



GLOBAL PUBLIC RELATIONS

CONFERENCE AND
FESTIVAL 2025

Humanity Amplified:
Redefining Public Relations in the
Age of Intelligence

 **13 – 15 November 2025**

 World Trade Centre, Kuala Lumpur

PROGRAMME BOOK

Organised by



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RATIONALE COVER DESIGN

The design draws from Malaysia's rich cultural heritage, featuring elements of the *tengkolok* and traditional *batik*.

The *tengkolok*, a traditional Malay male headgear made from intricately woven *songket* (a handwoven textile interlaced with gold or silver threads), is worn during royal ceremonies, weddings, and national events. It symbolises leadership, dignity, and unity. *Batik* (a wax-dyed textile art rooted in nature) embodies creativity and cultural expression through its hand-crafted motifs and distinctive patterns.

Together, the *tengkolok* and batik reflect the harmony of tradition and innovation, capturing Malaysia's cultural richness and progressive spirit as host of the Global Public Relations Conference and Festival Malaysia 2025.



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ROYAL ADDRESS

**His Royal Highness
Sultan Nazrin Muizzuddin Shah
Ibni**

**Almarhum Sultan Azlan
Muhibbuddin Shah Al-Maghfur-Lah
*Sultan of Perak Darul Ridzuan***

13 November 2025

**Global Public Relations
Conference and Festival
Malaysia (GPRCFMY) 2025**

www.gprcfmy.com



**Her Royal Highness
Tengku Permaisuri Hajah
Norashikin Abdul Rahman**

Tengku Permaisuri of Selangor

Her Royal Highness began her professional journey in commercial aviation, where she honed her interpersonal and communication skills while engaging with people from diverse backgrounds. The experience nurtured her empathy, composure, and ability to connect meaningfully with others, qualities that later defined her broadcasting career. In 1996, she joined Radio Televisyen Malaysia (RTM) as a news presenter for TV1, and was twice recognised as Best TV News Presenter at the Anugerah Seri Angkasa in 2001 and 2004. With over two decades of experience in broadcasting, Her Royal Highness has cultivated a profound appreciation for responsible journalism and the power of communication in fostering informed and connected communities.

Currently serving as Chancellor of Universiti Islam Selangor (UIS) and Pro-Chancellor of Universiti Teknologi MARA (UiTM), Her Royal Highness continues to contribute her wisdom and experience in advancing the universities' vision and mission towards academic excellence and national development. Her Royal Highness also serves as the Royal Patron to several charitable organisations and non-governmental bodies, such as the Stray Free Selangor (SFS) initiative, reflecting her deep commitment to social welfare, compassion for all living beings, and community advancement.

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MESSAGE FROM THE PATRON



It is both an honour and a privilege to extend my warmest welcome to all participants of the Global Public Relations Conference and Festival 2025 (GPRCFMY 2025), to be held from 13th to 15th November 2025 at the World Trade Centre Kuala Lumpur.

As we gather in our nation's capital—a city where cultures, ideas and aspirations intersect—we embrace a timely and transformative theme: “Humanity Amplified: Redefining Public Relations in the Age of Intelligence.”

This is more than a conference; it is a platform for global dialogue, collective reflection and future-oriented action. In an era shaped by rapid technological change, the enduring role of public relations in nurturing trust, accountability and social cohesion has never been more vital. We are deeply honoured that His Royal Highness Sultan Nazrin Muizzuddin Shah Ibni Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfur-Lah, the Sultan of

Perak Darul Ridzuan has graciously consented to grace this occasion and will deliver his Keynote Address—a gesture that underscores the importance of communications in nation-building and intellectual discourse.

Malaysia is proud to host this international assembly of professionals, academics and change-makers committed to uplifting the standards of communication practice. I am confident that GPRCFMY 2025 will serve as a meaningful space to share ideas, forge partnerships and reaffirm the human values that lie at the heart of our profession.

To our international guests, I extend a heartfelt “Selamat Datang.” May your time in Malaysia be one of inspiration, learning and enduring friendship.

Let us journey forward—with wisdom, purpose and shared commitment to a more informed, compassionate world.

Warmest regards,

Tan Sri Tengku Azlan Ibni Almarhum Sultan Abu Bakar

Patron

Public Relations Practitioners Society of Malaysia (PRactitioners)

WELCOME MESSAGE

Dear Colleagues,

On behalf of the event committee, I am honoured and pleased to invite you to participate in the first Global Public Relations Conference and Festival 2025 (GPRCFMY 2025), to be held from 13–15 November 2025 at the World Trade Centre Kuala Lumpur, Malaysia. Organised by the Public Relations Practitioners Society of Malaysia (PRactitioners), GPRCFMY 2025 carries a timely theme—“Humanity Amplified: Redefining Public Relations in The Age of Intelligence.” This is not just a tagline; it is a call to action. It is a reminder that while technology advances, the heart of our profession remains human. As we embrace intelligent tools, our greatest responsibility is to ensure communication continues to build trust, empathy and meaningful connection; while elevating the profession across borders.

It also reflects our commitment to uniting global perspectives and sharing best practices across industries.

GPRCFMY 2025 will bring together over 800 participants—including public relations professionals, communication strategists, media representatives, policymakers, academics, students, NGOs, and industry leaders—for three days of substantive discussions, thought leadership and meaningful networking. His Royal Highness Sultan Nazrin Muizzuddin Shah Ibni Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfur-Lah, the Sultan of Perak Darul Ridzuan, will grace the event and deliver his Keynote Address at the opening ceremony.

The programme will feature plenary sessions, keynote addresses, and specialised breakout discussions, all designed to advance excellence in global public relations and communication practices.

I encourage your participation in this important initiative, which offers valuable opportunities for learning, collaboration, and visibility at a regional and international level.

We look forward to welcoming you to Kuala Lumpur, and to your active role in making the event a successful and impactful one.

See you at GPRCFMY 2025!

Best regards,

Datuk P. Kamalanathan

**Chairman of PRactitioners and;
Chairperson of GPRCFMY 2025**



FOUNDING MENTORS



Puan Sri Siew Yong Gnanalingam



Datuk Yong Soo Heong



Datuk Ahiruddin Atan



Prof. Emeritus Datuk Dr Marimuthu Nadason



Datuk Borhanuddin Osman



Mr Raja Singam



Mr K Haridas



Prof. Hj. Mohd Said Bani CM Din



Datin Anita Azrina Abdul Aziz



YAM Tunku Munawirah Putra

PRACTITIONERS COMMITTEE



Datuk P. Kamalanathan
Chairman



Syed Mohammed Idid
Deputy Chairman



Thomas Samuel
Secretary



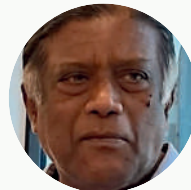
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Assistant Secretary



Chan Quin Er
Treasurer



Balbeer Singh
Executive Committee



Joe D Silva
Executive Committee



Dato' Christopher Raj
Executive Committee



Faizah Jaafar
Executive Committee



Lydia Lye
Executive Committee



Marsha Tan
Executive Committee



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Executive Committee



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En Shebley Haslan
Executive Committee



Bernise Leong
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Timothy Chan
Bureau Chairperson: Academic



Nashua Fauzun
*Regional Representatives:
Eastern*



Daniel Daughy
*Regional Representatives:
Sabah*



M Uthayakumar



Manmohan Singh

EVENT COMMITTEE



Project Management Director
Zuraida Malek



Protocol Management Director
Nashua Fauzun



Public Relations and Digital Engagement Director
Syed Mohammed Idid



Registration Director
Subaash Krishnan



Gala Dinner Director
Dato' Christopher Raj



Social Programme Director
Sri Lata Raj



Sponsorship Director
Gaya Subramaniam



Gifts and Merchandise Director
Faizah Jaafar



Content and Masterclass Director
Shamin Logan Naidu



Finance Director
Chan Quin Er



Exhibition and Showcase Director
Safina Yaakob



Advertising and Promotions Director
Dr Mohd Amir Mat Omar



Programme Planning Director
Aini Said

INTERNATIONAL ADVISORY PANEL



Dr Joshua Kuma

*Managing Director of
EQT Groups*



Koh Juat Muay

*Immediate Past President,
Institute of Public Relations
Singapore*



Natasa Pavlovic

*President, International
Public Relations
Association, Serbia*



Philip Sheppard

*President, International
Public Relations
Association, Serbia*



Ross Monaghan

*Regional Chairman, IABC
Asia Pacific
(Deakin University)*



Takeshi Tsukiji

Chairman, IABC Japan



Omawumi Ogbe

*Managing Partner,
GLC Communications*



Dr Ajit Pathak

*President, Public Relations
Society of India*



Dr Michele Mekeme

*Vice President, African
Public Relations Association*



Romen Bose

*Managing Director,
Nevis Associates Limited*



Michael Webster

*Executive Chairman,
TELUM Media*



Lea-Ann Germinder

*International Public Relations
Association*



Dr Anastasios Theofilau

Bournemouth University (CIPR UK)

ABOUT PRACTITIONERS MALAYSIA

A new era for public relations (PR) professionals in Malaysia begins with the launch of the Public Relations Practitioners Society of Malaysia (PRactitioners). Led by distinguished industry leaders, PRactitioners aim to raise the bar for the profession by fostering ethical practices, knowledge sharing, and professional development for its members.

Elevating the Profession through Clear Objectives

PRactitioners operate under a robust set of objectives designed to drive the industry forward:

1. Promote the highest standards of professionalism and ethical conduct in communications and public relations.
2. Foster a community of learning and professional development for communications and public relations practitioners in Malaysia.
3. Advocate for the recognition and understanding of the importance of communications and public relations in both public and private sectors.
4. Provide a platform for networking, collaboration, and exchange of ideas among communications and public relations professionals locally and internationally.
5. Support and encourage research and scholarship in the field of communications and public relations.

A Commitment to Building a Stronger Future

Our goal is to create a framework for the advancement of the public relations profession in Malaysia, to foster professional development, ethical practice, and mutual support.

These core principles of Public Relations Practitioners Society of Malaysia (PRactitioners) underline our unwavering commitment to building a vibrant and respected Public Relations community in Malaysia.



GLOBAL PUBLIC RELATIONS CONFERENCE AND FESTIVAL 2025 (GPRCFMY 2025)

HUMANITY AMPLIFIED: REDEFINING PUBLIC RELATIONS IN THE AGE OF INTELLIGENCE

The Global Public Relations Conference and Festival 2025 (GPRCFMY 2025) is a prestigious international event designed to bring together professionals, experts, and enthusiasts from the fields of public relations and communications. This festival serves as a platform to celebrate the industry's achievements, exchange knowledge, and foster valuable networking opportunities.

As Malaysia prepares to host the world during Visit Malaysia Year 2026, GPRCFMY 2025 aligns perfectly with this impactful tourism campaign. The event offers a unique opportunity to showcase Malaysia's vibrant culture, rich diversity, and advancements in public relations and communications on a global stage.

GPRCFMY 2025 aims to inspire innovation, promote cross-cultural understanding, and position Malaysia as a leader in strategic communication while creating lasting connections that resonate far beyond the festival.



DAY 1

13 NOVEMBER 2025 | THURSDAY
Theme: Building Human Trust in Intelligent Times

TIME	AGENDA	
08:00	Registration	 Foyer, Level 4
08:30	Arrival of Distinguished Guests	 Merdeka Hall, Level 4
08:50	Arrival of Minister of Communications Malaysia	 Merdeka Hall, Level 4
09:00	Arrival of His Royal Highness Sultan Nazrin Muizzuddin Shah Ibni Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfur-Lah Sultan of Perak Darul Ridzuan Opening Ceremony National Anthem Doa Recital	 Merdeka Hall, Level 4
09:05	Welcome Speech Tan Sri Tengku Azlan Ibni Almarhum Sultan Abu Bakar Patron of Public Relations Practitioners Society of Malaysia (PRactitioners)	 Merdeka Hall, Level 4
09:15	Ministerial Address YB Datuk Fahmi Fadzil , Minister of Communications Malaysia	 Merdeka Hall, Level 4
09:25	Royal Address His Royal Highness Sultan Nazrin Muizzuddin Shah Ibni Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfur-Lah Sultan of Perak Darul Ridzuan	 Merdeka Hall, Level 4
09:40	Official Launch of GPRCFMY 2025	 Merdeka Hall, Level 4
10:00	Exhibition Opening and Networking Break	 Tun Razak 4, Level 4
10:30	SI: Plenary Talk The Trust Factor: Leading with Integrity and Innovation Khairy Jamaluddin , Former Minister of Health, Malaysia Visiting Senior Fellow, ISEAS – Yusof Ishak Institute, Singapore Co-Host of Southeast Asia's No.1 Current Affairs Podcast, <i>Keluar Sekejap</i> This session looks at how credibility, consistency, and clarity build public trust. Drawing from leadership experience across health, science, and innovation, it highlights practical ways communicators can lead with transparency in times of change.	 Merdeka Hall, Level 4





S2: Dialogue

Shaping Perceptions, Driving Change: Communicating Trust in Transition

Merdeka Hall, Level 4

11:15

Communication plays a defining role in how people perceive change, and this dialogue explores what it takes to communicate with credibility, clarity, and empathy, especially when navigating crises or leading major transformation.

MODERATOR:

Romen Bose
Managing Director Nevis
Associates Limited

PANELIST 1:

Dato' Najmuddin Abdullah,
Strategic Communications Leader &
Adjunct Professor, Universiti Teknologi MARA

PANELIST 2:

Samsul Ariffin Zainuddin,
Head of Group Corporate Communications,
Tenaga Nasional Berhad

Departure of His Royal Highness Sultan Nazrin Muizzuddin Shah Ibni

11:30

Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfur-Lah
Sultan of Perak Darul Ridzuan

S3: Panel Discussion 1 - Women in Media

Merdeka Hall, Level 4

12:00

This session brings together leading editors, communications professionals, and media executives to explore how women are shaping news, leadership, and storytelling while advancing credibility, inclusion, and innovation across today's rapidly evolving media and communications landscape.

MODERATOR:

Shamin Logan
Content and
Masterclass Director
of GPRCFMY 2025

PANELIST 1:

Farrah Naz Karim
Deputy Group Managing
Editor, News & Current Affairs,
Media Prima Berhad and
Group Editor, New Straits Times

PANELIST 2:

Rajes Paul
Sports Editor
Star Media Group

PANELIST 3:

Jenn Ngan
Chief Operating Officer
of Free Malaysia Today
(FMT)

PANELIST 4:

**Senator (R) Datuk Dr. Ras
Adiba Radzi**
Former Chairman of
National News Agency of
Malaysia (BERNAMA)

12:45

Lunch

Tun Razak 4, Level 4

Masterclass - Verbal Communication

THO 1, Level 2

**Session A - Storytelling in a
Synthetic World: AI Visual
Intelligence**

Dato' Saniboe Mohd Ismail,
Founder of Razor's Edge
Pictures Sdn Bhd

THO 2, Level 2

**Session B - The Human Edge:
Authenticity, Agility and
Clarity in Verbal
Communication**

Salina Salli, Founder of
Digital Dolphin Academy

Masterclass - Non-Verbal Communication

TDI 1, Level 2

**Session C - ME in Media:
Embodied Self**

Sanjaya Kumaraseri,
Founder of FloWorks

TDI 2, Level 2

**Session D - Story
Telling in the Age of AI:
Idea Generation**

Navonil Roy,
Chief Innovation Officer of
Moving Walls

14:00

15:00

Networking Break

Tun Razak 4, Level 4

S4: Partner Insights by Malaysian Communications and Multimedia Commission (MCMC)

Merdeka Hall, Level 4

15:30

Ethics in Stakeholder Intelligence

In an age of misinformation and declining audience confidence, trust is a communicator's most valuable currency. This session explores how leaders uphold credibility, transparency, and ethics while navigating stakeholder expectations in a rapidly evolving digital landscape.

MODERATOR:

Syed Mohammed Idid
Deputy Chairman, Public
Relations Practitioners
Society of Malaysia
(PRactitioners)

PANELIST 1:

Ahmad Razid Rashid
Former Head of Corporate
Communications, Prime
Minister's Department

PANELIST 2:

**Prof. Hj. Mohd Said Bani
C.M Din**
President, Public Relations
Consultants Association of
Malaysia (PRCA)

PANELIST 3:

Datuk Zurkarnain Mohd Yasin,
Deputy Managing Director
(Regulatory & Corporate), Malaysian
Communications & Multimedia
Commission (MCMC)

16:30

Adjourn

DAY 2

14 NOVEMBER 2025 | FRIDAY

Theme: Navigating Influence in a Fragmented World

TIME	AGENDA	
08:00	Registration	 Foyer, Level 4
09:00	Recap of Day 1 Zuraidda Malek , Project Management Director of GPRCFMY 2025 and Member of Public Relations Practitioners Society of Malaysia (PRactitioners)	 Merdeka Hall, Level 4
09:10	Welcome Remarks Datuk P. Kamalanathan , Organising Chairperson of GPRCF and Chairman of Public Relations Practitioners Society of Malaysia (PRactitioners)	 Merdeka Hall, Level 4
09:15	Remarks by PRCA Representative Prof. Hj. Mohd Said Bani C.M Din , President of Public Relations Consultants Association of Malaysia	 Merdeka Hall, Level 4
09:20	Launch of PRactitioners.my Website and Code of Ethics and Integrity in Public Relations Her Royal Highness Tengku Permaisuri Hajah Norashikin Abdul Rahman , Tengku Permaisuri of Selangor	 Merdeka Hall, Level 4
10:00	Networking Break	 Tun Razak 4, Level 4
10:30	S5: Plenary Talk – Transformation in Action: Leading with Performance, Accountability and Public Trust Dato' Sri Idris Jala Chairman PEMANDU Associates Former Minister in the Prime Minister's Department Drawing from extensive experience in leading national and corporate transformation, this session explores how leaders communicate reform, build accountability, and strengthen institutional trust through transparency, performance, and a people-centred approach to change.	 Merdeka Hall, Level 4
11:15	Networking Break	 Tun Razak 4, Level 4
11:45	S6: Panel Discussion 3 Geopolitical Diplomacy and Trust Building in Global Communications This discussion examines how diplomacy, policy, and communication intersect in shaping global perception and trust. Panellists share perspectives on navigating geopolitical challenges, cross-cultural understanding, and the importance of credible communication in maintaining international cooperation. MODERATOR: Romen Bose Managing Director Nevis Associates Limited PANELIST 1: H. E Vanu Gopala Menon High Commissioner of Singapore to Malaysia PANELIST 2: H. E Edgard D. Kagan Ambassador of The United States to Malaysia PANELIST 3: Dr. Apurva Sanghi Lead Economist World Bank	 Merdeka Hall, Level 4
12:30	Lunch and Friday Prayer Break	 Tun Razak 4, Level 4
15:30	Masterclass – Verbal Communication  THO 1, Level 2 Session A – Storytelling in a Synthetic World: Visual Intelligence in Action – Designing Interactive Narratives Dato' Saniboey Mohd Ismail, Founder of Razor's Edge Pictures Sdn Bhd  THO 2, Level 2 Session B – The Human Edge : Authenticity, Agility and Clarity in Verbal Communication Salina Salli, Founder of Digital Dolphin Academy	 TDI 1, Level 2 Session C – ME in Media: Embodied Interpersonal Connection Sanjaya Kumarasari, Founder of FloWorks  TDI 2, Level 2 Session D – Story Telling in the Age of AI: Tapping into Human Emotions Navonil Roy, Chief Innovation Officer of Moving Walls
16:30	Adjourn	
19:30	Gala Dinner and Appreciation Night Guest of Honour YAB Datuk Amar Haji Fadillah Haji Yusof Deputy Prime Minister & Minister of Energy Transition and Water Transformation (PETRA) of Malaysia	 Merdeka Hall, Level 4

DAY 3

15 NOVEMBER 2025 | SATURDAY

Theme: Governance, Policy and Digital Ethics

TIME	AGENDA	
08:00	Registration	 Foyer, Level 4
09:00	Recap of Day 2 Thomas Samuel , Honorary Secretary of Public Relations Practitioners Society of Malaysia (PRactitioners)	 Merdeka Hall, Level 4
09:10	S7: Panel Discussion 4 Topic: Empathy by Design: Making Tech Human As AI and automation reshape communication, empathy remains essential to connection. This session explores how communicators can balance innovation with authenticity, designing strategies and campaigns that use technology responsibly while preserving trust and the human touch. MODERATOR: Ross Monaghan Academic of Deakin University PANELIST 1: John V Jayakumar Co-Founder and CEO of Superposition Technologies Pvt Ltd. PANELIST 2: Dr. Jasmine Begum Regional Director of Legal, Corporate and Government Affairs for ASEAN and New Markets of Microsoft PANELIST 3: Daisy Sidhu Communications Lead GRAB	 Merdeka Hall, Level 4
10:25	Networking Break	 Tun Razak 4, Level 4
11:00	Arrival of Secretary General of Ministry of Digital	 Merdeka Hall, Level 4
11:15	Welcome Remarks Syed Mohammed Idid , Deputy Chairman, Public Relations Practitioners Society of Malaysia (PRactitioners)	 Merdeka Hall, Level 4
11:20	Ministerial Speech - Digital Ethics and Policy Tuan Fabian Bigar , Secretary General, Ministry of Digital (<i>representing on behalf of Minister of Digital</i>)	 Merdeka Hall, Level 4
11:40	S8: Panel Discussion 5 Topic: Power and Responsibility: Navigating Influence in a Synthetic World As synthetic media and AI reshape influence, this session explores how communicators can lead with transparency, accountability, and ethical storytelling while designing strategies that protect credibility and build public trust in a technology-driven world. MODERATOR: Zuraida Malek, Project Management Director of GPRCFMY 2025 PANELIST 1: Rainee Ang Chief of Insights Dataxet Group PANELIST 2: Ellina Roslan Senior Director, MyDIGITAL Corporation PANELIST 3: Datuk Wira Shahul Dawood Managing Director and Group Chief Executive Officer Green Packet Berhad PANELIST 4: Eneng Faridah Iskandar Deputy Managing Director (Development), Malaysian Communications & Multimedia Commission (MCMC)	 Merdeka Hall, Level 4
13:00	Lunch	 Tun Razak 4, Level 4





14:00	Masterclass – Verbal Communication		Masterclass – Non-Verbal Communication	
	📍 THO 1, Level 2 Session A – Storytelling in a Synthetic World: Ethical AI Imagery – Navigating Trust & Transparency Dato’ Saniboey Mohd Ismail , Founder of Razor’s Edge Pictures Sdn Bhd	📍 THO 2, Level 2 Session B – The Human Edge : Authenticity, Agility and Clarity in Verbal Communication Salina Salli , Founder of Digital Dolphin Academy	📍 TDI 1, Level 2 Session C – ME in Media: Embodied Leadership Sanjaya Kumaraseri , Founder of FloWorks	📍 TDI 2, Level 2 Session D – Story Telling in the Age of AI: Growing in the Technology World Navonil Roy , Chief Innovation Officer of Moving Walls
15:00	Networking Break		📍 Tun Razak 4, Level 4	
15:40	S9: Panel Discussion 6 Topic: Voices That Matter—Youth Media, and the Next Era of PR As Gen Z and emerging audiences reshape influence and engagement, this session explores how youth voices, evolving media platforms, and new values are redefining trust, storytelling, and the future of PR and brand communication.		📍 Merdeka Hall, Level 4	
	MODERATOR: Aini Said Communication Director, Citrine One Group	PANELIST 1: Datuk Jake Abdullah Chief Executive Officer Malaysian Dynamic Media Sdn Bhd	PANELIST 2: Takeshi Tsukiji Chapter President IABC Japan	PANELIST 3: Felicia Wong Chairman Young Public Relations Practitioners Society of Malaysia (PRactitioners)
16:30	Closing Remarks Tan Sri Nazir Razak Founding Partner & Chairman, Ikhlas Capital		📍 Merdeka Hall, Level 4	
17:00	End of Conference		📍 Merdeka Hall, Level 4	

GPRCFMY 2025

DISTINGUISHED SPEAKERS

YAB Datuk Amar Haji Fadillah Haji Yusof *Deputy Prime Minister of Malaysia*

YAB Datuk Amar Haji Fadillah bin Haji Yusof serves as Malaysia's Deputy Prime Minister. With a distinguished career spanning public service, governance and infrastructure development, he stands at the forefront of Malaysia's transition toward a sustainable and future-ready economy. A law graduate and the first Sarawakian to hold the position of Deputy Prime Minister, he has previously served as Minister of Plantation and Commodities, Minister of Works, and Deputy Minister for Science, Technology and Innovation.



He currently serves as Minister of Energy Transition and Water Transformation (PETRA). He continues to drive policies that strengthen resilience, accelerate green innovation and ensure equitable development between Peninsular and East Malaysia. His leadership also highlights the importance of communication and collaboration across sectors, connecting policymakers, industries and communities in pursuit of shared national goals.

Representing Sarawak at the federal level, Datuk Amar Fadillah is widely respected for his pragmatic leadership and his ability to translate complex national priorities into meaningful public outcomes. His work exemplifies how purposeful communication and inclusive governance can become powerful drivers of transformation in an interconnected world.



YB Datuk Fahmi Fadzil

*Minister
Ministry of Communications Malaysia*

Fahmi Fadzil is a Malaysian leader of the new generation who is currently the Minister of Communications. He is serving his second term as a Member of Parliament for the Lembah Pantai constituency. Born in 1981, Fahmi graduated with a Bachelor of Science in Chemical Engineering (BSChE) from Purdue University in Indiana, USA.

Upon assuming his new role in the Ministry, he faced challenges such as addressing internet coverage issues in rural areas and overseeing the implementation of the 5G network in Malaysia. Additionally, he played a key role in the transition from a Single Wholesale Network to a Dual Network approach for the G5 rollout. In addition to telecommunications, the Ministry is responsible for postal services, broadcasting, media, and the creative industry. As Communications Minister, Fahmi's work also focuses on improving media ethics, protecting press freedom, and addressing the welfare of media practitioners, reflecting his strong commitment to the media industry. In February 2025, the Malaysian Media Council Bill, championed by Fahmi, was approved by the lower house of Parliament, marking a significant milestone in the country's media governance.

Fahmi played a pivotal role in the installation of His Majesty Sultan Ibrahim as the 17th King of Malaysia. In his capacity as Chairman of the Special Committee for the King's Installation Events, Fahmi was instrumental in organising and overseeing the ceremonies associated with the King's ascension. In March 2025, he was conferred the Darjah Kebesaran Panglima Mahkota Wilayah (Commander of The Order of The Territorial Crown), which carries the title "Datuk." Fahmi also serves as the government spokesperson. Before entering politics, he was an award-winning theatre practitioner and writer.

YB Tuan Gobind Singh Deo

Minister

Ministry of Digital Malaysia

Gobind Singh Deo is the Minister of Digital for Malaysia, tasked with overseeing the country's digital transformation. Under his leadership, the Ministry has implemented a number of important policy initiatives, including enacting the Cyber Security Act 2024; amendments to the Personal Data Protection Act 2010; a proposed Data Sharing Bill; as well as the setting up of the National Artificial Intelligence Office (NAIO). Gobind's ministerial responsibilities include ensuring that the country has the necessary fundamentals to achieve its digital

ambitions, such as robust digital infrastructure, sound cyber resilience and high-quality talent pool. Between 2018 and 2020, Gobind served as the Minister of Communications and Multimedia. In that time, he pushed for reforms in various sectors such as making broadband more affordable and accessible; media freedom; transitioning national broadcaster Radio Television Malaysia (RTM) into the digital era; and enhancing the country's digital connectivity through 5G. Gobind holds a law degree from the University of Warwick, UK and is a Barrister of Lincoln's Inn. He was admitted as an advocate and solicitor of the High Court of Malaya in 1996, and was one of the country's leading criminal, constitutional and human rights lawyers before taking up ministerial positions.



Dato' Sri Idris Jala

Chairman

PEMANDU Associates and Former Minister in the Prime Minister's Department of Malaysia

Dato' Sri Idris Jala is a world-renowned transformation guru in driving performance for both Governments and the private sector through his Big-Fast-Results Methodology. He is currently the Chairman of PEMANDU Associates, a multi-disciplinary consultancy based in Kuala Lumpur that specializes in public sector transformation, business turnaround, and strategic communications. In 2014, Bloomberg placed him amongst the top-10 most

influential policy makers in the world. Under his leadership, PEMANDU was also named as the top-20 most innovative Government agencies globally by Bloomberg Philanthropies and NESTA UK. Dato' Sri Idris Jala served as a Cabinet Minister under the Prime Minister's Department between 2010 and 2017, taking helm of Malaysia's National Transformation Programme (NTP), a roadmap designed to spearhead the nation's transition towards high income status by 2020. Prior to PEMANDU, Dato' Sri Idris was the CEO of Malaysia Airlines, and also held various senior positions in the Shell Group for 23 years. On top of his role in Pemandu, he currently serves as the non-executive co-Chairman of Sunway Group, the Chairman of Heineken Malaysia, and the pro-Chancellor of Sunway University. Dato' Sri Idris also lectures annually at Harvard University under the Harvard Ministerial Programme, continuously sharing his secrets for effective transformation to Ministers and CEOs worldwide today.

Khairy Jamaluddin

Former Minister of Health Malaysia | Visiting Senior Fellow, ISEAS – Yusof Ishak Institute, Singapore | Co-Host of Southeast Asia's No.1 Current Affairs Podcast, Keluar Sekejap

Khairy Jamaluddin, popularly known among Malaysians as KJ, was the former Minister of Health for Malaysia from 2021-2022. He also held two other ministerial positions in the past, namely Minister of Youth and Sports from 2013 to 2018 and Minister of Science, Technology, and Innovation from 2020-2021. An alumnus of Oxford University and University College London, KJ was the main person coordinating Malaysia's National COVID-19 Immunisation Program in 2021. He also led the Special Task Force to implement the vaccination process for all Malaysians. Currently, he is a co-host of Keluar Sekejap, a highly popular weekly podcast interviewing leaders locally and from the SEA Region on topics covering politics and societal issues. He is also a radio presenter at one Hot FM, a popular local radio station in Bahasa Malaysia.





GPRCFMY 2025 SPEAKERS

DAY 1



Romen Bose

*Managing Director
Nevis Associates Limited*

An international correspondent with over twenty-two years of reporting experience in the region, Romen Bose heads a crisis management and political communications consultancy. He is a close confidant of many Malaysian decision-makers and the upper echelon of the country's political elite, having worked as a political communications consultant for former Malaysian Premier Najib Razak for six years. Before setting up his own consultancy, Romen was

head of Asian social media intelligence at IHS Markit and worked as a senior foreign correspondent with international news agency AFP based in Kuala Lumpur. He was the founding president of the Foreign Correspondents Club of Malaysia and a senior producer with the English service of Al Jazeera International when it opened its regional base in Malaysia. Prior to this, Romen was the Indochina Bureau Chief for Channel News Asia, Assistant Director for the north-west India region at the Singapore Tourism Board and has also consulted for the United Nations. Romen has also researched and written extensively on the Second World War and its impact on Southeast Asia.

Dato' Najmuddin Abdullah

*Former Head of Strategic Communications,
Malaysia Airlines and Adjunct Professor,
Universiti Teknologi MARA*

Dato' Najmuddin Abdullah currently serves as an Adjunct Professor at the Faculty of Administrative Science and Policy Studies, Universiti Teknologi MARA (UiTM), Malaysia. He brings with him over two decades of senior leadership experience in several leading government-linked companies, including Telekom Malaysia Berhad, Pharmaniaga Berhad, FGV Holdings Berhad, Mass Rapid

Transit Corporation Sdn Bhd, Malaysia Airlines Berhad, Kontena Nasional Global Logistics Sdn Bhd, Celcom Axiata Berhad, and ntv7. He holds a Master's and Bachelor's degree in Economics from the University of Toledo, Ohio, and a Diploma in Public Administration from UiTM. He has also completed executive education programmes at Columbia Business School, New York, and The Wharton School, University of Pennsylvania, Philadelphia.



Samsul Ariffin Zainuddin

*Head of Group Corporate Communications
Tenaga Nasional Berhad*

Samsul Ariffin Zainuddin is a recognised authority in strategic communications with more than 20 years of experience at Tenaga Nasional Berhad (TNB), Malaysia's largest electricity utility and a regional player in energy transition. He currently serves as Head of Group Corporate Communications, where he leads the company's narrative strategy, brand visibility, stakeholder engagement, and transformation communications. He plays a key role in aligning TNB's voice with

national policy priorities, investor expectations, and ASEAN-wide energy developments. A proven leader with a strong track record in driving high-impact communications, Samsul has successfully steered the organisation through brand repositioning, regional visibility initiatives, crisis response, internal transformation, and global platforms such as CEPsi, AEBF, and SIEW. His ability to integrate strategic insight with execution has made him a trusted advisor to TNB's leadership and a key enabler of institutional trust and stakeholder confidence. Samsul's expertise spans corporate reputation management, policy-aligned messaging, media relations, CSR, internal culture-building, and executive visibility. He is passionate about building high-performing teams, cultivating next-generation communicators, and using communication as a lever for organisational clarity and influence. He holds a Bachelor's in Mass Communication (Public Relations) from Universiti Teknologi MARA (UiTM) and a Master's in Communication Studies from the University of Western Australia.

Shamin Logan

Content and Masterclass Director of GPRCFMY 2025, and Public Relations Practitioners Society of Malaysia (PRactitioners)

A passionate marketer, a communications and branding evangelist, and a rallying telco junkie. The cultist in me champions the power of authentic storytelling and meaningful communication, while the restless dreamer in me finds rhythm in shaping digital experiences that move people, inspire conversations, and spark change. With 24 years of cross-industry mastery across Technology, Commercial, and Media, I wear my evolution as a badge of honor, a journey that has shaped me into a connoisseur of the telco, tech, and innovation universe. As a global Brand and Communication consultant, I work with visionary brands to reimagine identity, purpose, and connection in an ever-evolving world. At my core, I am a mediapreneur, driven by the pursuit of merging creativity, technology, and human emotion into stories that don't just sell but also a one that resonates.



Farrah Naz Karim

Deputy Group Managing Editor, News and Current Affairs, Media Prima Berhad and Group Editor, New Straits Times

Farrah Naz Karim is a highly accomplished and award-winning veteran member of the Malaysian media fraternity, currently holding the key leadership roles and Media Prima's deputy group managing editor as well as Group Editor of the New Straits Times (NST). Her extensive career with the industry began in 2000, and she has since served in a variety of influential positions that showcase her versatility and editorial expertise.

These roles include the Bureau Chief of Putrajaya as well as, Group Executive Editor of commercial, convergence and integration division.

Beyond her print and digital media experience, Farrah was also Executive Producer for Current Affairs Programmes at Media Prima Television Networks (MPTN).

A testament to her results-oriented approach to journalism is her impressive collection of national and international accolades. Farrah achieved the rare feat of winning the prestigious Malaysian Press Institute's (MPI) Kajai Award in back-to-back years (2014 and 2015). Her commitment to excellence is also reflected in numerous other MPI awards, including Best News Reporting and Best Investigative Journalist in 2013, Best Columnist in 2016, and the Best News Report award in 2018.

Farrah's work has also gained significant international recognition. She secured the highly coveted Society of Publishers in Asia (SOPA) award in the Breaking News category in 2018, and the World Association of Newspaper and News Publishers (WAN-IFRA) awards.

A dedicated media professional, Farrah holds a Bachelor's Degree in Mass Communications from Universiti Teknologi MARA (UiTM). She maintains strong ties with academia, recently being appointed as an Adjunct Professor at UiTM's Faculty of Communication and Media Studies. Furthermore, she is a certified Human Resource Development Corporation trainer and plays an active role in industry bodies, serving as Vice President of the National Press Club of Malaysia and Deputy President of MPI. She is also serving her second term as a member of BERNAMA's Supervisory Council.

Jenn Ngan

*Chief Operating Officer
Free Malaysia Today*

Jenn Ngan holds a background in law and has built her career across the media, technology, and marketing sectors. She is currently the Chief Operating Officer at Free Malaysia Today, where she oversees commercial strategy, operations, and cross-platform campaigns. Her experience spans from scaling startups to managing international projects and, today, steering one of Malaysia's leading digital news organisations towards innovation and growth.



Senator (R) Datuk (Dr) Ras Adiba Radzi, PMW

*Former Chairman
National News Agency of Malaysia (BERNAMA)*

Datuk (Dr) Ras Adiba Radzi is a Malaysian trailblazer in broadcasting, advocacy and public service, with more than 38 years of experience spanning journalism, community development and disability rights. Appointed to the Senate in 2020 to represent Persons with Disabilities (PWD), she played a pivotal role in strengthening the implementation of the Persons with Disabilities Act 2008 and advancing equal access, education and employment for the community.

A veteran news anchor and sports presenter, Ras Adiba made history as the first woman to serve as Chairman of the National News Agency of Malaysia (BERNAMA), where she championed media inclusivity and representation. Beyond her broadcasting career, she is the President of Persatuan OKU Sentral, a national NGO she co-founded in 2017 to promote equality, accessibility and empowerment for PWDs. Under her leadership, Persatuan OKU Sentral collaborated with the Ministry of Health to establish Malaysia's first drive-through vaccination centres for the disabled and elderly during the pandemic—a milestone in inclusive public health. A Paralympic para-shooter, author and poet, she holds an MBA from the International Business School of Scandinavia and an Honorary Doctorate in Social Sciences and Humanities from Open University Malaysia. In recognition of her contributions, she was conferred the PMW by His Majesty the King in 2021 and honoured with the International Women of Courage Award by the First Lady of the United States in 2023.

Rajes Paul

*Sports Editor
Star Media Group*

Rajes Paul started as a sports journalist when she joined The Star, Malaysia in 1997. Born on 20th July, 1973. She holds a Degree in English studies and Masters in Journalism. She has covered all the multi-sport Games, including the 2004 Athens Olympic Games, Commonwealth Games (1998, 2006, 2014), Asian Games (2012) and the regional Games. She has covered many badminton events – World Championships, Thomas Cup Finals, Sudirman Cup, All-England and the

Opens. She focuses mainly on badminton but also reports on other sports and writes on sports policies and issues. She has a column Game On that speaks about the good and ills of Malaysian sports in general. She has been named the Sportswriter of the Year by Sportswriters Association of Malaysia (SAM) for two consecutive years (2012 and 2013). She has won the best sports commentary award for three years (2010, 2012 and 2013). Rajes was promoted to the position Editor, Sports in 2018 and Senior Editor in 2023 and has been managing the desk since and producing content for daily print paper and online. Handling all sports, comprising foreign and local content and empowering a team of journalists to report accurately. She currently has a column Sports Box.





Syed Mohammed Iddid Syed Ahmed Iddid

*Deputy Chairman
Public Relations Practitioners Society of Malaysia
(PRactitioners)*

Syed Mohammed Iddid bin Syed Ahmed Iddid is a seasoned communications professional with over three decades of senior leadership experience in corporate communication, public relations, and strategic stakeholder engagement. Currently serving as the General Manager of Strategic Communication & Stakeholder Engagement at West Coast Expressway Sdn Bhd,

Syed has consistently demonstrated his ability to drive significant improvements in brand awareness, media coverage, and stakeholder sentiment. Throughout his career, Syed has excelled in various high-profile roles, including leadership positions at PLUS Malaysia Berhad and Perbadanan Insurans Deposit Malaysia. His expertise spans a wide range of areas, including crisis management, digital communications, media relations, and corporate reputation enhancement. Syed's achievements are marked by impressive metrics and industry recognition. At West Coast Expressway, he has driven substantial growth in social media followership and engagement, while also contributing to a significant increase in the company's share price. His work at PLUS Malaysia Berhad garnered multiple awards, including the Best Crisis Management Strategy at the Interactive-Marketing 2023 Public Relations Award and the PRCA Asia Pacific In-House Category for Best Public Sector campaign. As a thought leader in the communications field, Syed is frequently invited to speak at prestigious industry events and conferences. He has presented on topics ranging from navigating brand challenges and crisis management to the evolution of PR in the digital age. His insights on AI in communications, crisis management, and leadership have been published in various outlets. Syed's commitment to professional development is evident in his continuous learning, including recent certifications in AI for marketing and digital literacy. He holds key positions in professional associations, serving as the Deputy Chairman of the Public Relations PRactitioners Society of Malaysia and as an External Advisor to Universiti Sultan Zainal Abidin. He is also a Life Member of the Public Relations Communications Association of Malaysia (PRCAM) and a graduate from the Institute of Public Relations Malaysia (IPRM). Recognized as one of LinkedIn's Top 100 Business Leaders to follow in Malaysia, Syed Mohammed Iddid continues to shape the future of strategic communications, blending traditional PR expertise with cutting-edge digital strategies to deliver impactful results for organizations and stakeholders alike.

Ahmad Raziz Rashid

*Former Head of Corporate Communications
Prime Minister's Department*

Raziz Rashid is a Malaysian strategic-communications practitioner whose work spans government, energy and technology. He currently runs an independent practice that helps ministries, GLCs and public-listed firms manage media risk, integrate AI into content workflows and track sentiment across Bahasa and English channels. From 2022 to 2023 Raziz headed corporate communications at the Prime Minister's Department, coordinating cross-agency messaging

during key policy roll-outs and national emergencies. Earlier roles in the energy sector gave him hands-on exposure to grid modernisation and sustainability projects, experience he now applies to clients navigating Malaysia's National Energy Transition Roadmap. Raziz is a Doctor of Business Administration scholar at Universiti Sains Malaysia, where his research focuses on real-time reputation management and AI-driven narrative analysis. He chairs Pertubuhan Sukarelawan Siber Selamat (CyberSAFE), a civil-society group that promotes responsible digital engagement, and sits on strategic-communications task forces under the National Security Council. A certified Digital Transformation Professional and member of the Public Relations and Communications Association, Raziz writes frequently on public policy, technology adoption and capital markets. His commentaries have appeared in national dailies and regional business journals, blending practitioner insight with an academic lens.





Professor Hj. Mohd Said Bani C.M Din

President

Public Relations Consultants Association of Malaysia

Prof. Bani is a respected figure in Strategic Communications, Crisis Communication and Litigation PR, with over 30 years of multifaceted experience spanning law, diplomacy, media, broadcasting, branding, and crisis management. A graduate of the University of Sheffield (LL.B. Hons) and professionally qualified at Oxford, he began his career in the UK before returning home to contribute to Malaysia's evolving communication landscape.

In 2010, he founded bzBee Consult, a proudly homegrown agency that has since flourished under his leadership, winning over 45 industry awards, including Campaign of the Year (2023 & 2024), and emerging as PR Company of the Year (Selangor Business Awards). His team's work was recognised globally with the Global Communication Campaign of the Year 2023 by the World Communication Forum Association (WCFA), Davos.

Prof. Bani himself was named Asia Pacific Communicator of the Year (IABC) and Top PR Leader (WCFA) – the first Malaysian to receive such honours. Beyond accolades, Bani's passion lies in building futures. As President of PRCA Malaysia and founding mentor of the PRactitioners Society, he champions ethics, industry standards, and the empowerment of young professionals. Through nationwide university engagements and bzBee's structured internship programmes, he continues to nurture talent, proving that true leadership lies not only in success, but in how many others we help rise.

Datuk Zurkarnain Mohd Yasin

Deputy Managing Director (Regulatory and Corporate)
Malaysian Communications and Multimedia Commission

Datuk Zurkarnain Mohd Yasin currently serves as the Deputy Managing Director (Regulatory and Corporate) at the Malaysian Communications and Multimedia Commission (MCMC). In his role, he oversees the overall planning and management of the agency, with key responsibilities including strategic leadership, policy development, stakeholder engagement, risk management, and communication/public relations. He began his career as an Advocate and



Solicitor after graduating with an honours degree in law from the University of Malaya. Zurkarnain is known for his expertise in social media and convergence regulatory frameworks and frequently appears in media talk shows and speaks at regional and international forums on these subjects.



GPRCFMY 2025 SPEAKERS

DAY 2

Zuraida Malek

Project Management Director of GPRCFMY 2025 and Public Relations Practitioners Society of Malaysia (PRactitioners)

Zuraida Malek, PMP® is a seasoned corporate professional with over two decades of experience, having held pivotal roles in corporate and marketing communications for some of Malaysia's most influential organisations, including Bank Negara Malaysia (BNM), Telekom Malaysia Berhad (TM), Malaysia Debt Ventures Berhad (MDV), XOX Networks Berhad, Sportsworld Group, Association of Chartered Certified Accountants (ACCA), and the Asian Institute of Chartered



Bankers (AICB). Her career spans a diverse array of industries, showcasing her versatility and depth of expertise in public relations, strategic communication, media relations, project management, stakeholder engagement and marketing. At the pinnacle of her career, Zuraida was appointed as Head of the Project Management Office (PMO) for the Kuala Lumpur 2017 SEA Games, a prestigious national initiative under the Ministry of Youth and Sports Malaysia. In this capacity, she was instrumental in developing and executing the comprehensive Project Management framework for the Games, steering the team toward seamless delivery and completion of key milestones. Her leadership was critical in the formulation and execution of strategic communication plans, crisis management protocols, PR initiatives, and stakeholder engagement efforts, all of which contributed to the success of one of Malaysia's largest sporting events. Currently, Zuraida is the Principal Consultant and Lead Trainer of Zeta M Consulting, a consultancy she established in November 2022, where she continues to shape the next generation of leaders and professionals. As an Accredited HRD Corp Trainer, she has delivered high-impact training programmes on strategic communication and project management to a wide range of professionals. Zuraida holds Master of Business Administration (MBA) with Distinction from Edinburgh Business School, Heriot-Watt University and Bachelor of Business Administration (Hons) in Marketing Management from Multimedia University. She is a Certified Project Management Professional (PMP)® from Project Management Institute (PMI) and also a Certified ESG Professional.



Dato' Sri Idris Jala

Chairman

PEMANDU Associates and Former Minister in the Prime Minister's Department, Malaysia

Dato' Sri Idris Jala is a world-renowned transformation guru in driving performance for both Governments and the private sector through his Big-Fast-Results Methodology. He is currently the Chairman of PEMANDU Associates, a multi-disciplinary consultancy based in Kuala Lumpur that specializes in public sector transformation, business turnaround, and strategic communications. In

2014, Bloomberg placed him amongst the top-10 most influential policy makers in the world. Under his leadership, PEMANDU was also named as the top-20 most innovative Government agencies globally by Bloomberg Philanthropies and NESTA UK. Dato' Sri Idris Jala served as a Cabinet Minister under the Prime Minister's Department between 2010 and 2017, taking helm of Malaysia's National Transformation Programme (NTP), a roadmap designed to spearhead the nation's transition towards high income status by 2020. Prior to PEMANDU, Dato' Sri Idris was the CEO of Malaysia Airlines, and also held various senior positions in the Shell Group for 23 years. On top of his role in Pemandu, he currently serves as the non-executive co-Chairman of Sunway Group, the Chairman of Heineken Malaysia, and the pro-Chancellor of Sunway University. Dato' Sri Idris also lectures annually at Harvard University under the Harvard Ministerial Programme, continuously sharing his secrets for effective transformation to Ministers and CEOs worldwide today.

Romen Bose

*Managing Director
Nevis Associates Limited*

An international correspondent with over twenty-two years of reporting experience in the region, Romen Bose heads a crisis management and political communications consultancy. He is a close confidant of many Malaysian decision-makers and the upper echelon of the country's political elite, having worked as a political communications consultant for former Malaysian Premier Najib Razak for six years. Before setting up his own consultancy, Romen was

head of Asian social media intelligence at IHS Markit and worked as a senior foreign correspondent with international news agency AFP based in Kuala Lumpur. He was the founding president of the Foreign Correspondents Club of Malaysia and a senior producer with the English service of Al Jazeera International when it opened its regional base in Malaysia. Prior to this, Romen was the Indochina Bureau Chief for Channel News Asia, Assistant Director for the north-west India region at the Singapore Tourism Board and has also consulted for the United Nations. Romen has also researched and written extensively on the Second World War and its impact on Southeast Asia.



H.E. Vanu Gopala Menon

*High Commissioner of Singapore
Singapore High Commission in Kuala Lumpur*

Mr Vanu Gopala Menon is currently Singapore's High Commissioner to Malaysia. Born in 1960, Mr Menon graduated with a Bachelor of Business Administration (Honours) from the National University of Singapore in 1985. He obtained a Master of Science in International Relations (Distinction) from the London School of Economics and Political Science in 1994, on a Raffles Scholarship. Mr Menon joined the Ministry of Foreign Affairs in June 1985. He served as First

Secretary in the Singapore Permanent Mission to the United Nations in New York from March 1988 to April 1991 and as Counsellor and then Minister-Counsellor in the Singapore High Commission in Kuala Lumpur from November 1994 to November 1997. On his return to Ministry HQ, he was appointed Senior Deputy Director of the Policy, Planning and Analysis Directorate overseeing Southeast Asia in December 1997. He became its Director in December 1998. He was Permanent Representative to the United Nations and World Trade Organisation, in Geneva from December 2001 to August 2004 and was concurrently Ambassador to the Republic of Turkey. He was Singapore's Permanent Representative to the United Nations in New York from August 2004 to August 2011, and concurrently High Commissioner to Canada from November 2004 to May 2008. Upon his return to Singapore in August 2011, he was appointed Deputy Secretary (Asia Pacific), a position he held until August 2012, when he was appointed Deputy Secretary (Southeast Asia & International Organisations). Subsequently, he was appointed as Deputy Secretary (Southeast Asia & ASEAN) from July 2013 to October 2014. He was Singapore's Non-Resident Ambassador to the African Union from April 2013 to October 2014, and concurrently to the Federal Democratic Republic of Ethiopia from August 2013 to October 2014. Mr Menon was awarded the Public Administration Medal (Silver) in 201, the Long Service Medal in 2008, the Public Administration Medal (Gold) in 2009, and the Public Administration Medal (Gold) (Bar) in 2024. Mr Menon is married to Mrs Jayanthi Menon, and they have a married son.

H.E. Edgard D. Kagan

Ambassador of The United States to Malaysia

Edgard D. Kagan, a career member of the Senior Foreign Service, was most recently the Special Assistant to the President and Senior Director for East Asia and Oceania at the National Security

Council. Ambassador Kagan has previously served as Deputy Chief of Mission at the U.S. embassies in New Delhi, India and in Kuala Lumpur, Malaysia, Deputy Assistant Secretary in the State Department's Bureau of East Asian and Pacific Affairs, Consul General at the U.S. Consulate General in Mumbai, India, and

Deputy Director of the Washington Office of the U.S. Mission to the United Nations. Earlier in his career, he was Director of Korean Affairs and Acting Deputy Assistant Secretary in the Bureau of East Asian and Pacific Affairs. Other overseas assignments include Economic and then Political/Economic Counselor at the U.S. Embassy in Canberra, Australia, and Political Officer and then Political External Unit Chief at the U.S. Embassy in Beijing, PRC. He has also served abroad in Israel, Hungary, and Cote d'Ivoire. A recipient of the Presidential Meritorious Award and numerous other State Department performance awards, Ambassador Kagan speaks French, Mandarin Chinese, Hungarian, and some Spanish. A cum laude graduate of Yale University, he is married to Cynthia Gire. They have three children.



Dr Apurva Sanghi

Lead Economist World Bank
X account: @Apurva Sanghi

Apurva Sanghi is the World Bank Lead Economist for Malaysia in Kuala Lumpur. He was previously based in Moscow and Nairobi holding similar roles for the Russian Federation, and the four East African countries of Kenya, Rwanda, Uganda, Eritrea. Prior, Apurva led the World Bank's Global Economic Growth Cluster in Washington DC. A macro-economist with environmental expertise, Apurva is also a lead author for the Intergovernmental Panel on Climate Change (IPCC).

He has worked on development topics ranging from infrastructure and climate change to microfinance & agriculture. Apurva has worked in the private sector (USA); think-tanks (Thailand Development Research Institute-TDRI) and academia -- teaching & research positions at MGIMO (Russia), Thammasat University (Bangkok), University of Chicago, and Yale (USA). Apurva is a selective commentator with views expressed in the pages of major international media outlets such as the Financial Times; the Economist; Mint & Wall Street Journal, New York Times, Project Syndicate. He has also contributed to on-air commentary to outlets including Al-Jazeera, CNBC, Channel News Asia (CNA), and RT. Apurva was recognized by Forbes Magazine as a "leader and disruptor" trying to fix broken GDP. He has also given a first-ever TEDx talk, broadcast live from the Kakuma refugee camp in Northern Kenya. Apurva holds college degrees in physics and economics from the University of California, Los Angeles (UCLA). He earned his PhD in economics from the University of Chicago.



GPRCFMY 2025 SPEAKERS

DAY 3

Thomas Samuel

*Honorary Secretary
Public Relations Practitioners Society of Malaysia
(PRactitioners)*



Ross Monaghan

*Academic
Deakin University*

Ross is an award-winning academic at Deakin University, Australia, and a former Asia Pacific Region Chair of the International Association of Business Communicators. He is also a former Chief Executive Officer of the Australian Mobile Telecommunications Association.

John Jayakumar Vincent

*Co-Founder and Chief Executive Officer
Superposition Technologies Pvt Ltd.*

John V. Jayakumar is an award-winning keynote speaker, author, and AI strategist who stands at the intersection of human intelligence and artificial intelligence. As the Co-Founder and CEO of Superposition Technologies, he leads digital transformation initiatives that enable enterprises, educators, and creators to thrive in the AI-driven economy. His acclaimed keynote, "AI for Keynote Speakers," has inspired professionals across industries to harness generative AI for storytelling, emotional connection, and audience engagement. Through 25X Academy, John mentors professionals, entrepreneurs, and students to unlock exponential growth through the use of AI. His original RAO Model is now widely adopted by educators and creators to engineer intelligent prompts and design efficient workflows. Earlier in his career, John played a key role in the digital transformation of Verizon, one of the world's leading telecom giants with annual revenues exceeding USD 140 billion, an experience that honed his expertise in large-scale technology implementation. As the author of *Quantum Triangle: The Blueprint to a Quadrillion-Dollar Economy*, John explores the powerful convergence of AI, robotics, and quantum computing, mapping how these forces will shape the future of global wealth creation. In his second book, *AI for Keynote Speakers: The No-BS Guide to Using AI Across All Aspects of a Keynote Speech*, he demonstrates how speakers can integrate AI to elevate research, creativity, and audience engagement. John's work bridges human storytelling with AI-powered intelligence, emphasizing that technology should amplify humanity, not replace it. Through his speaking, teaching, and advisory roles, he continues to help individuals and organizations embrace AI as a trusted collaborator, unlocking creativity, influence, and meaningful transformation in the age of intelligence.





Dr Jasmine Begum

*Regional Director for Legal and Government Affairs
Microsoft ASEAN*

Jasmine Begum leads Microsoft's Corporate External and Legal Affairs for ASEAN, addressing issues at the intersection of technology, policy, and society. She also serves as Chairperson of MIMOS Berhad, Malaysia's national applied R&D center, where she advances national priorities in innovation and digital transformation. She also advises regional Digital Economy Agencies on innovation, regulation, and inclusive growth. She was recently recognized as one of the 30 Most Influential Women in Tech in Asia (2025) and was the first Malaysian appointed to the UN's Internet Governance Forum (IGF) Multistakeholder Advisory Group. Jasmine previously served in the United Nations Executive Office of the Secretary-General in New York and held leadership roles at Dell and UNDP. With over 30 years of experience, she brings deep expertise in legal, policy, geostrategy, and geoeconomics, is admitted to practice law in multiple jurisdictions, and holds a Ph.D. in Business and Human Rights. She is also an Adjunct Professor at several universities across the region.

Daisy Sidhu

*Communications Lead
GRAB*

Daisy Sidhu leads the communications unit for Grab Malaysia, where she oversees the development and implementation of the organisation's corporate communication strategy. She also provides strategic communications direction across Grab's broader ecosystem in Malaysia, including its retail and financial services ventures. Together with her team, she provides strategic leadership across all aspects of internal and external communications, stakeholder relations, and engagement. Since joining Grab in 2018, she has led the communications function through notable business growth and transformation in Malaysia – including key milestones, market shifts, and reputational challenges. Daisy is a highly creative communications professional with over 20 years of experience navigating some of Malaysia's most challenging operating environments. Her strengths lie in corporate communications, reputation management, and policy communication. Prior to joining Grab, Daisy led communications for Uber in Malaysia and held senior roles within PR agencies in Malaysia. She holds a degree in Mass Communications from Universiti Sains Malaysia.





Syed Mohammed Idid bin Syed Ahmed Idid

*Deputy Chairman
Public Relations Practitioners Society of Malaysia
(PRactitioners)*

Syed Mohammed Idid bin Syed Ahmed Idid is a seasoned communications professional with over three decades of senior leadership experience in corporate communication, public relations, and strategic stakeholder engagement. Currently serving as the General Manager of Strategic Communication & Stakeholder Engagement at West Coast Expressway Sdn Bhd,

Syed has consistently demonstrated his ability to drive significant improvements in brand awareness, media coverage, and stakeholder sentiment. Throughout his career, Syed has excelled in various high-profile roles, including leadership positions at PLUS Malaysia Berhad and Perbadanan Insurans Deposit Malaysia. His expertise spans a wide range of areas, including crisis management, digital communications, media relations, and corporate reputation enhancement. Syed's achievements are marked by impressive metrics and industry recognition. At West Coast Expressway, he has driven substantial growth in social media followership and engagement, while also contributing to a significant increase in the company's share price. His work at PLUS Malaysia Berhad garnered multiple awards, including the Best Crisis Management Strategy at the Interactive-Marketing 2023 Public Relations Award and the PRCA Asia Pacific In-House Category for Best Public Sector campaign. As a thought leader in the communications field, Syed is frequently invited to speak at prestigious industry events and conferences. He has presented on topics ranging from navigating brand challenges and crisis management to the evolution of PR in the digital age. His insights on AI in communications, crisis management, and leadership have been published in various outlets. Syed's commitment to professional development is evident in his continuous learning, including recent certifications in AI for marketing and digital literacy. He holds key positions in professional associations, serving as the Deputy Chairman of the Public Relations PRactitioners Society of Malaysia and as an External Advisor to Universiti Sultan Zainal Abidin. He is also a Life Member of the Public Relations Communications Association of Malaysia (PRCAM) and a graduate from the Institute of Public Relations Malaysia (IPRM). Recognized as one of LinkedIn's Top 100 Business Leaders to follow in Malaysia, Syed Mohammed Idid continues to shape the future of strategic communications, blending traditional PR expertise with cutting-edge digital strategies to deliver impactful results for organizations and stakeholders alike.

Rainee Ang

*Chief of Insights
Dataxet Group*

Rainee Ang, Chief of Insights at Dataxet Group. Rainee believes that insights are more than numbers—they're a compass that guides smarter decisions and combats misinformation in a noisy world. She will be speaking on Managing Misinformation and Measurement, challenging us to rethink how we measure, lead, and communicate with purpose.





Ellina Roslan

*Senior Director
MyDIGITAL Corporation*

Ellina Roslan currently serves as the Senior Director at MyDIGITAL Corporation, the strategic monitoring agency under the Ministry of Digital Malaysia, dedicated to driving the nation's aspirations under the Malaysia Digital Economy Blueprint and the National Fourth Industrial Revolution Policy. In this role, she oversees key portfolios encompassing programme management, strategic partnerships, corporate operations, strategic communications, and the execution of specialised national initiatives such as digital leadership development, competency-building, and inclusivity programmes. With over three decades of experience across diverse sectors—spanning communications, brand building, marketing, and organisational transformation—Ellina is recognised for her ability to translate national digital policies into actionable, impactful strategies. Her leadership has been instrumental in the rollout of high-impact initiatives including the AI Untuk Rakyat programme, which surpassed its one-year target of one million completions in under six months, and major national events such as the KL20 Summit 2024, the launch of the National AI Office and most recently the ASEAN AI Malaysia Summit 2025. Guided by a deep commitment to Malaysia's digital advancement, Ellina fosters strong collaboration between government, industry, and civil society, ensuring an inclusive and cohesive approach to digital transformation. Passionate about leadership enablement and nation-building, she continues to champion initiatives that harness technology for sustainable growth, talent empowerment, and societal well-being, in line with Malaysia's vision of becoming a regional leader in the digital economy.

Datuk Wira Shahul Dawood

*Managing Director and Group Chief Executive Officer
Green Packet Berhad*

Datuk Wira Shahul Dawood brings over 30 years of multifaceted leadership experience across the entrepreneurial, public, and corporate sectors. He currently serves as the Managing Director and Group Chief Executive Officer of Green Packet Berhad. Once hailed as one of Malaysia's pioneering tech unicorns, Green Packet today is poised for a new chapter—transforming into a platform for innovation, inclusion, and meaningful impact under his stewardship. He is widely recognized for his visionary leadership, most notably during his tenure as Chief Executive of HRD Corp. There, he led one of the country's most impactful national talent development agendas—reaching millions of Malaysians and forging partnerships with industry, academia, and international organizations. Under his leadership, HRD Corp experienced rapid digital transformation, strong governance enhancements, and a substantial increase in assets under management—all reflective of his ability to drive sustainable growth and operational excellence. A firm believer in regional collaboration, he is the current Deputy President of the ASEAN Chamber of Commerce and Industry (ACCI), where he champions economic inclusivity and cross-border partnerships. In academia, he contributes as an Adjunct Professor at Universiti Malaya (UM), sharing practical insights from his extensive leadership journey. As a strong advocate for lifelong learning, Datuk Wira Shahul is currently pursuing a Doctorate in Business Administration from Warsaw Management University in Poland. He holds a Master of Business Administration (MBA) from the University of Gloucestershire, UK. On the international front, he is known for building high-trust, cross-sectoral partnerships—engaging stakeholders from policymakers and corporate leaders to grassroots communities. His inclusive and collaborative leadership style positions him to lead Green Packet into a future defined by global connectivity and purpose-led transformation. Outside of his professional life, Datuk Wira Shahul embraces a warm and grounded lifestyle. He is a proud husband and father to four children—three sons and a daughter—and shares his home with six beloved cats. A social cricketer and active community contributor, he believes in balance, humility, and the importance of nurturing both people and purpose.





Eneng Faridah Iskandar

*Deputy Managing Director (Development)
Malaysian Communications & Multimedia Commission (MCMC)*

Eneng Faridah currently serves as the Deputy Managing Director (Development) of the Malaysian Communications and Multimedia Commission (MCMC), where she is entrusted with the strategic oversight of key sectors encompassing Infrastructure Development and Connectivity, Quality of Service, Projects Monitoring, New Technologies and Innovation, and Industry Development. With a distinguished service spanning over 25 years at MCMC, she has held pivotal roles that significantly contributed to the growth and governance of the communications and multimedia industry in Malaysia. Eneng holds an LL.B Hons in Business Law from the University of Huddersfield, United Kingdom, and an LL.M (Master of Laws) from the University of Malaya.

Aini Said

*Communications Director
Citrine One Group and Member of Public Relations
Practitioners Society of Malaysia (PRactitioners)*

Aini Said has over 14 years of experience in strategic communications, public relations and stakeholder engagement across corporate, government and non-profit sectors. She currently leads communications initiatives at Citrine One Group, where she develops and oversees strategies for clients in the property, FMCG, technology and sustainability sectors. Her work covers strategic

advisory, media relations and communications planning for clients such as DKSH Malaysia, Low Yat Group, WCT Land, The LINC KL (by PPB Group), Plenitude Berhad, Beam Mobility and Cyberview. Before joining Citrine, Aini held communications roles with AVIAREPS Malaysia, representing Dubai Tourism Malaysia Office and Hawaii Tourism Southeast Asia, as well as with Malaysia AIDS Foundation, PROTON Holdings Berhad and the Ministry of Science, Technology and Innovation. Aini graduated from Universiti Teknologi MARA (UiTM) with a Bachelor of Mass Communication (Honours) in Public Relations.



Datuk Jake Abdullah

*Chief Executive Officer
Malaysian Dynamic Media Sdn Bhd*

Visionary Leader in Media, Leadership & Innovation

Datuk Jake Abdullah is a trailblazer in Malaysia's media and entertainment industry with over 30 years of transformative leadership. From steering Astro Radio to regional success to turning around Media Prima Audio into profitability, he has consistently redefined innovation across organizations. As Founder of Malaysian Dynamic Media, he advises top corporations like Petronas, Bank Rakyat, and Etika Holdings on leadership, strategy, and AI integration.

A Fellow of TalentCorp's T50 and Adjunct Professor at Taylor's University and UNITAR, Datuk Jake champions future-ready leadership and communication in the digital age. He pioneered the world's first AI Radio Announcer and AI Influencer for banking, reinforcing Malaysia's position in AI-driven creativity.

A sought-after keynote speaker, podcast host of #BookofJake, and author of Book of Jake: Simple Rules for Living Your Best Life, he continues to inspire transformation through purpose, innovation, and human connection.

Takeshi Tsukiji

Chapter President, IABC Japan

Transformation Consultant | DX & Communication Strategy | IABC Japan Chapter President With a career that began in policy finance at the Japan Finance Corporation, I have built a diverse background across HR, IT consulting, and organizational development. I specialize in transformation strategy, digital initiatives, and internal communication—helping organizations navigate complex change through practical, people-centered approaches. My hands-on experience in IT change management and cross-functional project leadership enables me to bridge strategy and execution, building trust across all levels. Since 2020, I have served as President of the IABC Japan Chapter and as an APAC Awards judge (2022–2025). I am also a member of the Japan Society for Public Relations and a frequent speaker on communication, innovation, and change leadership.



Felicia Wong

*Chairman
Young Public Relations Practitioners Society of
Malaysia (PRactitioners)*

Felicia Wong is a corporate trainer with extensive experience facilitating learning across diverse organizations and industries. She has worked with over 3,000 participants, including professionals and leaders from both local and international companies. Her training focuses on communication, wellness, stress management, and team building, delivered through interactive and reflective approaches that make learning practical and relevant. Felicia has engaged audiences at all levels; from students and young professionals to senior executives- creating environments that encourage openness, collaboration, and growth. Believing that meaningful change begins with self-awareness and connection, Felicia's sessions are designed to inspire participants to communicate better, manage stress effectively, and strengthen teamwork within their organizations.

Chan Quin Er

*Treasurer
Public Relations Practitioners Society of Malaysia
(PRactitioners)*





Tan Sri Nazir Razak

*Founding Partner and Chairman
Ikhlas Capital*

Nazir Razak is currently the Chairman of an ASEAN private equity firm, Ikhlas Capital. He retired as Chairman of CIMB Group in October 2018 after a 29-year career with the ASEAN banking group. He started his career in CIMB's corporate advisory department in 1989, and he then served the merchant bank in various capacities before being appointed as Group CEO in 1999. After 15 years as

Group CEO, Nazir became non-executive Chairman in 2014. He spearheaded the Group's transformation from a mid-sized Malaysian merchant bank into an ASEAN universal bank. Today CIMB is Malaysia's second-largest and ASEAN's fifth-largest financial services group by assets. CIMB Group is also a world leader in Islamic finance and ASEAN's largest investment bank.

During his tenure as Group CEO, Nazir was recognised as Malaysia's top executive/CEO on several occasions. He was the youngest recipient of Finance Asia's 'Lifetime Achievement Award' in 2009 and was awarded Euromoney's 'Outstanding Achievement Award' in 2012. In 2015, he was the winner of the prestigious 'Asia House Asian Business Leaders Award'. He was instrumental in setting up CIMB Foundation, a leading CSR organisation and served on the Investment Panel of the Employees Provident Fund (EPF) for 12 years and the board of Khazanah Nasional for 4 years.

A strong advocate of the ASEAN economic integration, Nazir was the inaugural Chairman of the World Economic Forum's ASEAN Regional Strategy Group. He also led the establishment of the ASEAN Business Club, comprising the region's largest conglomerates, and the CIMB ASEAN Research Institute.

Nazir graduated from the University of Bristol with a B.Sc. (Hons) in 1988 and obtained an M.Phil. from the University of Cambridge in 1989. In 2009, he was the Chevening Fellow at the Oxford Centre for Islamic Studies. In 2019, he was a Transformational Leadership Fellow at the Blavatnik School of Government, Oxford University.

Source: www.ideas.org.my

GPRCFMY 2025 MASTERCLASS COACHES

Dato' Saniboey Mohd Ismail

*Founder
Razor's Edge Pictures Sdn Bhd*

With more than three decades of experience in journalism, broadcasting, and content creation across Malaysia and Singapore, Dato' Saniboey Mohd Ismail has built an extensive career spanning media, publishing, and communications. He began his journey in 1991 as a crime reporter with Berita Harian and Harian Metro before progressing into editorial and production leadership roles with MediaCorp Publishing, TV3, TV9, and Astro. Over the years, he has helmed entertainment programming, premium content development, and cross-border publishing initiatives, and has also served as Press Secretary to the Government of Malaysia.



Salina Mohd Salli

*Founder of Digital Dolphin Academy
Leadership and Performance Coach, Entrepreneur*

Salina Salli (Sally) is the Founder and Lead Learning Designer of Digital Dolphin Academy, a leadership training and consultancy that has grown into a recognised provider of development solutions in Malaysia. She combines corporate leadership experience with entrepreneurial success, giving her a unique perspective on how leaders can thrive in complex and changing environments. With a background in Software Engineering and IT and more than

20 years of professional experience, Sally has worked across telecommunications, media, and education before building her own firm. This mix of technical, corporate, and entrepreneurial expertise enables her to design programs that are both strategically aligned and practically applicable. She has delivered leadership and communication programs to over 5,000 professionals across leading organisations in Malaysia. Her expertise lies in creating experiential learning programs that integrate liberating structures, behavioural science, and business realities. A certified professional trainer and coach, Sally is known for crafting learning experiences that are engaging, evidence-based, and results-driven. At the heart of her practice is a belief that leadership is not about titles but about presence, clarity, and the ability to connect with people in the moments that matter most.

Sanjaya Kumaraseri

*Founder
FloWorks*

A catalyst, a coach and a quiet therapist in the realm of embodied healing. I hold a deep reverence for dance as a potent form of inner alchemy while the guide within me is passionately committed to enabling others unlock the state of flow, emotional resonance, and authentic connection to themselves and the world around them through the language of movement. Coaching individuals and groups from all walks of life and guiding them to achieve deeper presence, emotional fluency, and relational attunement by harnessing the transformative power of embodied movement and self-expression. Rooted in Dance Movement Therapy and over a decade of experience in Kizomba Fusion, my work weaves together emotional intelligence and flow psychology through creative artistry. Dance and movement are not just an art form, but it is also a way of bringing harmony, beauty, and possibilities into this concrete world. I move to inspire, to heal, and to bring clarity. Dance makes me whole and from that wholeness, I show up more fully, firstly as a student to the artistry and then as a collaborator, a therapist and a coach to my clients and students. I empower and coach my clients through immersive workshops, one-on-one coaching, therapeutic movement and dance journeys, I hold space for them to reclaim their own rhythm, align with their bodies and emotions, and move through life with awareness, grace, and purpose.



Navonil Roy

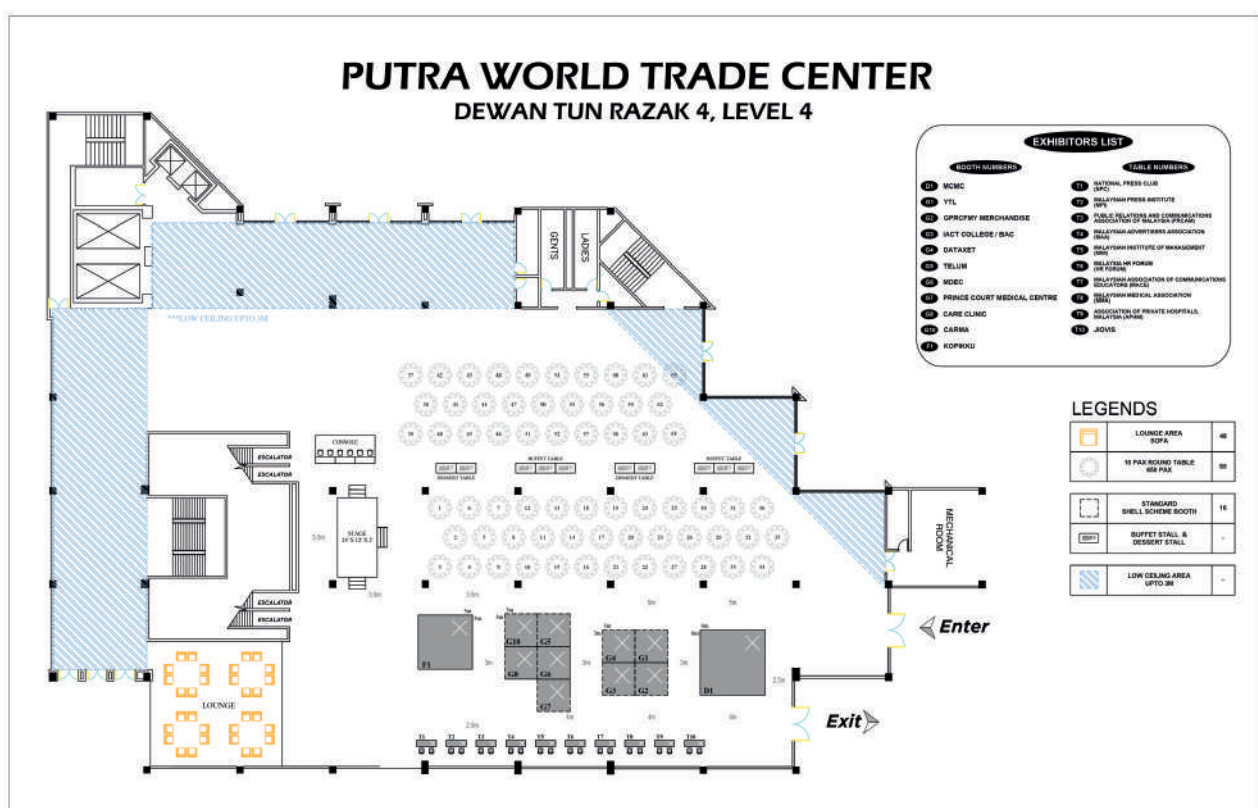
*Chief Innovation Officer
Moving Walls*

Navonil means Blue Sky, and has been bringing the blue sky innovative thinking to businesses. He has had 30 years of work experience across large organisations like Leo Burnett, Media Prima and Maxis, as well as a wide range of early stage ventures across technology and other industries. Navonil has been instrumental in starting multiple ventures from scratch - Pillsbury Wheat Flour, Jo Soap, 8tv, Tonton, Landorc, SimplySiti etc. to name a few. He has worked

across multiple markets in Asia, Africa and Europe and brings cross-cultural learnings. Navonil has developed global communication strategy for large brands like Malaysia Airlines and also been executing targeted communication for launching tampons in the traditional Indian market. He has also been the architect of multiple large brands like KL International Airport, CIMB Investment bank etc. He is a strong believer in using a mix of human understanding, ideas and technology for creating compelling storylines for brands and businesses. Navonil is a HRDF certified trainer who has conducted multiple in-house and public training across topics like strategy, innovation, branding, consumer research and futures thinking.

EXHIBITION FLOOR PLAN

LEVEL 4, DEWAN TUN RAZAK 4



Exhibition Days

13 – 15 November 2025

09:00 – 18:00 → Exhibition open to visitors

Following are the General Guidelines for Visitors and Delegates:

- Wear your delegate badge at all times while in the exhibition area.
- Please take the opportunity to visit and engage with exhibitors.
- Follow the event schedule and any on-site instructions from the organisers.
- Be mindful of safety notices, and use only designated pathways.
- Please note that Morning Refreshment, Lunch and Afternoon Refreshment will be provided in the Exhibition Area for all delegates.

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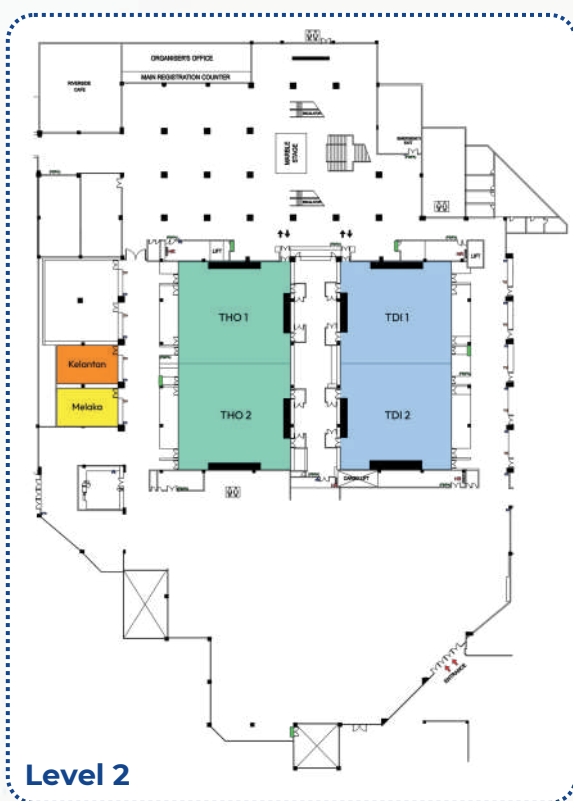




CONFERENCE VENUE

WORLD TRADE CENTRE, KUALA LUMPUR, MALAYSIA

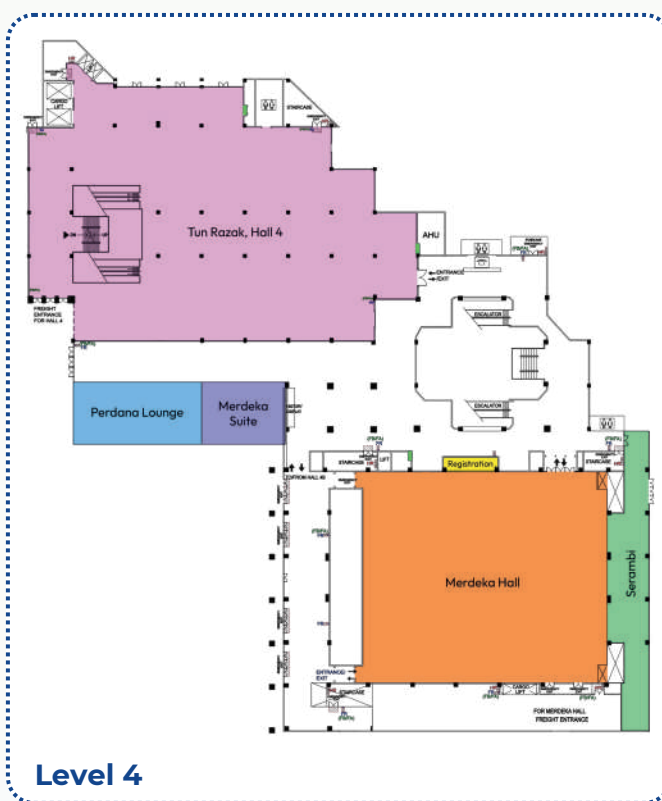
WTCKL is a premier convention centre known for its state-of-the-art facilities, spacious halls and convenient location. It is well-connected by major roads and public transport, making it easily accessible from Kuala Lumpur International Airport (KLIA) and across the city.



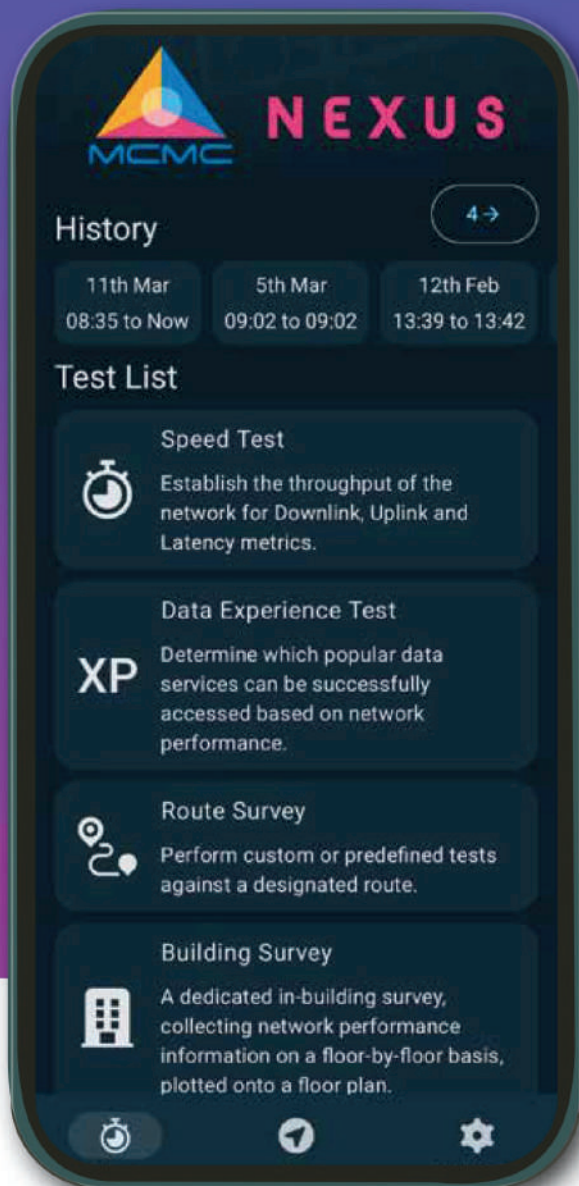
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- Masterclass Breakout: **TDI 1 and 2**
- Media Room: **Kelantan**
- Crew Room: **Melaka**

Parking Information:

Parking is available at Level 1, with a flat rate of RM 15 per entry.



- Registration and Helpdesk: **Foyer**
- Opening Ceremony, Plenary, Keynote Sessions, Panel Discussion, Gala Dinner: **Merdeka Hall**
- Exhibition and Meals: **Tun Razak, Hall 4**
- Speakers Preview Room + Hospitality: **Serambi**
- Secretariat: **Merdeka Suite**
- Royalty Room: **Perdana Suite**
- VVIP Room: **Perdana Lounge**

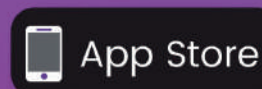


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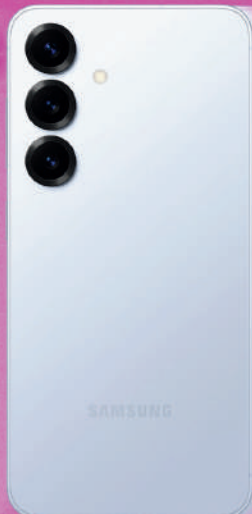
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LEADING MALAYSIA'S DIGITAL ECONOMY

Malaysia Digital Economy Corporation (MDEC), a government agency under the purview of the Ministry of Digital, was established in 1996 to lead Malaysia's digital economy. Beginning with the implementation of the MSC Malaysia initiative, we have since then catalysed digital transformation and growth all over the nation.

By offering greater incentives and governance for growth and re-investment, we aspire to bolster Malaysia's status as the digital hub of ASEAN, opening new doors and driving shared prosperity for all Malaysians.

ABOUT MALAYSIA DIGITAL

In 2022, the Malaysian government introduced Malaysia Digital (MD) – a national strategic initiative to future-proof Malaysia's digital economy and position itself as a regional hub for innovation, technology and digital creativity.

Malaysia Digital has since continued to attract investors, digital companies, and talent, while empowering Malaysians to lead and innovate in the global digital content and creative economy.

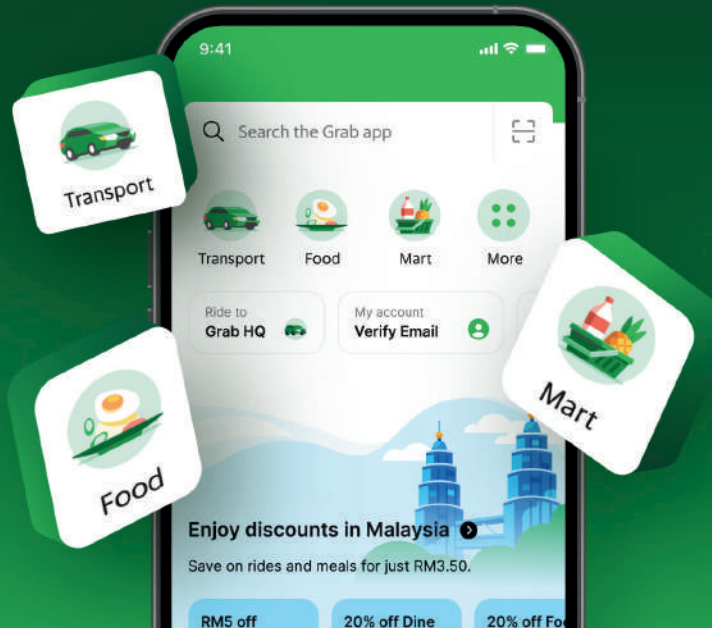


Discover how MDEC is
empowering the nation





was founded in 2012 with the mission to drive Southeast Asia forward by creating economic empowerment for everyone.



BREAKING BARRIERS FOR EQUAL OPPORTUNITY

135,000 Women driver-partners with Disabilities (PWDs) earned an income through Grab in 2024

(We even hit our target numbers for PWDs a year early)



ENHANCING PLATFORM SAFETY



99.9%

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CREATING SUSTAINABLE EARNING OPPORTUNITIES

\$12.8 billion

earned by driver- and merchant-partners on the Grab platform

(That's 16% more than in 2023)



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Since 2006, Dataxet has been supporting organisations across Malaysia, Singapore, Indonesia, and Thailand with its comprehensive media intelligence solutions. Today, by leveraging AI-driven insights and real-time social sentiment tracking, we have transformed data into actionable intelligence that helps businesses stay ahead in today's fast-changing media landscape through our suite of solutions including:

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- **Media Reputation Report**
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- **Platform Performance Audit & Content Strategy**
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More Information

<https://dataxet.namaasia.com/>



ACKNOWLEDGING OUR TEAM

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