

NEWSLETTER

JULY/AUGUST 2025 | Vol.04



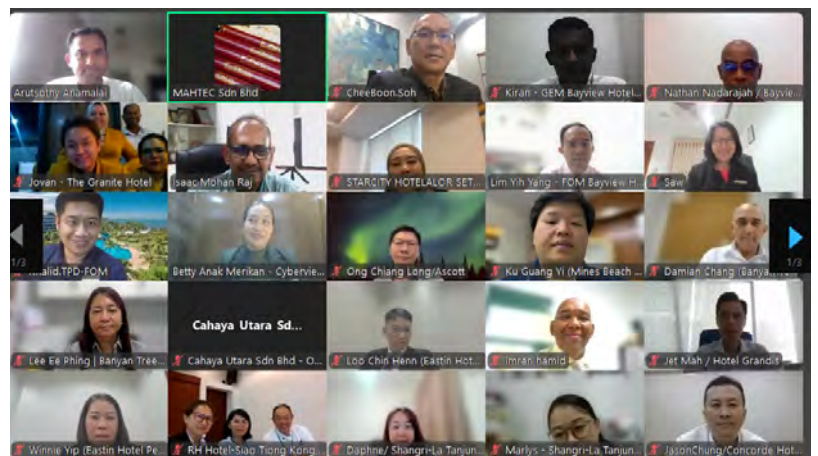
Next Stop Johor: Bringing Local Travel Deals to You

Don't miss the next stop of the MAH Domestic Tourism Fair 2025 in Johor Bahru, a great opportunity for exhibitors to connect with consumers and showcase their offers, and for visitors to discover exclusive domestic travel deals and experiences.



MAH Presents Culinaire Malaysia 2025

The Malaysian Association of Hotels (MAH) is proud to co-organise the 17th Culinaire Malaysia, the region's premier culinary competition, happening 23rd to 26th September 2025 at KLCC. Over 1,000 chefs will showcase their skills across 35 categories, judged by international experts. Endorsed by WACS and IFBA, the event highlights Malaysia's hospitality excellence and global culinary standing.



MAHTEC 30th Anniversary (1995-2025)

Since 1995, MAHTEC has empowered countless hospitality professionals, staying true to its mission of shaping Malaysia's hospitality workforce. Built by the industry for the industry, MAHTEC has become a trusted platform for practical training, talent development, and future-focused transformation. Stay tuned for the upcoming anniversary webinar!

OFFICIAL TELCO

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SILVER PARTNERS

BRONZE PARTNER





Important Notice

MACP Licence Renewal for 2026

Renew Today, Stay Compliant, Support Creativity

Please be reminded that the current music copyright licensing with MACP will expire on **31st December 2025**. Renewal is now due, and MAH members are entitled to enjoy preferred rates.

Music plays an important role in creating the right atmosphere across hotels and resorts, whether in lobbies, restaurants, guest rooms or event spaces. A valid MACP licence is required for this usage, ensuring compliance with copyright law while supporting our local music creators.

Renewing your licence is more than a legal obligation. It demonstrates our industry's commitment to professionalism, ethical practice, and respect for intellectual property. Non-compliance may lead to legal consequences, financial penalties, and reputational risks.

To ensure continued compliance and preferential fees, members are advised to initiate the renewal process as follows:

1. Annual Assessment Form 2026 & Rate (Accessible via QR code or @ t.ly/BP71e)

- Complete, sign, and submit the application form to the MAH Secretariat for endorsement before **30th September 2025**.
- Failure to do so will result in licensing bodies charging the standard rate.

2. MACP Invoice (Renewal & New Application 2026)

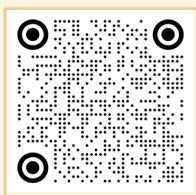
- After receiving your form, MACP will issue invoices and licence contracts directly to members.
- Kindly review the invoice details carefully and notify MACP of any amendments before **30th November 2025**.
- If all is in order, please remit payment to “**MACP Berhad**” by **25th December 2025**. Late payment will forfeit your entitlement to MAH preferential rates.

3. Licence Contracts (For New Applications FY2026)

- Two (2) sets of Licence Contracts will be provided. Please endorse both copies and return the original copies **directly to MACP** for stamping (stamping fees are included in the invoice).
- One stamped copy will be returned to you for your records.

Quick & Easy Renewal

Scan the QR code to complete and submit your 2026 Assessment Form & Rate today!



or visit t.ly/BP71e

For assistance, please contact MAH Secretariat, Ms Mas Sira @ 603-4251 8477 / 6012-528 4983.



Association Activities

MAH at GCCM 2025

Uniting Chefs, Inspiring Excellence | 1st July 2025

MAH proudly serves as the supporting partner of the 4th Global Culinary Competition Malaysia (GCCM 2025), which celebrates Malaysia's culinary heritage while bringing together chefs from across the world to exchange ideas and elevate industry standards. By fostering international collaboration and innovation, GCCM 2025 not only elevates culinary standards but also promotes tourism and opens new business opportunities for exhibitors, visitors, and F&B professionals.



MAH at HMC2025

Advancing Malaysia's Hospitality Industry | 2nd July 2025

MAH was proud to serve as an official Association Partner of the Hospitality Malaysia Conference (HMC) 2025 at the Connexion Conference & Event Centre, Kuala Lumpur. The event brought together hospitality leaders and professionals to discuss emerging trends and future opportunities shaping the industry. Through the Partner's Referral Programme, MAH members enjoyed an exclusive 20% discount on delegate passes. A key highlight was the HR Dynamics Track featuring MAH CEO Mr. Isaac Raj, who shared valuable insights drawn from his extensive industry experience. HMC2025 served as an important platform for knowledge-sharing, networking and strengthening Malaysia's hospitality landscape.



MAH and MAHIR MoU at IHHL Summit 2025

Strengthening Operational Excellence in Hospitality | 16th July 2025

MAH and the Malaysian Association of Housekeepers in the Hospitality Industry (MAHIR) formalised a Memorandum of Understanding (MoU) during the International Hospitality Housekeeping & Laundry Summit 2025. The MoU reflects a shared commitment to strategically advance the Malaysian hospitality industry through joint initiatives, training programmes and future collaborative events. With a focus on professional development, sustainability, digital innovation and service excellence, both associations aim to strengthen knowledge-sharing, build capacity among hospitality professionals and advocate continued improvements across all operational and service areas.



Maxis x MAH Tech Talk and MBIC Tour

Empowering Hospitality Through Digital Innovation | 17th July 2025

MAH partnered with Maxis Business to host an exclusive Tech Talk and site tour at the Maxis Business Innovation Centre (MBIC) in Kuala Lumpur. The session brought together hotel general managers, IT leads and senior decision-makers to explore the role of technology in shaping the future of hospitality. Key topics included the application of generative AI in hotel operations, the importance of cybersecurity, and the development of resilient digital infrastructure for the hospitality sector. Participants also had the opportunity to tour the MBIC and discover Maxis' latest technological solutions, followed by a networking session with Maxis tech specialists and hospitality peers. The event offered valuable industry insights and strengthened collaboration between the hospitality and technology sectors in advancing digital transformation.



MAH Welcomed the China Hotel & Lodging Association to Malaysia

Strengthening Cross-Border Hospitality Collaboration | 23rd July 2025

MAH, together with the Malaysian Association of Hotel Owners (MAHO), had the honour of hosting a welcome dinner for the China Hotel and Lodging Association (CHLA) during their official visit to Malaysia from 22nd to 26th July 2025. Representing more than 5,000 organisations across hotels, restaurants, travel services, hospitality suppliers and investment sectors, CHLA plays a major role in advancing China's hospitality industry. MAH is proud to support initiatives that foster industry leadership and promote meaningful cross-border collaboration.



MAH x MSU MoU Exchange

Nurturing Hospitality Leaders | 30th July 2025

MAH and Management and Science University (MSU) officially exchanged a Memorandum of Understanding (MoU) during MSU's TVET Launching Programme, witnessed by Deputy Prime Minister YAB Dato' Seri Dr. Ahmad Zahid bin Hamidi. The MoU seeks to strengthen academic-industry collaboration, particularly in TVET pathways for the Bachelor in Hotel Management programme. By integrating Work-Based Learning (WBL) and structured internships, the partnership will provide students with valuable hands-on experience and practical exposure in the hospitality sector. MAH looks forward to contributing to the development of a highly skilled hospitality workforce and bridging the gap between academic learning and industry needs through this meaningful collaboration.



Signature Mocktail for Visit Malaysia 2026 Officially Launched

Toasting to VM2026 with a Signature Malaysian Mocktail | 31st July 2025

MAH, together with the Malaysian Food & Beverage Executives Association (MFBEA), Mixology Alliance of MFBEA (MAM) and Yeo's Malaysia, successfully hosted the media launch of the official signature mocktail for the Visit Malaysia 2026 campaign. Unveiled at Renaissance Hotel Kuala Lumpur, the winning creation Bandung Pandan Spritz was introduced by its creator and champion, Mr. Nadzemi Norihan. The ceremony was officiated by Mr. Mohd Amirul Rizal, Head of the Visit Malaysia 2026 Secretariat. MAH is proud to support this initiative and looks forward to promoting the adoption of the Bandung Pandan Spritz throughout the hospitality industry in the lead up to Visit Malaysia 2026.



Bandung Pandan Spritz

Malaysia Business Events Week

Associations Driving the Next Era of Business Events | 5th August 2025

During Malaysia Business Events Week 2025, MAH CEO Mr. Isaac Raj represented the Association and moderated the panel session titled "Associations Leading Change – The Next Era of Business Events in Asia-Pacific". The session brought together Ms. Florence Chua (Managing Director Asia Pacific, PCMA) and Ms. Waikin Wong (Senior Regional Director Asia Pacific, ICCA) to discuss how associations can drive innovation, collaboration, and resilience across the region amid digital transformation, sustainability imperatives and evolving attendee expectations. The discussion also explored emerging trends such as AI-powered engagement and regenerative tourism, highlighting the critical role of associations in shaping the future of the business events industry.



Culinaire Malaysia 2025 Press Conference

Celebrating Culinary Excellence in Asia | 11th August 2025

Food & Hospitality Malaysia (FHM) 2025 has officially announced the return of Culinaire Malaysia, during a press conference held at the Kuala Lumpur Convention Centre. Now in its 17th edition, Culinaire Malaysia remains the region's premier culinary platform, elevating Malaysia's hospitality and gastronomy profile while celebrating world-class talent.

Co-organised by the Malaysian Association of Hotels (MAH), Professional Culinaire Association of Malaysia (PCA) and Malaysian Food and Beverage Executives Association (M.F.B.E.A.), the 2025 edition will convene over 1,000 chefs, from aspiring students to established professionals, who will compete across 35 categories, judged by more than 100 distinguished culinary experts led by Mr Karl-Heinz Ney of the German Chef Association.

Endorsed by the World Association of Chefs Societies (WACS) and the International Food and Beverage Association (IFBA), the competition continues to set new benchmarks in culinary innovation and professionalism. This year's programme will also include the Global Chefs Challenge Asian Regional Semi-Final, where top chefs from across Asia will compete for a coveted place at the 2026 Worldchefs Congress & Expo in Wales.

Whether you are a culinary professional, hospitality stakeholder or passionate gastronome, Culinaire Malaysia 2025 promises an inspiring showcase of skill, creativity and flavour — and a valuable opportunity for learning, networking and collaboration.

Event Details:

Venue: Kuala Lumpur Convention Centre, Hall 8

Date: 23rd - 26th September 2025

Admission: RM15 (Public) | RM10 (Students with ID)

Website: culinairemalaysia.com



Advocacy Activities

Engagement Session with TNB

Advancing Energy-Efficient Hospitality | 9th July 2025

MAH, MAHO and MyBHA participated in a constructive meeting with Tenaga Nasional Berhad (TNB) to discuss the current electricity tariff structure and its implications for the hotel industry. The session provided valuable clarity on the Low Voltage (LV) consumer category, particularly relevant to budget hotels, and included a detailed overview of energy, network, fuel adjustment, retail and capacity charges. TNB also introduced the Time of Use (TOU) scheme, which offers opportunities for cost savings during off peak hours, and briefed the associations on the Insentif Cekap Tenaga, an energy efficiency incentive for small scale users. The associations acknowledge TNB's transparency and collaborative spirit and remain committed to working together toward more affordable and sustainable energy solutions for Malaysia's hospitality sector.



MOTAC Engagement Session on Visit Malaysia 2026

Collaborating for a Successful VM2026 | 11th July 2025

MAH participated in an engagement session organised by the Ministry of Tourism, Arts and Culture (MOTAC) to discuss the hotel sector's readiness for Visit Malaysia 2026 (VM2026). The session brought together associations and key industry stakeholders to exchange views on current challenges and share practical input to support the successful implementation of VM2026. MAH contributed perspectives from the hotel industry and expressed its commitment to working closely with MOTAC to strengthen Malaysia's readiness for the upcoming campaign.



MPIP Senior Officers Meeting

Aligning TVET with Industry Needs | 17th July 2025

MAH participated in the inaugural Senior Executive Meeting of the Polytechnic Industry Advisory Council (MPIP), chaired by YBhg. Dato' Seri (Dr.) Michael Tio at the Department of Polytechnic and Community College Education and hosted by the Industry and Community Collaboration Division (BKIK). The session gathered representatives from 20 key industries including logistics, construction, banking, hospitality, oil & gas, semiconductors, digital and accreditation, to discuss manpower needs and strengthen collaboration with the TVET education sector.

MAH also shared updates on the current hospitality workforce situation and emphasised the need to align TVET training with real industry requirements. The meeting served as a valuable platform for industry stakeholders to contribute input and support the development of a more responsive and relevant TVET ecosystem.



MAH Participates in Budget 2026 Engagement Session

Advocating for Hospitality in Budget 2026 | 7th August 2025

MAH participated in the Budget 2026 Engagement Session for Cluster 1: Associations and Chambers of Commerce, chaired by YAB Dato' Seri Anwar Ibrahim, Prime Minister and Minister of Finance. The session marked an important first step in the preparation of the Fourth MADANI Budget, which will be tabled in October, and reflects the Government's inclusive approach to developing a holistic, people-centred and nation-focused budget. Nearly 300 participants attended the session, representing a wide range of sectors including government agencies, industry, chambers of commerce, economists, academics, NGOs and international organisations. MAH contributed views on current issues and needs within the hospitality sector to ensure that the industry is duly considered in the formulation of Budget 2026.



Hospitality Industry Updates

Compliance Reminder on SSM Signage Requirements (Section 30, Companies Act 2016)

MAH would like to inform all member hotels that several establishments in Langkawi were recently issued compound notices by the Companies Commission of Malaysia (SSM) during a compliance inspection conducted on 19th June 2025.

Under Section 30 of the Companies Act 2016, all registered companies including hotels are required to clearly display their registered name and company registration number at:

- The main office or business premises (entrance/reception)
- Any location where business is conducted
- Any place where company books or records are kept

In addition, the registered name and number must also appear on:

- Company letters, notices and publications (including digital)
- Websites
- Invoices, contracts and order forms
- Receipts, cheques and other financial documents
- All forms of business correspondence and promotional materials

Recommended Immediate Actions for Hotels:

- Review all signage and documentation to ensure your registered name and company number are correctly displayed.
- Implement temporary measures where necessary (e.g. printed signage, custom rubber stamps) while a permanent solution is being prepared.
- Inform your company secretary of these requirements as part of ongoing statutory compliance.

For Hotels That Have Received Compounds:

- You have two weeks to take corrective action and submit:
 - Photo proof of rectification
 - An official appeal letter to the issuing SSM branch

Please note: Continued non-compliance may result in heavier penalties or legal action.

We strongly encourage all member hotels to review their current practices and ensure full compliance with SSM requirements.



Teks ini HANYALAH TEKS KEMAS KINI bagi Akta Syarikat 2016 oleh Jabatan Peguam Negara. Melainkan jika dan sehingga dicetak semula menurut hukum Penawarjaya Penyemak Undang-Undang di bawah subseksyen 1(1) Akta Penyemakan Undang-Undang 1968 (Akta 1), teks ini BUKAN TEKS YANG SAH

Penyiaran nama

30. (1) Sesuatu syarikat hendaklah mempamerkan nama berdaftarnya dan nombor pendaftaran syarikat di—

- pejabat berdaftarnya;
- tiap-tiap tempat di mana perniagaannya dijalankan; dan
- tiap-tiap tempat di mana bukunya disimpan.

(2) Sesuatu syarikat hendaklah menzahirkan nama berdaftarnya dan nombor pendaftaran syarikat pada—

- surat perniagaannya, notis dan penerbitan rasmi yang lain, termasuklah dalam bentuk elektronik;
- laman sesawangnya;
- bil pertukaran, nota janji hutang, endorsmen dan borang pesannya;
- cek yang berupa ditandatangani oleh atau bagi pihak syarikat;
- invois pesanan dan tuntutan lain bagi pembayaran, resit dan surat kredit yang berupa dikeluarkan atau ditandatangani oleh atau bagi pihak syarikat; dan
- semua bentuk lain surat-menyurat dan dokumentasi perniagaannya.

(3) Pendaftar hendaklah menentukan cara sesuatu nama berdaftar dipamerkan atau dizahirkan oleh sesuatu syarikat.

(4) Bagi maksud subseksyen (2), jika suatu syarikat menukarkan namanya di bawah seksyen 28 atau 29, nama syarikat itu yang dahulu hendaklah terdapat di bawah nama berdaftarnya sekarang bagi tempoh tidak kurang daripada dua belas bulan dari tarikh penukaran itu.

(5) Syarikat dan tiap-tiap pegawai yang melanggar seksyen ini melakukan suatu kesalahan.

MAH-AVIS Treasure Hunt 2025 Concludes Successfully in Perak

Connecting Hoteliers Through Adventure | 12th July 2025

MAH, in collaboration with AVIS Malaysia, successfully organised the 13th edition of the MAH-AVIS Treasure Hunt. A total of 37 teams embarked on an exciting journey from Kuala Lumpur to Perak, tackling riddles, clues and location-based challenges before finishing in Ipoh. The day concluded with a dinner and prize presentation at MH Hotel Ipoh.



Winners:

- ★ **Champion:** Team R2D2 – Legoland Malaysia (RM2,000 Cash Prize)
- ★ **1st Runner-Up:** Team 4 Sekawan – Macalister Mansion (RM1,500 Cash Prize)
- ★ **2nd Runner-Up:** Team Huntsolo Forever – Mutiara Taman Negara (RM1,000 Cash Prize)
- ★ **Picture of Choice Award:** Team Huntsolo Forever – Mutiara Taman Negara (RM300 Cash Prize)



We want to give our members a chance to get out, connect and make memories together in a fresh setting. It is important for hoteliers to experience Malaysia's diverse attractions firsthand so that we can better inform and inspire our guests to explore the country.

- Ms. Shirley Lai,
Organising Chairperson
MAH Vice President



As part of MAH's commitment to social responsibility, a charity contribution was presented to Pertubuhan Pengurusan Pusat Jagaan 1Malaysia, Perak, in support of its work with underprivileged children. The closing dinner was graced by YB Tuan Loh Sze Yee, Chairman of the Perak State Committee for Tourism, Industry, Investment and Corridor Development, along with distinguished guests from AVIS Malaysia, MOTAC Perak, the Perak Tourism Association, and the MAH Board. MAH extends its sincere appreciation to all partners and participants, and looks forward to bringing future editions of the Treasure Hunt to more exciting destinations across Malaysia.

MAH Domestic Tourism Fair KL 2025 Attracts Record Crowd

Celebrating the Best of Domestic Tourism | 24th - 27th July 2025

MAH successfully concluded the Kuala Lumpur edition of the MAH Domestic Tourism Fair (MDTF) 2025 at Pavilion Bukit Jalil. Returning for its second year, the event attracted more than 40,000 visitors and featured over 65 exhibitors including hotels, resorts, tour operators, attractions and tourism boards.

The Fair offered exclusive travel deals and curated packages that encouraged Malaysians to rediscover domestic destinations and aligned with the national **Jom Cuti-Cuti Malaysia** campaign, including special privileges for civil servants.

The event was officially launched on 26th July by Mr. Chua Choon Hwa, Deputy Secretary General (Tourism) of MOTAC, who commended the initiative for spotlighting Malaysia's diverse tourism offerings. Organising Chairman Dato' Khoo Boo Lim highlighted that the strong turnout reflects rising interest in quality local travel experiences and supports continued recovery of the hospitality sector.





MAH Domestic Tourism Fair 2025

MAH Domestic Tourism Fair 2025 Continues — Next Stops: Johor Bahru & Penang

Following the strong response and successful turnout at the Kuala Lumpur edition (25th – 27th July), the MAH Domestic Tourism Fair 2025 will continue its nationwide rollout with two more exciting stops::

- ★ AEON Mall Tebrau City, Johor Bahru: 29th – 31st August 2025
- ★ Sunway Carnival Mall, Penang: 24th – 26th October 2025

Both editions will feature a combination of domestic travel and wedding exhibitions, offering exclusive hotel packages, curated travel deals and locally inspired experiences for families, couples, and soon-to-be-weds. It also provides MAH members with an excellent platform to engage directly with consumers, increase brand visibility and drive demand for their products and services.

Members are encouraged to participate in the city that best matches their market or take part in both to maximise exposure. Don't miss the opportunity to be part of this initiative to boost domestic travel and reignite interest in Malaysia's tourism landscape.



Culinaire Malaysia 2025

JOINTLY ORGANISED BY:



ENDORSED BY:



CULINAIRE MALAYSIA

Get Ready for the Finest Culinary Spectacle!

23 - 26 SEPTEMBER 2025

HALL 8, KUALA LUMPUR CONVENTION CENTRE



REGISTER NOW

REGISTRATION CLOSING ON
15 AUGUST 2025



<https://culinairemalaysia.com>

Fire Up Your Culinary Passion — Culinaire Malaysia 2025 Is Just Around the Corner

The countdown is on! From 23rd to 26th September 2025, the 17th edition of Culinaire Malaysia will take place at the Kuala Lumpur Convention Centre, bringing together top chefs and culinary teams from across the region for an exciting celebration of talent, creativity and innovation.

With over 1,500 participants expected to compete across 35 diverse categories, from artistic pastry displays to sophisticated gourmet creations — this prestigious event remains one of the region's largest and most respected culinary competitions. Member hotels and culinary professionals are strongly encouraged to register and take advantage of this valuable opportunity to earn industry recognition, elevate team morale and benchmark against the best. Whether you're competing or supporting from the sidelines, Culinaire Malaysia 2025 promises an inspiring and unforgettable experience for all culinary enthusiasts.

Stay tuned for more information — and make sure you don't miss Malaysia's premier culinary showcase!



MAMEE ASIAN CULINARY CUP CHARITY LUNCHEON

Brought to you by MAMEE, 12 teams of chefs will prepare a **three-course Asian** menu with the theme **"Fresh & Sustainable"** in this tribute to our region's rich gastronomic heritage

23 - 26 SEPTEMBER 2025 | HALL 8, KUALA LUMPUR CONVENTION CENTRE

RM50

PER SEAT (7 SEATS PER TABLE)
(21 SEATS PER DAY)

3-COURSE

SET MENU PREPARED LIVE
BY COMPETING CHEFS

CHOOSE YOUR PREFERRED TIMING SLOTS: (FIRST COME, FIRST SERVED)

x

Session 1: Tuesday, 23 September 2025

12.30PM – 2.00PM

Session 2: Wednesday, 24 September 2025

12.30PM – 2.00PM

Session 3: Thursday, 25 September 2025

12.30PM – 2.00PM

Session 4: Friday, 26 September 2025

11.30PM – 1.00PM

* Dishes will be served by participants from MAMEE Asian Culinary Cup

** Seats will be on a first come first served basis



food
aid
FOUNDATION

FEAST FOR CHARITY!

Seat sale proceeds will contribute to the Food Aid Foundation, a Malaysia food bank NGO dedicated to rescue surplus food from the supply chain and distributing it to people in need.

SECURE YOUR SEAT(S) NOW!

Secure your seats now and provide your contact details to
Mr Haswan Hassim | projects@hotels.org.my | +6016 690 7966

MALAYSIAN ASSOCIATION OF HOTELS

Account No.: 5144-2220-1007 (MAYBANK)

Company No.: PPM0091428051975 | Swift Code: MBBEMYKL

Please provide a copy of the payment slip as proof of transaction

MAHTEC @ LTA Officially Launched in Langkawi

Strengthening Hospitality Training Through Strategic Collaboration | 1st July 2025

MAH is pleased to announce the official launch of MAHTEC @ LTA, a new training platform developed in collaboration with the Langkawi Tourism Academy (LTA) and introduced during the POLYCC x MAH @ LIMA 2025 event through the signing of an MoU. Established under LTA's Lifelong Learning Initiative, this collaboration marks an important milestone in expanding MAHTEC's presence in Langkawi and provides a dedicated platform to deliver hands-on, industry-focused training in one of Malaysia's key tourism destinations.

Participants of the inaugural pilot programme (30th June – 1st July) included

- **En Mazlan Ariffin**, Committee Member of MAH Kedah & Perlis Chapter
- **Ms Wong Ai Lin**, General Manager of Holiday Villa Resort & Beachclub Langkawi
- **En Abdul Malik**, General Manager of Nadias Hotel Cenang Langkawi
- 10 major & empowered participants

★ Key Benefits of the Collaboration

- Establishes a strong regional base for MAHTEC's training delivery
- Enables the use of LTA's facilities for practical, real-world learning
- Supports LTA's capacity building with enhanced training content and increased capacity for workforce development

Stay tuned for upcoming upskilling and reskilling programmes under MAHTEC @ LTA, designed to equip hospitality professionals with future-ready competencies and support the continued growth of Malaysia's tourism workforce.



WEIL Hotel Ipoh's ESG Certification Journey

A Pioneering Milestone | 5th – 6th August 2025

WEIL Hotel Ipoh has successfully completed the second phase of its Environmental, Social, and Governance (ESG) Certification Training, reaffirming its role as a trailblazer in Malaysia's hospitality industry. This intensive program, designed to align business operations with international sustainability and corporate responsibility standards, concluded with final preparations ahead of an official audit by SGS Malaysia, a globally recognised authority in certification and verification.

The initiative reflects the hotel's unwavering commitment to embedding sustainability into every facet of its operations. More than compliance, it is a transformative step that demonstrates how responsible tourism and environmental stewardship can go hand-in-hand with exceptional guest experiences.

If awarded certification, WEIL Hotel Ipoh will proudly make history as the first ESG Certified Hotel in Malaysia—a milestone that would:

- ★ Set a national benchmark for sustainable hospitality,
- ★ Enhance Malaysia's standing as a forward-thinking global tourism destination, and
- ★ Encourage other industry players to adopt more responsible and ethical practices.

This achievement is a testament to the visionary leadership and dedication of the WEIL Hotel Ipoh team, who have embraced this journey with passion and determination. Their efforts not only highlight the hotel's pioneering spirit but also reinforce the growing importance of ESG in shaping the future of tourism.

Congratulations to the WEIL Hotel Ipoh family for reaching this milestone. The industry now eagerly awaits the upcoming audit results, confident that their hard work will be rewarded with this historic certification.

Together, let us celebrate this transformative step forward in redefining what it means to be a truly responsible hotel in today's world.



MAHTEC & AARIANA Partnership on the AHLEI Programme

Celebrating a Milestone: Shaping Excellence Through Partnership

The partnership between the Malaysian Association of Hotels Training and Education Centre (MAHTEC) and AARIANA has achieved a major milestone in advancing professional hospitality education. Since its launch in March 2025, the collaboration has successfully delivered 10 AHLEI training classes under the Certified Hotel Administrator (CHA) and Certified in Hospitality Management (CHM) programs, benefitting 130 industry professionals.

The programs have also achieved an exceptional pass rate, reflecting:

- ★ The dedication of participants,
- ★ The expert guidance of trainers, and
- ★ The strong collaboration between MAHTEC and AARIANA.

This accomplishment not only strengthens individual careers but also elevates hospitality standards and nurtures the industry's next generation of leaders. MAHTEC and AARIANA will continue building on this foundation to create even more opportunities for professionals across Malaysia and beyond.





UNCHANGING VALUES
CHANGING LANDSCAPES
Navigating in Uncharted Waters

eli eagles
leadership
initiatives



LEADERONOMICS
The Science of Building Leaders

MAHTEC
MALAYSIAN ASSOCIATION OF HOTELS
TRAINING AND EDUCATION CENTRE



EAGLES LEADERSHIP CONVENTION 2025

OCTOBER
9-11, 2025
Thursday - Saturday

Sime Darby Convention Centre, Kuala Lumpur

FEES:

EARLY BIRD PRICE!

Special Price Valid Only
Until 9 September 2025

- Original Price: RM3,240
**MAHTEC Special Price RM1,800
+ SST (HRD Corp Claimable)**

How to Register:

To qualify for the special price, please send an email to Stacy at stacy.yeow@leaderonomics.com. Kindly include in the email:

- 1) You are registering through MAHTEC
- 2) You would like to apply for HRDC (if applicable)

Step into the Future of Leadership

Join 1,200 leaders, visionaries and changemakers from across Asia Pacific for three transformative days of bold conversations, masterclasses, C-suite learning journeys and dynamic roundtables.

Discover how enduring values can anchor leaders through today's turbulent shifts - from AI and digital disruption to social change and economic resilience.

Featuring 60+ Global Speakers

Including CEOs, technologists, educators, impact entrepreneurs, and policy makers from Google, Far East Hospitality, Human Nature, CyberArmour and more.

Key Learning Tracks

- Plenary Dialogs with world-class thought leaders
- MasterClasses across 10 transformative topics
- C-Suite Journeys with industry titans
- Roundtables on critical conversations shaping the future



***HRDC-claimable for
Malaysians only**

mahtec@hotels.org.my

+603 4252 5332



www.mahtec.com.my



[malaysiantrainingeducationcentre](https://www.facebook.com/malaysiantrainingeducationcentre)



+6012 301 8477



MAHTEC 30th Anniversary

1995 – 2025 : Celebrating Three Decades of Excellence in Hospitality Training

3 Decades. 1 Mission. Countless Hospitality Professionals Empowered

In 2025, the Malaysian Association of Hotels Education and Training Centre (MAHTEC) proudly marks 30 years of shaping Malaysia's hospitality workforce. Since its establishment in 1995 under the Malaysian Association of Hotels (MAH), MAHTEC has been at the forefront of industry-driven training, talent development and transformation.

Build By the Industry, For the Industry

More than a training centre, MAHTEC is a platform built by hoteliers for hoteliers, offering practical programmes that address real challenges, future trends and evolving operational needs.

Celebrating 30 Years – Be Part of the Next Chapter

To commemorate this milestone, MAHTEC will host:

- ★ 30th Anniversary Seminars & Webinars:
 - From Policy to Practice: PDPA Compliance for Hotels
 - E-Invoice Concepts & Action Plans
 - The Leadership Edge
 - Revenue Management Tactics in a Digital World
 - Cybersecurity for Hotel Operations
 - Finance for Non-Finance
- ★ Special Alumni Features & Success Stories
- ★ New Training Collaborations & Digital Programs
- ★ Industry Dialogues on the Future of Hospitality Education

Join MAHTEC in celebrating three decades of empowering professionals and shaping the next chapter of Malaysia's hospitality excellence.

*LIMITED SEAT
FIRST COME, FIRST SERVED

LIVE WEBINAR

Revenue Management Tactics in a Digital World

Tuesday
26 August 2025

9.00 am – 5.00 pm

Scan here to register



Speaker
Bobby Saw

FEE RM799 + SST
(INCLUSIVE of Set Meal Voucher)

Learning Objectives:

- Explore digital revenue management strategies to help you optimize both revenue and profitability.
- Uncover the powerful influence of digital marketing, reputation management.
- Social media on key revenue tactics such as pricing, forecasting and beyond
- Designed for actionable takeaways, this course ensure you can implement impactful changes immediately.

Target Audience:

- Revenue Manager
- Sales and Marketing Team
- Training Professionals who are focused on Hotel Supervision and Management
- Aspiring Financial Entrepreneurs in Hospitality



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LIVE WEBINAR

AI-Driven Leadership Edge in Hospitality

Thursday
11 September 2025

9.00 am – 5.00 pm

Scan here to register



Speaker
Sam Sugunasingam

FEE RM799 + SST
(INCLUSIVE of Set Meal Voucher)

Learning Objectives:

- Understand how AI is reshaping leadership roles in hospitality
- Identify practical ways AI tools can support decision-making, team development, and guest engagement.
- Explore case examples of AI integration in world-class hospitality settings.
- Reflect on their leadership readiness for AI transformation.

Target Audience:

- Executive Leadership
- Senior & Mid-Level Management
- Functional & Departmental Leaders
- Learning & Development / Strategy Professionals



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MAHTEC 30th Anniversary: Inspiring Chapter Engagement in Penang

Empowering hoteliers through dialogue, connection, and shared growth | 18th –19th August 2025

As part of MAHTEC's 30th Anniversary celebrations, our Head of Learning & Development, Mr. Ken Cheah, successfully led a highly engaging Chapter Engagement Session at Hotel NEO+ Penang. The two-day programme brought together 30 passionate hoteliers from the Penang Chapter, creating a dynamic platform for professional dialogue, knowledge sharing, and collective growth. Beyond celebrating three decades of MAHTEC's contributions to the hospitality industry, the session served as an opportunity to connect with members, listen to their voices, and align future initiatives with their evolving needs.

Participant feedback was overwhelmingly positive, with many highlighting the session's value in providing practical insights, renewed motivation, and meaningful connections with industry peers. Some of the key reflections included:

MAHTEC
MALAYSIAN ASSOCIATION OF HOTELS
TRAINING AND EDUCATION CENTRE

30th Anniversary

**"SWOT-Driven"
Resilient
Leadership**

18-19
August 2025

9 am - 5 pm

Speaker
Ken Cheah
(HEAD - Learning & Development, MAH)

Scan here
to register

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Bayview Beach Resort Penang

- ★ Very engaging and selfless speaker with rich experience and knowledge. Dare and willing to share attitude.
- ★ Always listen with open mind, inspire lifelong learning and promote care for overall health, with a focus on mental well-being.

Aroma Business Hotel Raja Uda

- ★ Overall surprising twist of speaking but it from the crowd and general experience the twist was well needed to energise the hospitality industry. With well explain style of ways to purpose and clarity with the individual and their hotel

Hotel NEO+ Penang

- ★ Informative, allowing participants to set personal goal
- ★ Clear & Engaging
- ★ To set end goal & "never ring the bell"

Hotel Sentral Seaview

- ★ It's more of a rejuvenation course which was good to have as some may tend to forget so personally it's great for those who want to revisit and those who are new and intrigued to find out more.





MAHTEC LEARNING & DEVELOPMENT CALENDAR 2025

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	ZAHARIN	11 & 12	RM 1,699.00
	UNDERSTANDING PROFIT AND LOSS FOR NON-FINANCE	SONNY GAN	12 & 13	RM 1,699.00
	HOSPITALITY REVENUE MANAGEMENT	HALIM	13 & 14	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
	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 GAN	27 & 28	RM 1,699.00
	REVENUE MANAGEMENT IN A DIGITAL WORLD	BOBBY SAW	25 & 26	RM 1,699.00

SEPTEMBER

	TRAINING LIST	TRAINER	DATE	FEE PER PERSON
MAHTEC CERTIFICATE	CERTIFICATE IN FRONT OFFICE OPERATION	NATHAN	23 & 24 29 & 30	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
	TRAIN THE HOSPITALITY TRAINER	HENNY	10 & 11	RM 1,699.00
	F&B RECIPE COSTING & SELLING PRICE SETTING	SONNY	10 & 11	RM 1,699.00
	HARNESSING THE POWER OF REVENUE MANAGEMENT	BOBBY SAW	18 & 19	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
	CYBERSECURITY FOR NON IT PERSONNEL	ARUTSOTHY	29 & 30	RM 1,699.00



OCTOBER				
	TRAINING LIST	TRAINER	DATE	FEE PER PERSON
MAHTEC CERTIFICATE	CERTIFICATE IN EVENT MANAGEMENT	YVONNE	28 & 29	RM 1,999.00
PUBLIC	VIP & PROTOCOL SERVICE SKILL	AMERJIT	1 & 2	RM 1,699.00
	MILLENNIAL GAME CHANGERS	CANNY	1 & 2	RM 1,699.00
	LAUNDRY AND LINEN ROOM OPERATIONS & MANAGEMENT	ZAHRIN	8 & 9	RM 1,699.00
	RE-ALIGNING SALES STRATEGIES	EUGENE	8 & 9	RM 1,699.00
	DIGITAL MARKETING & SOCIAL MEDIA	ARUSOTHY	15 & 16	RM 1,699.00
	IMAGE EMPOWERMENT WORKSHOP	NANTHANIEL	23 & 24	RM 1,699.00
	EXECUTIVE CERTIFICATE FOR DUTY MANAGER	HENNY	23 & 24	RM 1,699.00
	FUNDAMENTAL OF FIRE PROTECTION SYSTEM	DR. BALAN	27 & 28	RM 1,699.00
	SUPERVISORY MANAGEMENT DEVELOPMENT	HENNY	27 & 28	RM 1,699.00
	DEVELOPING HIGH PERFORMING TEAM	BC TAN	29 & 30	RM 1,699.00
NOVEMBER				
	TRAINING LIST	TRAINER	DATE	FEE PER PERSON
PUBLIC	THE EXCELLENT HOSPITALITY SERVICES	MARY	3 & 4	RM 1,699.00
	UPSKILLING MANAGERS ON LEADERSHIP DEVELOPMENT & EMPLOYEE ENGAGEMENT	ERNEST	5 & 6	RM 1,699.00
	MILLENNIAL CONCEPT OF FOOD & BEVERAGE MANAGEMENT	AMERJIT	10 & 11	RM 1,699.00
	THE AMAZING PROTOCOL & DELIGHT SERVICE	SAM	10 & 11	RM 1,699.00
	F&B RECIPE COSTING & SELLING PRICE SETTING	SONNY	12 & 13	RM 1,699.00
	TRAIN THE HOSPITALITY TRAINER	HENNY	12 & 13	RM 1,699.00
	PROFESSIONAL ROOM ATTENDANT	ZAHRIN	17 & 18	RM 1,699.00
	EMOTIONAL INTELLIGENCE FOR SUCCESSFUL MANAGEMENT AND LEADERSHIP	SAM	17 & 18	RM 1,699.00
	EFFECTIVE COMMUNICATION FOR HOTELIERS	MARY	19 & 20	RM 1,699.00
	FOOD & BEVERAGE SERVICE EXCELLENCE	AMERJIT	24 & 25	RM 1,699.00
DECEMBER				
	TRAINING LIST	TRAINER	DATE	FEE PER PERSON
	ENGLISH FOR HOSPITALITY COMMUNICATION	MARY	3 & 4	RM 1,699.00
	SUSTAINABLE HOTEL FACILITY MANAGEMENT	ANANTHAN	8 & 9	RM 1,699.00
	MANAGING GEN Y & Z LEADERSHIP	SAM	8 & 9	RM 1,699.00
	CYBERSECURITY FOR HOTEL OPERATION	ARUSOTHY	10 & 11	RM 1,699.00
	LAUNDRY AND LINEN ROOM OPERATIONS & MANAGEMENT	ZAHRIN	15 & 16	RM 1,699.00
	OCCUPATIONAL SAFETY & HEALTH MANAGEMENT FOR HOSPITALITY (OSHA)	DR. BALAN	15 & 16	RM 1,699.00
	PROFESSIONAL GROOMING AND OFFICE ETIQUETTE	MARY	15 & 16	RM 1,699.00
	STRATEGIC PLANNING & MANAGEMENT FOR DEPARTMENT HEAD	HENNY	17 & 18	RM 1,699.00
	ELEVATED FINE DINING SERVICE TECHNIQUE	AMERJIT	22 & 23	RM 1,699.00
	OTA CONTROL & MAXIMIZING SALES RESULT	HALIM	22 & 23	RM 1,699.00

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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.