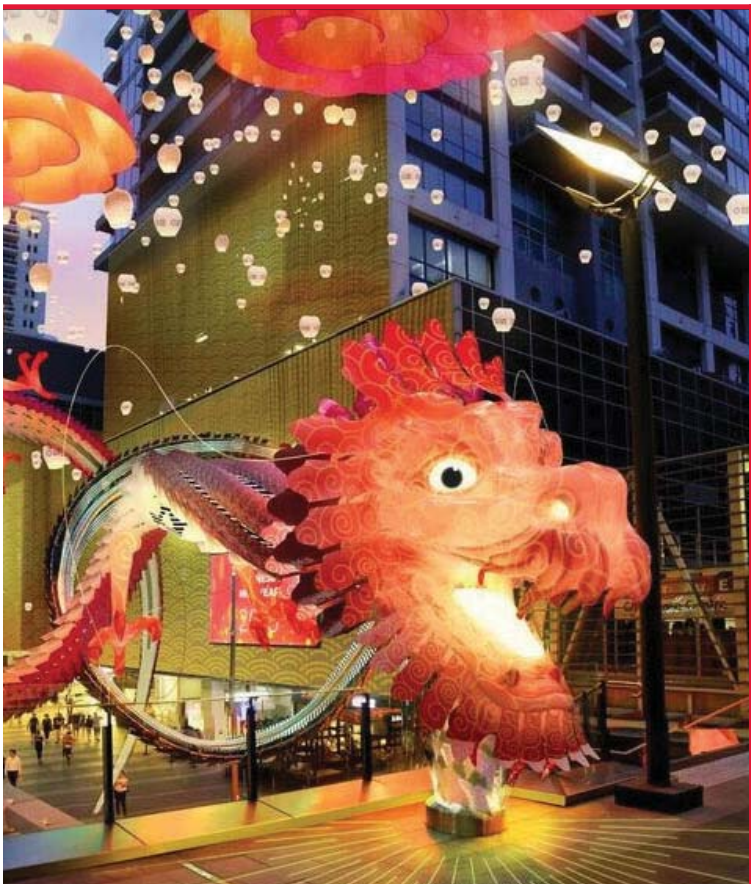


# Asia-Pacific Shopping Center Awards

**2019 FINALISTS**



**2019 ASIA PACIFIC SHOPPING CENTER AWARDS FINALISTS**

**Design and Development**

**New Developments**

**AEON MALL Sen Sok City**

Khan Sen Sok, Cambodia

Owner/Development Company: AEONMALL (Cambodia) Co., Ltd

**Changsha IFS**

Changsha, China

Owner/Development Company: Wharf China Estates Limited

**China Resources MixC**

Taiyuan, China

Owner/Development Company: China Resources Land (Taiyuan) Co. Limited

Owner: China Resources Land (Taiyuan) Co. Limited

**Grand Canal City**

Hangzhou, China

Owner/Development Company: Sino Ocean

**ICONSIAM**

Bangkok, Thailand

Owner/Development Company: ICONSIAM Company Limited

**MixC Shenzhen Bay**

Shenzhen, China

Owner/Development Company: China Resources Land

**The MixC Xiamen**

Xiamen, China

Owner/Development Company: CR Land (Xiamen) Estate Co., Ltd

**Suzhou Hong Leong City Center**

Suzhou, China

Owner/Development Company: Suzhou Global City Genway Properties Co. Ltd

.

Renovation/Expansions

**FRESHIN (Tsz Wan Shan Market)**

Hong Kong

Owner/Development Company: Uni-China (Market) Management Ltd.

Owner: Uni-China (Market) Management Ltd.

**Grand Gateway 66 North Building**

Shanghai, China

Development Company: Shanghai Kong Hui Property Development Co., Ltd.

Owner: Hang Lung Properties Limited

**Red Market (Kwong Yuen Market)**

Hong Kong

Owner/Development Company: Uni-China (Market) Management Ltd.

Owner: Uni-China (Market) Management Ltd.

**Shanghai Shimao Festival City**

Shanghai, China

Development Company: Shanghai Shimao Commercial Investment Co.,Ltd.

**TKO Gateway**

Hong Kong

Owner/Development Company: Link Asset Management Limited

**T.O.P This is Our Place**

Hong Kong

Owner/Development Company: Link Asset Management Limited

**Sunshine Plaza**

Maroochydore, Australia

Development Company: Lendlease

Owner: APPF Retail and The GPT Group

**RETAIL**

**DUTY ZERO**

Hong Kong

Company: CDF-Lagardere Company Limited

**Food Garden (Heng On Market)**

Hong Kong

Company: Uni-China (Market) Management Ltd.

## Marketing

### Business-to-Business (B2B)

#### **Live Life in Full Bloom Spring Campaign**

Changsha IFS  
Changsha, China

Owner/Management Company: Wharf China Estates Limited

#### **SOOKSIAM**

ICONSIAM  
Bangkok, Thailand

Owner/Management Company: ICONSIAM Company Limited

#### **Pavilion KL Shopping Tourism**

Pavilion Kuala Lumpur  
Kuala Lumpur, Malaysia

Owner: MTrustee Berhad for Pavilion REIT  
Management Company: Kuala Lumpur Pavilion Sdn Bhd

#### **#SMforSMEs Campaign**

SM Supermalls  
Pasay City, Philippines

### Cause Related Marketing

#### **Fashion Weekend Davao 2019**

Ayala Malls Abreeza  
Davao City, Philippines

Owner: Accendo Commercial Corp.  
Management Company: Ayala Land, Inc.

**Teddy Bear Hospital Winter Check Up**

Chadstone - The Fashion Capital  
Melbourne, Australia

Owner: Vicinity Centres & Gandel Group  
Management Company: Vicinity Centres

**Season of Love • Plogging**

Crystal Galleria  
Shanghai, China

Owner: Shanghai Tong An Real Estate Development Co., Ltd. & Shanghai Tian Shun Economy  
Development Co., Ltd.  
Management Company: Phoenix Property Investors

**Mardi Gras**

East Village  
Sydney, Australia

Owner: Mirvac Retail  
Management Company: Mirvac

**Art of Thread, Weaving the Filipino Community Together for Cultural Appreciation**

Eastwood Mall  
Quezon City, Philippines

Owner/Management Company: Megaworld Corporation

**Embrace Autism**

Intermark Mall  
Kuala Lumpur, Malaysia

Owner: MTrustee for Pavilion REIT  
Management Company: Kuala Lumpur Pavilion Sdn Bhd

**Public Interactive Magic Doodle Wall**

Joy City Hangzhou  
Hangzhou, China

Owner: COFCO

Management Company: Grandjoy Holdings Group Co., Ltd.(Zhejiang)

**828 Encouragement Messages for Happiness**

Kota Kasablanka  
Jakarta, Indonesia

Owner: Pakuwon Group

Management Company: PT. Elite Prima Utama

**Recycle Joy**

Lulu Mall  
Kochi, India

Owner/Management Company: Lulu Group International

**Share Sight Forward**

Mal Taman Anggrek  
Jakarta, Indonesia

Owner/Management Company: Mulia Group

**Mums & Co.**

Orion Springfield Centarl  
Springfield Central, Australia

Owner/Management Company: Mirvac

**Park Central x Peter Rabbit: “Go Green. Go Feast”**

Park Central Shopping Arcade  
Hong Kong

Owner: Sun Hung Kai Real Estate Agency Limited  
Management Company: Kai Shing Management Services Limited

**Pavilion KL 'Bags Of Love'**

Pavilion Kuala Lumpur  
Kuala Lumpur, Malaysia

Owner: MTrustee Berhad for Pavilion REIT  
Management Company: Kuala Lumpur Pavilion Sdn Bhd

**Festival of You**

Rhodes Waterside  
Rhodes, Australia

Owner: Mirvac and Perron  
Management Company: Mirvac

**SM Children's Happy Home**

SM Supermalls China  
Xiamen, China

Owner: SM Prime Holdings, Inc.  
Management Company: SM Supermalls China

**SM China Little Free Library**

SM Supermalls China  
Xiamen, China

Owner: SM Supermalls  
Management Company: SM Prime Holdings, Inc.



**Autosome Is Awesome**

Sunway Putra Mall  
Kuala Lumpur, Malaysia

Owner: RHB Trustees Berhad  
Management Company: Sunway REIT

**Our Sustainability - A Reminder Through Interactive Experience**

Sunway Malls  
Bandar Sunway, Malaysia

**Nutritious Meals with Sunway Velocity Mall**

Sunway Velocity Mall  
Kuala Lumpur, Malaysia

**"Junior Milk Tea Master Career Training" Programme**

Tai Po Mega Mall  
Hong Kong

Owner: Sun Hung Kai Properties Ltd.  
Management Company: Sun Hung Kai Real Estate Agency Ltd.

**The Kindle Project: Internship Program**

U.P. Town Center  
Quezon City, Philippines

**Connecting Communities with PRIDE - Virtuous Retail celebrates India's first LGBTQI Pride Month**

Virtuous Retail Centres  
Bengaluru, India

**#Respect Women on Wheelchair**

Viviana Mall  
Thane (W), India

Owner/Management Company: Sheth Developers & Realtors (India) Ltd.

## Emerging / Digital Technology

### **apm x WeChat Pay HK's Digitalization An Unmanned Shopping Odyssey**

apm

Hong Kong

Owner: Sun Hung Kai Real Estate Agency Ltd.

Management Company: Kai Shing Management Services Limited

### **Digital Mid-Autumn Festival with China's First 3D Light Painting**

Changsha IFS

Changsha, China

Owner/Management Company: Wharf China Estates Limited

### **Mira Place e-PARKING - Hong Kong's first smart parking services**

Mira Place

Hong Kong

Owner: Miramar Hotel and Investment Company Limited

Management Company: Henderson Real Estate Agency Limited

### **Doraemon Secret Gadgets Laboratory**

Olympian City

Hong Kong

Owner: Sino Group

Management Company: Olympian City 2 Management Company Limited

### **Mickey 90th Anniversary Starry Christmas**

Shanghai ifc mall

Shanghai, China

Owner: Sun Hung Kai Properties

Management Company: Kai Shing Management Services Ltd

**Path to Heal Yourself @ SM Lifestyle Center**

SM Lifestyle Center  
Xiamen, China

Management Company: SM Shopping Center Management Corporation

**Sunway Pyramid Mobile App**

Sunway Pyramid  
Subang Jaya, Malaysia

Owner/Management Company: Sunway REIT Management Sdn Bhd

**Tramsheds Uncovered**

Tramsheds  
Sydney, Australia

Owner/Management Company: Mirvac Real Estate Pty Ltd

**Grand Opening, Expansion & Renovation**

**Chongqing IFS “Love . Found” – building a new city’s iconic landmark**

Chongqing International Finance Square (CQIFS)  
Chongqing, China

Owner/Management Company: The Wharf - China Estates Limited

**Launch of Esplanade One - Odisha's #1 Mall**

Esplanade One  
Bhubaneswar, India

Owner/Management Company: Nexus Malls

**ICONSIAM Grand Opening**

ICONSIAM  
Bangkok, Thailand

Owner/Management Company: ICONSIAM Company Limited

**Theme Exhibitions Of MOLLY Fantasy Airship Park & “Sneaking out of the Palace to Jiang Nan on an Auspicious Time”**

Joy City Hangzhou  
Hangzhou, China

Owner: COFCO

Management Company: Grandjoy Holdings Group Co., Ltd.(Zhejiang)

**LCM Grand Opening**

LCM  
Shanghai, China

Owner: Hongkong Land and CIFI Group

Management Company: Shanghai LCM Management Co., Ltd.

**Grand Opening**

T.O.P This is Our Place  
Hong Kong

Owner: Link Monte (HK) Limited

Management Company: Link Asset Management Limited

**Integrated Digital Campaigns**

**140 Library**

140  
Perth, Australia

Owner: CBUS Property

Management Company: CBRE

**apm's Merry tech-mas!**

apm  
Hong Kong

Owner: Sun Hung Kai Real Estate Agency Ltd.

Management Company: Kai Shing Management Services Limited

**The Wishing Tree**

Ayala Land Inc.  
Makati City, Philippines

**“Parcours Art Festival” – driving offline foot traffic with social commerce**

Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owner/Management Company: The Wharf Holding Limited

**Blossoms of Button Art Exhibition**

East Point City  
Hong Kong

Owner: Sun Hung Kai Properties  
Management Company: Sun Hung Kai Real Estate Agency Limited

**Summer of Happyness : Dynasty Of Dragons**

Elante Mall  
Chandigarh, India

Owner/Management Company: Nexus Malls

**A Beary Merry Christmas at the Malls of Frasers Property**

Frasers Property Singapore  
Singapore

**iapm Summer Dinosaur Edutainment Adventure**

iapm mall  
Shanghai, China

Owner/Management Company: Sun Hung Kai Properties

**Doraemon Secret Gadgets Laboratory**

Olympian City  
Hong Kong

Owner: Sino Group

Management Company: Olympian City 2 Management Company Limited

**Lunar New Year 2019**

Queen Victoria Building  
Sydney, Australia

Owner: Vicinity Centres

Management Company: GIC

**Self-Love Campaign**

SM Supermalls  
Pasay City, Philippines

**#VoteForMom**

SM Supermalls  
Pasay, Philippines

**The Letter Project, To All Those Who Mum**

Stockland  
Sydney, Australia

**tmtplaza 30th Anniversary - Christmas Light Extravaganza**

tmtplaza  
Hong Kong

Owner: Sino Group

Management Company: Sino Estates Management Limited

## **World Square | Lunar New Year 2019 in Augmented Reality**

World Square  
Sydney, Australia

Owner: Arcadia and ISPT  
Management Company: JLL

## Market Positioning and Brand Awareness

### **Asian Culture and Cuisine Brand Strategy**

Box Hill Central  
Box Hill, Australia

Owner/Management Company: Vicinity Centres

### **Creative Collaborations**

Changsha IFS  
Changsha, China

Owner/Management Company: Wharf China Estates Limited

### **Chengdu IFS Parours Art Festival**

Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owner/Management Company: The Wharf Holding Limited

### **Chengdu IFS “Discover Himalaya”**

Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owner/Management Company: The Wharf Holding Limited

**Chongqing IFS “Love . Found”**

Chongqing International Finance Square (CQIFS)  
Chongqing, China

Owner/Management Company: The Wharf -China Estates Limited

**Da Men - A Community Friendly Mall**

Da Men Mall  
Subang Jaya, Malaysia

Owner: MTrustee Berhad for Pavilion REIT  
Management Company: Kuala Lumpur Pavilion Sdn Bhd

**Malaysian Dessert-Themed 'Selfie Museum'**

Fahrenheit88  
Kuala Lumpur, Malaysia

Owner/Management Company: Makna Mujur Sdn Bhd

**ICONSIAM**

ICONSIAM  
Bangkok, Thailand

Owner/Management Company: ICONSIAM Company Limited

**Mosaic Shanghai-From a historical building to a hip- urban landmark for for millennials**

Mosaic Shanghai  
Shanghai, China

Owner: Macquarie Infrastructure and Real Asset Managed Vehicle  
Management Company: Pradera Retail Management Consulting (Shanghai) Co., Ltd.

**Style Hashtags**

Nexus Malls  
Mumbai, India



**tmtplaza 30th Anniversary - Christmas Light Extravaganza**

tmtplaza

Hong Kong

Owner: Sino Group

Management Company: Sino Estates Management Limited

**Brisbane Street Art Festival**

Toombul

Nundah, Australia

Owner/Management Company: Mirvac Retail

**NEED DFO**

Vicinity Centres Pty Ltd

Melbourne, Australia

Public Relations and Events

**Awit at Laro**

Ayala Malls

Makati, Philippines

Owner/Management Company: AyalaLand, Inc.

**Light's Dance at Beijing apm**

Beijing apm

Beijing, China

Owner/Management Company: Beijing Sun Dong An Co.,Ltd.

**CIAO! Changsha - 1st Anniversary of Changsha IFS**

Changsha IFS

Changsha, China

Owner/Management Company: Wharf China Estates Limited

### **Growing up- Youth Wanderer Conference 2019**

Chaoyang Joy City  
Beijing, China

Owner: JOY CITY Property

Management Company: Beijing Hong Tai Ji Ye Real Estate Co.,Ltd

### **9102 Youth Wandering**

Chaoyang Joy City  
Beijing, China

Owner: JOY CITY Property

Management Company: Beijing Hong Tai Ji Ye Real Estate Co.,Ltd

### **Chengdu IFS Parours Art festival**

Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owner/Management Company: The Wharf Holding Limited

### **Chengdu IFS "Discover Himalaya"**

Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owner/Management Company: The Wharf Holding Limited

### **Chengdu IFS "Together We Are Happy"**

Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owner/Management Company: The Wharf Holding Limited

### **Be with You: The Theme Exhibition of Paper Cranes**

Chengdu Joy City  
Chengdu, China

Owner: Grandjoy Co., Ltd.

Management Company: Zhuoyuan Real Estate (Chengdu)Co., Ltd.

**China World Mall's Magical Moments, Enjoyable World**

China World Mall  
Beijing, China

Owner/Management Company: China World Trade Center Co., Ltd.

**Chongqing IFS "Live Pop x Zuny"**

Chongqing International Finance Square (CQIFS)  
Chongqing, China

Owner/Management Company: The Wharf -China Estates Limited

**Chongqing IFS "Pop x Mickey 90"**

Chongqing International Finance Square (CQIFS)  
Chongqing, China

Owner/Management Company: The Wharf -China Estates Limited

**Cityplaza x LEGO®: Build Happiness Together**

Cityplaza  
Hong Kong

Owner/Management Company: Swire Properties Limited

**300% Enlarged Bouncy Balls at Harbour City**

Harbour City  
Hong Kong

Owner/Management Company: Harbour City Estates Ltd

**'You Are the Icon'**

ICONSIAM  
Bangkok, Thailand

Owner/Management Company: ICONSIAM Company Limited

**Spread the Cheer Campaign**

Inorbit Mall Malad  
Mumbai, India

Owner: K Raheja Corp  
Management Company: Inorbit Malls India Pvt Ltd

**JOY, Up To Youth - 2019 JOY City Annual Brand Campaign**

JOY CITY  
Beijing, China

Owner/Management Company: COFCO Group

**JOY, Up To Love - 2018 JOY City Annual Brand Campaign**

JOY City Property Limited Centres  
Beijing, China

Owner/Management Company: COFCO GROUP

**The Spirit of Christmas' Campaign**

Lee Tung Avenue  
Hong Kong

Owner: Urban Renewal Authority; Sino Group; Hopewell Holdings Limited  
Management Company: Lee Tung Avenue Management Company Limited

**Oh!ympics**

Lok Fu Place  
Hong Kong

Owner: Link Reit  
Management Company: Link Asset Management Limited

15420

**Chinatown Museum**

Megaworld Corporation  
Taguig City, Philippines

**A 'MANGGAmazing' weekend in Cebu**

Megaworld Corporation  
Taguig City, Philippines

**Kai Tak Airport Visual Retrospective @Mikiki**

Mikiki  
Hong Kong

Owner: Sun Hung Kai Real Estate Agency Limited  
Management Company: Hong Yip Service Company Limited

**Marvel Studios – 10 Years Of Heroes Exhibition**

Pavilion Kuala Lumpur  
Kuala Lumpur, Malaysia

Owner: MTrustee Berhad for Pavilion REIT  
Management Company: Kuala Lumpur Pavilion Sdn Bhd

**PopWalk Japanese Shokunin Market**

PopWalk  
Hong Kong

Owner: Sun Hung Kai Real Estate Agency Ltd.  
Management Company: Kai Shing Management Services Ltd.

**Original IP Crossover: Sky Ring X Line Friends Limited Love Paradise**

Shanghai Jing'an JOY CITY  
Shanghai, China

Owner/Management Company: COFCO

**Fluffy House Spring Pinwheel Carnival**

Shine Hills  
Beijing, China

**Shine Hills Art Festival**

Shine Hills  
Beijing, China

Owner: COFCO  
Management Company: Gandjoy Holdings Group Co., Ltd

**Sino x Niio Illumination Art Prizes 2018/19**

Sino Group  
Hong Kong

**#AweSM: SM Celebrates 60**

SM Supermalls  
Pasay City, Philippines

**SM Supermalls Shop and Make Art: #Carryyourstyle**

SM Supermalls  
Bacoor, Philippines

Owner: SM Supermalls  
Management Company: SM Prime Holdings, Inc.

**Glitter City**

SM City Marikina, SM City Masinag and SM City San Mateo  
Philippines

Management Company: SM Supermalls/ SM Prime Holdings, Inc.

**Stanley Plaza Finnish Christmas Wonders 2018**

Stanley Plaza  
Hong Kong

Owner: Link Properties Limited  
Management Company: Link Asset Management Limited

**Stanley Plaza Paws by the Sea: Equation of Love**

Stanley Plaza  
Hong Kong

Owner: Link Properties Limited  
Management Company: Link Asset Management Limited

**In The Woods For Wonder**

Sunway Putra Mall  
kuala lumpur, mALAYSIA

Owner: RHB Trustees Berhad  
Management Company: Sunway REIT

**'Red & Gold' Chinese New Year Campaign**

Temple Mall  
Hong Kong

Owner: Link Reit  
Management Company: Link Asset Management Limited

**RAW at Tramsheds**

Tramsheds  
Sydney, Australia

Owner/Management Company: Mirvac Real Estate Pty Ltd

**Cherry Blossom Festival 2018**

World Square  
Sydney, Australia

Owner: Arcadia and ISPT  
Management Company: JLL

**Le Joy- Expansion and Innovation of Commercial Space**

Xidan Joy City  
Beijing, China

Owner: Grandjoy Holdings Group Co., Ltd.

Management Company: Xidan Joy City Co., Ltd.

Sales Promotion/Traffic Activation

**\$2 EATS**

Bendigo Marketplace  
Bendigo, Australia

Owner: ISPT Super Property

Management Company: Colliers International

**Summer on the Street**

Bonifacio High Street  
Taguig, Philippines

Owner/Management Company: Fort Bonifacio Development Corporation

**Chengdu IFS "Together We Are Happy"**

Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owner/Management Company: The Wharf Holding Limited

**Chengdu IFS "Magic Wonderland"**

Chengdu International Finance Square (CDIFS)  
Chengdu, China

Owner/Management Company: The Wharf Holding Limited



**Chongqing IFS “Live Pop x Zuny”**

Chongqing International Finance Square (CQIFS)  
Chongqing, China

Owner/Management Company: The Wharf -China Estates Limited

**Mother's Day**

Garden City Shopping Centre  
Perth, Australia

Owner/Management Company: AMP Capital Shopping Centres

**Harbour City Enhances Its "Beauty Kingdom" Positioning by Building a Community with Shareable Experiences**

Harbour City  
Hong Kong

Owner/Management Company: Harbour City Estates Ltd

**iapm Summer Dinosaur Edutainment Adventure**

iapm mall  
Shanghai, China

Owner/Management Company: Sun Hung Kai Properties

**Landmark North x emoji™ Sports Fiesta**

Landmark North  
Hong Kong

Owner: Sun Hung Kai Properties Limited

Management Company: Kai Shing Management Services Limited

**‘The Moon Rabbit Lumiere’ Campaign**

Lee Tung Avenue & China Hong Kong City  
Hong Kong

Management Company: Lee Tung Avenue Management Company Limited; CHKC Building Management Limited

**OC STEM Lab @ Olympian City**

Olympian City  
Hong Kong

Owner: Sino Group

Management Company: Olympian City 2 Management Company Limited

**Disney Celebrate the Magic: Dream Christmas**

Pavilion Kuala Lumpur  
Kuala Lumpur, Malaysia

Owner: MTrustee Berhad

Management Company: Kuala Lumpur Pavilion Sdn Bhd

**Enchanted Realm**

Queensbay Mall  
Bayan Lepas, Malaysia

Owner: Capitaland Mall Asia

Management Company: Management Corporation of Queensbay Mall

**Summer Of Happyness : Dynasty Of Dragons**

Seawoods Grand Central  
Mumbai, India

Management Company: Nexus Malls

**Milk Tea Party**

SM City North EDSA  
Quezon City, Philippines

Owner: SM Prime Holdings, Inc.

Management Company: Shopping Center Management Corporation

**Sino Malls Goal Together**

Sino Malls  
Hong Kong

Management Company: Entertainment City Limited, Olympian City 2 Management Co. Ltd.,  
Citywalk Management Company Limited

**Festival of Fresh**

Stockland Wetherill Park  
Wetherill Park, Australia

Owner/Management Company: Stockland

**Wetherill's Big Top**

Stockland Wetherill Park  
Wetherill Park, Australia

Owner/Management Company: Stockland

**Artbox Malaysia**

Sunway Pyramid  
Subang Jaya, Malaysia

Owner: Sunway REIT Management Sdn Bhd  
Management Company: Sunway REIT Management Sdn Bhd

**Play2Win, An Innovative Experience For Shoppers**

Sunway Velocity Mall  
Kuala Lumpur, Malaysia

Owner: Suncity Sdn Bhd and Fawanis Sdn Bhd  
Management Company: Sunway Velocity Mall