

NEWSLETTER

MAY/JUNE 2025 | Vol.03



The Hunt Is On – MAH Style!

Rev up your engines for a fun-filled road adventure from Kuala Lumpur to Ipoh! Open to all MAH Ordinary and Associate Members, form your team of four and get ready to solve puzzles, complete challenges, and race toward victory. Don't miss this exciting opportunity to bond, compete, and connect!



Crowning Malaysia's National Mocktail 2025

The Signature VM 2026 Mocktail Championship brought together talented mixologists from across Malaysia in a national competition to create the ultimate non-alcoholic drink that captures "Malaysia in a Glass." The championship concluded with the selection of Malaysia's National Mocktail 2025, set to be featured on hotel menus and in promotional campaigns leading up to Visit Malaysia Year 2026.



MAHTEC Executive Diploma Graduation

On 28th May 2025, MAHTEC celebrated the graduation of five hospitality professionals who completed its prestigious Executive Diploma in Hospitality Management — a testament to their dedication and to the continued advancement of Malaysia's hospitality industry.

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Celebrating Local Wonders, Inspiring National Travel

The second edition of **Bazaar Jom Cuti-Cuti Malaysia (JCCM) 2025** concluded on a high note in Kuantan, drawing thousands of visitors to East Coast Mall over three exciting days from 16th to 18th May. Organised by TIN Media in collaboration with the Malaysian Association of Hotels (MAH) and supported by Tourism Malaysia, Tourism Pahang, and Majlis Bandaraya Kuantan, the event showcased the vibrant spirit of domestic travel ahead of Visit Malaysia Year 2026. Launched by key dignitaries including YB Puan Leong Yu Man and Dato' Khoo Boo Lim, the bazaar underscored its growing importance as a premier East Coast tourism platform.

A Weekend of Travel, Culture & Celebration

The event offered a lively blend of attractions:

- ★ Early bird RM20 cash vouchers spurred retail excitement.
- ★ Complimentary massages and ice cream delighted families and casual shoppers.
- ★ Harmony Music Fest, held in partnership with Persatuan Musik Malaysia, featured live daily performances.
- ★ Visitors stood a chance to win from RM100,000 worth of prizes, including hotel stays and travel deals.

More than a travel showcase, the bazaar also boosted the local economy, providing small businesses and tourism entrepreneurs with valuable exposure and direct consumer access.

Kuantan's Tourism Appeal Reaffirmed

With strong footfall and positive feedback from both exhibitors and visitors, the event solidified Kuantan's standing as a rising East Coast tourism destination.



“

This edition of Bazaar JCCM surpassed all expectations. From government support to crowd enthusiasm, we witnessed real momentum for domestic tourism,

— **Dato' Khoo Boo Lim**

Vice President of MAH
Organising Chairman of Bazaar JCCM

”



Looking Ahead

Gearing Up for Visit Malaysia Year 2026

As anticipation builds for VMY2026, initiatives like the Bazaar JCCM will continue to drive domestic travel, uncover hidden gems, and elevate Malaysia's tourism economy.



HOSPITALITY WEEK 2025

28 > 29 MAY 2025

WED-THU | 9AM-7PM



HOSPITALITY SUPPLIERS EXPO
HOSPITALITYEXPO.ASIA



HLC | Hospitality Leadership Conference 3.0



Signature VM2026 mocktail championship

VIVATEL KUALA LUMPUR

MALAYSIA'S PREMIER HOSPITALITY TRADE SHOW



www:// hospitalityexpo.asia

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Collaboration Partners









Collaborate · Elevate · Celebrate Hospitality

Held from 27th to 29th May 2025 at Vivatel Kuala Lumpur, MAH Hospitality Week brought together five key hospitality-focused programmes under one dynamic platform.

- ★ Visit Malaysia 2026: Signature Mocktail Competition (27th - 28th May 2025)
- ★ Hospitality Suppliers Expo (28th - 29th May 2025)
- ★ Hospitality Leadership Conference 3.0 (28th May 2025)
- ★ MAH Networking Evening (28th May 2025)
- ★ MAH National Annual General Meeting (29th May 2025)

This industry-wide initiative was designed to foster innovation, strengthen business networks, and align stakeholders in preparation for Visit Malaysia 2026.





Malaysia in a Glass: Stirring Culture, Flavour, and Pride

The Signature VM 2026 Mocktail Championship (SMC 2025) concluded on a high note during MAH Hospitality Week at Vivatel Kuala Lumpur, celebrating the creativity and talent of Malaysia's top hotel mixologists. Organised by the Malaysian Association of Hotels (MAH), the Malaysian Food and Beverage Executives Association (MFBEA), and the Mixology Alliance of MFBEA (MAM) with proud sponsorship from Yeo's, the national competition brought together 32 participants from hotels across the country, each vying to craft the ultimate mocktail that embodies "Malaysia in a Glass."

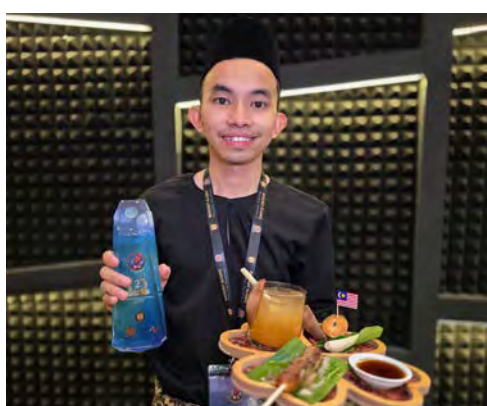
From April preliminaries to the two-day grand finals, the event highlighted innovative non-alcoholic creations made with local ingredients, traditional flavours, and compelling cultural storytelling. Eight finalists advanced to the final round, where they presented their signature drinks to a panel of esteemed judges.

The championship culminated in the selection of Malaysia's National Mocktail 2025, which will now be featured in hotel menus and promotional campaigns in the lead-up to Visit Malaysia Year 2026, offering a unique, flavourful symbol of Malaysia's hospitality to both locals and international visitors.



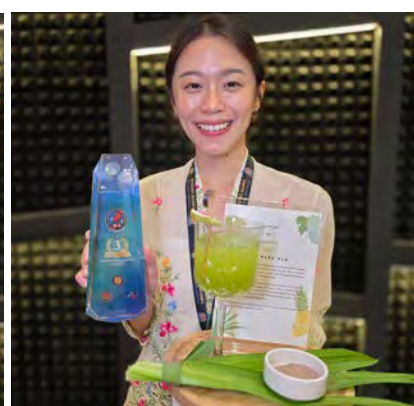
Muhammad Nadzemi Bin Norihan
Renaissance Kuala Lumpur

- ★ **Drink Name: Bandung Pandan Spritz**
A light and refreshing mix of coconut, lychee, lemon, and pandan, served with kuih lapis for a sweet local pairing.
- ★ **Total Finals Score: 444 points**



Muhammad Raihan Bin Rajuddin
M Resort Kuala Lumpur

- ★ **Drink Name: Madani 69**
A rich blend of traditional flavours featuring ciku fruit and gula Melaka, served with pisang bakar for a warm, nostalgic pairing.
- ★ **Total Finals Score: 439 points**



Hor Shu Yih, Rachel
Grand Hyatt Kuala Lumpur

- ★ **Drink Name: Sunshine Ria**
A vibrant tropical blend topped with a pink guava and asam boi tuile for a zesty, refreshing twist.
- ★ **Total Finals Score: 413 points**



Future-Ready Solutions for Hospitality Today

The trade exhibition served as a dynamic showcase of innovative products, services, and solutions designed specifically for the hospitality industry. With over 70 exhibition booths, the two-day event drew more than 3,500 visitors, including hoteliers, industry experts, and key decision-makers. The expo offered a valuable platform for suppliers and service providers to connect with potential clients, foster meaningful conversations, and explore forward-thinking solutions shaping the future of hospitality.





Leadership with Purpose, Hospitality with Heart

The Hospitality Leadership Conference (HLC) is a premier gathering of leaders from across the hospitality industry, designed to foster dialogue, collaboration, and idea exchange on emerging trends and pressing challenges. It serves as a platform for industry stakeholders to collectively explore strategies for innovation, growth, and excellence. The recently concluded 3rd edition of HLC brought together over 200 delegates from across Malaysia's hospitality and tourism sectors, marking another successful chapter in advancing industry leadership and collaboration.



HOSPITALITY LEADERSHIP CONFERENCE 3.0



TUESDAY, 28 MAY 2025



8:30 AM - 1:00 PM



MS. SAFRINA LASA
Vice President
Sector Development, TalentCorp



DR. SITI KHADIJAH NASRAH
Director
Amaze Synergy Ventures Malaysia



MR. PRASATH KANAGARAS
Brand Strategist
Point Blank Mediaworks Sdn Bhd



MS. NADIA OMER
Chief Executive Officer
AirAsia MOVE

Conference Highlight



Track #1

The Impact of AI, Digitalisation & the Green Economy on Malaysia's Hospitality Workforce

Speaker:

Ms Safrina Lasa, Vice President, Sector Development, TalentCorp

An in-depth exploration of how technological advancements and sustainability trends are reshaping workforce needs, skills development, and future readiness within the hotel and accommodation services sector.

Track #2

Adaptive Leadership & Resilience

Speaker:

Dr Siti Khadijah Nasrah, Director, Amaze Synergy Ventures Malaysia

A powerful session on how leaders can navigate uncertainty, embrace change, and foster resilience to thrive in an evolving hospitality landscape.



Track #3

Beyond Occupancy – Building a Brand-Centric Culture for Sustainable Profitability

Speaker:

Mr Prasath Kanagaras, Brand Strategist, Point Blank Mediaworks

This session unpacked the value of cultivating a strong internal culture and brand identity as key drivers of long-term success and profitability beyond traditional occupancy metrics.

Track #4

Resilience & Transformation in Travel and Hospitality

Speaker:

Ms Nadia Omer, CEO, AirAsia MOVE

An inspiring conversation on how digital innovation and adaptive strategies are transforming the travel and hospitality industry across Malaysia and the region.





An Evening of Hospitality, Harmony, and Happenings

The day wrapped up with a lively Networking Cocktail session, providing delegates with a relaxed and engaging environment to connect. It was an ideal opportunity for industry peers to exchange ideas, spark new collaborations, and deepen professional ties. Adding to the vibrant atmosphere was a spirited performance by the “in-house” MAH band — an entertaining reminder of the passion and creativity that hospitality professionals bring not only to events, but also to the experiences they deliver to guests.





Leadership in Action, Vision in Motion

MAH successfully held its 51st Annual General Meeting (AGM) on 29th May 2025 at Vivatel Kuala Lumpur, marking a key milestone for the nation's hospitality industry. Held as a closed-door session for MAH members, this year's AGM was especially pivotal as it marked the leadership election year for the association.

The Board of Directors has been reaffirmed for the 2025–2028 term through an uncontested nomination process, signaling the membership's strong confidence in MAH's current leadership and its strategic direction. As the national voice of Malaysia's hotel industry, MAH's leadership decisions continue to shape not only the future of the association but also the broader hospitality landscape through forward-looking policies and industry-wide initiatives.

Retaining her position for a second term is Datin Christina Toh, Chief Strategy Officer for South-East Asia at Dorsett Hospitality International, who also holds the distinction of being MAH's first lady president. She will continue to lead the association alongside three Vice Presidents, the Honorary Secretary General, the Honorary Treasurer General, and Chapter Chairpersons — together forming a 19-member board committed to guiding MAH forward over the next three years. The newly reaffirmed Board and State Chairs reiterated their dedication to advancing the interests of Malaysia's hotel industry, while working collaboratively with stakeholders to elevate national tourism and hospitality standards.

As the national voice of Malaysia's hotel industry, MAH's leadership continues to shape the future of hospitality through progressive policies and impactful initiatives. MAH extends its heartfelt appreciation to all members for their unwavering support. Your trust and commitment remain the driving force behind our collective progress and transformation.





The Board is truly honoured by the continued trust our members have placed in us. This reaffirmation is not only a privilege but also a profound responsibility — one we embrace with renewed dedication and purpose. We remain committed to driving progress in the hospitality industry while prioritising the interests and well-being of our member hotels. Together, with your continued support, we are confident in achieving our shared aspirations and shape a stronger future for Malaysian hospitality. Thank you once again for your confidence in our leadership.

Datin Christina Toh
President of Malaysian Association of Hotels



Malaysian Association of Hotels Board Of Director 2025-2028 Term

President

- Datin Christina Toh, Dorsett Kuala Lumpur

Vice Presidents

- Shirley Lai – Sfera Residence Kuala Lumpur City Centre
- Lim Choong Sean (CS Lim) – Legoland Hotel
- Dato' Khoo Boo Lim – Macalister Terraces

Honorary Secretary General

- Dato' Megat Shahrul Azman Abas – FELDA Residence Hot Springs

Honorary Treasurer General

- Ong Mooi Kee (Maggie Ong) – MH Hotel Ipoh

Chapter Chairpersons

- Kedah & Perlis: Eugene Dass – StarCity Hotel Alor Setar
- Penang: Dato' Tony Goh – St. Giles Wembley Premier Hotel
- Perak: Tony Wong – 1969 Business Suites
- Selangor: Datin Jasmine Abdullah Heng – Dorsett Grand Subang
- Kuala Lumpur: B E Lim – The Gardens – A St Giles Signature Hotel and Residences
- Negeri Sembilan: Haziz Hassan – Sutera Hotel
- Melaka: Khairulnizam Kasim – Kings Hotel
- Johor: Ivan Teo – Millesime Hotel
- Pahang: Charles Peter – Shahzan Hotel Kuantan
- Terengganu: Hajah Suaibah Harun – Primula Beach Hotel
- Kelantan: Gan Yeong Shuoh – Grand Riverview Hotel
- Sarawak: John Teo – Meritz Hotel Miri
- Sabah & Labuan: Mr. Hafizan Wong – Promenade Hotel Kota Kinabalu



Scam Awareness Seminar for Hospitality Staff

Strengthening Awareness: Scam Prevention Seminar Empowers Hospitality Staff

MAH was proud to support and collaborate with the Commercial Crime Investigation Department of IPD Cheras for their Scam Awareness Seminar for Hospitality Staff, held on 19th March 2025.

The event saw an impressive turnout, with over 100 hotel personnel from Kuala Lumpur and Selangor participating. The seminar offered timely and practical insights into scam prevention strategies, empowering hospitality teams with the knowledge needed to better protect both their guests and their establishments. MAH's involvement was warmly acknowledged, and we were honoured to receive a Token of Appreciation from IPD Cheras in recognition of our support. Looking ahead, IPD Cheras has expressed interest in extending this valuable initiative to other states via webinars. Discussions are currently underway, and MAH will keep members updated as plans progress.



Engagement with MyIPO on Music Royalty Collections

Strength in Unity: Streamlining Music Royalties for a Fairer Industry

As part of ongoing efforts to address challenges surrounding music royalty collections, representatives from MAH, MAHO, and MyBHA engaged in a productive dialogue with the Intellectual Property Corporation of Malaysia (MyIPO) on 25th March 2025.

During the session, the hotel associations presented a unified stance in advocating for the establishment of a single, common Collective Management Organization (CMO) to streamline royalty collection processes. The associations also raised serious concerns over the unregulated power of copyright agencies to increase royalty rates without proper oversight, urging for greater transparency and regulatory control. This engagement reflects the industry's collective commitment to creating a fairer and more sustainable royalty framework, and MAH will continue to work closely with stakeholders to protect the interests of its members.



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www.ledscreenmalaysia.com.my

Nippon Paint MAH Members Seminar & Expo Tour

Nippon Paint and MAH Partner to Elevate Hotel Refurbishment Standards Ahead of Visit Malaysia 2026

In preparation for an anticipated 31.4 million tourist arrivals under Visit Malaysia 2026, Nippon Paint (Malaysia) Sdn Bhd has partnered up with the Malaysian Association of Hotels (MAH) to elevate refurbishment standards across the nation's hospitality sector. This strategic collaboration, part of Nippon Paint's Total Coating & Construction Solutions (TCCS) initiative, aims to enhance the aesthetics, structural integrity, and operational performance of hotel properties through customised, end-to-end solutions.

At the recent "Elevating Hotel Maintenance: Comprehensive Solutions for Refurbishment" workshop, hotel operators and industry stakeholders gathered to explore practical approaches to common property maintenance issues, including surface cracks, efflorescence, and water seepage. The workshop also featured an exclusive mini expo, offering hands-on insight into innovative refurbishment tools and technologies that help simplify and strengthen property upkeep. During the session, Nippon Paint introduced its five-step refurbishment framework, which covers the full spectrum, from initial site assessment to post-project handover, streamlining the refurbishment process by reducing reliance on multiple vendors.

Ms. Ester Goh, Senior Manager of Waterproofing Solutions at Nippon Paint, concluded the event by showcasing successful refurbishment case studies across the country, from Premier Hotel Klang to Hilton Petaling Jaya and Cititel Express Sabah, underscoring the role of infrastructure readiness and talent upskilling in driving tourism growth.

As Malaysia gears up for Visit Malaysia 2026, this strategic partnership reaffirms a collective commitment to creating safe, attractive, and welcoming hotel environments that leave lasting impressions on every guest.





HASSLE-FREE PROPERTY MAINTENANCE with Innovative Refurbishment Solutions

Streamline Hotel Maintenance Solutions That Minimize Downtime, Improve Aesthetic, Enhance Safety, and Prolong the Lifespan of the Property.

Re-painting



Re-waterproofing



Re-flooring



Re-sealing



MSU Student Seminar · Managing High Performing Team

Leadership in Hospitality: Insights from the MAH CEO

MAH was honoured to participate in a student seminar hosted by Management & Science University (MSU), where our CEO, Mr Isaac Raj, delivered an engaging talk on “Leadership in Hospitality: Building and Managing High-Performance Teams.” The event was held at Gemilang Hall, MSU Shah Alam, and attended by a vibrant group of hospitality students eager to deepen their understanding of leadership within the industry.

In his session, Mr Isaac emphasised the critical role leadership plays in the hospitality sector, highlighting how strong, empathetic leadership directly impacts service quality, staff morale, and business sustainability in a highly competitive market.

The talk covered several key areas:

- **Essential leadership traits**, such as emotional intelligence, clear communication, adaptability, and leading by example.
- Strategies for **building high-performance teams**, from hiring for culture-fit to setting clear expectations and recognising achievements.
- Real-world **challenges faced by hospitality leaders**, including workforce dynamics and service pressures.
- The **role of technology** in improving team management and performance tracking.
- And the importance of **fostering a culture of excellence** through shared values, collaboration, and psychological safety.

The session concluded with a Q&A, where students had the opportunity to engage directly with Mr Isaac, gaining further insight into the realities and responsibilities of hospitality leadership.

We thank MSU for the kind invitation and look forward to more meaningful engagements with future leaders of the industry.



LAUNCH OF POLYCC X MAH at LIMA 2025

Building Talent Through Experience

Following the success of its 2023 debut, the POLYCC x MAH @ LIMA program made a strong return at LIMA 2025, reaffirming its commitment to industry-based experiential learning for hospitality students. Launched on 19th May 2025, this collaborative initiative once again brought together the Malaysian Association of Hotels (MAH) and the Department of Polytechnic and Community College Education (JPPKK) to offer real-world exposure for students from polytechnics, community colleges, and local schools around Langkawi. Notably during the launching, MAH Honorary Secretary General, Dato' Megat Shahrul Azman Bin Abas, was also appointed as Pengerusi Gantian Majlis Penasihat Industri Politeknik reflecting MAH's crucial role in bridging academia and industry.

The long-standing partnership between MAH and JPPKK traces back over 17 years to LIMA 2009, and was officially formalised through an MoU for the 2023 edition. That milestone initiative engaged over 150 students and lecturers, delivering more than RM200,000 in economic impact for participating Langkawi hotels — an achievement that has laid a strong foundation for this year's expanded program. LIMA 2025 sees an even broader scale of participation, reaffirming the value of immersive learning in developing skilled, TVET-ready talent for the hospitality sector. Through hands-on experience, students are better equipped to understand industry expectations, develop professional skills, and contribute meaningfully to Malaysia's tourism and service economy.

Looking ahead, MAH is pleased to announce its continued commitment to this initiative and has confirmed plans to organise POLYCC x MAH @ LIMA 2027. We aim to increase participation among students, educators, and MAH member hotels, ensuring the programme continues to grow as a model for impactful, industry-driven education.



Hospitality Industry Updates

MAH Public Service Announcement Strengthening Compliance: PDPA & Stamp Duty Updates for Hotels

(i) New Personal Data Protection (PDPA) Requirements Effective 1 June 2025

The new requirements under the Personal Data Protection Act (PDPA) will take effect from 1 June 2025. These updates include the mandatory appointment of a Data Protection Officer (DPO) and strict reporting procedures in the event of data breaches.

- Full Guidelines Available: t.ly/GSKYB or scan the QR code



Key PDPA Compliance Highlights

- You Must Appoint a DPO If Your Hotel:
 - Processes personal data of >20,000 individuals
 - Handles sensitive data of >10,000 individuals (e.g., health, biometric, financial)
 - Conducts regular monitoring/tracking (e.g., CCTV, profiling)

DPO Roles & Reporting Duties

- Can be internal or outsourced, full-time or part-time (no conflict of interest).
- Must monitor compliance, manage internal data processes, liaise with the Commissioner, and report data breaches.
- Data breach notification requirements:
 - Notify PDPA Commissioner within 72 hours.
 - Notify affected individuals within 7 days.
 - Maintain a breach register and internal protocols

Immediate Action Required

- Appoint a DPO before 1 June 2025.
- Create a dedicated DPO email.
- Register your DPO at daftar.pdp.gov.my within 21 days.
- Review and update your hotel's data protection and breach response policies.

Example Scenarios

- **Scenario 1 – Individual Hotel (Hotel A)- Hotel A stores 100,000 customer records:**
 - Must appoint a DPO if all records are retained.
 - May be exempt if it regularly deletes outdated records to stay under 20,000.
- **Scenario 2 – Hotel Group (Big Holdings A) - Owns Hotel B and Hotel C:**
 - Option 1: Appoint one DPO for the entire group
 - Option 2: Appoint separate DPOs for each entity

*Both options are PDPA - compliant as long as a designated DPO exists for compliance purposes.

(ii) Stamp Duty on Employment & Service Contracts – Effective Audit Enforcement from January 2025

The Inland Revenue Board (LHDN) has begun auditing employment contracts for stamp duty compliance, in line with Section 57 of the Stamp Act 1949.

Key Highlights:

- A flat RM10 stamp duty per contract applies across Peninsular Malaysia, Sabah & Sarawak.
- Penalty of RM100 applies for contracts not stamped within 30 days of signing.
- Enforcement includes contracts signed between 2022 to 2025.
- Applies to all employee types (full-time, part-time, fixed/short/long-term, local and foreign).
- Internship agreements are exempted.

Recommended Action:

- Ensure all past and current employment contracts (within the 3-year window) are properly stamped.
- Work with HR and legal teams to audit and update documentation as necessary to avoid penalties.

MAH urges all member hotels to review the full guidelines and proactively consult legal or professional advisors to ensure compliance and safeguard business operations.

STAMP ACT 1949

Following the meeting between MEF and LHDN on Friday, May 23, 2025, and the subsequent online briefing for MEF members, here is a summary of the Stamp Duty on Employment Contracts.

DOCUMENTS REQUIRED TO BE STAMPED

- Employment Contract
- Letter of Transfer
Only where will be perceived as a "new employment"
- Fixed Term Contracts
This includes each contract issued after expiration date

DOCUMENTS EXEMPTED TO BE STAMPED

- Promotion and Bonus Letter
- Annual Increment Letter
- Letter of Transfer within the Company which does not amount to a "new employment"
- Secondment Letter which does not amount to a "new employment"

REQUIREMENT

The Stamp Act requires Employment Contracts to be stamped for a fee of RM10 per copy to the LHDN. A failure to stamp the contract will not allow Employment Contracts to be adduced as evidence in the courts should ever a need arise.

A) STEPS



Complete the Contract
The contract must be signed by both parties



Submit for Stamping and Make Payment

- Submit one copy for stamping via the STAMPS online system
<https://stamps.hasil.gov.my>
- Fee of RM10 per copy to be paid by the employer



Record-Keeping

Store the receipt in the employee file

B) TIMELINE FOR SUBMISSION OF NEW EMPLOYMENT CONTRACTS

Submission for stamping must be done within 30 days from signing of contract between parties.

C) TIMELINE FOR SUBMISSION OF EXISTING EMPLOYMENT CONTRACTS

Penalty will be waived for all employment contracts stamped on or before 31 December 2025.

(DISCLAIMER: Subject to discussion and guidelines on waiver of past employment contracts yet to be released officially by LHDN)

D) ENFORCEMENT BY LHDN

The Stamp Duty Audit Framework may arrange an audit session to review past employment contracts.

DURATION OF DELAY

PENALTY

Between 31 days to 3 months from the date contract is signed

RM50 or 10% of the stamp duty, whichever is higher

More than 3 months from the date contract is signed

RM100 or 20% of the stamp duty, whichever is higher

E) SCOPE OF AUDIT

Employers will be asked to provide and make available all existing employment contracts which have been valid for the last 3 years.

F) FAILURE TO COMPLY DURING AUDIT

Employers must wait for audit results and enforcement directives before appealing. If contracts are stamped before the audit, penalties will be automatically applied by the system.



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MICSEA
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MAH-AVIS Treasure Hunt 2025



Gear Up for Adventure: The 13th MAH-Avis Treasure Hunt Returns!

Break away from your daily routine and join us for an exhilarating, cross-state challenge! This automotive-themed event invites organisations to assemble a team of four participants per car for a fun-filled journey from Kuala Lumpur to Ipoh, Perak. Along the way, teams will test their wit, teamwork, and endurance by solving clues, cracking puzzles, and completing interactive challenges. It's more than just a race — it's a chance to connect with industry peers, strengthen camaraderie, and experience an adventure like no other. Don't miss one of MAH's most exciting and engaging outdoor events of the year!

Event Details:

- **Route:** Kuala Lumpur to Perak
- **Date:** Flag-off on Saturday, 12th July 2025
- **Entry Fee:** RM1,000 per car (includes complimentary accommodation & dinner)
- **Register Now:** <https://forms.gle/ka26R3wXafRu2CP38>
- **Registration Deadline:** 13th June 2025
- **Open to:** MAH Ordinary & Associate Members

**REGISTER
NOW**



★ Exciting prizes and lucky draws await! Join this fast-paced and exhilarating event—where strategy meets speed!



MAH Treasure Hunt 2024



MAH Domestic Tourism Fair 2025

MAH DOMESTIC TOURISM FAIR
JOM CUTI-CUTI MALAYSIA | MAHFAIR.MY

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Truly Asia

MAH Domestic Tourism Fair 2025 Returns Across Three Key Cities

Building on the strong response and positive impact of last year's event, the MAH Domestic Tourism Fair is set to make its return in 2025 — with editions planned across three major locations:

- ★ **Kuala Lumpur:** 25th – 27th July 2025
- ★ **Johor:** 29th – 31st August 2025
- ★ **Penang:** 24th – 26th October 2025

Designed as a public-focused expo, the Fair aims to promote domestic tourism by featuring a wide range of hotel packages, travel deals, and local experiences. It offers MAH members a valuable opportunity to connect directly with consumers, elevate brand visibility, and drive interest in their properties and offerings. We encourage members to participate in the location that best aligns with your target audience — or maximise exposure by joining all three. Don't miss this chance to be part of a dynamic platform dedicated to reigniting interest in Malaysia's tourism landscape.

1
BAZAR JOM CUTI-CUTI MALAYSIA
PERCUTIAN MEWAH, HARGA RAHMAH!
16 - 18 MAY 2025
EAST COAST MALL
KUANTAN

2
MAH DOMESTIC TOURISM FAIR
JOM CUTI-CUTI MALAYSIA | MAHFAIR.MY
25 - 27 JULY 2025
PAVILION BUKIT JALIL
KUALA LUMPUR

3
MAH DOMESTIC TOURISM FAIR
JOM CUTI-CUTI MALAYSIA | MAHFAIR.MY
29 - 31 AUG 2025
AEON MALL TEBRAU CITY
JOHOR BAHRU

4
MAH DOMESTIC TOURISM FAIR
JOM CUTI-CUTI MALAYSIA | MAHFAIR.MY
24 - 26 OCT 2025
SUNWAY CARNIVAL MALL
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REGISTER NOW

REGISTRATION CLOSING ON
15 AUGUST 2025



<https://culinairemalaysia.com>

Heat Up the Kitchen: Culinaire Malaysia 2025 Is Around the Corner

The countdown has begun! From 23rd to 26th September 2025, the 17th edition of Culinaire Malaysia will take centre stage at the Kuala Lumpur Convention Centre, bringing together the region's most talented chefs and culinary teams for a spectacular showcase of skill, creativity, and passion.

This prestigious event is expected to draw over 1,500 participants competing across 35 categories, from artistic pastry creations to intricate gourmet dishes — making it one of the most comprehensive culinary competitions in the region. Member hotels and culinary professionals are highly encouraged to register and seize this golden opportunity to gain recognition, build team confidence, and benchmark against the best in the industry. Whether you're competing or cheering from the sidelines, Culinaire Malaysia 2025 promises an unforgettable experience for everyone with a love for the culinary arts.

Stay tuned for more updates — and don't miss your chance to be part of Malaysia's ultimate culinary showdown!



MAHTEC & PASAK

MAHTEC Launches Upskilling Program to Boost Hospitality Standards in Perak



A Strategic Collaboration to Strengthen Workforce Capabilities Across the State

The MAH Perak Chapter, in collaboration with MAHTEC and the Perak State Government through Pusat Aspirasi Anak Perak (PASAK), has officially launched the Hospitality Industry Skills Improvement Course (Kursus Peningkatan Kemahiran Industri Perhotelan), a dedicated upskilling programme designed to enhance service excellence in Perak's hospitality sector.

★ Empowering Talent, Elevating Standards

The launch, held on 11th April at Casuarina @ Meru, was officiated by Puan Halizah Binti Sipun, Deputy State Secretary (Development) and Director of the Perak State Economic Planning Unit (UPEN), and attended by PASAK Director Encik Aldrin Ng, alongside hospitality leaders and MAH Perak representatives.

★ A Future-Focused Programme

Offered under PASAK's TVET Mahir Kerja initiative, the programme aligns with the Perak Sejahtera 2030 vision of positioning Perak as a national TVET hub. Participants receive a fully sponsored MAHTEC Virtual Academy (MVA) license, an online platform built around the Industrial Skills Framework (IndSF) 2.0 and providing access to six specialised training modules:

- Front Office
- Housekeeping
- Hotel & General Management
- Sales & Marketing
- Maintenance
- Revenue Management

★ Strong Response, Ongoing Commitment

All available MVA licenses under this programme have been fully subscribed! However, interested individuals or hotels (including non-MAH members) may still contact MAHTEC for upcoming intakes or to explore purchase options.

Tel: +603-4252 5332 or

Email: mahtec@hotels.org.my

Website: mahtec.com.my

★ Shaping Perak's Hospitality Future

This initiative not only strengthens Perak's talent pool but also reinforces MAH and MAHTEC's shared mission to uplift national service standards, drive industry readiness, and keep Malaysia competitive in the global tourism economy. Together, we're building a stronger, more skilled hospitality future.

MAHTEC Hari Raya Appreciation Dinner

Together in Celebration, United in Hospitality

MAHTEC held a special Hari Raya Appreciation Dinner at Perdana KLCC on 8th April 2025 to celebrate the festive season and express gratitude to its dedicated trainers and esteemed academic partners. The evening was attended by MAHTEC trainers and professors from Universiti Teknologi MARA (UiTM), fostering camaraderie and continued collaboration in hospitality education and training.



First Gamification Training by MAHTEC

Game On for High-Performance Teams

MAHTEC successfully rolled out the inaugural session of its newly developed Gamification Training Program at Wyndham Acmar Klang on 23rd April 2025. Designed in collaboration with Game Changer Limited, this bespoke in-house programme is tailored to foster stronger team dynamics, boost engagement, and drive high-performance outcomes within hospitality teams.



Power Of WE Gamified Team Building



CUSTOMISED IN HOUSE PROGRAM

What is it?

Power of WE program aka Gamification, is an in-house team building program tailored to your organization's unique needs. It helps foster stronger team synergy, enhance collaboration, and realign staff with company objectives. Drive real results and unleash your team's full potential with the Power of WE.

Get ready to:

-  Learn the DISC model
-  Align on shared goals
-  Experience true collaboration
-  Achieve high-performance culture



Ready to unlock the full power of your team? Inquire today.

**SCAN TO
REGISTER**



**SCAN TO
WEBSITE**

Core Benefits

- ✓ Shared vision & purpose
- ✓ Team synergy through Action Reflection Learning
- ✓ Roadmap to high performance
- ✓ Practical leadership tools
- ✓ Cultural transformation

Official Launch of MAHTEC at LTA Offshore Campus

A Strategic Collaboration to Strengthen Hospitality Talent Development



In a significant milestone for hospitality skills enhancement, MAHTEC, in partnership with the Langkawi Tourism Academy (LTA), has officially launched the MAHTEC Offshore Campus in Langkawi. The collaboration was formalised through the signing of a Memorandum of Understanding (MoU) during the launch of the POLYCC x MAH @ LIMA 2025 programme.

Housed within LTA as part of its Lifelong Learning Initiative, the MAHTEC Offshore Campus will serve as a key training hub, supporting the increasing demand for skilled hospitality professionals on the island. This strategic facility empowers MAHTEC to expand the reach and scale of its training programmes, delivering greater accessibility and impact to the local workforce. Through this partnership, MAHTEC secures a dedicated base for programme delivery in Langkawi, while LTA benefits from enhanced access to high-quality, industry-relevant training solutions, strengthening Langkawi's position as a centre for hospitality excellence.



MAHTEC Executive Diploma Graduation Ceremony

Celebrating Achievement and Advancing Hospitality Excellence



MAHTEC proudly held the graduation ceremony for its Executive Diploma in Hospitality Management on 28th May 2025, during the MAH Hospitality Week at Vivatel Hotel Kuala Lumpur, marking another milestone in its long-standing commitment to professional development within the hospitality sector.

About the Programme

Established in 1995, the MAHTEC Executive Diploma in Hospitality Management has become a respected benchmark for industry excellence. The programme is designed to equip hospitality professionals with essential operational skills, leadership capabilities, and strategic insight needed to thrive in today's dynamic hotel environment.

To qualify for graduation, participants must successfully complete a series of nine certification training modules, each covering core areas of hospitality operations, within a specified timeframe.

This year's proud graduates are:

- ★ **Mr Salamuddin Bin Ibrahim** – Mardhiyyah Hotel & Suites (Self-funded)
- ★ **Mr. Izwandy Bin Nordin** – Klana Resort Seremban
- ★ **Mr. As Jan Jan Bin Tajudin** – Admiral Cove, Port Dickson
- ★ **Mr. Mohammad Azizy Bin Abu Bakar** – Avillion Port Dickson
- ★ **Ms. Jaslina Binti Mohamed Ishak** – Micasa All Suite Hotel

Congratulations to all graduates for their dedication and commitment to continuous learning. Your achievement reflects not only personal growth but also strengthens the professionalism and standards of Malaysia's hospitality industry.



MAHTEC LEARNING & DEVELOPMENT CALENDAR 2025

JUNE

	TRAINING LIST	TRAINER	DATE	FEE PER PERSON
MAHTEC CERTIFICATE	CERTIFICATE IN FOOD AND BEVERAGE MANAGEMENT	AMERJIT	24 & 25	RM 1,999.00
PUBLIC	TO BE A GREAT HOST	CANNY TAN	4 & 5	RM 1,599.00
	HOSPITALITY SECURITY MANAGEMENT	AZMIN	9 & 10	RM 1,599.00
	HOUSEKEEPING LEADERSHIP SUPERVISORY SKILLS	SAM	9 & 10	RM 1,599.00
	PROFESSIONAL GROOMING AND OFFICE ETIQUETTE	MARY	11 & 12	RM 1,599.00
	ESSENTIAL LEADERSHIP CORE COMPETENCIES	BC TAN	11 & 12	RM 1,599.00
	VIP & PROTOCOL SERVICE SKILL	AMERJIT	16 & 17	RM 1,599.00
	UPSKILLING MANAGERS ON LEADERSHIP DEVELOPMENT & EMPLOYEE ENGAGEMENT	ERNEST	16 & 17	RM 1,599.00
	OTA CONTROL & MAXIMIZING SALES RESULT	HALIM	17 & 18	RM 1,599.00
	CYBERSECURITY FOR NON IT PERSONNEL	ARUSOTHY	18 & 19	RM 1,599.00
	UNDERSTANDING PROFIT AND LOSS FOR NON-FINANCE	SONNY GAN	11 & 12	RM 1,599.00
	EMOTIONAL INTELLIGENCE (EQ) IN LEADERSHIP	SAM	23 & 24	RM 1,599.00
	ENGLISH FOR HOSPITALITY COMMUNICATION	MARY	23 & 24	RM 1,599.00
	E-INVOICE CONCEPT AND ACTION PLAN FOR HOTELIERS	SHERMAINE	25	RM 919.00

JULY

	TRAINING LIST	TRAINER	DATE	FEE PER PERSON
MAHTEC CERTIFICATE	CERTIFICATE IN HUMAN RESOURCES MANAGEMENT	HENNY	29 & 30	RM 1,999.00
PUBLIC	DIGITAL MARKETING & SOCIAL MEDIA	ARUTSOTHY	1 & 2	RM 1,699.00
	HOUSEKEEPING LEADERSHIP SUPERVISORY SKILLS	SAM	2 & 3	RM 1,699.00
	EXECUTIVE CERTIFICATE FOR DUTY MANAGER	HENNY	2 & 3	RM 1,699.00
	HOSPITALITY REVENUE MANAGEMENT	HALIM	7 & 8	RM 1,699.00
	THE AMAZING PROTOCOL & SERVICE DELIGHT	SAM	7 & 8	RM 1,699.00
	STRATEGIC PLANNING & MANAGEMENT FOR DEPARTMENT HEAD	HENNY	9 & 10	RM 1,699.00
	TURNING COMPLAINTS TO COMPLIMENTS	CANNY	14 & 15	RM 1,699.00
	ELEVATED FINE DINING SERVICE TECHNIQUES	AMERJIT	16 & 17	RM 1,699.00
	S.M.A.R.T BUDGETING	SONNY	16 & 17	RM 1,699.00
	THE EXCELLENT HOSPITALITY SERVICES	MARY	21 & 22	RM 1,699.00
	SUSTAINABLE HOTEL FACILITY MANAGEMENT	ANANTHAN	21 & 22	RM 1,699.00
	LAUNDRY & LINEN ROOM OPERATION & MANAGEMENT	ZAHARIN	23 & 24	RM 1,699.00
	FOOD HANDLING AND HYGIENE PRACTICES IN HOSPITALITY	AMERJIT	28 & 29	RM 1,699.00



AUGUST				
	TRAINING LIST	TRAINER	DATE	FEE PER PERSON
MAHTEC CERTIFICATE	CERTIFICATE IN TOURISM MANAGEMENT & HOSPITALITY SERVICES	KEN	26 & 27	RM 1,999.00
PUBLIC	OCCUPATIONAL SAFETY & HEALTH MANAGEMENT FOR HOSPITALITY (OSHA)	DR. BALAN	4 & 5	RM 1,699.00
	TRAINING ANALYSIS	HENNY	6 & 7	RM 1,699.00
	ELITE BUTLER SERVICE - PRECISION, POISE, PROFESSIONALISM	SAM	6 & 7	RM 1,699.00
	PROFESSIONAL ROOM ATTENDANT	ZA HARIN	11 & 12	RM 1,699.00
	UNDERSTANDING PROFIT AND LOSS FOR NON-FINANCE	SONNY GAN	12 & 13	RM 1,699.00
	DEVELOPING HIGH PERFORMING TEAM	BC TAN	13 & 14	RM 1,699.00
	MILLENNIAL CONCEPT OF FOOD & BEVERAGE MANAGEMENT	AMERJIT	13 & 14	RM 1,699.00
	INCOME AUDIT	SONNY	18 & 19	RM 1,699.00
	EMOTIONAL INTELLIGENCE FOR SUCCESSFUL MANAGEMENT & LEADERSHIP	SAM	18 & 19	RM 1,699.00
	EFFECTIVE COMMUNICATION FOR HOTELIERS	MARY	20 & 21	RM 1,699.00
	IMAGE EMPOWERMENT WORKSHOP - CRAFTING YOUR PROFESSIONAL IDENTIFY	NATHANIEL	25 & 26	RM 1,699.00
	FOOD & BEVERAGE SERVICE EXCELLENCE	AMERJIT	27 & 28	RM 1,699.00
	FINANCE FOR NON-FINANCE EXECUTIVE	SONNY	27 & 28	RM 1,699.00
SEPTEMBER				
	TRAINING LIST	TRAINER	DATE	FEE PER PERSON
MAHTEC CERTIFICATE	CERTIFICATE IN FRONT OFFICE OPERATION	NATHAN	23 & 24	RM 1,999.00
PUBLIC	HOTEL SERVICE EXCELLENCE	HENNY	1 & 2	RM 1,699.00
	HOSPITALITY SECURITY MANAGEMENT	AZMIN	3 & 4	RM 1,699.00
	BULLYING & SEXUAL HARASSMENT IN THE WORKPLACE	ERNEST	8 & 9	RM 1,699.00
	CUSTOMER SERVICE EXCELLENCE FOR FRONT OF THE HOUSE	MARY	8 & 9	RM 1,699.00
	TALENT MANAGEMENT FOR HR & TRAINING MANAGER	HENNY	10 & 11	RM 1,699.00
	F&B RECIPE COSTING & SELLING PRICE SETTING	SONNY	10 & 11	RM 1,699.00
	ENGINEERING & PREVENTIVE MAINTENANCE	DR. BALAN	22 & 23	RM 1,699.00
	PERSONAL MASTERY FOR EFFECTIVE LEADERSHIP & EXECUTION	MAHESH	22 & 23	RM 1,699.00
	INCOME AUDIT	SONNY	24 & 25	RM 1,699.00
	SUSTAINABLE HOTEL FACILITY MANAGEMENT	ANANTHAN	24 & 25	RM 1,699.00
	CYBERSECURITY FOR NON IT PERSONNEL	ARUTSOTHY	29 & 30	RM 1,699.00

New Free Service for
MAH members:

Unlock Your Hotel's Full Potential with Data & AI

What You Get:

Participating hoteliers will receive two essential reports directly to their Email and WhatsApp. More details to be announced in upcoming AGM.

Monthly Performance Report

Benchmark Your Success:

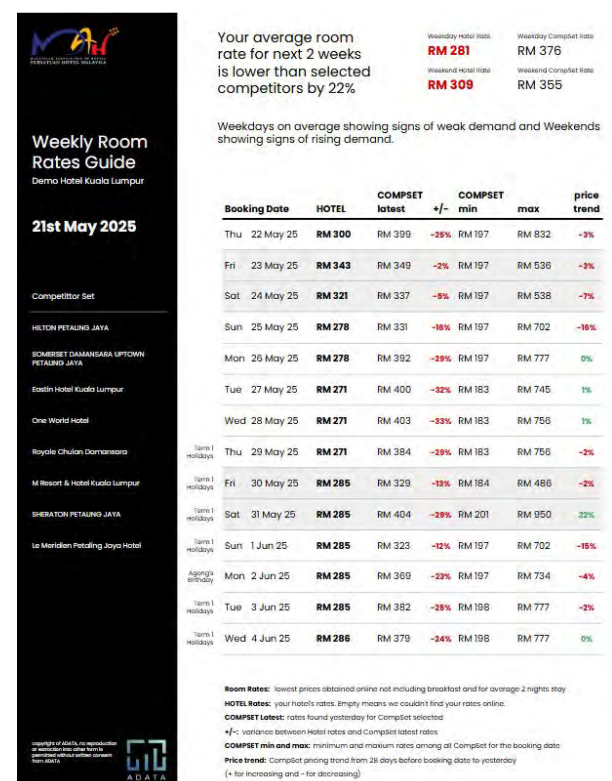
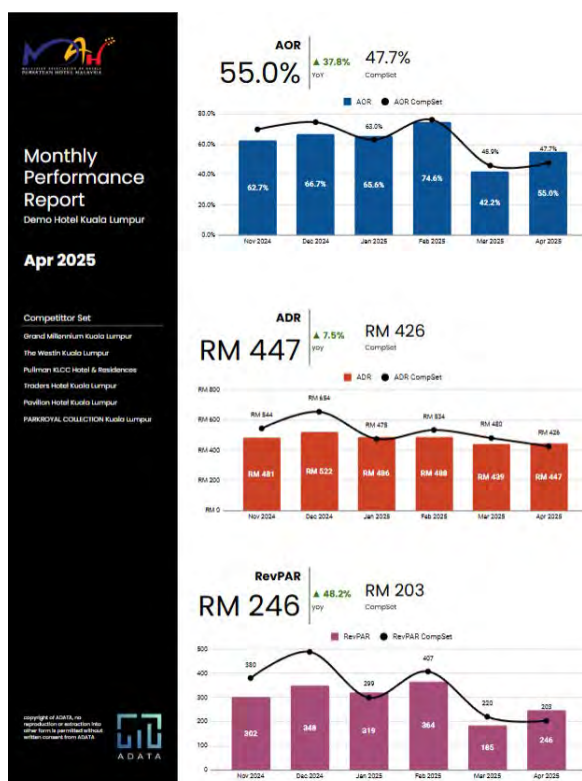
See exactly how your hotel's performance stacks up against selected competitors on a monthly basis.

For the past three years, over 400 hotels have contributed to and benefited from our monthly performance data. Now, we're thrilled to launch an exclusive FREE service designed to empower all MAH members with cutting-edge data and AI-driven insights to significantly enhance your hotel's performance. This invaluable service is brought to you through a strategic partnership between MAH and ADATA. MAH negotiated this service to promote member participation, enriching industry data and offering free AI tools to boost hotel performance.

Weekly Room Rates Guide

Optimize Your Pricing:

Get critical insights on your competitor's room rates pricing for next 14 days and stay ahead with data driven decisions.



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Malaysian Association of Hotels (MAH) is the umbrella body for hotels in Malaysia formed in 1974 and initially established by a group of concerned and dedicated hoteliers to bring about a more dynamic hospitality industry aimed at building a workforce of highly skilled, innovative and disciplined individuals. MAH, as the official national network for the hotel industry, represents more than 1000 hotels throughout Malaysia supplying more than 150,000 rooms which is over half of the total number of hotel rooms available as guest accommodation in this country. With 13 chapters across the nation, MAH acts as the voice of the industry, working as one body to promote, protect, represent and advance the interests of our members.

* Advertising opportunities are now available in MAH Newsletter.

For advertising enquiries, please contact

- MAH's MarComm at marcomm@hotels.org.my or

- Adelston Media at mahnewsletter@adelstonmedia.com.