



# NewsNetwork

**JUNE 2025**



## THE MALL & RETAIL LANDSCAPE



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**What's New**  
STRAND MALL  
BRINGS MALAYSIA'S FIRST  
HIGH-TECH BOWLING  
EXPERIENCE

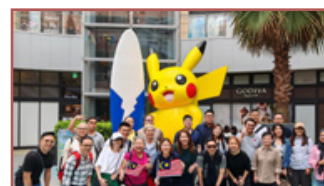
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**HALL OF FAME**  
2025 INTERNATIONAL  
COUNCIL OF SHOPPING  
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# President's Message



Dear members,

In today's rapidly evolving landscape, managing shopping malls has become more complex and challenging than ever. It demands agility, deep market insight, and close collaboration among all stakeholders to stay ahead. Against this dynamic backdrop, we successfully concluded our Retail Forum 2025, an energising and insightful event that provided participants from the shopping mall and retail fraternity as well as related industries with valuable perspectives from both global thought leaders and leading retailers. The forum reaffirmed the importance of staying informed and adaptable in an intricate landscape that is constantly being reshaped.

To strengthen our commitment to raising standards and professionalism in mall management, we are continuing with our regular biannual Shopping Mall Management Seminars this August. In addition, we are excited to announce a special upcoming conference focused on Transforming Malls in a Changing World, which will feature internationally renowned speakers who will share future-focused insights on evolving mall strategies.

However, the retail sector is currently navigating significant headwinds. Geopolitical tensions, including the ongoing United States – China tariff escalations and trade uncertainties, are disrupting global supply chains and dampening consumer confidence. Rising oil prices and volatile currency exchange rates are further compounding the challenges. Closer to home, Malaysia is experiencing a slower GDP growth of 4.4% in the first quarter, impacted by the removal of fuel subsidies, rising operational costs, and persistent labour shortages across sectors.

Adding to these pressures, we are deeply concerned about the government's recent announcement to expand the Sales and Service Tax (SST) to include rental and leasing services, as well as other policy changes that are driving up business costs. These developments pose a serious risk to the stability and long-term viability of the retail and shopping mall sector.

We have formally proposed to defer the SST expansion on rental, leasing, construction, and beauty services until after Visit Malaysia Year 2026. We also proposed to introduce a staggered SST approach, beginning at 3% and gradually rising to 8% over five years and exclude service charges from SST, as they are not rental income but recovery of shared-area operational costs. In conjunction, we proposed to raise the SST exemption threshold to RM2 million in annual sales to protect small businesses.

As we navigate this transformative era, our ability to remain agile, forward-thinking, and deeply attuned to market signals will define our success. By fostering collaboration across all stakeholders—from mall operators and retailers to policymakers and consumers—we can build resilient, future-ready retail environments that continue to inspire, engage, and deliver value.

Wishing all malls continued resilience as we navigate the challenges ahead of us.

Thank you.

Warmest regards,

PHANG SAU LIAN  
*President*

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**PPK Malaysia**  
Malaysia Shopping Malls Association

**Publisher**  
PPK MALAYSIA (Malaysia Shopping Malls Association)  
A608, 6th Floor, Block A (Lobby No. 2),  
No. 1, Jalan SS20/27, Damansara Intan,  
47400 Petaling Jaya, Malaysia  
Tel: 603 - 7727 6202/6232  
Email: [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) URL: [ppkm.org.my](http://ppkm.org.my)

## WHAT'S NEXT

### SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SERIES (SMMCES) PARTS 1-3

4 - 9 AUGUST 2025 | JW MARRIOTT, KUALA LUMPUR



4 - 6 August: Marketing and Leasing Parts 1 & 2

7 - 9 August: Operations and Maintenance Parts 1 & 2

We shall be once again offering the next sessions for the two modules as abovementioned, so we look forward to see you soon. Please register before the closing date on 21 July 2025.

Queries to: [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my)

### PPK MALAYSIA - FIABCI MALAYSIA STRATA MANAGEMENT SEMINAR

14 AUGUST 2025 | M WORLD HOTEL (FORMERLY AVANTE HOTEL),  
PETALING JAYA



PPKM and FIABCI Malaysia will again be co-organising this popular seminar to update participants on the latest development in strata management and will cover the following \*topics:

- Mastering Strata Law: Legal Complexities and Solutions
- Strata Trends Across Malaysia
- Strata Management and Policy Shifts: Ready for the Impact?
- Safety First: Fire Risks, Emergencies and EV Charger Solutions
- Strata Commercial Management: Navigating Mixed Developments and Future Trends
- Strata Management – Owners' Perspective
- Strata Management – Problems and Solutions

*\*programme subject to change*

This training is approved by Human Resource Development Corporation and Continuing Professional Development hours have also been applied with the Royal Institution of Chartered Surveyors (RICS) and Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVAEP).

Interested to update yourselves and need more information? Please access



for more programme details and/or please forward your enquiries to the following contacts:

- FIABCI Malaysia secretariat at [eventexec2@fiabci.com.my](mailto:eventexec2@fiabci.com.my) / Tel: 03-6203 5090/91
- PPK Malaysia at [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) / Tel: 03-7727 6232



# STRAND MALL BRINGS MALAYSIA'S FIRST HIGH-TECH BOWLING EXPERIENCE

Strand Mall, positioned as an Enlightened Mall and a destination that blends thoughtful retail with community-focused experiences, brings in a brand-new name in the indoor entertainment, **Juara Bowling Alley**, an innovative and premium boutique bowling centre, officially soft-launched on 5 April 2025. Juara Bowling Alley is the first high-tech bowling centre in Malaysia, proudly debuting a range of industry-firsts in the region, spanning 44,000 square feet, the largest in its category.

Aiming to be a designation that blends retail with community-focused experiences, Strand Mall brought in Juara Bowling Alley which offers a tech-forward, inclusive and family-friendly environment that fosters social connection, healthy recreation and community engagement. Its immersive features and event-ready layout align seamlessly with Strand Mall's mission to be a hub for meaningful and modern experiences from cultural showcases and workshops to gatherings that celebrate diversity, wellness and lifestyle. Together, Juara Bowling Alley and Strand Mall help redefine what a retail destination can be not just a place to shop, but a place to connect, experience and grow.

Juara Bowling Alley offers 32 string pin lanes powered by the Brunswick Boost ST system, alongside four exclusive VIP lanes fitted with the Brunswick Spark System. These VIP lounges are designed to cater to everything from intimate celebrations to corporate gatherings. Guests can also enjoy a dedicated karaoke space, adding a layer of fun and sociability to the overall experience.

Created with community and versatility in mind, Juara Bowling Alley includes a family-friendly arcade and kids' area, a VIP event space for special functions and accessibility features that make it OKU-friendly. Juara Bowling Alley is more than a bowling alley - a place where families connect, athletes compete and events come to life.

As the first outlet under the Juara Bowling Alley brand, this flagship centre also serves as a showcase for Brunswick products, the global gold standard in bowling technology. By introducing the first Spark System in South East Asia, Juara Bowling Alley is pioneering a new, immersive way to experience bowling, with visuals, lighting and sound integrated directly into the lanes for an unforgettable gameplay experience.

The centre is also proud to be partnered with Syafiq Ridhwan, Malaysia's own National Elite Tenpin Bowling Athlete, lending credibility and excitement to the centre's sporting ambitions.

Juara Bowling Alley's lanes are sanctioned for international tournaments and are actively engaging the community through weekly events such as:

- One-Day Events every Monday
- Juara Bowling League every Thursday

With its grand opening slated to be announced soon, Juara Bowling Alley is poised to redefine entertainment, recreation and competitive sports under one roof.



## TRANSFORMING SHOPPING MALLS IN A CHANGING WORLD

26 - 27 AUG 2025 | SUNWAY RESORT HOTEL, PETALING JAYA



Malaysia is home to some of Southeast Asia's most iconic shopping destinations, from the ultra-modern malls in the city centre and regional malls in the suburbs to successful neighbourhood malls. Within this scenario, the shopping mall and retail industry is currently facing critical challenges from constantly rising costs and is further complicated by changing consumer habits. Online shopping, accelerated by the COVID-19 pandemic, has permanently reshaped expectations. As a result, brick-and-mortar retailers must now offer more than just products—they must provide experiences..

In the light of this fast changing world, we are planning the upcoming 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.

This will be our pinnacle event for 2025 where winners of our **PPKM AWARDS 2025** will be announced so we look forward to your close support and attendance.

Details at this [link](#):



and/or call email our conference organiser:

**Dr Vincent Kong**, Asia Pacific Retail Academy

Mobile:- +60173243251

Email: [yhsk888@gmail.com](mailto:yhsk888@gmail.com)

Early bird closing date: 7 July 2025

## EARLY NOTIFICATION

### SCAMINAR 2.0: SCAM-PROOF YOUR BUSINESS, FROM AWARENESS TO ACTION

SEPTEMBER 2025



Following the success of our inaugural seminar last year, we are planning for this event again in September 2025. We shall be collaborating again with Malaysia Retailers Association (MRA) and UOB and whilst work is currently in progress, we are planning to cover the following scope:

- Real case insights and sharing by experts
- From Deep Fake to Fake payments
- How to spot red flags and respond smartly
- ..and more

Do stay tuned for further details soon!



# RETAIL FORUM

## 2025

## RETAIL FORUM 2025

# Treading the Intricate Retail Landscape

TUESDAY, 27 MAY 2025 | PAVILION HOTEL KUALA LUMPUR

**R**etail is all about the details, an intricate landscape of fitting the right retailer into the right market in Malaysia's shopping malls.

In the dynamic and ever-evolving world of retail, success is often determined not by sweeping trends, but by the finer details. Nowhere is this more evident than in Malaysia's shopping malls—retail environments that combine culture, economics, and consumer behavior into a powerful and engaging experience.

Each mall offers a unique, curated experience designed to meet the needs of its target market and connect with people on a demographic, cultural, and economic level. At the heart of it all lies a delicate balancing act: fitting the right retailer into the right niche and at the right time.

With the notable line-up of well-known, experienced and knowledgeable speakers, Retail Forum 2025 which was co-organised with EQLB Sdn Bhd, impressed the audience who gathered to tread the intricate retail landscape, and more, together.

In his exploration of The Impact of Social and Cultural Differences on the Malaysian Retail Business, our first speaker, **Dato Seri Wong Chun Wai**, Chairman of BERNAMA shared the important point that understanding cultural differences is key to gaining customer trust and sustaining growth. In our multi-ethnic society, retail strategies need to align with different customs, languages, and religious practices, especially during festive seasons and in product offerings. Despite shifts towards e-commerce, cultural identity still plays a role in online product preference.

In his paper, Impact on Retail Landscape caused by Geo-politics, **Mr Danial Rahman**, Chief Executive Officer of Asian Strategy & Leadership Incorporated (ASLI) mentioned that retailers have inadvertently become political actors in today's closely connected world and need to adapt quickly to evolving geo-politics in order to define the next global market.

Defining masstige as the strategic blend of prestige and mass-market appeal, which targets the aspirational middle class, **Professor Dr Lim Weng Marc**, Dean, Sunway Business School shared key points where successful masstige brands balance exclusivity and inclusivity in all aspects of marketing. In his



Ms Phang Sau Lian, President, PPK Malaysia said in her opening speech that we need to reimagine our malls – to anticipate trends and be bold and flexible to adopt strategies in order to drive retail placement



Dato Seri Wong Chun Wai emphasised that successful retail curation in Malaysian malls requires a deep understanding of local consumer preferences



Global political dynamics can significantly influence how, where, and what consumers buy, remarked Mr Danial Rahman

## MAIN FEATURE

presentation, The Rise of Mass Prestige, he highlighted that this trend shows no signs of slowing and is fuelled by rising middle-class aspirations and new women workforce earners, especially in Asia.

**Dato Sharan Valiram**, Executive Director, Valiram Group shared his journey on the Growth Strategy of Lifestyle Premium Brands from humble beginnings in Kuala Lumpur to now more than 600 stores in nine countries. As imparted by him, the ingredients of growth include curiosity, customer centricity, people and culture, relationships and genuine passion.

In the constantly evolving world of beauty, **Ms Valerie Foong**, Country General Manager, Sephora opines that The Future of Beauty Retail is not a destination, but a constant evolution where Sephora builds beauty with communities coupled with impact-led collaborations.

**Ms Kate Lim**, Regional General Manager, Sincere Watch showcased her expertise on How to Sell a RM1,000,000 Watch. In the world of luxury watches, there is high importance on word-of-mouth references and increasingly, digital channels with prime emphasis on effort, time and integrity to build lasting customer relationships.

**Ms Pang Sook Fong**, General Manager, Anta Group showed how ANTA Embraces the World through their group's multi-brand matrix and working with top athletes and celebrities to promote the brand.

Top Toy Global's CEO & Founder, **Mr Sunny Sun** has shrewdly capitalised on the rapid growth of the Gen Z market by Co-creating a New Era of Trendy Toys. With the Gen Z market expected to be the largest consumer group by 2030, there is a constant need to look for innovative ways to engage with this market and to remain trendy.

The story behind Oriental Kopi's F&B: What's Cooking in 2025 by **Ms Callie Chan**, Executive Director showcased the rationale behind their branding and future outlook with the objective of promoting Malaysian cuisine globally to neighbouring countries. Supporting their expeditious success within a few short years are 'Three Excellence Principles' of quality, service and environment.

The Winning Design Formula by **Datuk Tan Peng Han**, Director, Kuala Lumpur Pavilion Design Studio explored the challenges of redesigning a matured mall compared with that of a new mall's open blueprint which is not restricted by existing services and/or business requirements. He emphasized that a good mall design results in higher foot traffic and longer dwell time.

Connecting the two-dimensional world of manga and anime with the real world through immersive exhibitions and interactive experiences, **Mr Benedict Wong**, Director of INCUBASE Studio Malaysia creates experiences that bring stories to life, thus converting consumers From Fandom to Footfall in shopping malls.

**Ms Rachel Khiew**, General Manager of mm2 Entertainment is positive that entertainment is the foundation of retail and emotion behind every great campaign. With her presentation entitled, Drawing Entertainment to Innovate Retail, she explained the basis behind why stories sell and promote brand loyalty.



We must be cognisant that masstige is a rapidly growing market, especially in Asia, said Professor Dr. Lim Weng Marc



The lively panel session moderated by Dato Joyce Yap, PPKM Advisor (extreme left) with L to R: Dato Seri Wong Chun Wai, Mr Danial Rahman and Professor Lim Weng Marc



The Valiram journey from Malaysia to the world by Dato Sharan Valiram



## MAIN FEATURE

**Mr Jack Neo**, renowned Singapore Artiste and Award Winning Director, appeared at the event and shared on the Power of Celebrities to Draw Traffic and Retail Branding. Celebrities are widely recognised and admired, and their endorsement of products or services can boost credibility, build trust, and enhance a brand's image.

More than 250 participants from malls, retailers and related fraternities took the opportunity to connect with our industry experts for the powerful networking experience and gained exceptional insights.

Retail in Malaysia is a detail-driven endeavour. The success of a shopping mall depends on its ability to orchestrate a precise alignment of tenants, market positioning, customer expectations, and cultural relevance. Ultimately, in Malaysia's rich and varied retail landscape, the right retailer in the right place is not just a good idea—it is the only way to thrive.

As some participants commented, this was a *'different perspective for mall owners to hear from retailers'* and *'it brought together a remarkable blend of thought leadership, industry trends, and actionable strategies that resonated deeply with attendees'*.

Special thanks to our generous sponsors, Valiram Group, Top Toy, Sephora and Pavilion Kuala Lumpur for contributing the thoughtful door gifts and to Klenco Malaysia and IFCA Solutions for showcasing their services.



Ms Valerie Foong mentioned that beauty is big business and growing bigger



In the world of luxury timepieces, integrity is of utmost importance to build relationships, reiterated Ms Kate Lim



Anta embraces the world through multi-brands, shares Ms Pang Sook Fong



To engage with the growing Gen Z cohort, you need to innovate, emphasised Mr Sunny Sun



Take a peek into F&B for 2025 with Ms Callie Chan



Datuk Tan Peng Han instilled that mall designs and layouts are critical for successful shopper flow



## MAIN FEATURE



Mr Benedict Wong shared his strategy to convert fans to footfall



Endorsement by celebrities like Mr Jack Neo enhance product credibility



Entertainment and storytelling contribute significantly to retail, imparted Ms Rachel Khiew



Entertainment creates value for retail opined moderator Ms Kung Suan Ai, Marketing Director, Pavilion Kuala Lumpur (extreme left) in her panel discussion with L to R: Mr Benedict Wong; Mr Jack Neo and Ms Rachel Khiew



L to R: Tan Sri Teo Chiang Kok, PPKM Advisor and Immediate Past President; Dato Joyce Yap, PPKM Advisor; Datuk Ng Yih Pyng, President, Associated Chinese Chamber of Commerce and Industry Malaysia (ACCCIM) and Ms Teo Chui Ping, Managing Director, Bandar Utama City Centre



Dato Joyce Yap (second from left) with Klenco Malaysia who offered a one-stop solution for cleaning requirements



IFCA Solutions for more efficient shopping mall operations





We may be all experienced practitioners, but there is always something new to learn



We all agree that there is an art to tenancy curation in the intricate retail landscape



## MAIN FEATURE



Events are all about learning and connecting ties amongst our fraternity



In closing, Dato Joyce Yap thanked all speakers for their invaluable time and generous sharing and the many participants in attendance for making it a successful event



## PAST EVENTS

### SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SERIES (SMMCES) PARTS 1-3

21 – 30 APRIL 2025 | SUNWAY RESORT HOTEL, PETALING JAYA

More than 230 participants joined our biannual classes in shopping mall management. It was reassuring to see that while participants gained valuable insights into mall management and learnt from our well-experienced speakers, they also enjoyed meaningful and engaging networking opportunities. Feedback was overwhelmingly positive and some commented that the speakers brought real-world experience and there was a right balance between learning and networking.

#### Marketing and Leasing



Ms Phang Sau Lian, PPKM President addressing the class



With 97 participants, this was our biggest ever class for Marketing & Leasing Part 1



Stay calm and embrace Marketing with Ms Kung Suan Ai



Mr Tan Joon Kai sharing his experience on leasing



Mr Darren Chear (extreme right) with his Marketing & Leasing Part 2 participants



Learning from practical skills

#### Operations & Maintenance



Deliberating on the cost of Environmental, Social and Governance



Working out malls' operational costs



We will ensure smooth mall facilities – class of Operations and Leasing Part 1

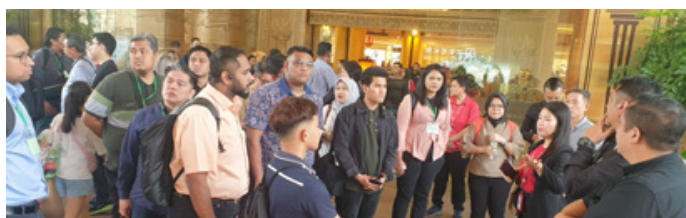


The more experienced personnel from Operations and Leasing Part 2 with Mr Vincent Chong (extreme left)

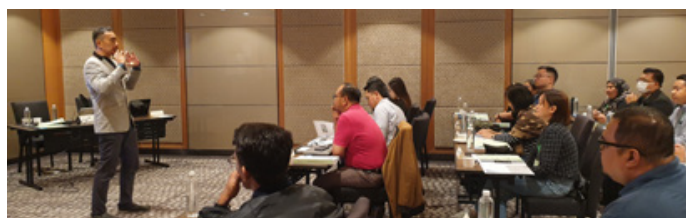


## PAST EVENTS

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Technical visit to Sunway Pyramid - Operations and Maintenance Part 1



Mechanical and Electrical functions made clearer by Ir YL Lum

### Administration



New topic for the Administration class on Strata Building Management by Mr Richard Chan (extreme right)



Administration is also key to mall management



Being practical and also down-to-earth!

## STUDY TRIP TO TOKYO: LEARNING FROM TOKYO'S SHOPPING MALLS

12-16 MAY 2025

Our delegation of 39 senior personnel from shopping malls throughout Malaysia embarked on a highly anticipated study trip to Tokyo, Japan. With the aim of gaining deeper insights into the latest trends, technologies and strategies in retail, the journey took members to visit some of Tokyo's most iconic and forward-thinking shopping destinations. The trip proved to be an immersive learning experience highlighting the synergy of design, innovation, and cultural sensitivity that defines Japanese retail.

Tokyo is one of the world's most sophisticated retail markets, where shopping is both a necessity and an experience - from the elegance of Ginza Six to the trendsetting vibrancy of Shibuya and the avant-garde mixed developments of Toranomon Hills and Azabudai Hills by Mori, each Tokyo mall tells a story. Our group visited a medley of malls, each selected for its unique positioning, design philosophy, variety and operational excellence.

### Shisui Premium Outlets

**Shisui Premium Outlets** is the biggest outlet mall in the Kanto region, with buildings reminiscent of American Art Deco. Despite the mall being rather quiet, participants took time to observe the more than 200 stores of domestic and international brands and even managed to do some shopping.



The outlet mall is conveniently located just 15 minutes away from Narita Airport



## PAST EVENTS

<< continued from page 13

Cultural sensitivity, hospitality, and service standards stood out as a hallmark of Japanese retail and shopping malls. From clean common areas and meticulous washrooms to the polite, knowledgeable staff, the experience reminded delegates that even in a tech-driven age, the human touch remains irreplaceable. Omotenashi, the Japanese philosophy of selfless hospitality, is practised at every level—from signage design to restroom amenities—contributing to a sense of trust and comfort.

Our study trip proved to be an eye-opener, with participants having their individual immersive experiences. By observing how Japanese malls blend innovation with tradition, and how they continually respond to changing consumer behaviour, our team returned with new inspiration and actionable ideas that malls are living, evolving destinations. And to stay relevant, Malaysian malls must also evolve thoughtfully, strategically, and with a relentless focus on detail.

### AEON Mall Makuhari Shintoshin

Our group visited the expansive **AEON Mall Makuhari Shintoshin** which comprises of four main buildings, each catering to different retail categories that is Grand Mall which houses the department store and speciality shops, an outdoor theatre and a recreation park in the vicinity. Next door was the Family Mall with lifestyle and entertainment elements, while Active Mall catered to sports and Pet Mall to pet-related retail respectively.



The sprawling Aeon Mall Makuhari Shintoshin covers 4.3 mil sq ft in total

### Tokyu Kabukicho Tower

**Tokyu Kabukicho Tower** was opened recently in 2023 with 48-storeys in the city's red-light and entertainment district as a lifestyle commercial space. It houses a luxury hotel, Ballustar Tokyo (Pan Pacific) and a lifestyle hotel, Hotel Groove Shinjuku (Park Royal). There are several theatres for drama, music and video plus a lively commercial space for lots of ubiquitous 'gachapon' and 'claw' machines, attracting young shoppers.



Taking a break at the 17th floor observation deck



Typical Japanese attractions for the younger shoppers



## PAST EVENTS

<< continued from page 14

### Nakano Broadway and Sun Mall



Sun Mall sees a steady stream of pedestrians and shoppers

Next up was **Nakano Broadway** and the adjacent **Sun Mall**. This is a unique shopping complex and a must-visit for fans of Japanese pop culture, with every imaginable collectible through the ages, including manga and anime merchandise. The mall is old style, built in 1966 and designed to be self-contained living and entertainment complexes but nevertheless had cool vibes, making a successful turnaround, even offering a selection of luxury watches. Leading up to Nakano Broadway from the nearby subway station is Sun Mall, a 'shontengai' or covered pedestrian commercial street with numerous traditional food stores and nick-nacks.



Anchor tenant, Mandarake initiated and continues to maintain the mall's turnaround success

### Shibuya Sakura Stage

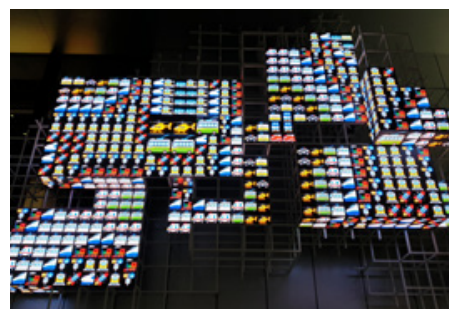
The commercial section of **Shibuya Sakura Stage** was opened in July 2024, located in front of the newly renovated Shibuya station with 37 unique shops and restaurants, offering a blend of traditional and contemporary retail experiences. Our team saw how the location is being redeveloped as part of a major transformation of the Shibuya district, one of Tokyo's most popular areas for entertainment, shopping, fashion, and dining as a major urban renewal project.



Briefing by Tokyu Land, developer of Shibuya Sakara Stage



Thank you, the briefing was certainly informative



The eye-catching digital signage which leverages on technology to enhance engagement



Participants listening attentively during the mall walk



Our happy group at Shibuya Sakura Stage's signature silver and metallic pink staircase portal



## PAST EVENTS

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### Azabudai Hills



Welcoming entrance to Azabudai Hills

Nearby, Azabudai Hills is a newly developed, high-end futuristic city-within-a-city integrating luxury residences, premium office spaces, cultural attractions, and a high-end shopping district. Opened in June 2023, the development focus on green and wellness lifestyle, and houses interactive spaces and outdoor events. The shopping district features a selection of luxury boutiques, premium lifestyle brands, and fine dining establishments with retail outlets including top international designers, exclusive Japanese fashion labels, and specialty stores catering to high-end shoppers.



Just enough time for a chat and a quick lunch



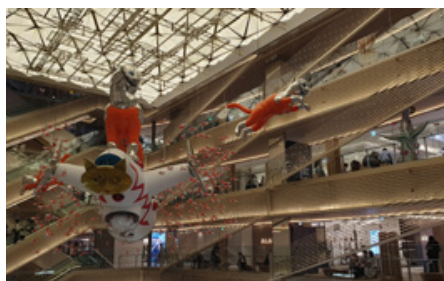
The range of merchandise at Azabudai Hills Market was impressive

### Ginza Six

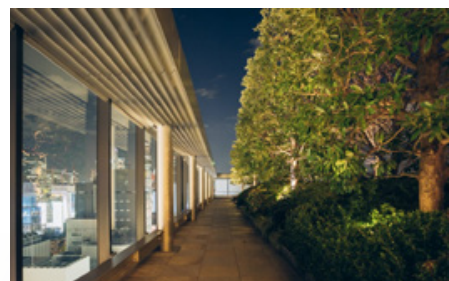
One of the key shopping mall stops was **Ginza Six**, the premier retail complex in Tokyo's upscale Ginza district. The mall, known for its seamless integration of luxury retail, art installations, and hospitality, offered a masterclass in curating premium retail environments. Delegates observed how Ginza Six uses architectural design and brand synergy to create a serene, upscale atmosphere that elevates the shopper's journey. It was a powerful example of how high-end retail can coexist with artistic and cultural storytelling, creating a sense of place rather than just a place to shop. There is also an outstanding art and design bookstore, an art gallery, a chic food hall - 'depachika' - on the basement level, and a Noh Theatre for traditional Japanese entertainment. Seven-storeys of office space occupy the upper floors of the mall.



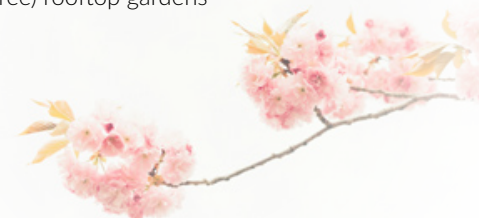
A token of appreciation to our mall tour leader at the Noh Theatre



The mall's collaboration with local artist, Kenji Yanobe, for the eye-catching decor



Ginza Six also boasts one of Tokyo's best (and free) rooftop gardens





## PAST EVENTS

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### Miyashita Park

Participants saw how developers, Mitsui Fudosan, converted a public park and reimagined it into **Miyashita Park**, a multi-level complex featuring a spacious rooftop green park with a skatepark, fashion boutiques, cafés, and restaurants, and the vibrant Shibuya Yokocho on the ground floor—a lively alleyway filled with diverse Japanese ‘izakayas’.



The public park was converted into a mall with a massive green rooftop park



Participants being greeted by the team prior to the visit

### Lalaport Tokyo Bay

The last visit to **Lalaport Tokyo Bay**, a waterfront shopping and entertainment complex, highlighted the growing importance of lifestyle-centric malls. It is more than just a place to shop and integrates family-friendly features such as playgrounds, cinemas, green spaces, and food courts with panoramic sea views. Our team observed how thoughtful zoning, open-air design, and event programming can transform a retail space into a destination where people gather for leisure and community, not just retail transactions.



The mall is divided into three zones, including an outdoor plaza



Our team's last mall visit before departure to the airport



Tax-free shopping, anyone?



A big ARIGATOGOZAIMAS to Raita Yamanouchi for his great assistance to arrange our mall itinerary in Tokyo



## PAST EVENTS

### SECURITY AND SAFETY SEMINAR (ADVANCED)

17-18 JUNE 2025 | CITITEL HOTEL MID VALLEY CITY

They were 56 participants in attendance at our annual advanced seminar on security and safety. As our usual practice, the speakers are hands-on practitioners and generously shared their invaluable experience with the participants who were from several malls throughout the country.



Mr Lew Chieh Horin imparted his experience on *Common Medical Emergencies*



Com (R) Khoo Kah Hooi introduced a new and very relevant topic on *Active Shooter Threat Protocol*



PPKM remained committed to enhance knowledge and sharing experiences on security and safety matters – so we remain united in learning

### FUTSAL COMPETITION 2025

22 JUNE 2025 | THE PADANG, 1 UTAMA

28 teams from 22 malls were in participation and had a great time bonding in the friendly but exciting competition. A big THANK YOU to all our sponsors who have supported us with attractive gifts for all participants!





## PAST EVENTS

<< continued from page 18



CHAMPIONS FOR 2025: AEON MALL TAMAN MALURI



FIRST RUNNER-UP: PAVILION Kuala Lumpur



SECOND RUNNER-UP: PAVILION Bukit Jalil



THIRD RUNNER-UP: 1 UTAMA Shopping Centre

IN SMART PARTNERSHIP WITH



### TEH TARIK TALK (TTT)

15 APRIL 2025 | FUNXGOLF PARK



Our first TTT for 2025 was hosted by IFCA Solutions on 15 April 2025 for members to learn about *How AI is Reshaping Shopping Mall's Business – The Future is Here!* and to *Maximise Your Returns with Effective Property Management (RentX)*. Interestingly, this was held at FunXGolf Park and participants were apprised on how AI is transforming the shopping mall landscape, enhancing customers' experiences, optimising operations and enabling data-driven decision making and driving innovation.



## PAST EVENTS

### VISITORS FROM HOROY UNILAND, SHENZHEN

19 MAY 2025

PPKM recently connected with our mall associates from Shenzhen who visited our member malls at Genting Highland Premium Outlets and IOI City Mall on 19 May 2025. The eight visitors were from Horoy Uniland, a major property developer with five shopping malls in their portfolio and who hosted our study tour to their mall in 2024. A heartfelt THANK YOU to our two member malls who showed them our Malaysian hospitality!



The team from Genting Highland Premium Outlets was led by Mr Allan Teoh, Operations Manager (4th from right) whilst Mr David Leung, General Manager led the team from Shenzhen 5th from right), and accompanied by Ms Evelyn Lo, Executive Director, PPKM (6th from right).



IOI City Mall's General Manager, Mr Wilfred Wong (7th from left) with Mr David Leung (to his immediate left) and his team briefing our visitors





## PAST EVENTS

### HALL OF FAME – 2025 INTERNATIONAL COUNCIL OF SHOPPING CENTERS (ICSC) MAXI AWARD WINNERS

MAY 2025 | LAS VEGAS, UNITED STATES OF AMERICA

Our member malls did a great job and brought Malaysia shopping malls to the international stage at the recent ICSC Maxi Awards held in May 2025 at Las Vegas, United States of America. We are proud to recognise that you have achieved excellence and been honoured with the prestigious awards in the industry.

**CONGRATULATIONS** to all teams involved – your hard work and passion truly shine!

#### The Exchange TRX



##### Gold for 'Experiential' Category

*Emotional Carnival: Redefining Experiential Retail and Delivering Social Impact*

The Exchange TRX created a transformative space for families to reconnect, reflect, and explore emotional well-being during the school holidays. Running from 24 May to 30 June 2024, it featured interactive installations, creative workshops, and a star-studded movie premiere at Aurum Theatre.



##### Silver for 'Experiential' Category'

*TRX Eats: Largest Gastrotainment Festival in a Retail Precinct*  
Combining culinary artistry with bold entertainment, the Dining Terrace at The Exchange TRX—a previously underutilised space—was transformed into a venue for the largest gastrotainment festival held in a retail precinct. This month-long event featured curated menus, live performances, interactive workshops, and gamified rewards.

#### Pavilion Kuala Lumpur



##### Gold for 'Experiential' Category

*Chinese New Year 2025 – Dragon Dynasty*

Pavilion Kuala Lumpur was transformed into an imperial 'Dragon Dynasty' for the Chinese New Year (CNY) celebration from 16 January – 25 February 2024 where majestic dragons descended and bestowed prosperous experiences, star tours, first-of-its-kind advertising, exclusive media to global brand partnerships.



##### Silver for 'Experiential' Category (3-Year Consecutive Winner)

*Old Traditions, New Interpretations – A Young Generation Take On Chinese New Year Celebration*

Sunway Velocity collaborated with Malaysian Institute of Arts (MIA) students to bridge the gap between heritage & innovation, integrating the concept into the mall's CNY décor and merchandise, offering shoppers an immersive blend that celebrates cultural heritage and modern creativity.

## 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 Leisure Mall  
City Mall Shopping Centre  
Cityone Megamall  
Datum Jelatik Mall  
DC Mall  
Design Village Outlet Mall  
East Coast Mall  
Eastern Mall  
EG Mall Penampang  
Ekoheras Mall  
Elmina Lakeside 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  
Megamal Pinang Shopping Complex  
Melawati Mall  
KOMTAR JBCC  
Mesamall  
Mesra 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  
OUG Plaza  
Ole Ole Shopping Centre  
Paradigm Mall Petaling Jaya  
Paradigm Mall Johor Bahru  
Pasarnya Komuniti @ Mart Kempas  
Pavilion Bukit Jalil  
Pavilion Kuala Lumpur  
Paya Bunga Square (PB Square)  
Pearl Point Shopping Mall  
Pedas RSA  
Pelangi Leisure Mall  
Penang 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 Mall  
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 163 Mall  
Sunway Big Box  
Sunway Carnival Mall  
Sunway Citrine Hub  
Sunway Giza Mall  
Sunway Kluang 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  
Utopolis  
Vivacity Megamall, Kuching  
Wangsa Walk Mall  
Wetex Parade Shopping Centre  
Wisma Sanyan  
Zenith Lifestyle Centre

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Chong Yau Ching, Michelle  
Chuah Chong Koh, Cody, CMMLM, CMAM  
Edward Loong Jit Wai  
Faizal Rahim b Moidunny  
Foo Tuck Min  
Gan Siew Chain  
Jack Paul Backen  
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DeScale Green Solution Sdn Bhd  
Festival City Sdn Bhd  
HG Services (M) Sdn Bhd  
IFCA Solutions Sdn Bhd  
La Calisto Sdn Bhd  
Ledking Sdn Bhd  
Neudimention  
Real Parking Sdn Bhd  
Servedeck Innovation Sdn Bhd  
OCK Telco Infra Sdn Bhd  
Semba Malaysia Design & Construction Sdn Bhd  
Shellys Marketing Sdn Bhd  
Sinar Global Academy Sdn Bhd  
SL Group Design Sdn Bhd  
Stratos Pinnacle Sdn Bhd  
The Lot Associates Sdn Bhd  
Visata Creative Sdn Bhd

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Dato' Joyce Yap, CMM  
HC Chan, CMM

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Abdul Razak Tuah b Othman, CMOM  
Aderine Lo Hui Ying, CMMLM  
Agnes Tan Mee Yoke  
Aida Azimah Mohamad Abas, CMMLM  
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A. Navamani A/L Arumugam (Mani), CMOM  
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