



6 May 2021

PRESS STATEMENT – HOTSPOT IDENTIFICATION BY DYNAMIC ENGAGEMENT (HIDE)

Persatuan Pengurusan Kompleks Malaysia (PPK) or Malaysia Shopping Malls Association represents owners, developers and managers of shopping malls throughout Malaysia and are in support of the Ministry of Science, Technology and Innovation (MOSTI) for the data mining initiatives of the Hotspot Identification by Dynamic Engagement (HIDE) system. Accurate, timely and meaningful data should be shared to serve and keep the public informed and in this instance, safe.

We are, however, perturbed that malls are highlighted as Hotspots and there needs to be more clarity and explanation to the public in order not to cause undue fear and panic and cause further business failures and closures.

As per the annexed information from the Ministry of Health, the percentage of covid-19 case contributions from clusters in Malaysia are:

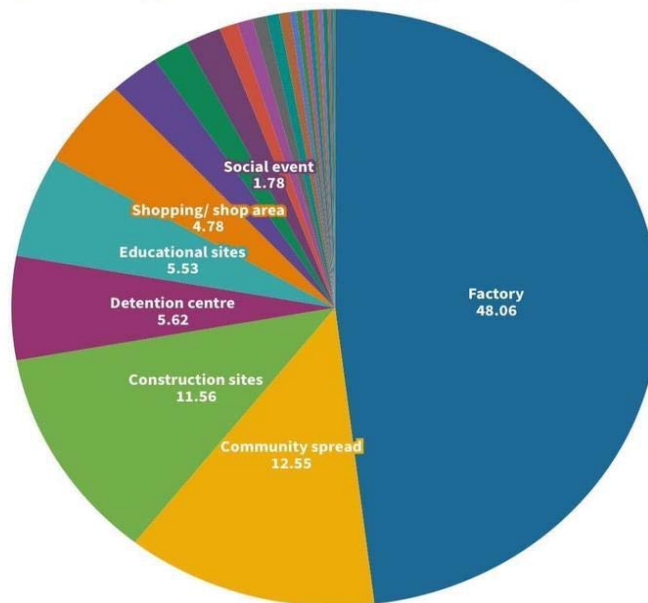
- 48% factory
- 12% community
- 11.56% construction
- **shopping/shop area 4.78% ONLY.**

Percentage of Covid-19 Case Contributions From Clusters in Malaysia

Clusters reported from February 22-April 2, 2021.
Cases reported from cluster declaration day

9,316 Covid-19 cases reported from 314 clusters

- Factory
- Community spread
- Construction sites
- Detention centre
- Educational sites
- Shopping/ shop area
- Govt admin centre
- Funeral
- Social event
- Old folks' home
- Hospital/ healthcare-based areas
- Business premise
- Service company
- Plantation workers
- Restaurant
- Religious venue
- Market
- Recreational park
- Mining company
- Training event
- Disinfectant company
- Hotel
- Daycare centre
- Travel



Source: Data from the Ministry of Health, Graphic by CodeBlue • n=9,316

A mall is an integration of a mix of retail businesses, F&B, Entertainment nexus and a congregation place for the people. Indeed, in view of the ominous presence of the Covid-19 virus, some staff from various shops in the mall have been previously tested positive. Practically all cases are not determined as the **index case**. Similarly, some positive cases of shoppers are mostly asymptomatic nor **index cases** who unknowingly have visited a mall.

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 **F** +603 7727 6203 **E** secretariat@ppkm.org.my **W** www.ppkm.org.my

In the past, positive cases have also been wrongly attributed to particular shopping malls although they only actually occurred within the immediate vicinity of the mall as 'hotspots' are determined within 1 km of a well-known location, in this case, a shopping mall. Such mis-information had immediately resulted in the backlash of the mall's footfall dropping almost to zero due to the public's misconception that visiting the mall would inadvertently mean going into the infected area.

Malls have diligently implemented the SOPs and through our rigorous control of entry record, have enabled contact tracing to be conducted efficiently. It is this diligent adherence to SOPs whereby the number of cases are properly recorded, which leads to the mis-conclusion and mis-perception that malls are hotspots. Absolute numbers are taken in isolation of the relative scale of numbers of shops and the numbers of shoppers, leading to misleading mis-information causing visitations to fall and further damaging the prospects of recovery and survival of the businesses within the mall. This earnest and diligent adherence to the SOPs have, unfortunately, back-fired and inadvertently punished the mall operators.

We would, therefore, appeal to MOSTI to announce **adequately qualified** HIDE information so that the public have adequate precise information to make informed judgement and establish their level of comfort and confidence.

Together with our industry partners from Malaysia Retailers Association (MRA) and Malaysia Retail Chain Association (MRCA), we have also taken the initiative and pro-active step of working with the Covid-19 Immunisation Task Force (CITF) to collaborate with private hospitals/ doctors in private practice to administer vaccination to our employees and staff on-site. This will enable mass vaccination in the shortest possible time without loss of productivity and unnecessary disruptions to business operations and contribute towards the national objective of herd immunity urgently.

We fully advocate that BOTH LIVES AND LIVELIHOODS need to be balanced and together, ensure the economy and businesses will not be disrupted through undue fear and panic and to speedily recover and survive the challenging times.

Thank you.