THE VANCOUVER SUN

March 12, 1994

bility expanded to include the consumer homeowners. as well because it takes two to make this hap-

 $\begin{array}{c} pen.\\ \text{``That might make certain consumers, who} \end{array}$

He said he's still not sure how severe any penalty should be. "We just want some penalty that will make them wish they had accept the tax if it levied a lower

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BUYERS shouldn't necessarily rush

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- Canadian Press

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Asian excess concerns

RETAILING

WYNG CHOW Sun Asia-Pacific Reporter

Richmond's Aberdeen Centre has an image problem. It's too Chinese.

And owner Thomas Fung has decided to do something about it.

He's launched a campaign to "Caucasian-ize" the \$22 million centre, North America's largest Asian-oriented enclosed shopping mall with about 65 retail outlets, that opened four years ago, triggering an explosion of three other malls within a four-block

While there is a long waiting list for entrepreneurs to rent space at Aberdeen, Fung feel the existing businesses are missing out by not catering to Westerners.

He noted that only about 30 per cent of Richmond's 130,000 population is Asian, meaning that nearly 100,000 residents avoid shopping there.

Although most Aberdeen outlets are "doing exceptionally well" -the mall's 365 parking spaces are constantly full - change is needed because of growing competition from other centres,

"Tenants need to treat Caucasians equally," he said Friday in an interview at his Vancouver office of Fairchild Holdings Ltd.

"In the first year (1990), they couldn understand why they should bother. They didn't have sales staff who spoke much English; there were no English signs or labelling.'

Fung expects a long process before

people's attitudes change.
"They're not doing it in a discriminatory way, but do it because of a language barrier. It's easier just to serve Chinese clientele. "But they're starting to realize that

(catering to non-Asians) is the direction they should go. They're cooperating with new strategy. But he said that getting retailers to

stock Western-oriented merchandise, such as larger-sized clothing, is a "chicken and egg" situation.

"Merchants want proven customers first before stocking up.

While mainstream malls - excluding nearby Yaohan's, President Plaza

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THOMAS FUNG

and Parker Place, which are also high-necessary space. ly Asian-oriented — are about 80 per cent Caucasian and 20 per cent Asian, Aberdeen's outlets are almost all Asian.

Ideally, Fung would like to see a split of 60 per cent Asian and 40 per cent non-Asian at his mall near No. 3 Road and Cambie.

He said that "five or six" merchants in other major malls would like to move in, but they can't because they have protective clauses in their contracts preventing them from opening new outlets within a 1.6 kilometre radius.

Both Richmond Centre and Lansdowne - which house national tenants and chain stores - fit into that category.

Fung said three financial institutions want to move in to Aberdeen, where there is currently only an instant-bank machine, but no tenants want to move out to open up the

Their five-year leases expire next year, but all of them have indicated they intend to exercise their option for another five years.

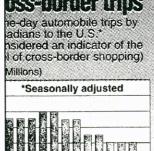
Fung said he is considering offering to buy out some existing leases.

Either that, or he could insist on a clause requiring them to carry caucasian products.

Or he could raise their rent. Currently, Aberdeen charges rent of between \$25 and \$32 a square foot per year, compared to \$25 to \$40 at other malls, Fung said.

Among other efforts, he has instructed his staff to reach into the local community, schools, seniors groups and hospitals to invite them to hold special functions in the mall's atrium.

He also plans an advertising campaign in mainstream media (local newspapers, radio) and to use banners and posters for image purposes and to announce specific events.



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NEWSPAPERS

Southam taking electronic steps



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- Chartered Accountants of B.C.

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