

Shopping



frenzy in Asia

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Asia's rapidly growing economy has spawned a new wave of consumers looking for places to shop and play and the region is now home to eight of the world's 10 largest malls, six of which were built in the past three years. A building boom is seeing enormous shopping malls emerging in China, Malaysia, Indonesia, Thailand and the Philippines, with India expected to jump on the bandwagon soon.

Based on gross leasable area, or the amount of space devoted to such revenue-generating activities

The Central, Singapore

as retail, dining, amusements and food, Asia has added some 34 million square feet of shopping space to cities such as Beijing and Guangzhou in China, Kuala Lumpur, Manila and Bangkok.

Just four years ago, the top 10 list would have included malls in California, Pennsylvania and Minnesota in the US. Today, the world's two largest malls are the South China Mall in Dongguan and the Golden Resources Mall in Beijing, which features windmills and children's theme parks.

Developers are turning to mixed-use "lifestyle centres" that combine office, retail, dining, entertainment and residential units, seen in some of the new Asian malls, such as the Golden Resources Mall, the Beijing Mall and Berjaya Times Square in Malaysia.

The retail sector is one of the key contributors to increasing tourist numbers in this region and a growing number of countries are creating annual shopping festivals to boost their economies. From China to the United Arab Emirates, from Singapore to India, organisers are using flamboyant marketing, lavish giveaways and entertainment extravaganzas to lure trade and tourism to these regional shopping fests, some of which last up to three months. The enticements include tax-free sales, treasure hunts, rebates and lucky draws. The Great Singapore Sale, which has been in existence for more than a decade, produces stellar sales numbers and annual shopping festivals have also sprung up in Hong Kong, Indonesia, Malaysia and Thailand, among other places. ●

Grand Indonesia, Jakarta, Indonesia



Latest shopping attractions in Asia



Grand Indonesia, Jakarta, Indonesia

Developed by PT Grand Indonesia, this mall covers 2.25 million sq ft. The whole complex comprises an eight-storey shopping town, a 41-storey office building, a 57-storey residential tower and a five-star hotel. The shopping town is one of the largest upscale shopping centres in Southeast Asia.

Completion Opened in May 2007

Building Mobility Features 186 Schindler lifts and escalators



The Venetian Macao, Macau, China

Developed by Las Vegas Sands Corp, the Venetian Macao is the largest single structure hotel building in Asia and the third-largest building in the world. The 1-million-sq-ft shopping mall features more than 350 international shops, along with "streetmosphere" performers and Venetian gondolas that ply the canals of The Grand Canal shops.

Completion Opened in August 2007

Building Mobility Features 116 Schindler lifts and escalators



Gandaria Main Street, Jakarta, Indonesia

Developed by PT Pakuwon Jati Tbk, this 2.3-million-sq-ft-mall is strategically located in a prime residential neighborhood and emerging commercial hub of South Jakarta. Gandaria Main Street is positioned as a preferred lifestyle destination and is anchored by the Metro department store, Electronic & Digital Solution, Amazone Game Center and Fitness First.

Completion To be opened in 2008

Building Mobility Features 77 Schindler escalators



Kuala Lumpur Pavilion, Kuala Lumpur, Malaysia

Developed by Urusharta Cemerlang Sdn Bhd (UCSB), this mall covers 1.37 million sq ft. Featuring over 450 shops spread across seven levels, the Pavilion offers some of the world's most luxurious brands for discerning shoppers. It is also a hub of urban activity including a mix of fitness centre, karaoke, cinema, bistros and more. The whole complex comprises international hotels, high-rise offices and shopping mall.

Completion Opened in October 2007

Building Mobility Features 174 Schindler lifts and escalators