Sayangi Malaysia

VISIT MALAYSIA 2026
Truly Asia

AI X 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:

TOURISM PRODUCTIVITY NEXUS

MPC
MALAYSIA PRODUCTIVITY CORPORATION

UNDP

DiTTAM
Digital Travel Technology
Association of Malaysia

"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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TENTATIVE AGENDA

8.30 am
Registration & Networking Breakfast

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

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

9.30 am
Keynote Presentation
"AI for Productivity and National Competitiveness" by **Datuk Zahid Ismail**, Director General, Malaysia Productivity Corporation (MPC)

9.45 am
"Harnessing AI Across the Travel Ecosystem" by **Noor Ahmad Hamid**, Chief Executive Officer, Pacific Asia Travel Association (PATA)

10.00 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 **Haikal Akmar**, Chief Executive Officer, UOA Academy
- "Recognising Potential: AI Face Recognition for Tourism Workforce" by **Gavin Tan Kah Shing**, Lead of Emerging Tech, Thriving Talents

11.00 am
Morning Break

11.15 am
AIxperience Session
"Connecting with Visitors on Your Website through AI Chatbots" by **Kelvin Shaman Manoharan** Head of Digital Marketing Solution, Unifi Business

11.30 am
Panel Session #2: AI Ethics, Security & Governance

Moderator: **Shaifubahrim Mohd Saleh**, Advisor, National Tech Association of Malaysia (PIKOM)

Panelists:
- "AI Ethics and Governance" 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 **Mohamad Azrul Azmi**, Department of Personal Data Protection

12.30 pm
AIxperience Session: "Redefining Guest Experience through AI Chatbots" by **Firdaus Azizi**, Chief Executive Officer, Team Fames

12.45 pm
Networking Lunch

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TENTATIVE AGENDA

2.00 pm
AIxperience Session by Hendshake

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
- "Integrating AI into Airline Strategies for Growth and Excellence" by **Captain Mushafiz Mustafa Bakri**, Director of Safety and Sustainability, Lion Group (Invited)

3.35 pm
Panel Session #4: AI for Sustainable Tourism

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

Panelists:
- "Harnessing AI to Maximise the Potential of Sustainable Business Events" by **Ts. Yusno Yunos**, Vice President, MACEOS
- "Using AI to Measure and Reduce Tourism's Carbon Footprint" by **Ir. Ts. Dr. Lidyana 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

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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