

7th - 8th May 2025 Harbour Grand Kowloon, Hong Kong





























































































































7th-8th May 2025 | Harbour Grand Kowloon, Hong Kong



People are always going to go shopping. A lot of our effort is just 'how do we make the retail experience a great one?

- Phillip Green, Chairman, Arcadia Group

EVENT OVERVIEW

Hong Kong is poised to see its largest annual increase in mall space in two decades, with Colliers reporting an addition of 4 million square feet in 2024 across new development areas and non-core districts. This expansion aims to diversify shopping experiences and allow retailers to expand their reach. To bolster the retail sector, the government is raising the duty-free shopping quota for Chinese tourists. The quota will increase from 5,000 yuan to 15,000 yuan per trip for tourists entering via six designated land border control points. These measures are expected to generate HK\$8.8 billion to HK\$17.6 billion in additional shopping expenditure for the city.

Malaysia, home to 33 million people had over 1000 malls by the end of 2023, with 40% of them being located around the greater Kuala Lumpur area. While many of the Southeast Asian nation's prime malls enjoy high foot traffic and near-full occupancies, many tenants of less popular malls are finding it difficult to compete amid an explosion in retail space. Even though, Malaysia's retail space reached 180 million sqft in 2023, national occupancy rates for retail space were lower than before the pandemic, at 77.4 percent last year. Even malls in prime locations have failed to gain the expected traction. The TRX Mall which boasts 1.35 million square ft of leasable space and a 10-acre rooftop park, opened in November with 95 percent occupancy, underscoring effective mall management strategies and emphasizing strategic tenant selection, driving financial performance and enhancing customer satisfaction in the retail sector. It always goes back to the old adage that an organization is only as good as it's people.

The Dubai Mall is set to expand with a planned 1.5-billion-dirham investment by Emaar Properties. This expansion will introduce 240 new luxury stores, along with additional dining options. By enhancing its luxury offerings and increasing its retail space, Emaar aims to meet the rising demand for premium shopping experiences and strengthen Dubai's reputation as a top destination for luxury retail. Hence, it's imperative for you to elevate efforts on positioning your mall as a global shopping hub to attract upscale international brands and affluent global consumers.

Join us at the **14th Annual Shopping Malls Summit** and discover a world of opportunities as you connect with esteemed industry experts. This premier event will facilitate invaluable networking between local and international professionals who possess extensive knowledge in the dynamic realm of malls. Gain exclusive insights from companies that have successfully navigated the evolving landscape, equipping yourself with the tools needed to thrive in this ever-changing industry. Don't miss out on this exceptional opportunity to forge meaningful connections and gain a competitive edge.

WHY YOU CANNOT MISS THIS EVENT

- · Learn from industry experts on how to stay relevant in the ever-digitizing era
- Gain captivating insights on how maximizing next generational tools in business
- Be inspired on how companies are gamifying the retail scene for memorable experiences
- Capitalizing on ancillary services to drive revenue in a big way
- Discover how to cater your shopping malls to different demographics
- Gain an understanding on how innovative mall construction & architecture can help increase footfall in your mall

WHO SHOULD ATTEND?

This event is targeted but not limited to:

- Mall owners
- Mall developers
- Mall operations
- · Mall management
- Mall investment
- Mall construction
- Retail owners
- Retail operators
- Retail tenants
- Retail marketing and branding
- Retail business development
- Mall design and planning
- Mall marketing and leasing
- Mall facilities management
- Mall _t outs brand partners
- Architecture and design
- Food retail/food court operations
- Visual merchandising Event highlights include

Event highlights include:

- 3 dynamic streams
- One-to-one meetings
- Collocated events
- Connect with the leading brands and industries
- Gathering global trend setters in the retail industry
- Case studies and best practice sharing

7th - 8th May 2025 | Harbour Grand Kowloon, Hong Kong



GOLD SPONSORS



We have been focused on technological development and continuous improvement of our products and services since 1998. Our top priority is to ensure the highest level of safety for your operations. Our passion for science and technology, our focus on safety and our devotion to hard work and responsibility have helped us grow to become the world leader in the Climbing and the Adventure & Leisure industries.

Today we are not only the biggest manufacturer of climbing walls in the field of indoor climbing, but we also have the largest portfolio of classic and novel Active entertainment attractions that combine fun with healthy doses of adrenaline for people of all ages. With sales offices in the USA, Canada and China, a head office in Sofia, Bulgaria and four production plants employing more than 600 people, to this day, we have produced over 2400 projects in 80 countries and on 6 continents.

Our products are installed across adventure parks, amusement parks, shopping malls, gyms, recreational areas, ski resorts, schools & universities, hotels and more.

vector foiltec CREATE, SUCCESS.

The Company Vector Foiltec

With transparent roofs and facades made of Texlon® ETFE, the company Vector Foiltec has made a major contribution to setting new standards in recent architecture. As the world market leader in architectural foil construction and inventor of the Texlon® ETFE system, we have already completed over 1,700 international projects. Our system shapes stadia constructions, atria, shopping centers, zoos and garden parks, public buildings, swimming pools, schools and universities all over the world. Our technology of architectural foils can be processed in a variety of ways. Whether as a one-layer or multi-layer system, Texlon® ETFE stands for high-performance building envelopes with an outstanding eco-balance.

Vector Foiltec invented and pioneered the use of Texlon® ETFE over 40 years ago and is the only company in the world whose core business is ETFE cladding. Our team of experts has been responsible for most major technological innovations in the field. Through extensive investment in Research & Development and a commitment to superior quality and performance, we continue to be the global market leader. With a total of 18 branches and 2 production sites, we are represented in countries such as Australia, USA, China, and the United Kingdom, combining local knowledge with global expertise.

Our Texlon® ETFE system has already proven itself in all climatic zones of the globe and is one of the most powerful and sustainable technologies for transparent roof and façade systems. It is significantly less energy required to produce our foil elements than for the production of comparable technologies, in addition, they are 100% recyclable, translucent, and stain resistant. Our system improves the carbon footprint of a building remarkably: In 2011, we were the first company in the world to receive an Environmental Product Declaration (EPD) for transparent cladding.

SILVER SPONSORS



CAN is an emerging architecture and design firm based in Hong Kong. The growing team of over 60 creative minds has a proven record of award-winning design, we adopt a holistic and forward-thinking approach to integrating architecture, interiors, masterplanning and environmental graphics to open the design realm into infinite possibilities.

Founded in 2020 on the principles of collaboration and cross-disciplinary practice, the creative team pushes the boundaries of design by integrating Culture, Art, and Nature to create innovative, meaningful, and enticing destinations. Applying international expertise with a local perspective, CAN is dedicated to designing iconic buildings and significant public spaces for our clients and the public.

7th - 8th May 2025 | Harbour Grand Kowloon, Hong Kong



SILVER SPONSORS



We are a leading retail design firm based in Malaysia & Singapore, specializing in the creation of impactful and profitable retail spaces. Since our establishment in 2014, we have focused on helping clients Design Profitable Retail Spaces & Businesses. With 20 years of combined experience in retail design, we offer a range of comprehensive services, including:

- 1. Interior Concept Development for retail spaces & 3D Visualization to bring retail concepts to life.
- 2. Retail Space and Mall Planning, optimizing layouts for functionality and better customer engagement & experience.
- 3. Environmental Graphic Visual Designs to reinforce brand identity and create memorable retail experiences.
- 4. Retail Consultancy Services, providing strategic insight and retail expansion strategies for clients retail success.
- 5. Retail Technology Consultancy which focuses on development retail technological solutions aimed and increasing retailer profits and productivity.

Our diverse clientele includes supermarket retailers such as Jaya Grocer, lifestyle digital brands such Nikon, and larger-scale retail projects including shopping malls for clients like Sime Darby, Ayer Berhad, Hektar REIT (Subang Parade Mall), and more.

Recognized for our excellence in retail design, we have received several accolades, including the Asia Pacific Property Awards, the Golden Bull Award, the SME 100 Award and more. Our expertise and insights have been featured in leading business media outlets such as Focus Malaysia and BFM, where we share perspectives on emerging trends in the Malaysian retail landscape.

TECH-TALK SPONSORS



Yardi is a leading provider of software solutions for the real estate industry. With offices in Singapore, Hong Kong, Shanghai and Tokyo, we've been supporting companies across Asia for over 21 years.

Our solutions help clients manage their "end to end" investment, asset and property management functions more efficiently.

By bringing process to real estate through a single, Cloud-based platform, our clients are connected to their data on any desktop, tablet or mobile device. They can access the information they need to run their business any time, any place, and know that the data they're seeing is secure, real time and accurate.

We support portfolios across all real estate verticals, including REITs, office, retail, logistics, coworking and residential.



DCS Synthesis is the leading provider of retail solutions to Malls in South East Asia, with a history spanning two decades. The group proudly services more than 80% of retail malls in Singapore, as well as having a significant presence in Malaysia and Vietnam. The group owns several subsidiaries which focus on different retail technology solutions.

Among it's diverse suite of solutions, the group provides systems for Tenant Management, GTO Data Management, Customer Relationship and Loyalty, Voucher Management, Point of Sales, as well as Unified Payment.

7th-8th May 2025 | Harbour Grand Kowloon, Hong Kong



EVENT PARTNERS



Aim to maintain the standards of professional property management, and to provide its members with the benefit of a representative negotiating body in discussions with government or other bodies relating to the interests, rights, powers and privileges of the members, or other matters of common interest. The Association has 110 members who provide quality service for over 70% of the resident units, various commercial buildings, car parks, and private and government facilities in Hong Kong among those that hire property management companies.

https://hkapmc.org.hk/en/



Marketing Tech Outlook is a monthly magazine that keeps the readers abreast of the recent trends in the marketing industry and profound insights of the changing industries from the CMOs of various companies. It serves as an information guide of the changing scenarios of the market with the introduction of novel innovative technology and solutions for CMOs and other suites of C-level executives.

https://www.martechoutlook.com/



A monthly printed business magazine, CEO Insights Asia is piloting a mission to create a highly refined knowledge-sharing ecosystem comprising a comprehensive range of business leaders, C-Suite Executives, and other decision-makers in Asia. Presenting thought-provoking, fresh insights in a highly curated manner and amidst the dynamic technology world, we continue to aid & inspire entrepreneurs, business leaders, and executives to achieve their business goals and stay ahead in the market.

For more information, please visit https://www.ceoinsightsasia.com/



The objectives aim to advance Taiwan's shopping centers and commercial real estate by fostering their overall development and international recognition. This includes providing feedback on government policies, conducting research, and promoting best practices within the industry. Additionally, efforts are made to cultivate talent through educational programs and training, while encouraging the exchange of ideas and information both domestically and globally. Furthermore, there is a focus on coordinating participation in international conferences to enhance global engagement and collaboration in these sectors.

https://www.tcscreglobal.org/

7th - 8th May 2025 | Harbour Grand Kowloon, Hong Kong



FEATURING PRESENTATIONS AND CASE STUDIES BY DISTINGUISHED SPEAKERS



Axel Winter CEO **Xponential (Subsidiary of** Siam Piwat Group), Thailand



Nick Garzia Senior Director - Retail Leasing Development **Hines, United States**



Pamy Wong Co-Founder of Visata Creative, Entrepreneur, Speaker, Retail **Designer Limited** Visata Creative Sdn Bhd, Malaysia



Bastien LEAL Chief Sales Officer Galeries Lafayette Hermione, France



Michael Bate National Director | Retail Colliers, Australia



Jesus Hernandez Esteban La Vaguada Deputy Director S.C.C.E., Spain



Paul Birkett Chief Operating Officer **Ayala Malls, Philippines**



Ricardo Rosa Director of Digital Mall **Business Development** Sonae Sierra, Portugal



Mohamed Saed Deputy Director - Asset Management, Shopping Malls Talaat Moustafa Group, Egypt



Kerem Uluenain Vice President, Shopping Mall Development **Damac Properties, United Arab Emirates**



Anant Patil Center Director, Phoenix Marketcity The Phoenix Mills Ltd, India



Anson Bailey Head of Consumer & Retail, Asia Pacific **KPMG, Hong Kong**



Austin Chandrasekaran **Development Director &** Regional Head of Practice -Asia Lendlease, Singapore



Jet Swain Founder Jet Swain Inc, "The Affection Economy", Australia



Elaine Tai Regional Marketing Head Geox, Hong Kong



Kim Heppler Sr. Director, Client Design + Delivery Cadillac Fairview, Canada



Stephen Chow Managing Director CAN Design Limited, Hong Kong



Dr. Jariya Thumtrongkitkul Head of Retail and Group Transaction Management – Thailand **CBRE, Thailand**



Roddy Allan Chief Research Officer JLL, Hong Kong



Eliza Keegan Executive Vice President of Momentum Climbing Walltopia, Bulgaria



Vignesh Kaushik Design Technology Director, Principal **Gensler, Asia Pacific**



Voralak Tulaphorn **Chief Marketing Officer** The Mall Group, Thailand



Jimmy Teo DCS Synthesis Pte Ltd, Singapore



Wu Fan MEP Director AECOM, China



Jerico C. Buning Senior Vice President and General Manager **WalterMart Community** Malls, Philippines



Alan Lee Senior Regional Manager Yardi Singapore Pte Ltd, Singapore



Floramie "May" Borres Adolfo General Manager, The Mall I NUSTAR and Director for External Affairs – Visayas Region, Philippines Robinsons Land Corporation, **Philippines**





Matthew G. Penrose Executive Vice President Vector Foiltec, Asia-Paciffic



Jonathan LeMaster Senior Design Manager | Malls & Retail Design, Architecture & Development, **Emaar, United Arab Emirates**

7th - 8th May 2025 | Harbour Grand Kowloon, Hong Kong



CONFERENCE AT A GLANCE

Day One: Wednesday, 7th May 2025

0800 Registration & Coffee

0850 Opening Keynote Address

0900 Plenary One

Transit-Oriented Malls: Integrating Retail with Transportation Hubs

Austin Chandrasekaran, Development Director & Regional Head of Practice - Asia, Lendlease, Singapore

0945 Plenary Two

Creating Dynamic Shopping Malls: The Role of Entertainment & Food Zones

Paul Birkett, Chief Operating Officer, Ayala Malls, Philippines

1030 The Speed Networking - The Mad Minutes!

Fun and fast, this networking activity is a great opportunity to grow your connections

1100 Morning Refreshments

1130 Plenary Three (Panel Session)

Elevating Exclusivity: Strategies for Luxury Retail Expansion in Malls

Horace Lam, Senior Vice President, Regional Site in Charge, K11 Concepts Management Limited, Hong Kong

1215 Plenary Four

Specialty Tenants: Determining your top retailers for optimization and easy adjustment of tenant mix in clusters **Nick Garzia**, Senior Director – Retail Leasing Development, **Hines**, **United States**

1300 Networking luncheon

St	ream 1 - Mall Architecture & Design		Stream 2 - Leasing		Stream 3 – Shopping Experiences
1400	Session One Botox: The Cheeky Face Lift You Can Give your Mall Through Façade Renovation (To be Revised) Matthew G. Penrose, Executive Vice President, Vector Foiltec, Asia-Pacific Session Two Incorporating Outdoor Seating Areas with Water Features for A More Appealing and Inviting Atmosphere (To be Revised) Pamy Wong, Co-Founder of Visata Creative, Entrepreneur, Speaker, Retail Designer Limited, Visata Creative Sdn	1400	Session One Revitalizing Shopping Malls: Generating Revenue by Designing Dynamic, Vibrant, Multifunctional Spaces, and Flexible Atrium Dr. Jariya Thumtrongkitkul, Head of Retail and Group Transaction Management – Thailand, CBRE, Thailand Session Two Strategies for Successful Pop-Ups Michael Bate, National Director Retail, Colliers, Australia	1400 1445	Session One Climbing Gyms in Shopping Malls Eliza Keegan, Executive Vice President of Momentum Climbing, Walltopia, Bulgaria Session Two Turning Open Space into hubs for Community Events & Social Gatherings Anant Patil, Center Director, Phoenix Marketcity, The Phoenix Mills Ltd, India Afternoon refreshments
	Bhd, Malaysia		Comers, Australia	1600	Session Three:
1530 1600	Afternoon refreshments Session Three Incorporating Outdoor Seating Areas with Water Features For A More Appealing and Inviting Atmosphere (To be Revised) Stephen Chow, Managing Director, CAN Design Limited, Hong Kong	1530 1600	Afternoon refreshments Session Three Identifying the Best Brand Mix to Drive Footfall and Improve Mall Performance Bastien LEAL, Chief Sales Officer, Galeries Lafayette Hermione		Brand and shopping centre collaboration: designing experiences using existing marketing channels to engage customers and the community Jet Swain, Founder, Jet Swain Inc, "The Affection Economy", Australia
1645	Session Four Evolution of Retail in Malls: Smart Flexible Store Spaces (Speaker to be advised)	1645	Session Four Leveraging AI to drive the future store! Anson Bailey, Head of Consumer & Retail, Asia Pacific, KPMG, Hong Kong	1645	Session Four APAC Retail Outlook – What do we expect to see in the future Roddy Allan, Chief Research Officer, JLL, Hong Kong
1730	End of day one	1730	End of day one	1730	End of day one

7th-8th May 2025 | Harbour Grand Kowloon, Hong Kong



Day Two: Thursday 8th May 2025

0800 Registration & coffee

0850 Opening keynote address

0900 Plenary One

The Future of Customer Centric Retailing in Malls

Kim Heppler, Sr. Director, Client Design + Delivery, Cadillac Fairview, Canada

0945 Plenary Two

Gen Al Customer Journey mixing online and mall experience

Axel Winter, CEO, Xponential (Subsidiary of Siam Piwat Group), Thailand

1030 Morning refreshments

1130 Plenary Three

How video analytics are revolutionising retail media and shopping mall management **Ricardo Rosa**, Director of Digital Mall Business Development, **Sonae Sierra, Portugal**

1215 Plenary Four

Redefining the Purpose and Value of Community Malls

Jerico "JECK" Buñing, Senior Vice President and General Manager, Walter Mart Community Malls, Philippines

1300 Networking luncheon

	Stream 1 - Mall Marketing		Stream 2 - Mall Infrastructure		Stream 3 - Mall Technology
1400	Session One Influencer Collaborations: Leveraging influence of social media personalities to raise brand awareness Voralak Tulaphorn, Chief Marketing Officer, The Mall Group	1400	Making the Old New Again: Renovations and Retrofits in Malls Jonathan LeMaster, Senior Design Manager Malls & Retail Design, Architecture & Development, Emaar, United Arab Emirates	1400	Session One: Tech Talk Utilizing In-Store Beacons to Study Shopper Patterns & to Deliver More Customized Offers (To be Revised) Alan Lee, Senior Regional Manager, Yardi Singapore Pte Ltd, Singapore
1445	Session Two The Future of Retail: Retail Outlook for the Next Decade Kerem Uluengin, Vice President, Shopping Mall Development, Damac Properties, United Arab Emirates	1445	Session Two Future-Proofing Your Malls: Are Services the Answer? Floramie "May" Borres Adolfo, General Manager, The Mall I NUSTAR and Director for External Affairs – Visayas Region, Philippines, Robinsons Land	1415	Session Two: Tech Talk Location Based Capabilities: Turn-by-Turn Navigation to Analyse Shopper's Popular Routes (To be Revised) Jimmy Teo, CEO, DCS Synthesis Pte Ltd, Singapore
1530	Afternoon refreshments	1530	Corporation, Philippines Afternoon refreshments	1430	Session Three AR Apps that can Transform Malls into Gamified Playgrounds Where Visitors can
1600	Session Three Retail Reimagined: Regional Synergy and Retaintainment	1600	Session Three Optimizing Shopping Mall Asset Management for High Volume Visitor		Interact with Stores and One Another Jesus Hernandez Esteban, La Vaguada Deputy Director, S.C.C.E., Spain
	Elaine Tai, Regional Marketing Head, Geox, Hong Kong		Centres Mohamed Saed, Deputy Director - Asset	1445	Afternoon refreshments
1645	Session Four Hosting eSports Events in Shopping Malls: Engaging the Community and Driving Foot Traffic Speaker to be advised	1645	Management, Shopping Malls, Talaat Moustafa Group, Egypt Session Four Shopping Mall MEP System Retrofit in China Mainland Wu Fan, MEP Director, AECOM, China	1515	How Gensler's digital technology can help the process of retail design and mall operations Vignesh Kaushik, Design Technology Director, Principal, Gensler, Asia Pacific
1730	End of Conference	1730	End of conference	1600	End of conference

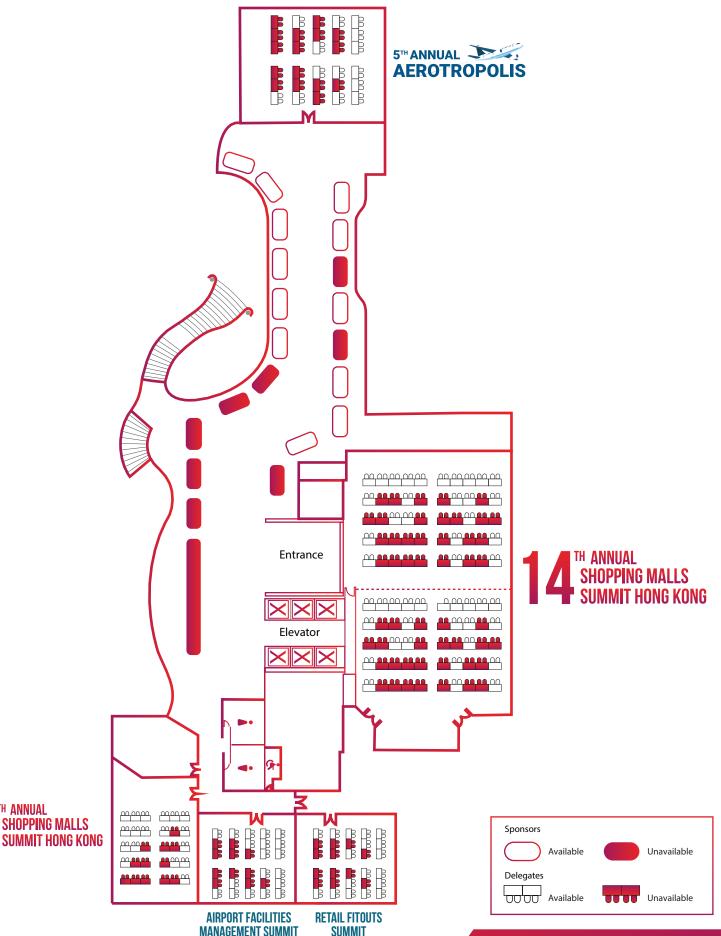
7th-8th May 2025 | Harbour Grand Kowloon, Hong Kong





TH ANNUAL

SHOPPING MALLS



7th-8th May 2025 | Harbour Grand Kowloon, Hong Kong



COMPANY DETAILS

Name	Industry
Address	
Postcode	Country
Tel	Fax

ATTENDEE DETAILS

1	Name	Job Title
	Tel	Email
2	Name	Job Title
	Tel	Email
3	Name	Job Title
	Tel	Email
4	Name	Job Title
	Tel	Email
5	Name	Job Title
	Tel	Email

APPROVAL

NB: Signatory must be authorised on behalf of contracting organisation.				
Name	Job Title			
Email				
Tel	Fax			
Authorising Signature				

REGISTRATION FEES

	10% discount for TCSCRE members
End of December 2024	USD 1695 (Per Delegate)
End of January 2025	USD 1995 (Per Delegate)
End of March 2025	USD 2195 (Per Delegate)
1st May 2025 onwards	USD 2495 (Per Delegate)
All options inclusive of delegate pack, luncheon and	refreshments.

PAYMENT METHODS

Payment is due in 5 working days. By Signing and returning this form, you are accepting our terms and conditions.	
Bank Transfer Credit Card	

REGISTER NOW

Hana

T: +60327750000 ext.617

E: farhana@trueventus.com

Take a Snapshot or Scan and Email us

TERMS & CONDITIONS

- The course fee is inclusive of the event proceedings materials, refreshment and lunch.
- Upon receipt of the complete registration form, invoice wide issued. Trueventus request that all payments be madwithin 5 working days of the invoice being issued. Fu payment must be received prior to the event. Only delegate that have made full payment will be admitted to event Clients are responsible for their own banking fees an banking fees will not be absorbed into the booking price.



HRDC claimable under SBL KHAS scheme HRDC Approved Training Provider Reg No: 889325K (Applicable for Malaysia only)