

INTAC 2024

CONFERENCE ON TOURISM AND CULTURES

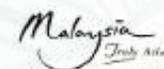
3rd - 4th
October
2024

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Kuala Lumpur

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Welo

TO
INTAC 2024 CO
TOURISM AN

"where we celebrate the rich tapestry of our heritage while shaping the future of our tourism industry"



ome

**CONFERENCE ON
ID CULTURE**

*Cultures and embark on a journey to preserve
a vibrant future together."*

Message from Chairman

INTAC 2024 marks a significant milestone in tourism exhibitions, focusing on showcasing the rich and diverse cultural heritages of countries as vital elements for future tourism products. In this evolving industry, highlighting the beauty and uniqueness of each destination is essential for creating innovative products that resonate with global travelers seeking authentic experiences.

The event serves as a melting pot for leaders, industry professionals, and cultural enthusiasts to exchange ideas and collaboratively work towards revitalizing the tourism sector. With over 100,000 expected attendees, 300 exhibitors, and participation from 40 countries, INTAC 2024 offers an invaluable platform for discussions and innovations that will shape sustainable tourism and cultural preservation, benefiting not only Malaysia but the global tourism industry as a whole.

Dato' Rosle Jaamat
Executive Chairman, INTAC 2024

Message from Conference Director

INTAC 2024 is poised to be a groundbreaking event, uniting global leaders, professionals, and enthusiasts to redefine the future of tourism in our rapidly changing world. This conference goes beyond discussion; it seeks to reshape tourism as a sustainable, responsible force that not only drives economic growth but also safeguards the cultural heritage that enriches our global identity. The insightful conversations and collaborations at INTAC 2024 will ignite fresh, innovative strategies for harmonizing the interests of tourists, local communities, and the environment. As a catalyst for meaningful change, this event will inspire lasting transformations in how we envision and engage with tourism for years to come.

Assoc. Prof. Dr. Mohd Azrul Azlen
Conference Director, INTAC 2024





ABOUT INTAC 2024

The International Tourism and Cultural Exhibition & Conference (INTAC) 2024 is a premier event bringing together global leaders, professionals, and enthusiasts from the tourism and cultural sectors. Scheduled from October 3-6, 2024, at the World Trade Centre Kuala Lumpur, INTAC 2024 will host a dynamic exhibition featuring over 300 exhibitors from various industries showcasing innovations, products, and services related to tourism and culture. Attendees can expect engaging booths, cultural showcases, and networking opportunities.

The conference portion of the event will focus on preserving cultural heritage while promoting sustainable tourism practices in an era of globalization. It includes a series of seminars, workshops, forums, and keynote speeches from distinguished industry experts and government officials. Discussions will centre on empowering communities, fostering responsible tourism, and leveraging cultural assets for economic growth.

With a strong emphasis on sustainable tourism and cultural heritage, INTAC 2024 aims to shape the future of the tourism industry by advocating for responsible tourism practices and cultural preservation.



ABOUT CONFERENCE

The INTAC'24 Conference on Tourism and Culture, a key component of the International Tourism & Culture Exhibition and Conference 2024 (INTAC 2024), will take place at the Tun Hussein Onn Hall, World Trade Centre Kuala Lumpur, on the 3rd and 4th of October 2024. This prestigious event will bring together thought leaders, industry experts, and government officials from across the globe to engage in thought-provoking discussions and exchange innovative solutions for safeguarding cultural heritage through sustainable tourism.

Under the theme “Preserving the Past, Shaping the Future: Responsible Journeys through Cultural Heritage,” the conference will explore how the tourism industry can play a vital role in protecting cultural and environmental legacies for future generations. Key topics include empowering communities through sustainable tourism, the intersection of healthcare and travel, the role of digital transformation, promoting quality in Muslim-friendly tourism, and climate action in tourism.

In addition, the conference will delve into six specific themes that highlight these important areas, fostering in-depth discussions and collaborations among participants. The themes are as follows:

- 1 SUSTAINABLE TOURISM FOR COMMUNITY'S FUTURE**
- 2 TRANSFORMING TOURISM FOR CLIMATE ACTION**
- 3 DIGITAL TRANSFORMATION IN TOURISM**
- 4 QUALITY ASSURANCE THROUGH MUSLIM-FRIENDLY TOURISM**
- 5 EMBRACING CULTURAL & HERITAGE AS DESTINATION IDENTITY**
- 6 THE FUTURE OF HEALTHCARE SERVICES IN TOURISM INDUSTRY**

The conference will feature esteemed speakers from various ministries, government agencies, and international organizations, alongside influential figures from the private sector and non-governmental organizations. It promises to be a vital platform for networking, knowledge sharing, and developing sustainable strategies that address tourism's current challenges while preserving global cultural heritage.



DAY 1- CONFERENCE HALL

DEWAN TUN HUSSEIN ONN



8.00am - 9.00am

Registration

9.15am - 10.30am

Seminar 1: Revitalizing Inbound Tourism: Harnessing the Power of Local Experiences

Theme 1: Sustainable Tourism for Community's Future

Mr. Uzaidi Udanis

Chairman Consortium of Inbound Tourism Alliance &
Founder Communities of Your Inbound Matters



10.30am - 11.00 am

Break

11.00am - 11.45am

Opening Ceremony

Mr. Khairul Firdaus Akbar Khan

Deputy Minister of Tourism, Arts and Culture of Malaysia



11.45am - 1.00 am

Forum 1: Global Experience on Empowering Communities through Sustainable Development Practices

Theme 1: Sustainable Tourism for Community's Future

1. Amb. Ronald John Moru Ekitela
H.E. the High Commissioner of the Republic of Kenya to Malaysia 
2. H. E Mr. Morecome Mumba
High Commissioner of the Republic of Zambia 
3. Mr. Hlaing Oo
Permanent Secretary, Ministry of Hotels and Tourism Myanmar 

Moderator: Dr. Ahmad El-Muhammady

Head, International Institute of Islamic Thought and Civilisation IIUM KL Campus

ITINERARY

THURSDAY, 3RD OCTOBER 2024

1.00pm- 2.00pm

Break

2.00pm- 3.15pm

Seminar 2: Building Sustainable Tourism Destinations: Meeting the Expectations of Eco-Conscious Muslim Travelers

Theme 4: Quality Assurance Through Muslim-Friendly Tourism

1. Mr. Fazal Bahardeen
CEO and Founder of CrescentRating



Moderator: Ms. Nurul Syafiqah Binti Hasbullah
Lecturer, IIUM Pagoh Campus

3.15pm- 4.45pm

Seminar 3: Reimagining Destination Governance through Smart Territories

Theme 3: SmArt Territories: Collaborative Diagnosis for Strategic Destination Planning

Mr. Christian Arteaga Hurtado
CEO & Co-Founder SmArt Tourism & Hospitality Consulting, Panama



4.45pm- 5.00pm

Break

5.00pm- 6.00pm

Seminar 4: The role of ITC in developing Malaysia as the global Muslim-friendly tourism destination.

Theme 4: Quality Assurance Through Muslim-Friendly Tourism

1. Mr. Nizran Noordin
Director General of Islamic Tourism Centre



Moderator: Dr. Haziqah Zulaikha Binti Aris
Head, Kulliyah of Education, IIUM Gombak Campus





10.00 a.m- 11.00 a.m

Registration

11.00am- 12.00pm

Forum 2: Transforming Culture Heritage Destination into Vibrant Attractions through Creative Intervention

Theme 5: Embracing Cultural & Heritage as Destination Identity

1. Mr. Para Rajagopal

Ex-Chairman of Arts, Live Festival and Events Association (ALIFE)



2. Mrs. Sazlin Sabri

Senior Manager of ThinkCity



Moderator: Assoc. Prof. Dr. Afiza Binti Mohamad Ali

Deputy Director, Office of Knowledge for Change & Advancement,
IIUM Pagoh Campus

12.00pm- 1.00pm

Seminar 5: Why Conserving and Preservation of Heritage is a Hard Copy of a Nation's Development for Posterity.

Theme 5: Embracing Cultural & Heritage as Destination Identity

Professor Dr. Ar. Jimmy C.S. Lim

Advisory Board of Badan Warisan Malaysia



1.00pm- 2.30pm

Break and Friday prayer

ITINERARY

FRIDAY, 4TH OCTOBER 2024

2.30pm- 3.40pm

Forum 3: Developing a Culturally-Driven Sustainable Tourism Ecosystem: Integrating Malaysian Heritage and Climate Action for Regional Growth

Theme 5: Embracing Cultural & Heritage as Destination Identity

1. Mr. Mohd Fauzi bin Puniran
Head of Commercial Facilities Business, Plus Malaysia Berhad
2. Mr. Brian Johnson Lowe
Vice President of Arts, Live Festival and Events Association (ALIFE)
3. TPr Dr. Dzul Khaimi bin Khailani
Deputy Director, Research and Development Division, PlanMalaysia



Moderator: Dr. Haziqah Zulaikha Binti Aris
Head, Kulliyah of Education, IIUM Gombak Campus

4.00pm- 4.30pm

Seminar 6: Halal Food Assurance: A Key Driver in Muslim-Friendly Tourism Development

Theme 4: Quality Assurance Through Muslim-Friendly Tourism

Mr Tawfik Mathlouthi
Chairman & CEO of Meccacola Group, France



4.30pm - 6.00pm

Forum 4: Potentializing Healthcare service through innovation for tourism development

Theme 6: The future of healthcare services in the tourism industry

1. Dr. Mohamed Ali Abu Bakar
CEO of Malaysia Healthcare Travel Council (MHTC)
2. Dr. Khamsiah Muda Founder
Founder Andorra Women and Children Hospital



Moderator: Dr. Samshul Amry Bin Abdul Latif
Deputy Dean, Kulliyah of Sustainable Tourism and Contemporary Languages,
IIUM Pagoh Campus





LINEUP SPEAKER LINEUP
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SEMINAR 1

REVITALIZING
INBOUND
TOURISM:
HARNESSING
THE POWER OF
LOCAL
EXPERIENCES

SPEAKER 1



MR. UZAIDI
UDANIS



GET TO KNOW THE *Speaker*

Uzaidi Udanis is a seasoned expert in the tourism industry with over 38 years of experience. He has played a pivotal role in shaping Malaysia's inbound tourism, coordinating more than 1.2 million international tourists.

Uzaidi is the founder of the Inbound Tourism Alliance and co-founder of the Malaysian Inbound Tourism Association (MITA), representing over 600 industry players.

His innovative contributions include pioneering Malaysia's homestay concept, spearheading promotional efforts in international markets, and launching sustainable tourism initiatives. He continues to revolutionize the tourism landscape through his leadership, creativity, and strategic expertise

**Mr. Uzaidi
Udanis**
Chairman
Consortium of
Inbound Tourism
Alliance,
Founder
Communities of
Your Inbound
Matters

FORUM 1

**GLOBAL
EXPERIENCE
ON
EMPOWERING
COMMUNITIES
THROUGH
SUSTAINABLE
DEVELOPMENT
PRACTICE**

SPEAKER 2



**AMB. RONALD
JOHN MORU
EKITELA, H.E.**



GET TO KNOW THE *Speaker*

Amb. Ekitela Moru has served in various key diplomatic roles, including Minister and Head of Chancery at the Kenyan Embassy in Washington, D.C., as well as Acting Director of the Americas Directorate at the Ministry of Foreign Affairs. His international experience includes postings as Deputy Head of Mission at the Kenyan Embassy in Cairo and First Counsellor at the United Nations Office in Nairobi.

Before joining the Foreign Service, he spent over 20 years as a Senior Agricultural Officer in Kenya's Ministry of Agriculture. He also served as National Coordinator for the IGAD Water Harvesting Project in the Karamoja Cluster, which encompasses Kenya, Ethiopia, South Sudan, and Uganda.

Amb. Moru holds an MSc in Environment, Economics, and Policy from Wageningen University, Netherlands, and a Bachelor's degree in Agribusiness Management from Egerton University, Kenya. He is also a Ford Foundation Fellow and a member of the Kenya Society of Agricultural Professionals.

**Amb. Ronald
John Moru
Ekitela, H.E.**

**The High
Commissioner of
the Republic of
Kenya to
Malaysia**

FORUM 1

**GLOBAL
EXPERIENCE
ON
EMPOWERING
COMMUNITIES
THROUGH
SUSTAINABLE
DEVELOPMENT
PRACTICE**

SPEAKERS



**H. E MR.
MORECOME
MUMBA**



GET TO KNOW THE *Speaker*

Morecome Mumba currently serves as the High Commissioner of Zambia in Malaysia, where he manages diplomatic relations and promotes Zambia's interests across seven other countries: Cambodia, Vietnam, Laos, Thailand, the Philippines, Indonesia, and Brunei. His responsibilities include bilateral and multilateral diplomacy, fostering trade and investment, and representing Zambia at key international forums.

Prior to his diplomatic appointment, Mumba was the CEO of Wildsun Ltd, overseeing strategic operations in the real estate sector. He has also held several leadership roles at Zesco Ltd, where he served as Director of Human Resources and Administration. In addition, Mumba has been a board member for various organizations, including SOS Zambia and Zambia State Insurance.

He holds a Bachelor's degree in Public Administration and a Master's degree in Public Policy and Administration from the Institute of Social Studies, Erasmus University, The Hague.

**H. E Mr.
Morecome
Mumba
High
Commissioner
of the Republic
of Zambia**

FORUM 1

**GLOBAL
EXPERIENCE
ON
EMPOWERING
COMMUNITIES
THROUGH
SUSTAINABLE
DEVELOPMENT
PRACTICE**

SPEAKER 4



**MR. HLAING
OO**



GET TO KNOW THE *Speaker*

Mr. Hlaing Oo, a certified Public Accountant with a Bachelor of Commerce from Yangon University of Economics, transitioned from auditing to tourism in 1992. As Permanent Secretary, he has played a pivotal role in shaping Myanmar's tourism landscape, spearheading key initiatives such as the Myanmar Tourism Master Plan and Ecotourism Policy, as well as the Myanmar Tourism Law of 2018.

During the COVID-19 pandemic, Mr. Hlaing Oo led the implementation of the COVID-19 Tourism Relief Plan and Strategic Tourism Recovery Roadmap. He continues to contribute to the revitalization of Myanmar's tourism industry as a member of the COVID-19 Economic Impact Relief Committee and Joint Secretary of the National Tourism Development Central Committee.

Mr. Hlaing Oo
Permanent
Secretary,
Ministry of
Hotels and
Tourism
Myanmar

SEMINAR 2

**BUILDING
SUSTAINABLE
TOURISM
DESTINATIONS:
MEETING THE
EXPECTATIONS
OF ECO-
CONSCIOUS
MUSLIM
TRAVELERS**

SPEAKERS



**MR. FAZAL
BAHARDEEN**



GET TO KNOW THE *Speaker*

Fazal Bahardeen is the CEO of CrescentRating and HalalTrip, two platforms that have transformed Halal-friendly travel. With over three decades of experience, he founded CrescentRating in 2008 to address the needs of Muslim travelers, and it has since become the world's leading authority on Halal travel, offering research, consultancy, and destination marketing. His partnership with Mastercard led to the creation of the Global Muslim Travel Index (GMTI), a global standard for Muslim-friendly travel.

In 2014, Fazal launched HalalTrip, now a trusted resource for Muslim travelers worldwide. His work has significantly shaped the Halal travel industry, earning him recognition in the Straits Times. "Life Power List" and Islamica 500's "Top 50 Leaders of the Islamic Economy." He holds advanced degrees and has pursued further education at institutions like Stanford University and the National University of Singapore.

**Mr. Fazal
Bahardeen**
CEO and
Founder of
CrescentRating

SEMINAR 3

**ENRICHING
TOURISM
BUSINESSES
THROUGH
VIRTUAL
EXPERIENCE**

SPEAKERS



**MR. CHRISTIAN
ARTEAGA
HURTADO**



GET TO KNOW THE *Speaker*

Christian Arteaga, CEO of SmArt Tourism and Hospitality Consulting, is a prominent leader in the tourism industry with over 28 years of experience. He has expanded tourism consulting services throughout Latin America and forged strong partnerships with governments and tourism organizations. Specializing in hotel management, sustainable tourism, and digital transformation, Arteaga also represents Green Destinations in Panama and the Dominican Republic and serves as a spokesperson for UN Tourism programs.

Under his leadership, SmArt has become an affiliated member of the UN Tourism network, and his SmArt for Sustainability (S4S) project has been recognized by the World Tourism Organization (UNWTO). Arteaga's emphasis on sustainable destination management and innovation, along with his role as an educator and international speaker, highlights his significant contribution to promoting responsible tourism practices globally.

**Mr. Christian
Arteaga
Hurtado**
CEO & Co-
Founder SmArt
Tourism &
Hospitality
Consulting

SEMINAR 4

**THE ROLE OF
ITC IN
DEVELOPING
MALAYSIA AS
THE GLOBAL
MUSLIM-
FRIENDLY
TOURISM
DESTINATION.**

SPEAKER 7



**MR. NIZRAN
NOORDIN**



GET TO KNOW THE *Speaker*

Nizran Noordin was appointed Director-General of the Islamic Tourism Centre (ITC) on 10 July 2023, bringing over 23 years of experience across various sectors, including investment banking, state government administration, and technology entrepreneurship. His leadership and innovative approach have consistently driven economic growth, and he now aims to position Malaysia as a global leader in Muslim-Friendly Tourism and Hospitality, a sector projected to be worth USD 225 billion by 2028.

At ITC, Nizran is working to establish Malaysia as an Umrah hub while advancing the Muslim-Friendly tourism ecosystem through stakeholder engagement and collaboration. He also spearheads initiatives in research, standards, and capacity building to develop a globally recognized tourism brand. Nizran holds a Bachelor of Arts with Honours in Accounting and Finance from Lancaster University, UK.

**Mr. Nizran
Noordin**
Director General
of Islamic
Tourism Centre

FORUM 2

**TRANSFORMING
CULTURE
HERITAGE
DESTINATION
INTO VIBRANT
ATTRACTIONS
THROUGH
CREATIVE
INTERVENTION**

CREAKER 8



**MR. PARA
RAJAGOPAL**



GET TO KNOW THE *Speaker*

Para Rajagopal is a leading figure in Southeast Asia's live music industry. He has successfully promoted concerts for international superstars such as Coldplay, Ed Sheeran, Bruno Mars, Blackpink, and Billie Eilish, among other globally recognized artists. Through his work with PR Worldwide and Live Nation Malaysia, he has established Malaysia as a prime destination for world-class live entertainment.

As a former co-founder of ALIFE (Arts, Live, International Festivals, and Events Association), Para played a pivotal role in revitalizing Malaysia's live entertainment sector post-pandemic. His efforts in fostering collaboration among artists, promoters, venues, and government bodies have been instrumental in the industry's recovery and the safe return of large-scale events.

**Mr. Para
Rajagopal**
Ex-Chairman of
Arts, Live
Festival and
Events
Association
(ALIFE)

FORUM 2

**TRANSFORMING
CULTURE
HERITAGE
DESTINATION
INTO VIBRANT
ATTRACTIONS
THROUGH
CREATIVE
INTERVENTION**

SPEAKERS



**MS. SAZLIN
SABRI**



GET TO KNOW THE *Speaker*

Nurul Sazlin Md Sabri is the Senior Manager of Culture-based Economic Development at Think City, where she oversees initiatives like the North Seafront Public Realm Improvement Programme in the George Town UNESCO World Heritage Site. With over a decade of experience in urban regeneration and conservation, she excels in integrating cultural heritage into modern development to enhance urban environments.

Holding an MA in Urban Design from Oxford Brookes University, Sazlin has played a significant role in improving livability in secondary cities. She co-leads the Northern Archaeotourism Network grants programme, utilizing Malaysia's cultural assets to foster economic growth. Her passion lies in the intersection of heritage, sustainability, and community engagement, with a firm belief that stakeholder involvement is essential for lasting urban transformation.

**Ms. Sazlin
Sabri**
Senior Manager
of ThinkCity

SEMINAR 5

**WHY
CONSERVING
AND
PRESERVATION
OF HERITAGE
IS A HARD
COPY OF A
NATION'S
DEVELOPMENT
FOR
POSTERITY.**

SPEAKER 10



**PROFESSOR
DR. AR. JIMMY
C.S. LIM**



GET TO KNOW THE *Speaker*

Jimmy Lim Cheok Siang is a founding member and First Vice President of Badan Warisan Malaysia (The Heritage of Malaysia Trust). He has held prominent roles, including past-President of the Pertubuhan Arkitek Malaysia (Malaysian Institute of Architects) and Friends of Heritage, as well as being a founding member and Executive Council Member of the World Association of Chinese Architects (WACA) and past Convenor of the Architects' Regional Council of Asia (ARCASIA) Fellowship.

A graduate of the University of New South Wales, Jimmy is celebrated for his innovative approach to sustainable equatorial tropical architecture, with signature elements such as “architecture without walls” and multi-layered roofs that enhance energy efficiency. His work has earned him prestigious accolades, including the PAM Gold Medal Award and the Aga Khan Award for Architectural Excellence. He is also a sought-after lecturer at global conferences and educational institutions.

**Professor Dr. Ar.
Jimmy C.S. Lim**
Advisory Board of
Badan Warisan
Malaysia

FORUM 3

**DEVELOPING A
CULTURALLY-
DRIVEN
SUSTAINABLE
TOURISM
ECOSYSTEM:
INTEGRATING
MALAYSIAN
HERITAGE AND
CLIMATE
ACTION FOR
REGIONAL
GROWTH**

SPEAKER 11



**MR. BRIAN
JOHNSON
LOWE**



GET TO KNOW THE *Speaker*

Brian Johnson Lowe is a visionary entrepreneur and strategic advisor with a strong focus on sustainable innovation and cultural development. As the Managing Director of Tixr Southeast Asia and former CEO of Poptron.co, an eCommerce platform dedicated to promoting ethical brands, Brian has demonstrated a keen ability to drive business growth through strategic planning and public-private collaboration. He is deeply passionate about fostering creative industries in Malaysia, and draws inspiration from his love for tennis, music composition, and his daughter.

**Mr. Brian
Johnson Lowe**
Vice President
of Arts, Live
Festival and
Events
Association
(ALIFE)

FORUM 3

**DEVELOPING A
CULTURALLY-
DRIVEN
SUSTAINABLE
TOURISM
ECOSYSTEM:
INTEGRATING
MALAYSIAN
HERITAGE AND
CLIMATE
ACTION FOR
REGIONAL
GROWTH**

SPEAKER 12



**MR. MOHD
FAUZI BIN
PUNIRAN**



GET TO KNOW THE *Speaker*

Fauzi brings over 24 years of experience across various industries, with expertise in strategic planning, project management, audit and compliance, business development, and product development. He has worked with multinational clients in Malaysia, Southeast Asia, the Middle East, Africa, and the Pacific Islands. Before joining PLUS Malaysia Berhad, he held senior positions at Shimano Components, SGS Thomson Microelectronics, Hewlett Packard Asia, and UEM Edgenta. Additionally, he served as Senior Vice President at PEMANDU Associates, contributing to Malaysia's National Transformation Programme and being seconded to Tanzania's President's Office to support the country's Vision 2025 in energy and transport.

Currently, as the Head of the Commercial Division at PLUS Malaysia Berhad, Fauzi leads initiatives to grow non-toll revenue through real estate, retail, and asset monetization.

**Mr. Mohd Fauzi
bin Puniran**
Head of
Commercial
Facilities
Business Plus
Malaysia Berhad

FORUM 3

**DEVELOPING A
CULTURALLY-
DRIVEN
SUSTAINABLE
TOURISM
ECOSYSTEM:
INTEGRATING
MALAYSIAN
HERITAGE AND
CLIMATE
ACTION FOR
REGIONAL
GROWTH**

SP SPEAKER 13



**TPR DR. DZUL
KHAIMI BIN
KHAILANI**



GET TO KNOW THE *Speaker*

Dr. Dzul Khaimi bin Khailani brings over 30 years of expertise in urban planning and disaster risk management. As the Deputy Director of PLANMalaysia's Research and Development Division, he has been instrumental in the publication of more than 40 national planning guidelines and has provided strategic support to state governments in their planning efforts.

He holds a PhD in Urban Environmental Management from the Asian Institute of Technology (AIT) in Thailand and a Master's in Environmental Sciences from Tsukuba University in Japan. His research centers on disaster resilience, with significant contributions to national policies, including the 11th Malaysia Plan.

Dr. Dzul has led notable projects such as the Planning Guidelines on Earthquake Disaster Risk Management and Disaster Resilient Cities in Malaysia. He also chairs the Special Task Force on Disaster Risk Management at PLANMalaysia.

**TPr Dr. Dzul
Khaimi bin
Khailani**
Deputy
Director,
Research and
Development
Division,
PlanMalaysia

SEMINAR 6

**HALAL FOOD
ASSURANCE:
A KEY DRIVER
IN MUSLIM-
FRIENDLY
TOURISM
DEVELOPMENT**

SPEAKER 14



**MR TAWFIK
MATHLOUTHI**



GET TO KNOW THE *Speaker*

Tawfik Mathlouthi, a bi-national Tunisian-French, is a prominent figure in the global halal industry and Islamic media. He founded the European Supreme Halal Institute (ESHI) in Paris, which is dedicated to halal certification and training. Notably, he became the first foreign halal certifier to sign a Mutual Recognition Agreement with the China Islamic Association and has formed partnerships with halal certifiers in 27 countries. Tawfik's contributions to the halal sector include his leadership in promoting industrial halal practices, with training sessions conducted in Malaysia, and the establishment of the European Supreme Halal Council (ESHC) in Luxembourg.

In addition to his work in the halal industry, Tawfik is an experienced media professional, having founded Radio Méditerranée and supported global causes through his broadcasts. He has played a key role in advocating for the rights of oppressed populations and in facilitating dialogue between communities.

**Mr Tawfik
Mathlouthi**
Chairman &
CEO of
Meccacola
Group, France

FORUM 4

**POTENTIALIZING
HEALTHCARE
SERVICE
THROUGH
INNOVATION FOR
TOURISM
DEVELOPMENT**

SPEAKER 15



**DR. KHAMSIAH
MUDA**



GET TO KNOW THE *Speaker*

Dr. Khamsiah Muda is the founder and Executive Chairman of Andorra Women & Children Hospital, which opened in 2017 with the mission of providing exceptional care specifically tailored for women and children. As an Obstetric and Gynaecology Consultant, she established the hospital under the philosophy of "By Women, For Women," ensuring it is staffed entirely by female clinical professionals to create a compassionate and personalized experience for patients.

Believing that every woman and child is a precious pearl, Dr. Khamsiah designed Andorra to combine modern healthcare with motherly values in a luxurious, hotel-like setting. Inspired by the Arabic term "Ad-Durrah," meaning pearl, she aimed to embody both protective strength and nurturing love, redefining maternity care and ensuring that every guest feels cherished and supported throughout their journey to motherhood.

**Dr. Khamsiah
Muda**
Founder,
Andorra Women
and Children
Hospital

FORUM 4

**POTENTIALIZING
HEALTHCARE
SERVICE
THROUGH
INNOVATION FOR
TOURISM
DEVELOPMENT**

SPEAKER 16



**DR. MOHAMED
ALI ABU BAKAR**



GET TO KNOW THE *Speaker*

Dr. Mohamed Ali Abu Bakar is the Chief Executive Officer of the Malaysia Healthcare Travel Council (MHTC), an agency under the Ministry of Health Malaysia. MHTC is tasked with promoting and strategically expanding Malaysia's healthcare travel industry, a key export service for the country. Under his leadership, the agency has positioned Malaysia as a preferred destination for healthcare travelers.

As a seasoned healthcare professional, Dr. Mohamed Ali boasts a strong track record in senior management across various sectors, including hospitals, health informatics, universities, clinical research, and medical equipment. With experience in both medicine and management, along with expertise in Islamic finance, he is well-equipped to drive growth and innovation within the healthcare travel sector.

**Dr. Mohamed
Ali Abu Bakar**
Chief Executive
Officer
Malaysia
Healthcare
Travel Council
(MHTC)



COMMITTEE

INTAC 2024 CONFERENCE ON TOURISM AND CULTURE

CONFERENCE
DIRECTOR



ASSOC. PROF. DR. MOHD
AZRUL AZLEN



DR NURSHUHADAH
BINTI MOHD

PROTOCOL
USHER



NURUL AIN
FLOOR MANAGER



NURUL AZLIANIDA
FLOOR MANAGER

FLOOR
MANAGER

CONFERENCE
MANAGER



NUR AININ SOFTYA



DR. SAMSHUL AMRY

REGISTRATION & SURVEY



AZWANTIE



MUHAMMAD NAZIRUL



NAZATUL ATHIRAH



FARIZUL ZAKWAN



AINUL HARITH



DR. AL AMIRUL EIMER



ANNISA BATRISYIA



NUR ARINA

COL &



HASYA



MAHERAN

EVENT FACILITATOR



MUHAMMAD AKIL

SPECIAL TASKS

ABOUT VENUE:

DEWAN TUN HUSSEIN ONN

Dewan Tun Hussein Onn at the World Trade Centre Kuala Lumpur features a spacious, well-structured hall designed to accommodate large-scale events. The entrance opens into a wide foyer area, leading into the main hall, which offers an expansive seating arrangement that can be configured to suit different event formats. The stage is centrally positioned at the front of the hall, ensuring clear visibility for all attendees. Surrounding the stage are dedicated areas for audiovisual equipment, including screens and projectors for presentations. The hall also includes designated spaces for break-out sessions, with easy access to restrooms, VIP holding rooms, and exits strategically placed for smooth flow of movement. The versatile layout of Dewan Tun Hussein Onn allows for customization, making it ideal for conferences, exhibitions, and cultural events.



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