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MARCHING INTO CHALLENGING TIMES



Shopping malls brace themselves for 2020 challenges

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President's Message



Throughout the years since shopping malls came on the Malaysian scene in 1974, we have been in a continuous state of evolution as the only constant is change which is inevitable.

Dear members,

Today, managing shopping malls is as challenging as it can get – especially when there are fierce multiple obstacles to contend with – a less than robust economy with rising costs affecting disposable income, the current global Covid-19 health emergency inflicting intense impact on all facets of our lifestyle and now, political upheaval over the past few weeks, resulting in ambiguity and uncertainty.

We certainly do not need any of the above negativity as we grapple with cautious shoppers during the traditional post-festive lull, but we need to recognise these challenges and harness our resources to tackle the situation head on. Of critical importance is for the mall's top management to steer malls in the right directions (or, if deemed necessary, even change directions) to remain resilient in the light of the many obstacles assailing our industry of late.

While all shopping malls in their daily routine have been diligently maintaining hygiene and cleanliness at all times for their patrons, and particularly right now, we need to double our efforts so that shoppers have the confidence and ease of mind to continue to visit malls. Coupled with this, we will also need the full expertise of the marketing team to produce innovative and creative ideas to ride out the economic cycle and draw shoppers to continue visiting and shopping.

We are indeed happy to note that the Malaysian government has taken close cognisance of the current economic scenario and reached out to our requests with some mitigating measures to tide our industry through these trying times. We hope malls will work with their tenants and retailers to curate win-win action plans and to tailor them for optimum results within their own unique circumstances.

With the government's helping hand, we hope to overcome any temporary headwinds and contribute to the recovery of the economy with our shopping activities.

Throughout the years since shopping malls came on the Malaysian scene in 1974, we have been in a continuous state of evolution as the only constant is change which is inevitable. Within the current scenario, we are confident malls will evolve themselves yet again, look for new and vital opportunities and with passion and prudence, march forward to remain durable and overcome the hurdles together.

As they say, when the going gets tough, the tough gets going so it's all hands on deck for now and for our future!

TAN SRI DATO TEO CHIANG KOK
President

PPK MALAYSIA OFFICE BEARERS 2018 - 2020

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INDUSTRY NEWS

Malaysia's Economic Stimulus Package 2020

The government has announced the 2020 Economic Stimulus Package on 27 February 2020 in view of the significant negative impact the current Covid-19 world health emergency has had on the Malaysian economy, in particular on the tourism and related industries including shopping malls.

With more than 35% of tourists' expenditure being spent on shopping, malls which are located especially in the tourist belts have been adversely affected and these positive measures are most welcome to spur expenditures on domestic tourism and related spending.

The Stimulus Package measures which are of direct impact to shopping malls are as follows:

- 15% discount in monthly electricity bills from April to September 2020
- Option for all employees to reduce EPF contribution by 4% from April to December 2020
- Tax deduction of up to RM300,000 on renovation and refurbishment cost

We look forward to work with the relevant agencies on practical and feasible mechanics to facilitate the above and also encourage our members to undertake any necessary and relevant refurbishments to enhance their malls' shopping ambience in order to utilise the stimulus being provided for optimum results.

At the same time, as indicated in the Stimulus Package, we urge our member shopping malls to work with their tenants and retailers for realistic and win-win solutions to reduce monthly overheads and/or enhance turnover, which may be also tackled in alternative ways other than rental reduction. For example, direct marketing assistance, closer joint collaboration on sales and promotions etc. which will increase footfall and sales turnover, thereby directly spurring the economic cycle.

We further reiterate that shopping mall members will need to analyse and monitor data and trends and to curate appropriate and targeted action plans. Also, as impact differs for different categories of business operations, mall members need to tailor different assistance programmes that are most suitable and for the best results. We recognise that each mall has its individual and unique business environment and such measures have to be tailored and implemented on a case-by-case basis.

We are confident that our shopping malls will evolve yet again and enhance ourselves to cater to the constantly changing trends and the business environment and coupled with close collaboration with our retailers, we will remain resilient and overcome the challenges together.

NOTE:

On 19 March 2020, it has since been reconfirmed as follows:

"The government has agreed to provide a 15 per cent discount on electricity consumption from April 1 to Sept 30, 2020 to six (6) selected business sectors impacted directly from the outbreak of Covid-19 - hotel operators; travel and tourism agencies; shopping complexes; convention centres; theme parks; and local airlines offices."

Precautions Undertaken for Covid-19 World Health Emergency

Safety for all staff, tenants, patrons, visitors and shoppers is always of primary concern in shopping malls and malls locally have already enhanced their on-going efforts to mitigate the spread of Covid-19. These steps include the following (where applicable):

- Installation of hand sanitisers at all entrances, lift lobbies, toilet lobbies, concierge stations and other central locations.
- Face masks should only be worn by those already having symptoms.
- Thermal scanners for body temperature screening of mall management and operations staff (including out-sourced personnel) and business outlets.
- More frequent sanitisation and cleaning/ wipe-down of public utilities and other touch point areas. For example, escalator hand-rails, lifts, balcony railings, balustrades, sitting areas, e-directories, washrooms, baby rooms, concierge stations, wheelchairs, baby strollers, kiddie rides and scooters children's play areas etc. and all others that involve human contact.
- In the event of any related unwellness, reporting to the relevant authorities and/ or self-quarantine.

Whilst we work with the relevant authorities to alleviate and mitigate the negative effects of Covid-19 on the shopping scenario in our country, we look forward to the close cooperation of all members to be mindful of fake news resulting in negative perceptions of malls and to only take heed of information released by the relevant authorities.

Music Copyright Fees

The new agreement has been executed with Music Rights Malaysia (MRM) for music copyright fees effective 1 January 2020 to 31 December 2023. Please do note that the preferential rates mentioned therein will only be applicable for corporate mall members with current memberships with us.

Mall brings together creativepreneurs and brands via new co-making space



MOX brand lends vibrancy to Malaysia's creative community

Sunway Putra Mall's recent collaboration with Singapore-based creative retail space activation and events management company Invade to launch the latter's first overseas expansion of its MOX brand into Malaysia, aims to grow creative businesses with retail elements thrown in.

MOX, which comes from the word, "moxie", that means brave, bold and daring, is a new co-making space concept that exemplifies the courage to be different, explains Invade chief executive officer Kent Teo, a leading innovative retail space organiser who owns and holds some of the biggest pop-up markets in Singapore and Malaysia.

"We are effectively creating a two-way channel for cross-collaboration between the two countries' creative communities," says Teo whose MOX network is said to extend also to Hong Kong, Indonesia, South Korea, Taiwan and Thailand.

Spanning 21,000 sq ft of gross floor area on the fourth level of the mall, MOX Malaysia, touted to be the largest in the country, features more than just a co-working space but also a Marketplace and other speciality facilities.

Marketplace is a curated multi-label retail zone featuring artisanal, hand-picked design goods created by MOX Malaysia members while its Waiting Gallery serves as a concierge service and waiting space for non-members as well as a communal art gallery to showcase its members' works. There is also an on-site social café,

which can also be used to hold meetings on-the-go.

Besides organising creative workshops at MOX Malaysia, Teo adds that the members can participate in Invade's retail markets such as Artbox, described as the largest outdoor creative night market concept in Southeast Asia, and Shilin Night Market, which is Singapore's first Taiwan themed creative night market.

To further nurture a creative ecosystem, MOX Malaysia also holds regular entrepreneurial talks and community get-togethers to build connections and inspire the exchange of new ideas across a variety of disciplines.

In addition, MOX Malaysia has a 2,000 sq ft auditorium and screening room for the creative industry to host gigs, film productions, make presentations and engage with their audiences.

Sunway Malls Chief Operating Officer Kevin Tan says, "Through this partnership with MOX Malaysia, we are excited to usher in the next phase of retail innovation, where businesses must create meaningful retail experiences to connect with customers in order to stay ahead.

By integrating its current tenant offerings with dynamic co-making and co-working spaces at MOX Malaysia, Tan explains, "We want to promote creativity while at the same time offer more immersive experiences. We are bucking the trend, offering something different to the industry."

At MOX Malaysia co-working space, three options are available: an open concept Flexi Desk space; a dedicated Permanent Desk in a shared space and Private Studio, an office space for teams of up to eight persons. These options offer access to member rates for facilities rental and community events.



We want to promote creativity while at the same time offer more immersive experiences. We are bucking the trend, offering something different to the industry.

- Sunway Malls Chief Operating Officer Kevin Tan



MOX Malaysia's common area

The Must-Visit Shopping Destination in Johor Bahru

Since the opening of The Mall, Mid Valley Southkey in Johor Bahru, Johor last April, it has emerged to offer one of the largest retail experiences in the southern part of Peninsular Malaysia and Singapore. With over 1.5 million sq ft of retail space, its seamless integration of shopping, dining, leisure and entertainment options allow the customers to expect an exceptional range of things to see, do and experience.

The Mall has under its roof four anchor tenants, namely SOGO, Village Grocer, Golden Screen Cinemas and Mid Valley Exhibition Centre. Among its key attractions is GSC, the largest cinema in Johor Bahru, with 18 cinema halls and the very first Aurum Theatre in the state.

Additionally, it has 12 major space users and over 290 speciality stores. Well known international brands such as Uniqlo, Harvey Norman, Marks & Spencer, MUJI 無印良品, Swiss Watch Gallery & Michael Kors, G2000, iORA, COACH, Kate Spade and Cotton On can also be found here.

The Mall provides a new stylish destination for the fashion-savvy with labels ranging from Original Levi's Store, Victoria's Secret, Braun Buffel, Tumi, ALDO, TSL | 謝瑞麟, Swarovski, Pandora, adidas, Nike, JD Sports, Royal Sporting House, Sports Direct.Com, MST Golf, Dyson, Machines, Samsung, Toys'R'Us and mothercare.

There are also many mouth-watering eateries such as Quivo, DubuYo (Urban Korean Food), Absolute Thai, A&W, KyoChon 1991, Boat Noodle, Sushi Zanmai, PopCorn Food Hall, Din Tai Fung, Dragon-i and Nam Heong Ipoh.

Likewise, Chi-Gui Mala Hot Pot, Arashi Shabu-Shabu, RA-MEN BANKARA, Palsaik Korean BBQ as well as Benson Signature & KUNG FU NOODLE (咏春面馆) are set to



The Mall, centre stage of Southkey City development



take you around the globe for the cuisine of your choice.

Interior of The Mall

Cosmetic fans can find their top skincare and make-up brands such as Sephora, Chanel, Dior, NARS, Sulwhasoo, Kiehl's, Yves Saint Laurent, Jo Malone London, Clarins, L'Occitane En Provence, Laneige and innisfree here.

The Mall also has leisure and entertainment areas featuring flagship brands like Aurum Theatre, Kiddytopia, Palo, Pet Lovers Centre, I Play Toys and VR+Zone. Shoppers will be able to access six levels of retail, two levels of basement car parks and eight levels of lateral car parks and a total of 5,611 elevated parking bays.

As the first phase of the Mid Valley Southkey City development to be

completed, The Mall, comprising six levels, is set to become a transformative shopping district through its amenity-rich community that represents the best in mixed-use urban revitalisation in the heart of Johor Bahru.

It will be complemented by four office towers and two hotels. Phase Two will see a second mall, an additional 5-star hotel, and one block of serviced apartments. The Mall, Mid Valley Southkey is challenged to constantly evolve to stay relevant to shoppers.

Drivers shaping the retail industry in 2020 & beyond



by Pamy Wong
and Timothy Liew

This is a good time for owners and retailers in the mall and retail industry to explore what the drivers are that will shape 2020 as the sector seeks to recover from a sad state of affairs in the sector.

In 2018, sales turnover in the sector was reported to be about RM104.2 bil, with all sub-sectors suffering a decline in sales in the third quarter with the exception of pharmacy and personal care which reported growth.

With e-commerce continuing to eat into traditional retail and what seems like the end of the road coming up fast for malls and brick-and-mortar retailers, we now see a totally different scenario. This has driven us to develop a list of retail drivers that will shape the industry in 2020 and beyond.

We believe these drivers represent growth opportunities for retail industry players to take note of and act to make changes to the way retail has traditionally conducted its business.

Driver 1: Air travel

Malaysians love to travel. According to Mastercard, about 11.9 million outbound travel trips from Malaysia were recorded in 2016 and the number is forecast to grow by an average of 3.5% annually to 14.2 million trips by 2021. Air Asia, for instance, saw 18% growth in passenger load between January and March 2019 over the same quarter in 2018, a good indication that Malaysians enjoy going on holidays. In 2020, Malaysians will have 12 long weekends. So how does this affect the malls & retail businesses?

Obviously, there will be less traffic to the malls and this will also affect retailers' bottom line.

To top it, the number of



An Amazon 4-star store in California carries highly-rated products from the top categories across all of Amazon.com, including devices, consumer electronics, kitchenware, home goods, toys, books and games

tourist arrivals to Malaysia dropped by 930,000 visitors from 2016 to 2018 – from 26.76 million tourists to 25.83 million in 2018.

These two trends lead to the conclusion that the retail sector will be adversely affected. We feel that as Malaysia moves towards developed nation status, this trend of travelling overseas will likely continue to grow.

So how can mall owners and retailers respond? For one, greater efforts could be made to tap into the market comprising those who do not travel for whatever reason, as they would be looking for places within the country to be during the long holiday stretches.

So ideas such as weekend promotions for those not travelling or travel promotions designed to tap into the buying mindset of shoppers before they leave for their getaways will help cushion the potential fall in the number of shoppers to malls and stores.

Driver 2: Retail as an experience

With the current trend of consumers preferring to buy online rather than visit

brick-and-mortar stores, it is important for mall owners and retailers to understand that retail today should be less concerned about the physical attributes of the store and more focused on the experience of being in the store. To drive the point home, is the mall just an amalgamation of shops selling products or is there something more wholesome behind each mall visit?

A great example of this is Ikea, a brand with incredible reach and having a brand presence among shoppers. A visit to any home will come up with a product from Ikea. The reason is simple: When you visit an Ikea store, they do not sell you furniture but rather the idea of what your future home/bedroom/office could look like.

Their stores take customers on a journey, starting from the living room all the way through different sections of your home (bedroom, kitchen, etc). Compare this to a visit to an average furniture store and you can see what makes the Ikea brand so successful. In 2019, Ikea's revenue from Malaysia, Singapore and Thailand was RM3.7 bil (up 26% from 2018).

Hence, mall owners and retailers need to question what a brand like Ikea is doing right which resonates so well with their customers. In short, it is this very experience which shoppers enjoy when visiting the brand's stores.

The role of mall owners and retailers is to duplicate that experience for their customers.

Driver 3: Digital everything

Whether a mall or store primarily benefits from having an online presence or just a physical presence is now moot – 2020 will see mall owners and retailers having to equally focus on a combination of these two as part of their overall retail strategy.



Ikea has such a wide range of items for the home that meandering through the store is an adventure for the whole family

It is important to point out that online represents both mobile and desktop. The Malaysian Communications and Multimedia Commission (MCMC) reports that smartphone penetration in Malaysia is at 70% of the population while broadband penetration is at 84.5%.

As such, mall owners and retailers cannot afford to risk not having a strong online presence coupled with a great physical presence.

Some local malls, such as Sunway Pyramid and 1 Utama Shopping Centre, have started to look into their online presence with malls such as 1 Utama promoting heavily its "OneShop concept." It is amazing to see a local mall seriously looking into its online presence in such a focused way.

In the US, Amazon, is using its Amazon 4 Star concept store to draw customers who do not shop online, providing a curated experience of what its online store has to offer.

In fact, every item sold there

must be rated 4-star and above before it is featured. This represents a great way for online retail to have a physical equivalent.

In fact, Malaysia is set to welcome such an online store concept with the first Taobao store which has opened in MyTOWN Shopping Centre.

Plan of action

This list is in no way exhaustive as we are sure there are more drivers out there which mall owners and retailers will need to keep on their radar. What is outlined here is what we believe are the very basis for growth of a mall or retail brand in 2020 and beyond.

As always, knowing these trends alone is not enough. The key to success is not just to take a serious look at these retail trends but also to develop a plan of action and successfully execute such a plan. [FocusM](#)

Pamy Wong and Timothy Liew are from Visata Creative Sdn Bhd, a member of Persatuan Pengurusan Kompleks Malaysia (PPK)



Malaysians make it a point to visit malls if for no reason than to window-shop but a slowing economy is making such visits less frequent

35th Annual General Meeting

Our coming AGM originally scheduled on 21 March 2020 has now been POSTPONED to a new date after 30 June 2020 due to the current Covid-19 situation. We will keep you posted in due course - so in the meantime, keep calm, stay safe and healthy!



**WATCH OUT
for the next
Teh Tarik Talk!**

TOPIC: Building The Mall of the Future

In today's challenging business environment, mall owners have to constantly keep up with design trends to ensure that their brick-and-mortar presence stays fresh and up to date to meet customers' needs.

This TTT will cover the current challenges faced by mall owners in today's retail context and explore new retail for planning and building the mall of the future. Our speaker will be Mr Tim Liew, a serial entrepreneur/speaker with over 16 years of experience in the retail design industry and co-founder of Visata Creative Sdn Bhd,

Originally slotted for 25 March, the talk has been postponed until further notice but please do contact PPKM secretariat for further information if you are interested for a time of refreshing your knowledge and networking amongst like-minded associates.



Certification Course in Shopping Mall Management

The first session for 2020 originally scheduled from 6-15 April has been postponed to new dates as follows:

3 - 5 August:

Marketing & Leasing Part 1 & Part 2

6 - 8 August:

Administration

10 - 12 August:

Operations & Maintenance Part 1 & Part 2

Our speakers are shopping mall and industry practitioners, all well-experienced in their own specialised fields so we urge you to take the opportunity to learn the ropes of mall management in more depth when we open for the August registrations in due course.

NOTE: Part 3 candidates who have registered for the April session are advised to continue with their course paper preparations for submission as usual on 10 April 2020 and will be contacted directly with further details.

Early Notification - PPKM AWARDS 2020 for



'BEST EXPERIENTIAL MARKETING'

PPKM first started organising these Awards in 2016 and this has since garnered keen response from our members. As we were hosting Council of Asian Shopping Centers (CASC) Conference 2019, the awards were enhanced to include entries from CASC countries which included a total of 61 entries from Malaysia, China, Hong Kong and Indonesia.

PPKM Awards 2020 for member malls from Malaysia will be based on the malls' marketing campaigns held from 1 July 2019 to 30 June 2020, and will include programmes like festive celebrations, themed events, sales promotions, public relations, advertising, new and social media, community projects etc. So, to all our members, please do start collating your submission materials now with this early notification.

As previously, the online adjudication will be based on the following criteria:

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

We hope these annual awards will continue to stimulate and motivate our mall industry to raise the bar and enrich the shopping experience for all our patrons.

Teh Tarik Talks

DRIVE MORE SALES WITH MESSAGING & A.I.

Messaging and A.I. are the most frequent digital activity that a person does every day. It was pertinent then that this TTT on 5 December 2019 was presented by AiChat, a leading conversational A.I company which provides a platform for brands to easily manage chatbots on popular messaging apps. The 39 members in attendance during this session were broken into smaller groups to interact and share.



DRIVE AWARENESS IN VISIT MALAYSIA YEAR 2020

The first TTT for 2020 was held on 16 January and hosted by WindowMalaysia, the Official Visa Channel for eVISA/eNTRI for the Government of Malaysia. Through their mobile application and the provision of a wide range of travel related services, WindowMalaysia will help to promote our shopping malls to travellers coming to Malaysia. Our 33 members had a fruitful time picking up these tips and networking amongst fellow industry colleagues.



Ir. Ashwin Thurairajah, COO, GreenRE addressing participants



Networking over tea and curry puffs



Participants discussing ACMV systems with Ahmad Thibri Mashri, COO, ESD GreenTech (standing on the right)

GREEN BUILDING AWARENESS DRIVE 2020 with GreenRE

With climate change having an undeniable impact on the planning and management of buildings and cities, all projects including shopping malls should consider technologies and best practices for a cleaner and greener environment. The Green Building TTT on 10 March with 30 members in attendance was presented by well-experienced speakers representing GreenRe, Greentech and the Malaysian Photovoltaic Industry Association (MPIA).

(GreenRE was set up in 2013 by Real Estate and Housing Developers Association - REHDA to promote sustainability in the property industry.)

Seminar

ENGINEERING SHOPPING MALLS IV 2019



47 participants attended yet another one of our collaborative seminars with the Institution of Engineers Malaysia (IEM). Held on 27 November at Sime Darby Convention Centre, this was the 4th collaboration since 2015 with proficient speakers representing both PPKM and IEM delivering pertinent topics to the enthusiastic audience.



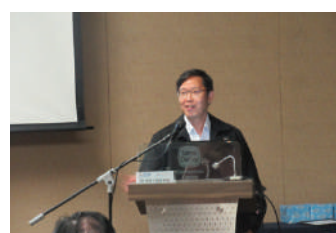
Internet of Things (IoT)
Ir Dr Alvin Yap Chee Wei, IEM



The Challenge of Perfect ACMV Systems for Tenants & Landlords
Ir Tan Chioo Bin, IEM



The Current Shopping Mall Scenario
Tan Joon Kai, PPKM



Flood Abatement for Buildings
Ir Loo Chee Kin, IEM



Despicable Me - Operational & Engineering Considerations for Stratified Shopping Malls
Ir YL Lum, PPKM



Make Your Lifts and Escalators Young Again
Raghib Azmi, Grad., IEM



M & E Requirements in Fit-Out Designs
Pamy Wong, PPKM



How does Building Information Modelling (BIM) Benefit Shopping Mall Stakeholders
Ir Ding Ju Liang, IEM

PRACTICAL SOLUTIONS TO LEGAL PROBLEMS SERIES 3, 8 JANUARY 2020

Dato Joshua Kevin, founder of Kevin & Co. shared his expertise on practical legal solutions to a class of highly interactive 17 participants who 'never had a dull moment' and rated him as an 'interesting and knowledgeable speaker'. He covered the pros and pitfalls of the Strata Management Act (SMA) 2013 in relation to shopping malls and shared a case study on maintenance charges for strata buildings. Participants were especially keen to learn the practicalities of rental recovery, including some tips to landlords.



While global retail industry trends for 2020 are still talking very much about the coming together of online to offline (O2O) or omni-channels and the influential roles millennials and social media play in the shopping journey, it was unprepared for what was to hit its players as it transitions into this new era with Covid-19 making its alarming impact felt.

As Covid-19 spreads its ominous presence, now affecting more than 180 countries and impacting their economies, stock market, trade and tourism, various industries, including the shopping mall retail, are forced to reinvent themselves amidst such a challenging environment.

In Malaysia itself, the situation is no different. Following the government's recent announcement of a RM20 billion stimulus package to ease the impact of Covid-19 outbreak and bolster the economy, the big boys in the industry have come up with their own campaigns to shore up sales and consumer spending.

Among them is Sunway Malls, which rolled out a group-wide RM5 million marketing campaign from February 28 that focused on sales drives to benefit both the retailers and consumers at their seven malls in Peninsular Malaysia.

"We recognise that a concerted and mass effort of this scale is required and needs to be undertaken by the private sector," said Sunway Malls and Theme Parks Chief Executive Officer (CEO) HC Chan, who also envisaged the potential of domestic tourism presenting "a better and viable business opportunity" during such times when international travel is badly affected by travel advisories and restrictions as well as flight cancellations by many airlines.

Chan added, "We welcome any initiatives that drive local consumption," while reminding that its own malls have been stepping up the cleaning schedule of its facilities and common areas.

Such hygienic and precautionary measures have also been further enhanced by most other major local mall operators in order to safeguard their shoppers, tenants, vendors and staff.

With Covid-19 being very much an evolving situation globally, including Malaysia, local retailers and mall operators are closely monitoring its development.

Nevertheless, they will need to do more analysis, and optimise on the big data out there in order to decipher trends which will help them curate more appropriate and targeted action plans.

Shopping malls brace themselves for 2020 challenges



Image courtesy of CASC 2019

Meanwhile, delivery orders, takeaway and ready-to-eat meals are gaining increasing popularity, especially after the announcement of Movement Control Order on 18 March by Prime Minister Tan Sri Muhyiddin Yassin which will be in place until 31 March. Many shopping malls nationwide remain partially open as some of the essential services such as supermarkets and groceries are housed inside.

Learning from Council of Asian Shopping Centers (CASC) Conference 2019

With digital and technology fast changing everything, including the retail landscape, and bringing the latest news and promotions right to your mobile phones,

Revenue Valley Group's Bite and Bites mobile app, for instance, is said to have gained grounds in terms of customer relationship management where their restaurants - Tony Romas, The Manhattan Fish Market and NY Steak Shack - are concerned.

According to its CEO Dickson Low, its loyalty app has not been disrupting customers from coming to their restaurants which are housed in most of the malls due to its reward schemes, ambience and experience of eating out.

Perhaps what Namseoul University marketing and distribution Prof JS Choi highlighted in his presentation on South Korea's Distinctive Retail Market at the 2019 conference held in Kuala Lumpur last

September could become a reality faster than we anticipate as Malaysia embraces to go 5G and cashless.

Choi showed an interesting video on Tesco-Homeplus subway virtual store where the busy consumers conveniently use their smartphones to shop by scanning the QR codes on the virtual displays placed on the subway walls, and the grocery items will then be delivered to their homes.

Retail trends of shopping malls evolving to become retailtainment as well as co-working, co-making and even co-thinking community centres are already happening in Malaysia as Hong Kong's Institute of Shopping Centre Management president Baldwin Ko called for malls to have more community hubs.



The relevancy of malls remains so long as they are kept current, top-of-the-mind and multigenerational.

- Donal T Coyle, Managing Partner of Steven J Leach, Jr & Associates

The relevancy of malls remains so long as they are kept current, top-of-the-mind and multigenerational, another CASC speaker Donal T Coyle, managing partner of Steven J Leach, Jr & Associates, Bangkok pointed out in his presentation on The Interior Wow Factors.

He said, "You need events to keep these malls fresh." Pop-up kiosks and weekend markets that are being promoted at non-retail or event space should also be given equal, if not more importance than retail space.

Concurring with Ko, Coyle said retailers need to address the community, which can be a big catchment area and can have a certain price point. Reminding that retail therapy is "real-time" and cannot be easily replaced by online channels, he said the needs of the young ones and families should be looked into.

"The youths in particular are marketable and are constantly communicating. They want to be entertained, take a break, to refresh and recharge."

SPORTING EVENTS

PPKM's Amazing Mall Challenge, 8 March 2020

10 teams participated in PPKM's second shopping mall hunt for 'treasures', running from the Petaling Jaya starting point at Paradigm Mall, to Quill City Mall in the city centre, then onto The Mines and the final check point at IOI City Mall, Putrajaya. The eager and excited 'hunters' were whole-hearted in their participation - performing the tasks allocated from 'aiming it right' to 'sliding away'. All definitely had a great time building up their team camaraderie as well as enjoying a hilarious and enlightening session during the prize presentation when the more amusing and comical 'wrong answers' were shared ...

The championship went to Team 'Flow Rider' from 1 Utama Shopping Centre, followed by 1st runner up 'Coolie Mines' from The Mines. Our grateful thanks to all mall sponsors - Paradigm Mall, Quill City Mall, The Mines and of course, IOI City Mall for arranging the prize-giving logistics and gifts in kind. We look forward to work with more member malls during our next outing.



We're off for a great time



We are the champions!



It's amazing we are all here



Slide away

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 (BMAM)
 Council of Asian Shopping Centers (CASC)
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 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 (MATTA)
 Malaysian Franchise Association (MFA)
 Malaysian Tourism Federation (MTF)
 Mall China
 Middle East Council of Shopping Centers (MECSC)
 Nordic Council of Shopping Centers (NCSC)
 Pertubuhan Akitek 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 (TCSC)
 The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)
 The Malaysian Society of Association Executives (MSAE)
 The Institute of Engineers, Malaysia (IEM)
 Tourism Malaysia

