

Jointly organised by:



**PPK Malaysia**  
Malaysia Shopping Malls Association

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# SHOPPING CENTRE CONFERENCE 2025

“TRANSFORMING MALLS IN A CHANGING WORLD”

26<sup>TH</sup> – 27<sup>TH</sup> AUGUST 2025

SUNWAY RESORT HOTEL, BANDAR SUNWAY, MALAYSIA

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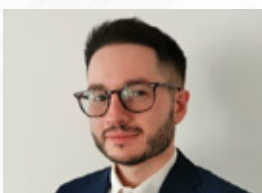
**Keynote Speaker**  
**Mr Gary Burrows**  
CEO & Founder,  
ACR Partners



**Keynote Speaker**  
**Mr Lance Stanbury**  
Founder & CEO,  
Mall Consultants Ltd, UK



**Speaker**  
**Mr Tassos Kotzanastassis**  
Managing Director,  
BG Group



**Speaker**  
**Dr Matteo Borghi**  
Director of Business Management  
Programmes, Henley Business School,  
University of Reading, UK



**Speaker**  
**Victor Guo**  
President,  
Mall China



**Speaker**  
**Trevor Hill**  
General Manager,  
The Exchange TRX



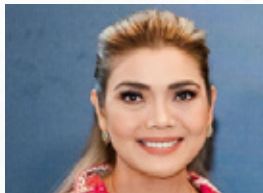
**Speaker**  
**HC Chan**  
CEO,  
Sunway Malls & Theme Parks



**Speaker**  
**Anthony Sondakh**  
Secretary General,  
APPBI



**Speaker**  
**Dr. Gopalakrishna Machani**  
Managing Director,  
MGB Felicity Mall



**Speaker**  
**Ms Joy Polloso**  
Executive Vice President,  
Shang Properties, Inc.

## 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: The Economic & Social Heart 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 31 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 31 July 2025	2,360.00	2,570.00	2,790.00
<b>Single Registration</b> Normal Rate from 1 August 2025	2,860.00	3,060.00	3,360.00
<b>Group Registration</b> (minimum 3 pax from the same company) Normal Rate from 1 August 2025	2,570.00	2,800.00	3,150.00

### 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 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 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.

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  
Mobile - +60173243251  
Email – vhs888@gmail.com



Scan QR for Registration



## Day One – 26th August 2025

08.00am	Registration and welcome coffee/tea	
09.00am	<b>Welcome Remarks by</b>  <b>Ms Phang Sau Lian</b> President, Malaysia Shopping Malls Association (PPK Malaysia)	
09.15am	<b>Official Opening &amp; Speech by Guest of Honour</b>  <b>YB Khairul Firdaus Akhbar Khan</b> Deputy Minister of Tourism, Arts and Culture, Malaysia	
09.30am	<b>Keynote Speaker :</b> Global Shopping Centre Trends and Challenges	 <b>Mr Gary Burrows</b> CEO & Founder ACR Partners
10.15am	Coffee Break	
10.30am	<b>The Art of Transforming a Shopping Mall to an Attractive Destination for Shoppers</b>	 <b>Mr Lance Stanbury</b> Founder & CEO, Mall Consultants Ltd, UK
11.15am	<b>Resilience and Reinvention, Surviving and Thriving Strategies in China Malls Industry</b>	 <b>Mr Victor Guo</b> President, Mall China
12.00noon	<b>Panel Discussion</b>  Moderator <b>Ir YL Lum</b> PPK Malaysia <ul style="list-style-type: none"> <li>• Mr Gary Burrows</li> <li>• Mr Lance Stanbury</li> <li>• Mr Victor Guo</li> </ul>	
1.00pm	Lunch	
2.00pm	<b>Malls: The Economic &amp; Social Heart of Integrated Townships</b>	 <b>Mr HC Chan</b> CEO, Sunway Malls and Theme Parks
2.45pm	<b>New Pillars in Shopping - Leisure and Entertainment</b>	 <b>Mr Trevor Hill</b> General Manager, The Exchange TRX
3.30pm	Tea Break	
3.45pm	<b>AI and Robotic Applications to Shopping Centres</b>	 <b>Dr Matteo Borghi</b> Director of Business Management Programmes, Henley Business School, University of Reading, UK
4.30pm	<b>Malls for Gen Z and More</b>	 <b>Mr Anthony Sondakh,</b> Secretary General, APPBI (Indonesia Shopping Centre Association)
5.15pm	<b>Panel Discussion</b>  Moderator <b>Ir YL Lum</b> PPK Malaysia <ul style="list-style-type: none"> <li>• Mr HC Chan</li> <li>• Mr Trevor Hill</li> <li>• Mr Anthony Sondakh</li> </ul>	
6.00pm	End of Conference Day 1	





## Day Two – 27th August 2025

08.00am	Welcome coffee/tea	
09.00am	<b>Keynote Speaker :</b> <b>Creating the Right Strategy to Optimise the Potential for Success in Malls and Placemaking</b>	 <b>Mr Lance Stanbury</b> Founder & CEO, Mall Consultants Ltd, UK
09.45am	<b>Asset Enhancement for Shopping Malls</b>	 <b>Ms Joy Polloso</b> Executive Vice President, Shang Properties, Inc.
10.30am	Coffee Break	
10.45am	<b>RIP ESG ?</b> <b>Is Decarbonisation the Way to Future Proof?</b>	 <b>Mr Tassos Kotzanastassis</b> Managing Director, 8G Group
11.30am	<b>Panel Discussion</b>  <b>Mr Chris Chong</b> Moderator PPK Malaysia	<ul style="list-style-type: none"> <li>• Mr Lance Stanbury</li> <li>• Mr Tassos Kotzanastassis</li> <li>• Ms Joy Polloso</li> </ul>
12.00pm	Lunch	
1.00pm	<b>Beyond Shopping – Building the Lifestyle Hubs of the Future</b>	 <b>Mr Tassos Kotzanastassis</b> Managing Director, 8G Group
1.45pm	<b>The Drawing Power of Festivals at MGB Felicity Mall, India</b>	 <b>Dr. Gopalakrishna Machani</b> Managing Director, MGB Felicity Mall / Chairman, Shopping Centres Association of India (SCAI)
2.30pm	<b>How to Create a Future Ready Shopping Mall Strategy on the Road to 2030</b>	 <b>Mr Gary Burrows</b> CEO & Founder ACR Partners
3.15pm	<b>Digital Revolution in Mall Spaces – Transforming Shopping Mall Experiences</b>	 <b>Dr Matteo Borghi</b> Director of Business Management Programmes, Henley Business School, University of Reading, UK
4.00pm	PPK Awards 2024-2025	
		<ul style="list-style-type: none"> <li>• Hi-Tea</li> <li>• Best Experiential Marketing</li> <li>• Top Sustainability Practices</li> </ul>
5.30pm	End of Conference	

Programme subject to change at the organisers' discretion