



Membership Info

New Members

All Board members and Honourable members Mr. Raymond Kwok, Mr. Michael Tien, Dr. Roger C.K. Chan, Professor Rebecca L.H. Chiu, Professor Eddie C.M. Hui, Professor Sin Yat Ming and Dr. T.M. Kwong welcome the following new members :

Full Members

Ms. Chow Wing Ki Ivy
Ms. Chan Chin Yee Toby (Upgrade)
Mr. Hung Lin Ye Thomas (Upgrade)
Ms. Lee Wai Man Carol (Upgrade)
Mr. Leung Chiu Chung (Upgrade)

Associate Members

Ms. Cai Yunjie
Mr. Cheung Chung Man
Ms. Pang Sze Yi
Mr. To Kwok Yin Jefferson

Membership Application

Our Membership is open to any individual person who is a practitioner in shopping centre industry. Students who have enrolled in the course of shopping centre management at HKU School of Professional and Continuing Education (HKU Space) will also be considered.

Grade of Membership	Annual Fee
Fellow Member	HK \$ 1,650
Full Member	HK \$ 1,100
Associate Member	HK \$ 720
Student Member	HK \$ 280

Online application can be completed at the following link:

www.iscm.org.hk



Upcoming



Seminar

Things you must know for working with Millennials

Speaker: Mr. Thomas Mok, Performance Consultant
Date: 31 January 2019 (Thurs)
Time: 7-8:30 pm
Venue: Best Bamboos Education — School for Talents, 4/F Star House, 3 Salisbury Rd, Tsim Sha Tsui, Kln

Mr. Mok has worked as a performance consultant in the human resources field for 25 years, and is a certified instructor and master trainer for various leadership programs.



In this seminar, Mr. Mok will analyse the needs and desires of the Millennials, and how its restless members choose to work and play. He will draw from tough real-life assignments and suggest some top tips for working with Millennials.

Registration link: <https://goo.gl/zanoZB>
Deadline : 28 January 2019

Give us Feedback

Email : secretariat@iscm.org.hk

Website : www.iscm.org.hk



The Board

Chairman	Baldwin Ko
Vice Chairman	Chris Keung
Vice Chairman	Michelle Lee
Vice Chairman	Tony Budhrani
Treasurer	Katherine Ho
Honorary Secretary	Victor Ng
Director of Training	Louis Lee
Director of Membership	Margaret Lau
Director of Marketing & Promotions	Angie Chung
Director of Study Tour	Wilson Lam

Editorial

There are always ways to start the new year fresh. What are your new year resolutions?

The year of 2019 shall be a great year for ISCM as we shall be celebrating our 15th Anniversary. Like what our Vice Chairman, Mr. Tony Budhrani said in his message, do save the date and join our Annual Dinner. There's more to this than meets the eye.

In the past quarter, our Institute has had a lot of happenings, from seminar, guided tour to CSR events. We shall be having even more this year. Stay tuned.

Above all, we have two feature stories for this issue — one is an overview on the hotpot trends liked by the local eaters and inbound visitors whereas the other is reviewing the smart strategies for shopping malls to cater to New Visitors after the official opening of two major infrastructure in the city.

We wish you enjoy reading this issue and welcome your comments.

Thank you.

Message from the Institute



I am indeed honoured to be elected as Vice Chairman (Promotions and Marketing) for year 2018-2020, after recently joining ISCM. Prior to joining the Institute, I was invited to join the organising committee of the very successful CASC 2017 that was held in Hong Kong. During my stint with organising the CASC 2017, I was deeply impressed with the dedication and hard work that the board members put in to ensure the event a big success. I was also touched by their genuine interest in serving the shopping centre industry as well as their caring for the underprivileged in Hong Kong. When I was offered a role in the Institute by the Chairman, Mr. Baldwin Ko and the Founding Chairman, Ms. Maureen Fung, I took it without hesitation. I hope to be able to contribute back to the shopping centre industry as this industry has given me a lot over the years. More than that, I feel encouraged to see so much young blood entering the industry. I have much to share with and also hope to learn from them.

At the moment, I see a lot of fear-mongering out there on the negative outlook of Hong Kong's retail market, including the rise in interest rates, the Sino-US trade conflicts, the fluctuations in the global stock market and so on. However, I believe it is time to be optimistic about Hong Kong's prospects as where else in the world could we have so much new infrastructure investments. The recent opening of the Express Rail Link (Hong Kong Session) and the Hong Kong-Zhuhai-Macao Bridge have brought less accessible regions in Mainland China closer to Hong Kong, making it easier and quicker for tourists to come to the city for their shopping and dining experiences. From now on, the Mainland visitors can reach Hong Kong either by rails, sea, highways or by planes. As shopping mall professionals, should we not be grateful and start thinking how to grasp the opportunities presented to us?

ISCM is in its 15th year, which is an important milestone in its development. I would like to take this opportunity to let you know that we shall be having our Annual Dinner on 26 April 2019. Please save the date and come enjoy our programme and the sumptuous dinner we shall be offering. It's going to be a great party. See you soon.

Vice Chairman
Tony Budhrani

Contents

Editorial/Message from the Institute	1	Focus Feature	6
Institute News	2	Membership Info / Upcoming	8
Market Updates	4		





Annual General Meeting on 17 December 2018

ISCM Annual General Meeting (AGM) was successfully held on 17 December 2018 at the Victoria Harbour Supreme in Wan Chai. We are incredibly honored to have Ms. Maureen Fung, our President and Founding Chairman; Dr. Roger Chan, our Honorable member, as well as other ISCM

members to be a part of this remarkable occasion.

At the AGM, Ms. Fung expressed her appreciation towards this year's board of directors and was very pleased to witness the rapid growth and development of

ISCM. On behalf of the board of directors, Mr. Baldwin Ko, our Chairman, had expressed his gratitude to Ms. Fung for her words of wisdom and encouragement, which would definitely serve as a driving force for the Institute to better achieve its core vision and mission.



In the middle is Ms. Maureen Fung, our Founding Chairman. On her right are Ms. Michelle Lee, Ms. Angie Chung, Ms. Margaret Lau, Mr. Wilson Lau. On her left are Dr. Roger Chan, our Honorable Member, Mr. Baldwin Ko, our Chairman, Mr. Chris Keung, Mr. Tony Budhrani and Ms. Katherine Chan.

Guided Tour to the West Kowloon Cultural District

We are thrilled to announce that the West Kowloon Cultural District (WKCD) Tour was a remarkable success. Held on 8 December 2018, the tour enjoyed a full house attendance and we are glad to have Mr. William Chan, the Chief Operating Officer of WKCD to share with the participants a detailed and insightful briefing on the developments and plans of WKCD. Moreover, we have paid a visit to the "Noguchi for Danh Vo: counterpoint" exhibition at M+ Pavillion, which was an eye-opening experience. It was also a delight to have a pre-Christmas lunch at Pivo Czech Bar after the tour.



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Participants were given a detailed and insightful briefing on the developments and plans of WKCD.

Seminar : Transit Oriented Developments: Inception of Shopping Malls

Railway is the backbone of Hong Kong public transport system, connecting and growing communities. In the evening on 23 Oct 2018, Ms. Sharon Liu, Chief Town Planning Manager of MTRC and Vice President of Hong Kong Institute of Planners (HKIP), spent over an hour to share with participants the concept of Transit Orientated Development. She shared the FOUR Government's Transport and Planning Policies at the beginning, they are "Railway as the transport backbone", "High density development around stations", "Property development integrated with depot/station to support the railway and the last one" rail-based development to achieve sustainable living". Although portfolio size of shopping malls of MTRC is quite large, Ms. Liu revealed that overall revenue of MTRC shopping malls is less than rental revenue of shops at railway stations. Finally, she applied West Kowloon development as a case study to show how was the planning of different domestic phases to cater the planning and design of "Elements". Participants asked several practical questions and we all have an enjoyable evening.



Ms. Sharon Liu (in the middle), the Chief Town Planning Manager of MTR. On her left is Honorary Secretary Mr. Victor Ng and her right is Mr. Louis Lee, Director of Training.

CSR Event : Charity Screening for SKH St. Christopher's Home

Our CSR Committee members gathered on 10 November 2018 for a charity screening event to watch the movie Hotel Transylvania 3: Summer Vacation with children from St. Christopher's Home, at the Citiplaza Cinema in Taikoo. Special thanks to Broadway's generous sponsorship and participation, the charity event has been a truly enjoyable and meaningful one.



A charity screening was arranged for the children from St. Christopher's Home.

Study Tour to ShenZhen

The ShenZhen Study Tour was successfully held on 13 October 2018. We are delighted to have a total of 39 attendees, where we visited popular shopping landmarks such as Uniwalk and Mixc World; and enjoyed a delicious meal at Grandma Restaurant.



Participants received briefing from the management of popular shopping landmarks.



Paid a visit to Muji Hotel was of the highlights of the tour.

Supporting BODW 2018

As one of the supporting organisations of BODW 2018, our Chairman Mr. Baldwin Ko and Honorary Secretary Mr. Victor Ng have gladly attended the Opening Ceremony and Plenary I on 8 December 2018. BODW 2018 is delighted to have The Hon Mrs. Carrie Lam Cheng Yuet-ngor, the Chief Executive of the HKSAR, to kick-start this meaningful and fruitful event. Business of Design Week (BODW) is a flagship event organised by Hong Kong Design Centre since 2002. Today, BODW enjoys the reputation as Asia's leading annual event on design, innovation and brands.



ISCM is one of the supporting organisations of BODW 2018.

Supporting the "Digital Ex Awards"



Mr. Louis Lee, our Director of Training as presented a certificate from supporting the Digital EX Awards.

Our Institute is pleased to be one of the Supporting Organisations of the 'Digital Ex Awards' this year, an award celebrating Shopping Malls that promotes digital experience in Hong Kong. Our Director of Training, Mr. Louis Lee, was warmly invited to the Awards Presentation Ceremony held on 19 November at the Science Museum and an honorable certificate was presented to Mr. Lee.



Malls Combat Online Stores with Delectable Cuisine Chinese, Taiwanese and Japanese Hot Pots Gain a Foothold in Local Market

In winter every year, most eaters crave for hot pots. Over the past two years, some hot pot restaurant owners from Mainland China and Taiwan have opened branches in Hong Kong. They have contributed to a short-term craze and introduced a broad variety of styles like spicy, healthy and artistic hotpots to Hong Kong. After enjoying a nice gathering in a popular hotpot restaurant, people usually upload photos taken there to social media platforms, which helps promote the hotpot brand spontaneously.

Though hotpot is a popular dish, Wong Ka-wo, President of Hong Kong Federation of Restaurants and Related Trades, notes that the market share of hotpot restaurants is still low. Therefore, hot pot restaurants can hardly invigorate the food and beverage market. Having quoted some industry figures, Wong pinpoints that the annual turnover of the food and beverage industry in Hong Kong is about HKD110 billion, in which Chinese restaurants dominate the market with the turnover of HKD40 billion; whereas hotpot restaurants contribute to just 5% of the total share. On the contrary, Wong states that the annual turnover of the food and beverage industry in China's hotpot city, Chongqing, is 130 billion renminbi (HKD 150 billion), in which hot pot restaurants account for 85%. In the light of this, the hot pot businesses in Hong Kong and Chongqing or even any other Chinese cities are hardly comparable.

Hong Kong hotpot could go for a healthy style

"As Hong Kong people are gradually accustomed to spicy food, more renowned hotpot brands from Sichuan have opened restaurants in Hong Kong," Wong believes that restaurant owners find it difficult to hire chefs and waiters. Having said that, the operation of hotpot restaurants is relatively simple, which secures a competitive edge in

running a business. As long as the quality of food ingredients is great and the soup base is well prepared, chefs are not a must. In addition, not many waiters are needed to serve customers. If the overall ambience of the restaurant is nice, it can draw more and more customers.

the features of healthy hotpots", he concludes.

Malls present sumptuous delicacies to customers

In the past year, Hong Kong people were used to travel to Mainland China and enjoy sumptuous cuisine

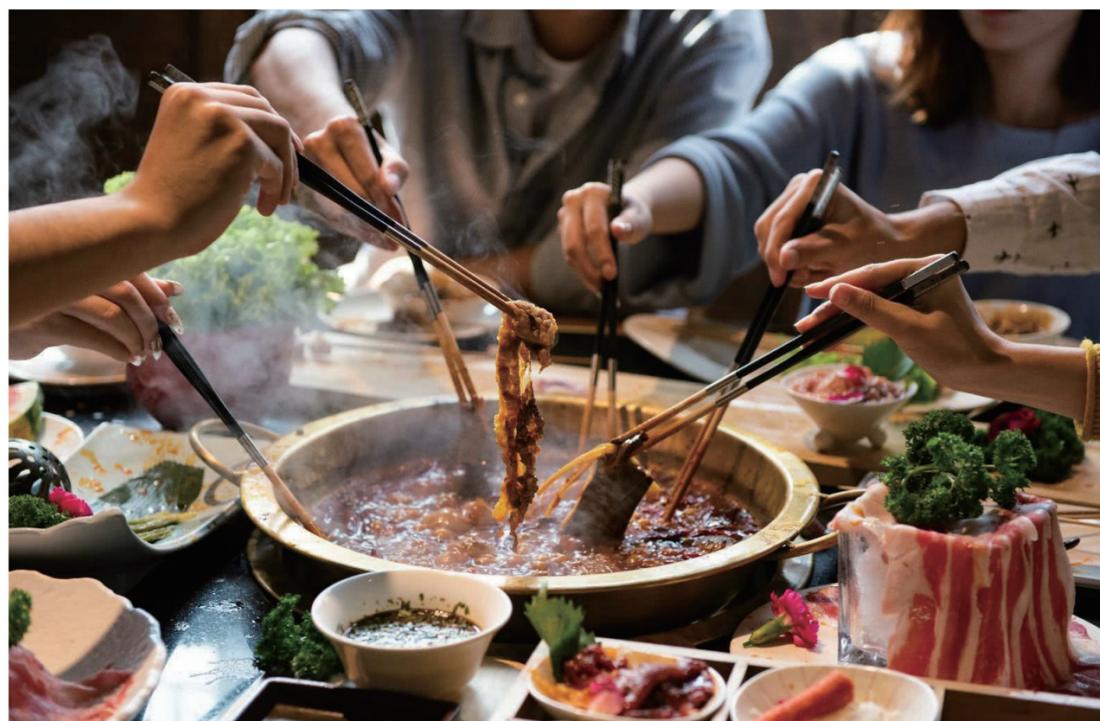
branch was opened in Causeway Bay at the end of 2017, covering 2-storey with about 6,000 square metres. The restaurant design simulates the old dwellings in Chongqing. Liuyishou delivers its signature hot pot in a spicy 9-box grid, together with precious organ meats, drawing a huge crowd

in 2014, but now there are over 30 hotpot brands in Hong Kong, which shows that the hot pot market has become more and more mature. He says, "Chongqing is China's hot pot city, the number of Liuyishou branches around the world was 1,000 in 2017 and now it rises to 1,200. The upsurge

cost will be reduced. In addition, food ingredients, such as seafood, are sourced by direct procurement strategy, under which the food quality is further guaranteed. He also stresses that the retail rents, in particular for shopping malls, have dropped to a reasonable level and the opening of more new branches is under discussion.

Eddie Hui, Professor of Real Estate at the Department of Building and Real Estate, the Hong Kong Polytechnic University and also ISCM Honorable Member, mentions that online shopping has been undoubtedly affecting the retail industry, but shopping malls have some irreplaceable advantages, such as delivering exceptional culinary and entertainment experiences to customers. Such a competitive edge has to be further strengthened for retaining customers.

In fact, shopping malls have been catering to the latest fads by taking a feasible approach to introducing more new restaurant tenants, such as the much sought-after Taiwanese fruit tea shops and popular Chinese hot pot restaurants.



Hong Kong locals are big fans of hotpots and from the operators' perspective, hotpots are easier to manage.

When talking about the influx of prestigious brands from Mainland China, Japan and Korea to Hong Kong, Wong believes that brand effects are favourable to running a business. He also mentions that Chinese hotpots are dominated with spicy food while the flagship dish of Japanese hotpots is Wagyu beef. "If Hong Kong people aspire to establish their own brands, they can go for a healthy style and take an active approach to promote

at Haidilao Hot Pot, which was once a craze in town. In 2017, Haidilao International Holding Limited launched its first branch in Hong Kong and applied for listing on the Hong Kong Main Board.

Likewise, having known that Hong Kong people love spicy food, JC International Group Limited ("JC") has introduced Chongqing Liuyishou Hot Pot ("Liuyishou") to Hong Kong. The first

of customers. Upon its opening, the restaurant was fully packed in the first two to three months. Liuyishou then opened another two branches in Mongkok and Tuen Mun in October and December 2018 respectively and invited celebrities to promote the restaurants.

Francis Jone, Founder of Liuyishou, points to the fact that there were some ten Hong Kong spicy hotpot brands

of branches has truly proven the competitive strengths of Liuyishou."

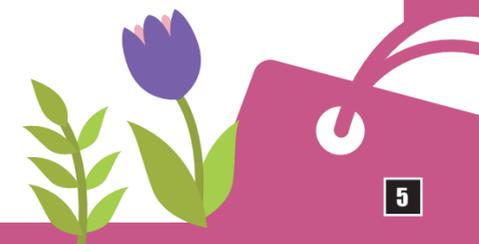
Jone claims that he loves hot pot and is confident with the brand. Its business partners also invited JC to be the Hong Kong representative, focusing on the business development in Hong Kong, Macau and Japan. He anticipates that the turnover of the same branch will rise by 10% compared to that of the previous year; meanwhile, the operating



Spicy and Japanese style are two main trends.



Local operators can go for hotpots with a healthy theme.





HKZM Bridge and Express Rail Link in Operation Shopping Malls Cater to New Visitors with Smart Strategies

Since the official opening of the Hong Kong-Zhuhai-Macao Bridge ("HKZM Bridge") and Express Rail Link (Hong Kong Section), not only a direct road link has been established between Hong Kong and Zhuhai, but also the road distance between Hong Kong and mainland cities adjacent to Zhuhai, like Zhongshan and Jiangmen has also been reduced substantially. Such brand new infrastructures have immediately drawn a huge crowd of mainland visitors to Hong Kong to enjoy sightseeing in the HKZM Bridge. Hong Kong Retail Management Association anticipates that the retail industry will get good benefit from the operation of the HKZM Bridge and Express Rail Link with the increase of annual sales by 10% in 2018.

To launch active publicity campaigns

Commerce and Economic Development Bureau stressed that the service commissioning of the Express Rail Link can close the gap between Hong Kong and Guangdong Province and other cities under the Greater Bay Area. The Hong Kong Tourism Board, Tourism Commission and Hong Kong tourism industry have been actively deploying staff to some provinces in China to carry out publicity campaigns, encouraging mainlanders to visit Hong Kong by taking the high-speed rail.

A spokesperson for a local travel agency said bus services would be more convenient after the opening of the HKZM Bridge and the bus fare is lower than the price of a ferry ticket, which creates a favourable condition to attract more independent travellers. The Tourism Commission has been in collaboration with the Tourism Boards of Zhuhai, Shenzhen and Macau to co-organise a tourism promotion campaign in Thailand, introducing some travel features of the four cities and launching brand new "multi-destination"



The opening of Hong Kong-Zhuhai-Macao Bridge is expected to draw more mainland visitors from the Greater Bay Area or more remote cities.



Most passengers of the Express Rail are business travellers currently.



Number of visitors to Hong Kong reached a all-time high in 2018.

itineraries and other travel products to attract visitors.

Mid-priced Retailers enjoy the most benefits

Knight Frank, a consultancy firm, believed that the opening of the HKMZ Bridge and Express Rail Link will draw

more mainland visitors from the Greater Bay Area or more remote cities. They swiftly travel to Hong Kong and join a one-day trip, like what the Guangzhou visitors do. Knight Frank anticipated that the number of visitors joining a one-day trip will surge to 30 million in two to three years. These "same-day visitors"

health supplement, pharmaceutical products and cosmetics is high, which explains the reason why experienced retail services have been emerging vibrantly in Hong Kong in the era of online shopping.

ISCM Honorable Member Prof. Eddie Hui says ever since the service commissioning of the HKMZ Bridge and Express Rail Link (Hong Kong Section), the number of visitors in Hong Kong has soared to new heights. Even though the HKMZ Bridge visitors mainly go shopping in Tung Chung, he expects the retail business in the Northwest district and urban areas will also be benefited, "No matter how much visitors spend in Hong Kong, the sales of shopping malls will definitely be boosted."

Also Professor of Real Estate at the Department of Building and Real Estate of the Hong Kong Polytechnic University, Prof. Hui mentions that the number of visitors slightly dropped after a short-term peak. Having said that, as the HKMZ Bridge enables a more convenient way for people from Zhuhai and Macau to visit Hong Kong, more mainlanders are expected to have a one-day trip to Hong Kong. It will undoubtedly bring a positive impact on the local retail industry. He thus suggests shopping malls to get prepared to cater to the consumption pattern and habits of these new batch of visitors.

The first peak season at Christmas

As the ticket price of the Express Rail is relatively high, visitors from Shenzhen and Guangzhou, which are in close proximity to Hong Kong, may not go for the Express Rail. Now, most passengers of the Express Rail are business travellers. Nevertheless, Prof. Hui mentions that the Express Rail is foreseen to generate higher returns

in the long run, appealing to visitors from some remote cities like Guangxi, Guizhou, Huizhou and Changsha. After the opening of these two brand new infrastructures, the number of mainland visitors travelling to Hong Kong is expected to hit the peak for the first time at Christmas.

In earlier times, Guangzhou Tourism Bureau issued guidelines to local travel agencies and asked them to halt one-day trips to Hong Kong, Zhuhai and Macau on weekends via the cross-border bridge. Regarding this arrangement, Prof. Hui confirms that such proposed ban would reduce the number of visitors, but it would also lead to overcrowding of visitors in Tung Chung. Visitors have to spend a long time queuing up for buses to cross the bridge, which may discourage consumption. He suggests the government adopt a better approach to improve traffic flow according to different periods and durations.

Catering the appetite of mainland visitors

He continues to stress that cosmetics and daily necessities are still the hot items appealed to mainland visitors. Tenants can offer more new hot items to attract customers. Shopping malls can also offer more discounts tailored for visitors of the Express Rail and HKMZ Bridge, like transport subsidies and shopping discounts. Besides, they can introduce more new restaurants which cater to the appetite of new visitors. He takes Guangxi natives as an example, as they favor spicy dishes, more restaurants offering spicy cuisine can be introduced to shopping malls.