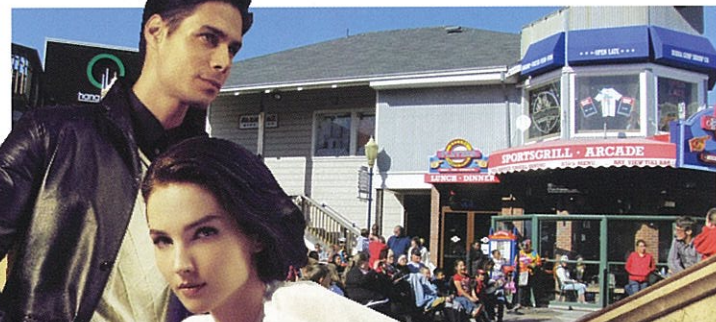


PPK Malaysia

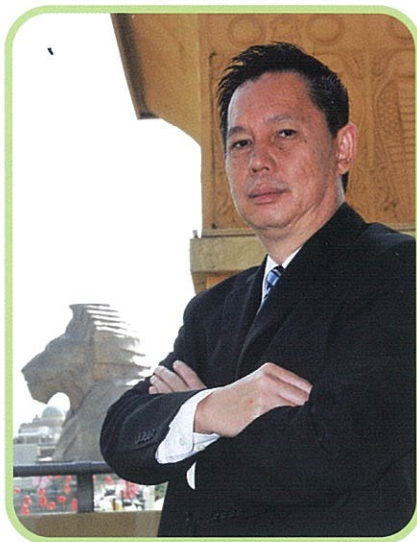
Malaysia Shopping Malls Association

newsnetwork

Issue No. 30 01/13 PP12389/04/2013 (031984)
Untuk Ahli Sahaja



PRESIDENT'S MESSAGE



Dear Members,

As we move into the 2nd half of 2013, the facts remains that the prolonged weakness in the external environment is putting a drag to domestic economic activity. While overall Malaysia's economy remains resilient and strong, the nation's growth performance has been weakened by the external sector. In the latest GDP growth forecast by Bank Negara in August, the country's target has been revised to 4.5%-5.0% from the previous target of 5%-6%.

No doubt this will place the industry in a very challenging position. As a barometer of the national economic health, the industry will be among the first to feel the effect of any slowdown. Despite the environment continuing to experience headwind and regional contagion effect, the long term outlook of the industry remains bright and robust.

As far as retail space supply is concerned, there are no signs of slowing down with more shopping malls slated for opening in the next 3 years. The impending high supply will not only cause further dilution of market share in some regions but also serve to heighten the competition between the existing and newer malls.

Over saturation in selected areas will not only be a key issue to address but remains possibly a dampening factor for the industry health in the near future if the oversupply issue is not tackled. Together with other retail organizations, PPK Malaysia will seek to engage various stakeholders on how supply and demand for mall space can be regulated.

At the tourism front, Malaysia continues to do well as one of the top tourist destinations of the world. In the latest United Nations World Trade Organisation (UNWTO) Tourism Highlights 2013, the nation retains the honour as the only South East Asia country to make it into the Top 10 list. In 2012 the country hit a record high of 25 million tourist arrivals and raked in RM60.6 billion tourists spending. This represents 4.5 fold and 7 fold increase respectively since 1998.

With Visit Malaysia 2014, it is timely we capitalize on tourism and truly unlock Malaysia's potential as a global retail destination. Having been acknowledged by CNN and The Economist as one of the best shopping destinations, the time has come for us to truly spread the message wide and far because for too long, we have been underselling the industry.

Thank you.

Regards,

HC CHAN
President

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2012-2014

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SEMINARS & CONFERENCES

CASC CONFERENCE 2013

THE FUTURE OF ASIAN MALLS, WHAT'S NEXT ?

WED 27 NOVEMBER -
FRI 29 NOVEMBER 2013

SUNWAY RESORT HOTEL & SPA,
BANDAR SUNWAY, PETALING JAYA, MALAYSIA

Do you know that the world's 10 largest malls are all from Asia ?!

Malls in Asia are in an exceptionally vibrant and dynamic industry, contributing significantly to their countries' economy. Indeed, shopping has become a lifestyle as Asia surges ahead, economically boosted by tourists from new emerging markets of China, India and the Middle East.

PPKM will be organising CASC Conference 2013 in November this year and has gathered an expert group of well-experienced speakers comprising of professionals, hands-on practitioners and 'gurus' of the shopping mall industry in the Asia-Pacific region to share their invaluable knowledge at this annual regional conference.

The 2 day conference sessions will cover the following topics:

- ✓ Trends and Characteristics of Asian Regional Malls
- ✓ Mall Management
- ✓ What's New, What's Next ?
- ✓ Dialogue Session: Current Trends and Future Outlook of Retail Business and the Shopping Industry in Malaysia

Headed by our President, Mr HC Chan, the industry experts at CASC Conference 2013 include the following international and local practitioners:

- Mr Handaka Santosa, Chairman, Asosiasi Pengelola Pusat Belanja (APPBI), Indonesia
- Ms Maureen Fung, President, Institute of Shopping Centre Management (ISCM, Hong Kong)
- Mr Victor Guo, President, China Shopping Center Association of Mall China
- Ms Clavel Tongco, Asst Vice President, Ayala Land Commercial Business Group, Philippines
- Mr Kazuhiro Shinohara, Executive Director, Japan Council of Shopping Centres (JCSC)
- Mr Victor Liu, Chairman, Taiwan Council of Shopping Centres (TCSC)
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- Mr Tim Hill, General Manager, Lend Lease Projects (Setia City Mall), Malaysia
- Ir YL Lum, Centre Manager, gateway@klia2, WCT Malls, Malaysia
- Mr Jimmy Kim, Chief Global Officer/President, Innowatch, Korea
- Mr Mark Bethel, Sr Executive Vice President, Boulevard Properties LLC, Beijing
- Mr Anton Tritt, Sr Associate, The Buchan Group, New Zealand
- Ms Jennifer Fall, Vice President Branding, Galeries Lafayette, Hong Kong
- Ms Claire Mula, Managing Director, Sprooki, Singapore

There will be visits to the following prominent malls in the Klang Valley on Day 3:

- Sunway Pyramid Shopping Mall
- Mid Valley Megamall
- Pavilion Kuala Lumpur
- Suria KLCC
- 1 Utama Shopping Centre



Maureen Fung
Hong Kong



Victor Gui
China



Victor Liu
Taiwan

This event will be the pinnacle event for the shopping industry in the Asian region in 2013 as we continuously seek to educate our industry practitioners and to enhance the shopping experience with new ideas. The Conference will also be a significant platform for the development of home-grown ideas and businesses into international brands and networking and to elevate standards of shopping and mall management in line with our government's ongoing policy under the Economic Transformation Programme.

Our Guest of Honour, YB Dato Sri Mohd Nazri Abdul Aziz will be presenting a Keynote Paper at this annual regional event.

Do join us to gain further expertise and pick up new insights on what's coming next and glean invaluable knowledge on future directions for the industry. For further information, check out our website: www.ppkm.org.my or email casc.malaysia.2013@gmail.com or ppkmalaysia1984@gmail.com or just call PPKM secretariat.

SEMINARS & CONFERENCES

Certification Course

Parts 1-3, April and August 2013

- Marketing and Leasing
- Administration
- Operations and Maintenance

The latest Certification Course session in August was attended by more than 120 participants for all 3 modules. The syllabus was revamped in 2013 to be more comprehensive and in-depth for all aspects of mall management. New subjects and speakers were also incorporated which received good feedback. Overall, participants were enthusiastic and participative especially during the case studies and workshops held in Part 2.

Congratulations to 11 personnel who qualified as Certified Managers during the April session; we do look forward to further elevate levels of professionalism in the shopping industry.

Effective 2013, our qualified managers will be certified as follows:

- Certified Mall Marketing and Leasing Manager (CMMLM)
- Certified Mall Operations Manager (CMOM)
- Certified Mall Administration Manager (CMAM)
- Certified Mall Manager (CMM)



ICSC-PPK Shopping Center Management Learning Series 2013:

Leasing Workshop

A select group of enthusiastic shopping mall personnel from Malaysia, Thailand and Philippines gathered at Sheraton Kuala Lumpur to participate at the **Leasing Workshop** in July. The 2 speakers were Mr Christopher Mears, Director of Retail Analysis and Mr Jarvier Hernandez, Assistant Vice President/Head of Operations for Northern Luzon Commercial Developments, Ayala Land, Philippines were on hand to impart their invaluable knowledge and priceless experience on leasing topics. There was animated participation during the case study sessions and many tips were gleaned during the Question & Answer sessions.

Marketing Workshop

The Marketing Workshop will be held next from 17-18 September and will feature the following speakers:

- ✓ Ms Grace Magno, CMD, Vice President for Advertising at SM Prime Holdings Inc., Philippines will speak on Consumer Marketing and Advanced Marketing
- ✓ Mr Handol Kim, Co-Founder and CEO of Requv, Inc. a social+mobile marketing platform for shopping centers and retailers will share his experience on Digital Marketing.



For further information,
kindly contact ICSC Asia-Pacific at
Tel: (65) 532 3722 Fax: (65) 6532 7355 or
Email: info@icsc.org.sg

SEMINARS & CONFERENCES

Security & Safety Training, 8-9 October 2013

PPKM's in-house security & safety training this year will be held at Cititel Hotel, Mid Valley City, Kuala Lumpur. Our training programmes have been held annually since 2006 and continue to receive good response and participation from security personnel working particularly in shopping malls throughout Malaysia. Lessons at the 2 day event are taught by our well-experienced security managers who are all hands-on personnel from prominent malls. Participants are also taught on how to deal with first aid emergency procedures by our trainer from St John's Ambulance. For more details and registration, please check out our website at www.ppkm.org.my



STUDY TOURS

Pakuwon Group Visit, 14-16 August 2013

Malls in the Klang Valley played host to visitors from Indonesia's Pakuwon Group from 14-16 August 2013. The group of 13 pax from Jakarta and Surabaya were impressed with our huge megamalls like 1 Utama and Sunway Pyramid as well as the exciting and attractive merchandise mix at Suria KLCC, Pavilion KL, Mid Valley Megamall and The Gardens. Thank you to all abovementioned participating host malls including The Curve.



DOE & POTEX Factory Visits, 3 July 2013

DOE & POTEX Factory Visits, 3 July 2013

Thanks to the Doe Group, a group of 16 participants with keen interest in washroom fittings journeyed to Melaka and Senawang for 2 factory visits. It was fascinating to see how some things which we take for granted everyday were painstakingly created from scratch, from toilet bowls and wash basins to taps. All this knowledge will certainly become useful when our mall washrooms are upgraded and retrofitted.



STUDY TOURS

USA, 15-24 June 2013



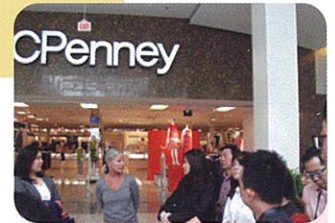
36 participants from senior management of prominent malls in Malaysia took off for San Francisco and Los Angeles and visited a total of 16 shopping malls and precincts. US malls were as diverse as they were different – but most adopted extended layouts and the outdoor open-air concepts, taking advantage of the year-round sunny weather in California. Malls had an eclectic merchandise and tenancy mix of established American staple names side-by-side with new and revolutionary brands targeted to the Y generation.

Participants certainly had their eyes opened to America's culture, lifestyle and mall experience, some of which incorporated an impeccable and exclusive level of concierge services.

Comments from some participants:

1 "The US trip has been fruitful as we are able to expand our networking and also to learn how different malls have their strategy / unique selling point to attract shoppers to their mall."

2 "Very well organized trip. Not too rushed. Nice to have time for sightseeing to understand the context of the city / area / locations / tourism market better. Informative tour guides and drivers. Good briefing and sharing by centre managements. Great shopping at the various factory outlets !! Overall, a great thumbs up to the organisers !!!"



The malls and precincts visited included: San Francisco - Westfield San Francisco, Union Square, Pier 39, Stanford Shopping Center, The Shops at Tanforan; Los Angeles - Irvine Shopping Center, New Fashion Island, South Coast Plaza, The Grove, Rodeo Drive, Beverly Center, Westfield Century City, Citadel Outlets, Third Street Promenade, Santa Monica Place and Hollywood & Highland Center.



The Green Mall Philosophy

The shopping mall industry is a business of passion. At malls, shoppers are spoiled with the best audio visuals, facilities and retail offerings. Shoppers want more than value for money, they yearn for indulgence, they desire being pampered – and they all wish to be spoiled. And, this is good enough as compelling reasons for malls to employ the best engineers, architects and marketeers to make it happen.

As a result, shoppers get high volume retail lots, bright car parks, cooling - close to cold - air conditioning, good wifi for best streaming free of charge ; we're just short of air conditioning in the car park ! All are luxurious – more than basic, they are more than expensive, they are exorbitant – now for Malls to Go Green are we out of our minds ?!

On the other end of the spectrum, having green malls is easily said AND easily done. There can be natural ventilation or malls with ceiling fans to do away with air conditioning – which typically comprises half of the malls' expenses and one-third of the M&E capital expenditures.

In addition, there may be natural sky lights to do away with artificial sunlight (light bulbs) and we will have just trimmed another one-tenth from the electricity bill.

On the other hand, we can be considered to be extra generous with planned landscaping and water features to introduce tropical ecology into the retail mall – but these may reduce areas for leasing ?

The question would be – do shoppers like to shop in an atmosphere almost like a park in the neighborhood? - with hot, humid and inconsistent light intensities. If a shopper is not shopping, he is taking a walk at your mall, like walking in a park and that is not the reason banks loan us finances to build a mall.

But if we can accept the fact that the great shopping experience is not an act of absolute indulgence with limitless liberty, where environmentally responsible shopping is a more noble mandate – then, **green malls are viable.**

“.....The only freedom which deserves the name is that of pursuing our own good in our own way, so long as we do not attempt to deprive others of theirs, or impede their efforts to obtain it.....” -**John Stuart Mill, On Liberty**

While we are in the business of driving retail sales and fueling shopping passion, we would not want to achieve it at the expense of natural resources which are scarce and sacred. We can concurrently play an active role as a practitioner, educator and messenger of being green, so there is a compelling reason for stakeholders in each shopping mall to be part of the global drive towards green shopping – or to shop responsibly.

The Green Mall Project

Since October 2010, PPK Malaysia has embarked on The Green Mall Project with the Malaysia Green Building Confederation (MGBC) and other interested parties for the implementation of a Green Building Index (GBI) rating tool. This tool is specifically tailored for retail operations in property assets and was recently completed and launched in May 2013.

As prescribed by Green Building Index (GBI), there are six core categories, which must be considered for the delivery of sustainable retail space in Malaysia - climate, energy and water; ecology and environment; community planning and design; transportation and connectivity; building and resources; and business and innovation. These categories can be applied to all levels of the retailing, namely; creation, management, operation and governance.

The latest green rating tool by GBI for Retail takes green rating tools to another level, setting out a vision of sustainability for the built environment, and will be instrumental in providing guidance to key stakeholders from central and local government agencies to architects, town planners, urban designers, contractors and developers in the delivery of sustainable shopping malls and retail strips.



MEMBERSHIP-YEAR 2013

Corporate Members

1 Borneo Hypermall
1 MK Mall
1 Utama Shopping Centre
1 Segamat Shopping Complex
1 Shamelin Shopping Mall
1st Avenue Mall
Alam Sentral Plaza
Alor Star Mall
Ampcorp Mall
Ampang Park
avenue K
Avenue Street Mall @ D'sara
Axis Atrium
Bangsar Shopping Centre
Batu Pahat Mall
BB Plaza
Bentong Vega Mall
Berjaya Megamall
Berjaya Times Square K L
Campbell Complex
Capsquare Centre
Central Market
Central Square Sungai Petani
Centre Point Sabah
Centro
Cheras Leisure Mall
Citta
City Mall
Cityone Megamall
Dataran Pahlawan Melaka Megamall
Dayabumi
Digital Mall
e @ Curve
East Coast Mall
Endah Parade
Empire Shopping Gallery
Encorp Strand
fahrenheit 88
First World Plaza
gateway@klia2
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Giant Hypermarket Banting
Giant Hypermarket Batu Caves
Giant Hypermarket Bayan Baru
Giant Hypermarket Cheras
Giant Hypermarket Jalan Kebun
Giant Hypermarket Kelombong
Giant Hypermarket Klang
Giant Hypermarket Klang Sentral
Giant Hypermarket Kemuning Utama
Giant Hypermarket Kota Damansara
Giant Hypermarket Kota Padawan
Giant Hypermarket Kuala Terengganu
Giant Hypermarket Kuantan
Giant Hypermarket Mall Sibau
Giant Hypermarket Melaka
Giant Hypermarket Muar
Giant Hypermarket Nusa Bestari
Giant Hypermarket Plentong
Giant Hypermarket Prima Prai
Giant Hypermarket Putra Heights
Giant Hypermarket Senawang
Giant Hypermarket Seri Manjung
Giant Hypermarket Seri Kembangan
Giant Hypermarket Shah Alam
Giant Hypermarket Skudai
Giant Hypermarket Subang Jaya
Giant Hypermarket Sungai Petani
Giant Hypermarket Tabuan Jaya
Giant Hypermarket Taiping
Giant Hypermarket Tampoi
Giant Hypermarket Tawau
Giant Hypermarket Ulu Kelang
Giant Mall Kelana Jaya
Giant Superstore Bandar Puteri
Giant Superstore Kuala Pilah
Giant Superstore Nilai
Giant Superstore Lukut
Giant Superstore Prima Saujana (Kajang)
Giant Superstore Sandakan
Giant Superstore Sunway City
Grand Merdeka
Great Eastern Mall
Green Heights Mall
Gurney Paragon

Gurney Plaza
Harbour Mall Sandakan
Harbour Place
Hartamas Shopping Centre
Hock Lee Centre
IOI Mall Bandar Putra Kulai
IOI Mall Puchong
IPC Shopping Centre
Ippoh Parade
Island Plaza
Jetty Point Duty Free Complex
Johor Bahru City Square
Johor Bahru City Square Office Tower
KB Mall
Kenanga Wholesale City
Kipmart Tampoi
Klang Parade
Kluang Mall
KL Festival City
Kompleks Bukit Jambul
Kompleks Metro Point
Kompleks Mutiara
Kompleks Star Parade
Kompleks Tun Abdul Razak
Kota Raya Complex
Kuantan Parade
Landmark Central Shopping Centre
Langkawi Fair Shopping Mall
Lot 10
Mahkota Parade Melaka
Maju Junction Mall
Menara Mutiara Majestic
Merdeka Mall
Medan Mara
Mid Valley Megamall
Midlands Park
Mydin Mall USJ
New World Park
Oceanic Mall
Oceanus Waterfront Mall
One City
Pandan Kapital
Paradigm Mall
Paragon Point Shopping Centre
Pavilion Kuala Lumpur
Paya Bunga Square (PB Square)
Pearl Point Shopping Mall
Pelangi Leisure Mall
Penang Times Square
Perling Mall
Pernama Kompleks Mutiara Armada
Pertama Complex
Plaza Angsana
Plaza Low Yat
Plaza Metro Kajang
Plaza Merdeka Shopping Mall
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Shah Alam
Plaza Tasek
Prangin Mall
Publika
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
Sarawak Plaza
SACC Mall
Selayang Star City
Seremban Parade
Setia City Mall
Shaw Centrepoint Klang
Shaw Parade
Skudai Parade
South City Plaza
SSTwo Mall
Starhill Gallery
Straits Quay
Subang Avenue
Subang Parade
Sungei Wang Plaza
Sunway Carnival Mall
Sunway Giza
Sunway Pyramid
Sunway Putra Mall
Suria KLCC
Suria Sabah Shopping Mall
Sutera Mall
Taman Nusantara, Bandar Nusajaya

Iskandar
Taiping Mall
Terminal One Shopping Centre
The Atria
The Curver
The Gardens
The Intermark
The Mines
The Spring
The Summit Bukit Mertajam
The Summit Subang USJ
The Waterfront @ Parkcity
The Weld Shopping Centre
The Zon
Tropicana City Mall
Tun Jugah
Viva Home
Wangsa Walk Mall
Wetex Parade

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Mall China

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Taiwan Council of Shopping Centres (TCSC)

Associated Chinese Chamber of Commerce and Industry of Malaysia (ACCCIM)

The Institution of Engineers, Malaysia (IEM)

Tourism Malaysia

CMMLM (Certified Mall Marketing & Leasing Manager)

CMAM (Certified Mall Administration Manager)

CMOM (Certified Mall Operations Manager)

CMM (Certified Mall Manager)

Persatuan Pengurusan Kompleks Malaysia (PPK)
Malaysia Shopping Malls Association

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