



## **MEMBERS' CIRCULAR**

9 September 2025

Ref. 061/09/25

Dear Members



Organised by:



**PPK Malaysia**  
Malaysia Shopping Malls Association

Strategic Partner:



**SEMINAR – RETAIL TECH 2025 - *Shaping The Future of Retail***  
**M World Hotel (previously Avante Hotel), Bandar Utama, Petaling Jaya, 9 October 2025**

Greetings !

Following the success of our first jointly-organised seminar in December 2024, we are once again partnering with Malaysia Productivity Centre (MPC), Small and Medium Enterprises Association (SAMENTA) and Malaysia Retailers Association (MRA) to bring you the second edition with Retail Tech 2025 - ***Shaping the Future of Retail***. This seminar aims to:

- Showcase cutting-edge technologies and innovations happening within the retail industry
- Facilitate knowledge exchange through expert-led discussions by leading retail technology and retail experts
- Empower retailers to adapt, grow and succeed in a rapidly changing landscape.

Our **Guest of Honour will be YB Tuan Gobind Singh Deo, Minister of Digital, Malaysia** and keynote speakers comprise respected experts and analysts from the local industry as well as from Hong Kong, including the following:

- Dr Wendy Chin – SEA Consumer Industries Vertical Strategist, Intel
- Ms. Tan Mei Yan - Senior Partner Solutions Sales Manager, Microsoft
- Mr. Richard Im – Head of Product Engineering, Celcom Digi
- Ms. Pamy Wong - Director of Design, Visata Creative
- Mr. Azwan Ahimmat - Principal Consultant and Founder, FORA Advisory Sdn Bhd
- Mr. Anson Bailey, Head of Consumer & Retail, Asia Pacific, KPMG, Hong Kong

Please refer to the attached flyer for more details including the seminar programme, which is subject to change at the organisers' discretion.

### **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)

The seminar fees **excluding** of 8% ST are as follows:

CATEGORY	Single (RM per pax)	Group rate (minimum 3pax from the same company) (RM per pax)
Members' Rate for PPK Malaysia, MRA & SAMENTA	700.00	600.00
Supporting Organisation	800.00	700.00
Non-members' rate	900.00	800.00

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

No. Siri Kursus: 10001596307

Tajuk Kursus: RETAIL TECH 2025 – Shaping the Future of Retail

- **Please register at this link <https://forms.gle/ZCVyvQmzrcsNULu57> latest by Tuesday, 30 September 2025 and thereafter, we 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 we will invoice you directly.

Please do note that CPD hours have also been applied with the Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVAEP).

**Kindly note as follows:**

- **We will reconfirm registrations as soon as possible on a first-come-first served basis. At the same time, we reserve the right to re-schedule any classes which do not meet the minimum requirements by the venue provider.**
- **The organizer reserves the right to make amendment(s) without prior notice.**
- **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 3 October 2025.**
- **In the event the registered delegate(s), including those registered under HRDC grants are absent for whatsoever reasons, we will bill the company directly for the full sum of the seminar fees.**

Interested participants are requested to register for same soonest possible as above or send your enquiries to [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) / Tel: 03-7727 6232. Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)**



**PHANG SAU LIAN**  
President

Organised by:



**PPK Malaysia**  
Malaysia Shopping Malls Association

Strategic Partner:



**Guest of Honour**  
YB Tuan Gobind Singh Deo  
Minister of Digital

# 2025 RETAILTECH+

AI, Automation & Digital Transformation

## Shaping the Future of Retail

**Date: Thursday, 9 Oct 2025**

**Time: 8am - 6pm**

**Place: M World Hotel, Bandar Utama, Petaling Jaya**

Sponsored by:

Gold:

Silver:

Bronze:



# Shaping the Future of Retail

The Future of Retail Forum was born out of the joint vision of 3 associations namely Malaysian Retailers Association (MRA), Malaysia Shopping Malls Association (PPK Malaysia) & Small and Medium Enterprises Association Malaysia (SAMENTA) to create a platform that shapes the future of retail through innovation, digitalisation, automation, and artificial intelligence whilst empowering retail businesses to thrive in a what is a dynamic and constantly evolving industry.

Rebranded this year as RetailTech+ 2025, our sophomore event this year seeks to continue what we started last year, by driving the advancement of the retail industry through:

- Showcasing cutting-edge technologies and innovations happening within the retail industry.
- Facilitating knowledge exchange through expert-led discussions by leading retail technology first and retail experts.
- Empowering retailers to adapt, grow, and succeed in a rapidly changing landscape.

Who should be there?

- Company Chairman/Presidents of retail companies
- CEOs/SVPs/VPs/COOs/General Managers of retail companies
- Directors/Senior Managers/Managers of retail companies
- Senior Executives of retailers, manufacturers, distributors and suppliers

Whether you're looking to identify the next big trend in retail technology or to stay ahead of the curve, come connect with the people who are redefining retail technology scene.

Join us and learn from the industry's most respected experts and analysts as they uncover what's next and help you reshape the future of retail.





# Conference Programme

8:00 - 8:45 AM	<b>Registration &amp; Networking Breakfast</b> <ul style="list-style-type: none"><li>• Light refreshments &amp; coffee</li><li>• Visit innovation booths &amp; networking</li></ul>
8:45 - 9:15 AM	<b>Welcome Address</b> <ul style="list-style-type: none"><li>• Welcome Address by MRA, PPK &amp; SAMENTA Chair</li><li>• Guest of Honour Address - YB Tuan Gobind Singh Deo, Minister of Digital</li></ul>
9:15 - 9:45 AM	<b>Keynote 1: Harnessing AI for Retail Transformation</b> <ul style="list-style-type: none"><li>• Dr. Wendy Chin - SEA Consumer Industries Vertical Strategist, Intel</li></ul>
9:45 - 10:15 AM	<b>Keynote 2: From Insight to Impact: Data as Your AI Advantage</b> <ul style="list-style-type: none"><li>• Ms. Tan Mei Yan - Senior Partner Solutions Sales Manager, Microsoft</li></ul>
10:15 - 10:30AM	Morning Tea Time Break
10:30 - 11:15 AM	<b>Panel Discussion 1: Green Tech in Malls</b> <ul style="list-style-type: none"><li>• Panel discussion by Malaysia Shopping Malls Association (PPK Malaysia) - IR YL Lum - Moderator</li></ul>
11:15 - 11:45 AM	<b>Keynote 3: Embracing AI-Powered Digital Transformation</b> <ul style="list-style-type: none"><li>• Mr. Richard Im - Head of Product Engineering, Celcom Digi</li></ul>
11:45 - 12:15 PM	<b>Keynote 4: Designing Retail Spaces of the Future</b> <ul style="list-style-type: none"><li>• Ms. Pamy Wong - Director of Design, Visata Creative</li></ul>
12:15 - 12:45 PM	<b>Keynote 5: Measuring Digital ROI: Frameworks for Cost-Benefit Analysis in Tech</b> <ul style="list-style-type: none"><li>• Mr. Azwan Ahimmat - Principal Consultant and Founder, FORA Advisory Sdn Bhd</li></ul>

# Conference Programme (continue)

12:45 - 2:00 PM	<b>Networking Lunch &amp; Expo Walkthrough</b> <ul style="list-style-type: none"><li>• Lunch</li><li>• Visit innovation booths &amp; networking</li></ul>
2:00 - 2:45 PM	<b>Panel Discussion 2: Retail SME's Fight for Survival</b> <ul style="list-style-type: none"><li>• Panel discussion by Small and Medium Enterprises Association Malaysia (SAMENTA) - Timothy Liew - Moderator</li></ul>
2:45 - 3:30 PM	<b>Panel Discussion 3: Retail Innovations to Watch</b> <ul style="list-style-type: none"><li>• Panel discussion moderated by MoonStone Advisers Sdn Bhd - Danny Leong - Moderator</li></ul>
3:30 - 4:00 PM	<b>Keynote 6: Leveraging AI to drive the future store!</b> <ul style="list-style-type: none"><li>• Mr. Anson Bailey, Head of Consumer &amp; Retail, Asia Pacific, KPMG, Hong Kong</li></ul>
4:00 - 4:15 PM	Afternoon Tea Time Break
4:15 - 5:15 PM	<b>ThinkTank Sessions (Concurrent)</b> <ul style="list-style-type: none"><li>• Session 1: AI-Powered Retail Decisions<ul style="list-style-type: none"><li>◦ Customer behavior, forecasting &amp; predictive analytics</li></ul></li><li>• Session 2: Smart Retail Design<ul style="list-style-type: none"><li>◦ Integrating spatial tech with customer flow &amp; design aesthetics</li></ul></li></ul>
5:15 - 6:00 PM	<b>Panel Discussion 4: Disrupting the Future of Retail Payments</b> <ul style="list-style-type: none"><li>• Spotlight on retail payment solutions &amp; challenges in the industry - Timothy Liew - Moderator</li></ul>
6:00 - 6:15 PM	<ul style="list-style-type: none"><li>• <b>Acknowledgements and Closing remarks</b></li></ul>

NOTE: PROGRAMME SUBJECT TO CHANGE AT THE ORGANISERS' DISCRETION.

# Meet Our KeyNote Speakers



## **Dr. Wendy Chin - SEA Consumer Industries Vertical Strategist, Intel**

Dr. Wendy Chin is a seasoned technologist and strategist at Intel, where she leads AI-driven transformation initiatives across the retail and consumer industries in Southeast Asia. She holds a Ph.D. in Electrical & Electronic Engineering with a focus on computer vision and AI.

Since joining Intel in 2014, Wendy has played a pivotal role in enabling intelligent edge computing solutions, from autonomous technologies to predictive analytics in retail environments. Her work spans strategic ecosystem engagement, startup collaborations, and future-ready retail innovations such as vision checkout and AI-assisted kiosks.

Wendy has authored over 40 technical publications and holds 15+ patents (issued and pending) in domains including retail AI and robotics.



**Microsoft**



## **Ms. Tan Mei Yan - Senior Partner Solutions Sales Manager, Microsoft ASEAN**

Tan Mei Yan is Senior Partner Solutions Sales Manager at Microsoft ASEAN, where she co-creates with partners to help customers solve business challenges through technology. With expertise in IaaS, PaaS, and SaaS platforms, she drives solution innovation, competency building, and technology adoption aligned with business outcomes.

A lifelong learner and former award-winning technical trainer, Mei Yan holds an MBA and is passionate about community engagement, women empowerment, and digital education. She initiated Microsoft Malaysia's Student Accelerator pilot program and actively contributes to Women @ Microsoft. Beyond work, she enjoys trekking, camping, and sharing her travel experiences through writing.



## **Mr. Richard Im - Head of Product Engineering , Celcom-Digi**

Richard Im is Head of Product Engineering at Celcom-Digi for Cloud, Cybersecurity, IoT, and 5G/AI, overseeing product development, go-to-market, presales, customer engagement, and managed services for enterprise clients. With over 25 years of ICT industry experience, he has led strategic portfolios spanning B2B e-commerce platforms, IoT ecosystems, and Cloud XaaS solutions.

Previously Group Head of Product Marketing and Sales Support at Axiata Enterprise, Richard focused on ICT portfolio leadership, vertical insights, partnerships, and project sales. Holding an Executive MBA from AGSM and a Bachelor of Engineering from UNSW, he is an active contributor to digital transformation and next-generation digital services.

# Meet Our KeyNote Speakers



## **Anson Bailey - Head of Consumer & Retail, Asia Pacific, KPMG in China**

Anson is a Partner at KPMG Hong Kong, leading the Consumer & Retail Practice across Asia Pacific and serving on the KPMG Global Consumer & Retail Leadership team. Since joining KPMG in 1999, he has become a trusted advisor to C-level executives, driving innovation and strategy for leading consumer and tech clients in the region.

Anson has authored numerous thought leadership reports on digital disruption, consumer trends, and smart city development, shaping industry dialogue across Asia Pacific. A frequent global speaker, he holds an Executive Masters in Innovation & Technology from PolyU and completed MIT's Executive Leadership & Innovation Program.



## **Ms. Pamy Wong - Director of Design, Visata Creative**

Pamy Wong is a seasoned retail design leader with over 20 years of experience and a BA (Hons.) in Interior Architecture. As Founder and CEO of Visata Creative, she has transformed the firm from a startup into an award-winning design powerhouse, shaping retail environments across Malaysia and Asia.

Her portfolio spans restaurants, supermarkets, and large-scale malls, where she combines spatial innovation with customer engagement strategies. A trusted fit-out consultant for shopping malls, Pamy leverages her expertise to balance aesthetics with profitability. Guided by her belief that "great retail spaces enhance experience while driving profitability," she continues redefining the retail landscape.



## **Mr. Azwan Ahimmat - Principal Consultant and Founder, FORA Advisory**

Azwan Ahimmat is Principal Consultant and Founder of FORA Advisory Sdn Bhd, a Kuala Lumpur-based firm helping Malaysian SMEs embrace digitalisation end-to-end. With 18 years of cross-industry experience, including 12 years at MYDIN, he has led corporate transformation, introduced IoT-enabled property systems reducing errors by 40% and costs by 15%, and managed eight hypermarket developments.

His award-winning marketing campaigns earned recognition from the Malaysia Marketing Excellence Awards and the Asia Pacific Retailers Association. A PROSCI-certified Change Practitioner, Azwan combines project management and human-centred design to deliver ROI, workforce efficiency, and ESG-aligned digital strategies.

**More Speakers to Come... Stay Tuned**



**Registration link: <https://bit.ly/RETECH25>**

The Conference is approved and fully claimable by HRD Corp. for your application.

No Siri Kursus: **10001596307**

Tajuk Kursus: **Retail Tech 2025: Shaping the Future of Retail**

- Please register at Registration Link, latest by 30 September 2025
- For those who do not intend to apply for HRD Corp grant, you may register your participants using the Registration link, and will be invoiced accordingly by PPK.
- Please be informed that we will be applying for CPD hours from the Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVAEP).

## Conference Fee

Single Association Member	RM 700 per pax
Group Association Members (min. 3 pax from the same company)	RM 600 per pax
Single Supporting Association Member	RM 800 per pax
Group Supporting Association Member (min. 3 pax from the same company)	RM 700 per pax
Single Non Member	RM 900 per pax
Group Non Member (min. 3 pax from the same company)	RM 800 per pax

This fee includes the following:

- Full participation in the conference
- All conference presentation materials
- Welcome refreshments, morning and afternoon refreshments and lunch
- Price above are not inclusive of SST

**Register  
Here**



### Payment Details

Company Name	Persatuan Pengurusan Kompleks Malaysia (PPK)
Bank Name	CIMB Bank
Registration Number	355984
Account Number	8002636850

### Important Notes:

1. The organizer reserves the right to cancel the programme, change the date, time and venue if circumstances are beyond its control.
2. Cancellation Policy: We regret we are unable to accept any cancellations once delegates have been registered. However, if delegate(s) unable to attend, a replacement may be arranged and notified to us, before 3 October 2025.

For any enquiry and further information, please contact:

**Persatuan Pengurusan Kompleks Malaysia (PPKM) / Malaysia Shopping Malls Association**  
A608, 6th Floor, Block A (Lobby No. 2), No 1, Jalan SS 20/27, Damansara Intan, 47400 Petaling Jaya, Selangor, Malaysia

T: 603 - 7727 6202, 603 - 7727 6232

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