

PPK Malaysia

Malaysia Shopping Malls Association
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NewsNetwork

FEATURES

Visit Malaysia 2020

WATCH OUT

35th AGM, March 2020

WHAT'S NEW

BMC Mall, Sunway Big Box Retail Park
& Toppen

**SHOPPING
TOURISM**



Dear members

Over the years, shopping malls and retail therapy have both gradually but surely weaved themselves into the fabric of our daily life and have now become an intrinsic part of the Malaysian lifestyle. It also features prominently in the travel style for tourists as they visit Malaysia to shop, eat and visit. While we are well-known for our culinary and cultural attractions, shopping has continued to be the biggest single contributor to tourists'

expenditure, and at the latest count from January to June 2019, increasing to 35.3%, as announced by Tourism Malaysia recently. This is a very substantial portion, followed by accommodation and food and beverage.

It is, therefore, pertinent that with Visit Malaysia 2020 (VM 2020) coming just around the corner, we focus on Shopping Tourism in this edition of our newsletter. YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister of Tourism, Arts and Culture has recently mentioned that 'according to Mastercard's Global Destination Cities Index 2019, Kuala Lumpur has been identified as the 2nd fastest growing destination based on forecasted 2019 growth after being ranked 6th among top destinations for international visitors in 2018. However, in terms of International Visitor Spend, KL was ranked 11th in 2018 and is forecasted as the 7th fastest market for 2019 growth.'

This promises well for Shopping Tourism and Malaysia's iconic shopping malls will continue to work closely with Tourism Malaysia to enhance Kuala Lumpur and the rest of Malaysia as a regional shopping destination. Our malls have constantly strived to offer innovative and creative experiences for shoppers from new, cutting-edge technology for vehicle parking, amenities and services, mall building designs, visual merchandising and decorations to fresh merchandise offerings and experiential leisure spaces for e-sports, extreme sports, pet-themed playgrounds and in an obvious nod to today's trends, even a selfie museum.

The recent CASC Conference 2019 was an eye-opener for many participants as some speakers gave us a peek into how futuristic technology can enhance marketing promotions and create new shopping experiences. Shopping malls are in a constantly evolving industry, constantly changing to meet the flux and trends of younger shoppers - as well as families - and now even house physical stores for online retail giants where shoppers can get to touch and feel merchandise before purchasing on site or online. This would be in tandem with Tourism Malaysia's call for retailers and malls to adapt and become a 'cashless society' using digital and mobile payments.

However, when we consider global economic trends, the outlook for 2020 remains challenging and competitive, but with shopping now being all about experiences, we are sure malls will evolve to remain relevant to their shoppers.

Wishing all of you warm Seasons Greeting and we look forward together to facing our challenges together in Year 2020.

TAN SRI DATO' TEO CHIANG KOK
President

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Cover image courtesy of Tourism Malaysia

Enhancing Malaysia's Position as a Shopping Hub Towards VM 2020



Visit Malaysia Year (VMY) was first launched in 1990 with the theme "Fascinating Malaysia, Year of Festivals". The campaign was a huge success with Malaysia charting 7.4 million in tourist arrivals compared to 4.8 million in 1989, an increase of 2.6 million. The second VMY in 1994 registered an increase of 10.66% in foreign tourists.

The third VMY was launched in 2007 in conjunction with Malaysia's 50th Independence Anniversary. VMY 2007 charted a tremendous success beyond expectations with 20.97 million in tourist arrivals and RM46.1 billion in tourist receipts. This meant a rise of 3.42 million and RM9.8 billion from the previous year.

In 2014, we had another Visit Malaysia Year campaign themed 'Celebrating 1Malaysia, Truly Asia'. International tourist receipts for 2014 were RM72 billion, an increase of 10% compared with RM65.4 billion in 2013.

To further enforce our tourism industry, Tourism Malaysia has launched Visit Malaysia 2020 (VM 2020). The VM 2020 campaign is an endeavour that will help strengthen Malaysia as an international tourist destination. Through this campaign we wish to welcome visitors from all over the world to experience the uniqueness and beauty of Malaysia's ecotourism attractions, including our rainforests, mountains, islands and beaches.

In 2020, visitors will have the opportunity to immerse themselves in our diverse culture, arts, heritage and history. This is in line with the mantra "Tourism Protects, Preserves and Conserves Mother Nature, Culture and Heritage" and the campaign's promotional theme, "Culture, Nature and Its People."

Exciting events which will take place in 2020 are:

February	Le Tour de Langkawi
10-12 July	Rainforest World Music Festival, Sarawak
15-23 August	Royal Floria Putrajaya
1-4 October	KL Tower International Jump Malaysia, Kuala Lumpur
11-13 September	Royal Pahang Billfish International Challenge, Rompin, Pahang

Shopping is indeed a lucrative component of Malaysia's tourism industry contributing significantly to our country's growth and



Image courtesy of Tourism Malaysia

development and coupled with the rapid growth and expansion of Malaysia shopping malls. Shopping holds the biggest share of tourist expenditure. Last year, tourists spent RM28.1 billion on shopping in Malaysia, which was an increase of 4.6% compared to RM26.8 billion in 2017. Shopping constituted 33.4% of the total tourist expenditure in 2018 against 32.7% of the total tourist receipts in 2017.

Malaysia has all the attractions that appeal to tourists. Our diverse tourism offerings range from million-year-old rainforests and islands and beaches to shopping and luxury holidays. Malaysia offers something unique to each and every traveller who visits our shores. With our favourable exchange rate, you will find that Malaysia is a value-for-money destination. Our hotel rates, food and beverages, and other holiday lifestyle choices are among the lowest in price but highest in quality.

MARKETING PLANS AND PROMOTIONAL STRATEGIES

Various initiatives are being prepared for VM 2020. The initiatives include planning and organising marketing and promotion campaigns, shopping events and activities to highlight the shopping experience to tourists; forming strategic partnerships and creating marketing initiatives with domestic and international trade and shopping industry players; and facilitating and coordinating shopping-related government policies as well as private-public sector initiatives that promote the country as one of the world's best shopping destinations.

Tourism Malaysia through Secretariat Shopping Malaysia (SSM) works broadly with industry players to implement the various promotional efforts to boost the shopping sector. They include the Malaysia Shopping Malls Association (PPKM), BBKLCC Tourism Association, BARRA-Batu Road Retailers Association, Malaysia Retailers Association (MRA), Malaysia Retail Chain Association (MRCA) and Bumiputra Retailers Organisation (BRO).

These promotional efforts focus not only on premier shopping areas in Kuala Lumpur such as

Bukit Bintang, KLCC and Central Market, which offer some of the best shopping experiences in the country, but also the Extended Shopping Zones such as Jalan Tuanku Abdul Rahman Heritage Shopping Zone, Bandar Utama/Damansara, Bandar Sunway and Subang Jaya in Selangor as well as George Town in Pulau Pinang, Johor Bahru in Johor, Melaka, Sabah and Sarawak, all of which are being actively promoted.

Malaysia's shopping branding is centred on the "Experiential Shopping" concept that promotes Malaysia as a fun and wholesome shopping destination, complemented by entertainment and recreation activities, gastronomic adventures, luxury treatments and visits to popular tourist spots. It is made possible by the support of more than 600 integrated shopping malls and retail outlets in the country whose numbers are increasing every year. Malaysia is rich in its cultural and natural beauty. The tourism industry continues its significant contribution to the country's economic growth. There will be new opening of several malls, stores and outlets that will give shoppers a wider selection of products and more excitement. We will soon welcome the arrival of new malls in the Klang Valley - Mitsui Shopping Park Lalaport BBCC, Tropicana Gardens Mall, KL East Mall, Pavilion Bukit Jalil, Pavilion Damansara Heights, The Exchange TRX with Toppen & Beletime@Danga Bay in Johor and KTCC Mall in Terengganu.

Tourism Malaysia looks forward to continue taking an active and catalytic role in promoting Malaysia's shopping sector in both 2020 and beyond. It is hoped that the VM 2020 campaign will succeed to reach the targets of 30 million international tourist arrivals and RM100 billion tourist receipts and help to enhance Malaysia's position as a shopping hub further, making the country one of the world's premier and most vibrant shopping destinations.

**Secretariat Shopping Malaysia
Package Development Division
MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM, ARTS & CULTURE
MALAYSIA)**

BMC Mall to be a hub for the community



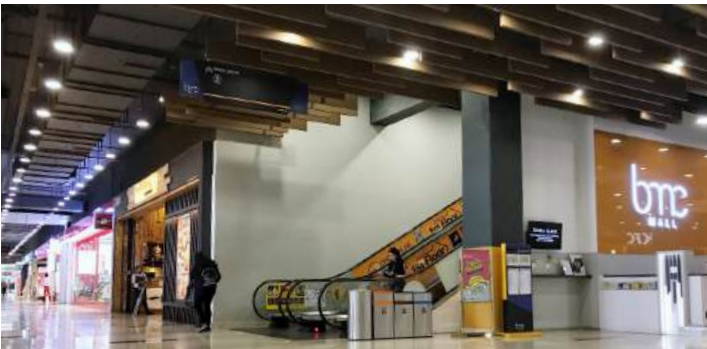
BMC Mall's facade and parking facilities

BMC Mall, one of the latest members to join PPKM recently, has been rebranded earlier this year as a community hub for Bandar Mahkota Cheras in Selangor after AEON Mahkota Cheras Shopping Centre was acquired from its previous owner.

Foremost Wealth Management Sdn Bhd, an investment holding company, which took over the mall's management in October 2017, had spent over a year to renovate the seven-year-old building while still running it at less than 20% occupancy.

BMC Mall, which officially opened on 23 March 2019, is now 69% occupied with 53 brand names on its net lettable area of 200,000 sq ft.

The mall's anchor tenant NSK Trade City is complemented by other mini anchor tenants such as Zheng Palace Chinese Restaurant, Mr DIY, The Kids Playground, New Market and Setia 2.10. Facilities wise, 700 parking bays are available.



Interior of the two-storey revamped BMC Mall

According to its operations manager Andrew Lee, "BMC Mall's mission statement is to 'Recapture Our Sense Of Belonging' among the community. We want customers to come to our mall because they want to and not because they have to."

At the mall's community hall named The Nucleus, weekly events and activities are organised. They include Zumba classes on Wednesdays, line dance classes on Fridays and Muay Thai fitness classes on Sundays. The hall can also be rented for seminars and special events such as weddings and birthday parties.

"Under the mall's Tenant Excelleration Programme, we aim to help our tenants drive traffic through five steps, namely Interaction, Strategy, Conventional, Social Media, and Online or Mobile," Lee added.

Malaysia's first hybrid retail park to debut soon in Sunway Iskandar



Box-in-Box interior design

Moving towards newer and more innovative and retail development concepts, Sunway Malls will be introducing soon the first of its kind retail park in Malaysia that features big warehouse concept stores in an open-air strip environment.

Prior to its opening, slated to be in mid-December, the RM242 million Sunway Big Box Retail Park in Sunway Iskandar, Johor, has secured 85% tenancy. It will feature 13 large format stores alongside regular retail outlets amidst a lush, green environment that resembles a park.



Box-in-Box interior design

Comprising two floors with 500,000 sq ft of net lettable area, it will have about 100 retail, food and beverage as well as entertainment outlets. The 30,000 sq ft BookXcess, carrying over 1.5 million books, will be a first in Johor. Another first here will be Happy Fish Swim School centre with a 25-m heated lap pool.

Home improvement store, SSF, will be displaying complete show units of various sizes while co-sharing office MOX will be holding workshops for dance classes, tailoring and talks for its community. NSK will offer wholesale goods at competitive prices and Burger King, KFC and Starbucks will have their drive-through facilities outside the retail park's premises.

For added convenience, there will be two pedestrian bridges linking the park to KFC and Starbucks. A link to Sunway Iskandar's Xtreme park will also be established. Other key tenants at this new hybrid park include Ace Hardware, Mr DIY, Sports Direct, Golden Screen Cinemas, Tomaz, Guardian, Mr Dakgalbi, Absolute Thai, Chicken Rice Shop, Skechers, Young Hearts, Tan Ngan Lo, Thai Odyssey, Funskate by Cobay and Universal Traveller.

Sunway Big Box Retail Park, with 2,000 car park bays, is Sunway Malls' seventh retail development in Malaysia but its second retail centre in Sunway Iskandar after opening Sunway Citrine Hub in January 2018. The latter is now fully occupied.

Sunway Malls and Theme Parks CEO HC Chan said, "Urbanisation, high-rise living and demand for communal spaces are changing the way we look at malls, which have become modern marketplaces whereby people come together to congregate and partake in leisure, entertainment and F&B pursuits apart from shopping."

Sited five minutes from Malaysia-Singapore Second Link via the Coastal Highway Southern Link, this new retail park is set to draw more visitors and shoppers to the southern part of Peninsular Malaysia.



The Topp rooftop garden

Retailtainment and new concepts at Toppen



Aerial view of Toppen

Toppen Shopping Centre has opened with 90% of its tenants on its grand opening on 13 November. Anchored by IKEA Tebrau, key tenants also include Ben's Independent Grocer, Harvey Norman, Starbucks, TGV Cinemas, Original Classic and Food Empire.

Its General Manager Joakim Hogsander said 80% of the brands brought by Toppen to Tebrau in Johor are new. They include The Parenthood, Little Gym, 9to9, which is Hush Puppies' O2O brand, and The Pantheon, an e-sports centre.

In terms of food and beverage, he added, "Fish & Co is opening its first outlet in Johor with us. We also have new concepts such as IceDream with their signature rainbow ice cream and the unique fusion-Asian dining at Shanghai Red."

With a gross leasable area in excess of 1.25 million sq ft, Toppen aims to offer a complete 'retailtainment' experience. Its rooftop community hub, The Topp, covering more than 60,000 sq ft, includes a spacious event piazza, kids' playgrounds, splash park, skate park, multipurpose courts as well as rock climbing and bouldering areas.

Also housed here is its verdant rooftop garden and Malaysia's first permanent outdoor rooftop cinema. Complemented by the latest concept TGV Cinemas, it will have the country's first Flexound hall that offers immersive, augmented audio. TGV at Toppen will also feature the first family-friendly cinema halls and chillout social zone in Johor.

As an eco-friendly shopping centre, Hogsander said, "Our leadership in energy and environmental design (LEED) and Green Building Index Gold certification targets are testament of our commitment to sustainability. Meanwhile, we have installed a 500kW solar photovoltaic panel on our rooftop, two rainwater collection tanks for our chillers and toilet amenities, plus a sizable green wall on our façade.

"We will be implementing waste segregation for our tenants to reduce landfill waste and at the same time increase recycling and composting. Toppen currently uses the latest energy saving light-emitting diode solution. It is a small but significant step in caring for our planet."

INDUSTRY NEWS

STRATA MANAGEMENT ACT (SMA) 2013 (ACT 757)

EdgeProp.my recently held a fireside chat forum on 14 November 2019 to discuss amendments to the SMA. There were more than 250 stakeholders with key property industry players at the roundtable ie Tan Sri Teo Chiang Kok, President of both Building Management Association of Malaysia (BMAM) and PPKM; Dato Soam Heng Choon, President, Real Estate and Housing Developers Association (REHDA); Sr Adzman Shah b Mohd Ariffin, President, Malaysian Institute of Property and Facility Managers (MIPFM) and Mr Chris Tan, Founder and Managing Partner, Chur Associates. The lively session was moderated by Ms Au Foong Yee, Managing Director and Editor-in-Chief, EdgeProp Malaysia.



PAST ACTIVITIES



**“THE NOW AND THE FUTURE”
- THE MALL STORY**

10 - 12 SEPTEMBER 2019
JW Marriott Hotel, KUALA LUMPUR

Officiated by YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister of Tourism, Arts and Culture, the conference was a resounding success and attracted more than 220 delegates with 32 speakers from 8 countries in attendance. Thank you to the strong support of member CASC countries from Indonesia, China, Hong Kong and Taiwan! This was surely the pinnacle event for the shopping mall industry in the Asian region, bringing together participants from both middle and upper management with the expert speakers, all specialists in their own fields.

Aptly themed, *The Now and The Future’ - The Mall Story*, the conference took a look at the shopping mall scenario within our region and included Bangkok’s recently opened award-winning IconSiam and Kuala Lumpur’s soon-to-be opened The Exchange TRX. Our doyens from diverse yet related disciplines also shared on creative interior retail and mall designs, fresh and novel ways of retail marketing and imaginative yet current trends for tenancy



CASC Conference 2019 opens with a bang!

L to R: Kung Suan Ai, PPKM Vice President 2; Richard Chan, PPKM Advisor; Baldwin Ko, President, Institute of Shopping Centre Management (ISCM) Hong Kong; Stefanus Ridwan, President, Asosiasi Pengelola Pusat Belanja Indonesia (APPBI); YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister of Tourism, Arts and Culture; Tan Sri CK Teo, PPKM President; Jeff Tsai, President, Taiwan Council of Shopping Centers (TCSC); Victor Guo, President, Mall China; Kelvin Ng, Founder & CEO, Synergistic Real Estate Management & Network and Dato Joyce Yap, PPKM Advisor

mix from e-sports to co-working spaces. In this current age of futuristic technology and artificial intelligence, participants literally looked into the future with digital innovations for beautiful experiences as there is a need to future-proof businesses.

Overall response was positive and some delegates commented:

- retail needs to evolve with more creativity to offer shoppers a different shopping experience.
- There were wonderful networking opportunities with the industry professionals
- It was a compact and informative conference
- Keep up the many talented and engaging speakers

Once the 2-day conference proper was completed, participants enjoyed themselves visiting some of Kuala Lumpur’s iconic malls – Suria KLCC, The Gardens Mall, Pavilion Kuala Lumpur, 1Utama Shopping Centre, Sunway Pyramid and IOI City Mall which showcased our Malaysian hospitality.

The conference would also not have been so successful without the support of our exhibitors, Garde, OCK, Perkasa Power, 3D Printractor, SC Soft and ServeDeck, all of whom provide ancillary services to shopping malls. Thanks also to our sponsors – 1 Utama Shopping Centre, IOI City Mall, Sunway Malls, Pavilion Kuala Lumpur and CapitalLand Malls.

Looking forward to CASC Conference 2020 in China!



Panel of judges L to R: Baldwin Ko, ISCM; Syed Yahya Syed Othman: Director, Malaysia Tourism Promotion Board; Tan Sri CK Teo, PPKM President; Heru Nasution, APPBI; Victor Guo, Mall China (Absent: Rowena Tomeldan, Ayala Land Inc)



One for the album – 2nd from L: Richard Chan; Tan Sri CK Teo; YB Tuan Muhammad Bakhtiar b Wan Chik; Norliza Md Zain Head, Shopping Secretariat Malaysia, MOTAC; and Dato Joyce Yap (extreme right)



The WCT Team in full batik dress code at the ‘Unity in Symphony’ Awards Dinner



Delegates listening with rapt attention



Sunway Pyramid welcomes CASC delegates



Participants at Suria KLCC being briefed



Presenting ALL the proud winners!

CASC-PPKM AWARDS 2019 ‘BEST EXPERIENTIAL MARKETING’

PPKM started organising Awards in 2016 and continued doing so the following years but in conjunction with CASC Conference, this was enhanced to include entries from CASC countries. There was a total of 61 entries for all 3 categories, including those from overseas - China, Hong Kong and Indonesia.

The entries were shortlisted to 26 finalists, with 2 winners in each category, as well as Certificates of Honourable Mention awarded to outstanding malls.

Based on the malls’ marketing campaigns held from 1 July 2018 to 30 June 2019, these programmes covered festival

celebrations, themed events, sales promotions, public relations, advertising, new and social media, community projects etc.

We wish to thank the panel of judges for their online adjudication which was based on the following criteria:

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

Do take note that PPKM will be organising the Awards again next year and look forward to work with all member malls to further enhance standards for our shopping experience together.

CONGRATULATIONS TO ALL WINNERS!

CATEGORY A: MALLS WITH NETT LETTABLE AREA (NLA) OF 500,000 SQ FT AND BELOW



GOLD AWARD
Lee Tung Avenue, Hong Kong
The Spirit of Christmas

Lee Tung Avenue (LTA), an outdoor pedestrian walkway located at the heart of Hong Kong, partnered with Regent Street of The Crown Estate, the famous shopping boulevard in London, to bring the first-ever world-renowned Christmas lights, the spectacular 'The Spirit of Christmas' to Hong Kong.

LTA played host to exhibit five iconic handcrafted spirits of Regent Street to celebrate the festivities with rich British Christmas atmosphere and presented LTA as an unconventional lifestyle destination where new meets old and east meets west.



SILVER AWARD
Lee Tung Avenue, Hong Kong
The Moon Rabbit Lumiere

Presented by China Hong Kong City and Lee Tung Avenue, 'The Moon Rabbit Lumiere' redefined festive celebration with an East-meets-West, old-meets-new, art-meets-technology chemistry. The centrepiece was the giant rabbit art installation by Australian artist Amanda Parer, which had toured in over 80 cities before appearing in Hong Kong for the first time. Spin-off activities were organised to create an all-round, immersive experience and multiple PR touchpoints, ultimately driving mall traffic, tenant sales, social media following and inter-mall synergy.



CERTIFICATE OF HONOURABLE MENTION
Intermark Mall, Kuala Lumpur
En'Chanting' Raya

Reinforcing itself as a destination for lifestyle experiences within the KLCC district, Intermark Mall engaged visitors with an En'Chanting' Raya celebration. Surrounded by an expatriate community, foreign embassies and international companies, the mall harnessed the art of storytelling to promote Malaysia's unique heritage, the strategy for campaigns in 2019. With this, the mall drew inspiration from beautiful Malaysian textile 'batik' and its creation process called 'canting'. The mall decorations, promotions and experiences were presented in the most enchanting manner and generated high consumer interest.

CATEGORY B: 500,001 TO 999,999 SQ FT NETT LETTABLE AREA (NLA)



GOLD AWARD
Jing'an Joy City, Shanghai
Sky Ring x Line Friends Limited Love Paradise

SKY RING, the original IP of Jing'an Joy City, is the first cantilevered roof Ferris wheel in China, fully marketed with the concept of "love". SKY RING joined hands with LINE FRIENDS to promote the first deep IP cooperation for Ferris wheel in China, called SKY RINGxLINE FRIENDS Limited Love Paradise. The guiding area and cabins were refreshed and events with over 30 brands were carried out. The IP cooperation empowered the brand image of Jing'an Joy City as a "Love Landmark" and made a big hit among customers.



GOLD AWARD
Sunway Putra Mall, Kuala Lumpur
IN THE WOODS FOR WONDER

Sunway Putra Mall brought a little mythology, 'In The Woods For Wonder' for shoppers during Christmas. The Main Concourse was transformed into enchanted homes for the gnomes in a magical forest and stimulated the shopping experience through the five senses.

The mall introduced a memorable shopping experience for patrons with an array of Christmas offerings and activities and as a preliminary activity to gauge public's response for Autisme, the mall organised 'Sensory Friendly Time with Santa' for Autistic children.



CERTIFICATE OF HONOURABLE MENTION
Queensbay Mall, Penang
Enchanted Realm

On a pleasant morning, Queensbay Mall, woke up from deep slumber and found a brand-new dimension where everything seemed to be large in shapes and sizes. Everything in the garden of charm was huge, colourful, magical and enchanting. Christmas decorations touched on the imaginary chord whereby fairy tales came alive right in front of the eyes, bringing shoppers into an Enchanted Realm. A daring combination of beautiful and magical surroundings while engaging with legendary fairy tales such as Alice in Wonderland, Thumbelina, Tinkerbell and Smurfs were vividly created for this Christmas.

CATEGORY C: 1 MILLION SQ FT NETT LETTABLE AREA (NLA) AND ABOVE



GOLD AWARD
Pavilion Kuala Lumpur
Disney Celebrate The Magic: Dream Christmas

2018 was a milestone year as Pavilion KL celebrated its 10-year anniversary. VISIT PAVILION 2018 'Celebration of Dreams' was launched promising a year of priceless experiences, personalised indulgences, amazing rewards and fulfilment of dreams. To conclude Visit Pavilion 2018 with a bang, the mall capitalised on a global celebration to present Disney's Celebrate The Magic: Dream Christmas. The celebration was a dream promise fulfilled as it was highly experiential and the mall achieved one of the best ROI ever.



SILVER AWARD
Pavilion Kuala Lumpur
Dream Goals

2018 was the FIFA World Cup year, held once in four years. Pavilion KL capitalised on this highly-anticipated football event with an experiential 'DREAM GOALS' campaign and strategized by partnering FIFA World Cup global sponsors, brands and Malaysia's top newspaper, The Star. The campaign was a resounding success with increased footfall and publicity value and delivered a dream celebration for football fans.



CERTIFICATE OF HONOURABLE MENTION
Kota Kasablanka, Jakarta
The Longest & Tallest Hot Wheels Tracks

In Christmas 2018, Kota Kasablanka worked together with Hot Wheels to bring an innovative holiday programme by building a 17-meter indoor tracks, being the Longest and Tallest Hot Wheels tracks in Indonesia and hosting South East Asia Hot Wheels Competition to promote Kota Kasablanka into the global market as well as to offer children a physical playground.

STUDY TRIP TO BANGKOK

23-26 SEPTEMBER 2019

Back to Bangkok again!



Braving the sun for this group photo

As the world's most visited city, Bangkok remains the evergreen shopping destination in Asia. Our Study Group of 32 participants visited its vibrant malls and had a most fruitful trip, walking through 10 shopping malls catering to all types of lifestyles and budget - from trendy and funky malls to the high end, upscale fashion and eclectic malls. We visited pet-friendly malls where pets had their own club and get their own 'kiddy-rides' at Central Festival Eastville to the latest world-class mall with an indoor

floating market and river park at IconSiam.

Other malls in the visit itinerary included Terminal 21 with their iconic washrooms - themed differently on every floor according to that location's genre - and a very affordable food court offering delectable street food.

The Central Group hosted our visits to recently refurbished Central World and the upmarket, Central Embassy which houses high-end brands and the avant-garde Ecotopia shop.

Participants were duly impressed by the helix elements at Emquartier and their live hanging gardens and water features. Just opposite was Emporium boasting an arty-farty décor and promotion of modern art.

Following that was One Siam comprising of Siam Paragon, Siam Discovery and Siam Center, all vibrant malls located in the main shopping precinct of Rama I Road which also houses several other key shopping centres in the vicinity.

Recently opened IconSiam impressed all with their 'hanging' waterfall feature and their expansive indoor floating market, right down to vendors selling authentic Thai snacks and boat noodles.

Our grateful thanks to the Bangkok malls who hosted us and gave an insightful briefing on what makes the malls thrive ..



Quirky and arty-farty décor brings a certain vivacity to Emporium Mall



Eclectic wash basins at IconSiam



Emquartier's hanging garden



Striking ceiling features

COMING SOON!



IconSiam's floating market brings the outdoor elements inside the mall



Khap khun kha to Central World for your guided tour



One Siam's ambassadors entertaining our queries



Easy does it - gingerly crossing the glass platform

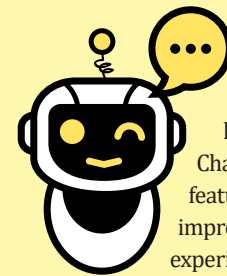


Team Pavilion's wifie

**EDUCATION SERIES 3/2019
PRACTICAL SOLUTIONS TO LEGAL
PROBLEMS SERIES 3
WEDNESDAY, 4 DECEMBER 2019
AT THE GARDENS HOTEL AND
RESIDENCES, MID VALLEY CITY,
KUALA LUMPUR**

We shall be rounding up the Education Series 2019 with the above which is our 3rd series on this topic since 2017. Our speaker, Dato Joshua Kevin will share case studies on strata management in shopping malls and mixed developments and REITs (Real Estate Investment Trusts) from a legal perspective. Dato Kevin is a well experienced solicitor and speaker as well as a lecturer with private colleges. Registrations are on-going but seats are limited on a first-come-first-served basis, so do contact PPKM secretariat if you are interested.

**WATCH OUT FOR THE NEXT TEH
TARIK TALK ON 5 DECEMBER 2019
TO BE HELD AT COMMON GROUND,
MUTIARA DAMANSARA,
PETALING JAYA**



AiChat will share about how certain well-known companies are leveraging on A.I. Chatbot automation features to help them improve the customer experience and drive more sales. Our speaker will be Kester Poh, Co-founder and CEO of AiChat who has previously led multiple award-winning digital campaigns for the Fortune 500 clients.

Registrations are on-going, please contact PPKM secretariat if you are interested.



TEH TARIK TALKS
JAPAN'S CUSTOMER ATTRACTION STRATEGIES AND RETAIL DEVELOPMENT TRENDS – CASE STUDIES, 12 NOVEMBER 2019

The recent TTT hosted by Garde Sdn Bhd at Bangsar South, Kuala Lumpur received tremendous response from 80 participants. We had 2 speakers from Japan, Takahito Nishiyama CEO, SC Partners Co., Ltd and Naoki Kurauchi, Advisor for Fuchigami Fines Co., Ltd.

Nishiyama-san shared an eye-opening insight on



Japan's shopping malls and what makes them so successful especially at transportation hubs. Sharing from his many decades long experience with Hankyu, Kurauchi-san showcased the successful promotional campaigns for the Hankyu Umeda Main Store which has maintained the 2nd highest sales as a department store in Japan today.



**WE SHALL BE
CONVENING OUR 35TH
ANNUAL GENERAL
MEETING IN MARCH 2020
AND LOOK FORWARD
TO MEET ALL MEMBERS
AGAIN SOON...**

PAST ACTIVITIES

CERTIFICATION COURSE IN SHOPPING MALL MANAGEMENT 5-10 AUGUST 2019

The second 2019 session was held in the newly-opened Pavilion Hotel Kuala Lumpur with 107 participants for the Marketing & Leasing and Operations & Maintenance modules. Another 13 delegates also undertook their Part 3 examinations during the same session.

As usual, participants were eager and enthusiastic to learn from the knowledgeable speakers and peppered them for solutions of their work-related hiccups. We share some of their comments below –

Sharing real life stories is the way to learn!

Our speaker is professional and humorous, (and also) informative

Overall the course is interesting and allow attendees who are fresh/new in this industry to gain insight and knowledge

(I) was inspired by how a marketer should be in a retail industry

Interested to join us and learn more?

EARLY NOTIFICATION: for next year 2020, our repeat courses will be held as follows (subject to confirmation):

- 6 - 8 April **Marketing & Leasing**
- 9-11 April **Administration**
- 13 - 15 April **Operations & Maintenance**
- 3 - 5 August **Marketing & Leasing**
- 6 - 8 August **Operations & Maintenance**



"V" for the positive vibes in our Marketing & Leasing class



Small group sessions are good practice for presentation skills and sharing new ideas



Briefing on what makes Pavilion Kuala Lumpur tick



Great classmates and notable shared experiences



It was a great course to learn and make new contacts



Learning to ensure smooth mall operations is essential for successful malls

ANNUAL CASC COUNCIL MEETING 9 SEPTEMBER 2019



Hosted by PPK Malaysia, the Annual CASC meeting was held on 9 September at Ritz Carlton Kuala Lumpur with full support from Asosiasi Pengelola Pusat Belanja Indonesia (APPBI); Institute of Shopping Centre Management (ISCM) Hong Kong; Mall China and Taiwan Council of Shopping Centers (TCSC) whilst Japan Council of Shopping Centers (JCSC) sent their apologies. It was both a fruitful meeting to exchange recent experiences and update on the shopping mall scenario in the respective countries as well as a meeting of old friends.

SECURITY & SAFETY TRAINING (FOUNDATION MODULE)

2 – 3 OCTOBER 2019

The annual training was held at The Gardens Hotel and Residences and saw 43 participants learning the ropes from our security veterans. All speakers each had between 10 and 30 years of working experience and participants benefitted greatly from their shared know-how. 'Ribuan terima kasih' to our faithful speaking team, do keep up the good work.



BADMINTON TOURNAMENT

22 SEPTEMBER 2019



Nine teams participated in the tournament and Sunway Pyramid took home the Championship Trophy, retaining it for 3 years running. They were followed by 1st runner up 1 Utama Shopping Centre and 2nd runner up: Mid Valley Megamall.

BOWLING COMPETITION

13 OCTOBER 2019

Champion Great Eastern Mall bowled over the 18 participating teams during the Bowling Competition on 13 October 2019. The 1st & 2nd runners were Mid Valley Megamall Teams A & B respectively. Our thanks to Mesamall, Nilai for sponsoring the venue.



Calling all treasure-hunters, PPKM Amazing Mall Challenge has now been postponed to 8 March 2020 – do keep a look out for announcements soon!

SOUTHERN REGION OUTREACH MEETING 15 NOVEMBER 2019

Vice President 1, Phang Sau Lian and Secretary, MK Foong headed the PPKM team south for a fruitful meeting with Zahayu Shima bt Ayub, representing Johor malls as well as Jenny Chan. Supporting them were members of the main committee : Vincent Chong, Darren Hee and Dato Sri Vincent Tiew. David Lau, Sabah representative and Peter Chan, acting for the Northern region were also present to share updates from their respective regions. This rounded up 2019's outreach trips to meet our members in their respective regions. Looking forward to meet you again in 2020.



WE are Southern region malls !



Zahayu's brief on Johor shopping malls



Sharing views and information over coffee is always good

OUR AWARD WINNING MALLS

Sunway Malls did well and outshone 145 finalists from 11 categories for the recent ICSC Marketing Awards 2019 during the recent RECon Asia-Pacific 2019 conference held in Singapore from 21-23 October 2019.



Sunway Pyramid won Gold for Emerging/ Digital Technology category and Sunway Putra Mall garnered Silver for Cause Related Marketing category. Congratulations!



Subang Parade was the first mall in Malaysia to be awarded and recognised as one of the most energy efficient retrofitted buildings in Malaysia and the entire ASEAN region. Congratulations on being First Runner Up in the ASEAN Energy Awards 2019 held at Bangkok on 4 Sep 2019.



Melawati Mall received the accolade for the Retail Category during the recent FIABCI Malaysia Property Awards 2019 which recognises excellence in real estate development. L to R: Michael Geh, FIABCI Malaysia President; YM Tunku Dato Adj Prof Sr Dr Fauzi bin Tunku Dato Hj Abdul Malek, a member of the Kedah Royal Family House; Ms Low Peck Chen, Sime Darby Capitaland, Director and Walid Moussa, FIABCI World President.

UPDATES FROM TOURISM MALAYSIA 6 NOVEMBER 2019

Representatives from malls and related industry players were recently invited by Tourism Malaysia for updates and to be briefed on promotions for Visit Malaysia 2020. Accompanied by senior tourism officials, YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister of Tourism, Arts and Culture, chaired the meeting and announced that shopping continues to be the No. 1 contributor to tourist expenditure with a share of 35.3% from January - June 2019. He also called upon the industry partners to move towards a 'cashless society' involving digital and mobile payments.

With Visit Malaysia 2020 being imminent, malls were called upon to be venue-providers for promotional activities. For promoting international tourist arrivals and domestic tourism, member malls may also apply for financial assistance through the GAMELAN (Galakan Melancung Malaysia) or Matching Grant programme. More details from <https://www.tourism.gov.my/pdf/uploads/matching-grant.pdf>



L to R: Norliza Md Zain Head, Shopping Secretariat Malaysia, MOTAC; Syed Yahya Syed Othman, Director, Package Development Division, MOTAC; Michelle Oon, Council Member, Malaysia Retailers Association; Richard Chan, PPKM Advisor; Zulkifly Md Said, Deputy Director General (Planning), MOTAC; Datuk Seri Garry Chua, President, Malaysia Retail Chain Association; Tan Sri CK Teo, PPKM President; YB Tuan Muhammad Bakhtiar b Wan Chik, Deputy Minister, MOTAC; Datin Rohana Nasir, Vice President, Batu Road Retailers Association (BARRA); Dato Joyce Yap, PPKM Advisor; Kevin Tan, Chief Operating Officer, Sunway Malls; Phang Sau Lian, PPKM Vice President 1; Dato Sri Vincent Tiew, PPKM Committee, Special Projects; Alfred Ong, Administrative Manager, BARRA; YBhg Dato' Dr Ammar Abd. Ghapar, Head of VM Secretariat & Senior Director Domestic and Events Division, MOTAC; Kung Suan Ai, PPKM Vice President 2

