



Editorial

It is our great pleasure to announce that ISCM will soon be reaching its 6th year anniversary. We will hold an Annual Dinner on Friday, 23 April to celebrate the great event.

We are confident that with the support of YOU and efforts of our Board and Committee Members, ISCM will continue to grow and serve the shopping centre industry in Hong Kong.

In this issue of Newsletter, we firstly have a message from our Chairlady of Research, Training and Education Committee, addressing the mission and vision of the Committee, and appealing for members' continued support.

In the first quarter of 2010, several activities had been successfully organized. In March, we had organized a "3-day Taipei Study Tour (26th – 28th) to Taipei 101, Q Square, Breeze, Breeze Taipei Station, and Bella Vita", and a local "Shopping Mall Tour to 1881 Heritage and K11 (13th)". In January (28th), we conducted a seminar on "Shopping Centre Management from Metaphysics Perspective". The three events had attracted more than 100 members and industry practitioners to attend. We were very much encouraged by the enthusiasm and support received.

Finally, this issue also shares the information of a new high rise mall, iSquare, at Tsimshatsui.

We hope you enjoy this Issue of ISCM newsletter while Hong Kong economy is likely to be blooming further.

MESSAGE FROM THE INSTITUTE

As the Chairman of the Research, Training and Education Committee, I am glad and honoured to serve my counterparts and members of The Institute.

Being a devoted member in the discipline and profession for a few decades, I have walked through a path of government service and private sector appointments and all along been engaged in shopping centre management. In the past two decades, we witnessed the rapid growth in shopping centre development, both in magnitude and choice. It is realized that shopping centre is not just a place for shopping but also for entertainment and cultivation of social life. It is a place for satisfying human needs and being part of the living of all of us.



The formation of the Institute of Shopping Centre Management has grouped together professionals in the market to develop the industry and to flourish the shopping centre business. I am proud to join the committee and be a member of the organization.

Through talks, seminars, visits and experience sharing sessions, we aim to widen the participants' scope of knowledge, promote networking among professionals and understanding of customers' needs in order to provide better services and render shopping centres as places for quality social life. To this end, we need to take care of the interest of the stakeholders, including not only shoppers but also our tenants, our service providers and the public at large.

I sincerely hope that, through training and research sessions, professionals in the trade can share their experience in different aspects of work to continue developing new trend of design, management and service to customers, so as to bring about a better shopping environment to shoppers, and uphold Hong Kong's reputation as a "shopping paradise"! We, as shopping centre professionals, need to sustain and contribute to the development of the trade, and to generate innovative ideas to create attractive, multi-functional, multi-facet shopping centres and make them "must go" places for all people in Hong Kong and from all over the world.

A shopping centre is no longer just a place for shopping; it should embrace architectural features, landscaping, cultural art, shopping and ancillary facilities, and interactive components among tenants, customers and the management professionals – a blending which appeals to the six senses, a place that nurtures betterment of our life.

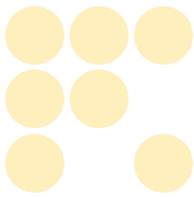
Here I cordially invite All members to join our activities, The ISCM is waiting for your participation and the world is waiting to see how the trade will flourish! Look forward to seeing you all at the next seminar, talk and visit.....organized by us.

Irene M Fisher

Chairman of Research, Training and Education Committee

HIGHLIGHTS

Message from the Institute	1	Seminar	5
Editorial	1	Protective Barrier at Shopping Centres	6
Taipei Study Tour	2	Current Market News	7
ISCM Shopping Mall Tour	4	Membership Info	8



TAIPEI STUDY TOUR 26-28 March 2010



Though the study trip only lasted for three days, we visited a number of reputed malls like Breeze Taipei Station, Breeze, Taipei 101, Q Square, Shin Kong Mitsukoshi and Bella Vita. They all had distinctive features and able to demonstrate and enhance the value of the property. Some shopping malls had differentiated themselves in positioning in niche markets and we all are amazed by their plans and developments. Malls as stated below made a difference:

2



Breeze: It is a giant shopping centre located at the hub of Taipei and consists of a department store; art gallery and restaurants. It had introduced numbers of high-end brands and dining concepts to Taiwan. The mall is a good example of a “affluent mall” which targets the market of medium to high income brackets (both local and tourist) who are looking for quality or novel products and services.



Breeze Taipei Station (BTS): It is the biggest food mall with more than 60 restaurants (in 4 theme zones “牛肉麵競技館”, “台灣夜市”, “咖哩皇宮” and “美食共和國”) on the top of Taipei Train Station. Before renovation and operation by the new management, the mall was a old-fashioned arcade in poor business. Now, the food mall is a hot spot for both local customers and tourist. This mall displayed a good example how to revitalize an old-fashioned shopping mall with an creative mind and good management.



Taipei 101: It is a landmark skyscraper located in Xinyi District. The property offers the highest class of both office and shopping spaces. Although the building is no longer the tallest one on the Earth, their management is working very hard to make the building the tallest Green Building.





Q Square: The brand new mall sitting on top of the city's biggest transportation hub opened late 2009. Q Square has beautiful interior design with vivid and energetic colors. The mall focuses in attracting city-flyer aged between 18-35 by introducing young, trendy and updated fashion, entertainment and dining choices. Q Square made use of its competitive advantage of its location and bring in modern chic concept.

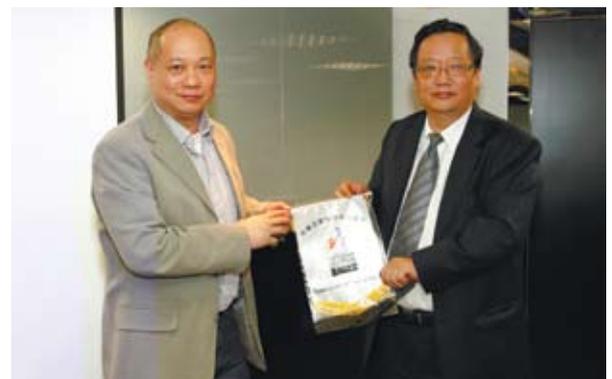


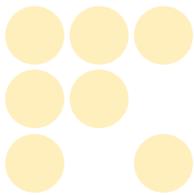
Bella Vita: It is a new 9-storey well-designed European architecture. Apart from shopping in the boutique department store, customers would certainly enjoy exploring this grand building with fined designs and works.



The delegation also joined a sharing forum with Taiwan and Mainland property experts. In their presentations, we can share the latest property information in Taiwan and shopping mall development experience in Mainland. The sharing forum created a tie among Mainland, Taiwan and Hong Kong shopping mall practitioners and paved the way for future development.

In addition, through the visits of malls, participants have gained certain local shopping mall experience in different aspects such as building management, leasing strategies, creativity issues, project design and the environmental protection. It is a fruitful experience. All participants enjoyed every moment during the tour.





ISCM SHOPPING MALL TOUR 1881 Heritage & K11 – 13 March 2010



To further enhance our members' professionalism and share experience with our friends in managing shopping centre, ISCM organized a Shopping Mall Tour to "1881 Heritage" and "K11" on 13 March 2010.

Located in the heart of Tsim Sha Tsui, the Former Marine Police Headquarters was rejuvenated and re-integrated into the urban fabric of the surrounding area. The 120 year-old historical development was revitalized and transformed into a new cultural and shopping landmark in Hong Kong – "1881 Heritage".

Following extensive renovation and conservation works by Cheung Kong (Holdings) Limited, "1881 Heritage" now features luxury shops, fine dining establishments and hip bars, a heritage hotel, and a Heritage Hall which allows visitors to discover the history of the site.



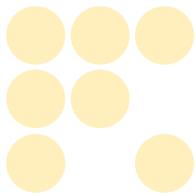
K11 is the first Art Mall in the world. It intertwines the functions of art galleries and shopping malls and pioneers the blend of three essential elements: Art • People • Nature. Through these elements, K11 brings together art appreciation, cultural experience, greenness and shopping to create a unified interaction, similar to a natural chemical reaction.



K11 is a shopping centre with six storeys of 340,000 square feet total floor area, and connected to the new Hyatt Regency Hong Kong hotel and luxury apartments "The Masterpiece".

More than 20 members and industry practitioners joined the Shopping Mall Tour. The tour was fruitful, successful which helped to enhance participants' knowledge and experience in developing the two new malls. We would like to thank the management of 1881 Heritage and K11 again for the support in guiding the tour.





SEMINAR - SHOPPING CENTRE MANAGEMENT FROM METAPHYSICS PERSPECTIVE 從玄學角度探索商場管理 – by Mr. K.S. Lee, ex-Chief Housing Manager of the Housing Department 28 January 2010



In the evening of 28 January 2010, around 60 members of ISCM, industry practitioners and friends gathered together to enjoy an interesting and inspiring talk delivered by Mr Lee.

Mr Lee began his study of metaphysics in his secondary school years and is particularly interested in Zi Wei Astrology (紫微斗數), Applied I-ching (易經) and Feng Shui. Over the years he has completed more than 2,000 Feng Shui case studies in Hong Kong, Macau, China, Thailand, Myanmar, Singapore, the U.K., the U.S.A., Canada and Australia. After retirement, Mr Lee devotes in his research in how good mankind could harmonize with the impact of cosmic influence and physical environment for enhancement of quality of life.



In the seminar, a wide range of Chinese Metaphysics was covered, including: Yin Yang and Trigram Theories, Five Elements, Effect of Sunspot on Hong Kong Economy, Physical Environment Impact, Birth Code. The highlight of the seminar rested on how to integrate Metaphysics with Shopping Centre Design, Development and Management.



In conclusion, the seminar was highly enjoyable and interesting. Most participants stayed after the seminar to raise further questions and share experience with the speaker.



PROTECTIVE BARRIER AT SHOPPING CENTRES

A tragedy happened at a shopping centre in Kowloon early February this year where a young mother threw herself and her daughter from high level resulting in her death and minor injury to the girl. This is not a single case and similar incidents happened several times in recent years. Media are interested to know what safety measures shopping centre owners or managers take in this area.

According to Building (Construction) Regulations of Hong Kong, protective barriers such as glass balustrade in many shopping centres shall be:-

- (a) designed and constructed to minimize the risk of persons or objects falling, rolling, sliding or slipping through gaps in the barrier, or persons climbing over the barrier;
- (b) at a height above the highest of the adjacent levels of not less than 1.1 m; and
- (c) constructed as to inhibit the passage of articles more than 100 mm in their smallest dimension.

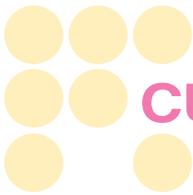
As a result, all protective barriers commonly in the form of glass balustrades in shopping centres of Hong Kong should be built to a height not less than 1.1 m. However, in recent years, to better protect the shoppers, some shopping centre owners or managers built protective barriers up

to a level higher than the statutory requirement, in some cases up to 1.7 m. A shopping centre in Island side in which a number of cases of falling from high level took place heightened the glass balustrades at high level few years ago and has found no similar cases since then. Such a measure does improve the safety but to certain extent sacrifice visibility and aesthetic value of the shopping centre.

A snapshot on the relevant provisions in the U.K. and Singapore is similar to that of Hong Kong. Professional Practice Committee will make an in- depth study on this and may issue a Practice Note if appropriate.

Any opinions or comments are welcomed. You may send email to jimmy.mak@hysan.com.hk.





CURRENT MARKET NEWS

iSquare – A new high rise shopping mall at the heart of Tsimshatsui



iSquare is a 31-storey high shopping mall located at 63 Nathan Road, Tsimshatsui. It situated at former Hyatt Regency Hotel which closed in 2005. iSquare newly opened at the end of 2009 with two direct links to MTR station.

The mall has an approximately 600,000 sq. ft. space for shopping, dining and entertainment. The mall has 3 signature components:

- Podium – for retail, lifestyle and restaurants
- Tower – for fine dining
- Cinema – UA cinema and IMAX



iSquare hosts Hong Kong's first UA IMAX Theatre that meets international IMAX standards. Audiences would see the crystal-clear images on enormous screen and hear exhilarating sound by powerful digital sound system. When showing the recent 3D movie "Avatar", the theatre was in full house even in mid-night sessions.

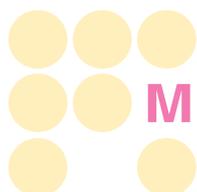


You can find a lot of choices for dining in iSquare, including Santouka (山頭火拉麵), Monster Sushi, Café Key West, Hee Kee Crab General (喜記蟹將軍) at the Podium. Or, we can enjoy your food with panoramic view of Victoria Harbour in restaurants at the Tower such as Star of Canton Restaurant (利寶閣), Chao Yang Restaurant (朝陽飯莊), Ah Yat Harbour View Restaurant (阿一海景飯店), etc.



With the unique building design and retail concept, superb locations, strong combination of tenants, iSquare has injected new energy and vitality into the heart of Tsimshatsui.





MEMBERSHIP INFO

All Boards members and Honourable members Mr. Raymond Kwok, Mr. Michael Tien, Dr. Roger Chan, Dr. Rebecca Chiu, Dr. Eddie Hui, Dr. T.M. Kwong, Mr. Jimmy C.W. Wong, Mr. Kendrew C.Y. Leung welcome the following new members.

Fellow Member

Mr. Lee Wai Man Maurice

Full Member

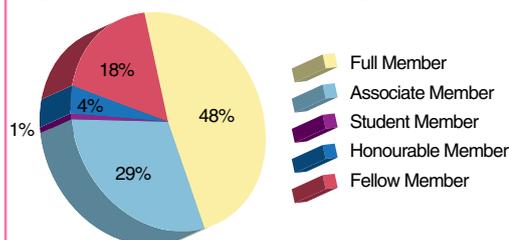
Mr. Chan Kam Fu Nelson

Associate Member

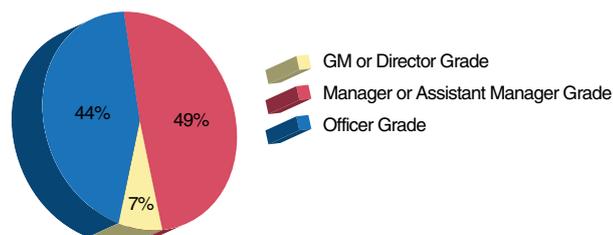
Mr. Ho Chau Lok

Mr. Chan Man Cheung Anthony

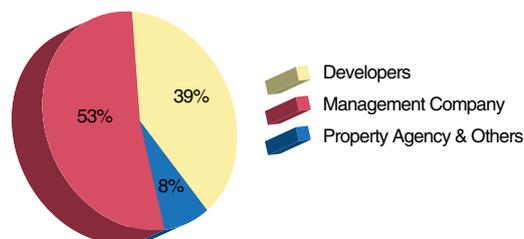
Current Membership Profile (No. of Total Members: 181)



Member's Position



Member's Background




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