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## Asian-oriented malls form group

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*Sun Asia-Pacific Reporter*

Richmond's five Asian-oriented malls are forming a joint marketing venture aimed at selling themselves as a B.C. tourist attraction and catering to more mainstream Canadian customers.

"Asia West" will be the new cooperative marketing and communications identity for Aberdeen Centre, Fairchild Square, Parker Place, President Plaza and Yaohan Centre.

The five malls — built by three different developers within the past five years at a cost totalling about \$175 million — are clustered together in the vicinity of No. 3 Road and Cambie.

The new marketing strategy will be launched at a reception Dec. 6, Aberdeen Centre publicist Harvey Lowe said Monday.

"Any future advertising will be as a group, which will give us more spending power. Our aim is to become a tourist attraction and to attract more mainstream people."

Since Vancouver-based Fairchild Holdings Ltd. opened Aberdeen Centre in 1990 — triggering the mall explosion in the area — the various facilities have been criticized for catering largely

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## MALLS:

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to the one-third of Richmond's population that is Asian, while generally ignoring the other two-thirds who are non-Asian. In the past year, the centres have attempted to combat this image by reaching into the local community, schools, seniors groups and hospitals, and inviting them to hold special functions in the malls' atriums. Some of the malls have also advertised in the mainstream media. Aberdeen and Parker Place, both Fairchild projects, have a Hong Kong flavor, while Yaohan is Japanese owned and President Plaza, which includes a Radisson hotel, was developed by Taiwanese investors.

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At a meeting of the Board of Directors held today, the following dividends were declared:

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A final quarterly dividend of two cents (2¢)

r, report says