



## **MEMBERS CIRCULAR**

11 June 2019

Ref 030/06/19

Dear Members and Associates



**COUNCIL OF ASIAN SHOPPING CENTERS (CASC) CONFERENCE 2019**  
**JW Marriott Kuala Lumpur, 10 – 12 September 2019**

Greetings ! We are pleased to remind members and associates that further to our previous announcements, **conference registrations under early bird fees has now been extended to 30 June 2019.**

CASC Conference 2019 is an annual regional conference involving industry experts from member countries like Malaysia, Indonesia, Hong Kong, China, Taiwan and Japan. Participants will gain valuable insights of the shopping mall industry from these countries and it would be a prized opportunity for networking with the regional expertise including mall management as well as prominent retailers. Attached for your perusal is the conference flyer with the programme to date (subject to change).

The 2019 Conference is supported and endorsed by our CASC affiliates like Asosiasi Pengelola Pusat Belanja Indonesia (APPBI), Institute of Shopping Centre Management (ISCM) from Hong Kong, Mall China, Japan Council of Shopping Centers and Taiwan Council of Shopping Centers (TCSC).

Themed '*The Now and The Future*' – *The Mall Story*, the conference will focus on stories and case studies from malls and retailers from around the region and delegates will be able to pick up useful tips in shopping mall management especially from recently opened malls.

CASC Conference 2019 will be held at a very special cost of only **RM 2,120 per person for PPK and CASC members (inclusive of service tax)**. This fee includes 2 days of conference, welcome dinner plus a Mall Tour on Day 3. Hotel accommodations and travel costs (if applicable) are not included in this cost which will be additional at your own expense.

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

#### **Malaysia Shopping Malls Association**

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**CONFERENCE FEES (inclusive of service tax)**

	<b>SPECIAL privilege for PPK / CASC members only</b>	<b>Category 1 (for affiliated members)</b>	<b>Category 2 (for non- members)</b>
Early Bird ( <b>on or before 30 June 2019</b> ) Single Registration	RM 2,120 (US\$ 640)	RM 2,544 (US\$ 760)	RM 3,074 (US\$ 920)
Early Bird ( <b>on or before 30 June 2019</b> ) Group discounted rate (Min. 3 pax from the same co.)	RM 1,908 (US\$ 570)	RM 2,332 (US\$ 700)	RM 2,862 (US\$ 860)
Normal Rate ( <b>on or after 1 July 2019</b> ) Single Registration	RM 2,544 (US\$ 760)	RM 3,074 (US\$ 920)	RM 3,710 (US\$ 1,110)
Normal Rate ( <b>on or after 1 July 2019</b> ) Group discounted rate (min. 3 pax from the same co.)	RM 2,332 (US\$ 700)	RM 2,862 (US\$ 860)	RM 3,392 (US\$ 1,020)

Attached please find our brochure for your perusal together with the draft programme. Further details for online conference registration and payment are available at <https://www.casc2019.com/index.php> or check out our website [www.ppkm.org.my](http://www.ppkm.org.my) and/or email [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) for further details.

We look forward to your participation for our conference and **registration by 30 June 2019** to take advantage of the above early bird fees for members.

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➤ **CASC-PPKM AWARDS 2019 'BEST EXPERIENTIAL MARKETING'**

In conjunction with CASC Conference 2019, the annual PPKM Awards for the above will be upgraded to **CASC-PPKM AWARDS 2019 - 'BEST EXPERIENTIAL MARKETING'**. Basically, this means that PPKM member malls will submit their entries as usual, but will compete together on a regional level with other malls in CASC member countries.

The awards will be based on the categories as follows:

- Category A: Malls with nett lettable area (NLA) of 500,000 sq ft and below
- Category B: Malls with nett lettable area (NLA) of 500,001 sq ft to 999,999 sq ft
- Category C: Malls with nett lettable area (NLA) of 1,000,000 sq ft and above

## Description of Entry

- Marketing entries must cover programmes organised between 1 July 2018 to 30 June 2019
- Malls can submit several entries but each entry must be completed on a separate form.
- The cost for each entry is RM530.00 (US\$150) which is non-refundable.
- Please complete the Entry Form together with your payment online. Thereafter, you will receive a confirmation document for your registration(s) together with the submission link. No confirmation will be issued until payment has been received.
- You may only upload your submissions on or from 1 July 2019 onwards.
- All entries must be submitted at the said link for judging by **the closing date of 12 midnight on 15 July 2019**. Technical support during your submission process is available at [info@nd.com.my](mailto:info@nd.com.my) Tel: +6019 857 1893
- Judging for all entries will be done by a Panel of Judges comprising reputable industry practitioners from CASC member countries.
- There will be one (1) Gold and one (1) Silver Award for each of the three (3) categories. If there is no eligible entry, the judges may reserve the right not to grant any awards.

Award Finalists will be announced latest by 16 August 2019. The Award Winners will be announced and presented during our forthcoming CASC Awards/Conference Gala Dinner to be held on 10 September 2019 at JW Marriott Kuala Lumpur.

For your reference, please access this link for the complete Entry Rules and regulations <http://casc-ppkmawards2019.com>

Interested participants may pre-register with us online at the above and remit your registration fee from now onwards. You may also start collating materials now for your online submission which is only available between 1-15 July 2019.

Looking forward to meet you at our conference soon !

Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)**



**TAN SRI DATO TEO CHIANG KOK**  
President