

NEWSLETTER

SEPTEMBER/OCTOBER 2025 | Vol.05



Driving Tourism Forward: VMY2026

The government's RM700 million allocation for tourism, including RM500 million dedicated to Visit Malaysia Year 2026 (VMY2026), underscores strong national support for revitalising the sector. In line with this, MAH reaffirms its commitment to driving Malaysia's tourism recovery through active participation in domestic campaigns, industry collaboration and workforce upskilling.

Initiatives such as the Cuti-Cuti Malaysia promotions and the MAH Domestic Tourism Fair 2026 in Kuala Lumpur, Johor Bahru, Penang and Pahang will further boost domestic travel. Coupled with the government's tax incentives and HRDC's training support, these efforts strengthen the hotel industry's readiness to help achieve 47 million visitors and RM329 billion in tourism receipts for VMY2026.

STRATEGIC PARTNER
IN CONJUNCTION WITH



Culinaire Malaysia 2025 Where Passion Meets Perfection

What an incredible four days of creativity, skill and culinary brilliance! Culinaire Malaysia 2025 united over 1,000 chefs from 18 countries, setting new benchmarks in culinary excellence and community spirit. Thank you for the amazing journey, see you at Culinaire Malaysia 2027!



Executive Diploma in Hospitality & Tourism Management 2026

Advance your career in 2026 with the Executive Diploma in Hospitality & Tourism Management, an industry-focused programme for working professionals. Gain essential business, leadership and operational skills through flexible, practical learning designed to strengthen management expertise and prepare you for future leadership roles.

OFFICIAL TELCO

EXCLUSIVE TV PARTNER

GOLD PARTNER

SILVER PARTNERS

BRONZE PARTNER



Advocacy & Representation

Empowering Inclusion: Focus Group with UPM on PWD Employment

Creating Opportunities, Strengthening Social Sustainability | 21st August 2025

MAH was invited to participate in a Focus Group Discussion organised by Universiti Putra Malaysia (UPM) as part of a research project titled “An Employment Framework in the Accommodation Sector to Enhance Social Sustainability for Persons with Disabilities (PWD)”. Led by Dr. N. Alia Fahada W. Ab Rahman and funded by the Ministry of Higher Education (MOHE), the study aims to develop a practical framework that supports inclusive employment and strengthens social sustainability within the hospitality sector. MAH appreciates the support and participation of member hotels that contributed to the study. The survey period has now concluded, and insights gathered will help shape inclusive employment practices across Malaysia’s accommodation industry. Together, we continue to champion a more inclusive and equitable hospitality sector.



KESUMA Budget Engagement Session 2026 (Sesi Libat Urus Belanjawan 2026)

An Inclusive MADANI Approach Towards a Holistic National Budget | 10th September 2025

The Ministry of Human Resources (KESUMA) held the Budget Engagement Session (SLU) 2026 at M Resort & Hotel Kuala Lumpur, officiated by YB Steven Sim Chee Keong, Minister of Human Resources, alongside YB Dato’ Sri Abdul Rahman bin Haji Mohamad, Deputy Minister. As the first budget under the 13th Malaysia Plan (RMKe-13), the session embodied the MADANI Government’s inclusive approach based on three pillars: Raising the Ceiling, Raising the Floor and Good Governance. YB Minister also outlined five global megatrends shaping the labour market and shared KESUMA’s 10 game-changing initiatives under RMKe-13, including wage reforms and the upcoming Gig Workers’ Act. With over 1,000 participants, the session demonstrated strong multi-sector collaboration in shaping an inclusive and forward-looking Budget 2026.



MSU International Music Arts and Culture Convention (IMACC)

Connecting Cultures Through Music, Art, and Tourism | 26th September 2025

The International Music, Arts and Culture Convention (IMACC) 2025, organised by Management and Science University (MSU), celebrated the power of creativity in bridging cultures under the theme “Connecting Cultures Through Music, Art and Tourism.” The two-day event featured inspiring sessions, performances and discussions highlighting how music and the arts can drive cultural appreciation and tourism development.

As part of the IMACC Symposium, MAH was invited as a guest speaker to present a session titled “Hospitality Meets Culture: Designing Immersive Art and Music Experiences in Malaysian Hotels.” MAH shared valuable insights on how the hospitality industry can integrate art, culture and music to create deeper guest connections and authentic Malaysian experiences. The engaging session resonated strongly with MSU’s hospitality and tourism students, inspiring them to see hotels as platforms for cultural storytelling and creative expression.



ELITE POLYCC X MAH @LIMA

Bridging Academia and Industry for a Stronger TVET Future | 2nd October 2025

The Lecturer Industrial Sharing Session (LISS) for participants of the Executive Lecturer Industrial TVET Empowerment (ELITE) Programme was held on 2nd October 2025 at Politeknik METrO Kuala Lumpur (PMKL). Organised by the Department of Polytechnic and Community College Education (JPPKK), the session was officiated by YM Tengku Besaruddin Shah bin Tengku Yaakob. It brought together seven ELITE@Maybank and twelve ELITE POLYCC X MAH @ LIMA 2025 participants to share insights from their industry attachments. The Malaysian Association of Hotels (MAH) was invited to serve on the Evaluation Panel, recognising its expertise in the hospitality field. The session reinforced the importance of academia–industry collaboration in advancing Malaysia’s TVET ecosystem and enhancing lecturer industry exposure.



Tourism Productivity Nexus Governing Committee Meeting

Driving Productivity Transformation in Tourism | 8th October 2025

The Tourism Productivity Nexus (TPN) Governing Committee Meeting No. 2/2025 concluded with several key outcomes reinforcing TPN's ongoing mission to accelerate productivity transformation across Malaysia's tourism sector. A key highlight was the progress update on the AI Productivity in Travel & Tourism initiative, an effort to empower tourism businesses and communities through artificial intelligence (AI) adoption to enhance efficiency, strengthen digital marketing, and drive data-informed decision-making.

The committee also reviewed the proposal for the Tourism Productivity Specialist (TPs.) title, aimed at formalising professional recognition and building a pool of skilled experts to champion productivity-driven transformation within the industry.

Members were further updated on the Transformasi Industri Pelancongan (TIP) report, outlining government and agency efforts to tackle sector challenges through coordinated, productivity-focused strategies. In addition, updates were shared on the Behavioral Insights for Sustainable Tourism Framework (STF), currently under research to support sustainable practices and measurable outcomes.

Through these initiatives, TPN reaffirmed its commitment to advancing innovation, sustainability, and productivity excellence, ensuring Malaysia's tourism sector remains resilient, competitive, and future-ready.



Industry Engagement on LPG Regulatory Amendments

Representing Hospitality in Key Policy Discussions | 10th October 2025

MAH participated as an industry representative in a stakeholder engagement session organised by the Ministry of Domestic Trade and Cost of Living (KPDN) in Kuala Lumpur. The meeting discussed the proposed amendments to Regulation 18 of the Supply Regulations (Amendment) 2021 [P.U.(A) 398/2021], aimed at strengthening policy and regulatory frameworks for Liquefied Petroleum Gas (LPG) usage. This engagement session provided an important platform for industry stakeholders to share feedback and insights before the amendments are finalised and approved by the Cabinet. Through its participation, MAH continues to play an active advocacy role, representing the hospitality industry's interests in key policy discussions that impact business operations and sustainability.



MAH Reappointed as Industry Lead Body For Tourism & Hospitality (2025–2027)

Strengthening TVET Through Industry Partnership | 14th October 2025

MAH has been officially reappointed as the Industry Lead Body (ILB) for Tourism and Hospitality for the 2025–2027 term. The appointment was presented during the Industry Lead Body Appointment Ceremony 2025, held at Sama-Sama Hotel KLIA. The event, officiated by Ts. Zuleah binti Darsong, Director General of the Department of Skills Development (JPK), recognised 18 reappointed ILBs and welcomed four new additions, JAKIM, LPPKN, PKKM and MWJS, bringing the total to 33 active ILBs under JPK. This reappointment reaffirms MAH's continuous role in advancing Malaysia's Technical and Vocational Education and Training (TVET) ecosystem through close collaboration with government agencies and industry partners. It also underscores MAH's commitment to ensuring skill development programmes remain relevant to market needs while nurturing a competitive and future-ready workforce.



Malaysia Blue Economy Blueprint

Steering Sustainable Growth Through the Blue Economy | 14th October 2025

The stakeholder engagement session for the Malaysian Blue Economy Blueprint (MBEB), organised by the Academy of Sciences Malaysia (ASM) under the purview of the Ministry of Economy (ME), was successfully held on 14th October 2025 in Kuala Lumpur. The session brought together key industry players to discuss strategies and priorities for Malaysia's Coastal and Maritime Tourism sector. As part of the MBEB initiative, MAH was invited to lead the Coastal and Maritime Tourism sector engagement, contributing insights from the hospitality and tourism industry. The discussion focused on aligning sectoral strategies with national objectives to promote sustainable growth, innovation, and environmental stewardship within Malaysia's blue economy. The engagement explored five strategic areas, encompassing 23 initiatives and 20 key performance indicators (KPIs), aimed at advancing the sector through sustainable infrastructure investment, digital transformation, and eco-conscious practices. These efforts support Malaysia's vision of transforming traditional marine-based industries into high-impact, inclusive, and environmentally resilient growth sectors.

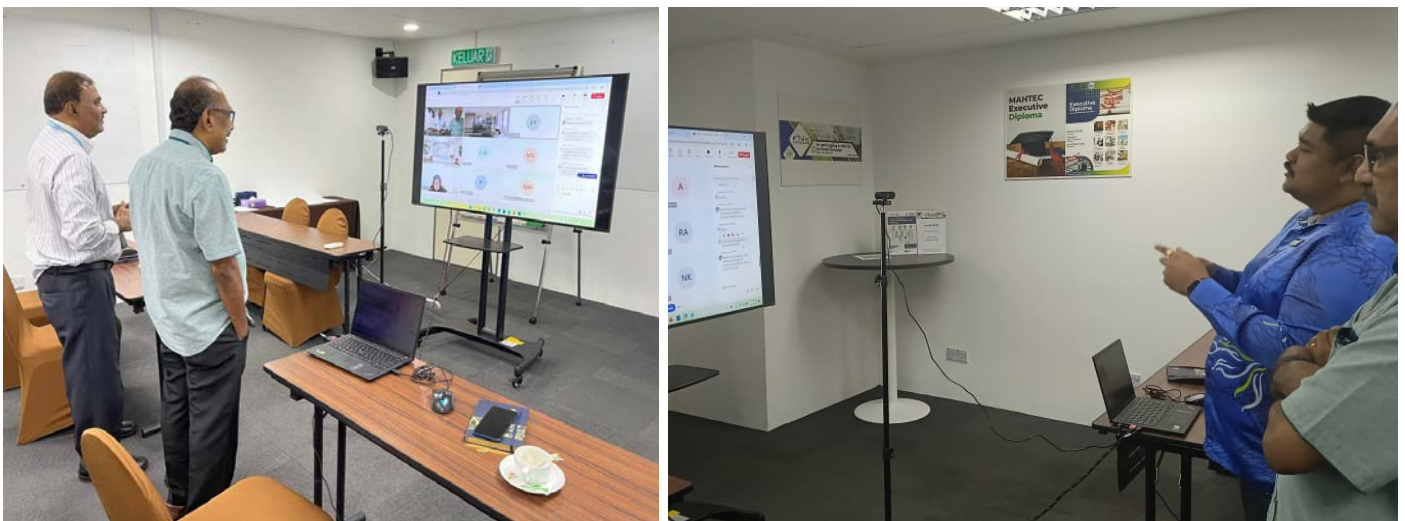


MAH x PERKESO Webinar: Employers Briefing on the Progressive Wage Policy (DGP)

“Gaji Progresif, Masa Depan Positif” | 18th October 2025

MAH, in collaboration with PERKESO, successfully organised the Employers Briefing on the Progressive Wage Policy – Implementation and Guide to the DGP Online System on 18 September 2025. The session was held to help employers better understand the Progressive Wage Policy (Dasar Gaji Progresif, DGP), a national initiative designed to enhance employee income in line with productivity growth. Representatives from PERKESO shared practical guidance on policy implementation, application procedures and step-by-step instructions for navigating the DGP Online Portal.

The webinar received strong participation from hotel industry employers, HR professionals and operations managers, reflecting the sector's proactive approach to wage progressiveness and workforce development. Through this initiative, MAH continues to support its members by facilitating access to government briefings and ensuring that the hospitality industry remains informed, compliant and aligned with Malaysia's labour and productivity agenda.



Engagement Session and Appreciation Ceremony for Strategic Partners of the National Salt Reduction Programme

Strengthening Partnerships for a Healthier Malaysia | 3rd September 2025

Representatives from the hotel industry were invited to attend the *Sesi Libat Urus dan Sanjung Saujana Rakan Strategik Program Pengurangan Garam Kebangsaan*, organised by Universiti Kebangsaan Malaysia (UKM) in collaboration with the Ministry of Health (KKM). The programme, officiated by Dr. Noraryana Hassan, Director-General of Health Malaysia, aimed to raise awareness on salt reduction and foster collaboration among key stakeholders to support the national strategy in preventing non-communicable diseases (NCDs).

A key highlight was the launch of the “Salt Reduction Strategies: A Reformulation Guide by Food Categories”, developed through UKM’s Strengthening Salt Reduction Policy for Malaysia research initiative, in partnership with various universities and research institutions. This event underscored the importance of cross-sector cooperation, uniting academia, government and industry to promote healthier food practices and contribute to a more health-conscious Malaysia.



Filoxenia Next-Gen Digital Marketing & AI Forum

Driving Hospitality to the Next Level | 4th September 2025

Step into the future of hospitality with Driving Hospitality to the Next Level, a high-impact event designed for hotel leaders, owners, and marketing innovators. Discover how AI-powered personalisation, cutting-edge digital marketing strategies and sustainable practices can transform every stage of the guest journey, from discovery to booking to post-stay loyalty.

Gain practical insights to boost direct bookings, enhance guest engagement and strengthen brand control. Whether it's refining search performance, crafting high-converting offers or improving repeat-stay strategies, participants will walk away with actionable tactics for measurable results. Fully supported by MAH, MAHO (Malaysian Association of Hotel Owners) and Tourism Malaysia, this event sets the stage for Visit Malaysia Year 2026, aligning industry innovation with Malaysia's goal of welcoming over 35.6 million tourists.



Genting SustainBiz 2025

Driving the Future of Sustainable Hospitality | 9th–10th September 2025

Genting SustainBiz 2025, a two-day sustainability conference officiated by Datuk Nor Hayati Binti Awang, Deputy Secretary General of the Ministry of Natural Resources and Environmental Sustainability (NRES), brought together government leaders, educationists, industry experts and sustainability advocates under the inspiring theme “Be Part of the Solution, Not Pollution.”

On Day 2, Ken Cheah (Head of Learning & Development, MAHTEC) moderated an insightful session titled “Introduction to ESG Certifications for Malaysian Hotels and Resorts” with panellists Isaac Raj (CEO, MAH & MAHTEC), Mr. Liew Yu-Wei (Managing Director, WEIL Hotel) and Jarut Treesookkasem (Sales Manager, SGS Malaysia). The session highlighted how hotels can embed ESG principles across operations, from energy efficiency to waste management, making sustainability part of their corporate DNA.

The event fostered meaningful dialogue and inspired collaboration toward building a more responsible and innovative hospitality industry. We are proud to have contributed to this impactful platform and remain committed to advancing sustainability within Malaysia’s tourism and hospitality landscape.



MAH x Daikin Seminar

Optimising Energy Efficiency in Hospitality | 11th September 2025

As a supporting organisation, MAH collaborated with Daikin Malaysia for an exclusive seminar addressing one of the industry’s most pressing challenges, rising energy costs and air-conditioning efficiency. Tailored for Hotel Operators and Chief Engineers, the session offered practical strategies and innovative HVAC solutions to reduce electricity consumption, minimise system downtime and enhance overall operational efficiency. Participants gained valuable insights into how advanced technologies can improve guest comfort, extend equipment lifespan and safeguard profitability in today’s evolving energy landscape. The seminar underscored the importance of energy-smart operations and technology-driven sustainability as key enablers for a more resilient and profitable hospitality industry.



AIXTourism 2025

Shaping the Future of Malaysia's Tourism | 11th September 2025

The AIXTourism Conference 2025, held at Dorsett Grand Subang Hotel, Subang Jaya, gathered over 250 policymakers, industry leaders, academics and technology providers to explore how artificial intelligence (AI) is reshaping Malaysia's tourism landscape. Under the theme AI Productivity for Travel and Tourism: Reshaping the Future of the Visitor Economy, the conference highlighted the transformative power of AI in driving productivity, enhancing visitor experiences and strengthening Malaysia's global competitiveness.

Malaysia Productivity Corporation (MPC) Director-General Datuk Zahid Ismail emphasised that to stay competitive, the tourism industry must move beyond traditional methods and adopt AI purposefully, embedding it into operations to deliver tangible results and elevated visitor experiences.

Meanwhile, Besian Xhezo, Deputy Resident Representative of UNDP Malaysia, Singapore and Brunei, underscored the role of AI as a catalyst for sustainable and inclusive growth. He noted that AI has the potential to unlock over USD113 billion (RM477 billion) in productivity gains, create future-ready jobs and enhance service excellence while keeping people and the planet at the centre of development.

Organised by the Tourism Productivity Nexus (TPN) in collaboration with MPC, UNDP and the Digital Travel Technology Association of Malaysia (DiTTAM), the conference aligns with World Tourism Day 2025's theme, Tourism and Sustainable Transformation. It reinforces Malaysia's vision for a resilient, innovative and future-ready visitor economy powered by technology and productivity-driven growth.





Budget 2026

Strengthening Tourism for VMY2026 and Beyond

The RM700 million allocation for the tourism industry, including RM500 million dedicated to Visit Malaysia Year 2026 (VMY2026), marks a significant increase from the previous year. This reflects the government's strong commitment to revitalising and expanding Malaysia's tourism landscape.

Despite this positive outlook, the hotel sector in 2025 continues to face challenges arising from global economic uncertainties and evolving travel trends. According to data from ADATA, MAH's data platform partner, industry performance for the first eight months of 2025 recorded a 3.3% decline in occupancy rates and a 2.9% dip in average room rates compared to 2024.

Nonetheless, the newly announced tax incentives for the tourism sector are both timely and encouraging, benefitting the wider hotel ecosystem:

- 100% income tax exemption for tour operators on inbound tourism.
- Tax deduction of up to RM500,000 for renovation and refurbishment of tourism premises to enhance domestic offerings.
- 100% tax exemption for international incentive trips, conferences, and exhibitions verified by MOTAC, providing a direct boost to the MICE hotel segment.
- Personal tax relief of RM1,000 for domestic tourism, supporting state and national-level VMY2026 campaigns.

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In support of these efforts, MAH will continue to champion domestic tourism through the Cuti-Cuti Malaysia promotions in partnership with Tourism Malaysia. For 2026, the MAH Domestic Tourism Fair will be held in Kuala Lumpur, Johor Bahru, Penang and Pahang, offering exclusive hotel discounts and attractive travel packages to encourage local travel.

While investments in infrastructure remain crucial, talent development and upskilling in the tourism and hospitality industry are equally vital. With HRDC's RM3 billion allocation for digital and technology training, hotels and tourism players are hopeful for greater access to AI and digital skills programmes that will prepare the workforce for the demands of VMY2026.

Ultimately, these budget measures must be efficiently managed and strategically channelled to maximise their impact.

As one of the core pillars of Malaysia's tourism industry, hotels remain steadfast in supporting the nation's growth agenda. With renewed focus and investment, MAH is confident that the tourism sector is on a solid recovery path, ready to lead Malaysia towards achieving the target of 47 million visitors and RM329 billion in tourism receipts in conjunction with VMY2026.

Datin Christina Toh
MAH President



MAH Past Events

MAH Domestic Tourism Fair 2025: Celebrating Local Travel Experiences

Rediscover Malaysia, Stay Local | 29th - 31st August 2025

The MAH Domestic Tourism Fair 2025 concluded successfully at AEON Mall Tebrau City, Johor, drawing an impressive crowd of over 35,000 visitors across three days. As the final edition of the MAH Domestic Tourism Fair series for the year, the event served as a vibrant platform to promote local travel, connecting Malaysians with some of the country's finest hotels, resorts and travel offerings. The opening ceremony on 30th August was officiated by Yang Berusaha Encik Mohammad Nazrul Bin Abd Rahim, Director of Tourism Johor, who commended MAH's ongoing efforts in driving domestic tourism and strengthening community engagement within the hospitality sector. Through attractive packages, interactive showcases and special promotions, the fair inspired visitors to rediscover Malaysia's diverse destinations and unique hospitality experiences, reinforcing MAH's commitment to supporting the growth of domestic travel nationwide.



Culinaire Malaysia 2025: Elevating the Scene & Celebrating Culinary Excellence

Asia's Premier Culinary Arena Showcases the Best of Creativity, Skill, and Passion | 23rd - 26th August 2025

The region's most prestigious biennial culinary competition, Culinaire Malaysia 2025, concluded after four spectacular days of culinary artistry, creativity and craftsmanship at the Kuala Lumpur Convention Centre. Co-organised by the Malaysian Association of Hotels (MAH), the Professional Culinaire Association of Malaysia (PCA), and the Malaysian Food and Beverage Executives Association (MFBEA), the 17th edition was held in conjunction with Food & Hospitality Malaysia (FHM). The event culminated with a Grand Award Presentation Dinner at Pullman Kuala Lumpur City Centre, officiated by Mr. Lee Thai Hung, Deputy Director General (Promotions II), Tourism Malaysia.

Culinaire Malaysia 2025 recorded remarkable participation, featuring 1,060 competitors from 18 countries across 35 competition classes, judged by a distinguished panel of 125 international and local judges led by Chef Karl Heinz Ney. Over 635 medals were awarded – 90 Gold, 204 Silver, and 341 Bronze, alongside 318 Diplomas and 33 special awards honouring exceptional achievements. Beyond competition, the event also embraced its social responsibility by raising RM3,300 for the Food Aid Foundation through charity lunches held during the exhibition, supporting underprivileged communities.

A major highlight was the Worldchefs Global Chefs Challenge Asia Regional Semi Finals, where Asia's top culinary talents competed for a spot at the Worldchefs Global Finals 2026 in Wales. Four champions earned the honour of representing Asia on the global stage. With its 17th edition successfully concluded, Culinaire Malaysia continues to set the benchmark for culinary excellence in Asia, inspiring the next generation of chefs and hospitality professionals. The organisers look forward to welcoming the culinary community back in 2027.



Culinaire Malaysia 2025

Special Award Winners

AWARD 1: F&B FACILITIES CHEF OF THE NATION AWARD (CLASS 15)

Champion	Cash Prize RM3,000 + Crystal Trophy	Chia Jun Xin EQ Kuala Lumpur
1st Runner Up	Cash Prize RM2,000 + Crystal Trophy	Khargarid. E Mongolia
2nd Runner Up	Cash Prize RM1,000 + Crystal Trophy	Wan Muhammad Anieqq Wan Mohd Din Le Meridien Kuala Lumpur

AWARD 2: FISH / SEAFOOD MAIN COURSE - WESTERN CUISINE (CLASS 14) By LongYang Fresh

Champion	Cash Prize RM2,000 + Crystal Trophy	Wegala Gedara Vajira Nuwan Kumara Chandraratne Vela Private Island
1st Runner Up	Cash Prize RM1,500 + Crystal Trophy	Anastasia APCA Malaysia
2nd Runner Up	Cash Prize RM1,000 + Crystal Trophy	Ahmad 'Izzatillah Bin Mohamad Kamarul Azhar Movenpick Hotel & Convention KLIA

AWARD 3: APPRENTICE FISH MAIN COURSE (CLASS 19) By LongYang Fresh

Champion	Cash Prize RM2,000 + Crystal Trophy	Lou Hor Yann (Rachel) Sunway University
1st Runner Up	Cash Prize RM1,500 + Crystal Trophy	Liao Hong Yuan Department Of Hospitality Management, Hungkuang Delin University Of Technology
2nd Runner Up	Cash Prize RM1,000 + Crystal Trophy	Ihala Nuwara Paksha Pedige Chamoda Gimhana Vela Private Island

AWARD 4: US POTATO CULINARY - PRACTICAL COOKING (PROFESSIONAL) (CLASS 20) By Potatoes USA

Champion	Cash Prize RM2,000 + Crystal Trophy	Chuah Lay Yen UOW Malaysia KDU Penang University College
1st Runner Up	Cash Prize RM1,500 + Crystal Trophy	Mohamed Al Salim B Mohd Asbar Le Meridien Kuala Lumpur
2nd Runner Up	Cash Prize RM1,000 + Crystal Trophy	Chang, Pin-I Hungkuo Delin University Of Technology

AWARD 5: US POTATO CULINARY - PRACTICAL COOKING (APPRENTICE) (CLASS 21) By Potatoes USA

Champion	Cash Prize RM2,000 + Crystal Trophy	Nicholas Wong Yee Hou UOW Malaysia KDU Penang University College
1st Runner Up	Cash Prize RM1,500 + Crystal Trophy	Khor Yia Ging UOW Malaysia KDU Penang University College
2nd Runner Up	Cash Prize RM1,000 + Crystal Trophy	Chan, Tzu-Chieh Hungkuo Delin University Of Technology

AWARD 6: REAL CALIFORNIA MILK PIZZA CHALLENGE (PROFESSIONAL CHEF) (CLASS 22)**By California Milk Advisory Board**

Champion	Cash Prize RM2,000 + Crystal Trophy	Nurhafinaz Binti Zahari Convex Malaysia Sdn Bhd
1st Runner Up	Cash Prize RM1,500 + Crystal Trophy	Muhammad Anuar Bin Samsul Akbar Four Seasons Hotel Kuala Lumpur
2nd Runner Up	Cash Prize RM1,000 + Crystal Trophy	Nguyen Minh Nhi Saigon Professional Chef's Guild

AWARD 7: REAL CALIFORNIA MILK PIZZA CHALLENGE (JUNIOR CHEF) (CLASS 23)**By California Milk Advisory Board**

Champion	Cash Prize RM2,000 + Crystal Trophy	Amir Imran Bin Mohammad Shukry Universiti Tun Hussein Onn Malaysia (UTHM)
1st Runner Up	Cash Prize RM1,500 + Crystal Trophy	Nur Hanin Rasyiqah Binti Hashim Mokky Food Services (M) Sdn Bhd
2nd Runner Up	Cash Prize RM1,000 + Crystal Trophy	Khor Yia Ging UOW Malaysia KDU Penang University College

AWARD 8: MAMEE ASIAN CULINARY CUP By MAMEE-Double Decker Distribution (M) Sdn Bhd

Champion	Cash Prize RM2,500 + Crystal Trophy	Singapore Junior Chefs Club
1st Runner Up	Cash Prize RM2,000 + Crystal Trophy	Penang Chefs Association
2nd Runner Up	Cash Prize RM1,500 + Crystal Trophy	Association Of Culinary Professionals Indonesia

AWARD 9: MOST OUTSTANDING COFFEE CONNOISSEUR

Champion	Cash Prize RM1,500 + Crystal Trophy + Challenge Trophy	Kunavarthanan Ravishankar Hilton Kuala Lumpur
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AWARD 10: MOST OUTSTANDING MIXOLOGIST By MONIN

Champion	Cash Prize RM2,000 + Crystal Trophy + Challenge Trophy	Aiman Hakeem Bin Zamarol Azmi Imperial Lexis Kuala Lumpur
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AWARD 11: MOST OUTSTANDING ELLE VIRE PASTRY CHEF By Bidfood Malaysia Sdn Bhd

Champion	Cash Prize RM2,000 + Crystal Trophy + Challenge Trophy	Mohamad Aided Bin Tajuddin Pullman Kuala Lumpur City Centre Hotel & Residences
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AWARD 12: MOST OUTSTANDING ARTIST

Champion	Cash Prize RM2,000 + Crystal Trophy + Challenge Trophy	Alya Zulyana Binti Anizan Convex Malaysia Sdn Bhd
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AWARD 13: MOST OUTSTANDING APPRENTICE

Champion	Cash Prize RM2,000 + Crystal Trophy + Challenge Trophy	Muhamad Raihan Bin Baharudin The Westin Kuala Lumpur
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AWARD 14: MOST OUTSTANDING CHEF

Champion	Cash Prize RM2,000 + Crystal Trophy + Challenge Trophy	Ahmad Afzai Bin Abdul Razak MAS Awana Services Sdn Bhd
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AWARD 15: MOST OUTSTANDING TEAM IN CATERING SERVICES By Kewpie Malaysia Sdn Bhd

Champion	Cash Prize RM2,000 + Challenge Trophy	Imperial Lexis Kuala Lumpur
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AWARD 16: OVERALL CULINAIRE MALAYSIA 2025 CHAMPION FOR PROFESSIONAL By FDP Marketing Sdn Bhd

Champion Cash Prize RM2,000 + Challenge Trophy

Kuala Lumpur Convention Centre



WINNERS OF GLOBAL CHEF CHALLENGE ASIA REGIONAL SEMI-FINALS 2025

Global Chefs Challenge	Winner: Stanton Wong Hau Zhe	Singapore
Global Young Chefs Challenge	Winner: Hung, Yi-Hsuan	Taiwan
Global Pastry Chefs Challenge	Winner: Chen Yen Ping	Singapore
Global Vegan Chefs Challenge	Winner: Chan Chi Bun, Ben	Hong Kong



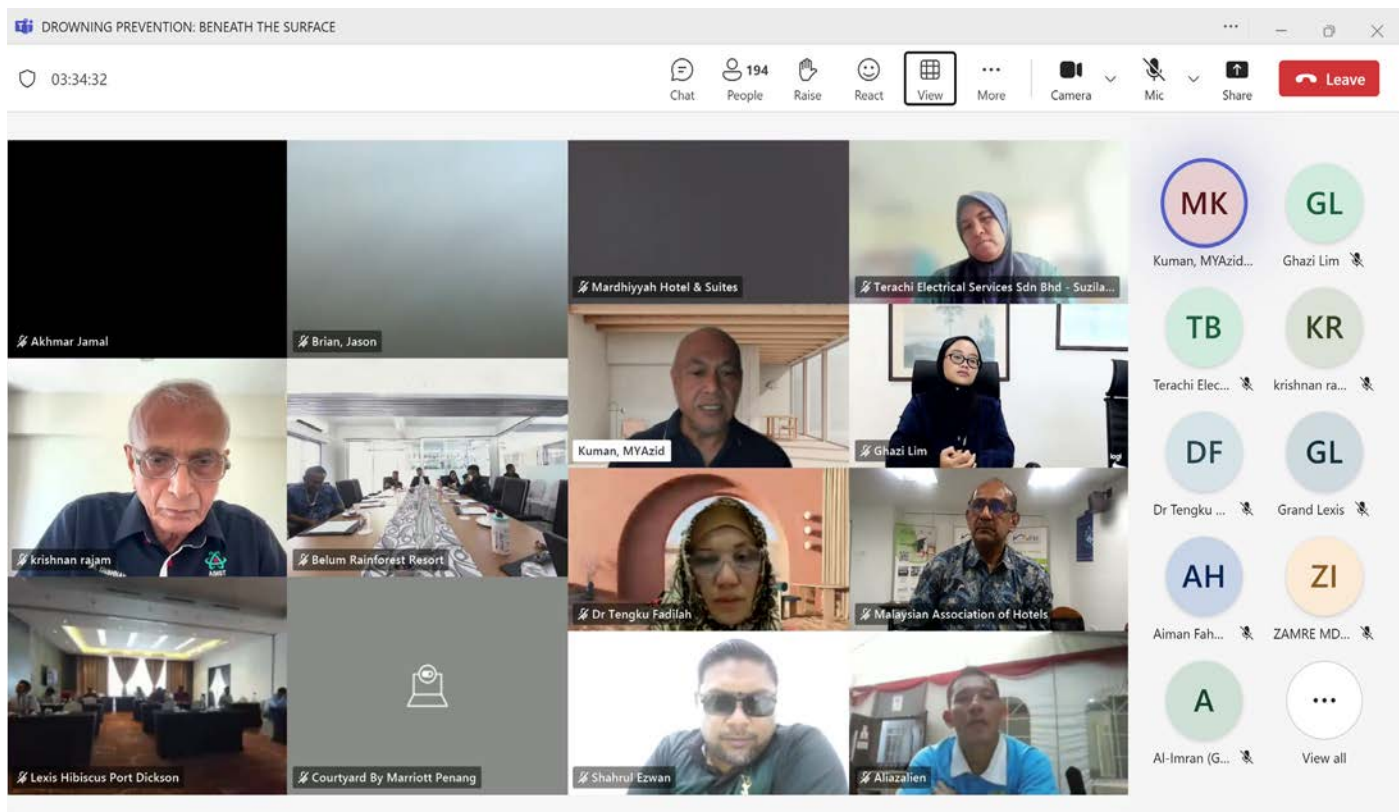


MAH x Malaysian Medical Association : Hotel Water Safety Webinar 2025

Ensuring Safer Hospitality Environments | 16th October 2025

Held on 16th October 2025, the Hotel Water Safety Webinar, jointly organised by MAH and the Malaysian Medical Association (MMA), highlighted the urgent need for stronger water safety practices within the hospitality industry. With drowning cases exceeding 700 annually, over 500 involving children, the session shed light on how hotels and resorts can enhance safety standards in pools, beaches and recreational water areas. Participants also learned about the legal and financial implications of negligence, where cases can cost up to RM300,000.

Through expert presentations and practical insights, the webinar aimed to equip hoteliers with the knowledge to prevent incidents, safeguard guests and strengthen operational accountability. MAH remains committed to advancing safety and wellbeing within Malaysia's hospitality sector, ensuring that every guest experience is not only enjoyable but also secure.



Executive Diploma in Hospitality & Tourism Management

Elevate Your Skills, Empower Your Career

Take the next step in your professional journey with our Executive Diploma in Hospitality & Tourism Management, a programme designed for working professionals eager to advance their careers in one of the world's most dynamic industries. Whether you aim to upskill, reskill or transition into leadership, this programme offers a flexible and practical pathway to continuing education. You'll gain essential business knowledge and industry expertise to excel in today's competitive service landscape.

The curriculum blends core management principles with specialised insights in operational strategy, leadership, service excellence and performance management. Participants not only strengthen their theoretical foundation but also develop the hands-on skills needed to lead teams, optimise operations and drive organisational success.

In line with Executive Education Malaysia's mission to nurture professional growth, this diploma focuses on real-world application, ensuring its relevance to current industry needs and future leadership challenges. Through this transformative learning experience, you'll be empowered to contribute meaningfully to your organisation and elevate your career in the ever-evolving hospitality and tourism sector.

MAHTEC CERTIFICATE
EXECUTIVE DIPLOMA IN HOSPITALITY MANAGEMENT 2026
PROFESSIONALLY CERTIFIED BY MAH

CERTIFICATES BY MONTH:

- FEB:** Certificate in Hospitality Supervision
- MAR:** Certificate in Housekeeping Operations & Management
- APR:** Certificate in Human Resources Management
- MAY:** Certificate in Hotel Financial Management
- JUN:** Certificate in Event Management
- JUL:** Certificate in Front Office Operations
- AUG:** Certificate in Tourism & Hospitality Services
- SEPT:** Certificate in Hospitality Sales & Marketing
- OCT:** Certificate in Food & Beverage Management

BONUS TRACK!
Join the Executive Diploma and received FREE 12 months of continuous e-Learning access through the MAHTEC Virtual Academy (MVA), designed to support career advancement.

REGISTER NOW!

IN PARTNERSHIP WITH: **Fakulti Pengurusan Hotel dan Pelancongan**

SUPPORTED BY:

MAHTEC CERTIFICATE
EXECUTIVE DIPLOMA IN HOSPITALITY MANAGEMENT 2026
PROFESSIONALLY CERTIFIED BY MAH

PREREQUISITES:

1. Minimum 12-months hospitality working experience.
2. To attend each month 2-days per certificate program. Full attendance is required.
3. Submission of individual assesment and case study group presentation.
4. A passing mark of 70% is required to be eligible for the certificate.
5. Executive Diploma participants are entitled to 12 months of MVA (e-Learning follow-up progress)
6. HRD Corp claimable program RM 1,999+ (for 2-days) and RM 2,599+ (for 3-days) per certificate per month
7. For Non-Malaysian, payment will be made directly to MAHTEC.

IN PARTNERSHIP WITH: **Fakulti Pengurusan Hotel dan Pelancongan**

SUPPORTED BY:

United in Excellence: Honouring the Support of MAH Chapters

Celebrating Partnership: MAH Chapters Driving Excellence in Training

MAHTEC proudly extends its heartfelt appreciation to all MAH Chapters for their unwavering support and dedication in coordinating and delivering MAHTEC Training Programmes nationwide.

Through your steadfast commitment, these programmes have reached hospitality professionals across Malaysia, enhancing skills, deepening knowledge and nurturing a new generation of excellence within the tourism and hospitality industry. Your efforts have ensured that every training remains relevant, practical and impactful for participants from all corners of the country.

The success of MAHTEC's initiatives is a true reflection of the strong partnership shared with MAH Chapters. Together, we continue to empower the workforce, cultivate leadership and elevate service standards, strengthening Malaysia's reputation for hospitality excellence.

As we look ahead, MAHTEC remains committed to this meaningful collaboration, continuing to deliver learning experiences that inspire growth, innovation and professionalism across the industry.

Chapters in Focus:

- ★ **MAH Kedah/Perlis Chapter** — Service Success Program, 3rd – 4th September 2025
- ★ **MAH Pahang Chapter** — Hospitality Supervision, 8th – 9th September 2025
- ★ **MAH Selangor Chapter** — Finance for Non-Finance Managers, 9th September 2025
- ★ **MAH Penang Chapter** — Certificate in Human Resources Management, 1st – 2nd October 2025
- ★ **MAH Sabah/Labuan Chapter** — AI in Action: Practical Applications for Hotels, 6th – 7th October 2025
- ★ **MAH Selangor Chapter** — Digital Marketing Strategy for the Hotel Industry, 8th October 2025





MAHTEC LEARNING & DEVELOPMENT CALENDAR 2025

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

A	EXECUTIVE DIPLOMA IN HOSPITALITY MANAGEMENT (IN COLLABORATION WITH UiTM)	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
5	Certificate In Hospitality Supervision	2		9-10										
7	Certificate in Housekeeping Operations & Management	2			30-31									
8	Certificate in Human Resources Management	2				14-15								
6	Certificate in Hotel Financial Management	2					19-20							
1	Certificate in Event Management	2						29-30						
3	Certificate in Front Office Operations	2							28-29					
9	Certificate in Tourism Management & Hospitality Services	2								12 - 13				
4	Certificate in Hospitality Sales and Marketing	2									23-24			
2	Certificate in Food and Beverage Management	2										20-21		

B	Management & Leadership	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Emotional Intelligence in Leadership	2					21-22					5-6		
2	Essential Leadership Core Competencies	2				6-7								
3	Leadership Skills for Executive	2											26-27	
4	Strategic Planning & Management for Department Head	2		25-26							1-2			
5	Supervisory Management Development	2						18-19						14-15
6	Upskilling Managers on Leadership Development & Employee Engagement	2							23-24					
7	Managing Gap Generation (NEW)	2			5-6					6-7				
8	Service Success Program (NEW)	2	21-22							10-11			2-3	
9	AI in Action- Practical Applications for hotel (NEW)	2		24-25			4-5							
10	AI-Driven Leadership Edge in Hospitality (NEW)	2									10-11			
11	Effective Time Management (NEW)	1	21			15								
12	Paradigm Leader_Team Synergy (NEW)	2						29-30						1-2

C	Rooms Division	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Understanding Housekeeping Operations	2	7-8											
2	Laundry and Linen Room Operations and Management	2		2-3						13-14				
3	Professional Room Attendant	2			30-31						7-8			15-16
4	Housekeeping Leadership Supervisory Skills	2				1-2							5-6	

D	Food and Beverage	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Elevated Fine-Dining Service Technique	2							6-7					
2	Elite Butler Service - Precision, Poise & Professionalism	2										28-29		
3	Food & Beverage Recipe Costing And Selling Price (SP) Setting	2	12-13							10-11				
4	Food & Beverage Service Excellence	2			5-6		19-20							
5	Food Handling and Hygiene Practices In Hospitality	2						11-12			1-2			
6	Millennial Concept of Food & Beverage Management	2		9-10					26-27					
7	The Amazing Protocol & Delight Service	2					11-12							2-3
8	VIP & Protocol Service Skill	2											2-3	
9	Fundamental Mixology & Bartender (NEW)	2				13-14							10-11	

E	Human Resources	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Managing Misconduct, Discipline and Domestic Inquiry	2	19-20								21-22			
2	Personal Mastery for Effective Leadership & Execution	2				15-16						26-27		
3	Train Hospitality Trainer	2		9-10					8-9					
4	Executive Certificate for Training Manager (NEW)	2						11-12					12-13	

F	Sales and Marketing	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Developing High Performing Team	2		30-31			13-14							9-10
2	Digital Marketing Strategy for Hotel Industry	2	20-21			9-10				6-7				
3	OTA Control & Maximizing Sales Results	2			9-10			3-4						9-10
4	Re-aligning Sales Strategy	2			2-3			8-9						
5	Revenue Management In A Digital World (NEW)	2								3-4				
6	Harnessing the Power of Revenue Management (NEW)	2		25-26									12-13	

G	Communication	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Effective Communication for Hoteliers	2		25-26									5-6	
2	English for Hospitality Communication	2					4-5					1-2		
3	Unlocking The Dialogue The Art Of Interactive Communication	2							1-2					
4	Image Empowerment Workshop Crafting Your Professional Identity	2			16-17									

H	Finance & Audit	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Finance for Non-Finance Executive	2				21-22					24-25			
2	Finance for Non-Finance Managers	2					14-15					22-23		
3	Income Audit	2						15-16				8-9		
4	Understanding P&L For Non-Finance	2	7-8						13-14					
5	SMART Budgeting	2			2-3					10-11				2-3

I	Front Office & Customer Service	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Changing Mind Set for Service Excellence	2										8-9		
2	Customer Service Excellence for Front of the House	2			12-13				9-10					
3	Executive Certificate for Duty Manager	2				23-24				3-4				7-8
4	Hotel Service Excellence	2	5-6				11-12				17-18			
5	The Excellent Hospitality Services	2	7-8						13-14					
6	Professional Grooming And Office Etiquette	2			12-13									
7	To be a Great Host	2				6-7					7-8			7-8
8	Turning Complaints to Compliments	2							1-2				23-24	

J	Safety and Security	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Engineering & Preventive Maintenance	2	21-22							17-18				1-2
2	Occupational Safety & Health Management for Hospitality (OSHA)	2		2-3			7-8							
3	Hospitality Security Management	2			30-31						14-15			
4	Cybersecurity for Hotel Operation (NEW)	2	27-28					8-9						
5	PDPA Compliance for Hotels (NEW)	2					19-20					12-13		
6	Effective Customer Service for Security Officers (NEW)	2						3-4					10-11	
7	Security Risk Management Fundamental (NEW)	2		9-10					16-17					
8	Command & Control - Effective Supervision & Supervisory Skills (NEW)	2				1-2								21-22

K	Facility Management & Sustainable	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Sustainable Hotel Facility Management	2		24-25					1-2			5-6		

L	Online Program	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Understanding P&L For Non-Finance	1		12							17			
2	Cybersecurity For Hotel Operation	1			5				30					
3	Revenue Management in a Digital World	1			12									17
4	AI Driven Leadership	1				16							19	
5	Managing Gap Generation	1								13				
6	Digital Marketing for Hotel Industry	1										15		
7	AI for Hoteliers (NEW)	2						18						

Date stated are subject to confirmation or as published via future email notices. All brochures are available at the MAHTEC Website at <https://mahtec.com.my/>

All programmes can be conducted in-house and customised to your organisation's need.

All courses are HRDC claimable.

Venue: MAH Training Centre @ Wisma MAH (unless stated otherwise)

IN-HOUSE EXCLUSIVE PROGRAM		DAYS
1	VM2026 Malaysian Hospitality @ MAH	2
2	UNDP - MAH Sustainability Hospitality	2
3	Power Of WE - Teambuilding	1
4	KPI Setting In Relation To Job Specification	3
5	E-Invoice Concept and Action Plan for Hoteliers	1
6	SMART Hospitality With AI & Data Readiness Series Programs	2

Professional Certificate		DAYS
1	Certified Hotel Administrator (CHA)	5
2	Certified Hotel Revenue Management (CHRM)	3
3	Certified Hospitality Trainer (CHT)	3

Let's Get in Touch.

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Steps to Submit HRD Corp Claim for Employers

Employers under HRD Corp's Skim Bantuan Latihan (SBL) and Skim Latihan Bersama (SLB) must submit claims after training grants are approved and the training is completed. Claims should be submitted within six months of training completion (effective 1st August 2019).

For SLB, organisers must submit their claims before participating employers.

Required supporting documents vary by claim type and may include:

- **Course Fees:** Official receipt and tax invoice
- **Online Training:** Receipt, invoice, and system-generated attendance report
- **Transportation and Flight:** Receipts and tickets
- **Venue Rental:** Invoice (if applicable)
- **SLB Fees:** Cost-sharing letter
- **Allowances:** No supporting documents needed

Submission process (via e-TRiS):

1. Log in to the e-TRiS system.
2. Complete the claim details accurately (employers cannot select "Other" in contact fields).
3. Click Save & Submit to finalise submission.
4. Claims are reviewed by HRD Corp officers, and an approval letter is emailed once approved.
5. Payment processing takes approximately seven (7) working days after approval.

Employers submitting claims for the first time must register their company bank account for e-disbursement before proceeding.

For more information : supportcentre.hrdcorp.gov.my/portal/en/kb/articles/steps-to-submit-hrdcorp-claim-for-employers



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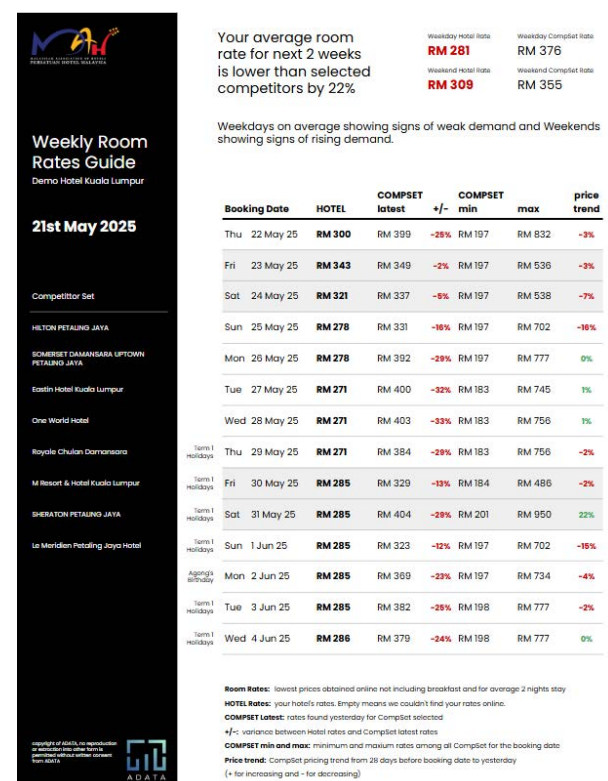
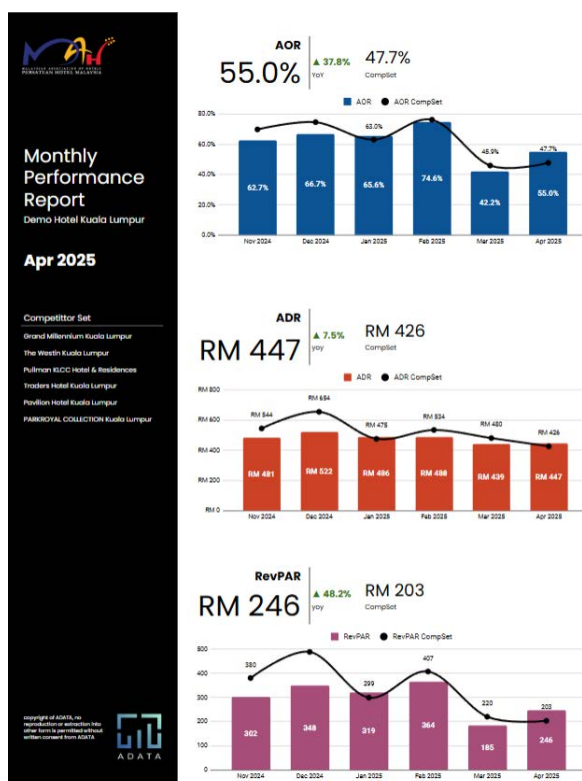
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Malaysian Association of Hotels (MAH) is the umbrella body for hotels in Malaysia formed in 1974 and initially established by a group of concerned and dedicated hoteliers to bring about a more dynamic hospitality industry aimed at building a workforce 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.

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