

Ministry accords special recognition for 149 shopping complexes

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JOHOR BAHRU (July 17): For their compliance and ethical practices, 149 shopping complexes have been rated and recognised as selected trade zones.

Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail said the Penarafan Zon Perdagangan Terpilih (ZPT) rating exercise from 2012 to last year recognised 110 shopping centres, while another 39 were accorded the same status this year. None of them had “dropped out” during the period.

“This recognition shows that these premises have been conducting businesses ethically using their own methods and also in accordance with the rules and regulations enforced by the Ministry and achieving compliance with the Key Performance Indicators (KPI) under its Smart Enforcement programme for 2018.

He was speaking to reporters at an event honouring premises from the 2019 Southern Zone ZPT here today.

Saifuddin Nasution said for the south zone, nine shopping premises, comprising five in Johor, three in Negeri Sembilan and one in Melaka, were selected to accept the recognition.

He said the five premises in Johor are Komtar JBCC and Sutera Mall in Johor Bahru, Wetex Parade Shopping Center in Muar, Kota Tinggi Plaza in Kota Tinggi and Square One Mall in Batu Pahat. He said the three premises in Negeri Sembilan are Palm Mall, Mydin Supermarket and Aeon Mall in Seremban 2 while the Freeport A'Famosa is the only shopping complex honoured in Melaka.

"This recognition is not only a step in promoting the competitive advantages that ZPT has to offer but is also an indication to consumers that the outlets in these premises are safe for the public to visit," he said.

Saifuddin Nasution said his Ministry would also continue the initiative following excellent feedback from the public, adding that the outlets at the shopping premises were equally supportive.

He said the recognition was also in line with the government's goal of making the country a tourist destination and shopping paradise. It was also to boost the nation's economy and getting foreign investment into the country.

The premises that have been accorded the recognition will not only receive certificates of appreciation and rating plaques, but other rewards in the form of ZPT promotions in the travel directory and out-reach programmes. They will also be listed on the Ministry's website, he said.

