



REINVENTING SHOPPING MALLS

The Paradigm Shift

Early bird closing date now extended to 10 AUGUST 2023



The recent challenges of the pandemic period have undoubtedly shaped and re-shaped retail and mall businesses, causing mall managements having to reinvent malls and resulting in The Paradigm Shift.

The conference covers 2 days of presentations by our well-experienced and respected industry practitioners and an Awards Gala Dinner for all delegates which will be the platform when winners of PPK Malaysia's Best Experiential Marketing Awards 2023 will be announced.

Join us as we share insights and showcase our malls' best marketing efforts for 2022-2023!

More details overleaf or at our website: ppkm.org.my

Organiser



Supporting Associations



6-7 SEPTEMBER, 2023
One World Hotel, Petaling Jaya

www.ppkm.org.my

**HRD CORP
CLAIMABLE**



CONFERENCE AGENDA: DAY 1

WEDNESDAY 6 SEPTEMBER 2023

- 08:15AM** Registration and welcome coffee/tea
- 09:15AM** Welcome Remarks by Tan Sri Teo Chiang Kok, President, Malaysia Shopping Malls Association PPK Malaysia)
- 09:30AM** Keynote Paper: The Shopping Tourism Synergy by Guest of Honour, YB Dato Sri Tiong King Sing, Minister of Tourism, Art and Culture
- 10:00AM** Coffee break

SHOPPING AND RETAIL TRENDS

- 10:15AM** Unveiling The Retail Landscape in Malaysia by Ms Tina Leong, Co-Founder and Executive Director, Stratos Pinnacle
- 11:00AM** Positioned for Prestige by Dato Joyce Yap, CEO Retail, Kuala Lumpur Pavilion
- 11:45AM** Establishing a Sustainable Culture Leads to an Equitable Business Environment by Dr KS Wong, Sr General Manager, Sunway Malls/Adjunct Practice Professor with Sunway Business School
- 12:30PM** Panel Q&A
Moderator: Mr Darren Chear, Director – Branding & Communications, Sunway Malls
- 12:45PM** Lunch break

SHOPPING AND RETAIL TRENDS (cont'd)

- 02:00PM** The Relevance of Department Stores by Ms Pel Loh, Council Member, Malaysia Retailers Association (MRA)
- 02:45PM** Building a Resilient Brand: The Journey of Bonia Group by Dato Sri Daniel Chiang, Group Executive Director and CEO, Bonia Corporation Bhd
- 03:30PM** The Lifestyle Cornerstone - Pavilion Bukit Jalil by Ms Kung Suan Ai, Director Marketing, Pavilion Malls
- 04:15PM** Panel Q&A
Moderator: Ms Alicia Yuen, Committee, PPK Malaysia
- 04:30PM** Tea break
End of Conference Day 1

7:00PM - 10:30PM Award Gala Dinner : The Paradigm Shift
For additional tables, please contact secretariat@ppkm.org.my or register here <https://forms.gle/wmqA8ciMm1mWd3EN7>.



CONFERENCE AGENDA: DAY 2

THURSDAY 7 SEPTEMBER 2023

MALLS ON THE CUTTING EDGE

- 08:30AM** Arrival of delegates and welcome coffee/tea
- 09:00AM** New Frontiers for IOI by Datuk PI Tan, Founder & Principal, PI Architect
- 09:45AM** Elevating Shopping Malls by Tengku Ab Aziz Tengku Mahmud, CEO, PNB Merdeka Ventures (118 Mall)
- 10:30AM** Panel Q&A
Moderator: Mr Tan Joon Kai, Treasurer, PPK Malaysia
- 10:45AM** Coffee break

MALLS ON THE CUTTING EDGE (cont'd)

- 11:00AM** Curating Shopping Experiences by Mr Baldwin Ko, Chairman, Institute of Shopping Centre Management (ISCM), Hong Kong
- 11:45AM** The DNA Is Off-Line by Mr Alphonsuz Widjaja, Chairman, Asosiasi Persatuan Pusat Belanja Indonesia (APPBI)
- 12:30PM** Panel Q&A
Moderator: Mr Tan Joon Kai, Treasurer, PPK Malaysia
- 01:00PM** Lunch break

THE CHANGING FACE OF RETAIL

- 02:00PM** Shopping Malls: The more things change, the more they stay the same by Mr Jack Backen, Regional Director, Cistri Pte Ltd Singapore
- 02:45PM** Enhancing Shopping Experience and Operational Productivity in the Mall with AI by Dr NorAzmi Alias, Co-founder & Technology Business Advisor, Katapult Asia/Co-founder, Scuttle Robotics Asia PLT
- 03:15PM** PANEL DELIBERATIONS: Shopping Malls - Looking Ahead to New Horizons
- Datuk Wira Ameer Ali Mydin, Chairman, Bumiputra Retailers Organisation(BRO)
 - Mr Jack Backen, Regional Director, Cistri Pte Ltd Singapore
 - Dr NorAzmi Alias, Co-founder & Technology Business Advisor, Katapult Asia / Co-founder, Scuttle Robotics Asia PLT
- Panel Q&A
Moderator: Ir YL Lum, Secretary, PPK Malaysia
- 03:45PM** Tea break
- 04:00PM** Disruptive Innovations Reshapes Retail by Mr Anson Bailey, Partner, Head of Consumer & Retail, ASPAC, and Head of Technology, Hong Kong, KPMG China
- 04:45PM** The Metaverse Retail Environment by Wataru Ishikawa-san, Senior Director, Planning & Development Division, Garde International, Japan
- 05:30PM** Creating Digital Experiences by Mr Lyon Kong, Chief Marketing Officer, Frame Motion Studio
- 06:15PM** Panel Q&A
Moderator: Mr Khairul Ariffin Ibrahim, Committee, PPK Malaysia
- 06:30PM** Closing Address/End of Conference

Programme subject to change at the organisers' discretion



CONFERENCE FEES (inclusive of service tax)

	SPECIAL privilege for PPK members only	Category 1 (for supporting associations)	Category 2 (for non-members)
Early Bird (on or before 10 August 2023) Single Registration	RM 2,500	RM 2,800	RM 3,200
Early Bird (on or before 10 August 2023) Group discounted rate (Min. 3 pax from the same co.)	RM 2,300	RM 2,600	RM 3,000
Normal Rate (on or after 1 Aug 2023) Single Registration	RM 2,800	RM 3,100	RM 3,500
Normal Rate (on or after 1 Aug 2023) Group discounted rate (min. 3 pax from the same co.)	RM 2,600	RM 2,900	RM 3,300

REGISTRATION FEE INCLUDES

- 2 days conference on 6 and 7 September 2023
- Gala Dinner on 6 September 2023

IMPORTANT NOTES

- Group discount: group of 3 or more delegates from the same company
- Please register here <https://forms.gle/whErb9hfRLRvP4W66>.
- All registrations must be made online with payment to be made thereafter to be received prior to the conference to confirm seating, latest by 25 August 2023.
- Walk-in delegates will only be admitted on the basis of space availability at the conference and immediate full payment.
- The organizer reserves the right to make any programme amendment(s) without prior notice.
- The registration fee for the conference is in Ringgit Malaysia. Please transfer payment directly to our bank account at

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)
Account No: 80-0263685-0
CIMB, No. 48, Jalan SS21/35, Damansara Utama
47400 Petaling Jaya, MALAYSIA
SWIFT CODE: CIBB MYKL
- Please do contact us at secretariat@ppkm.org.my for any further details.
- Applications will be made for CPD hours from the Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVAEP) and HRD Corp approval.
- Cancellation Policy: We regret we are unable to accept any cancellations once you have registered but in the event you are unable to attend the Conference, a substitute delegate may be arranged. Please inform us accordingly on or before 25 August 2023.**

WHO SHOULD ATTEND

- Leasing professionals, leasing directors and marketing agents responsible for trend-spotting, tenant mix strategy and tenant selection
- Operations, engineering, security and customer service executives pursuing increased productivity and a higher level of excellence
- Corporate and regional executives seeking in-depth knowledge on the market, its latest updates and consumer confidence.
- Asset managers, REIT managers and investment analysis looking for fresh ways to maximize returns
- Advertising, promotions, public relations, marketing communications managers, event managers and advertising agency executives and consultants responsible for branding and formulating marketing campaigns loyalty programmes
- Research and IT professionals seeking more effective benchmarking and comparison tools to achieve higher market share
- Representatives of various government and tourist agencies who wish to form closer alliances with the retail industry
- Other shopping mall professionals from various disciplines who wish to be exposed to innovative strategies and practical techniques highlighted through case studies from the gurus and experts