



AI TOURISM CONFERENCE 2025

11 SEPTEMBER 2025
DORSETT GRAND SUBANG HOTEL, SUBANG JAYA

**“AI Productivity for Travel and Tourism:
Reshaping the Future of the Visitor Economy”**

REGISTER NOW



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Organised by:



“AI Productivity for Travel and Tourism: Reshaping the Future of the Visitor Economy”

Artificial Intelligence (AI) is transforming the tourism industry by boosting productivity, enhancing decision-making, and improving guest experiences. AIxTourism 2025 offers a strategic platform for industry players to gain practical insights, tools, and connections through expert talks, and live demos, focused on AI applications in key areas such as marketing, HR, customer service, operations, and product development.

➔ Why This Conference Matters

- Apply AI to boost productivity, efficiency, and service across tourism functions like marketing, HR, and customer service.
- Build partnerships with AI tool and technology providers to accelerate adoption and co-develop solutions tailored to tourism needs.
- Strengthen collaboration and talent through cross-sector partnerships and youth innovation.

➔ Who Should Attend?

- Tourism industry players & business owners
- Government policymakers & regulators
- Tech providers & AI solution developers
- Academics & researchers in tourism or AI
- Startups & digital innovators
- Students and future talent in tourism-tech



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8.00 am

Registration & Networking Breakfast

8.45 am

Welcoming Address by **Mr. Rohizam Md Yusoff**,
Champion, Tourism Productivity Nexus (TPN) and
President, Digital Travel and Technology Association of
Malaysia (DiTTAM)

9.00 am

Opening Remarks by **Mr. Chua Choon Hwa**,
Deputy Secretary General, Ministry of Tourism, Arts
& Culture (MOTAC)

9.15 am

Keynote Address

“AI for Productivity and National Competitiveness” by
Dr. Mohamad Norjayadi Tamam, Deputy Director
General, Malaysia Productivity Corporation (MPC)

9.30 am

“Harnessing AI Across the Travel Ecosystem” by
Noor Ahmad Hamid, Chief Executive Officer,
Pacific Asia Travel Association (PATA)

9.45 am

Panel Session #1: Future Workforce & Talent
Transformation

Moderator: **Safrina Lasa**, Vice President,
Sector Development, TalentCorp.

“Impact Study of AI, Digital & Green Economy on the
Malaysian Workforce - Hotel & Tourism Industry”

Panelists:

- “Neuroscience Approach on the Smart Way of
Using AI” by **Aster Wei Su Hwa**, Managing Director,
Otti NeuroLearning Institute
- “Transforming Talent with AI-Driven Data Analytics
to Build Workforce Intelligence for Future Tourism”
by **Aqmal Fikri**, Chief Learning Officer,
UOA Academy
- “Recognising Potential: AI Face Recognition for
Tourism Workforce” by **Gavin Tan Kah Shing**, Lead
of Emerging Tech, Thriving Talents

10.45 am

Morning Break

11.00 am

Alxperience Session

“Connecting with Visitors on Your Website through AI
Chatbots” by **Kelvin Shaman Manoharan**
Head of Digital Marketing Solution, Unifi Business

11.15 am

Panel Session #2: AI Ethics, Security & Governance

Moderator: **Shaifubahrim Mohd Saleh**,

Advisor, National Tech Association of Malaysia (PIKOM)

Panelists:

- “Navigating the AI Crossroads: Balancing Innovation
with Ethical Guardrails” by **Woon Tai Hai**, Advisor,
National Tech Association of Malaysia (PIKOM)
- “National Level Perspective on AI Policy and
Standards” by **Shamsul Izhan Abdul Majid**,
Chief Executive Officer, National Artificial
Intelligence Office (NAIO)
- “Detecting Real vs Fake Content in Tourism
Platforms” by **Ts. Suraya Hani Ahmad Zaki**, Senior
Architect, Threat Intelligence Architecture and
Research (AI Unit), CyberSecurity Malaysia (CSM)
- “Strengthening Data Protection and Privacy in
AI-Driven Tourism Ecosystems” by **Sharifah
Rashidah**, Deputy Director General, Department of
Personal Data Protection

12.15 pm

Alxperience Session: “Redefining Guest Experience
through AI Chatbots” by **Muhammad Aizat Abdul Razak**,
Chief Operation and Business Development Officer,
Team Fames

12.30 pm

Networking Lunch

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2.00 pm

Alxperience Session: "Redefining Leadership: Personal Branding in the AI Era" by **Tan Zi Loong**, Founder & Chief Executive Officer, Hendsshake

2.20 pm

Keynote Presentation
"Unleashing AI Productivity for a Future Ready Tourism Economy in Malaysia"
by **Dato' Wei Chuan Beng**,
Champion, Digital Productivity Nexus (DPN)

2.35 pm

Panel Session #3: Advancing with AI

Moderator: **Aiman Zakwan Zahari**, Programme Manager, Digital Productivity Nexus (DPN), Malaysia Productivity Corporation (MPC)

Panelists:

- "Enhancing Tourism Brand Development through Artificial Intelligence" by **Ashvin Praveen**, Co-founder and Chief Executive Officer, Cleve.ai
- "Leveraging AI in Critical Areas of the Trip Journey" by **Yang Li**, Head of Public Affairs, Booking.com
- "Advancing with AI in Hospitality" by **Michael Van Ommen**, Chief Hospitality Officer, Filoxenia

3.35 pm

Panel Session #4: AI for Sustainable Tourism

Moderator: **Norhafiza Shafie**,
Programme Manager, UNDP Malaysia, Singapore and Brunei Darussalam
"Shaping the Future of Sustainable Tourism with AI Solutions"

Panelists:

- "Harnessing AI to Maximise the Potential of Sustainable Business Events" by **Ts. Yusno Yunos**, Chief Executive Officer & Founder, Evenesis, and Vice President Innovation, MACEOS
- "Using AI to Measure and Reduce Tourism's Carbon Footprint" by **Ir. Ts. Dr. Lidiana Roslan**, Lecturer, UniMAS
- "AI for Malaysia's C.H.E.C.K Transformation Framework" by **Rohizam Md Yusoff**, Champion, Tourism Productivity Nexus (TPN)

4.35 pm

From Ideas to Action:
AI Productivity in Travel and Tourism Recognition Ceremony

4.45 pm

Closing Remarks by **HE Mr. Besian Xhezo**, Deputy Resident Representative, UNDP Malaysia, Singapore and Brunei Darussalam

5.00 pm

Networking Session

6.00 pm

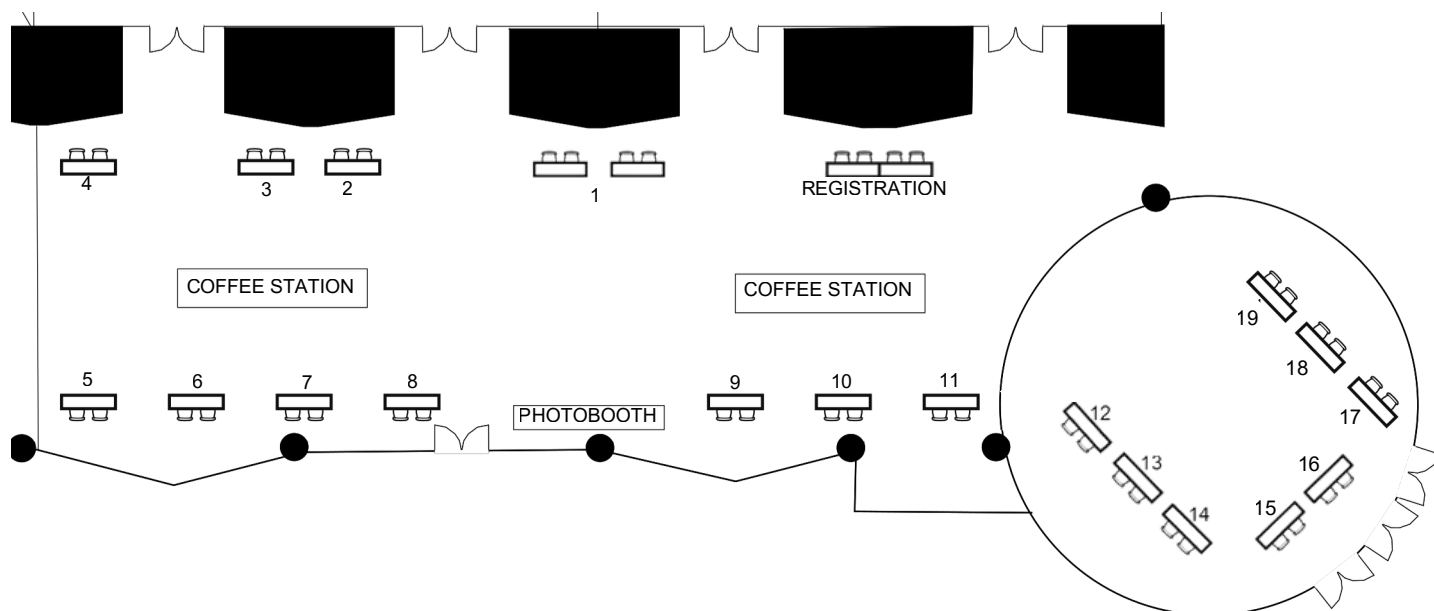
End of Programme

Exhibitions by AI tool and solution providers will be open from 8:30 am to 6:00 pm.

Note: Please note that the agenda is provisional and subject to adjustments.

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EXHIBITORS



Booth No.	Company
1	Tourism Productivity Nexus (TPN) & United Nations Development Programme (UNDP)
2	Hendshake
3	Team Fames Sdn Bhd
4	Evenesis
5	Tumpuan Vacation
6	Cleve.ai
7	Otti NeuroLearning Institute
8	Unifi Business
9	Thriving Talents

Booth No.	Company
10	UOA Academy
11	TalentCorp.
12	Bossrec.
13	Malaysia Budget & Business Hotel Association (MyBHA)
14	TBC
15	TBC
16	TBC
17	TBC
18	Malaysia Association of Hotels (MAH)
19	HR ACT

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