



NewsNetwork

MARCH 2023



WHAT SHOPPING MEANS FOR GEN Z

Inside this Issue



What's New
Megah Rise mall

Page 4



Feature
Insights into Gen Z shopping habits

Page 6 - 8



What's New
KSL Esplanade Mall

Page 5



38th Annual General Meeting

Page 11

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President's Message



Dear members,

Here we are, a few months after the beginning of 2023 and where we are hopefully now at the 'post-pandemic' scenario. The global economy, including our own, is gradually getting back to more stable and normal performance levels and all shopping malls are at various stages on the road to recovery. However, there are ominous factors from the Ukraine war, turmoil in the global banking system that may derail this recovery.

Even within this framework of improved but still fragile economic stability, the management of shopping malls has certainly become much more challenging as our industry has been beset by numerous strong headwinds locally, especially those which translate to higher operating costs. This includes the massive increase in electricity surcharges through the imposition of Imbalance Cost Pass-Through (ICPT) resulting in a humongous increase of 30-50% in monthly electricity bills. Whilst numerous protests have arisen from affected industries like manufacturing, hospitality and our malls, with everyone seeking a moratorium from the authorities, there has been a eerie silence to date. So, this means we have to be even more innovative and creative to find ways to manage our operating costs, including looking at alternative energy sources.

On top of this, the authorities have also recently announced the imposition of tax on luxury merchandise, but we were given to understand that details will only be announced within the next three months. Once implemented, and depending on how it will be executed, this will have repercussions on the luxury retailers in our malls, and even have an impact on both inbound and outbound tourism. In the meantime, together with our retail partners, we have made representations to the authorities who are currently studying the finer details.

On the brighter side, we are hoping for a rebound of international tourists in the months to come as almost all global borders have reopened. We are also excited and looking forward to Visit Malaysia Year 2025 being planned by Tourism Malaysia. What is utmost important is for our government and in particular, the tourism authorities to immediately promote Malaysia as a desired destination for tourism, entertainment, food and shopping to welcome overseas tourists and to rebuild our inbound tourism industry which should mean more footfall to and more sales for shopping malls.

On the home front, we have resumed all our events physically, including education and training and for our biennial Shopping Mall Management Continuous Education Seminars which have recently garnered tremendous response, we are much motivated by the enthusiasm. Our events include our study trips to shopping malls overseas for which there has been much eager response. However, we will still continue with our online Virtual Teh Tarik Talks (VTTTs) and webinars because the plus point is that we can reach out to more of our members from other states.

Looking ahead for the rest of 2023, work is in progress for a conference on shopping malls during the third quarter this year to be held in conjunction with our annual PPKM Awards for Best Experiential Marketing. So, for all the mall marketing aficionados out there, do look out for our announcements in due course.

With us now as young working adults and shoppers of today is the current Gen Z generation, who were literally born into a digital age. As mall operators, we need to understand their aspirations and needs and we hope this edition of our newsletter will be an eye-opener on their shopping habits as we are featuring *What Shopping Means for Gen Z* as the main theme of this edition.

For now, the festive season will soon be with us again and we would like to wish all our Muslim members a blessed RAMADAN and happy celebrations for the HARI RAYA season ahead!

Warmest regards,

TAN SRI DATO TEO CHIANG KOK
President

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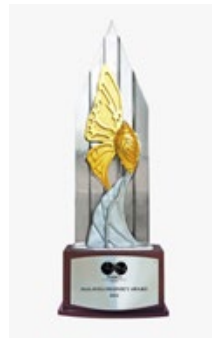
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HAPPENINGS

FIABCI Malaysia Property Awards™ 2022 18 March 2023



We are elated to congratulate our President, Tan Sri Dato Ir (Dr) Teo Chiang Kok who was presented with the coveted title of *Property Man of Year 2022* by Tuan Yang Terutama Tun Seri Setia (Dr) Hj Mohd Ali Mohd Rustam, Yang di-Pertua Negeri Melaka, at the recent awards dinner.

With over 50 years of experience and numerous key positions in both public and private sector bodies, Tan Sri Teo is widely recognised as an influential key opinion leader in the property and retail industries.

In particular, he continues to play a critical and vital role to shape Malaysia's shopping mall industry with his indomitable passion and tireless dedication and we are extremely grateful to have him to helm our association to even greater heights.

Megah Rise, latest neighbourhood community- centric mall in Petaling Jaya



One of the first indoor, air-conditioned sports hall with six badminton courts within a shopping mall in Selangor

to name a few: Naj & Belle, Oomph, Zus Coffee, Staple Dough, Salad Atelier, Hainan Village, Dian Huo Hotpot, Yat Yat Seng, Lao Mao Café (pet friendly) and Kheng Wah offering Hong Kong-inspired kopitiam fare.

The mall also features several wine and dine establishments such as Barolo, Pik Oyster Bar, Cincin and Nest13 - Petaling Jaya's largest rooftop restaurant and bar, with private rooms for karaoke.

On top of that, it has a pet café - PooF that caters not only to pet owners but also has a dedicated pet menu for their pets. It also comprises an event space for pets' activities or celebrations and another section for pet accessories, treats and toys.

One of Megah Rise mall's unique selling points is #MegahWalk, a 115-metre-long pedestrian walkway that features a colourful batik-inspired mural. The walkway is pet-friendly and dotted with alfresco dining areas. It also serves as a creative space for buskers, artisanal markets, events and exhibitions during the weekends.

Living up to its tagline, The Community Placemaker, Megah Rise mall houses a large multi-purpose hall with six badminton courts, spanning over 13,000 sq ft that is operated by Megah Rise Badminton Club.

"Megah Rise reflects our continuous efforts of building developments that can contribute, improve and add value to the communities," said PPB Properties CEO, Low Eng Hooi. "We are committed to ensuring this retail space continues to thrive as the latest landmark in Petaling Jaya."

Sitting on a land area of 3.36 acres, the 39-storey mixed-use development is integrated with 228 residential units. Being the only high-rise in the neighbourhood, the residential tower, branded as Megah Rise Residensi, offers an unobstructed panoramic view of Petaling Jaya. Megah Rise mall is owned and managed by PPB Properties.



Megah Rise mall set to be the community placemaker of Taman Megah

Megah Rise mall has opened its doors to the public on 18 December 2022, with its positioning as the placemaking space for the local community in Taman Megah, Petaling Jaya. It offers a curated retail experience that features an eclectic mix of food and beverage outlets, the premium Village Grocer and various recreational facilities such as Megah Rise Badminton Club, Anytime Fitness and Jal Yoga.

Catering to the community's diverse needs, the mall also offers a variety of retail and lifestyle tenants such as SO Eyewear Optometry, Goobat Pharmacy, Mr DIY, EZ Biz, Johan Preschool and JooEE Grooming Maison.

Comprising four levels of retail space and two basement levels, the mall has a net lettable area of about 142,000 sq ft with an occupancy rate above 80% upon its opening in December 2022. More tenants are expected to be opened for business by the second quarter of 2023.

About 40% of the mall's retail space is dedicated to food and beverage outlets -



#MegahWalk abuzz with activities

KSL Esplanade Mall Welcomes Shoppers From 31 May 2023



By creating the newest vibrant destination and generating economic activity for the communities in Klang, Shah Alam, Jenjarom, and beyond, KSL Esplanade Mall, the brainchild of KSL City Management Sdn Bhd, a wholly subsidiary of KSL Holdings Berhad, promises to breathe new life into Klang City, especially Southern Klang. With its soft opening on May 31, 2023, KSL Esplanade Mall expects to draw more than a million shoppers who live within a 30 to 45 minute drive.

The iconic 650,000 sq ft shopping mall will contain four floors of retail space, a landscaped park, event space of up to 10,000 sq ft, an outdoor eating terrace, and a special section with play area for kids. KSL Esplanade Mall promises "More Than Just A Mall" experiences in an effort to become Klang's one-stop shopping destination.

Mr Patrick Khoo, the project director for KSL Esplanade Mall, is certain that the mall will stand out and be well-liked. Patrick claims, "This is not just another mall. Our mall is envisioned as a third place, which is best described as a setting where a person can have a transforming sense of self, identity, and relationships with others. The phrase "third space" refers to three different locations: the house, the workplace, and the mall.

"Numerous events, both indoors and outdoors, including competitions, tournaments, light and music display, festivals as well as arts and cultural events will be held in support of community living. We are confident that the "More Than Just A Mall" idea will receive favourable reaction from the neighbourhood and customers," he added.

KSL Esplanade Mall has successfully secured several key anchor tenants to provide a unique shopping experience for its visitors. These tenants include Star Grocer, ENERX Park, Xctive Kidz, XTROLLER, Good2U Concept Store, Starbucks, ZUS Coffee, The Coffee Bean & Tea Leaf, The Chicken Rice Shop, Nihon Shoku, Uncledon's, Loon Sing Restaurant, Pets Wonderland, Houzone, One Living, MR D.I.Y, Toy World, Toyworld Amusement Park, TGV Cinema, Happy Fish Swimming School and more to be announced in the near future. At present, the mall has achieved approximately 70% occupancy.

Excellent Accessibilities From Within And In Between

Southern Klang is well connected to the major highways such as Shah Alam Expressway (KESAS), South Klang Valley Expressway (SKVE), and New Klang Valley Expressway (NKVE).

Visitors to KSL Esplanade Mall can look forward to the improved connectivity with the upcoming Light Rail Transit (LRT3). The LRT3 will provide easy interchange with existing rail systems such as MRT Bandar Utama, Kelana Jaya Line, BRT Federal Line, and KTM Komuter Port Klang, offering a seamless travel experience. Visitors will be transported along this LRT3 alignment from Bandar Utama to Johan Setia Station, where they will then need to take a five-minute drive to reach KSL Esplanade Mall. The mall will offer complimentary shuttle services as an added convenience to meet the demands of the customers.

"In order to highlight the accessibility, my team has focused heavily on enhancing and strengthening the local infrastructure to ensure a comfortable commute to and from the shopping mall. This involves a project to enlarge the road, installation of additional lamp posts, building a brand-new pedestrian link bridge and bus station for the convenience of the general public.

"We are committed to the sustainable growth of the area, particularly for those who call it home. Our aim is to have a significant impact on the community by providing upgraded amenities, facilities, and job opportunities. By prioritising the needs of the community, KSL Esplanade Mall aims to become a destination that not only provides a great shopping experience but also contributes to the development of the area," Patrick said.

Besides the mall, KSL Bandar Bestari also consists of semi-detached houses, serviced apartments, commercial property, and a four-star hotel that caters to the middle-to-high income community. These notable developments are anticipated to change the neighbourhood and attract greater investment interest. "South Klang's makeover is about to begin," he said.

Insights into Gen Z shopping habits



Image from stock photo

Generation Z aka Gen Z, referring to those born between mid-90s and early 2010s after the millennials, has come under the watchful eyes of retailers and major corporations as the most critical consumer group being the new entrants to the workforce with purchasing power. They also have different views on shopping and consumption.

PPKM got in touch with some of these Zoomers, as they are colloquially known, who are working in shopping malls to find out what they have to say about the shopping habits of their iGeneration.

Below are the responses from four Gen Z candidates in their early to mid-20s, with some on their first job. They are Aida Qistina Mohamad Radhi, 22, a marketing administration executive with her two colleagues from Sunway Pyramid, Yeoh Fang Rui, 21 and Chong Jien Zen, 25 while Karthik Raj, 24, is from Hartamas Shopping Centre, also located in the Klang Valley.

Does Gen Z boycott brands?

Three out of the four respondents did not hesitate to say yes and even cited brands that they shunned such as Shein, which is known for using child labour. Chong, also a marketing executive, is against brands that do animal testing.

Sunway Pyramid development administration and management executive Yeoh, who values customer experience says if she goes to a restaurant and finds their service or food terrible, she will stop patronising the place. Neither will she tolerate it if the staff are inattentive and rude or when the items served are of poor quality.

Do you usually make purchases based on your friends or influencers' recommendations?

Yeoh replies, "I will buy based on recommendations by friends, especially after testing them at the store or trying my friend's products." Aida, who also goes for her friends' recommendations, says, "It is because they know me best when it comes to things that I like.

"As for influencers, it really depends on who they are. Generally, I would consider their recommendations as I feel their words carry weight since they are putting their careers on the line."

Chong opines it is more trustworthy when her close friends

recommend her products and services they have tried while tenancy administration executive Karthik admits he frequently make purchases based on influencers, who also blog or share their experiences, stories and interests with a wide online audience.

Would you say Gen Z has strong purchasing power?

It's a definite yes from both Aida and Yeoh. "Most Gen Z, especially students go café-hopping and pay good money to enjoy experiential moments together," observes Aida. Yeoh quips, "Some of my peers are living examples of shop till you drop. Generally, the Gen Z members whom I know come from quite well-to-do families and have zero commitments. So, there is no such thing as a shopping budget for them."

Chong, however, feels it all depends on the individuals and their financial capabilities, pointing out that Gen Z is willing to pay to gain experience.

How do you show your care for the planet via your shopping actions?

Opting for no plastic bags, bringing their own bags for groceries or purchases and using reusable water bottles are among the things most Gen Z would do to reduce waste and be more environmentally responsible. Chong's advice is to shop wisely.

Besides paying attention to what he buys, Karthik often reflects on how his actions impact the environment. "Supporting environmentally friendly products that cause less harm encourages businesses to source and create their goods sustainably. Gen Zers are keen to support companies such as Starbucks which have sustainable business plans," adds Karthik, who concurs with Chong that we can all benefit from a less consumerist way of life.

Are you willing to pay more for high quality sustainable products than big brand names?

With the majority of Gen Z willing to spend more to buy sustainable goods, according to one report, the Zoomers have been described as the most open generation who are more likely to base their purchases on individualistic ideals and beliefs. Karthik believes, "Sustainable buying has an impact on society's ability to build a sustainable future. Conscious customers support initiatives that lower pollution and waste that protect both their personal health and that of the planet."

<< continued from page 6

Yeoh notices that sometimes big brands offer cheaper and better options. A frequent shopper of fashion clothing and accessories, she remarks, "Sustainable brands that produce high quality clothes are not necessarily fashionable. Thus, it reduces my desire to purchase them. However, if I know of local enterprises that sell handmade, biodegradable fragrance or deodorant sticks, I would rather buy from them than from the big brands."

Are you price sensitive? Do you go more for branded and luxury goods?

Interestingly, all four profess to be price sensitive, with their purchase decisions influenced by the product's quality and worth. If the same products were sold at a higher price due to branding, Karthik says he sees no reason why he should opt for the branded items.

Meanwhile, Yeoh admits she is a bit of both depending on the nature of the product and how much money she has. "Make-up and perfumes are the only branded and luxury goods I buy because of their quality."

What about personalised products?

Aida confesses that personalised products suit her best while Yeoh goes mostly for clothing and accessories produced by local crafters. Karthik is all for customising products as they not only aid in boosting sales, fostering customer loyalty and word-of-mouth referrals but also ensure satisfaction from the enjoyable engagement with such encounters. "As a consumer, I see the value of goods designed specifically for someone's wants and requirements. Customisation of items is the most prevalent digital experience which I can relate to."

Do you have any favourite brands and do they share similar values that you hold?

For Karthik, it's Rope Man and Nike. "I have been drawn to these retailers for a very long time as Rope Man shirts are not only reasonably priced but also quite comfortable while Nike sneakers look good with shirt and slacks. It's my choice if I want to stay in style."

Yeoh shares her favourite brands are Clinique, Dior, Uniqlo, Forever 21 alongside retailers such as Family Mart and Watsons. "I just like them because they have many things I want or need. Aida and Chong, on the other hand, do not have specific brands they favour over others."

Are you more inclined to pay by credit, cash, go cashless via ewallet or mobile app options?

With Gen Z using less cash to pay for their transactions, it is super cool for Yeoh and Chong to go for banks' apps with DuitNow and QR pay features. Just tapping her credit or debit cards is another option for Yeoh.

For Aida, she is more inclined to pay using e-wallet as it is more convenient since she has her phone with her always. "I like GrabPay because it offers good deals while Touch N Go (TNG) enables me to transfer money easily since most of my friends use it as well."

While acknowledging that GrabPay and TNG are convenient and easy to use, Chong says he would go for any of the above options as long as there is cashback. For Karthik, the two easiest

online transfer payment methods are CIMB clicks and QR codes. "The latter is my favourite as it takes less than a minute."

Where do you make your purchase, physical stores or via online, mobile apps and social media?

Gen Z likes to do their research, compare prices online and then visit the physical stores to try the products before making their purchase. Chong is no exception while Aida shares, "It depends on the offers, availability and if I can get the item cheaper online. Otherwise, I still prefer to go to the physical store."

For Karthik, shopping in physical shops is his first choice as he can touch the products, besides the convenience. "Most importantly, you get the satisfaction knowing you have made the right decision although buying online may appear easy."

Yeoh is all for exploring the various options as she likes thrifting and checking out the local businesses on social media like Instagram (IG) or Xiao Hong Shu, a social media and ecommerce platform which is China's answer to IG.

What do you use social media sites mainly for shopping?

Gen Z normally use social media to check out the latest trends and keep abreast of news, including that of their friends. For Aida, it is to look for reviews before buying a product in-store while for Yeoh, it is to be updated on the latest memes and fashion, citing Gen Z like herself to be avid readers of global news in search of ideas for travel destinations, trends on interior decor designs, food recipes, etc.

Karthik views social media sites such as Facebook, IG and others as being unsuitable to make purchases but due to their high users' traffic, they are ideal advertisement platforms. Such social media apps are more of a source of educational contents like news and updates besides enabling communications with friends and family. Although these apps have a shopping component, he believes they are overused. Well-known, easy-to-use online shopping platforms such as Shopee and Lazada are more popularly used for online purchases by him and other iGen.

What category of products and services do you go for then? Fashion as in apparel and accessories or food?

For all of them, food is top on the list followed by fashion. While Yeoh says she cannot be splurging on non-food and beverage products on a daily basis, she does not mind paying sky-high prices for food. "Akin to travelling, I treat eating as an experience - yums yums in my tums tums." She would sometimes buy apparels, mostly second-hands, some items for her two cats and pamper herself with manicures and facials.

While agreeing that food, a basic requirement, is top priority, Karthik says fashion, as in clothing, is also significant as how we dress and enhance ourselves not only convey who we are to others but also brings joy and satisfaction to ourselves. They help boost our confidence and project a better image of ourselves.

How receptive are you towards "buy now, pay later" (BNPL)?

While Aida and Chong may find BNPL appealing because of their benefits such as interest-free payments, Karthik has his reservations when it comes to financial planning considerations as BNPL can dent one's future purchases and choices.

<< continued from page 7

“Therefore, it is not a payment method I prefer although it may be useful to others.”

Yeoh, who is not very receptive towards BNPL, says, “I don’t like the feeling of owing or holding payments even if it’s 0% interest as you won’t know if you’re going to be in a rainy season for the next few months. Thus, you might not be able to make payments for your next few installments.”

Are you active in re-commerce, that is, the sale of preloved/ owned or used products sold online? If yes, why?

As Karthik puts it, re-commerce is not everyone’s cup of tea although selling pre-loved items is beneficial to the parties involved, enabling buyers access to more affordably priced items and helping the sellers to dispose of their items for better use.

Yeoh says, “I don’t mind using pre-loved items as old trends will always be revived in the future. I feel fast fashion is contributing

to a lot of waste and also burning a hole in our wallets. In re-commerce, we are essentially ‘swapping clothes’ with each other. It’s less waste and lesser money spent. We also get to declutter and refill our wardrobes. It is certainly a win-win situation for all.”

What do you think of phygital and where can you find such omnichannel retail experience?

To Aida, phygital screams convenience and to be embraced by all eventually. She finds the closest example to this type of omnichannel retail experience at Happy Fresh, whereby customers can shop for groceries from their favourite mart online and have them delivered to their doorsteps.

Karthik affirms, “Phygital is a fantastic and distinctive experience. It is on the way to become a mainstay in terms of future purchasing and user personalisation, thanks to artificial technology and virtual reality.

WHAT’S NEXT

Study Trips to Bangkok

16 – 20 MAY 2023 | 20 – 23 JUNE 2023



Sawadee kha!

We have received overwhelming response from members to visit the vibrant shopping scene at Bangkok malls, to see what’s new and the elements which make them so happening, so now we are organising not one but two trips.

Thank you for your support, we will share more updates in the next newsletter.

Security and Safety Training

In the day-to-day operations of shopping malls, it is always important to ensure security and safety personnel are kept up to mark, so in the planning for our 2023 calendar are the following sessions for Advanced and Foundation seminars:

- 7 – 8 June: Security & Safety Training (Advanced)
- 10 – 11 Oct: Security & Safety Training (Foundation)

Do watch out for announcements soon.

HAPPENINGS

Appreciation Award from Tourism Malaysia

Tourism Malaysia gave away appreciation awards to their partners for their Pakej Rangsangan Ekonomi (PRE) 2.0 programme. This is an initiative of the Malaysian Government through the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) to address the negative impact of COVID-19 on the tourism sector and to promote domestic tourism. As the collaborative association for the Shop and Be Rewarded promotion held in 2021-2022, PPKM received the award on 16 March 2023 at Park Royal Collections.



L to R: En Shahrin Moktar, Director, Package Development Division; En Iskandar Mirza Mohd Yusof, Deputy Director General (Planning) both from Tourism Malaysia and Ms Evelyn Lo, PPKM.

WHAT'S NEXT



WATCH OUT FOR...

VTTT3-2023 - Sustainable Facilities for Sustainable Shopping: How CMMS can help

4 APRIL 2023

Shopping malls are continuously studying sustainable ways of maintenance in their daily operations. Join us as we look at the Traditional vs Modern approach for Shopping Mall Maintenance and delve into the benefits of digitalising mall maintenance which will increase efficiency and efficacy. Mr Ellan Uthama, Head of Customer Success will do a demo on ServeDeck's Solution so do register here for your complimentary seat: <https://forms.gle/rLVYRyru98Z2EHDFa>

Webinar: The Shopping Mall Synergy

6 APRIL 2023

WEBINAR 3-2023: THE SHOPPING MALL SYNERGY



With the various components in mixed developments today, shopping malls play an important role to create and contribute to the positive synergies for the mutual co-existence and growth of the individual components. Our upcoming webinar looks at how malls interact with and support medical tourism, convention centres, colleges and vice versa.

There has been much effort undertaken for Malaysia to establish itself as a leading destination for medical travellers. To our credit, we have recently been voted as a choice destination for medical tourism because compared to other countries, the cost of medical

healthcare is affordable and there have been much medical advancement here. Medical travellers naturally come with their family and other helpers and in consideration of a short or medium term stay for recovery purposes, there are collaborations between hospitals and hotels and even shopping malls in the vicinity of these facilities. En Khairul Ariffin Ibrahim, COO Hektor Property Services, explores this 'greenfield' *Linking Shopping x Medical Tourism*.

Mr Francis Teo, President, Malaysian Association of Convention & Exhibition and Suppliers (MACEOS) shares his passion for business events and looks at *The MICE Nexus*. The MICE (Meetings, Incentives, Conferences & Exhibitions) industry is essentially business tourism and brings together professionals and practitioners from various sectors to a particular destination. With its significant contribution to tourism, Francis shares the win-win scenario of convention centres located in the vicinity of malls which provide the much needed facilities and amenities sought after by MICE delegates.

We also look at *Partnerships for Positive Vibes* as collaborations are essential to develop fruitful synergy for shopping malls to increase their footfall and businesses. Mr Darren Chear, Director, Branding and Communications, Sunway Malls imparts how their malls' extended family of colleges, universities, hospitals and theme parks etc create the positive vibes for shopping malls to thrive and contribute to their success.

We will apply for the webinar to be accredited with CPD points from the Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVAEP). So, do contact secretariat@ppkm.org.my for more details and/or register by 3 April 2023 at the following links to join us.

Single Registration:

- PPK Member: RM31.80 per pax
- Non Member: RM42.40 per pax

<https://forms.gle/YaG6HEmTeeq54jK87>

Multiple Registrations for maximum of five names:

- PPK Member: RM106.00
- Non Member: RM159.00

<https://forms.gle/7dc5JtTJsBMTjzuBA>

PAST EVENTS

Shopping Mall Management Continuous Education Seminars (SMMCES)

6 – 15 MARCH 2023



We have our President in class!

In line with HRD Corp requirements, our previous Certification Courses have now been rebranded as **Shopping Mall Management Continuous Education Seminars (SMMCES)** beginning from this year.

The first session was held with overwhelming response earlier this month for a total of 160 participants, with Marketing & Leasing Part 1 accounting for almost half this number. It was truly terrific to see much enthusiasm from these Gen Y and Gen Z participants as they looked beneath the glamour of shopping malls into the nitty gritty of the marketing and leasing of shopping malls.

Participants for the Administration module were equally intrigued why details are critically important in insurance, human resource and where necessary, documentations for the litigation process.

Back-of-house is equally, if not sometimes more important than the front-of-house in the daily operations of malls so Operations & Maintenance took centrestage for three days where our learned speakers delved into car parks, security, M&E as well as cleaning and housekeeping.

Syabas to all of you for completing our session for this first half year, especially to those few who stayed on for the entire two to three modules, your stamina is amazing!

For those who have missed out, look out for our Session 2-2023 scheduled from 31 July – 4 August in Kuala Lumpur. Dates and venues subject to confirmation upon announcements in due course.



The class which got creative with the coffee adrenaline!



We did not expect the topic on Human Resource to be so interesting!



Working out the facts and figures on Security and Safety with Hj Ibrahim



Great feeling to have completed all three days of Part 1 Operations & Maintenance

38th Annual General Meeting

25 MARCH 2023



Firm advocates of the shopping industry
L to R: Mr Vincent Chong and Mr Michael Poh, Committee; Ms Phang Sau Lian, VP1; Ms Kung Suan Ai, Pavilion Malls; Mr Lee Beng Beng, Committee; Mr Richard Chan, Advisor and Tan Sri CK Teo, President

Members were surely pleased that we were once again able to convene another AGM on-site, being another occasion for personnel from diverse shopping malls to meet for updates, sharing and networking amongst fellow cohorts, together with members from Penang and Johor Bahru. At this 38th AGM, members were apprised of the past year's events which had most of PPKM's annual activities and events being resumed on-site, including training and education seminars and regional outreach meetings.

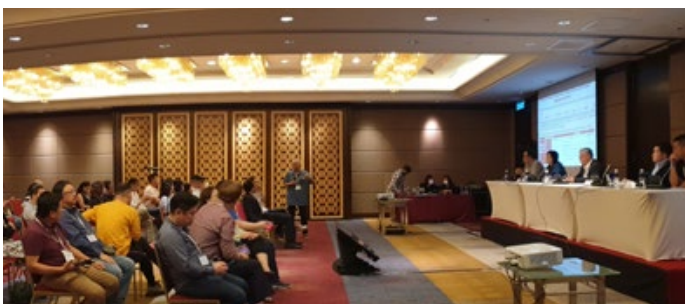
Whilst the present committee will continue to serve until the next AGM in 2024, members unanimously elected Mr CC Yeap and Mr Lawrence Teh as auditors for 2023-2024.



President, Tan Sri CK Teo highlighting our industry issues which included rising electricity costs and the new luxury tax



Members paying keen attention to the proceedings



Mr Richard Chan sharing more details about registered property managers



WE are the shopping mall family



Webinar: Insights into Fit-outs and More

18 JANUARY 2023

Fit-out is essential and crucial to ensure the direction of shopping malls and its branding so that it aligns with the malls' shoppers' profiles and preferences.

With this in mind, **Ms Pamy Wong, Co-founder, Visata Creative** covered aspects of the new retail store experience, looking at the shopfront which reflects the brand

image to capture shoppers' attention to customer flow inside the shop, finishing materials and lighting.

As the **Head of Fit-out at KL East Mall, Mr Ling Shiang Peng** shared on shops' fit-out plans – from aesthetics on colour, signages and lightings which will create ambience to attract patrons and shoppers whilst considering the mall's directions and customer profiles.

Ir Chandra Menon spoke from The Engineer's Viewpoint where it is all about the practicality of malls' generic fit-outs, about what is possible and not possible, to retrofit and what not to do in order to avoid long-term maintenance problems.

The 186 participants were very interactive with their questions, especially on the matching of aesthetics with practicalities.



Webinar: Human Resource for Shopping Malls

23 FEBRUARY 2023



Human Resource (HR) is perhaps the most important ingredient in today's management of shopping malls where movements are sensitive to changing environment and malls. There is a need to look into ways to be a sustainable employer and to build a new generation of younger cohorts to carry on shopping mall management within a rapidly evolving environment.

With this scenario, **Ms Ooi Wern Earn, Sr Director HR, Sunway Malls** spoke on how Sunway leads the way as a sustainable employer and creates a wholesome working environment where they nurture young talent at the workplace. Their Young Talent Programme helps to build a succession pipeline into the organisation.

The next HR practitioner, **Ms Bhuvan**

Krishnasamy, Head of Group People & Culture, IOI Properties Group spoke on their strategies for HR acquisition, retention and ongoing support for existing employees in shopping malls.

To give a fresh perspective on HR, **Ms Aida Qistina Mohamad Rahdi, Executive – Marketing (Administration)** shared her work-life balance experience in her workplace as a Gen Z who has entered the work place during a time of global turbulence – global pandemic, rising inflation rates, recession fears, geopolitical conflicts, and even climate change.

A total of 122 participants found the webinar eye-opening as it presented different angles of the HR functions in shopping mall management.



Why Customer Relationship Management (CRM) is Crucial to Build Resilience in the New Era of Retail

21 MARCH 2023



Placewise Asia Pacific showed how shopping malls can benefit from using CRM technologies to remain competitive in the post-Covid era of retail. CRM helps to track and analyse customer behaviour, automate operations and improve workflow as well as gain valuable insights into the sales and marketing performance. With CRM, malls can transcend the physical space and reach customers in the digital space as well as adapt to changing consumer behaviour.

A total of 64 participants followed the talk by **Mr Jason Cheong**, its **President** and **Mr David Chu**, its **Country Manager** who showed the way to enhance operational efficiency and engage in omni-channel marketing.



Is Your Mall Keeping Up with the Changing Shopping Behaviours?

Understanding the Shopping Behaviours in Klang Valley for 2022

28 MARCH 2023



In a follow-up of their on-going series, Stratos Pinnacle continues to track key shopping behaviours so that malls may make better business decisions. A total of 109 participants attended the talk by Ms Low Shu Yik, Associate Director of Research.

(Details overleaf.)

<< continued from page 13

Is Your Mall Keeping Up with the Changing Shopping Behaviors?

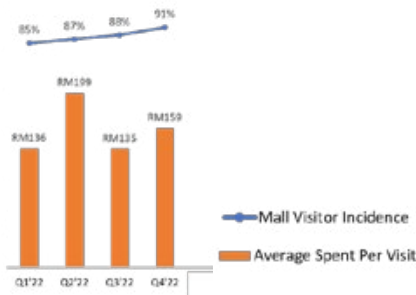
Understanding the Shopping Behaviours in Klang Valley Malls for 2022

From the reopening of international borders to the fluctuating inflation rates to the general elections, shopping malls in Malaysia have much to adapt to remain resilient in the ever-evolving retail landscape. As we enter the new year, let's take a step back to revisit 2022 on how shopping behaviour has changed in the post-pandemic times.

Have there been changes in visitation and spending?

In stark contrast to the past year, one of the promising signs for shopping malls was the gradual growth in shopper incidence to more than 90% in shopping malls, meaning more than 90% of shoppers returned to visit malls. As the borders continue to open, we expect to see greater growth and opportunities with inbound tourists.

Average Spent and Incidence among Mall Visitors



Shoppers' spending peaked during second quarter (Q2) 2022. Although this may be due to the festive/holiday seasons, it is a hopeful trend to highlight. Meanwhile, lower spending in Q3 could be due to cautious spending among shoppers, where the consumer sentiment index (CSI) has remained below 100. This cautious behaviour may be due to the rising inflation and overnight policy rate (OPR) but as the concern about inflation continues to soften, we can expect shoppers to gradually begin to spend more through targeted marketing efforts.

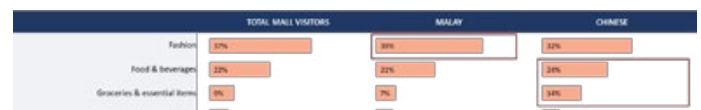
Less affluent T20 shoppers could be another reason for declining spending. This was noticed since the second half of the year after the reopening of international borders. As the T20 shoppers tend to spend a higher amount in malls, that is, your high/quality spenders, shopping malls may benefit from strategizing on how to further attract this group of shoppers.

Are there differences in shopping behaviour between shopper demographics?

What shoppers spend on tends to commonly circle back to fashion, food and beverage (F&B) and groceries. However, the

percentages of what they spend on do vary slightly between the two major ethnic groups, where Chinese shoppers tend to spend more functionally on F&B and groceries while Malay shoppers tend to spend more leisurely on fashion. As such, this may signal a need for a varied approach when marketing towards the respective demographics in Klang Valley.

Share of Wallet among Mall Visitors (Difference between Malay and Chinese shoppers)



Other notable insights

One of the other significant changes that we can observe is the shift towards online shopping. Although in the endemic stages, approximately 80% of shoppers continue to spend online. As such, the online shopping experience is not one to be neglected as it is expected to move in parallel with the physical shopping experience.

What can we do as we head into 2023?

As we move into the Q2 2023, there are certain key highlights that malls in Klang Valley should take note of:

1. With the reopening of the borders, the shopping mall industry may seek to capitalise on the incoming tourist shoppers by offering a diverse range of products and services that caters to their needs and preferences.
2. Shopping malls should pay attention to attract the T20 shoppers as we see a decline in these quality shoppers which may be attributed to the opening of the borders and increase potential for spending outside of Malaysia.
3. Although we see a growth in visitation and spending, shoppers are cautious in their spending due to the rising cost of living and higher OPR rates. As such, a good marketing plan is needed to attract shoppers and encourage spending with respect to the shopper demographics.
4. Online shopping is expected to co-exist with physical shopping and hence, a necessary element to be considered by shopping malls.

All in all, shopping malls must continue to stay up-to-date with the trends in shopping behaviour as well as understand their own shopper behaviour to remain relevant in this fast-changing industry.

"It is a capital mistake to theorize before one has data."

- Arthur Conan Doyle

MEMBERSHIP 2023

CORPORATE MEMBERS

118 Mall
163 Retail Park
1 Utama Shopping Centre
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
Awana SkyCentral
avenue K
Bangsar Shopping Centre
Batu Pahat Mall
Berjaya Megamall
Berjaya Times Square Kuala Lumpur
Berjaya Waterfront Complex
Central i-City Shopping Centre
Central Market
Central Square Sungai Petani
Centrepoint 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
Evo Mall, Bangi
fahrenheit 88
Financial Park Complex Labuan
First World Plaza
Freeport A'Famosa Outlet
Galleria@Kotarakaya
Gamuda Walk
gateway@klia2
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 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 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
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 Jambur
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
Malaysia Grand Bazaar @ BBCC
Megah Rise
Megamal Pinang Shopping Complex
Mesamall
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
Rivercity
Quayside Mall
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
R & F Mall
SACC Mall
Sarawak Plaza
SB Mall
Seremban Prima
Segamat Central Shopping Centre
Sejati Walk
Semua House
Setapak Central
Setia City Mall
Seventeen Mall
Shaw Parade KL
Shaw Centrepoint
SkyAvenue
South City Plaza
Star Avenue Lifestyle Mall
Starhill Gallery

Straits Quay Retail Marina
Strand Mall
Subang Parade
Sungei Wang Plaza
Sunshine Tower
Sunsurria Forum
Sunway Big Box
Sunway Carnival Mall
Sunway Citrine Hub
Sunway Giza Mall
Sunway Putra Mall
Sunway Pyramid
Sunway Velocity
Suria KLCC
Suria Sabah Shopping Mall
Sutera Mall
Taiping Mall
Tasek Central
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
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