



## **MEMBERS CIRCULAR**

23 June 2025

Ref 038/06/25

Dear Members

### **SHOPPING CENTRE MANAGEMENT CONFERENCE 2025:**

***Transforming Malls in a Changing World***

**Tuesday, 26 Aug to Wednesday, 27 Aug 2025, Sunway Resort Hotel, Petaling Jaya**

In the light of our fast changing world where malls must now offer more than just merchandise but memorable experiences, we are pleased to inform members that we are planning the abovementioned conference in collaboration with Asia Pacific Retail Academy (APRA) as a professional event where industry stakeholders such as mall developers, managers, retailers, investors, architects, and tech providers gather to discuss the latest trends, challenges, and innovations in shopping centre development and management.

Do not miss our pinnacle conference event for 2025 where international speakers will share their priceless expertise and knowledge. This event will also be where the winners for our **PPKM AWARDS 2025** will be announced, so we look forward to your close support and attendance.

**This training is approved by HRD Corp** as per the following details:

**No. Siri Kursus: 10001562265**

**Tajuk Kursus: SHOPPING CENTRE CONFERENCE 2025**

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

**ALL registration documentations, including invoicing and payments, will be handled by our conference organiser, APRA** and further details are as in the attached brochure and/or you may contact APRA as follows:

- Dr Vincent Kong, Asia Pacific Retail Academy, Mobile:- +60173243251,
- Email: [yhsk888@gmail.com](mailto:yhsk888@gmail.com)

**Please register at this link <https://forms.gle/HXbTfSPPo7Pm2PWj7> latest by Friday, 8 August 2025 and thereafter, APRA 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 APRA will invoice you directly.

Our conference is supported by the following organisations:

- BB-KLCC Tourism Association
- Bumiputra Retailers' Association (BRO)
- Malaysia Retailers Association (MRA)
- Malaysia Retail Chains Association (MRCA)

### **Persatuan Pengurusan Kompleks Malaysia (PPK)**

**Malaysia Shopping Malls Association**

A608, 6th Floor, Lobby 2, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor D.E. Malaysia

**T** +603 7727 6202/6232

**E** [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my)

**W** [www.ppkm.org.my](http://www.ppkm.org.my)

Conference fees inclusive of service tax are as indicated below:.

<b>REGISTRATION RATES</b> <i>inclusive of service tax</i>	<b>SPECIAL privilege</b> <b>fees for PPK</b> <b>members Cost per</b> <b>pax (RM)</b>	<b>Supportig</b> <b>Associations</b> <b>/ Associates</b> <b>Cost per pax</b> <b>(RM)</b>	<b>Non-members</b> <b>Cost per pax</b> <b>(RM)</b>
Single Registration Early Bird on or before 7 July 2025	2,600	2,800	3,100
Discounted rate for Group Registration (minimum 3 pax from the same company) Early Bird on or before 7 July 2025	2,360	2,570	2,790
Single Registration Normal rate from 8 July 2025	2,860	3,060	3,360
Discounted rate for Group Registration (minimum 3 pax from the same company) Normal rate from 8 July 2025	2,570	2,800	3,150

**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 8 August 2025.
2. Walk-in delegates will only be admitted based on 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 8 August 2025.
5. **In the event the registered delegate(s) under HRD Corp grants (or otherwise) are absent for whatsoever reasons, please note that APRA 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 APRA 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](mailto:secretariat@ppkm.org.my)

We look forward to your support for this conference, especially dedicated to shopping mall management. Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)**

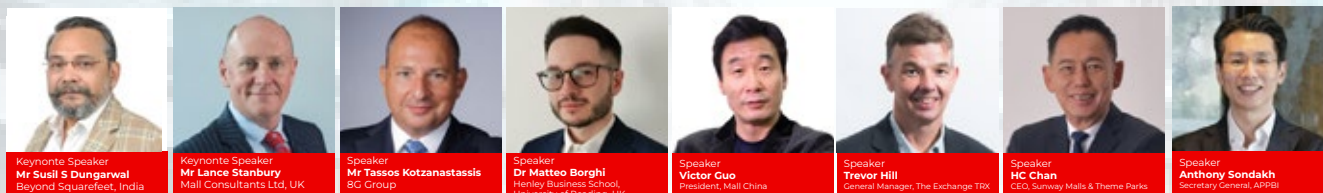


**PHANG SAU LIAN**  
President

# 2025 SHOPPING CENTRE CONFERENCE

## “TRANSFORMING MALLS IN A CHANGING WORLD”

26TH – 27TH AUGUST 2025  
SUNWAY RESORT HOTEL, BANDAR SUNWAY,  
SELANGOR, MALAYSIA



### Overview

**Shopping Centre Conferences in 2025** are pivotal events for industry professionals to explore emerging trends, technological advancements, and strategies shaping the future of retail spaces. Here's an overview of some notable conferences.

**PPK Malaysia's Conference 2025** is a professional event where industry stakeholders—such as mall developers, managers, retailers, investors, architects, and tech providers—gather to discuss the latest trends, challenges, and innovations in shopping centre development and management.

### Objective

The objectives of a **Shopping Centre Management Conference** typically revolve around enhancing the capabilities, knowledge, and strategic outlook of professionals involved in retail and mall operations. Some of the core objectives are understanding current and future trends shaping shopping centres, such as digital transformation, consumer behavior, and sustainability, sharing best practices in facility management, tenant mix optimization, customer service, and security, exploring emerging technologies like AI, AR, VR, and smart mall systems that enhance customer experiences and operational efficiency.

The conference will also discuss other relevant mall management topics such as Mall Investment & Development Strategies and Sustainability & ESG Goals

## Contemporary and exciting topics presented at this conference include:

- Global Shopping Centre Trends and Challenges
- The Art of Transforming a Shopping Mall to an Attractive Destination for Shoppers
- Resilience and Reinvention, Surviving and Thriving Strategies in China Malls Industry
- Malls as the Economic Hubs and Social Nubs of Integrated Townships
- Beyond Shopping – Building the Lifestyle Hubs of the Future
- AI and Robotic Applications to Shopping Centres
- Malls for Gen Z and More
- Creating the Right Strategy to Optimise the Potential for Success in Malls and Placemaking
- Asset Enhancement for Shopping Malls
- RIP ESG ? Is Decarbonisation the Way to Future Proof?
- New Pillars in Shopping - Leisure and Entertainment
- Nanjing ifc: Shopping Malls Redefined
- How to Create a Future Ready Shopping Mall Strategy on the Road to 2030
- Digital Revolution in Mall Spaces

## Who Should Attend?

- Chairman/Presidents/CEOs/SVPs/VPs/COOs/
- General Managers of mall companies
- Mall owners and operators
- Directors/Senior Managers/Managers of shopping centre companies
- Senior Management of retail and shopping mall related companies
- Real Estate Developers and Investors
- Facility and Property Managers

## HRDCorp Claimable

HRDCorp Conference Fee Claim  
The full conference fee  
is claimable from  
companies' HRDC levies



No Siri Kursus: 10001562265

Nama Kursus:  
Shopping Centre Conferences 2025

## Registration Rates

	SPECIAL privilege fees for PPK members Cost per pax(RM)	Supporting Associations/ Associates Cost per pax (RM)	Non-members Cost per pax(RM)
<b>Single Registration</b> Early Bird on or before 7 July 2025	2,600.00	2,800.00	3,100.00
<b>Group Registration</b> (minimum 3 pax from the same company) Early Bird on or before 7 July 2025	2,360.00	2,570.00	2,790.00
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Conference Registration Link: <https://forms.gle/HXbTfSPPo7Pm2PWj7>

**Registration Dateline: 8th August 2025, Friday**

## Further Information & Registration

### PPK Secretariat

A608, 6th Floor Block A (Lobby No 2),  
Damansara Intan, 47400,  
Petaling Jaya, Selangor  
Phone: 03-7727 6202

### Dr Vincent Kong

Conference Organiser  
Asia Pacific Retail Academy  
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Email – vhs888@gmail.com