

Five malls declared ethical trade zones

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KOTA KINABALU: The Domestic Trade and Consumer Affairs Ministry (KPDNHEP) recognised five shopping establishments in Kota Kinabalu (KK) and Labuan as a Selected Trade Zone (ZPT).

They are Imago Shopping Mall (KK), Oceanus Shopping Mall (KK), Servay Hypermarket (KK), Suria Sabah Shopping Mall (KK) and Kompleks Ujana Kewangan (Labuan). KPDNHEP Deputy Secretary General (Consumerism and Management) Datuk Rostam Affendi Dato Salleh said the ZPT rating is granted to shopping complexes and business premises that have operated their business ethically.

"Their compliance is in line with the acts and regulations that have been enforced by the KPDNHEP. These businesses have achieved the Key Performance Indicator (KPI) under the 2019 Smart Enforcement Program,"

He said this in his speech during the presentation of ZPT certificates ceremony, at Imago Shopping Mall, here, Thursday.

Rostam said the ministry will reward the newly recognised ZPTs, which include the ZPTs being listed in the tourism directory and being promoted as a primary shopping destination by the Ministry, among others.

"With this recognition, it is hoped that the trading and business activities in the shopping complexes will be stimulated and become an example to other players in operating businesses ethically," he added.

On the ZPT rating, Rostam said the selection criteria is based on the business premises' ethical compliance in the span of three years.

Before receiving the rating, the business will go through a few processes which include a legislative briefing and ongoing monitoring for any violation of the law, among others.

To date, Rostam said the number of ZPTs under the programme increased to 110 encompassing 5,242 business premises nationwide with the level of compliance increased to 100 per cent.

"The rating is divided into five zones namely North, Central, South, East and Borneo (Sabah and Sarawak)," he said.