



NewsNetwork

MARCH 2025



RIDING THE WAVE OF DIGITALISATION



RETAIL FORUM 2025:
Treading the Intricate Retail Landscape

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President's Message



Dear members,

As we conclude the first quarter of 2025, our member malls have been abuzz with vibrant promotions and elaborate seasonal décor, reflecting the festive grandeur that Malaysian shopping malls are renowned for. This period encompassed two significant celebrations – Chinese New Year and Hari Raya Aidilfitri, which not only attracted local shoppers but also enticed foreign tourists, offering an immersive cultural and shopping experience. PPK Malaysia (PPKM) will continue to collaborate with the Ministry of Tourism, Arts and Culture and other stakeholders to promote festive tourism, leveraging on our multicultural festivities to improve tourist arrivals and spending.

Whilst managing our malls will remain challenging in the light of increasing operational costs, we are confident the industry overall will remain resilient. As reported by the National Property Information Centre (NAPIC), the national average occupancy rate for shopping malls has increased to 78.8% for 2024, compared to 77.4% in 2023. This positive trend is encouraging as we navigate the complexities of evolving geopolitics and socio-cultural dynamics.

On the digital front, we are embracing engagement through technology and we have developed our **PPKM Super App** which is finally here. Designed exclusively for members, this innovative platform is aimed to simplify your experience, ensuring you stay connected and up-to-date easily with your activities, so we would strongly encourage members to download it on your mobiles (more details on [page 3](#)). This Super App has just been soft launched and will eventually become a one-stop means for communications, event registrations and at a later stage, serve as a payment gateway.

Our commitment to educational initiatives remains steadfast. In May 2025, we are organising a study trip to Tokyo, providing an opportunity for members to explore innovative retail concepts and mall management practices in a dynamic market. Additionally, our first forum in May will delve into the intricate retail landscape, followed by a two-day conference during second half of the year, focusing on how shopping malls can adapt to a changing world. Stay tuned for further details on these enriching programmes. The ongoing courses on Shopping Mall Management Continuous Education Seminars will continue to be offered and the syllabus will be enhanced to update participants in other aspects of shopping malls like the management of strata buildings.

Both inbound and domestic tourism are set to receive a significant boost with the current Visit Selangor Year (VSY) 2025 and the upcoming Visit Malaysia 2026 (VM2026) initiatives. VSY 2025 aims to showcase the state's incredible diversity, from serene ecotourism to immersive shopping tourism. Similarly, VM2026 is poised to bring out the best of what Malaysia has to offer to the world in a single, event-packed year. We urge all member malls to actively support these initiatives by organising marketing programmes and shopping rewards that attract more tourists and patrons to our malls.

With your collaboration and enthusiasm, we look forward to an exciting and successful year ahead and we take the opportunity to wish all Muslims 'Selamat Hari Raya Aidilfitri'.

Warmest regards,

A handwritten signature in black ink, appearing to read 'Phang Sau Lian'. The signature is stylized and fluid.

PHANG SAU LIAN
President

PPK MALAYSIA OFFICE BEARERS 2024 - 2026

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Tan Sri Datuk Eddy Chen
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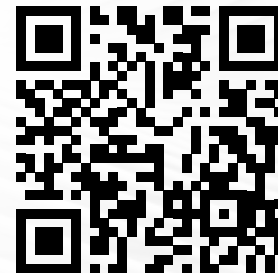
WHAT'S NEW



PPKM'S SUPER APP is finally here!

Mobile apps are now the way to go in this age of technology as they can simplify and enhance user experiences for our members to keep in touch. Our Mobile Super App was developed to engage with our members and for your convenience to keep updated on our education programmes, activities as well as to register for events. At a later stage, we are planning to incorporate a payment portal.

For members only, the Super App for Apple and Android can be downloaded from here:



For those who prefer to use laptops or notebooks, PPKM Super App will also be available on the web from here: <https://www.ppkm.org.my/ppkm/login>.

Do stay tuned for more news and features in due course.

Do also explore our newly revamped website at www.ppkm.org.my - completely refreshed, renewed and revamped to enhance your browsing experience and keep updated with our events and activities.



Publisher

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WHAT'S NEW

ELMINA LAKESIDE MALL BEYOND TRADITIONAL SHOPPING AT NATURE-INSPIRED MALL

Elmina Lakeside Mall (ELM) is not just a retail destination - it is a thoughtfully designed lifestyle hub that blends retail, nature, and community in a single vibrant space.

Opened in August 2024 as the first mall in Elmina City Centre, ELM brings a refreshing new take on retail with its open-concept design and seamless integration to a 35-acre urban park within an even larger 300-acre Central Park.

This biophilic and single-level mall offers a carefully curated mix of over 90 retail and food and beverages outlets spread throughout 400,000 sq ft and is complemented by lush greenery, soothing water features, and a lakeside dining promenade, harmonising indoor and outdoor elements.

Whether enjoying a meal by the waterfront or taking a relaxing stroll, visitors are treated to an experience that extends beyond traditional shopping.

Interactive and engaging play areas are also readily available to encourage creativity for young visitors to explore.

Beyond retail, ELM is designed for accessibility and convenience with barrier-free pathways, doorstep parking, and connections to pedestrian and cycling routes, encouraging a more walkable and inclusive experience for all visitors.

Sustainability is also a key focus, with energy-efficient systems and one of the highest concentrations of electric vehicle charging stations in the Klang Valley, reinforcing its commitment to green mobility.

Whether it is families enjoying leisure by the lakeside, professionals unwinding after work, or shoppers seeking a refreshing outdoor retail experience, ELM brings a unique balance of nature, community, and modern convenience.

With its thoughtfully curated mix of retail, dining, and green spaces, ELM stands as a new benchmark for placemaking in Malaysia.

“Where nature and retail-tainment unite in harmony”



Adapting retail and mall strategies for Year of the Snake

RETAIL and malls are deeply intertwined, forming dynamic ecosystems that not only foster and sustain the growth of countless retailers but also shape consumer experiences and market trends. Shopping malls have evolved far beyond their traditional role as mere shopping destinations—they have become vibrant hubs of culture, entertainment and social interaction, offering a diverse range of experiences that attract visitors of all ages. From lifestyle and dining options to immersive digital experiences and community-driven events, malls now serve as central gathering places that cater to the evolving expectations of modern consumers.

As we approach the Year of the Snake, a symbol of adaptability, transformation and resilience, it is more important than ever for shopping malls and retail businesses to embrace these qualities to remain competitive and relevant in an ever-evolving marketplace. Embracing change and staying ahead of trends will not only ensure sustained growth but also solidify their role as indispensable pillars of the retail industry.

Learning from the Snake

Snakes are masters of survival, seamlessly adapting to their surroundings in both times of scarcity and abundance. This resilience parallels how malls in Malaysia have evolved in the post-pandemic landscape. Initially, malls faced stagnation due to global lockdowns and cautious consumer behaviour. However, 2022 saw a dramatic resurgence fueled by revenge shopping, as pent-up consumer demand surged, followed by stabilisation in 2023.



YL LUM
Vice president 2
Malaysia Shopping Malls Association

Key regions such as Kuala Lumpur, Penang, Johor and East Malaysia benefited economically from a strong Singapore dollar and the revival of Chinese tourism. By implementing strategic marketing and operational adjustments, malls capitalised on these shifts, positioning themselves for long-term success. Looking ahead to 2025, malls are prioritising energy efficiency, streamlining operations and leveraging digital innovations to understand better and respond to evolving consumer preferences. By embracing adaptability and drawing on lessons learned during the pandemic, forward-thinking malls are now poised to lead in the ever-evolving retail landscape.

Rejuvenation and renewal

The Year of the Snake offers malls the perfect opportunity to

rejuvenate and shed outdated practices, much like a snake shedding its old skin. This means phasing out underperforming retail segments and embracing innovative concepts that align with evolving consumer trends.

Malaysia has a keen appetite for global fashion and culinary trends, as seen in the rising popularity of mala spice. Similarly, Chinese fashion brands are making their mark in Malaysian malls, reflecting efforts to stay in step with international trends. Post-pandemic, interest in sports and outdoor activities has surged, leading to expansions by sports retailers who are introducing innovative store layouts and immersive digital experiences.

Beyond sports, malls are adapting to emerging leisure trends such as pickleball and incorporating more family-oriented concepts. Collectable retail brands are also gaining traction, signalling a growing niche in the Malaysian market. At the same time, retailers are seamlessly integrating online platforms with physical stores, adopting hybrid models that blend digital and in-person shopping experiences. This transformation underscores the retail industry's ability to evolve and thrive in an ever-changing landscape.

Flexibility: The core of modern retail

The adage that the only constant is change is especially true in modern retail—where adaptation is the key to success. Nowhere is this more evident than in malls, where continuous evolution is essential to staying relevant in today's dynamic retail landscape. Modern malls are increasingly designed for flexibil-

ity, allowing spaces to be easily reconfigured to accommodate shifting consumer preferences and market trends.

Technology plays a crucial role in driving this adaptability. Innovations such as variable-speed air conditioning systems and low-loss transformers help optimise energy efficiency while reducing operational costs. Meanwhile, digital enhancements like rotating LED screens and immersive 3D displays are transforming shopping into an interactive and visually dynamic experience.

Flexible spaces also allow malls to host pop-up stores, temporary exhibitions and seasonal events, ensuring a constantly evolving atmosphere. This strategy not only attracts new visitors but also keeps loyal shoppers engaged, offering fresh experiences that align with ever-changing consumer interests.

From solitary creatures to teamwork

As we enter the Year of the Snake, shopping malls must navigate rising operational costs and regulatory challenges, including increased electricity prices, higher minimum wages and elevated inspection fees. These pressures call for innovative financial strategies and heightened operational efficiency.

To address these challenges, malls are investing in energy-efficient technologies, renegotiating tenant leases and exploring alternative revenue streams such as hosting events and optimising underutilised spaces. Collaboration also plays a vital role—mall clusters in the Bukit Bintang precinct exemplify how strategic partnerships can create

vibrant shopping destinations that boost foot traffic and enhance the retail experience. Additionally, working with government bodies and tourism boards strengthens the retail sector, ensuring its continued growth and long-term sustainability.

As we transition from the energetic Year of the Dragon to the adaptable Year of the Snake, malls must remain agile and forward-thinking, embracing change to navigate evolving challenges. Rising operational costs, shifting consumer behaviours and increasing digital integration demand a proactive approach, where innovation and strategic planning are at the forefront.

Kuala Lumpur's recognition by CNN as one of the world's top shopping cities highlights Malaysia's potential to deliver world-class retail experiences. However, maintaining this status requires continuous reinvention—leveraging technology, enhancing customer engagement and curating diverse, experiential offerings that go beyond traditional retail.

Collaboration will also play a crucial role, whether through partnerships with tourism boards, government initiatives, or synergistic efforts among retailers and mall operators. By fostering a vibrant and dynamic ecosystem, shopping malls can remain not just commercial spaces but cultural and social hubs that cater to the ever-evolving needs of consumers.

With resilience, adaptability and a commitment to innovation, malls can continue to thrive—delighting shoppers, driving retail success and shaping the future of the industry in the Year of the Snake and beyond.

THE recent announcement by the Tourism Board that Malaysia generated RM106bil in tourist spending from 25 million international tourists in 2024 is significant. Out of these, nine million came from Singapore. If even half of them drove to Johor Bahru's shopping malls, an important question arises: Do these malls have enough parking spaces to accommodate such a surge in shoppers?

The answer is a resounding yes. For example, key malls in Johor Bahru easily provide 4,000 to 6,500 parking bays. Major shopping centres in the Klang Valley each boast approximately 10,000 parking bays.

In fact, Malaysia is one of the most generous providers of mall parking spaces—not just in Asia but globally. This would be considered excessive in many other countries, yet Malaysians still struggle to find parking. The issue is not a shortage of space but the overwhelming number of cars on the road.

Cost of each parking bay

The construction of parking spaces is an expensive investment. A single parking bay costs approximately RM40,000 to build and this cost doubles to RM80,000 if the parking is underground due to added structural complexities.

For a mall with 5,000 parking bays, this represents a minimum investment of RM200mil—before the mall even begins operations. To achieve a marginal 5% yield over 15 years, parking fees should be around RM3 per hour just to break even. If premium features such as epoxy flooring, smart guiding systems and enhanced lighting are included, a sustainable rate would ideally be RM5–8 per hour.

This is why the common RM3 for the first three hours parking charge is only RM1 per hour, in reality, subsidised by the mall's overall operational revenue.

Despite the relatively low cost of mall parking in Malaysia, the price remains a contentious issue. In comparison, shopping malls in Hong Kong and Singapore charge between RM5 and RM10 per hour while in the Melbourne central business district, parking fees can exceed RM100 for just a few hours.

Besides the costs of construction, high parking costs must consider factors such as expensive land, high insurance premiums and stringent zoning laws. Unlike Malaysian malls, which provide thousands of parking bays, overseas shopping centres even in central business districts, offer limited parking, often charging hefty fees for even short stays.

Malaysia's car-centric nature

While public transport has expanded in Malaysia, driving remains the primary mode of transportation. Blaming parking problems solely on inadequate public transport is an oversimplification. The issue is rooted in a combination of fac-

Too many cars, too many bays



LUM YOK LEE

Vice president 2
Malaysia Shopping Mall Association

tors, including national car policies, the privatisation of toll roads and highways, urban sprawl and the car-centric nature of Malaysia's infrastructure.

Driving in Malaysia is not just a convenience—it is a necessity. People drive to work, to run errands, to visit family and to send their children to school. With a car ownership rate of approximately 500 vehicles per

1,000 people, Malaysia surpasses countries such as South Korea, Taiwan and Thailand in the Asia region. This reliance on private vehicles extends beyond shopping malls to workplaces, residential areas, hospitals, hotels and schools. In short, Malaysia cannot function without cars.

This reliance on driving explains why commercial shopping malls frequently experience severe parking shortages and congestion. In high-traffic areas such as Taipan, SS2 and Kota Damansara, double and even triple parking are common. A typical café with 12 tables and 48 seats can serve around 288 customers per day during the six peak hours.

Assuming three customers per car, this restaurant requires 96 parking bay turnovers per day or 16 bays per hour, yet most shopping malls only provide four parking bays in front of their premises. As a result, customers are forced to park along roadsides, in nearby buildings or unauthorised spaces.

This example illustrates why parking shortages persist in these commercial centres and how businesses may struggle when parking availability is inadequate. To mitigate this issue, commercial centres often require

developers to construct elevated car park buildings to ease the demand for parking.

A new challenge

The rise of electric vehicles (EVs) presents an additional challenge in parking space management. While EV charging stations are an attractive feature for malls, regulations must ensure that they are used efficiently and fairly. Without proper enforcement, these spaces could become monopolised by a small number of vehicles, exacerbating existing parking shortages.

Office parking is another long-standing issue in Malaysia. Since the introduction of the Park and Ride system in 2006, many office buildings in Putrajaya were designed with fewer parking spaces, assuming that employees would use public transport.

However, due to the low adoption of carpooling and public transit, many companies have had to rely on open-air parking lots or even undeveloped land to accommodate the overflow of vehicles. The fundamental problem lies in the mismatch between building regulations and actual parking demand.

Office spaces are typically designed to accommodate one employee per 200 sq ft, yet the building code only mandates one parking bay per 1,000 sq ft.

Even if two employees share a car, the parking shortfall remains three times greater than the available supply. Most Malaysians prefer to drive alone, which explains why streets surrounding government buildings in Putrajaya and high-tech offices in Cyberjaya are lined with parked cars.

If local councils or traffic police were to strictly enforce illegal parking laws, many offices would likely find themselves operating at half capacity due to a lack of available parking for employees.

The pandemic provided a temporary glimpse into how e-hailing services could impact parking demand. During lockdowns, fewer people drove to malls, making parking more accessible. However, as e-hailing prices surged post-pandemic, many Malaysians reverted to driving, bringing back pre-pandemic parking congestion. This highlights that while e-hailing may provide a temporary alternative, it does not replace the long-term need for private vehicle ownership in Malaysia.

Ultimately, there is no definitive solution to Malaysia's parking dilemma—perhaps because it is not truly a problem but a way of life. Parking, much like dealing with Malaysia's hot weather, wet public toilets or the usual traffic jam, is simply part of the Malaysian experience. Driving is deeply ingrained in the culture and searching for a parking spot is just another aspect of daily life.

As long as Malaysia continues to offer reasonably affordable parking, it remains a part of the country's urban ecosystem—one that Malaysians have learned to navigate and, in many ways, embrace.



WHAT'S NEXT



SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SERIES (SMMCES) PARTS 1-3, SESSION 1-2025

SUNWAY RESORT HOTEL, BANDAR SUNWAY, SELANGOR

21 – 23 APRIL: MARKETING AND LEASING PARTS 1 & 2

24 – 26 APRIL: ADMINISTRATION PARTS 1 & 2 (COMBINED)

28 – 30 APRIL: OPERATIONS AND MAINTENANCE PARTS 1 & 2

Registrations are underway for the upcoming sessions as abovementioned, with the closing date on 4 April 2025. However, if you have missed this session, the next Session 2-2025 will be offered in August.

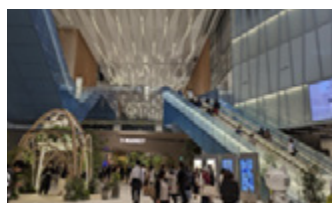
Although these are repeat sessions for the previous SMMCES, we have enhanced the Administration module syllabus with a new topic on Strata Management to keep participants updated on the strata buildings within our industry.

Queries to: secretariat@ppkm.org.my

STUDY TRIP TO TOKYO

12-16 MAY 2025

Irasshaimase!



We are embarking on our first trip for 2025, this time to Tokyo where the retail and shopping scene is vibrant and exciting – with its wide array of shopping mall architecture and layouts, including breathtaking rooftop gardens to definitive retail and themed destinations. We will also glean some insights from Japanese developers who have created newly developed, high-end futuristic city-within-a-city buildings within their integrated urban redevelopment projects, featuring specialty stores inside curated retail spaces and gourmet F&B offerings.

We will keep you posted with more insights about the trip in our next newsletter. We are not sure whether the limited seats for this trip would have been all taken up by the time you read this, but you may inquire at 03-77276232 for further information.



RETAIL FORUM 2025: TREADING THE INTRICATE RETAIL LANDSCAPE

Retail is all about the details— an intricate landscape of fitting the right retailer into the right market. With this in mind, we are excited to organise Retail Forum 2025, where industry leaders, retail specialists, and renowned celebrities will gather to share their expertise and insights.

Our carefully curated programme features powerful keynote speakers and industry experts who will provide invaluable knowledge on:

- The evolving retail and mall landscape
- Geopolitical impacts on global retail trends
- Retail expansion strategies for 2025 and beyond
- The influential role of celebrities in driving retail success

Don't miss this exceptional opportunity to connect with industry pioneers, exchange ideas, and gain insights that will shape the future of retail. Join us at the Retail Forum 2025 for a powerful networking experience and expert-driven discussions that will empower your retail journey.

More details at this [link](#).

PAST EVENTS

SEMINAR: BUILDING MANAGEMENT SERIES 3

17 JANUARY 2025 | SUNWAY CONVENTION CENTRE, SELANGOR

In our continuing series on building management, PPKM, in collaboration with the Building Management Association of Malaysia (BMAM), organised a one-day seminar with the theme, Rejuvenating Building Management. The Strata Management Act (SMA) 2013 governs building management but has several limitations in terms of practical implementation.

The seminar was attended by 94 participants and featured speakers who shared valuable insights on various aspects in building management, including the wish list for regulatory improvements to the SMA 2013 [Act 757].

Moreover, as buildings age, the older infrastructure inevitably results in less efficiency and increasing costs for repair and maintenance. The speakers also spoke on retrofitting old buildings and in the big picture, included urban renewal.



BMAM President, Tan Sri Eddy Chen presenting his welcome address



Participants concentrating on the wish list for SMA 2013 amendments



Panel session with animated discussions on building maintenance



Datuk Sr Charlie Chia shared that learning from other countries is brilliant



L to R: Richard Chan, Seminar Organising Chairman/PPKM Advisor; Phang Sau Lian, President, PPKM; Ir Lee Weng Onn, Secretary General, BMAM; and our 'speakers of the law', Lee Kim Noor and Datin Harwinder Kaur



L to R: Richard Chan, Ir YL Lum, Vice President 2, PPKM; Ts Ir Jackson Siow and Datuk Sr Charlie Chia



The seminar shared good information for our jobs!

PAST EVENTS

SEMINAR: ENGINEERING SHOPPING MALLS VI

19 FEBRUARY 2025 | SUNWAY RESORT HOTEL, SELANGOR

Engineering operations are inherently crucial to facility management in shopping malls where the back-of-house has to be in top condition all the time to ensure an optimum environment for all patrons. In the current scenario, it is also essential to focus on Environmental, Social and Governance & Sustainable Development Goals for cost management in the long term.

PPKM continued its regular collaboration with The Institution of Engineers Malaysia (IEM) with the seminar focused on engineering operations and facility management, attracting 85 participants.

Our well-experienced speakers provided technical insights from shopping malls to urban farms, from electric vehicles to Heating, Ventilation and Air Conditionings and from water management to safety management. The seminar was well-received, with participants commenting 'Overall content relatable with current trends.'



Ir YL Lum, Vice President 2, PPKM sharing the 2025 outlook for malls



Reconnecting amongst fellow practitioners over some refreshments



A cuppa is always a good time for networking during seminars



Jessica Jong sparked the question whether sustainability comes at a cost?



It's great to have everyone paying full attention



Visit to the urban farm at Sunway Pyramid



Cdr (R) Khoo Kah Hooi, 1 Utama Shopping Centre with tips and insights on mall safety management



Overall the seminar is good and really useful



Thumbs up for a great seminar!
L to R: Ir YL Lum; Ryan Lai, BACFREE Group Malaysia; Jessica Jong, Sunway Malls; Ben Ng, ESG Green Tech; Ir Dr Ricky Liew, IEM and Alvin Chan, Source Code Asia



L to R: Ir Tony Cheng, IEM; Michele Tan, Servedek Innovation; Ir YL Lum and Ir Loo Chee Kin, Global Risk Consultants

PAST EVENTS

<< continued from page 9



Panel discussion in session headed by moderator band Organising Chairman, Ir Dr Ricky Liew



Thank you to our speakers
L to R: Bruce Sui, Chargesini; Ir Dr Ricky Liew; Cdr (R) Khoo Kah Hooi, Bandar Utama City Centre; Ir Loo Chee Kin, Global Risk Consultants; Ben Ng, ESDGreen Tech; and Andrew Teoh, Technical Committee, PPKM

40TH ANNUAL GENERAL MEETING

22 MARCH 2025 | SUNWAY RESORT HOTEL, SELANGOR

We are proud we have made it to our 40th AGM!

It has certainly been an exciting year with numerous programmes and events, culminating in our 40th Anniversary dinner in September 2024. As highlighted by President, Ms Phang Sau Lian, we look ahead to a great leap forward in digitalisation with the launch of our SUPER APP which will provide more convenience to members with this enhanced communication channel.

There were more than 40 attendees and in addition to being updated on PPKM's activities, everyone enjoyed the reconnecting and networking among the shopping mall fraternity.

The incumbent committee remains in place until the next AGM in 2026 and Mr CC Yeap and Ms Leong Pik Yi were elected as Auditors for 2025-2026.



Team PPK – we're ready for another year !

L to R front row:

Evelyn Lo, Executive Director; Tan Joon Kai, Secretary; Ir YL Lum, Vice President 2; Richard Chan, Advisor; Phang Sau Lian, President; Tan Sri Teo Chiang Kok, Immediate Past President/Advisor; William Tang, Vice President 1 and Joseph Yeoh, Treasurer.

L to R back row:

Committee: Vincent Chong; KK Lim; Nikki Lee, Aw Ik Qian, Lee Beng Beng, Chai Ai Ping; Alicia Yuen, Assistant Secretary; Leong Pik Yi, Auditor; Andrew Teoh, Committee and CC Yeap, Auditor.

PAST EVENTS

<< continued from page 10



Richard Chan sharing on the current scenario of registered property managers



Exco at the head table presented the various reports



Lunch is always good for networking



L to R: Phang Sau Lian; Ping Teo, 1 Utama Shopping Centre; YL Lum; Richard Chan; Evelyn Lo; Tan Sri Teo Chiang Kok and William Tang



We are the shopping mall fraternity

PAST EVENTS

VISITORS FROM SUZHOU

PPKM recently facilitated Pavilion Kuala Lumpur and Sunway Pyramid to host a group of visitors from China who were on a mall familiarisation trip to Kuala Lumpur and Singapore. The visitors were from Suzhou Industrial Park Neighborhood Center Development, a state-owned enterprise who is a leading comprehensive community mall developer and operator in China. From the initial stage of learning the concept of Singapore's Neighbourhood Centre, they improved and improvised, managing to establish their own unique model and concept of community malls in China.



Lovell Ho, Director of Leasing, Pavilion Kuala Lumpur (middle far end) led the briefing for the group on their mall's positioning



Walkabout in Pavilion KL



The Suzhou team was headed by Xie Yihan, Vice President of the parent company, Sungen Group/ Chairman, Suzhou Industrial Park Neighborhood Center Development (in the middle with green top), flanked by Dato Joyce Yap, CEO Retail of Pavilion KL on her left and Phang Sau Lian on her right.



Lunch with a local flavour hosted by Pavilion Kuala Lumpur



Phang Sau Lian (in brown) led the familiarisation walkabout at Sunway Pyramid



Posing for the camera after the brief at Sunway Pyramid office



The group at the lobby of Sunway Resort Hotel

SHOPPING MALLS SUPPORT TOURISM



To support the upcoming Visit Malaysia 2026 (VM2026) for inbound tourists, Tourism Malaysia is promoting three specific sales campaigns in 2025 and 2026, that is, Malaysia Super Sale, Malaysia Mega Sale and Malaysia Year End Sale. This is because shopping is undoubtedly a crucial component of our nation's tourism industry, being definitely on the tourists' agenda to go shopping during their travels in Malaysia. This has resulted in the shopping component in tourist expenditures gradually rising over the years to become the largest single component of up to 36.8% in 2024.



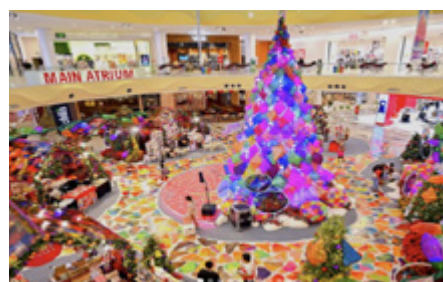
Our Treasurer, Joseph Yeoh (back row, 3rd from right), represented PPKM at the recent event where YB Dato Sri Tiong King Sing, Minister of Tourism Arts and Culture (front row, 3rd from right), presented their Tourism Strategic Partners with certificates of appreciation. Thank you, Tourism Malaysia – you definitely have our support to promote VM2026



Chai Ai Ping, Committee member (on the left) at the mock cheque presentation by Tourism Selangor who gave grants to associations participating and supporting Visit Selangor Year (VSY) 2025. Some of our members collaborated with their partner hotels to give away shopping vouchers and special gifts to tourists during the VSY 2025 Valentine's Shopping Specials promotion recently.

FESTIVE TOURISM

Malaysia is home to a rich variety of vibrant festivals that attract tourists from around the world. These festivals showcase our vivid cultural diversity, traditions and modern celebrations, enjoyed by everyone in our shopping malls which are well-known for striking and extensive festive décor, complete with festive food and beverage, and retail offerings. We would like to encourage malls to mark all celebrations which will attract tourists to our malls through yet another aspect of tourism ie festive tourism which can easily be converted into shopping tourism.



TOURISM INDUSTRY AWARDS 2025



We are pleased to remind member malls that Malaysia International Tourism Development Association (MITDA), in collaboration with Tourism Selangor and Santai Travels, organised the Tourism Industry Awards 2025 which will recognise key industry players across several categories, including shopping destinations and shopping malls. Winners for the Awards will be announced on 9 August 2025 and nominations are now open to all malls to submit their entries before the 30 June 2025 closing date. You may obtain further information at this link:

www.mitda.com.my/tourism-industry-awards-2025/

TOURISM STATISTICS



In the run up to Visit Malaysia 2026, we are pleased to share tourism statistics extracted from Tourism Malaysia's Statistics portal.

Executive Summary:

- Year 2024: 25 million tourists generated RM102.2 billion in receipts
- Year 2025 forecast: 31.3 million tourists generating RM125.5 billion in receipts

VISITKL APP



The first lady mayor of DBKL, Datuk Seri Maimunah Mohd Sharif, launched the fun and interactive app on 25 March 2025 which lets you preview the bustling streets, iconic landmarks, and hidden gems of Kuala Lumpur, including events and activities. Interested member malls in Kuala Lumpur who may wish to be listed may contact the Culture, Arts, Tourism and Sports Department of DBKL at Unit Pelancongan: peplancongan@dbkl.gov.my



Source: <https://data.tourism.gov.my/>



Our host, YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture, Malaysia at Ramadan's Iftar Evening, Shangri La Kuala Lumpur on 26 March 2025 with Alicia Yuen and Phang Sau Lian (on his right) and Evelyn Lo and Nikki Lee (on his left)

MEMBERSHIP 2025

CORPORATE MEMBERS

118 Mall
1 Utama Shopping Centre
1Shamelin Shopping Mall
1st Avenue, Penang
3 Damansara
AEON Mall Alpha Angle
AEON Mall Bukit Tinggi
AEON Mall Cheras Selatan
AEON Mall Kota Bharu
AEON Melaka Shopping Centre
AEON Mall Rawang
AEON Mall Shah Alam
AEON Mall Taman Maluri
AEON Mall Tebrau City
AK Antara Signature Mall
Alamanda Shopping Centre
Alor Star Mall
Aman Central
Ampcorp Mall
Amerin Mall
Ampang Point
Angsana JB Mall
Atria Shopping Gallery
avenue K
Bangsar Shopping Centre
Batu Pahat Mall
Beletime Mall, Danga Bay
Berjaya Megamall
Berjaya Times Square Kuala Lumpur
Berjaya Waterfront Complex
Bloomsdale Shopping Gallery
Busana @ Menara MARA
Central i-City Shopping Centre
Central Mart, Saujana Utama
Central Market
Central Square Sungai Petani
Centrepoint Bandar Utama
Centre Point Sabah
Centro
Cheras LeisureMall
City Mall Shopping Centre
Cityone Megamall
Damen Mall
Datum Jelatik Mall
DC Mall
Design Village Outlet Mall
East Coast Mall
Eastern Mall
EG Mall Penampang
Ekoheras Mall
Endah Parade
Evo Mall, Bangi
fahrenheit 88
Financial Park Complex Labuan
First World Plaza
Freeport A'Famosa Outlet
Galleria@Kotaraya
Gamuda Walk
gateway@klia2
Genting Highlands Premium Outlets
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 Damansara
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
KLEC Mall
Kompleks Bukit Jambul
Kompleks Metro Point
Kompleks Mutiara
Kompleks Star Parade
KOMTAR, Penang
Kota Raya Complex
KSL City @ Johor Bahru
KSL Esplanade Mall
KTCC Mall
Kuantan Parade
KWC Fashion Mall
Kulim Central
Lot 10
M3 Mall

Mahkota Parade, Melaka
Maju Junction Mall
Megah Rise
Megamall Pinang Shopping Complex
Melawati Mall
KOMTAR JBCC
Mesamall
Mehra 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
Naza Tower, Platinum Park
New World Park
Nexus Bangsar South
Nu Sentral
Ole Ole Shopping Centre
Paradigm Mall Petaling Jaya
Paradigm Mall Johor Bahru
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 Sentral
Perling Mall
Pertama Complex
Pier8 Retail Mall
Plaza Low Yat
Plaza Merdeka
Plaza Metro Kajang
Plaza Pelangi
Plaza Salak Park 'SPARK'
Plaza Shah Alam
Prangin Mall
Publika Shopping Gallery
Quayside Mall
Queensbay Mall
Quill City Mall
RCMC Sdn Bhd
R & F Mall
SACC Mall
Sarawak Plaza
SB Mall
Seremban Prima
Segamat Central
Sejati Walk
Semua House
Setapak Central
Setia City Mall
Shaw Parade KL
Shaw Centrepoint
SK One Mall
SkyAvenue
South City Plaza
Star Avenue Lifestyle Mall
Starhill Gallery
Straits Galleria
Straits Quay Retail Marina
Strand Mall
Subang Parade
Sungei Wang Plaza
Sunshine Central
Sunsuria 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
Larkin Sentral
Terminal One Shopping Centre
The Commune Lifestyle Mall
The Curve
The Exchange TRX
The Hub Business Park
The Labs
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
Toppen Shopping Centre
Utropolis

Vivacity Megamall, Kuching
Wangsa Walk Mall
Wetex Parade Shopping Centre
Wisma Sanyan
Zenith Lifestyle Centre

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Festival City Sdn Bhd
HG Services (M) Sdn Bhd
IFCA Solutions Sdn Bhd
La Calisto Sdn Bhd
Ledking Sdn Bhd
Neudimension
Real Parking Sdn Bhd
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