



14TH ANNUAL SHOPPING MALLS SUMMIT HONG KONG

7th - 8th May 2025

Harbour Grand Kowloon, Hong Kong



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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 its 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

FOR FURTHER DETAILS, CONTACT

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WALLTOPIA

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.

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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.

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can.

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.

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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 as 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.

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10 Design, part of Egis' Architecture Line, is a dynamic and innovative architecture and master planning practice, with over 400 architects and designers located across three regional headquarters in London, Hong Kong, and San Francisco, as well as six additional studios in key global markets.

Our diverse portfolio is a testament to our versatility and creativity, featuring a range of sectors, including mixed-use, retail, office, residential, hospitality, transport-oriented development, life sciences, education, civic and cultural.

We're committed to creating inspiring destinations that connect people to their surroundings, enhance the human experience, foster a sense of community, and exceed expectations.

EVENT PARTNERS



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



<https://www.martechoutlook.com/>



<https://www.ceoinsightsasia.com/>



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FEATURING PRESENTATIONS AND CASE STUDIES BY DISTINGUISHED SPEAKERS



Axel Winter
CEO
Xponential, Thailand



Michael Bate
National Director | Retail
Colliers, Australia



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



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



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



Paul Birkett
Chief Operating Officer
Ayala Malls, Philippines



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



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



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



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



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



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



Stephen Chow
Managing Director
CAN Design Limited,
Hong Kong



Elaine Tai
Regional Marketing Head
Geox, Hong Kong



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



Eliza Keegan
Executive Vice President of
Momentum Climbing
Walltopia



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



Roddy Allan
Chief Research Officer
JLL, Hong Kong



Jimmy Teo
CEO
DCS Synthesis Pte Ltd,
Singapore



Vignesh Kaushik
Design Technology
Director, Principal
Gensler, Asia Pacific



Voralak Tulaphorn
Chief Marketing Officer
The Mall Group, Thailand



Alan Lee
Senior Regional Manager
Yardi Singapore Pte Ltd,
Singapore



Wu Fan
MEP Director
AECOM, China



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



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



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



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



Preeti Singh
Director
CHANEL, Indian / MNC

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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

Identifying the Best Brand Mix to Drive Footfall and Improve Mall Performance

Bastien LEAL, Chief Sales Officer, **Galleries Lafayette Hermione**

1300 Networking luncheon

Stream 1 - Mall Architecture & Design	Stream 2 - Leasing	Stream 3 - Shopping Experiences
<p>1400 Session One How ETFE delivers high performance, lightweight, structurally efficient and sustainable Shopping Malls & Leisure Projects Matthew G. Penrose, Executive Vice President, Vector Foiltec, Asia-Pacific</p>	<p>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</p>	<p>1400 Session One Climbing Gyms in Shopping Malls Eliza Keegan, Executive Vice President of Momentum Climbing, Walltopia</p>
<p>1445 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 Bhd, Malaysia</p>	<p>1445 Session Two Strategies for Successful Pop-Ups Michael Bate, National Director Retail, Colliers, Australia</p>	<p>1445 Session Two Turning Open Space into hubs for Community Events & Social Gatherings Anant Patil, Center Director, Phoenix Marketcity, The Phoenix Mills Ltd, India</p>
<p>1530 Afternoon refreshments</p>	<p>1530 Afternoon refreshments</p>	<p>1530 Afternoon refreshments</p>
<p>1600 Session Three Living Roofs: Incorporating Roof-Top Gardens to Enhance Mall Aesthetics (To be Revised) Stephen Chow, Managing Director, CAN Design Limited, Hong Kong</p>	<p>1600 Session Three Utilizing In-Store Beacons to Study Shopper Patterns & to Deliver More Customized Offers Preeti Singh, Director, CHANEL, Indian / MNC</p>	<p>1600 Session Three 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</p>
<p>1645 Session Four Evolution of Retail in Malls: Smart Flexible Store Spaces (Speaker to be advised)</p>	<p>1645 Session Four Leveraging AI to drive the future store! Anson Bailey, Head of Consumer & Retail, Asia Pacific, KPMG, Hong Kong</p>	<p>1645 Session Four APAC Retail Outlook – What do we expect to see in the future Roddy Allan, Chief Research Officer, JLL, Hong Kong</p>
<p>1730 End of day one</p>	<p>1730 End of day one</p>	<p>1730 End of day one</p>

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Day Two: Thursday 8th May 2025

0800 Registration & coffee

0850 Opening keynote address

0900 Plenary One

Redefining Retail: Experiential Digital strategies in Retail

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

0945 Plenary Two

Gen AI Customer Journey mixing online and mall experience

Axel Winter, CEO, **Xponential, 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

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 Corporation, Philippines**

1300 Networking luncheon

Stream 1 - Mall Marketing	Stream 2 - Mall Infrastructure	Stream 3 - Mall Technology
<p>1400 Session One Influencer Collaborations: Leveraging influence of social media personalities to raise brand awareness Voralak Tulaphorn, Chief Marketing Officer, The Mall Group</p>	<p>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</p>	<p>1400 Session One: Tech Talk Driving Retail Mall's Operational Efficiency with Technology and AI Alan Lee, Senior Regional Manager, Yardi Singapore Pte Ltd, Singapore</p>
<p>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</p>	<p>1445 Session Two Optimizing Surveillance Technology: Enhancing Real-Time Monitoring and Post-Incident Analysis Speaker to be advised</p>	<p>1415 Session Two: Tech Talk How to drive sales to generate higher rental returns Jimmy Teo, CEO, DCS Synthesis Pte Ltd, Singapore</p>
<p>1530 Afternoon refreshments</p>	<p>1530 Afternoon refreshments</p>	<p>1430 Session Three AR Apps that can Transform Malls into Gamified Playgrounds Where Visitors can Interact with Stores and One Another Jesus Hernandez Esteban, La Vaguada Deputy Director, S.C.C.E., Spain</p>
<p>1600 Session Three Retail Reimagined: Regional Synergy and Retainmentment Elaine Tai, Regional Marketing Head, Geox, Hong Kong</p>	<p>1600 Session Three Optimizing Shopping Mall Asset Management for High Volume Visitor Centres Mohamed Saed, Deputy Director - Asset Management, Shopping Malls, Talaat Moustafa Group, Egypt</p>	<p>1445 Afternoon refreshments</p>
<p>1645 Session Four Hosting eSports Events in Shopping Malls: Engaging the Community and Driving Foot Traffic Speaker to be advised</p>	<p>1645 Session Four Shopping Mall MEP System Retrofit in China Mainland Wu Fan, MEP Director, AECOM, China</p>	<p>1515 Session Four How Gensler's digital technology can help the process of retail design and mall operations Vignesh Kaushik, Design Technology Director, Principal, Gensler, Asia Pacific</p>
<p>1730 End of Conference</p>	<p>1730 End of conference</p>	<p>1600 End of conference</p>

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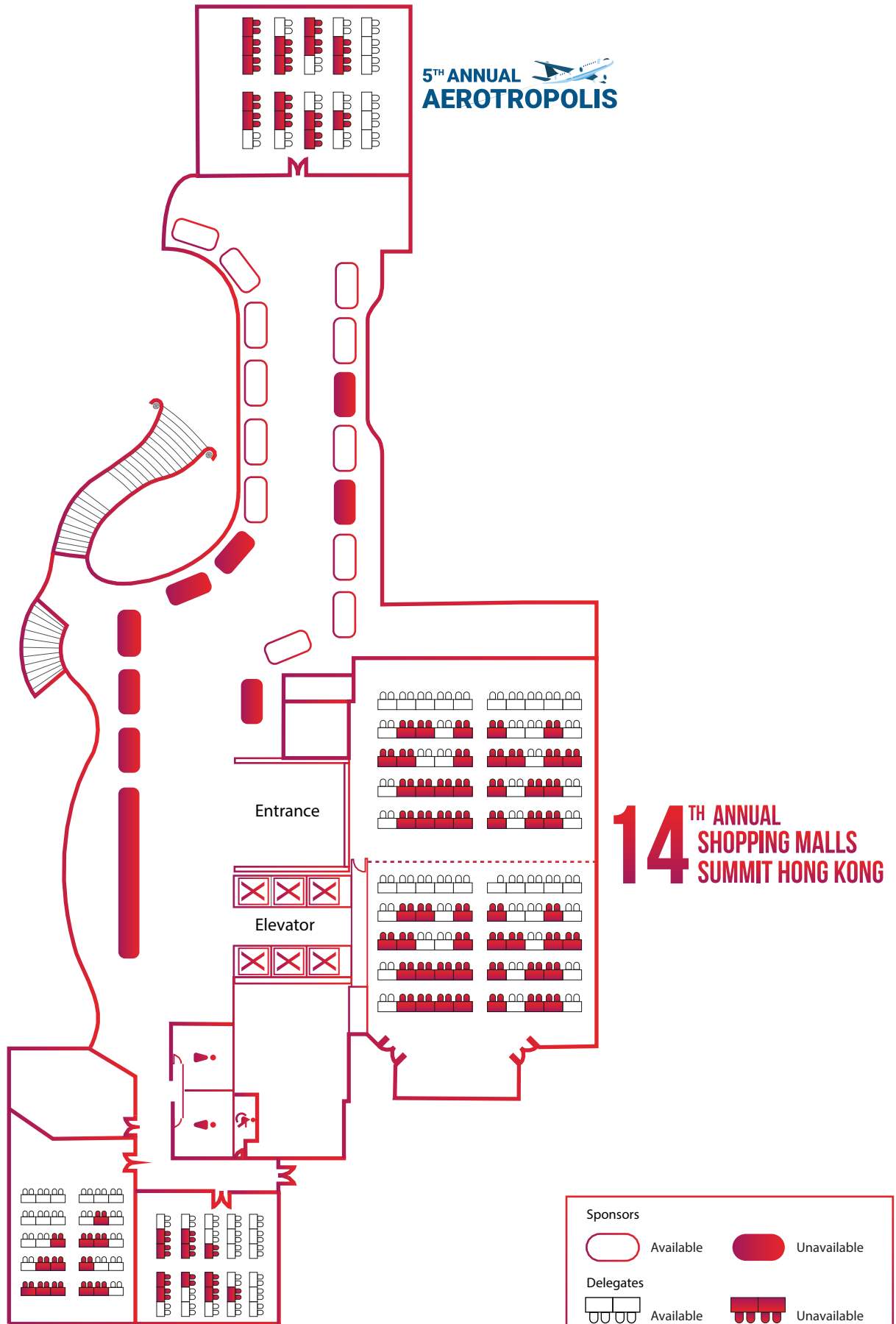
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EVENT FLOOR PLAN



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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 February 2025	USD 1995 (Per Delegate)
End of March 2025	USD 2395 (Per Delegate)
End of April 2025	USD 2495 (Per Delegate)
1st May 2025 onwards	USD 2995 (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

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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 will be issued. Trueventus request that all payments be made within 5 working days of the invoice being issued. Full payment must be received prior to the event. Only delegates that have made full payment will be admitted to event. Clients are responsible for their own banking fees and banking fees will not be absorbed into the booking price.
- Substitution & cancellations policy. Should the registered delegate is unable to attend, a substitute delegate is welcome at no extra charge. Written notifications of all substitutions is required 5 working days prior to the event. Trueventus contracts carry 100% full liability upon receipt of registration. Non payment does not constitute cancellation. A 100% of cancellation fee will be charged under the terms outlined below: Due to limited event seats, Trueventus agrees to book and confirm the seat for the client upon issuance of invoice. Upon signing of this contract, client agrees that in case of dispute or cancellation of this contract Trueventus will not be for total contract value. If a client does not attend the event without written notification at least 5 working days prior to the event date, he/she will be deemed as no show. A no show at the event still constitutes that the client will have to pay the invoice amount that was issued to them. Trueventus does not provide refunds for cancellations. By signing this contract the client also agrees that if they cancel that Trueventus reserves the right to pursue monies owned via the use of local debt collection agency were the client is situated. Furthermore the client will be held liable for any costs incurred in collection of outstanding monies. When any cancellations are notified in writing to Trueventus 5 working days prior to the event, a credit voucher will be issued for use in future Trueventus events.
- Trueventus will at all times seek to ensure that all efforts are made to adhere to meet the advertised package, however we reserve the right to postpone, cancel or move a venue without penalty or refunds. Trueventus is not liable for any losses or damages as a result of substitution, alteration, postponement or cancellation of speakers and / or topics and / or venue and / or the event dates, if force majeure were to occur Trueventus accepts no responsibility or liability for any loss or damage caused by events beyond their control, including, but not restricted to strikes, war, civil unrest, flight delays, fire flood, or any adverse weather conditions. Trueventus is not liable in the event that a participant is exposed or is infected by Covid 19. Trueventus under no circumstances is liable for any other costs that might have been incurred in the attendance of the event, including but not limited to flights, accommodation, transfers, meals etc. Trueventus reserves the right to replace / change speakers in the best interest of the conference.
- Upon receiving this signed booking form, you the client hereby consent to Trueventus to keep your details for the use of future marketing activities carried out by Trueventus and third party organisations & partners.
- Copyright and Intellectual Property. Any redistribution or reproduction of part or all of the contents in any form in connection to this event is prohibited without prior written consent by Trueventus.
- Client hereby agrees that he/she exclusively authorizes Trueventus charged the credit card with details listed above for the amount provided herein; this registration form serves as a contract that is valid, binding and enforceable. He/she at any time will have no basis to claim that the payments required under this Contract are unauthorized, improper, disputed or in any way. Upon issuance of invoice Trueventus will be charging the client USD 30 processing fee.
- All Trueventus events are held in a classroom or theater format.
- All Trueventus events are held at either 5 or 4 Star Hotels.
- All payment must be directed to Trueventus in full prior to the event. Any company's participating in National training schemes such as HRDC Scheme and are applying grants you must first pay Trueventus and upon you receiving the grant you will be refunded this amount back. Failure to pay prior to the event can result in your company being blocked from joining the conference.
- All transaction charges, withholding taxes, local taxes, or currency exchange issues will be strictly absorbed by sender. Trueventus reserves absolute right to refuse admission of participants to the event should invoice amount is not received in full.



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