



# PPK Malaysia

Malaysia Shopping Malls Association

Persatuan Pengurusan Kompleks Malaysia (PPK)

## newsnetwork

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- Role of Landscape in Enhancing the Shopping Experience

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Untuk Ahli Sahaja



# PRESIDENT'S MESSAGE



Dear members,

It has been a year since the Goods and Services Tax (GST) was implemented and the retail industry is still feeling its effects. Coupled with the slowdown in the commodities industries, the economic performance of the country has been in a downward spiral with the GDP projected to slow to 4.2% compared to 5.6% the previous year. The recent survey by Malaysia Retailers Association (MRA) has also not been encouraging, with some retail segments shrinking by as much as 20%.

However, there seems to be some positive signs that some of the critical economic sectors may have bottomed out and indication is that some recovery may be seen, come the second half of 2016.

The oil price has now crept up to US\$52 per barrel, coming off its low of US\$38. While we do not expect the government to revise

its budget, we believe that some relaxation may be seen in the fiscal policy, barring any unforeseen event that may impact public spending.

Malaysia is not alone when it comes to facing challenging times in the retail industry. Our neighbour down south is facing dire prospects going forward. Consumer spending has been lacklustre, resulting in malls mulling reduction in rental, mall owners staring at lower revenues and some even contemplating closing or selling, exiting the industry.

Realising the challenges faced, our malls will have to be more creative. There is now a greater need to innovate. The experiential shopping and lifestyle matrix that many malls have adopted may not be enough. This is particularly so with the growth of online shopping. There may now be a need to accommodate or even build an online thrust in the way we design the next generation mall. Not only mall owners have to reinvent themselves, but the retailers, our tenants, will have to do the same to stay viable.

It is without doubt that the coming few years are going to be tough and malls will have to stay ahead of the curve to survive and prosper amid an ever changing eco-system. Change notwithstanding, PPK is confident that malls in Malaysia are here to stay, albeit with a need to re-look at the growth sectors.

I am confident that the Malaysian mall industry will rise to the challenge. From what I know some malls are already investing in new infrastructure and new platforms to meet the new threats and tap the opportunities that the former has to offer.

On the PPKM front, our 31st Annual General Meeting in March has seen a few new and old faces back in the line-up, a warm welcome on board to all. Thank you for your support as I continue to head the team and we look forward to two more years together of enhancing our core events and keeping abreast to augment the shopping industry for all.

Warmest regards,

**TAN SRI DATUK EDDY CHEN**  
President

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**Guest  
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**BY PHANG  
SAU LIAN**

**THERE'S** no magical spell that drives shoppers into malls. Instead, operators need to have a good understanding of what their malls offer and the type of catchment they want to attract.

And no single formula applies to all malls. Rather, the adage "different strokes for different folks" aptly describes what malls should be doing. The "magic formula" is

keeping close to who the customers are and what they want.

The competition is stiff. For a small nation, Malaysia certainly punches above its weight and is ranked as one of the world's most must-go-to destinations when it comes to shopping.

For two consecutive years, Malaysia was ranked the world's No. 4 global shopping destination after New York, London and Tokyo. In fact, three of the world's largest shopping malls are in Malaysia, namely 1 Utama Shopping Centre, Mid Valley Megamall and Sunway Pyramid Shopping Mall.

According to a study conducted by Malaysia Shopping Malls Association (PPK Malaysia), for a country with a relatively small population of 30 million, it boasts over 500 malls. And that number is expected to increase with more developers joining the bandwagon and established operators expanding their portfolio of malls.

The growth of malls signifies the change in people's lifestyles. Malls are no longer just places for shopping - they are also for leisure, entertainment and socialisation. Shopping as a popular pastime has seen an increase among locals and tourists.

#### Heart and soul of the community

It is estimated that one out of five Malaysians spends his leisure time at a mall on any given weekend. Hence, malls have become an extension of people's lives. In fact, they have become part of the heart and soul of the community.

The changing lifestyle and new shopping behaviour has reshaped the landscape of the shopping industry. Mall operators are being challenged to be more creative and innovative in order to compete to remain ahead and be sustainable.

In the Klang Valley, it is estimated that 66 shopping malls are located in Kuala Lumpur and another 58 in Selangor. Combined, they offer 33.7 million sq ft of retail space.

In such a competitive market, malls that are able to distinct themselves from others with unique differentiators will be able to attract the crowds. Successful malls are usually strong in their own positioning and brand identities. These include Suria KLCC, Pavilion, Sunway Pyramid, Mid Valley, One Utama, Plaza Low Yat, Berjaya Times Square, The Curve and Gateway@KLIA2.

#### Strong branding

Strong brand identity allows these malls to face newer competitors entering the market as well as existing competitors as they keep a stronghold in people's minds.

The identity occupies top brand recall in the minds of shoppers and that can be a very powerful connection a mall



Mid Valley Megamall, one of the nation's biggest shopping venues

## Different strokes for different malls

Shopping centres are part of people's lifestyle where they converge for leisure, entertainment and socialisation



Themed and unique precincts such as Tokyo Street in Pavilion breaks away from the norm in shopping environment

has with its shoppers. Branding built extensively and consistently over time allows these malls to reap the benefits over the long run.

While a strong brand, clear unique selling points (USPs) and great brand identity help, that is only part of the story. The other part calls for creating an experience that supports the brand, positioning and USPs.

Today's malls are beyond shopping. They are lifestyle centres that create urban experiences for people to go to as part of their discovery journeys.

As such, mall environments are becoming increasingly interesting and creative. Comfortable common space and ambience, good connectivity, destination sight-lines, exciting store design and atmosphere, unique interior design and layout have all become parameters to be pushed and explored to accentuate the overall experience.

The boundaries of sight, sound, smell and touch are being constantly redefined.

For example, Starbucks is not just a social place, but also a study place too. Students enjoy having their group

study in Starbucks instead of in a library because with enabling technology, searching for information has become so easy. This disrupts the traditional way of students accessing information and the need for a physical library.

Green initiatives such as car park guiding systems with sensor lights provide convenience for shoppers when searching for parking space. For art lovers, malls have also become their destinations as art galleries open up within or artistic art pieces are displayed for public viewing.

Themed and unique precincts such as Asian Avenue in Sunway Pyramid, Tokyo Street in Pavilion and others, which break away the monotony and clinical retail environment, are some of the successful retail concept precincts that attract crowds.

#### Real-life stories

While people go to malls for brands and experiences, it's ultimately how they feel about the experiences that will get them to talk and share with others. It's not just about the merchandise that people buy but the stories behind the merchandise and how they relate to their lives. It is all about the shoppers' story time.

When people dine at DC Comics Superheroes Cafe, they can share the stories of these superheroes, put them up on Facebook and let thousands of others know their stories of how, when and who they dine with.

When people queue to buy Crocs shoes, it is because of the desire to own the limited edition as well their stories in owning these limited editions. Likewise, when people queue overnight during an Apple product launch, it's because of the novel excitement.

All these real-life experiences and stories will permeate across social media and may create viral effects that attract more and more people to shop.

People are buying into "why" now. It is a trend of "showrooming"; a trend of shopping for review before buying. Hence, having the key winning retail

brands that know how to create more why's and unique stories will have the advantage to draw more crowd.

Decoration in shopping malls, especially during festive seasons, is a common expectation of shoppers. Hence, it is gradually a norm for mall operators to invest on creative festive decorations to draw the crowds and create publicity.

Some of the classic festive decorative elements include giant Christmas trees with snowfall during Christmas, a majestic palace surrounded by cherry blossoms during Chinese New Year, kampung houses with nostalgic displays during Hari Raya, colourful *kolam* with unique patterns during Deepavali, dazzling street lightings during year-end celebrations and more.

#### Shoppers' lifestyles

Mall decorations also present shoppers with plenty of photographic opportunities to share and remember. Malls are capitalising on the lifestyles of shoppers' postings on social media to further create word-of-mouth publicity.

Mural arts that are reflective of today's local lifestyle or past history, and 3D art corners are some examples that can be created which locals and tourists are also very fond of.

Characters parading in theme parks and promoters walking about with unique costumes and appearances are also tactical to offer pleasant surprises and wholesome values that shoppers will remember for a long time.

Shopping malls are also preferred destinations for events with celebrities and artists' appearances, music entertainment, food fest, sports, licensed characters and community gatherings as major draws.

Surprising shoppers or bringing something unique to the community is a great opportunity to differentiate one mall from another, and works well in drawing crowds.

#### Shopping rewards

It is important to note that the conventional value marketing still plays an key role in drawing crowds.

While enjoying the new shopping experience, many are still attracted by shopping rewards such as gift redemptions, special discounts, contest prizes, anniversary sales and loyalty programmes.

Creative promotions and offerings are important to entice spending and improve sales conversion. The impact is more significant, especially during the economic slowdown when people are more cautious in their spending and always on the lookout for value for money.

Marketers know that a great experience beyond expectation will build emotional touch and drive loyalty. Hence, for all the good efforts that are done, malls should never forget to close the loop with superior customer care.

Well-trained and friendly frontliners including concierge assistants, security personnel, mall ambassadors, car park attendants, foreign language translators and sales assistants play roles.

Showing genuine care to customers is key to great customer experience. Positive and regular customer engagement will lead to customer satisfaction and hence drives frequent visitations. **FOCUS**

*Phang Sau Lian is the assistant secretary of the Malaysia Shopping Malls Association and the general manager of Sunway Putra Mall*

## What's New

### The Summit Subang USJ's new facelift



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Located at USJ 1 in UEP Subang Jaya, Selangor, The Summit Subang USJ is a 15-year old shopping mall with strata titles which will soon be ready to showcase the many changes made to it after undergoing progressive renovations since April 2014.

Among them will be a change in its tenant mix and a completely new themed recreational attraction comprising several miniature replicas of famous buildings in Malaysia that will be housed inside the mall. The mall will also feature one of the longest escalators in the country that will bring its customers right up to its uppermost floor.

Meanwhile, its existing auditorium has been converted for an indoor basketball space. With most of its façade and interior design work completed and the structure up already, it is only a matter of time before the three-storey full-glass façade and main entrance of the mall will be completed and open for the public to have a good glimpse of its new facelift.

Wong Khim Chon, the Chief Executive Officer (CEO) of Am ARA REIT Managers Sdn Bhd, which manages the mall that was acquired by AmFIRST Real Estate Investment Trust (AmFIRST REIT) in 2008, says The Summit USJ was never closed at any one time while its renovation was ongoing over the last two years.

According to him, Golden Screen Cinemas (GSC) Sdn Bhd, which has been with the mall since day one, has started renovating its existing seven halls in order to provide wider leg room space and new carpets.

It also implemented a new sound system besides setting up a ticketing section on level four of the mall last year. On top of that, Malaysia's largest cinema chain operator will also be adding another three halls at the mall.



A glimpse of some of the miniature replicas that will be featured at its new attraction area

Mohd Azhan Che Mat



Zuhairy Md Isa and Wong Khim Chon

Wong says some of its other older tenants include KFC Giant Supermarket and Ampang Superbowl.

"A grand opening of the mall will be scheduled by the end of the year, where we hope to achieve a much higher occupancy rate by then," he discloses.

Positioned as a neighbourhood mall to meet the growing needs of Subang USJ and the surrounding areas, The Summit Subang USJ Management Corporation General Manager, Mohd Azhan Che Mat, is confident of beefing up the mall's occupancy to 73% occupancy within the next two months.

Prior to its refurbishment, the mall's occupancy stood at 82%. Now, he says it is hovering between 63% and 65%.

AmFIRST REIT owns 71% of The Summit USJ's retail space and the rest is held by private owners with strata titles. It has not been easy for AmFIRST REIT to do a major revamp of the mall as it requires the individual owners' consent.

The Summit Subang USJ Management Corporation Chairman, Zuhairy Md Isa, who is also Am ARA REIT Managers Sdn Bhd deputy CEO, states that they also own the mall's car park, Summit Hotel and 12 out of the 13 levels of office space in Menara Summit.

"In total, we own 82% of the whole complex," adding that if the right price comes along for any of the individual retail units, they are willing to buy them up.

As a majority shareholder, Zuhairy believes the responsibility lies with them to lead the way when it comes to renovating the mall and providing it with a good tenant mix.

He views Home Pro, one of its new anchor tenants, as a catalyst for the mall. "I think they believe in this location and more established neighbourhood."

Adds Zuhairy, "We want good brands to come in but they won't be the high-end ones as we are focusing on the middle upper income bracket and the family crowd. We are also surrounded by a sizeable student population."

With DaMen next door opened on 8 January 2016, he sees it more as complementing the needs of the community here than as a competitor.

Zuhairy says about RM70 million has been spent to renovate the mall's interior and exterior areas, including the upgrading of its lifts and escalator.

With the mall's average rental rate at RM2.20, Zuhairy says he would leave it to the market forces to decide on its new level, pointing out that the mall's footfall is now less than 600,000 a month compared to 772,200 before because of its refurbishment exercise.

# Happenings

## 31st Annual General Meeting at Connexion @ Nexus Bangsar South

The meeting was truly was a 'connexion' of great minds with 3 of our veteran mall practitioners in attendance, Richard Chan, Joyce Yap and HC Chan, who together have contributed to many experienced years of mall management.

Held on 19 March, the AGM ushered in a robust team for 2016-2018, headed by our current President, Tan Sri Datuk Eddy Chen, who is ably supported by a committee comprising both existing members and some new faces. New things on the board include a recently launched revamped website and an updated syllabus for the Operations & Maintenance module of the ever popular Certification Courses. There were 3 new resolutions proposed of which 2 were approved and passed.

Welcome to an exciting calendar of interesting events and more fresh projects together.



Committee for 2016-2018 : Seated Front row: SL Phang, Tan Joon Kai, Kung Suan Ai, YL Lum and Vincent Chong  
 Standing Back row: Stanley Kok, Jean Chee, Darren Hee, Eunice Lim, Wivien San, CW Goh, Dato Sri Vincent Tiew, Kenny Tan, William Tang, Patrick So, Stewart Lee, Jenny Chan and Evelyn Lo  
 Absent with apology: Tan Sri Datuk Eddy Chen, MK Foong and KK Lim



AGM is also for a time to meet old colleagues – L to R: Anthony Dylan, Christine Chua, Lee Chee Hoe and Azizul Faizi b Ghani



Brotherly networking – L to R: Lew Wen Feng, Patrick So, Kenny Tan and YL Lum



Dato Sri Vincent Tiew enquiring about the accounts

## Seminars & Conferences

### Certification Courses in Shopping Mall Management, April & August 2016

- Marketing and Leasing
- Operations and Maintenance
- Administration



HC Chan sharing his invaluable experience with participants



Vigorous negotiations between 'landlord' and 'tenant' during the role play session



Learning about the merchandise mix at Pavilion KL

The first session for this year saw overwhelming response with more than 70 participants from malls all over Malaysia, joining in for Part 1 of the Marketing and Leasing module. Participants were all enthusiastic, ready and raring to go so there was lively participation in the classroom.

The relatively 'senior' participants for Part 2 Marketing and Leasing and Operations & Maintenance modules were equally gung-ho during the case studies, presenting a fresh new slant on traditional ideas. Discussion was energetic and as the shopping mall environment is constantly evolving, more creative ideas were brought to the fore.



Working out on how to plan your security team

The combined Administration module was equally peppy with many questions thrown at the speakers especially for industrial relations and legal aspects in tenancies.

Our grateful thanks once again to all speakers for generously sharing your insightful experiences.

The new sessions for second half year 2016 are scheduled as follows:

- 8 – 10 August 2016: Marketing and Leasing Parts 1 & 2
- 11 – 13 August 2016: Operations & Maintenance Parts 1 & 2

Registrations are now open.

Note: Administration module is only offered in April annually.

# Secretariat Shopping Malaysia (SSM) in full throttle

Tourism Malaysia has been working closely with the shopping industry, via Secretariat Shopping Malaysia (SSM), and has actively engaged with the retail players by organising a number of events since last year.

It kick-started its first road show in 2016 with a seminar and travel mart in Brunei on 26 January with the Malaysian delegation meeting up with some 70 buyers. The local representatives were from IOI City Mall, Mitsui Outlet Park (MOP), Sunway Putra Mall (SPM), Sunway Pyramid, Jakel Mall, SOGO Kuala Lumpur (KL), Batu Road Retailers Association (BARRA)-Jalan Tuanku Abdul Rahman (TAR), Malaysia Shopping Malls Association (PPK) and Suria Sabah Shopping Mall.

Its next such event, held in Vietnam from 23-27 March, attracted about 60 buyers from Hanoi and another 50 from Ho Chi Minh City. They came from tour agencies, media, banks and trade associations and met up with the Malaysian contingent. This time round, the local participants were from Suria KLCC, Pavilion KL, Fahrenheit 88, IOI City Mall, MOP, Sunway Putra Mall/Sunway Lagoon, SOGO KL, BARRA-Jalan TAR and Johor Premium Outlets.

A similar roadshow and seminar, conducted in Johor on 27 April 2016, also received good response with over 50 representatives, from the malls, shopping associations, state government and Tourism Johor.

**5** IRIS Global Blue TRS Malaysia Sdn Bhd gave a presentation on the Tourist Refund Scheme (TRS). Appointed by the Royal Malaysian Customs Department, it helps eligible foreign tourists claim back the Goods and Services Tax (GST) paid on qualifying goods bought in Malaysia and exported by air through the eight eligible international airports.

SSM's 12 May seminar and travel Mart held in Putrajaya saw participation from 26 inbound tour operators for the Asean, China, India and the Middle East markets. Officiated by Tourism Malaysia Director General, Datuk Seri Mirza Mohammad Taiyab, this event attracted 125 participants, which included 16 shopping malls and PPK.

Besides IRIS Global Blue TRS Malaysia, Syarikat Sign Charge Sdn Bhd also updated the industry players on Ali Trip Online, a travel agency booking portal for a wide range of products.

For the current 1Malaysia Mega Sale Carnival (1MMSC) from 15 June to 31 August, Tourism Malaysia's overseas offices has come up with a few shopping packages.

In conjunction with 1MMSC, Kuala Lumpur Fashion Week- Ready To Wear 2016 will be staged at Pavilion KL from 17-21 August promoting local fashion designers and brands. Besides creating opportunities for international recognition, hopefully this will further develop the Malaysian retail market for branded fashionable wear.

Earlier this year during the launch of the 1Malaysia Super Sale from 1-31 March (which replaces the 1Malaysia Grand Prix Sale), SSM promoted Miss SHOPhia as the ultimate shopping companion to guide shoppers on fashion trends and provide them with the latest news on where to shop and look out for the best bargains.

Miss SHOPhia, whose appearance will change according to her various roles, has been used by local malls such as Pavilion KL and Starhill Gallery besides being featured in overseas promotional shopping campaigns.

According to SSM, the impact received from its first shopping campaign for 2016, the 1Malaysia Super Sale, was very high with lots of coverage received, especially from the Asean region. International media and travel agents from India, Sudan and Seychelles had been invited to participate in Tourism Malaysia's Mega Fam programme alongside its Asean counterparts.

A Shopping Hunt was organized for them with participation from the local media to create more awareness of the major shopping routes or precincts covering Jalan TAR, Bukit-Bintang-KL City Centre and Jalan Ampang.

SSM has fixed the third national campaign known as 1 Malaysia Year End Sales from 1 November to 31 December. It says the dates for the country's three main national campaigns will remain the same for 2016-17 to enable the shopping and retail players to plan in advance for their sales.



At the Johor seminar on 27 April



Certificates of appreciation were also given out major retail players on 1 March



Malaysia's national sales grand launch at Nu Sentral, KL on 1 March 2016



VIPs at Malaysia's national sales grand launch



One of the many personas of Ms SHOPhia presented during the national sales grand launch



PPKM's SL Phang briefing participants in Brunei on Malaysia's shopping malls

Feb 13-19, 2016 | FocusM

# Complex task of managing mixed strata developments

It includes managing expectations of residents concerned about security and those of business owners or tenants who seek an ambience that drives footfall and sales



by YL Lum

**STRATA**-titled developments pose great challenges to Malaysians' civic-mindedness and community living.

As we progress from pure residential strata developments (or single-use strata buildings such as office towers) into mixed ones which include a retail mall component, we reach a level of greater complexity in both design and management.

Even in the context of a simple stand-alone residential flat, the quiet enjoyment of the unit owner depends on the behaviour of the rest of the other unit owners surrounding him at the top, bottom, left, right and opposite.

Unlike terraced houses, proximity and crossing paths with neighbours in every sense are more prominent in high-rise strata living.

Strata living demands every inhabitant to join efforts to upkeep the shared areas, or so-called "common properties" and this is usually in the form of paying the individual's fair share of monetary contribution.

This all sounds logical and in an ideal world, it should all work out fine, but unfortunately, in reality, it is otherwise.

There are situations where a unit owner fails to do his own housekeeping and this results in inconvenience or, at worst, damage to other units. For example, when waterproofing fails in the upper unit, the leak causes damage to the unit below. And most of the time, the well-being of the victim's unit is entirely at the mercy of the owner of the unit above, who is supposed to carry out repairs.

There are clauses in the new Strata Management Act (SMA) to address all these problems, but just like anything else, it is very hard in practice to execute some of them.

The complexity lies mainly in the struggle and effort to find a "balance" for each and every stakeholder.

For example, residential unit owners desire the highest level of security and privacy, but mall unit owners prefer to maximise residents' access in and out from the mall to drive footfall and sales.

The mall unit owners would also like long hours of retail operations to harness more rents but unfortunately, this becomes a disturbance to the business of running a hotel.

There is a fair share of strata-titled malls in the country and over the years, we have seen the pros and cons of such properties. Generally, we have strata developments which are horizontally split or vertically split, or a hybrid of the two.

## Directing the footfalls

The advantage of horizontally split developments is the compression effect where office/hotel/residential towers can shower the mall with downward footfall from the top down and people from basement carparks are "pushed" upward to all the components, indirectly creating another set of footfall.

However, such configurations would indirectly introduce a large number of access between the strata components, which poses security and control threats.

On the other hand, for ease of strata planning, management control, particularly those having "sub-management

corporation (MC)-like management component, the vertically split strata method is a better bet."

Besides control and management, the architecture and engineering design are much clearer and reduce the number of shared facilities and the number of shared decisions by the strata management components.

See no evil, hear no evil, hence the joint management body (JMB) or MC speaks less evil. Unfortunately, such configurations usually require a bigger investment and are less efficient in terms of maximisation of plot ratio.

## Property manager

A sizeable mixed development may involve thousands of residential/office and mall owners. Each of the strata owners has mixed needs and wants and, expectations from the investment. Needless to say, profitability and brand positioning are the key driving force behind every strata development, which incentivise creativity and quality products.

On the other hand, strata property purchasers would like to enjoy the highest level of yield or appreciation from their purchase, or a high level of security and privacy for those looking for office and residential space for their own use.

These are clearly mutually exclusive investment goals, and the persons/parties who are legally or structurally "ordained" to make all the above happen are property managers.

The key function of property managers, who could be hired by either the developer, JMB or MC, is to moderate the expectations of all during the moments of truth (MOT).

When residents move in and start

**“There are situations where a unit owner fails to do his own housekeeping and this results in inconvenience or, at worst, damage to other units.”**

using the facilities, this is when the MOT happens if all the whims and fancies of common facilities and security are as per built and enjoyed by the purchasers.

When a mixed retail development is completed and possession is delivered, that is when MOT happens again if the entire concept can deliver an ambience that promotes footfall and retail activities.

Unfortunately, property managers can only "moderate" the expectations in a strata mixed context and their fair jurisdiction extends only to the management of common areas.

The value of the strata asset it serves is derived from the strata purchaser, upon whom the parcel owners have to decide who, how and when to rent it out or what business they would like to operate. Not only will they enjoy the yield, but also their decision will add value (or otherwise) to the overall development.

Academically, strata unit owners play their individual important roles to ensure the success of the development. However, this is easier said than done.

Diplomatically, we can safely say the developer, property manager and unit owners must all work closely together. Unfortunately, all three parties are bound by different laws and regulations which contribute to their "limited" liability and responsibilities.

## People management skills

Nevertheless, just like the animal carcass in the middle of the road, by default, we know someone has to clean up the mess.

In any strata mixed development, we must be grateful that usually there is the property manager who is managing the asset, willingly or unwillingly.

Putting aside the organisation that property managers represent, these are the individual fellow Malaysian citizens who are either paid or who have volunteered to carry out this function.

Moving forward, the non-governmental organisation, developer and JMB/MC must continue to recognise the importance of building and nurturing retail talents in the strata property management industry.

It is a job that demands great depth of construction, management, legal considerations and people management skills. As such, this pool of multi-talented personnel can continue to assist developers and purchasers to manage strata developments.

*This is an excerpt from the paper Managing Mixed Developments, presented by Malaysia Shopping Malls Association treasurer YL Lum at the seminar entitled Strata Management - The Good, The Bad and The Ugly on Jan 14*

The complexity of managing a strata mixed property lies mainly in finding a balance for each and every stakeholder

AMRIB FAN ANIMAS RAJOUR/FocusM



## Over a cuppa Teh Tarik

The Teh Tarik Talks (TTT) for 2016 not only continue to keep our retail members abreast with the latest technological advances that will enhance their business but also show them how to remain fit during tough economic times.



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The 8 March talk on **Meet Your Mall's Challenges With Vida Solutions** had Singapore-based Kai Square regional sales manager Kohan Shiue and regional sales director Tan Liong Hai presenting a real-time live demonstration on its latest OMESTI video analytics and case studies related to shopping malls. VIDA is an end-to-end retail service solution that can turn your in-store video footage into valuable security and business insights.

Held on 10 May, **Fitness In Your Pocket!** hinges on the fact that health is wealth. To encourage our members to pursue a healthy lifestyle, certified fitness trainer Bradley Lim of FitBox showed us how to achieve our fitness goals using the smartphone. The talk was conducted at the casual setting of Chai Bar in Bangsar Baru, Kuala Lumpur which serves healthy salads.

## Sports Calendar 2016



Sporting events for 2016 started off with Pool being played at Black Bull, Mid Valley Megamall on 28 May. Four teams competed in a round-robin format which saw 1 Utama Shopping Centre as the champions for 2016.

The next upcoming event will be Futsal Tournament 2016 scheduled for Sunday, 24 July at The Padang, 1 Utama Shopping Centre. Registrations are ongoing with closing date on 15 July 2016. P.S. Start training soon! 2015 champions, Encorp Strand Mall



PROPERTY MANAGEMENT  
TIME BOMB  
SEMINAR

## Property Management Time Bomb Series 8 "Strata Management – Time Bomb Still Ticking ....." 19 July 2016

Co-organised with FIABCI Malaysia, the seminar will be held at Connexion@ Nexus Bangsar South, Kuala Lumpur and will present topics on the current situation in strata management since implementation of the Strata Management Act (SMA) 2013 and the Strata Management (Maintenance and Management) Regulations 2015.

Topics will include the following by well-experienced industry practitioners:

- Standard Operating Procedures for Newly Formed JMBs/MCs and The Challenges
- Who Can Manage Strata Properties and The Managers' Role
- Challenges for the Approval of Strata Developments
- Developers' Pre-Opening Maintenance Period – What to Look Out For
- Legal Implications That You Need to Know in Strata Management Act 2013
- Designing Strata Mixed Developments
- M&E Designs for Strata Mixed Developments – The Learning Curve

Registrations are on-going and interested participants are requested to check out our website for further details and register with [fiabcmalaysia@fiabci.com.my](mailto:fiabcmalaysia@fiabci.com.my) or [event@fiabci.com.my](mailto:event@fiabci.com.my) or call Tel: 03-6203 5090/91.



# RECON ICSC ReCon Asia Pacific 2016

## ASIA-PACIFIC 11-13 October 2016

11-13 October 2016 | Shangri-La at the Fort  
Taguig City, Manila, Philippines

PPK Malaysia is a supporting association for ICSC's (International Council of Shopping Centers) annual event which will be held at Shangri-La at the Fort, Taguig City, Manila. Themed *Repositioning Malls for Success in a Rapidly Changing Environment*, the conference will provide a forum for interaction amongst mall managers and retailers and amongst other topics, it will take a peek at what malls will be like in 2020.

Interested participants are requested to refer to ICSC's website at [www.icsc.org/reconasia/en](http://www.icsc.org/reconasia/en) for further details and preferential registration for PPK members before 30 June 2016.

## Study Trip to Jakarta, 24 – 27 May 2016

An intrepid group of 36 participants - from shopping mall management, market research and retail consultancy - headed for Jakarta recently, wading into the perpetual traffic snarl that characterizes the city. Most were first timers in this huge sprawling metropolis which has grown astronomically over the past 10 years. Officially, there are almost 80 malls now to cater to the populous city and the group really had an eye-opening experience as we visited 8 shopping malls (and more in our spare time).

The malls visited ranged from chic malls in the city centre like Grand Indonesia, Lotte Shopping Avenue and Senayan City; and Kota Kasablanka, Pondok Indah Mall and Gandaria City in the nearby suburbs. Spanking new malls were discovered in the satellite city of Bumi Serpong Damai (BSD) where AEON Mall has recently made its first foray into Jakarta's shopping industry a la Japanese-style. We also found an award-winning "mall without walls", The Breeze, which mostly attracts weekend patrons to its F&B outlets nestled amidst lush landscaped surroundings. It is noted that new shopping malls in Jakarta are now located outside the central business district due to current regulations by the authorities.

All the malls visited were selected for their array of building layouts, design, architecture, merchandise mix and location. Participants all agreed that the trip was a vast learning experience with exposure to the vibrant Indonesian shopping mall scenario and a great sharing platform imparted by our host malls.

Without doubt, the entourage were very impressed by the overwhelming Indonesian welcome and generous hospitality. A resounding and heartfelt *Terima Kasih* to the President, Mr Stefanus Ridwan and Committee of Asosiasi Pengelola Pusat Belanja Indonesia (APPBI), our Indonesian counterpart, for their close and much appreciated assistance with the mall visits!



Welcome Dinner at Seribu Rasa with APPBI committee and President, Mr Stefanus Ridwan (7th from left)



Briefing at Grand Indonesia by Mr Murali Menon, Director



Guided tour at Gandaria City



Posing with the traditional dancers who welcomed us at Kota Kasablanka



Edutainment Centre at Lotte Shopping Avenue



These are real trees at Pondok Indah Mall !



Happy faces – so glad to be outdoors



Senayan City's new F&B lifestyle precinct



Shops at The Breeze, a "mall without walls"



Aeon Mall warmly welcomes our participants

## Role of landscape designs in enhancing the shopping experience



Setia City Mall

Landscape architecture has been gaining increasingly more attention when it comes to urban planning of many of the new and integrated developments taking place, especially in the Klang Valley. This extends to shopping malls as well as its operators and owners are eager to up the ante in the midst of intense competition in the retail scene.

Thus, it is not uncommon to find contemporary landscape design finding its place inside and outside the malls in order to meet the new needs of today's modern and urban society.

Wikipedia describes landscape architecture as the "design of outdoor public areas, landmarks, and structures to achieve environmental, social-behavioral, or aesthetic outcomes".

Undeniably, the role played by landscape architects in greening the urban environment by extending it within and beyond the shopping malls' grounds has become a critical central theme for a number of the malls, in particular, the newer ones.

Sky Park @ One City City in Subang Jaya, for instance, stands out very visibly with its 'green' statement. This building, which includes a lifestyle mall, office suites and rooftop alfresco dining area, has been designed to be unlike other conventional malls in the country.

The open concept nature of this 40-metre high building, featuring a 12-storey atrium with a glass panel, column free Sky Walk at the rooftop, can give you an overwhelmingly scary experience of walking on glass as you can visibly see the 12 floors below your feet.

This unique feature attracts a number of visitors who come up to the rooftop not only in the day time but also at night to experience a different feel to it. A check with MCT Bhd Assistant Design Associate, Firdaus Abdullah Sani reveals that the rooftop is actually a water tank area, which has been transformed into a huge rooftop dining area with a garden setting. Touching on its landscape features, Firdaus said, "We use the modular concept of planter boxes to be put inside the water tank. Medium-sized trees and shrubs have been planted here but not too many as we are going for a minimalist approach."

In the middle of the rooftop is a pond filled with water plants to enhance its natural ambience. Vertical flora plants are used to create a fencing and lend it some green elements.

Firdaus has also created a 'green wall' that rises from the bottom level to the top of this green building index (GBI) certified building. Since Skypark @ One City also encompasses a hotel, he has skillfully used a 'green wall' to barricade this portion.

A strong advocate of 'green walls', he has put another such wall at The Place sited opposite Skypark @ One City. He says the public can also have easy access to the 3.2-acre Urban Park located nearby.

This just goes to show how much thought and planning have been put in by the developers of these malls and even townships in order to create a uniquely different environment for its shoppers, office workers and residents who live here.

The outdoor landscape and park grounds can offer a seamless extension to the whole shopping experience like at Setia City Mall in Shah Alam.

As Tan Hon Lim, Executive Vice President of developer SP Setia Berhad says, "The thoughtful landscaping at the 22,775 sq m Setia City Park has attracted visitors to the area, especially in the evenings and during weekends." With carefully manicured landscaping, waterscapes, a gazebo and ample space for family recreation, it is buzzing with activities, especially on weekends.

"This has brought visitors to Setia City Mall which is situated just next to the park. Vice versa, mall patrons can also enjoy the beautiful landscape outside while dining at the stretch of alfresco dining area along the park. All this is part of S P Setia's LiveLearnWorkPlay development philosophy and master plan for the Setia Alam township where all these four aspects are seamlessly integrated for a balanced lifestyle."

The Waterfront @ ParkCity is the iconic retail entertainment centre of Desa ParkCity sited close to Central Park which was recently recognised as 2016 & 2017 Best Commercial Landscape Architecture for Malaysia in the Asia Pacific Awards. It is sited immediately next to a lake, and within such an idyllic environment, shoppers and patrons will surely have a great retail and dining experience.

Mid Valley Megamall in Kuala Lumpur is another such mall which has long realised that decorating a retail space with indoor plants and lush greenery can create a profound effect on their retail spaces besides offering its shoppers with an exceptional shopping experience. By tapping into the innate desire of human beings to be close to nature, malls that offer such retail environments certainly know how to harness nature's inherent powers to put shoppers in the right mood. Half of their battle is already won.

Furthermore, studies have shown that the presence of indoor plants can help to improve people's moods and increase their energy levels. Recognising this, Malaysia's first eco-mall, 1 Utama Shopping Centre, prides itself for being a pioneering force behind many environmentally green initiatives since its opening in 1995.

Its Public Relations Manager, Lee Li Lian says its award-winning Central Park, covering 10 acres, which is located next to the mall serves as a useful recreational venue for the surrounding community.

"1 Utama is also famed for its award-winning Rainforest enclave and rooftop Secret Garden." Both of which, she believes, adds an aesthetically pleasing landscape design to the mall's exterior spaces besides providing a green respite for shoppers wanting to take a break from retail therapy. At the same time, the shoppers also get to receive a different sensory experience. The mall's four-storey Rainforest is beautifully cultivated with forest trees, a 70-ft trickling waterfall, koi ponds, aquarium and a 'rainbow' suspension bridge which offers aerial view of this enclave.

Lee says visitors can enjoy spending their time here as this is also an area where they have a cluster of food and beverage outlets for an alfresco dining environment.

"On the rooftop, we have the Secret Garden or what we fondly call 'garden in the sky' that is open to the public every weekend and on public holidays.

"Being South East Asia's largest rooftop garden with 600 species of flora, this popular attraction is a sight to behold. We regularly receive tourists who have heard so much about the garden that they purposely make it a part of their itinerary when visiting Malaysia."

Covering 30,000 sq ft, the Secret Garden, with its seven themed sections, is one of the world's largest rooftop gardens. She adds that visitors can register for the free monthly guided tours, led by experienced horticulture guides.

Apart from promoting nature and sustainability as part of its corporate social responsibility, Lee concurs with Firdaus and Tan on the importance for malls to have open spaces activated outside interior walls for people to connect and engage. "Malls should be more than just a place to shop and eat," she contends.

Those involved in the management of mall operations know all too well that creating a shopping experience which consumers enjoy is one of the factors at play that will be responsible for a mall's long-term success. Let's not ignore the important role that landscape designs play.



Fishy business at the Rainforest



Sniffing flowers is a good experience !



Tan Hon Lim, SP Setia



Strolling through the indoor Rainforest



Secret Garden Guided Tours (May-Aug 2016)



Lee Li Lian, 1 Utama Shopping Centre



Interior of Sky Park @ One City



Facade of Sky Park @ One City



The Waterfront@ParkCity is sited next to the township's Central Lake



Roof top of Sky Park @ One City



## Corporate Members

1 Borneo Hypermall  
1 Segamat Shopping Complex  
1 Utama Shopping Centre  
1MK Mall  
1Shamelin Shopping Mall  
1st Avenue Mall  
Alam Sentral Plaza  
Alor Star Mall  
Aman Central  
Ampcorp Mall  
Ampang Park  
Atria Shopping Gallery  
avenue K  
Bangsar Shopping Centre  
Batu Pahat Mall  
BB Plaza  
Berntong Vega Mall  
Berjaya Megamall  
Berjaya Times Square Kuala Lumpur  
Berjaya Waterfront Complex  
Central Market  
Central Square Sungai Petani  
Centre Point Sabah  
Centro  
Cheras Leisure Mall  
Cheras Sentral  
Citta Mall  
City Mall  
CityOne Megamall  
Damien Mall  
Dataran Pahlawan Melaka Megamall  
Dayabumi  
D'City  
DC Mall  
Digital Mall  
Duple Shopping Centre  
e@ Curve  
East Coast Mall  
Eastern Mall  
Empire Shopping Gallery  
Encorp Strand Mall  
Erndah Parade  
Evolve Concept Mall  
fahrenheit 88  
First World Plaza  
Gamuda Walk  
gateway@klia2  
Giant Hypermarket Jalan Kebun  
Giant Hypermarket Bandar Kinrara  
Giant Hypermarket Banting  
Giant Hypermarket Batu Caves  
Giant Hypermarket Bayan Baru  
Giant Hypermarket Bercham  
Giant Hypermarket Cheras  
Giant Hypermarket Kelombong  
Giant Hypermarket Kemuning Utama  
Giant Hypermarket Klang  
Giant Hypermarket Klang Sentral  
Giant Hypermarket Kota Damansara  
Giant Hypermarket Kota Padawan  
Giant Hypermarket Kuala Terengganu  
Giant Hypermarket Kuantan  
Giant Hypermarket Mall Sibu  
Giant Hypermarket Melaka  
Giant Hypermarket Muar  
Giant Hypermarket Nusa Bestari  
Giant Hypermarket Petra Jaya  
Giant Hypermarket Pleting  
Giant Hypermarket Prima Prai  
Giant Hypermarket Putra Heights  
Giant Hypermarket Senawang  
Giant Hypermarket Seri Kembangan  
Giant Hypermarket Seri Manjung  
Giant Hypermarket Shah Alam  
Giant Hypermarket Subang Jaya  
Giant Hypermarket Sungai Petani  
Giant Hypermarket Tabuan Jaya  
Giant Hypermarket Taiping  
Giant Hypermarket Tampoi  
Giant Hypermarket Tawau  
Giant Hypermarket Ulu Klang  
Giant Mall Kelana Jaya  
Giant Superstore Bandar Puteri  
Giant Superstore Gong Badak  
Giant Superstore Kampar  
Giant Superstore Kangar  
Giant Superstore Kuala Pilah  
Giant Superstore Kuala Selangor  
Giant Superstore Lukut  
Grand Superstore Nilai  
Great Superstore Prima Saujana (Kajang)  
Giant Superstore Sandakan  
Giant Superstore Sunway City  
Glo Damansara  
Grand Merdeka  
Great Eastern Mall  
Green Heights Mall  
Gurney Paragon  
Gurney Plaza  
Harbour Mall Sandakan  
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  
Kliment Tampoi  
KL Gateway  
Klang Parade  
Kluang Mall  
Kompleks Bukit Jambul  
Kompleks Metro Point  
Kompleks Mutiara  
Kompleks Star Parade  
Kompleks Tun Abdul Razak (KOMTAR)  
Kota Raya Complex  
Kuantan Parade  
KWG Fashion Mall  
Landmark Central Shopping Centre  
Langkawi Fair Shopping Mall  
Lot 10  
M3 Residency, Mall  
Mahkota Parade, Melaka  
Maju Junction Mall  
Medan MARA  
Merdeka Mall  
Mid Point Shopping Complex  
Mid Valley Megamall  
Mitsui Outlet Park KLIA  
MyTown Shopping Centre  
New World Park  
Nexus Bangsar South  
Nu Sentral  
Oceanus Waterfront Mall  
One City  
PacificCity  
Pandan Kapital  
Paradigm Mall  
Paragon Point Shopping Centre  
Pavilion Kuala Lumpur  
Paya Bunga Square (PB Square)  
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Pelangi Leisure Mall  
Penang Plaza  
Penang Times Square  
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Perling Mall  
Pernama Kompleks Mutiara Armada  
Pertama Complex  
Plaza Angsana  
Plaza Low Yat  
Plaza Merdeka  
Plaza Metro Kajang  
Plaza Pelangi  
Plaza Satek Park 'SPARK'  
Plaza Shah Alam  
Plaza Tasek  
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Publika Shopping Gallery  
Puserebang Mall  
Quill City Mall  
RCMC  
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SB Mall  
Sejati Walk  
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Semua House  
Setapak Central  
Setia City Mall  
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Skudai Parade  
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Starhill Gallery  
Strails Quay  
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Sungei Wang Plaza  
Sunshine Tower  
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Sunway Giza Mall  
Sunway Putra Mall  
Sunway Pyramid  
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Suria Sabah Shopping Mall  
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Taiping Mall  
Terminal One Shopping Centre  
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The Gardens  
The Intermark  
The Main Place  
The Mines  
The Starling  
The Spring  
The Summit Subang USJ  
The Waterfront @ Parkcity  
The World  
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Nearby South East Asia Sdn Bhd  
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The Hot Shoe Store & Company Sdn Bhd  
The LOT Associates Sdn Bhd  
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