An enthusiastic audience of 45 persons attended this talk hosted by Firmus Financial with speakers Ceci Yap and John D Cruz from Tokyo Marine Insurans (Malaysia). With many relevant case studies being presented, participants had a lively question and answer discussion and found the session enlightening.

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Humanising Digital Transformation for Shopping Malls

12 NOVEMBER 2024 | VICTORY CENTRE, CENTREPOINT BANDAR UTAMA, PETALING JAYA



Freshideas hosted the talk with speakers Samuel Yau and Charles Manuel sharing on how digital transformation can be made accessible, manageable, and beneficial for all team members in shopping mall operations. Forty-five participants were in attendance.

Stay Informed about Budget 2025

27 NOVEMBER 2024



The above webinar was arranged in collaboration with United Overseas Bank (UOB) with 81 participants in attendance. Speaker Ms Christine Tan, SQL Account Managing Director presented on tax adjustments and economic policy shifts which would assist malls to position their business to maximise opportunities and navigate potential challenges stemming from the new budget.

PAST EVENTS

Southern Region Meeting

15 NOVEMBER 2024 | ST GILES SOUTH KEY, JOHOR BAHRU



The annual meeting with Southern region malls saw 24 members in attendance updated on recent activities and events as well as regional happenings relevant to shopping malls.



The PPKM team from Kuala Lumpur was led by Ir YL Lum together with Tan Joon Kai and Chris Chong. All had a great networking session together.

PAST EVENTS | TOURNAMENT

PPKM Bowling Tournament

26 OCTOBER 2024

The event saw participation of 28 teams from 13 malls and we wish to express our thanks again to Mesa Mall for their kind sponsorship.



Great Eastern Mall is champion again!



1st Runner up: 1 Utama Shopping Centre



2nd Runner up: Mydin Mall

Toilet Of The Year Awards (TOTYA) 2024

Since the inaugural awards last year, the TOILET OF THE YEAR AWARDS (TOTYA) 2024 was again organised by the Ministry of Housing and Local Government and attracted 656 entries, which represented an 80% increase in the number of entries. There was a total of seven categories for the Awards which saw participation from all over the country. CONGRATULATIONS to our member malls for their keen effort to raise the BMW standards in toilets (B=Bersih, M=Mewah, W=Wangi)



L to R:
Finalists from PPKM member malls:
Hasliza Abu Talib, Joseph Chu & Lau Teck Ching from Sutera Mall, Johor Bahru; Sivanyanam Subramaniam, Chuah Pui Xi & Veronica Metcalfe from Sunway Carnival Mall, Penang and Mohd Hisham Fazlee Sudin & Peter Chan from East Coast Mall

CONGRATULATIONS to Team Sunway Carnival for receiving the Toilet of the Year Award 2024 from YB Tuan Nga Kor Ming, Minister of Housing and Local Government (4th from left)

Malaysia Year End Sale (MYES) 2024

15 NOVEMBER TO 31 DECEMBER 2024

Tourism Malaysia announced the media launch of the Malaysia Year End Sale (MYES) 2024 which ran from 15 November 2024 to 1 January 2025. MYES 2024 offered exciting shopping and tourism experiences, including diverse range of goods, accommodation, transportation and food and beverage options, together with many activities and promotions at shopping malls nationwide. There were also midnight sales at various locations, including Aeon Mall Tebrau City, Mitsui Outlet Park KLIA Sepang, Freeport A'Famosa Outlet Park, Aeon Mall Kota Bharu, Sutera Mall Johor Bahru and The Exchange TRX.



L-R: BE Law, Deputy President, Malaysia Retailers Association (MRA); Phang Sau Lian, PPKM President; Ybros Dr Yasmee Yasim, Deputy Secretary General (Tourism), Ministry of Tourism, Arts & Culture; Datuk Manoharan Periasamy, Director General, Tourism Malaysia and Dheeraj Raina, Vice President, Marketing, MasterCard

SNIPPETS

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The main focus of the upcoming Year End Sale scheduled as abovementioned will be on Midnight Sales which member malls are encouraged to organise for retailers at your malls during the abovementioned period. This campaign will encourage domestic tourists and increase international tourist arrivals from countries such as Singapore, Indonesia, Brunei and Thailand. It will also boost the shopping component of tourists' expenditure in the run-up to Visit Malaysia Year 2026.

For further information, you may email to enq-megasales@tourism.gov.my



Seminar: FUTURE OF RETAIL

6 DECEMBER 2024 | THE CLUB BANDAR UTAMA

The half-day seminar themed *Unlocking Higher Profits & Productivity Through Retail AI, Automation & Digitalisation* was organised by Malaysia Productivity Centre (MPC) and Small and Medium Enterprises Association (SAMENTA) with collaboration by PPKM and Malaysia Retailers Association (MRA) with more than 95 participants supporting the event.



Representatives from PPKM and MRA participated in the panel session on *How relevant is AI, Digitalisation & Automation to the growth and success of the Retail & Shopping Mall Industry?*

L to R:
Alex Chong - Sales Director, QR Retail Automation (QRR); Ir YL Lum, Vice President 2, PPKM; Cheong Peng, Vice President, Exabytes Digital Sales and Sr Faku Radzi Ab Ghani, CEO, SACC Mall

MEMBERSHIP 2024

CORPORATE MEMBERS

118 Mall
163 Retail Park
1 Utama Shopping Centre
1Shamelin Shopping Mall
Island Plaza
Jaya Shopping Centre
Jetty Point Duty Free Complex
Johor Bahru City Square
Johor Bahru City Square Office Tower
Johor Premium Outlets
KB Mall
KL East Mall
KL Gateway Mall
Kluang Mall
KLEC Mall
Kompleks Bukit Jambul
Kompleks Metro Point
Kompleks Mutiara
Kompleks Star Parade
KOMTAR, Penang
Kota Raya Complex
KSL City @ Johor Bahru
KSL Esplanade Mall
KTCC Mall
Kuantan Parade
KWC Fashion Mall
Kulim Central
Larkin Junction
Lot 10
M3 Mall
Mahkota Parade, Melaka
Maju Junction Mall
Megah Rise
Megamall Pinang Shopping Complex
Melawati Mall
Menara Komtar
Mesamall
Mesra Mall
Mid Point Shopping Complex
Mid Valley Megamall
Mid Valley Southkey
Mitsui Outlet Park KLIA
Mitsui Shopping Park LaLaport BBCC
Mydin Mall
MyTown Shopping Centre
Naza Tower, Platinum Park
New World Park
Nexus Bangsar South
Nu Sentral
Ole Ole Shopping Centre
Paradigm Mall
Paradigm Mall Johor Bahru
Pasaraya Komuniti @ Mart Kempas
Pavilion Bukit Jalil
Pavilion Kuala Lumpur
Paya Bunga Square (PB Square)
Pearl Point Shopping Mall
Pedas RSA
Pelangi Leisure Mall
Penang Sentral
Perling Mall
Pertama Complex
Pier8 Retail Mall
Plaza Low Yat
Plaza Merdeka
Plaza Metro Kajang
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Shah Alam
Prangin Mall
Publika Shopping Gallery
Quayside Mall
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
R & F Mall
SACC Mall
Sarawak Plaza
SB Mall
Seremban Prima
Segamat Central Shopping Centre
Sejati Walk
Semua House
Setapak Central
Setia City Mall
Shaw Parade KL
Shaw Centrepoint
SK One Mall
SkyAvenue
South City Plaza
Star Avenue Lifestyle Mall
Starhill Gallery
Straits Galleria
Straits Quay Retail Marina
Strand Mall
Subang Parade
Sungei Wang Plaza
Sunshine Tower
Sunsuria Forum
Sunway Big Box

Sunway Carnival Mall
Sunway Citrine Hub
Sunway Giza Mall
Sunway Putra Mall
Sunway Pyramid
Sunway Velocity
Suria KLCC
Suria Sabah Shopping Mall
Sutera Mall
Taiping Mall
Tasek Central
Larkin Sentral
Terminal One Shopping Centre
The Commune Lifestyle Mall
The Curve
The Exchange TRX
The Hills
The Linc
The Gardens Mall
The Main Place
The Mines
The Shore Shopping Gallery
The Spring
The Spring Bintulu
The Starling
The Summit Subang USJ
The Waterfront @ Parkcity
Toppen Shopping Centre
Tropicana Gardens Shopping Mall
Utropolis
Vivacity Megamall, Kuching
Wangsa Walk Mall
Wetex Parade Shopping Centre
Wisma Sanyan
Zenith Lifestyle Centre

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