

## 2023.09.06-07 Reinventing Shopping Malls: The Paradigm Shift

### Participation in PPK Malaysia Conference"



September 6th and 7th saw us delving into the future of shopping centers. Thought leaders from Malaysia, Japan, Hong Kong, and Singapore shared insights on sustainability, technology, and consumer research developments. These trends are pivotal in helping us gain deeper insights into our audience, their evolving needs, and their unique experiences.

During the conference, a presentation on GARDE's Metaverse project, COCOWARP, was featured. It provided a great opportunity to explore the potential of the Metaverse as an innovative sales channel that blends reality and technology.

#### ◆ Overview

Date: September 6th, 2023 - September 7th, 2023

Venue: PPK Malaysia