

Programme Day 1

TUESDAY, SEPTEMBER 10

- 8.00am Registration and welcome coffee/tea
- 9.00am Exhibition opens
- 9.15am Welcome Remarks by Tan Sri Dato Teo Chiang Kok, President, *Malaysia Shopping Malls Association (PPK Malaysia)*
- 9.35am Keynote Speech and Conference Launch by Guest of Honour
YB Tuan Muhammad Bakhtiar b Wan Chik, *Deputy Minister of Tourism, Arts and Culture*
- 10.00am Coffee break**
- STORIES FROM THE REGION (1)**
- 10.30am Tan Sri Dato Teo Chiang Kok, President
Malaysia Shopping Malls Association (PPK Malaysia)
- 10.50am Mr Baldwin Ko, President
Institute of Shopping Centre Management (ISCM, Hong Kong)
- 11.10am Mr Victor Guo, President,
China Shopping Center Development Association of Mall China
- 11.30am Q & A Session**
- 11.45am Panel Discussion:** Future-proofing Retail, Entertainment and F&B
Moderator: Dato Joyce Yap, Advisor, *PPK Malaysia*
Panelists:
- Dato Simon Foong, Managing Director/CEO, *Aquaria KLCC*
 - Mr Benjamin Yong, Executive Director, *Padini Holdings*
 - Mr Dickson Low, Chief Executive Officer, *Revenue Valley Group*
 - Mr Malek Bekdache, Managing Director, *L'Oreal Malaysia and Singapore*
- 12.15pm Lunch break**
- RETAIL STORIES**
- 2.00pm Korea's Distinctive Retail Market**
Professor JS Choi, Marketing & Distribution, *Namseoul University, Seoul*
- 2.20pm The Interior Wow Factors**
Mr Donal T Coyne, Managing Partner, *Steven J Leach, Jr & Associates (SLA), Bangkok*
- 2.40pm Panel Discussion: The Online Stories**
Moderator: Ms Kung Suan Ai, Vice President 2, *PPK Malaysia*
Panelists:
- Datin Vivvy Yusof, Co-founder, *FashionValet and The dUCK Group*
 - En Mohd Khairil Abdullah, CEO, *Axiata Digital Services SB*
 - Mr Andrew Tan, Founder, *Kuala Lumpur Fashion Week*
- BRAND STORY TELLING - Retail Connections**
- 3.00pm Moderator:** Mr Tan Joon Kai, Treasurer, *PPK Malaysia*
- 3.20pm Beyond Retail Store Designs**
Ms Pamy Wong, CEO, *Visata Creative*
- 3.40pm Tea Break**
- 4.00pm End of Conference Day 1**
Exhibition Site visit & interactive sessions
- 7.30pm Welcome Dinner**

Unity in Symphony **UNITY IN SYMPHONY**
Dress Code: National costume

Presentation of Winners of the Inaugural CASC-PPKM Awards 2019 for Best Experiential Marketing. For more details on these Awards, connect with us at <http://casc-ppkmawards2019.com/message.php>

Programme Day 2

WEDNESDAY, SEPTEMBER 11

- STORIES FROM THE REGION (2)**
- 8.30am Arrival of delegates and welcome coffee/tea
- 9.00am Exhibition opens
- 9.15am Mr A. Stefanus Ridwan S., Chairman
Asosiasi Pengelola Pusat Belanja (APPBI), Indonesia
- 9.35am Mr Jeff Tsai, Chairman
Taiwan Council of Shopping Centers (TCSC)
- 9.55am Q & A Session**
- 10.30am Coffee break**
- TRENDS OF THE FUTURE (1)**
- 11.00am 5G Technology @ Retail**
Mr Matthew Ng, Deputy Country Director, *Huawei Technologies Malaysia, Consumer Business Group*
- 11.20am Harnessing Culture and Creativity in Shaping the Future of Retail**
Mr Adrian Yap, Founder/Director, *Freeform*
- 11.40am Panel Discussion: Shopping Malls - The Journey of Regeneration**
Moderator: Datuk Seri Garry Chua, President, *Malaysia Retail Chain Association (MRCA)*
Panelists:
- Dato Joyce Yap, CEO - Retail, *Pavilion Kuala Lumpur*
 - Mr HC Chan, CEO, *Sunway Malls and Theme Parks*
 - Mr Kelvin Ng, Founder & CEO, *Synergistic Real Estate Management & Network*
- 12.10pm Lunch Break**
- TRENDS OF THE FUTURE (2)**
- 2.00pm New Insights in Retail Marketing**
Ms Suzanne Chai, Director, Business, *BrandaVision*
- 2.20pm Digital Innovations for Beautiful Experiences**
Mr Sean Tan, Managing Director, *Crave Asia*
- 2.40pm E-sports, From Novelty to Mainstream**
Mr Clement Hui, Business Development Director, *Inno Holdings (The Pantheon)*
- 3.00pm Co-Working within the Mall Community**
Mr Juhn Teo, Co-founder, *Common Ground*
- 3.20pm Tea break**
- MALLS OF THE FUTURE**
- 4.00pm Case Study: ICONSIAM, Bangkok**
Khun Caroline Murphy, Sr Executive Vice President, *Siam Piwat*
- 4.20pm Shopping in Kuala Lumpur's Financial Heart - The Exchange**
Mr Mitchell Wilson, Head of Retail (Malaysia), *LendLease*
- 4.40pm The Shopping Magnet in Genting Highlands**
Dato Edward Arthur Holloway, Executive Vice President - Leisure and Hospitality, *Resorts World Genting*
- 5.00pm Closing Address**
by Ms Phang Sau Lian, Vice President 1, *PPK Malaysia*
- End of Conference**