



**PPK Malaysia**

Malaysia Shopping Malls Association  
PPI2389/04/2013 (031984)

**ISSUE41**

Untuk Ahli Sahaja

**NOVEMBER 2018**

# Experiential Shopping



**NewsNetwork**

## FEATURES

Does size matter for a shopping mall?  
Experiential Shopping

## WATCH OUT

Study Trip to Jakarta (Safety & Security)  
Amazing Mall Challenge  
Marketing Workshop for East Malaysia

## WHAT'S NEW

R&F Mall & Central i-City



Dear members,

The last quarter of 2018 is already here, and it has surely been a remarkable year for all of us in Malaysia. Although the economy has remained challenging together with the business of managing shopping malls, there is definitely optimism amongst all practitioners in the industry.

Today, most shoppers, especially with the younger set, engage in online searches before their shopping journey. So, it is ever more important for malls to maintain their online presence. We are also in the cusp of technological advances for the retail business with numerous novel and innovative aspects being introduced into our realm – mobile apps which present ‘augmented reality’ for shoppers to ‘try on’ clothes in a virtual fitting room, to test out how new furniture would actually look in your own living room or even ‘magic mirrors’ to display or even how make-up would look on the individual. There are also detectors located in strategic places to track shopping pathways so that mall management may make intelligent decisions for optimal shopping mix and appropriate locations and so on. Technology often has a reputation for creating disruptions to traditional practices and systems but it is also up to us to take advantage of technology to enable better efficiency and productivity in our operations and management.

The trip to malls nowadays is not merely for shopping. There are just so many things to do at a mall, from leisure to entertainment, theme parks and to keep fit and healthy. The malls’ merchandise and tenant mix are constantly changing, with the significant trend of increasing F&B, which has achieved up to 30% in some malls with the rest comprising mid-tier brands, fashion and entertainment outlets.

The shopping journey is now all about being ‘experiential’ where malls strive to appeal to all five senses (or more) in their marketing campaigns to attract and retain shoppers. Winners for our recent PPKM Awards 2018 were announced recently and we are indeed very inspired to note the remarkable creativity, variety and imagination of the winning entries, more so from malls outside the central region. Our heartiest congratulations to all winners as you continue to raise standards of EXPERIENTIAL SHOPPING.

On another note, there are also numerous finalists from amongst Malaysian malls at the ongoing ICSC’s RECon Asia-Pacific Marketing Awards 2018. Do keep up the good work to bring up our malls to yet another level.

As an extension of PPKM’s core aspirations and goals of Education and Training, we have brought yet another group of shopping personnel for a study trip to Tokyo recently. We look forward for participants to bring fresh ideas and insights from Japanese malls and retailers in the months to come.

The annual CASC Conference 2018 has been recently concluded in Bali and we are pleased to advise members with this early notification that we shall be hosting CASC Conference 2019 in Malaysia. We shall need our members to host the mall visits, gather all our available resources and more importantly, we look forward to your strong support and participation to make this a successful event.

Last but not least, with the year-end festivities coming around very soon, we wish you our warmest Season’s Greetings!

Warmest regards,

**TAN SRI DATO TEO CHIANG KOK**  
President

## PPK MALAYSIA OFFICE BEARERS 2018 - 2020

### HONOURABLE MEMBERS OF ADVISORY BOARD

Tan Sri Datuk Eddy Chen  
YBhg Dato’ Ngeow Voon Yean  
Mr Kumar Tharmalingam  
Mr Richard Chan  
YBhg Dato’ Joyce Yap  
Mr HC Chan

### EXECUTIVE COUNCIL MEMBERS

**President**  
YBhg Tan Sri Dato’ Teo Chiang Kok  
**Vice President I**  
Ms Phang Sau Lian  
**Vice President II**  
Ms Kung Suan Ai  
**Honorary Secretary**  
Mr MK Foong  
**Assistant Secretary**  
Mr KK Lim  
**Treasurer**  
Mr Tan Joon Kai  
**Assistant Treasurer**  
Mr William Tang

### COMMITTEE MEMBERS

**PR & Publicity**  
Mr Joseph Yeoh  
**Social**  
Mr Patrick So  
**Research**  
Ir YL Lum  
**Sports**  
Mr Darren Hee  
**Special Project**  
Dato Sri Vincent Tiew  
**Training/Seminar**  
Ms Jenny Chan  
**Technical**  
Mr Vincent Chong  
Mr Goh Chong Wooi  
Ms Eunice Lim  
**Northern Region Representative**  
Mr Chow Heng Wah  
**Southern Region Representative**  
Ms Zahayu Shima Ayub  
**Sarawak Representative**  
Datin Christine Ling  
**Sabah Representative**  
Mr David Lau  
**Internal Auditors**  
Mr BK Hiew / Mr Joseph Teo



**Publisher**  
PPK MALAYSIA (Malaysia Shopping Malls Association)  
A608, 6th Floor, Block A (Lobby No. 2), No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Malaysia  
Tel: 603 – 7727 6202/6232 Fax: 603 – 7727 6203  
Email: secretariat@ppkm.org.my URL: ppkm.org.my

**Printer**  
Chameleon Creative Print Sdn Bhd (1124452-V)  
No 17, Jalan Gangsa SD5/2D,  
Bandar Sri Damansara,  
52200 Kuala Lumpur

We wish to acknowledge our thanks to the following for the images on the cover:

- Air Rider / Flow Rider at 1 Utama Shopping Centre
- IOI City Mall
- Selfie Museum Kuala Lumpur

## R&F Mall to bring in Shanghai's Bund experience



Facade of R & F Mall

The three-storey R&F Mall, strategically sited at the bund of Johor Bahru (JB), is all set to open in December to usher in its first event, a Christmas Wonderland. Housed inside its net lettable area of 532,000 sq ft will be retail outlets featuring international fashion, sports, casual and fine dining, beauty and health as well as home living.

Besides having Jaya Grocer as its anchor premier supermarket that occupies 22,738 sq ft, the mall will be debuting the first luxurious Emperor Cinema in Southeast Asia (SEA). In its 41,762 sq ft of floor space, this flagship cinema will

have reclining leather chairs, VIP rooms with footrests, and charging stations.

There will also be a children's zone taken up by Kiddomo Universe that occupies 14,847 sq ft of space while Sports Direct, UK's largest sporting goods retailer will encompass 17,854 sq ft of the area.

Describing the mall as uniquely different from others, R&F Princess Cove Sdn Bhd general

manager Hu Gang Zhi says at its launch in December, shoppers can expect a grand Christmas decoration and celebration. "We want them to feel like they are overseas, just like walking at the bund in Shanghai!"

The mall's vision is to create an iconic destination that will constantly surprise and stimulate shoppers with its everchanging year-round calendar of festival and events.

R&F Mall is part of the developer's first hotels, offices, parks, shopping malls, clubhouses and apartments (HOPSCA) marina living concept introduced in SEA. R&F Princess Cove's parent company, Guangzhou R&F Properties Co Ltd, is listed in the Hong Kong Stock Exchange with overseas markets that include Australia and South Korea.



R & F Mall's interior

## Central i-City to stomp shopping scene with new concepts and design layout



Artist's impression of Central i-City

The RM850 million Central i-City Shopping Centre, located in Klang Valley's most advanced technology and lifestyle hub as reflected by its name, is targeted to open its doors for business come January 2019.

Comprising six levels of retail space with a net lettable area of 940,000 sq

ft, it will house 350 retail shops that will serve over 900,000 residents in Klang and 700,000 residents in Shah Alam, Selangor.

Its anchor tenants include Sogo Department Store, covering 200,000 sq ft that is spread over four levels with new brands, contemporary fashion apparel and lifestyle labels, a children's department and home-improvement products.

TGV Cinemas, another major tenant, will have an IMAX screen equipped with the latest audio and visual technology and an

IMAX hall catering to an audience of 1,800. The cinema will also feature the largest Samsung ONYX+ screen in Southeast Asia. There is also the flagship 40,000 sq ft Village Grocer, the largest in the region.

Central i-City is a 60:40 joint-venture between Central Pattana Public Co Ltd of Thailand (CPN) and I-City Properties Sdn Bhd, an affiliate of i-Berhad. CPN, Thailand's largest retail developer, currently manages 33 shopping centres under the CentralWorld, CentralPlaza and CentralFestival brands.

CPN Ventures Sdn Bhd Chief Operating Officer Anthony Dylan remarks, "Central i-City aspires to be the 'centre of life' to the people of Klang and Shah Alam; an iconic space for them to spark a new everyday experience, where the familiar is always new."

Among the mall's unique features is its first-of-its kind vertical transportation system, comprising four dedicated stacks of escalators from basement 3 right up to its highest level on the fourth floor.

Synergistic clustering, an infinity layout plan and a 'morning-to-night' concept thematic ambience



Artist's impression of Central i-City's interior

## ICSC RECON ASIA-PACIFIC 2018, 22 – 25 OCTOBER 2018, MANDARIN ORIENTAL KUALA LUMPUR

ICSC's premier event in the region is now here in Kuala Lumpur where leaders of the retail real estate industry meet up with mall practitioners to develop professional skills and to discover new business opportunities.

The programme features two keynote presentations on "Retail Places - The Future is Not What it Used to Be!" by Michael Brown of A.T. Kearney, and "Retail at Its Best: A Visual Tour of Innovative Trends from Around the Globe" by Mike Atkin, President, Retail Design Institute Hong Kong, Director, HEAD Architecture and Design, Hong Kong.

The conference also includes sessions on Farewell "Bricks vs. Clicks", Say Hello To Your New Neighbors, Should We Continue To Develop Shopping Centers?, Sorry, It's Not Cosmetic Surgery, Mipsters, Applause for Avant Garde and many others.

Participants of RECon Asia-Pacific will also visit Kuala Lumpur's leading shopping centres and attend the presentation of ICSC Asia-Pacific Shopping Center Awards and a NextGen Workshop for young professionals.

Mall visits include the following:

### Tour 1

- Suria KLCC
- Pavilion Kuala Lumpur
- Lot 10

### Tour 2

- Central Market
- Publika Shopping Gallery
- 1Utama Shopping Centre

### Tour 3

- Mid Valley Megamall
- The Gardens Mall
- Sunway Pyramid

on different levels of the mall will be deployed to stimulate spending and a never-ending shopping experience. There will be three levels of basement car park and even the washrooms are strategically located. Visit [www.central-icity.com.my](http://www.central-icity.com.my) for more information.

# STUDY TRIP TO TOKYO

7 - 11 October 2018

Shopping in Japan is invariably vibrant and vivacious, with eye-catching mall architecture, rooftop gardens, impeccably polite services and “only one” shops in certain malls. Our study trip of 40 participants ‘looked east’ this time and spent 4 fulfilling days experiencing a variety of Tokyo’s shopping malls.



PPK's flag flies high at the Japanese Imperial Palace



A thumbnail of the huge Aeon Mall Makuhari Shintoshin

Of these, Ginza Six is central Tokyo’s latest and biggest mall, opened just last year. Here there’s luxurious shopping, food and cultural entertainment with six-star extravagance emanating from the high-end brand shops at every turn.

Other flagship malls for Japanese fashion like Laforet and Shibuya 109, are just pulsating with cutting-edge designs for young ladies (and the young-at-heart).



Enjoying lunch with good company



The Ginza Six concourse “Where Luxury Begins”

With its location at the base of Tokyo Skytree, Tokyo Solamachi caters to a high influx of local and foreign tourists offering exclusive Japanese cuisine and merchandise and also boasts of an aquarium and planetarium.

At Roppongi Hills, the mall is differentiated by 4 separate themes offering their affluent shoppers “one & only” shops which can only be experienced here.



Arigatogozaimas to Toshihiko Takano-san for the briefing on Ginza Six (L to R: Takano-san, MK Foong, Tan Joon Kai, William Tang and Evelyn Lo



Takeshi Akiyama explains the mixed development concept of Roppongi Hills

Set on expansive reclaimed land located outside Tokyo city centre, the super-regional Aeon Mall Makuhari Shintoshin comprises of 3 huge separate buildings catering for general merchandise, pet lovers and a hypermarket. The catchment within close proximity includes a popular convention centre, numerous hotels and residences. Here, participants were given an informative briefing by Takafumi Yamasuge-san.



Dusk tranquility at Ginza Six’s 4,000 sq.m. rooftop garden

*“Great and good experience – (it gave me a) better understanding of Japan’s mall management and tenant mix”*

- Olive Tan, Hektar Group

A heartfelt THANK YOU also to our counterparts, Japan Council of Shopping Centers (JCSC) for their great assistance in arranging the mall briefings and for the most informative overview of Japan’s shopping malls.



The unforgettable mirrored entrance to Tokyo Plaza Omotesando Harajuku



Participants at Tokyo Solamachi (‘town in the sky’) at the podium of Tokyo Skytree, the tallest building in Japan

## Experiential shopping is here to stay

With shopping malls and retailers seriously evaluating the function of the physical store and grappling with the shift in customers' shopping habits, its operators have been paying more attention into improving their shoppers' in-store experience.

Experience is still king and experiential shopping, which involves meeting the in-store shoppers' latent sensorial, emotional and psychological expectations, is the way to go.

While the experiential marketing concept is not new to the industry, there has been an increasing use of innovative technology to provide shoppers with more interactive and immersive experiences.

They come in the form of artificial intelligence, virtual reality and augmented reality to engage, inform and entertain its shoppers and provide them with unique experiences. Such



L to R: Mr Manoharan Periasamy, Director of Advertising & Digital Division, Tourism Malaysia; Dato Haslina Abdul Hamid, Deputy Secretary General, Ministry of Tourism, Arts and Culture; Ms Ng Kah Kei, Sr Marketing Executive, Gamuda Walk (Gold Award); Mr Chris Ong, Sr Marketing Assistant Manager, Design Village Outlets (Silver Award) and Mr Richard Chan, Advisor, PPK Malaysia

enhanced shopping experiences are often translated into higher profits and footfall for the retailers and mall operators.

A number of the malls have been improving their customers' experience, winning their minds and wallet-share by providing an immersive environment, personalised services and establishing strong customer relationships via playing a role in the community.

Do they have to spend a lot to achieve this? Not really, as shown from some of the campaigns carried out by the six



L to R: Mr Manoharan Periasamy, Director of Advertising & Digital Division, Tourism Malaysia; Dato Haslina Abdul Hamid, Deputy Secretary General, Ministry of Tourism, Arts and Culture; Mr Chin Thau Tshung, Leasing Manager, Imago Shopping Mall (Gold Award); Ms Phang Sau Lian, General Manager, Sunway Putra Mall (Silver Award) and Mr Richard Chan, Advisor, PPK Malaysia

winner of the recent PPKM Awards 2018 for Best Experiential Marketing.

Herbie Tan, the retail general manager of **Gamuda Walk**, which won the Gold Award under Category A for malls with 500,000 sq ft of net lettable space and below, explains, "As a responsible developer, Gamuda Land inculcates the value of caring for the people and community, creating places that they can call home."

Being part of Gamuda Land's maiden township in Kota Kemuning, Tan says their brand values inspired them to come up with the Ringg-It for My School campaign, which turned out to be a rewarding experience not only for his team but also for the schools and its shoppers.

The campaign, which garnered 11,900 votes in three months for the mall, infused a "feel good" factor for its shoppers as they are able to help others. He quips, "The challenge for a neighbourhood mall like ours is to keep marketing budget low while remaining creative in our experiential marketing campaigns." The majority of its budget was for prizes for the schools.

Category A Silver Award winner, **Design Village Penang** Senior Assistant Marketing Manager Chris Ong Ghee Chong says as an outlet mall that is less than one-and-a half years old, it collaborated with the Penang state government, Penang Global Tourism and TLM Event in the Penang International Food Festival 2018/Food Truck Invasion.

While acknowledging that such strategic partnerships have impacted its mall's experiential marketing programme and helped to enhance their brand name in the market, he adds, "We also managed to set a new Guinness World Records' title for being the largest food truck rally at a single event."

Minimum investment was put into this event. Like its sister company, The Spring, Kuching, which was a gold winner for the past two consecutive years' PPKM Awards, Ong believes in upholding the group's core values to be the most trusted brand in owning, developing and managing malls that deliver "fresh" shopping experiences.

For **Imago Shopping Mall**, Kota Kinabalu, which emerged as the Gold winner the third consecutive year for best experiential marketing under Category B for malls with NLA of 500,001 to 999,999 sq ft, its leasing manager Chin Thau Tshung attributes it to "creativity and being in trend with customer behaviour" when it created The Odyssey,

a theme inspired by a water-based ride in Disneyland Hong Kong, for Christmas last year.

As a result, Imago managed to hit milestones in terms of sales, traffic and publicity whereby its vehicular traffic saw an average of 22% increase while its average sales rose 35%.

Chin shares, "Imago has always taken steps to differentiate ourselves from other competitors via our decorations and events. We always push ourselves to come up with better ideas and concepts in order to stay relevant for our shoppers and tenants."

For **Sunway Putra Mall**, which won the Silver Award under Category B where its Mid-Autumn Festival last year made it into Malaysia Book of Records for the tallest lantern made from recycled fabrics, its general manager Phang Sau Lian says, "We did not spend much as we worked together with Kloth Cares and the International University of Malaya students, who contributed their time and skills to complete the lantern."

"Prior to the campaign, our shoppers donated fabrics and used clothes into the recycling bin provided by Kloth Cares, which reused them to make other products."

For Category C malls of one million sq ft of NLA and above, its winners this year have won PPKM Awards before for their best experiential marketing, Silver winner, **1 Utama Shopping Centre** general manager Patrick So says, "Our aim is to always create events that are the 'talk of the town'. Getting feedback, whether positive or negative, helps us further improve."

"As with all our events, we work within an allocated budget that is used mostly for visual merchandising (VM) set-up and shopper activities. For Let's Jungle Up, we saved a good portion of the VM funds by recycling props left over from previous events and also produced some structures and decorations ourselves to save cost instead of contracting out the entire set-up to a supplier."

For its events and experiential marketing promotions to be successful, So also believes in teamwork. Being flexible is also crucial given last minute or unexpected changes.

Gold winner **Pavilion Kuala Lumpur** director of marketing Kung Suan Ai says, "With every campaign, we try to challenge ourselves and exceed our own expectations. It takes meticulous planning, creative strategies, good partnerships and the art of storytelling to generate excitement and experience



L to R: Mr Manoharan Periasamy, Director of Advertising & Digital Division, Tourism Malaysia; Ms Kung Suan Ai, Director, Marketing, Pavilion Kuala Lumpur (Gold Award); Dato Haslina Abdul Hamid, Deputy Secretary General, Ministry of Tourism, Arts and Culture; Mr Patrick So, General Manager, 1 Utama Shopping Centre (Silver Award) and Mr Richard Chan, Advisor, PPK Malaysia

in every way possible.

"Since we are celebrating Pavilion KL's 10th Anniversary this year with the theme Visit Pavilion 2018 'Celebration of Dreams', we created a beautiful Dream Garden of Prosperity with 8,888 cascading petals complete with interactive experiences and shows for the Chinese New Year (CNY).

"Similarly, with all our major festivals, we spent in excess of RM1 million for our entire CNY campaign. The return on investment was good as we generated higher traffic, spend and partnership results, one of the main criteria of the award judging."

### WHAT'S NEXT AFTER PPKM AWARDS?

Moving forward, Kung, who is also PPKM Vice President II, can envisage PPKM award winners contesting next at the Asian level since the association is member of the Council of Asian Shopping Centers (CASC). "This will help motivate and elevate further the quality of marketing campaigns from Malaysia."

Following the success of PPKM Awards for Best Experiential Marketing, Phang, who is the association's Vice President I, hopes it will come up with a Digital or Social Media Awards for the members while Chin from Imago welcomes a Cause Related Marketing and Best Shopping Mall Marketeer Awards.

He believes the Cause Related Marketing Awards can be best promoted via charity, aiding the non-profit organisations. Besides encouraging more malls to participate, they will be helping those in need. "The Best Shopping Mall Marketeer Award is for malls to showcase their all-round marketing and not just focus on a specific event. With increasing digitalisation worldwide, it is best to showcase what a mall can offer throughout the year in order to attract patrons."

Ong from Design Village Penang would like to see the PPKM Awards extended to cover mall management that includes aspects such as leasing, customer service, marketing, building services and housekeeping.

**PPKM AWARDS 2018 – BEST EXPERIENTIAL MARKETING**

Following recent global trends, Malaysian shopping malls of today no longer only offer retailing or 'shopping' - they have evolved to become more like a gathering place for the community.

Within this process of malls evolution, Malaysian malls have gathered a reputation of offering 'experiential shopping' where going to the mall is an experience by itself. Malaysian malls are well known for their creative marketing campaigns and décor to create the right ambience to entice shoppers and to keep them coming back for more as competition amongst malls is keen. To recognise these innovative efforts, PPK Malaysia organised the inaugural awards in 2016 and buoyed up by the enthusiastic response, continues this year with the same awards to encourage both big and small malls in their marketing campaigns.

A total of 43 entries from 21 member shopping malls were received, based on the malls' marketing programmes held from 1 July 2017 to 30 June 2018. These marketing campaigns covered the whole gamut of festival celebrations, themed events, sales promotions, public relations, advertising, new and social media, community projects, malls' relaunch events etc. It is noted that this year, several projects made it into the Malaysia Book of Records and the Guinness World Records, no small recognition indeed for our shopping mall industry.

The awards are categorised based on the following :

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

The judging was done digitally online and the criteria included the following:

- objectives and strategies • creativity • action plan
- results • budget and cost effectiveness •

The panel of judges comprised prominent industry practitioners from the Council of Asian Shopping Centers (CASC) and from Malaysia as follows:

- Ms Rowena Tomeldan, Philippines: Head, Ayala Malls Group
- Ms Maureen Fung, Hong Kong: Executive Director, Sun Hung Kai Properties (China)/Immediate Past President & Founding Chairman of Institute of Shopping Centre Management
- Mr Jeff Tsai, Taiwan: Chairman, Taiwan Council of Shopping Centers/Chairman & CEO of Globaltown Business Center
- Toshihiko Takano-san, Japan: Director & Chairman of International Committee, Japan Council of Shopping Centres/ Director of GINZA SIX Retail Management
- Mr Manoharan Periasamy, Tourism Malaysia: Director of Advertising and Digital Division, Tourism Malaysia

Entries were shortlisted to 22 finalists and there were two winners in each category, for Gold and Silver. The panel of judges commented that the entries were of high quality and most times, the scores were marginal. So, if you are not one of the winners, don't lose heart as you all have indeed performed well!

*Heartiest CONGRATULATIONS to all winners and a big thank you to all shopping malls who have participated and supported our Awards, PPK Malaysia will continue to pay tribute to excellence in the industry.*

**CATEGORY A**

**Gold:** Gamuda Walk, Shah Alam: *RINGG-IT FOR MY SCHOOL*

The common ground for everyone in a town is the community, where people know one another, live and play together and look out for each other. A good town is also when the community comes together and do their part to help one another. Gamuda Walk invited shoppers and patrons in Kota Kemuning to do their part for the local communities. The "RINGG-IT for My School" campaign aimed to assist the local schools in acquiring school necessities and funds to repair the schools' facilities which are required for the students to have access to a conducive learning environment.



**CATEGORY B**

**Gold:** Imago Shopping Mall, Kota Kinabalu: *Christmas 2017 - The Odyssey*

It was a joyful Christmas ride at Imago Shopping Mall with the creation of "The Odyssey", a theme inspired by "It's A Small World", a water-based ride available in Disneyland (Hong Kong) that featured a fantasy-island with a boat ride through several fantasy themes. At "The Odyssey", children embarked on a boat ride and sailed through five different stories and themes such as Santa's Workshop, Santa and His Reindeers, The Gingerbread House, Alice In Wonderland, and Goldilocks and The Three Bears. Each of the decorations and props portrayed individual designed themes.



**Silver:** Design Village Penang's Outlet Mall: *Penang International Food Festival 2018/ Food Truck Invasion*

Design Village Penang's Outlet Mall is the greenest mall in Malaysia and the only outlet mall in the northern region. Design Village collaborated with Penang State Government, Penang Global Tourism, and TLM Event in Malaysia's premier food festival, the **Penang International Food Festival/Food Truck Invasion** that set a new Guinness World Records title for the largest food truck rally at a single event. This was a tremendous opportunity to promote the new township of Bandar Cassia, Penang with Design Village being the pioneer.



**Silver:** Sunway Putra Mall, Kuala Lumpur: *Mid-Autumn Festival*

The mall organised a **Mid-Autumn Festival** where shoppers could go back in time to reminisce how the festival was celebrated in ancient China. The mall made it into the Malaysia Book of Records for building the tallest lantern made of recycled fabrics under the Arts & Entertainment category with 10.51 m height and 3.98 m width. More than 2,000 public and underprivileged kids gathered for the Lantern Parade for a memorable shopping experience, with various offerings under one roof. The well planned MarCom programme improved the overall mall traffic and retail sales performance.



## PPKM GLAM HATTER'S GALA, 29 AUGUST 2018

Our biennial dinner was an excellent opportunity for all shopping practitioners to get together for closer networking amongst the shopping mall and retail fraternity, in celebration of everything related to malls in Malaysia. The event was privileged to be graced by Dato Haslina Abdul Hamid, Deputy Secretary General, Ministry of Tourism, Arts and Culture.

As it was themed 'Glam Hatter', the majority of the over 800 guests dressed up in their best glam outfits and were suitably attired with hats and other adornments. Several guests qualified and vied for the best dressed contest which was eventually won by Cdr (R) KH Khoo of The Curve.



Welcome to the Glam Hatter's Gala!



PPKM Committee 2018-2020 being presented on stage



The shopping fraternity busy networking and enjoying each other's company



Lady Glam Hatters – we are pretty, too!



The winning Glam Mad Hatter a.k.a. Cdr (R) KH Khoo of The Curve

### CATEGORY C

**Gold:** Pavilion Kuala Lumpur: Chinese New Year 'Dream Garden of Prosperity'

2018 is a milestone year for Pavilion KL as it celebrates its 10th year anniversary. VISIT PAVILION 2018 'Celebration of Dreams' was launched, promising a year filled with priceless experiences, personalised indulgences, amazing rewards and fulfilment of dreams for shoppers and community. The Chinese New Year 'DREAM GARDEN OF PROSPERITY' in 2018 was a fulfilment of that promise with resounding success. The mall achieved one of the highest ROI with growth of 10.6% in total visitors, 22% in publicity value, 48% in redemption numbers, 230% in redemption receipts and 418% in social media engagement compared to Chinese New Year 2017.



**Silver:** 1 Utama Shopping Centre, Petaling Jaya: Let's Jungle-Up'

Kids were able to experience the perfect 'JUNGLE adventurous' activities indoor in a shopping centre where they were normally available outdoors. Fun-tivities and workshops were lined up during this school break to get the kids away from electronic gadgets. Mini adventurers loved the fun and experience as they participated in great Let's Jungle Up fun-tivities such as the paddle boat, roller orb ball, climbing up the bird watching house and more.



Finalists of the Best Hat Contest



The exhilarating hatters' dance

- **76%** of respondents indicated that shopping mall size directly influenced their choice
- **Number** of stores in a mall also an important factor



by Timothy Liew & Pamy Wong

Shopping, some would call it the favourite past time of most Malaysians. For us as consumers or visitors to the mall, is the size of a shopping mall integral to which mall we ultimately decide to visit?

In short, the age old question we are trying to seek an answer to: Is bigger better?

To answer this question, a survey was conducted by us among a small sample of shoppers (about 140 participants) and we found that 76% of the respondents indicated that size directly influenced their choice when deciding on a mall to visit.

It was also noted that 74% of the respondents indicated that the number of stores available in a mall was also an important factor for deciding which mall to visit.

However, a quick check with our partner Stratos Consulting Group shows that mall openings which are less than 500,000 sq ft of net lettable area (NLA) have been increasing since 2000.

Leading up to 2000, 82.5% of all malls opening in Malaysia were of less than 500,000 sq ft but this number increased to 86% since then.

**Contributing factor**

Malls, in this instance, also refer to retail centres that have at least 50,000 sq ft of NLA, which includes hypermarkets and retail podiums.

Granted that our survey sample is small, this brings us to another interesting question:

Could this be a contributing factor as to why some of the smaller malls in the Klang Valley, which have opened in the last 18 years, have been doing less well because these malls run contrary to what the market is looking for as indicated by our survey respondents?

Regrettably, this is a question which is too difficult to for us to answer within the context of this article.

We further followed up that question with another one: We wanted to understand what exactly do shoppers go to a shopping mall for?

The response from our survey pointed out that an overwhelming 83% of respondents choose to visit the mall is search of food followed closely by 69% who responded that getting groceries was their primary purpose, while 68% indicated that entertainment was what drove them to visit the mall.

What was surprising to us was

# Does size matter for a shopping mall?

that meeting with friends and family only came in fourth, with 59% of respondents.

Another study conducted in Singapore entitled 'The magnetism of suburban shopping centres: Do size & cineplex matter?' by Joseph Ooi and Loo-Lee Sim found that mall visits by shoppers were usually multipurpose by nature and the results shown in that study identified an opposite trend from ours where meeting with family and friends (57.7%) was the main reason followed by shopping (52.7%) and lastly for meals (46.0%).

But we believe that that study and our own survey both show that to shoppers, size of the shopping mall does factor into their decision about whether to visit a particular mall.

**Ease of parking**

Granted that the size of a shopping mall matters in the destination choice of mall shoppers, we also wanted to find out whether there were other criteria which influenced shoppers' choice in this area.

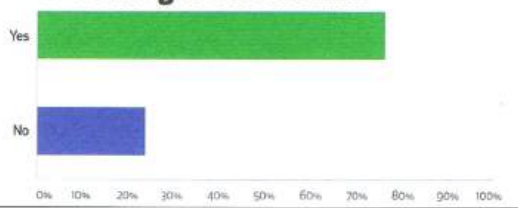
From information provided to us by Stratos Consulting and our own survey, we found that ease of parking (85% of respondents) represented a huge concern for shoppers in Malaysia when it comes to deciding which mall to visit, whilst 71% indicated that tenant mix was equally important.

However, we believe strongly that the time it takes to travel to a specific mall also factors into the equation for shoppers in deciding which mall to visit.

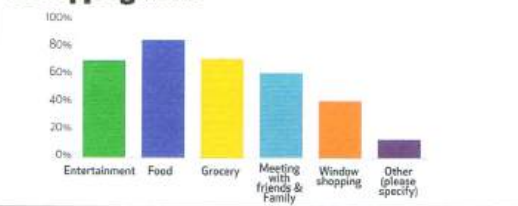
It is important to note that our survey covered this through from a slightly different viewpoint where we asked respondents if they would travel out of their usual home-to-work route to visit a shopping centre which promised great discounts and offers on its products and services.

Some 69% of the respondents

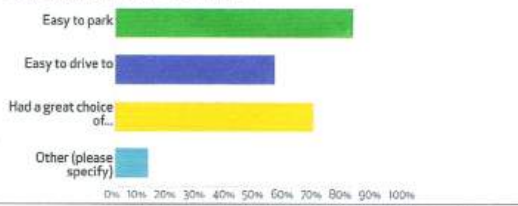
**Does the size of the mall affect your choice when deciding to visit the mall?**



**What are the main reasons for you to visit a shopping mall?**



**What matters to you more when deciding on which mall to visit?**



Source: Stratos Consulting Group

indicated that they would do so, which to us would explain the success of malls such as outlet shopping malls which draw in a huge number of visitors even though they are located away from major urban centres.

In conclusion, the answer to the question of whether bigger malls are better is an enthusiastic "Yes."

Research papers and surveys of shoppers do show that bigger malls are indeed better in their opinion.

Nevertheless, for us within the industry, we find the need to go beyond what the results are saying.

Yes, bigger malls are better but if we delve into the heart of the matter, we believe it is more

important that a mall fits and serves the needs of the community it belongs to, beyond just being bigger in size.

The mall needs to function as a common gathering centre where communities can share the space with their loved ones, friends, etc and relationships can be forged on top of the space serving as a place of commerce as well.

**Amazon example**

Why do we feel this way? Well, not many customers knew that they would want to eventually shop at what started out as a simple online bookstore back in 1994.

Amazon, an e-retailing behemoth, closed 2017 with US\$17.8 bil (RM730.08 bil) in sales and has considerably changed the way we as consumers shop.

The point we are getting at is this, Founder Jeff Bezos and the team at Amazon identified an un-met market potential to change the way people shopped for goods when all their competitors in the market either did not see it or it was not a priority for them (i.e. Amazon's competitors).

In the same vein, developers of shopping malls today need to see the unmet needs of the community where the mall is going to be built and ensure that the mall serves to meet those needs.

In that way, the mall can function not just as a space for commerce but more importantly, it can function as a space for the community to congregate, build and enrich their lives.

This helps grow a symbiotic relationship between the community and the mall.

When that happens, we think the size of the mall will not matter as much.

To borrow a line from Cheers, you want to go where everybody knows your name. **Focus**

*Timothy Liew and Pamy Wong of Visata Creative Sdn Bhd are members of the Malaysian Shopping Malls Association (Persatuan Pengurusan Kompleks Malaysia or PPK)*



Mid Valley Megamall is one of the biggest malls in Malaysia

This article is re-printed with permission from Focus Malaysia.



**STUDY TRIP TO JAKARTA (SAFETY & SECURITY ASPECTS), 8-10 NOVEMBER 2018**



Getting acquainted with the canine patrol in Manila (2016)

Following the previous technical study trips to Manila (2016) and Bangkok (2017), we are now planning to visit shopping malls in JAKARTA. This 3D/2N trip will hopefully look behind-the-scenes at how our counterparts in Indonesian shopping malls manage their safety and security matters, crisis management, like traffic control, crowd control and other operational areas transportation connectivity etc.

The itinerary will include iconic malls like Gandaria City, Kota Kasablanka, Senayan City, Plaza Senayan and/or Pondok Indah Mall which all have their individual characteristics and participants can pick up tips from the back-of-house operations unique to each mall.



With the operations team of Terminal 21, Bangkok (2017)

**WORKSHOP: MARKETING WITH FACEBOOK AND INSTAGRAM, EAST MALAYSIA, NOVEMBER 2018**



Participants getting hands on at the 2017 Klang Valley workshop

PPKM is now bringing our social media marketing workshop to Kuching and Kota Kinabalu in November 2018. In addition to traditional marketing processes, social media marketing plays an essential role to reach out to today's set of younger shoppers. It is social media which has now become increasingly important as a marketing tool and coupled with 'influencer marketing' where prominent individuals typically have a sway over the things other people buy, these may be used by retailers and shopping malls effectively to attract and retain shoppers.

The two-day workshops will be held from 13-14 November in Kuching or 15-16 November in Kota Kinabalu, where our speaker, Ms Vanda Chan will impart her knowledge as a social media and online marketing specialist, proficient in social media crisis management.

**PPK'S AMAZING MALL CHALLENGE, SUNDAY 4 NOV**

Calling for entries for teams from all member shopping malls!

We are organizing this inaugural treasure hunt event, shopping mall style. The route will start from Sunway Putra Mall (Starting Station) → 3 Damansara → Atria Shopping Gallery → D Pulze Shopping Centre (Finish Station). Participants will be expected to fulfill the 'challenges' in each of the four malls in order to complete the event, details to be announced in due course.

Do join us for a day of exciting fun as malls compete against each other to win cash prizes.



INDUSTRY NEWS

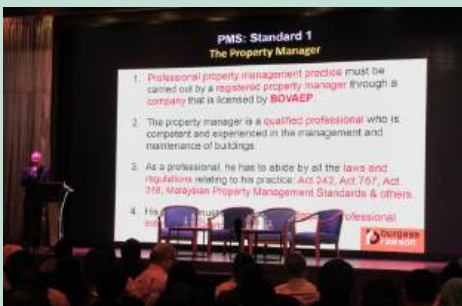
**REGISTRATION OF PROPERTY MANAGERS BOARD OF VALUERS, APPRAISERS, ESTATE AGENTS AND PROPERTY MANAGERS (BOVAEP) – BRIEFING ON 26 SEPTEMBER 2018**

**Final reminder for 2018:**

Registration is ongoing for the above wherein all qualified personnel working in property management, including shopping malls, are required to be registered as property managers.

As the window period of 2 January 2018 to 31 December 2018 is expiring soon, BOVAEP held a briefing in the Klang Valley wherein speakers spoke on the roles of property managers, JMBs and MCs; the registration process and procedures and standards of property management.

For further details, please check this out at our website or BOVAEP's website directly at [www.lppeh.gov.my](http://www.lppeh.gov.my)



Mr Wong Kok Soo, Group MD of Burgess Rawson explained property management standards to participants



Sr Hj Ishak b Ismail, CEO/MD of IM Global Property Consultants spoke on the role of property managers



There was overwhelming attendance from PPKM and affiliated organisations

## PAST ACTIVITIES

### CERTIFICATION COURSE IN SHOPPING MALL MANAGEMENT, 6-11 AUGUST 2018, RITZ-CARLTON KUALA LUMPUR



We are a happy shopping mall family!

The second session for this year held in Kuala Lumpur recently saw many new faces for the Marketing & Leasing and Operations & Maintenance modules. An enthusiastic class of 66 participants for Marketing & Leasing Part 1 found it a good learning experience and being briefed on the big picture of shopping mall management helped personnel to understand their roles better.

Participants for the Operations & Maintenance class found the mall technical visit comprehensive and enlightening as they were taken to familiarise themselves with back-of-house operations.

Once again, a big thank you to our dedicated speakers, some of whom have been with us since we started in 2002, and who continue to share their invaluable insights on marketing strategies and operational know-how.



Planning a marketing campaign with fellow team members



So, this is how a plant room looks like ...



Speakers Vincent Chong & Hj Ibrahim Yusoff (seated, 2nd & 3rd from the right) with participants from Operations & Maintenance Part 1

*"(The course is) very effective (with) useful information and insights about shopping mall management which can be effectively applied to my work"*

- Chong Lorene, Leasing Executive, Gurney Plaza

*"Good! – lots of input from this training"*

- Norhidayu Abdul Halim, Operations Executive, East Coast Mall

### MISSION TRIP BY TAIWAN'S CHINA PRODUCTIVITY CENTRE (CPC) AND MINISTRY OF ECONOMIC AFFAIRS (MOEA), 17 AUGUST 2018



Visiting the unique rainforest at 1Utama



Gifts were exchanged between Ms Lee May, Director-General, MOEA, Taiwan and PPKM, represented by Phang Sau Lian and KK Lim, Assistant Secretary (from R to L)



The Malaysian shopping mall industry is still strong and continues to grow

In collaboration with Taiwan's MOEA, CPC organised a mission trip of 20 participants to promote franchising cooperation between Taiwan and Malaysia, focusing on the F&B industry. 1Utama Shopping Centre hosted the joint meeting with key officers of PPKM and Malaysia Retail Chain Association (MRCA) where Ms Phang Sau Lian, PPKM's Vice-President 1 presented an overview of Malaysia's shopping malls scenario. Mr Simon Wong, General Manager, presented MRCA's overview of F&B businesses.

CPC was represented by their President, Mr Chang Pao-Cheng and numerous F&B business owners and managers who were keen to build restaurants and store channels.

### SPORTS & EVENTS CALENDAR 2018



Futsal Competition held on 22 July at The Padang, 1 Utama Shopping Centre received great response from 16 teams. The jubilant champion mall was Encorp Strand Mall (pix), with 1st and 2nd runners-up for 1Utama Team A & 1 Utama Team B respectively.



The team from Sunway Pyramid had the winning formula for September's badminton games which saw 12 teams in competition. Pavilion KL and 1Utama Shopping Centre followed as 1st and 2nd runners-up respectively.



D Pulze Shopping Centre kindly sponsored the Bowling Tournament at U Bowl on 13 October. With 19 teams in competition, 1Utama Team B became the 2018 winner with 1st and 2nd runners-up as Mid Valley Megamall and 1Utama Team A respectively

**SEMINAR: EVOLUTION IN MERCHANDISE MIX,  
6 SEPTEMBER 2018**

Shopping malls globally today are not just for retailing but have evolved to become centres for entertainment, leisure and social interaction. With Malaysia having the second highest retail spending per capita within the ASEAN region after Singapore, it is timely to take cognisance of global trends and their key implications for our malls so that we can be relevant for our consumers and shoppers in order to remain successful.

The half-day seminar at Sime Darby Convention Centre saw participants picking up tips from Property Economist, Mr David Larkin, Director at Cistri who represents Urbis Australia's international business.



David shared pertinent and significant pointers on the evolving changes relevant for shopping malls and the need to embrace digital disruption



Useful presentation for a great mall overview

**TEH TARIK TALKS**



With everyone invariably attached to their mobile phones today, it is ever more imperative to have strong and comprehensive phone signal coverage inside shopping malls. The TTT held on 10 July 2018 found that the host, OCK Telco Infra SB, collaborates with major mobile telcos and provides mobile signal coverage for qualified shopping malls at no cost to building owners.



Participants attended the digital afternoon tea talk on 19 September 2018, which focused on the Phygital Experience by Nearby Group, which bridges the gap between the digital and physical worlds. It was an engaging experience as participants learnt about how Phygital activations help mall owners and managers to better interact with their shoppers while tracking and anticipating their behaviour and supporting tenants.

**SECURITY & SAFETY TRAINING, 3-4 OCTOBER 2018**



Feeling 'safe and secure' in this class of 2018...



Fire safety is of the utmost importance, emphasises Cdr (R) KH Khoo



Puan Norisah bt Ab. Hamid sharing her experience on criminal investigations

One just cannot stress enough on the importance of security and safety in shopping malls where thousands of visitors pass through on a daily basis. PPKM's annual 2-day training programme saw a total of 58 security personnel from malls all over Malaysia in attendance at the recent session held at Cititel Mid Valley City. From topics like security and legality to updates on the current security scenario, participants were apprised on the basic procedures and knowledge required for the daily operations of shopping malls. Our trainers are sourced from senior in-house security personnel of prominent member malls with extensive working experience both in shopping malls and previously in the police force, as well as specialists from the industry.

**CASC CONFERENCE 2018, BALI, INDONESIA  
25-27 SEPTEMBER 2018**



The Malaysian contingent

The annual conference was held in the exotic location of Bali in conjunction with Wonderful Indonesia Culinary & Shopping Festival 2018 and attracted more than 250 participants. Malaysia had the largest contingent from overseas with 15 participants, headed by Vice President, Kung Suan Ai. She presented the country report of our shopping malls which is expected to have an estimate total of 695 malls by end 2018. Urbanisation grew by 76% in 2017 and this has resulted in an increase of shopping visits particularly during weekends and public holidays.

Speakers at the conference reinforced the need to incorporate online shopping into retailers' brick-and-mortar shops in order to remain relevant in today's age of technology. Also, in order to be successful, marketing strategies have to embrace the 5A's - aware, appeal, ask, act and advocate. Presenters also shared case studies of several successful malls from the Asian region which gave a new perspective to the business of shopping malls.



Vice President, Kung Suan Ai called attention to future Awards for CASC countries



Conference in full swing



Participants at the Fun Tour around Bali island

**BUSINESS EVENTS COUNCIL OF MALAYSIA (BECM)**



President Tan Sri Dato CK Teo at the signing ceremony with like-minded associations (2nd from right)

PPKM recently joined affiliated bodies to form BECM which will act as a single voice for the Business Events (BE) industry, including seminars and conferences regularly organised by its members.

BECM aims to bring together industry partners to network in an environment conducive for education and sharing and will work towards closer communication and liaison with related government agencies to highlight the real value of business events to our economy. The signing ceremony of the Memorandum of Understanding was held on 10 October 2018 in conjunction with the Business Events Forum 2018 at Setia City Convention Centre, Shah Alam.

## CORPORATE MEMBERS

1 Utama Shopping Centre  
1MK Mall  
1Shamelin Shopping Mall  
1st Avenue Mall  
3 Damansara  
Alam Sentral Plaza  
Alor Star Mall  
Aman Central  
Amcorp Mall  
Amerin Mall  
Atria Shopping Gallery  
avenue K  
Bangsar Shopping Centre  
Batu Pahat Mall  
BB Plaza  
Berjaya Megamall  
Berjaya Times Square Kuala Lumpur  
Berjaya Waterfront Complex  
Central i-City Shopping Centre  
Central Market  
Central Square Sungai Petani  
Centre Point Sabah  
Centro  
Cheras Leisure Mall  
Citta Mall  
City Mall  
Cityone Megamall  
Damen Mall  
Dataran Pahlawan Melaka Megamall  
Dayabumi  
DC Mall  
Design Village Outlet Mall  
Digital Mall  
Dpulze Shopping Centre  
e @ Curve  
East Coast Mall  
Eastern Mall  
EkoCheras Mall  
Emart Batu Kawa  
Empire Shopping Gallery  
Encorp Strand Mall  
Endah Parade  
Evolve Concept Mall  
fahrenheit 88  
First World Plaza  
Gamuda Walk  
gateway@klia2  
Genting Highlands Premium Outlets  
Giant Hypermarket Jalan Kebun  
Giant Hypermarket Bandar Kinrara  
Giant Hypermarket Banting  
Giant Hypermarket Batu Caves  
Giant Hypermarket Bayan Baru  
Giant Hypermarket Cheras  
Giant Hypermarket Kelombong  
Giant Hypermarket Kemuning Utama  
Giant Hypermarket Klang  
Giant Hypermarket Klang Sentral  
Giant Hypermarket Kota Damansara  
Giant Hypermarket Kota Padawan  
Giant Hypermarket Kuala Terengganu  
Giant Hypermarket Kuantan  
Giant Hypermarket Mall Sibul  
Giant Hypermarket Melaka  
Giant Hypermarket Muar  
Giant Hypermarket Nusa Bestari  
Giant Hypermarket Petra Jaya  
Giant Hypermarket Plentong  
Giant Hypermarket Prima Prai  
Giant Hypermarket Putra Heights  
Giant Hypermarket Senawang  
Giant Hypermarket Seri Kembangan  
Giant Hypermarket Shah Alam  
Giant Hypermarket Subang Jaya  
Giant Hypermarket Sungai Petani  
Giant Hypermarket Tabuan Jaya  
Giant Hypermarket Taiping  
Giant Hypermarket Tampoi  
Giant Hypermarket Tawau  
Giant Hypermarket Ulu Klang  
Giant Mall Kelana Jaya  
Giant Mall Tunjung  
Giant Setapak  
Giant Superstore Bandar Puteri  
Giant Superstore Gong Badak  
Giant Superstore Jertheh  
Giant Superstore Kampar  
Giant Superstore Kangar  
Giant Superstore Keningau  
Giant Superstore Kuala Pilah  
Giant Superstore Kuala Selangor  
Giant Superstore Lukut  
Giant Superstore Nilai  
Giant Superstore Prima Saujana (Kajang)  
Giant Superstore Sandakan  
Giant Superstore Sunway City Ipoh  
Glo Damansara  
GM Klang  
Grand Merdeka Mall  
Great Eastern Mall  
Green Heights Mall  
Gurney Paragon  
Gurney Plaza  
Hab Citrine  
Harbour Mall Sandakan  
Hartamas Shopping Centre  
Imago, KK Times Square  
Intermark Mall  
IOI City Mall  
IOI Mall Bandar Putra Kulai  
IOI Mall Puchong  
IPC Shopping Centre  
Ipoh Parade  
Island Plaza  
ITCC Mall  
Jaya Shopping Centre  
Jesselton Mall  
Jetty Point Duty Free Complex  
Johor Bahru City Square  
Johor Bahru City Square Office Tower  
Johor Premium Outlets  
KB Mall  
KL Gateway Mall  
Klang Parade  
Kluang Mall  
Kompleks Bukit Jambul  
Kompleks Metro Point  
Kompleks Mutiara  
Kompleks Star Parade  
Kompleks Tun Abdul Razak (KOMTAR)  
Kota Raya Complex  
KSL City Mall JB  
KSL Esplanade Mall  
Kuantan Parade  
KWC Fashion Mall  
Kulim Central  
Langkawi Fair Shopping Mall  
Lot 10  
M3 Mall  
Mahkota Parade, Melaka  
Maju Junction Mall  
Medan MARA  
Melawati Mall  
Mesamall  
Mid Point Shopping Complex  
Mid Valley Megamall  
Mid Valley Southkey  
Mitsui Outlet Park KLIA  
Mydin Mall  
MyTown Shopping Centre  
New World Park  
Nexus Bangsar South  
Nu Sentral  
One City  
PacifiCity  
Pandan Kapital  
Paradigm Mall  
Paradigm Mall Johor Bahru  
Paragon Point Shopping Centre  
Pavilion Kuala Lumpur  
Paya Bunga Square (PB Square)  
Pearl Point Shopping Mall  
Pelangi Leisure Mall  
Penang Times Square  
Perling Mall  
Pernama Kompleks Mutiara Armada  
Pertama Complex  
Plaza Angsana  
Plaza Low Yat  
Plaza Merdeka  
Plaza Metro Kajang  
Plaza Pelangi  
Plaza Salak Park 'SPARK'  
Plaza Shah Alam  
Plaza Tasek  
Prangin Mall  
Publika Shopping Gallery  
Puteri Harbour Retail  
Queensbay Mall  
Quill City Mall  
RCMC Sdn Bhd  
SACC Mall  
Sarawak Plaza  
SB Mall  
Segamat Central Shopping Centre  
Sejati Walk  
Selayang Star City  
Semua House  
Seremban Prima  
Setapak Central  
Setia City Mall  
Shaw Parade KL  
Shaw Centrepoint  
Skudai Parade  
South City Plaza  
Star Avenue Lifestyle Mall  
Starhill Gallery  
Straits Quay Retail Marina  
Subang Parade  
Sungei Wang Plaza  
Sunshine Tower  
Sunway Carnival Mall  
Sunway Giza Mall  
Sunway Putra Mall  
Sunway Pyramid  
Sunway Velocity  
Suria KLCC  
Suria Sabah Shopping Mall  
Sutera Mall  
Taiping Mall  
Terminal One Shopping Centre  
The Curve  
The Gardens Mall  
The Main Place  
The Mines  
The Spring  
The Starling  
The Summit Subang USJ  
The Waterfront @ Parkcity  
The Weld  
Tropicana Gardens Shopping Mall  
Tun Razak Exchange  
Utopolis  
Viva Home Shopping Mall  
Vivacity Megamall, Kuching  
Wangsa Walk Mall  
Wetex Parade Shopping Centre  
Zenith Lifestyle Centre

## INDIVIDUAL MEMBERS

Abdul Aziz b Aman  
Abd Rahim Hilmi b Zakariya  
Abdul Razak Tuah b Othman, CMOM  
Agnes Tan Mee Yoke  
Aida Azimah Mohamad Abas, CMMLM  
Aminudin b Mohd Noah, CMOM  
Amos Chew Yee Onn, CMMLM  
Andrew Ashvin, CMM  
Andrew Jong Nyuk Nang  
Ang Khooon Looi, Carol  
Ang Kung San  
Anthony Dylan anak Frankie Jurem  
Aw Ik Qian, CMMLM  
Aziah bt Ahmad, CMMLM, CMOM  
Azura Elliana bt Roslee  
Beh Soo Ming  
Beh Chin Sien, CMMLM  
Carmen Lee Suet Hoong, CMOM  
Carrie Chong Ka Loong, CMOM  
Chan Chin Meim  
Chan Hong Kong, Peter  
Chan Jen Nee, Jenny, CMM  
Chan Lai Mei  
Chan Pui Li  
Chan Wai Lip, CMOM  
Chan Wei Ling, CMMLM  
Chan You Li  
Chang Yar Leng, CMMLM  
Chee Ken Fah, Daniel, CMM  
Chee Kok Leong, Danny, CMMLM  
Chen Lee Chun  
Cheng Yew Ong  
Cheong Su Yen, Krystina, CMMLM  
Cherchi Chan Huey Chyn, CMMLM  
Chew Fei Sean, CMMLM  
Chew Siew King, Candy  
Chew Yien Yien, Doreena, CMMLM  
Chia Wen Jun, CMMLM  
Chin Li May  
Chin Wah Sheng, CMOM  
Chin Zhi Ging, CMMLM  
Chiu Jing Chun, Selwyn, CMOM  
Choo Wan Da, Desmond  
Chong Min Fui, Vincent, CMM  
Chow Heng Wah, CMM  
Christine Ling Mei Hui  
Chu Chia Siong, CMOM  
Chua E Fun, CMMLM  
Chua Eng Neo  
Chua Jenny  
Chuah Chong Koh, CMMLM  
Chuah Ying Huey, CMMLM  
Chuang Chew Loon, Alvin, CMOM, CMAM  
Darren Chear  
Dato Sri Dr. Vincent Tiew Soon Thung  
David Lau Hing Luong, CMM  
Dr. Alvin Lim Boon Yew  
Eddie Ng Hing Lo  
Edison Yeoh Wee Yih  
Elaine Ong  
Elizabeth Chan Choo Im  
Emyriza bt Mohamed  
Eric Tei Lai Keong  
Eugene Khoo  
Esmei Eng Shih Mei, CMMLM  
Eva Hew, CMMLM  
Evelyn Lo, CMM  
Eyu Chia Chee  
Fazrul Isham b Mohd, CMMLM  
Fern Tan Feng Ching  
Foong Meng Khum, CMM  
Goh Boon Ooi  
Goh Chong Wooi  
Goh Kar Yan  
Hau Chee Seng  
Hamish Chartres  
Hee Yaw Hoong, Darren, CMMLM  
Heng Chin Ing, CMMLM  
Herbie Tan Kim Whatt  
Hiew Boon Kee, CMMLM  
Hirdawati Mohd Nasir, CMAM  
Ho Ka Hong  
Ho Wai Hoong, CMMLM  
Hoe Chee Seng  
How Siew Choo  
Hok Wai Khui, CMMLM  
Ishraqi Shah b Abu Bakar, CMMLM, CMOM  
Jason Chin Teck Seng  
Javed Irshad Sani  
Jeffrey Sia  
Jeffrey Soon Jun Yann, CMAM, CMMLM  
Joseph Teo Fong Yih, CMMLM  
Josephine Lim Kwee Yuen, CMAM  
Julia Chan  
Junairiah bt Afandi, CMAM  
Jur Rahmi bt Jabir, CMMLM  
Katherine Tan  
Kay Hsi Ping  
Kenny Chin Chong Huat, CMM  
Kho Chung Hong, Charlie, CMM  
Kho Lay Har  
Khor Siak Seng, Vincent  
Koay Poay Shin, CMMLM  
Kok Huei Yuen, CMMLM  
Kuan Chiu Seong  
Kuan Hoi Chan  
Kung Suan Ai, CMMLM  
L Izwan b Abdullah, CMMLM  
Lam Wai Yee  
Larry Tan Teck Lai  
Lau Choe Yee, John  
Lawrence Teh Cheng Poh  
Lee Bee Tieng, CMMLM  
Lee Beng Beng, CMM  
Lee Chee Hoe  
Lee Chin Mun  
Lee Mun Keong  
Lee Siew Yen, CMMLM  
Lee Sze Ying  
Lee Shyh Chnan, Peter  
Lee Yew Meng, Daric CMMLM  
Lee Yih Eng  
Lew Wen Feng, CMMLM  
Lim Hooi Fung, CMOM  
Lim Fei Yoon  
Lim Kee Han  
Lim Kok Kheng  
Lim Koon Hooi, Cynthia, CMMLM  
Lim Rong Jiang, CMMLM  
Lim Shoo Wenn  
Lim Su Yi, CMMLM  
Lisbet Ling Kiang Hfoong, CMMLM  
Loh Mun Wei, Ken CMMLM  
Loh Wan Wein  
Loo Ai Leen, CMMLM  
Loo Hoey Theen  
Loong Jee Yung  
Lum Youk Lee  
Ma'amur Gadafy b Abdul Rashid  
Mabel Tan Mui Pow, CMMLM  
Mah Liyun, CMMLM  
Maheran bt Hamdani  
Marilyn Chuah Siu Ching, CMMLM  
Michael Poh Oon Howe  
Michelle Chin Mee Ching  
Mohamad Nazri b Mohd Mokhtar, CMOM  
Mohamad Amirudin b Abu  
Mohd Nizam b Abdul Rahman  
Mohd Shahril b Mohd Shariff  
Mok Choo Yum  
Muhamad Fahmi b Md Yatim  
Ng Bee Fong, Samantha, CMMLM  
Ng Kuan Yee, Selina  
Nik Azlan Nik Aman  
Noor Salehah bt Wahid, CMMLM  
Nor Hayati bt Nawawi Suri, CMMLM, CMAM  
Norlian bt Md Tahir  
Norbayah bt Mohd Yusof  
Ong Eng Hin, CMM  
Ong Hui Ling  
Ooi Boon Shya, Jean, CMMLM  
Padma Prian @ Padman s/o Maniam  
Patrick Jairaj a/I Temmutetu  
Patrick So Kee Whuay  
Pearly Hue Pei Ni  
Pearly Lim Meng Li, CMMLM  
Phang Sau Lian  
Phoon Kin Kheong, CMM  
Rajashgaran a/I Ramakrishnan  
Rashidan b Ismail, CMOM  
Richard Chan Chee Keong, CMM  
Ronald Ling Ing Han, CMMLM  
Samantha Ooi Sui Li  
San Wei Hwa, Vivien  
Saw Lee Chuan  
See Lung Yih  
Set Hon Foong  
Shahrol Azman b Abd Kahar, CMOM  
Shafulddin A. Majid, CMM  
Sharon Lee Suit Fong, CMMLM  
Siegfried Shaun Dela Pena, CMMLM  
Sin Tiew Cheo, CMM  
Sit Chee Koon, CMMLM, CMAM  
Stanley Kok Yin Cheong, CMMLM  
Steve Lim Boon Hoe  
Subramaniam Apparow, CMOM  
Suhadi B Mohd Sukor, CMOM  
Tan Boon Chun, CMMLM  
Tan Cheng Guan  
Tan Chia Whei, Esther  
Tan Chuan Kang  
Tan Gar Peng, Kevin  
Tan Hui Swan, Farrer, CMMLM  
Tan Joon Kai  
Tan King Way  
Tan Ping Yi  
Tan Sri Dato Teo Chiang Kok  
Tan Sri Datuk Eddy Chen Lok Loi  
Tan Sook Yuen, Charmaine, CMMLM  
Tan Ting Sir, CMOM  
Tang Chee Weng  
Tang You Qing, Eugenie  
Tee Siew Lee  
Teh Siew Yan, CMAM  
Teoh Ee Ling, CMMLM  
Teoh Eng Chiat, Andrew  
Teoh Pauline  
Teoh Song Loon, CMMLM  
Tian Keng Swee, CMOM  
Toh Kai Wei, Arthur, CMMLM  
Tun Mohd Afindi b Yusof  
Winnie Sam Min Wah, CMMLM  
Wong Chan Fai, Eric  
Wong Kong San  
Wong Sook Voon, CMMLM  
Wong Woi Ming, Michael, CMOM  
Wong Yoke Ping  
Yakob Haron, CMOM  
Yap Wee Kee, CMMLM  
Yeap Chin Chong, CMM  
Yeap Huey Ling, CMMLM  
Yeo Wei Teng, CMMLM  
Yeo Yee Yean, CMMLM  
Yeoh Keong Shyan  
Yong Lee Yung, CMAM  
Yong Yuet Lan, CMMLM  
Yuen Chew Yung  
Zainab bt Abd Kadir  
Zahayu Shima bt Ayub, CMMLM  
Zulkahar b Khamis, CMOM

## HONORARY MEMBERS

Dato' Ngeow Voon Yean  
Tan Sri Dato' Teo Chiang Kok  
Dato' Joyce Yap, CMM  
HC Chan, CMM

## ASSOCIATE MEMBERS

Ng Hean Yin

## AFFILIATE MEMBERS – INDIVIDUAL

Gan Siew Chain  
Kevin Chiu Zhenwei, CMM  
Lee Pei Ling  
Lim Chee How  
Lok Chin Lum  
Ng Choo View, Thomas  
Ng Chung Yau  
Phan May Ling  
Tay Seow Liang, Victor  
Tee Kok Guan  
Timothy Liew Heng Kwun  
Timothy Sangawa  
Wong Paik Tho  
Woo May Foong  
Yasmin Mokhtar  
Yew Poh Ling  
YY Lau

## AFFILIATE MEMBERS – CORPORATE

BBCC Development Sdn Bhd  
Code Entertainment Sdn Bhd  
Fair Star Shopping Sdn Bhd  
Festival City Sdn Bhd  
Golden Mayflower Sdn Bhd  
IFCA MSC Bhd  
Musixmusic Sdn Bhd  
Nearby South East Asia Sdn Bhd  
Potentiate Sdn Bhd  
R & F Development Sdn Bhd  
Stratos Consulting Group Sdn Bhd  
Tanand Technology Sdn Bhd  
The Hot Shoe Show & Company Sdn Bhd  
The Lot Associates Sdn Bhd  
Visata Creative Sdn Bhd

## NETWORKING PARTNERS

Asosiasi Pengelola Pusat Belanja Indonesia (APPBI)  
Association of Consulting Engineers (ACEM)  
BBKLCC Tourism Association, Kuala Lumpur  
British Council of Shopping Centres (BCSC)  
Building Management Association of Malaysia (BAMAM)  
Council of Asian Shopping Centers (CASC)  
Dewan Bandaraya Kuala Lumpur (DBKL)  
Eastern Regional Organisation for Planning & Human Settlements (EAROPH), Malaysia  
FIABCI Malaysia Chapter  
Fire Prevention Council Malaysia (FIPCOM)  
Hong Kong Trade Development Council  
Institute of Shopping Center Management Ltd (ISCM), Hong Kong  
International Council of Shopping Centers (ICSC)  
Jabatan Bomba dan Penyelamat Malaysia  
Japan Council of Shopping Centers (JCSC)  
Korea Building Owners & Managers Association (KBOMA)  
Malaysia Crime Prevention Foundation (MCPF)  
Malaysia Retail Chain Association (MRCA)  
Malaysia Retailers Association (MRA)  
Malaysia Green Building Confederation (MGBC)  
Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)  
Malaysian Association of Hotel Owners (MAHO)  
Malaysian Association of Hotels (MAH)  
Malaysian Association of Travel & Tour Agents (MATTAA)  
Malaysian Franchise Association (MFA)  
Malaysian Tourism Federation (MTF)  
Mall China  
Middle East Council of Shopping Centers (MECS)  
Nordic Council of Shopping Centers (NCSC)  
Pertubuhan Akitik Malaysia (PAM)  
Property Council of Australia (PCA)  
Quality Restroom Association of Malaysia (QRAM)  
Real Estate & Housing Developers Association, Singapore (REDAS)  
Real Estate and Housing Developers Association (REHDA)  
Shopping Center Council of Australia (SCCA)  
Taiwan Council of Shopping Centers (TSCC)  
The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)  
The Institute of Engineers, Malaysia (IEM)  
Tourism Malaysia

## LEGEND

Certified Mall Marketing & Leasing Manager (CMMLM)  
Certified Mall Operations Manager (CMOM)

Certified Mall Administration Manager (CMAM)  
Certified Mall Manager (CMM)



6A08, 6th Floor, Block A (Lobby No. 2), No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Malaysia Tel: 603 - 7727 6202/6232 Fax: 603 - 7727 6203 Email: secretariat@ppkmalaysia.org.my URL: ppkmalaysia.org.my