



NewsNetwork

MARCH 2022



RE-INVENTING RETAIL SPACES

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Jualan Kebangsaan
Malaysia (PKJM)
2022**

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President's Message

Dear members,

Greetings for the coming 'endemic era'!

We are happy to note that the authorities have finally declared that Covid-19 is endemic from 1 April 2022 and our borders are finally open, albeit to only some selected countries. This augurs well for our shopping industry which has been struggling for the past two years with the intermittent closures and we truly look forward to tread the path of recovery with firmer steps. On the positive side, Bank Negara has projected that the Malaysian growth trajectory for 2022 will expand in the range of 5.5-6.5% and we do hope the wholesale and retail trade sector will achieve a +4.0% growth according to the forecast by Department of Statistics Malaysia in their 1Q 2022 report.

However, all of us would have noted that the cost of consumer goods has increased significantly over the past 12 months and this is expected to continue on the rise over the next few months. This rising cost in living has already resulted in many F&B outlets increasing their prices and the situation will ultimately result in lower spending power, affecting the purchases of both essential and non-essential merchandise and shopping in general. We would, therefore, need close collaboration with the authorities in the months ahead to incentivise and stimulate spending so that the entire economy can continue on the recovery and revival process.

Hopefully, we can now look forward to a more stable time ahead after two years of being on the pandemic roller coaster, with more downs than ups. While life is pretty uncertain, what is certain is that it definitely goes on and we all have to adjust ourselves, our businesses and even our attitudes, just to move along.

As a plus point, the pandemic has inevitably hastened the adoption of technology in malls with *Smart Solutions for the E-Era* like e-commerce and robots in the retail business in order to survive lockdowns and movement controls, while having to tweak tenant and trade mix for changing consumer trends and also to create novel retail layouts and designs to attract discerning shoppers. Together with the retailers who are our partners in the business of operating shopping malls, we face *The Retail Challenge to Adapt and Adopt* (the theme of our last webinar), where essentially CHANGE is the name of the game.

Within this scenario, *Re-inventing Retail Spaces* has become the order of the day for malls in order to survive. We have seen traditional retail spaces being converted into urban farms while previously unused rooftops have been deployed for hydroponics. Such is the green trend that some malls have also become environmentally sustainable by turning food waste into compost which, in turn, fertilise their community farms.

Value retailing has also rapidly moved into malls in recent months as many chain stores with value-for-money merchandise appeal to discerning shoppers in the post-Covid era. There now seems to be a trend for merchandise with competitive price points and even for convenience shops and mini-markets or the like to be housed inside malls.

There is no doubt that businesses in malls have been hard hit by the previous lockdowns resulting in major transformations in strategies and directions and consolidation of their multiple



branches. However, we are buoyed up that there are still some resilient retailers (and malls) who are optimistic, diversifying even, and have opened in the midst of these challenging times.

The above scenario would undoubtedly impact on malls' performance and occupancy and it is timely that this year, PPKM will carry out our biennial shopping industry survey, the last of which was conducted in December 2020. We hope and strongly urge for the close cooperation of all members to participate as *your data* will determine industry benchmarks.

On a final note, I wish to thank all members and appreciate your confidence in me to continue to helm our association once again and congratulate the incoming committee members for 2022-2024 – we may have many hazy days ahead as we continue to work together for the revival of shopping malls and our economy but are optimistically looking forward to reach the light at the end of the tunnel.

Thank you.

Warmest regards,

A handwritten signature in blue ink, which appears to read 'Teo Chiang Kok'. The signature is stylized and fluid, with a large loop at the end.

TAN SRI DATO TEO CHIANG KOK
President

PPK MALAYSIA OFFICE BEARERS 2022 - 2024

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INDUSTRY NEWS

Music Royalty Copyright Fees

Due to the current impasse regarding our objective of a single collecting body for music royalty copyright fees and pending our request to meet with the Minister of Domestic Trade and Consumer Affairs on this matter, members have continued to utilise royalty-inclusive music streaming providers for background music since the end of 2020.

Recently, the three collecting bodies, (a) Music Authors' Copyright Protection (MACP), representing composers and lyricists; (b) Public Performance Malaysia (PPM), representing recording companies and (c) Recording Performers Malaysia Bhd (RPM), representing performing artistes have approached PPKM to negotiate rates for our members. It is understood that they have similarly approached other components in the User Group for the same purpose.

Members will be kept updated soonest possible once there is a definitive outcome in due course.

WHAT'S NEXT

Certification Courses in Shopping Mall Management 4 - 13 April 2022, Sunway Resort Hotel & Spa, Petaling Jaya

We are continuing to offer our courses again in 2022, starting with the above session with all three modules as follows:

- 4 - 6 April: Marketing and Leasing
- 7 - 9 April: Administration
- 11 - 13 April: Operations and Maintenance

Looking forward to the great learning sessions with our speakers and networking again with our participants soon!



Marketing & Leasing Part 1, November 2021



Operations and Maintenance Part 1, November 2021

Value-retailing gaining appeal among consumers



MR Dollar store at Sutera Mall, Johor



MR DOLLAR store at Sunway Pyramid in Petaling Jaya

During the Covid-19 pandemic which impacted a number of businesses, including retailers and shopping malls, and the consuming public alike, the RM2 stores in Malaysia, with its value for money buys and wide range of essential household products were attractive.

Another reason for their attractiveness was its proximity to the surrounding neighbourhoods where they are located, be it their standalones stores or those located in the malls.

The oldest player, Eco-Shop Marketing Sdn Bhd, currently has over 200 outlets nationwide with items ranging from kitchenware, plasticware as well as food and beverage sold at RM2.20.

Its Eco-Shops housed in malls include Citta Mall, Main Place Mall, Subang Parade Shopping Centre and M3 Shopping Mall in Taman Melati, Kuala Lumpur.

Bucking against the general retail trend where most other retailers are either scaling down their operations or rethinking about their expansion strategies due to the pandemic and its subsequent lockdowns, RM2 stores operated by enterprises such

as the DIY Group and Megah Inovatif Sdn Bhd opened new outlets.

Committed to its aggressive growth strategy, the DIY Group launched its first MR DOLLAR store in 2020 aimed at helping Malaysians stretch their ringgit further. Modelled after the popular dollar stores in the United States and Japan, it offers everyday essentials at RM2 and RM5, which are below the price-points of established fixed-priced retailers.

MR DOLLAR resonated with the consumers with its brand's value promised at fixed prices besides its mix and match offerings.

Although the proportion of its standalone stores rose slightly from 42% in 2019 to 45% in 2020 and made up a larger portion of the new store openings, MR Dollar continues to make its presence felt in many malls as it spread its wings nationwide.

They could be found in Sunway Giza, Sutera Mall, The Mines, Kluang Mall, Mid Valley Southkey, Tropicana Gardens Shopping Mall, Toppen Shopping Mall, Mytown Shopping Centre, Sunway Pyramid, The Spring Bintulu and VivaCity Megamall in Kuching, Sarawak.

While building a broader range of value items to reflect current customer sentiments and purchasing behaviours, it has now expanded to 58 MR Dollar stores, with its latest opening at another mall in Port Dickson, Negeri Sembilan in March.

Wide variety and fuss-free shopping at NOKO

The business for RM2 stores can be quite competitive with many other similar concept stores operating in the country, reckons a spokesman from Megah Inovatif, which owns and runs NOKO stores.

Although NOKO takes its name from the Hokkien words, Nō Khor, which means two Ringgit, it also has items sold at RM5. Following its first store opening in 2018 at All Seasons Place in Georgetown, which has been described as Penang's first retail lifestyle "strip mall", NOKO now has 12 stores sited in Peninsular Malaysia. Of this, five are in the malls.

They include Sunway Putra Mall and Sunway Velocity Mall in the Klang Valley, which were opened in September and October 2020 respectively while the NOKO store at Sunway Carnival Mall in Penang was opened in 2021.

FEATURE



Some of the NOKO merchandise sold at Sunway Velocity Mall in Cheras



NOKO store at Sunway Putra Mall, Kuala Lumpur

Last September NOKO opened another store in Petaling Jaya. Plans are underway to explore more store locations, including at malls. NOKO's aim is to open another three stores this year, according to NOKO spokesman.

"Our brand promise is to delight our customers with thoughtfully curated selection of merchandise that combines functionality with fun and inviting designs besides creating a happy and thrilling

shopping experience for all, young and old at unbelievable prices."

For the moment, it will stick to accepting only cash and e-wallets as the fees for credit card charges are high, its spokesperson explains. Aiming to carve a niche for itself in this market, NOKO is also looking at growing its online business further to serve its out-of-state customers and those preferring to shop from home.

Sunway Malls and Theme Parks CEO HC Chan remarks, "Since we introduced NOKO in Sunway Putra Mall, the response has been very encouraging, surpassing our expectations.

"Apart from NOKO's appealing price points and convenience, its extensive range of merchandise has also been pivotal. This value-retailing format is clearly a fruitful venture, attracting people of all backgrounds."

Fresh Growcer's rooftop farm is now open



Harvest your own leafy greens at Fresh Growcer which opens from 11am to 8pm daily



Fresh Growcer co-founders Tony and Emil extolling the virtues of vertical aquaponic system

It has been surveyed that the most successful retailers are those who are able to embrace new customer-centric strategies and innovations that go beyond the traditional way of doing things. This is true as well for developers and operators of shopping malls who find that they have to reinvent themselves in order to survive the disruptive and unprecedented environment created by the Covid-19 pandemic.

In the case of 1 Utama Shopping Centre, it recently leased out the rooftop of its extended wing to a new tenant, Fresh Growcer, which opened its doors for business on 17 March as an urban farm featuring a new concept of rooftop farming using both aquaponic and hydroponic systems.

At Fresh Growcer, customers harvest their own vegetables, which are still alive and growing in their farming systems. This is a key differentiator since vegetables lose a large amount of their nutrients during the long supply chain from the farms to the markets, says its co-founder Emil Jihad.

Tony Yong, its other co-founder and accountant by profession, stresses that Fresh Growcer does not use chemical pesticides. "Customers have visible proof as they can witness the fish living comfortably in the same water that is shared with the plants.

"Both the water and fish waste are recycled throughout their farming systems, a true showcase of green farming practices."

Enthusiasing about his "green, commercial and educational undertaking", Tony explains that "Growcer" is a play of the words, "grow" and "grocer".

Richard Ng of F2F Vitaponics, noted for his Farm to Fork vertical aquaponic system to grow clean, healthy, organic food sustainably, is a key partner of Fresh Growcer.

Besides producing a variety of greens ranging from choy sam, siew pak choy, lettuce to kale, watercress, pegaga or water pennyworts and Brazilian spinach for sale, Emil says, "We will also have a rustic farmer's style display featuring other planting and farming related products."

They include home kits for those wishing to plant their own vegetables or plan to continue growing the greens they had purchased which have yet to reach full maturity.

Plans are afoot later to have a variety of freshwater fish and tiger prawns using salt water reared at the farm. Emil remarks, "We have partners, in their respective fields. Everything is alive here and customised for our controlled rooftop environment."

Tony adds, "We are actively seeking corporate partners who have an interest in the educational element of Fresh Growcer, to promote especially to primary school students on what it means to be green and healthy." Eventually, the farm will have a small fertigation area where schools can adopt the plants.

"We would like to thank 1 Utama in allowing us to set up our farm at the rooftop of 1UE and to share their dream to promote vertical aquaponics farming."

Point of interest:

Bandar Utama has a vertical aquaponics garden at 1Powerhouse, an office tower that is linked to the shopping mall.

Farmy: Transforming Idle Mall Space Into Vibrant Urban Farms

Farmy by Glyde Sdn Bhd, a vertical farm located in a shopping mall in Petaling Jaya, is established by half Malaysian, half Japanese entrepreneur Shoma Tsubota, 33, and his two partners.

This local agro start-up started operations in May 2021. It works with a team of seven farmers focusing on crops such as kale, rocket and sweet Italian basil that are typically grown in colder climates overseas or in the highlands of Malaysia.

“We grow a variety of Asian vegetables too, as they are staples of the Malaysian diet,” says Farmy co-founder and director Tsubota, using a hydroponic system called nutrient film technique and customised LED grow lights to replicate natural sunlight at its 1,200 sq ft space inside Strand Mall. Farmy utilises technology from Malaysia and is supported by the Ministry of Agriculture via the Department of Agriculture and the Malaysian Agricultural Research and Development Institute.

Tsubota adds that mineral fertilisers are deployed as using organic fertiliser will require the bacteria found in soil to convert them into an inorganic state before the plants can absorb the nutrients.

“There are no conclusive studies to say that organic fertilisers are better, what is conclusive is that vegetables yield higher nutritional value when consumed within 24 hours after harvesting. After which, their nutritional content drops as the days go by.”

So far, he says Farmy has secured 50 subscribers for its home delivery service while the farm can reportedly produce 1.5 tonnes of greens monthly.

“We also have walk-in customers who prefer to pick their own vegetables at our urban farm while they are still growing and fresh.”

While Farmy is unaffected by fluctuating or extreme weather conditions and the typical complicated and long logistic processes of the agricultural industry, Tsubota admits that they face the issue of educating the market on the benefits of pesticide-free, vertically grown vegetables and the misconception that soil-grown vegetables are better or more flavourful than those grown via hydroponics.

“The flavour profile comes primarily from the seed and other factors such as fertiliser, temperature, humidity and water quality. The soil is just a medium that holds the roots.

“We hope to show that farming is not what it used to be and that there is a healthier and more sustainable way to approach farming. Purportedly, vertical farming respectively uses about 95% and 97% less water and land than conventional farming with yields up to 30 times higher per sq ft compared against conventional farming.

“We are looking to expand and view idle commercial property, including the rooftops of malls and/offices as excellent locations to set up urban farms. This is a feasible means of generating



Racks reaching up to 18 ft used to grow the vegetables at Farmy



LED lights of red, green and blue designed for specific vegetable growth



Rebranding and upgrading works ongoing at the mall

yield on underperforming assets while at the same time allowing companies to leverage on environmental, social and governance (ESG) and sustainable development goals (SDG) incentives currently being offered by the government,” says Tsubota.

Strand Mall head of marketing, sales and leasing, Hairizal Hosman, remarks, “We are proud of Farmy’s success to grow organic vegetables in our mall. It is a new and interesting concept that has raised a lot of interest in urban farming.

“We noticed an increase in footfall to the mall’s second floor from visitors wanting to view the farm as it is an exciting stop when we bring potential new tenants for site visits.”

“We are currently working on the rebranding exercise for our eighth anniversary celebration in June 2022, which include repainting the mall, upgrading lightings and beautification of the landscape.”

Sustainability, the way to go



SGEF inculcates a zero waste mindset in growing healthy vegetables



The Sutera Kuru Kuru Shop

Johor-based Tanah Sutera Development Sdn Bhd, owner of the three-storey Sutera Mall has been running a community-based farm nearby since 2018, using food waste contributed by more than 90% of the mall's food & beverage (F&B) tenants.

Its Assistant General Manager (Property Management), Lau Teck Ching says those tenants involved in the food waste collection programme include Pekin Restaurant, Evergreen Restaurant, Da Long Yi Hotpot, Bee Cheng Hiang and Season Café.

"Our efforts in converting food waste to compost have helped Sutera Mall move towards zero-waste."

Covering 2.5 acres, the developer's Sutera Good Earth Farm (SGEF) and its decomposing facility turn the food waste into beneficial microbes compost.

Lau adds, "Since 2018, SGEF has processed 1,051,249 kg of food waste into 103,266 kg of microbes-rich compost and 21,455 litres of liquid fertiliser. SGEF has successfully harvested 3,200 kg of vegetables using the compost produced and without applying chemical fertilisers and pesticides.

"Imagine if that amount of food waste had gone into the landfill, the carbon emission generated would be equivalent to 488.6 years of a household's electricity consumption."

As Lau puts it, "Sustainability cannot be accomplished by one person alone. It requires the joint effort and collaboration of everyone in order for it to be successful."

On the other hand, at 1 Utama Shopping Centre, the food waste collected daily from its tenants such as supermarket, food court and F&B outlets, are sent to its two-tonne industrial food waste recycling machine on-site.

The organic fertiliser, produced after going through a four-step process that includes

fermentation and sterilisation, is then used by the green mall for planting, vegetation and landscaping purposes, thus reducing the need for commercial fertilisers.

Its Waste Innovation for Sustainability and the Environment (W.I.S.E) programme, launched since March 2020, has not only help to eliminate waste disposal but also reduce transport to the landfills and pest control woes.

Recycle, Reuse, Recirculate

Sutera Mall is also involved in other eco-friendly projects via its Sutera Kuru Kuru shop whose concept originated from Kamikatsu in Japan, which spread the "reuse and recycle" culture globally. "Kuru Kuru" means "recirculation" in Japanese.

Established since 8 July 2017, Lau says the Sutera Kuru Kuru shop has served as a meeting place for people to bring in their "unwanted but still usable" items for others to take back and reuse. It also inculcates good earth-friendly habits.

"To date, we have on record more than 20,000 visitors using the Kuru Kuru concept to adopt 56,000 reusable items, which is equivalent to 16,500 kg. Its high success rate has helped prevent those reusable items from being sent to landfills.

During the Covid-19 pandemic, the reusable items from the Sutera Kuru Kuru shop were not only well received but also helped lessen the financial burden of many.

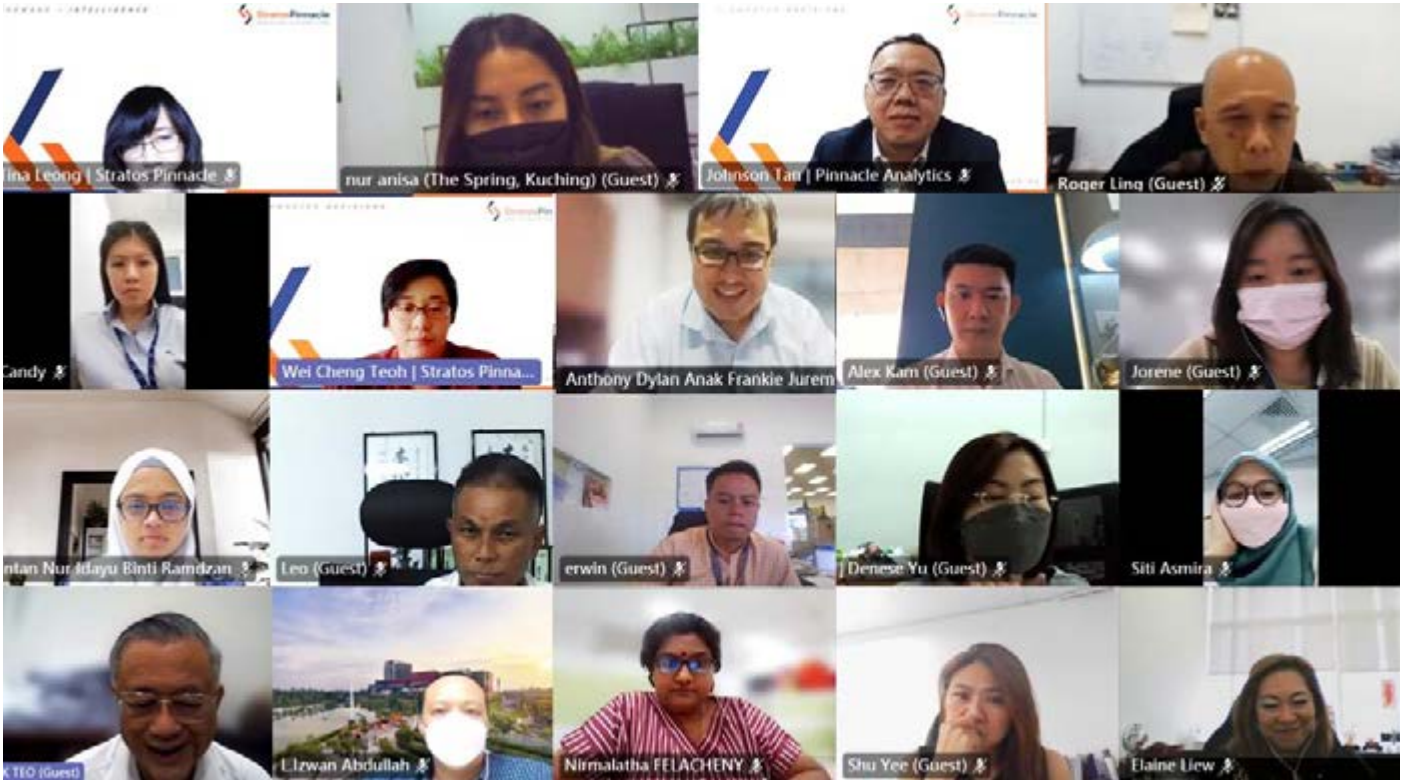


Part of 1 Utama's food waste recycling room which can be viewed by the public



New Normal Benchmarking for Shopping Malls

15 MARCH 2022

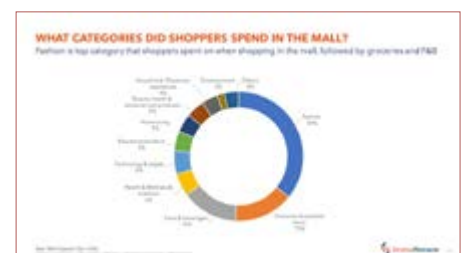
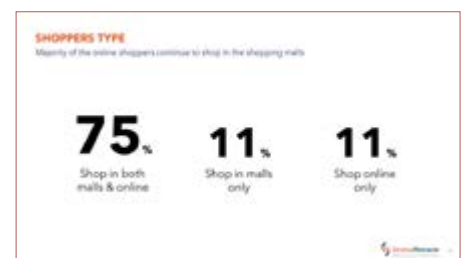


VTTT 1

Stratos Pinnacle Research & Consulting (S-PAC) was back with us with their second wave of tracking shopper sentiments for December 2021. Ms Teoh Wei Cheng shared key takeaways with the 120 attendees which included positive news that 86% of people visited malls, with the majority of them shopping both online and at the malls.

Malls are still capturing 76% of shopping Ringgit with the balance being spent online, and fashion remains the top choice for both mall and online shopping.

Some of the 'new normal' matrices which were shared include the following:





Smart Solutions for the E-Era

20 JANUARY 2022



Yet another aspect of technology, accelerated by the current manpower shortage for businesses in the wake of the lockdown and labour restrictions, is the future with commercial service robots. **Mr Eddie Kok, Keenon Malaysia** shared a case study of how service robots have filled the manpower gap with automated food deliveries, serving as ushers in the entertainment industry, and keeping public areas sanitised 24 hours, thus mitigating some of the pain points in the service business in shopping malls.

The shopping mall and retail industry has had to catch up quickly with technology in the wake of the prolonged pandemic with SMART SOLUTIONS FOR THE E-ERA. Two malls who have forayed into e-commerce shared their experiences including **Ms Elina Lee from 1 Utama Shopping Centre** who showed *The 'ONE' Way Forward* with One Card which has helped to build up shopper profiling and craft targeted promotions to attract more sales for their retailers.



Image source: [Keenon Malaysia / Youtube](#)

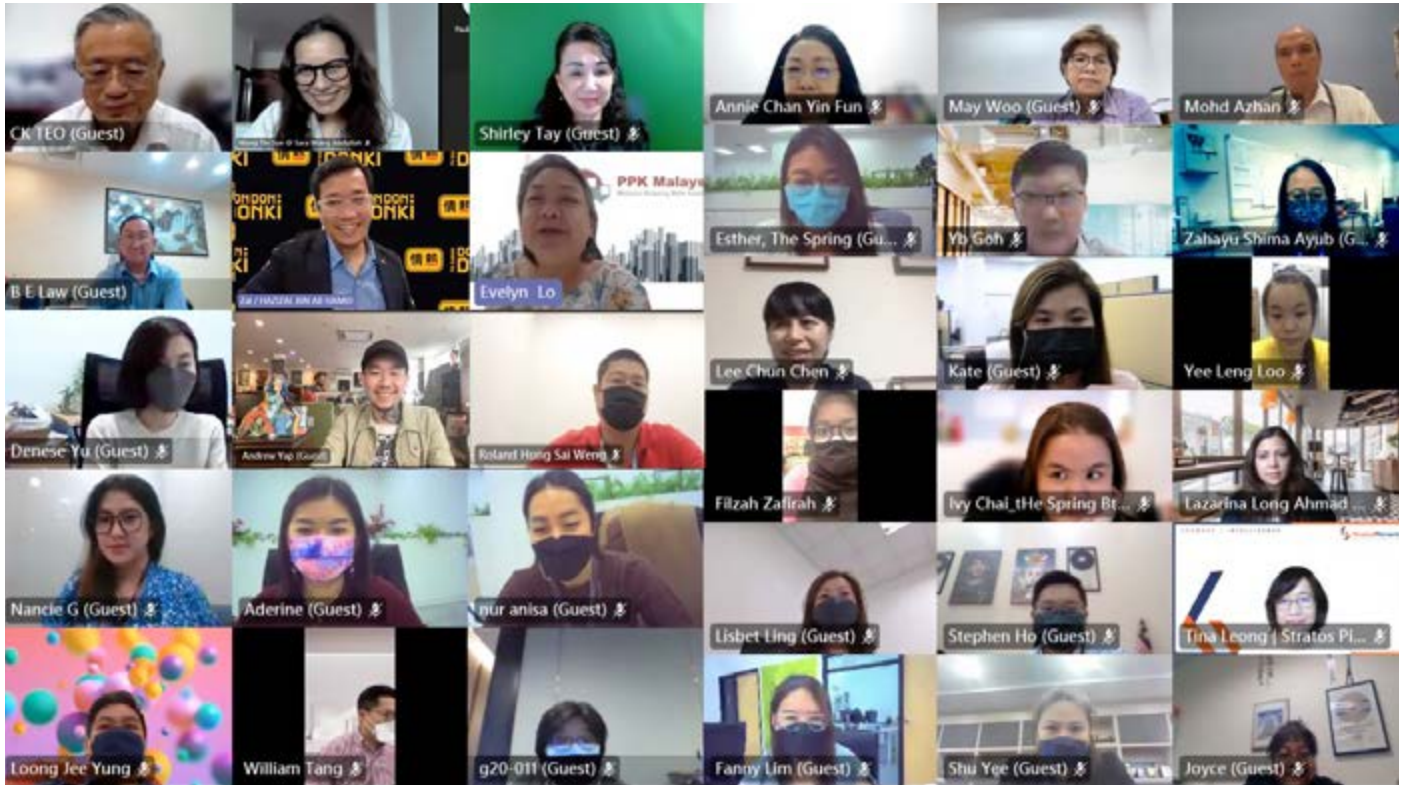
Ms Jacqueline Ng of IOI Malls showcased IOI Shopz to *Shop At Ease, Dine in Peace*. Their loyalty card, Club IOI is an e-commerce platform for members to shop from diverse locations in the mall and pick up purchases altogether from designated counters or arrange for home delivery. This has helped to keep businesses viable during the MCO and now during the recovery stage.

As one of the 101 participants mentioned, this is an 'eye opener to current trends'.



The Retail Challenge to Adapt and Adopt

3 MARCH 2022



There has certainly been a definitive change in the shopping mall and retail landscape, and shopping behaviour has made a turn-about from traditional habits. To cope, retailers have had to pivot and refocus their businesses in order to survive, and this has required a significant change in mindset, operations and strategies.

As expected, retailers have proven to be resilient and versatile and our four speakers shared their perspectives from department store operations to specialty stores.

Mr BE Law, Alternate to President, Malaysia Retailers Association (MRA)/COO of Parkson Retail Asia took a quick look at how department stores have evolved through the years from previously having their flagship stores in the city centre to re-locating now to suburban malls due to lower rental. Other new directions include de-congesting merchandise displays and cross-merchandising, offering curbside pickups, and even having an independent location within the mall with multiple access points.

Ms Shirley Tay, President of Malaysia Retail Chain Association (MRCA)/Southeast Asia Corporate Director, Sunrider International (M) shared that the pandemic had put retailers into ICU where already more than half had down-sized their outlets. While it was imperative to adopt digitalisation, this had to be done urgently within weeks and it did not necessarily work across the board. Since then, many retailers had changed their business models and locations; some have even given up their existing businesses and taken up new ventures although there are always inherent risks. She also shared some interesting case studies of

how MRCA members have managed to survive and revive where change remains the main denominator.

Following this, **Mr Andrew Yap, Founder and Managing Director of BookXcess** shared insights into how the pandemic had inadvertently pushed online book purchases and he literally converted the entire warehouse overnight into an online store. However, even with the pandemic hopefully behind us, retail footfall has fallen and it is necessary to reinvent the retail scene to bring back shoppers. With close collaboration with malls, BookXcess has offered curated activation experiences with extremely unique retail innovations which go against the norm but are still community-centric. With these edgy designs, bookshops have become certainly become totally experiential locations and being instagrammable, to boot, will surely attract more footfall.

One notable retailer which opened during the pandemic was **Don Don Donki**, and **En Hazizal Ab Hamid, Sr Manager** shared that even with a slew of SOPs in place, the first store managed to attract queues even before opening hours, attracting their own 'cult- followers', and with their second store, they launched halal products. With broad hints for new merchandise at their upcoming store soon, the floor layouts are totally different for every store and this has created a treasure hunt and fun for customers who seek out their totally imported Japanese merchandise.

It cannot be denied that retailers have to be nimble and dynamic to embrace omni channels including e-commerce but in the end, shoppers still do seek out the retail experience.

SEMINAR: Lacuna in Mixed Strata Management

10 MARCH 2022, AVANTE HOTEL, PETALING JAYA



Thank you to all for SOP compliance, including compulsory pre-attendance self-administered rapid antigen tests

PPKM started off 2022 with a physical event (no less!) where we co-organised the above seminar with Building Management Association of Malaysia (BMAM) on a very opportune subject, mixed strata management. As mentioned by Tan Sri CK Teo in his keynote address, managing strata properties is already a very complex scenario due to diverse objectives, but in a mixed development, the situation inevitably becomes even more complicated due to the multiple types of usage. There are various laws governing strata properties but there is a 'lacuna' or missing link especially for mixed-use developments where the current laws do not address the actual everyday issues at ground zero.

Several learned experts shared their expertise, beginning with **Sr Wong Kok Soo, Managing Director, Burgess Rawson Management SB**. In his paper, *Maintenance Charges in Mixed-Use Strata Developments - single rate or multiple rates?* Sr Wong opined that there is real confusion and complication in the industry but "within the problem, lies the solution" (quote by Milton Katselas). Sr Wong shed some light on this confused state of affairs but the real remedy will definitely require nothing less than a Paradigm Shift.

The Organising Chairman, **Mr Richard Chan, Director Consultant of RCMC SB** expounded on the *Challenges in the*

Planning of Mixed Strata Buildings where there are always disputes between property consultants during the planning of mixed developments as different experts have their differing objectives and preferences.

En Zuhairy Md Isa, Chairman of The Summit Subang USJ Management Corporation presented *Challenges in the Managing of Mixed Strata Buildings*. His paper looked into the roles of the Management Committee, and Property Managers in managing mixed strata buildings which are getting more complex and warrant close cooperation by all, including the strata owners. Strata developments are supposed to operate as a democracy, where unit owners collectively decide how to best manage the property that they share via the Management Corporation (MC). At the end of the day, everything comes down to strong relationships, and mutual trust and respect for each other.

The latest case law affirmatively confirmed the usage of a single rate but this has inadvertently resulted in problems faced on the ground and other matters involving weightage, practical and human issues. Do we move forward or move backward and what are the challenges? **Ms Lee Kim Noor, Principal, KN Lee and Associates** presented aspects on the *Dilemma - single*



L to R: The learned industry practitioners - Tony Ling, Sr Wong Kok Soo, Tan Sri Teo Chiang Kok, Datin Harwinder Kaur, Zuhairy Md Isa, Lee Kim Noor and Richard Chan

HAPPENINGS



Ms KN Lee sharing the Dilemma of mixed strata management

rate or multi rate? In the second part of her presentation, Ms Lee shared on the new structure of mixed managements where one committee represents ALL or there is a specific allocation of committee members for each building component; also, whether there is one property manager and, separate accounts etc., *Hopefully reinventing the management of mixed developments.*

With the topic, *Refurbishment for Strata Properties - to do or not to do?* and her main area of litigation in property (housing & strata disputes) including contractual, commercial disputes, and tortious claims, **Datin Harwinder Kaur, Advocate & Solicitor, AJ Ariffin, Yeo & Harpal,** shared her wealth of legal experience



Fueling up for the afternoon session



Panelists putting their thoughts together

with case studies on controversies in the refurbishment of strata properties, from the legal requirements to the sharing of costs etc. Included in the studies were cases where the management corporation (MC) managed to appeal against the court's decision for proprietors not to pay

for refurbishments. Nevertheless, there were several proprietors who still refused to pay, resulting in the MC filing claims with Strata Management Tribunal (SMT).

To wrap up the full day seminar with more than 120 participants in attendance, there

was a panel discussion with the speakers including **Mr Tony Ling, Group Executive Vice President, SP Setia Bhd.**

Altogether, as some participants commented, it was *'a fruitful day, insightful and informative with good speakers'*.

Launch of Program Jualan Kebangsaan Malaysia (PKJM) 2022

29 JANUARY 2022, PAVILION KUALA LUMPUR



Front row L to R: Datin Roszanina Wahab, Chief Information Officer, MDTCA; Dato Joyce Yap, CEO Retail, Pavilion Kuala Lumpur; YB Dato Sri Alexander Nanta Linggi, Minister of Domestic Trade and Consumer Affairs; YBhg Datuk Seri Hj Hasnol Zam Zam Hj Ahmad, Secretary General, MDTCA, Tan Sri Teo Chiang Kok, PPKM President and Datin Roziah Abudin, Deputy Secretary-General, MDTCA.



To give further impetus to the economy and in line with their goal to recover, revitalise and revive the retail sector, the Minister of Domestic Trade and Consumer Affairs (MDTCA) launched PKJM 2022. This programme has dedicated sales periods throughout 2022 whereby retailers and malls may carry out their sales and promotion campaigns to attract more footfall and turnover.



VVIP walkabout at Pavilion KL's Chinese New Year concourse

Sungei Wang Plaza's New Look

15 JANUARY 2022

After undergoing the fourth massive refurbishment project which commenced since 2017, Sungei Wang Plaza launched its “glistening gold” completely brand-new outlook which represented themselves as a “Beauty & Experiential Mall”.

The launch was officiated by YB Senator Dato Sri Ti Lian Ker, Deputy Minister of Youth & Sports together with Mr Ng Yih Chen, Chairman of Sungei Wang Plaza Management Corporation.

The launch also initiated the first edition of Sungei Wang Plaza's National Traditional Lion Dance from 15 to 16 January 2022 at the Main Entrance, which saw a total of 21 renowned lion dance associations across the nation competing for the champion title.



Aeon Strategic Playbook

26 JANUARY 2022, HOTEL MENARA PGRM, KUALA LUMPUR

PPKM was invited by Aeon Malls to their workshop to present the *Fundamentals of Shopping Mall Management*. The objective of the workshop was to discuss key action plans as the way forward and for starters, Mr Vincent Chong shared an overview of Malaysia shopping malls with Aeon's 28 mall and other senior managers. He delved into PPKM's definition of a shopping mall and their essential attributes versus a department store, although department stores have since evolved into malls like those in the Aeon Group. Shopping mall management is all about the three principal functions of Marketing and Leasing, Operations and Maintenance and Administration, which shadows the format of our ongoing Certification Courses in Shopping Mall Management.



Extraordinary General Meeting (EGM)

16 FEBRUARY 2022



Members responded positively to the call for an EGM with more than 60 participants in virtual attendance from outstation and the meeting quickly got down to the business of the day. The agenda was to debate and approve three resolutions which were proposed to amend the Rules and Constitution in view of the unprecedented circumstances resulting from the current pandemic which had led to impracticalities during the running of our association.

There was a healthy debate and discourse among the meeting attendees on the details and implications of the proposed resolutions and in summary, the three approved resolutions are as follows:

- To allow the Annual General Meeting (AGM) to be held six months (instead of originally three months) after the close of the financial year
- to exclude the requirement of an individual having to serve a minimum of one term as office bearer (Exco) in order to be eligible to be elected as President
- to allow extension of the committee's term of office for an additional one term if deemed necessary.

Further details are available in the EGM minutes already disseminated to all members.

The Registrar of Societies approved the above changes on 21 February 2022 and these will be reflected during the proceedings of the AGM on 26 March 2022 which will have the schedule elections of the new committee for 2022-2024 on the agenda.



PPKM Annual General Meeting

26 MARCH 2022, ONE WORLD HOTEL, PETALING JAYA



Members being guided on the Rapid Antigen Test which was first on the agenda



Our masks are on, full attention also on the agenda



AGM commences with the President's Message

Our 37th AGM saw enthusiastic response from members who had not connected in person for some time now due to the current scenario. All necessary, Standard Operating Procedures (SOPs) were observed and complied with including RTKs before entry and ironically, all attendees had to be 'negative' personnel, albeit with positive attitudes!

Tan Sri Teo Chiang Kok apprised members of the various issues which had impacted shopping malls during the second pandemic year, including the initial negative backlash from the Hotspot Identification by Dynamic Engagement (HIDE) system which inadvertently caused numerous

malls to be closed, coupled with eleventh hour SOPs. During the lockdown periods, mall and retail industry practitioners, spearheaded by PPKM, had to constantly lobby the authorities to re-open as soon as possible as well as to calibrate SOPs impractical for our operations.

Secretary William Tang shared snapshots of the numerous online activities organised last year as well as some on-site training programmes and promotion events.

As Treasurer Tan Joon Kai presented the accounts for 2021 which indicated a healthy bottom line compared to the previous year.

This was also election year and President Tan Sri Teo Chiang Kok was unanimously re-elected back into office for the third term as well as some key personnel. The new committee will hold office from 2022-2024, with the internal auditors for the period 2022-2023.

As our President puts it succinctly, *"It is all in team work with PPKM committee and secretariat in order to achieve what we set out to achieve. Let us all continue the momentum towards survival and revival."*

HAPPENINGS



The long awaited lunch and networking break with fellow practitioners



Seated L to R: William Tang, VP 2; Phang Sau Lian, VP 1; Tan Sri Teo Chiang Kok, President; Chris Chong, Assistant Secretary and Tan Joon Kai, Treasurer.
Standing L to R: Michael Poh; Teh Cheng Hock; Joseph Yeoh, Darren Hee; Alicia Yuen; KK Lim; Katy Teo; Teo Chui Ping; Penny Yaw and Vincent Chong
Absent: Ir YL Lum, Khairul Ariffin Ibrahim and Lee Beng Beng

Our Condolences

to the family of the late
MR KUMAR THARMALINGAM,
a veteran property consultant who was on PPKM's Advisory Board.

May he rest in peace.

MEMBERSHIP 2022

CORPORATE MEMBERS

118 Mall
163 Retail Park
1 Utama Shopping Centre
1MK Mall
1Shamelin Shopping Mall
1st Avenue, Penang
3 Damansara
Aeon Mall Taman Maluri
Alamanda Shopping Centre
Alor Star Mall
Aman Central
Amcorp Mall
Amerin Mall
Ampang Point
Angsana JB Mall
Atria Shopping Gallery
avenue K
Bangsar Shopping Centre
Batu Pahat Mall
BBCC
Berjaya Megamall
Berjaya Times Square Kuala Lumpur
Berjaya Waterfront Complex
Central i-City Shopping Centre
Central Market
Central Square Sungai Petani
Centrepont Bandar Utama
Centre Point Sabah
Centro
Cheras LeisureMall
Citta Mall
City Mall
Cityone Megamall
Damen Mall
Dataran Pahlawan Melaka Megamall
Datum Jelatik Mall
Dayabumi
DC Mall
Design Village Outlet Mall
Dpulze Shopping Centre
East Coast Mall
Eastern Mall
Ekocheras Mall
Endah Parade
fahrenheit 88
Financial Park Complex Labuan
First World Plaza
Freeport A'Famosa Outlet
Galleria@Kotaraya
Gamuda Walk
gateway@kia2
Genting Highlands Premium Outlets
Giant Hypermarket Bandar Kinrara
Giant Hypermarket Batu Caves
Giant Hypermarket Bayan Baru
Giant Hypermarket Kemuning Utama
Giant Hypermarket Klang
Giant Hypermarket Klang Sentral
Giant Hypermarket Kota Damansara
Giant Hypermarket Kuala Terengganu
Giant Hypermarket Kuantan
Giant Hypermarket Plentong
Giant Hypermarket Putra Heights
Giant Hypermarket Senawang
Giant Hypermarket Seri Kembangan
Giant Hypermarket Shah Alam
Giant Hypermarket Subang Jaya
Giant Hypermarket Tampoi
Giant Hypermarket Ulu Klang
Giant Mall Kelana Jaya
Giant Superstore Tunjung
Giant Setapak
Giant Superstore Jerteh
Giant Superstore Kangar
Giant Superstore Kuala Pilah
Giant Superstore Prima Saujana (Kajang)
Glo Damansara
GM Klang Wholesale City
Grand Merdeka Mall
Great Eastern Mall
Green Heights Mall
Gurney Paragon
Gurney Plaza
Harbour Mall Sandakan
Hartamas Shopping Centre
Ikano Centres
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
Jetty Point Duty Free Complex
Johor Bahru City Square
Johor Bahru City Square Office Tower
Johor Premium Outlets
KB Mall
KL East Mall
KL Gateway Mall
Klang Parade
Kluang Mall
KLEC Mall
Kompleks Bukit Jambul
Kompleks Metro Point
Kompleks Mutiara
Kompleks Star Parade
KOMTAR, JB
KOMTAR, Penang
Kota Raya Complex
KSL City @ Johor Bahru
KSL Esplanade Mall
KTCC Mall
Kuantan Parade
KWC Fashion Mall
Kulim Central
Larkin Junction
Lot 10
M3 Mall
Mahkota Parade, Melaka
Maju Junction Mall
Megamall Pinang Shopping Complex
Melawati Mall
Mesamall
Mesra Mall
Mid Point Shopping Complex
Mid Valley Megamall
Mid Valley Southkey
Mitsui Outlet Park KLIA
Mitsui Shopping Park LaLaport BBCC
Mydin Mall
MyTown Shopping Centre
New World Park
Nexus Bangsar South
Nu Sentral
Ole Ole Shopping Centre
Pandan Kapital
Paradigm Mall
Paradigm Mall Johor Bahru
Paragon Market Place
Paragon Point Shopping Centre
Pasaraya Komuniti @ Mart Kempas
Pavilion Bukit Jalil
Pavilion Kuala Lumpur
Paya Bunga Square (PB Square)
Pearl Point Shopping Mall
Pedas RSA
Pelangi Leisure Mall
Perling Mall
Pernama Kompleks Mutiara Armada
Pertama Complex
Pier8 Retail Mall
Plaza Alam Sentral
Plaza Low Yat
Plaza Merdeka
Plaza Metro Kajang
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Shah Alam
Prangin Mall
Publika Shopping Gallery
Riverwalk Village
Quayside Mall
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
R & F Mall
SACC Mall
Sarawak Plaza
SB Mall
Segamat Central Shopping Centre
Sejati Walk
Semua House
Setapak Central
Setia City Mall
Shaw Parade KL
Shaw Centrepoint

South City Plaza
Star Avenue Lifestyle Mall
Starhill Gallery
Straits Quay Retail Marina
Strand Mall
Subang Parade
Sungei Wang Plaza
Sunshine Tower
Sunway Big Box
Sunway Carnival Mall
Sunway Citrine Hub
Sunway Giza Mall
Sunway Putra Mall
Sunway Pyramid
Sunway Velocity
Suria KLCC
Suria Sabah Shopping Mall
Sutera Mall
Taiping Mall
Tasek Central
Terminal Larkin Sentra
Terminal One Shopping Centre
The Curve
The Exchange TRX
The Hills
The Linc
The Gardens Mall
The Main Place
The Mines
The Shore Shopping Gallery
The Spring
The Spring Bintulu
The Starling
The Summit Subang USJ
The Waterfront @ Parkcity
The Weld
Toppen Shopping Centre
Tropicana Gardens Shopping Mall
Utropolis
Viva Home Shopping Mall
Vivacity Megamall, Kuching
Wangsa Walk Mall
Wetex Parade Shopping Centre
Zenith Lifestyle Centre

AFFILIATE MEMBERS INDIVIDUAL

Chen Siew Loong
Chia Kin Wai
Faizal Rahim b Moidunny
Gan Siew Chain
Kevin Chiu Zhenwei, CMM
Lee Chee Leong
Lok Chin Lum
M.Letchumanan
Ng Choo Yiew, Thomas
Ng Chung Yau
Nga Mee Liong
Phan May Ling
Tay Seow Liang, Victor, CMOM
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

Awbros International Sdn Bhd
Festival City Sdn Bhd
Golden Mayflower Sdn Bhd
JLL Property Services (Malaysia) Sdn Bhd
Kingsmen Sdn Bhd
Mandrill Tech Sdn Bhd (ServeDeck)
OCK Telco Infra Sdn Bhd
QBeep Intelligent Systems Sdn Bhd
Selangor Dredging Sdn Bhd
SL Group Design Sdn Bhd
Stratos Pinnacle Sdn Bhd
Sun Synergy Sdn Bhd
The Hot Shoe Show & Company Sdn Bhd
The Lot Associates Sdn Bhd
Visata Creative Sdn Bhd

HONORARY MEMBERS

Dato' Ngeow Voon Yean
Dato' Joyce Yap, CMM
HC Chan, CMM
Ng Hean Yin

INDIVIDUAL MEMBERS

Abdul Aziz b Aman, CMOM
Abdul Razak Tuah b Othman, CMOM
Aderine Lo Hui Ying
Agnes Tan Mee Yoke
Aida Azimah Mohamad Abas, CMMLM
Ainain Birriyah Binti Zek Khairuddin, CMAM
Alan Poh Tze Miang
Amos Chew Yee Onn, CMMLM
Andrew Ashvin, CMM
Andrew Jong Nyuk Nang
Angel Wong Ern Qi, CMMLM
Ang Khoon Looi, Carol
Ang Kung San
Anthony Dylan anak Frankie Jurem
Aw Ik Qian, CMMLM
Beh Soo Ming
Candice Foong May Yee
Carmen Lee Suet Hoong, CMOM
Carriek Chong Ka Loong, CMOM
Chai Wai Kit, Steve, CMMLM
Chan Chin Meim
Chan Hong Kong, Peter
Chan Jen Nee, Jenny, CMM
Chan Lai Moi
Chan Pui Li
Chan Wai Yee
Chan You Li
Chang Loo Wei, CMMLM
Chee Ken Fah, Daniel, CMM
Chee Kok Leong, Danny, CMMLM
Chen Lee Chun
Cheng Yew Ong
Chew Fei Sean, CMMLM
Chew Siew King, Candy
Chew Yien Yien, Doreena, CMMLM
Chia Wen Jun, CMMLM
Chin Wah Sheng, CMOM
Chiu Jing Chun, Selwyn, CMOM
Chong Min Fui, Vincent, CMOM
Chong Voon Fook
Chow Heng Wah, CMM
Christine Ling Mei Hui
Christopher Stanley, CMMLM
Chu Chia Siong, CMM
Chua Qin Wei, CMMLM
Chua E Fun, CMMLM
Chua Jenny
Chuah Ying Huey, CMMLM
Chuang Chew Loon, Alvin, CMOM, CMAM
Darren Chear
Dato' Eddie Ng Hing Loi
David Lau Hing Luong, CMM
Dayal a/ MK Prabhakaran
Dr. Alvin Lim Boon Yew
Ee Huey Fang, Jyne, CMMLM
Emryza bt Mohamed
Eric Tee Lai Keong
Eugene Khoo, CMOM
Esmei Eng Shih Mei, CMMLM
Eva Hew, CMMLM
Evelyn Lo, CMM
Fang Geok San, Sara
Fazrul Isham b Mohd, CMMLM
Fern Tan Feng Ching
Foong Khar Mun
Gan Lip Lin
George A/L Anthonysamy
Goh Boon Ooi, CMOM
Goh Chong Wooi
Hee Yaw Hoong, Darren, CMMLM
Heng Chin Ing, CMMLM
Herbie Tan Kim Whatt
Hing Yi Xin
Hirdawati Mohd Nasir, CMAM
Ho Wai Hoong, CMMLM
How Siew Choo
Ishraqi Shah b Abu Bakar, CMMLM, CMOM, CMAM
James Chin Onn Soon, CMAM
Jacqueline Quah Saw Yan
Jason Chin Teck Seng
Javed Irshad Sani
Joseph Teo Fang Yih, CMM
Josephine Lim Kwee Yuen, CMAM
Julia Chan
Junairiah bt Afandi, CMAM
Kam Chun Tung, Alex
Katherine Tan
Kenny Chin, CMM
Khairul Ariffin Ibrahim
Khoo Yi Ping
Khor Siak Seng, Vincent
Koay Poay Shin, CMMLM
Kok Huei Yuen, CMMLM
Koo Siew Man, CMMLM
Kuan Chuin Seong, CMOM
Kung Suan Ai, CMMLM
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Lawrence Teh Cheng Poh
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Lee Beng Beng, CMM
Lee Chee Hoe
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Lee Poh Chu, CMMLM
Lee Siew Cheng, Karen, CMMLM
Lee Sze Ying
Lee Shyh Chuan, Peter
Lee Wai Leng
Leng Lay Peng, CMMLM
Lew Wen Feng, CMMLM
Liew Su Hiong, Michael, CMOM
Lim Hooi Fong, CMOM
Lim Fei Yuen
Lim Kok Kheng
Lim Koon Hooi, Cynthia, CMMLM
Lim Lay Hoon, CMM
Lim Rong Jiang, CMMLM
Lim Shoo Wenn
Lim Shing Nie, CMMLM
Lim Suan Poh, Elise
Lim Su Yi
Lim Tek Guan
Lisbet Ling Kiang Hfoong, CMMLM
Loo Hoey Theen
Loong Jee Yung
Lum Youk Lee
Ma'amur Gadafy b Abdul Rashid
Mabel Tan Mui Pow, CMMLM
Maheran bt Hamdani
Marilyn Chuah Siu Ching, CMMLM
Michael Poh Oon Howe
Michelle Chin Mee Ching
Mohamad Khalid Bin Idross, CMOM
Mohamad Nazri b Mohd Mokhtar, AMOM
Mohamad Amirudin b Abu, CMAM
Mohd Helmi Bin Mohd Affendi, CMOM
Mohd Nizam b Abdul Rahman
Mohd Rafiz Azwan bin Hashim
Mohd Taufiq Hidayah b Ahmad Zawawi, CMOM
Ng Bee Fong, Samantha, CMOM, CMMLM
Ng Kuan Yee, Selina
Noor Salehah bt Wahid, CMMLM
Nor Hayati bt Nawawi Suri, CMM
Norlian bt Md Tahir, CMAM
Norbiyah bt Mohd Yusof
Nurul Atiqah Hisam, CMMLM
Nurul Azuini Binti Adnan, CMMLM
Ong Eng Hin, CMM
Ong Hui Ling
Ooi Boon Shya, CMMLM, CMOM
Ooi Wern Earn
Padma Prian @ Padman s/o Maniam
Patrick So Kee Whuay
Pearly Lim Meng Li, CMMLM
Penny Yaw
Phang Sau Lian
Pon Ching Li
Rajashegaran a/l Ramakrishnan, CMOM
Rashidan b Ismail, CMOM
Richard Chan Chee Keong, CMM
Ronald Ling Ing Han, CMMLM
Samantha Ooi Suii Liin
Sam Pui Wan
Samuel Tan Kim Hua
San Wei Hwa, Vivien
Saw Lee Chuan
Set Hon Foong
Shahrol Azman b Abd Kahar, CMOM
Shaifulddin A. Majid, CMM
Sharifah Fairuz Binti Syed Hashim, CMMLM
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Siegfried Shaun Dela Pena, CMMLM
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Siti Absah Binti Kamarudin, CMAM
Siti Habsah Binti Rahmat Rambali, CMAM
Siti Natasha Bt. Mohd Salleh
Soh Shang Ching, Harry, CMMLM
Soon Sheer Jin, CMOM
Tan Cheng Guan
Tan Hui Swan, Farrer, CMM
Tan Joon Kai
Tan King Way
Tan Ling Hong, Tracy
Tan Sri Dato Teo Chiang Kok
Tan Sri Datuk Eddy Chen Lok Lo
Tan Ting Sin, CMOM
Tan Yuen Yuen, Sylvia, CMM
Tang Chee Weng
Tang You Qing, Eugenie
Tee Beng Soon, Alex
Thee Wei Loong, Dexter, CMMLM
Teh Che Hon
Teo Chui Ping
Teo Su Ching, Katy
Teoh Eng Chiat, Andrew
Teoh Song Loon, CMMLM
Tian Keng Swee, CMOM
Tio Pei Yee
Tun Mohd Afandi b Yusof
Veronica Centine Metcalfe, CMOM
Vickneswaran Arumugam, CMMLM
Victoria Jong Joe Joe
Wan Aionin Binti Abd Aziz, CMAM
Winnie Sam Min Wah, CMMLM
Wong Chan Fai, Eric
Wong Kong San
Wong Sook Voon, CMMLM
Wong Woei Ming, Michael, CMAM, CMOM
Wong Yoke Ping
Woo May Shee, CMMLM
Yakob Haron, CMOM
Yap Wee Kee, CMMLM
Yap Yin Yee, CMMLM
Yap Yoke Lan, Rachel
Yeap Chin Chong, CMM
Yeo Yee Yean, CMMLM
Yew Joo Heng, CMOM
Yew Su San
Yeoh Keong Shyan
Yu Kim Khim
Yuen Chew Yung
Zahayu Shima bt Ayub, CMMLM
Zulkahar b Khamis, CMOM

LEGEND
CMMLM
Certified Mall Marketing & Leasing Manager
CMOM
Certified Mall Operations Manager
CMAM
Certified Mall Administration Manager
CMM
Certified Mall Manager

