



PPK Malaysia
Malaysia Shopping Malls Association

EQLB
RETAIL CONSULTANCY

RETAIL FORUM

2025

TREADING THE INTRICATE RETAIL LANDSCAPE

Retail is all about the details.

It is an intricate landscape of fitting the right retailer into the right market and a fine skill honed by successful malls and retailers

Our insightful seminar will delve into the following aspects:

- **Understanding leading retail brands** and their market
- **Establishing direct connections** with top brands and retailers
- **Optimising space planning** to maximise your mall's value
- **Implementing innovative marketing strategies** to boost foot traffic and increase sales

Don't miss this invaluable opportunity to network with reputable local and international speakers and prominent industry experts. Learn from their insights on:

- **geopolitical impacts** on the ever-evolving mall and retail landscape
- **retailers' expansion plans** to adapt to changing consumer trends
- **the powerful influence of celebrity endorsements** in driving consumer engagement

Join us to stay ahead of trends, gain strategic insights, and connect with key players in the retail world.

**CLICK HERE
FOR MORE
INFO**

**27 MAY, 2025
PAVILION HOTEL KUALA LUMPUR**

www.ppkm.org.my

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