



MEMBERS CIRCULAR

11 March 2025

Ref 012/03/25

Dear Members

**RETAIL FORUM 2025: Treading the Intricate Retail Landscape
Tuesday, 27 May 2025, Pavilion Hotel Kuala Lumpur**

Retail is detail. It is an intricate landscape of fitting the right retailer into the right market and a fine skill honed by successful malls and retailers. The Forum will be an excellent opportunity to network and connect with industry experts to learn from their strategies to manage the ever-evolving mall and retail landscape and gain exclusive insights to curate a competitive edge.

Join us as our well-experienced speakers and prominent industry players delve into topics which include geopolitical impacts on the retail industry, retail growth strategy and expansion plans, mall space planning and the power of celebrities.

This training is approved by HRD Corp for your application as per the following details:

No. Siri Kursus: 10001522574

Tajuk Kursus: RETAIL FORUM 2025 Treading the Intricate Retail Landscape

- **Please register at this link <https://forms.gle/CMcVs345KgtA6QkS9> latest by Friday, 16 May 2025 and thereafter, we will email you the necessary documents required for your HRD Corp grant applications**
- For those who do not intend to apply for the HRD Corp grant, you may register your participants immediately in the links abovementioned and we will invoice you directly.

Please do note that we will also be applying for CPD hours from the Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVAEP).

Further details are as indicated in the attached programme.

REGISTRATION RATES <i>inclusive of service tax</i>	SPECIAL privilege fees for PPK members Cost per pax (RM)	Associates Cost per pax (RM)	Non-members Cost per pax (RM)
Single Registration Early Bird on or before 7 April 2025	1,620.00	1,944.00	2,376.00
Discounted rate for Group Registration (minimum 3 pax from the same company) Early Bird on or before 7 April 2025	1,512.00	1,836.00	2,160.00
Single Registration Normal rate from 8 April 2025	1,728.00	2,052.00	2,484.00
Discounted rate for Group Registration (minimum 3 pax from the same company) Normal rate from 8 April 2025	1,620.00	1,944.00	2,376.00

Persatuan Pengurusan Kompleks Malaysia (PPK)

Malaysia Shopping Malls Association

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Important Notes:

1. All registrations must be made online with payment to be made thereafter and must be received prior to the seminar to confirm seating, latest by 16 May 2025.
2. Walk-in delegates will only be admitted on the basis of space availability at the seminar and immediate full payment.
3. The organizer reserves the right to make amendment(s) without prior notice.
4. Cancellation Policy: We regret we are unable to accept any cancellations once delegates have registered but if they are unable to attend the seminar, a substitute delegate may be arranged. Please inform us accordingly on or before 16 May 2025.
5. **In the event the registered delegate(s) under HRD Corp grants (or otherwise) are absent for whatsoever reasons, please note that we will bill the company directly for the full sum of the seminar fees.**
6. For companies with partial approval of their HRDC grants, please note that we will bill you directly for the balance applicable.

In the meantime, for further information, please do not hesitate to contact us at PPKM secretariat
Tel: 03-77276232 / email secretariat@ppkm.org.my

Thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)



PHANG SAU LIAN
President

CO-ORGANISED BY:



PPK Malaysia
Malaysia Shopping Malls Association



RETAIL FORUM 2025

Treading The Intricate Retail Landscape

Tuesday, 27 May 2025 @ Pavilion Hotel Kuala Lumpur

PROGRAMME

Time		Speaker
8.00am	ARRIVAL & REGISTRATION / Welcome Coffee	-
8.55am- 9.00am	Introductions by Emcee	Ms Nikola Hassan Managing Director TRIO Suites
9:00am – 9:05am	Welcome address	Ms Phang Sau Lian President Persatuan Pengurusan Kompleks Malaysia (PPK)
9:06am – 9:35am	Impacts of Social and Cultural Differences on the Retail Business in Malaysia	Datuk Seri Wong Chun Wai Chairman, Pertubuhan Berita Nasional Malaysia (BERNAMA)
9:36am – 10:05am	Impact on Retail Landscape Caused by Geo- politics	Mr Danial Rahman Chief Executive Officer Asian Strategy & Leadership Incorporated (ASLI)
10:06am – 10:39am	The Rise of Mass Prestige – where mass meets prestige – Masstige	Professor Lim Weng Marc Dean, Sunway Business School
10:40am – 11:00am	Panel Discussion: <ul style="list-style-type: none"> • Datuk Seri Wong Chun Wai • Mr. Danial Rahman • Professor Lim Weng Marc 	Chaired by Dato Joyce Yap CEO-Retail, Kuala Lumpur Pavilion
11:01am – 11:15am	Tea break	
11:16am – 11:45am	Growth Strategy of Lifestyle Premium Brands in Malaysia & South East Asia	Mr Ashvin Valiram Executive Director Valiram Group
11:46am – 12:15pm	The Future of Beauty	Ms Valerie Foong Country General Manager Beauty In Motion (Sephora)
12:16pm – 12:45pm	How to Sell a RM1,000,000 Watch	Ms Kate Lim Regional General Manager Sincere Watch

12:46pm – 1:45pm	Lunch	
1:46pm – 2:15pm	ANTA Group’s Footprint Expands in Malaysia & South East Asia	Ms Pang Sook Fong General Manager Avid Sports Malaysia (Anta Group)
2:15pm – 2:45pm	<u>Sports & Lifestyle Brands</u> Kidults – Toys, Figurines & Collectibles	Mr Sunny Sun Founder & CEO, TOP TOY
2:46pm – 3:15pm	F&B – What are Malaysians/Tourists Eating in 2025	Dato Calvin Chan Managing Director Oriental Kopi Holdings
3:16pm – 3:45pm	Augmented Reality - Immerse Yourself into the New World of Animation	Mr Benedict Wong Director, WOMB Creative (Incubase Arena)
3:46pm – 4:00pm	Tea Break	
4:01pm – 4:30pm	The Winning Design Formula - Mature Mall / New Mall	Datuk Tan Peng Han Design Director Kuala Lumpur Pavilion Design Studio
4:31pm – 5:00pm	Drawing Entertainment to Innovative Retail	Ms Rachel Khiew General Manager MM2 Entertainment
5:01pm – 5:30pm	Power of Celebrities to Draw Traffic and Retail Branding	Mr Jack Neo Renown Singapore Artiste and Award Winning Director
5:31pm – 6:00pm	Panel Discussion: <ul style="list-style-type: none"> • Datuk Tan Peng Han • Ms Rachel Khiew • Mr Jack Neo 	Chaired by Ms Kung Suan Ai Marketing Director Kuala Lumpur Pavilion
6.00pm	END of Forum	

Programme subject to change without notice at the discretion of the organizer