

ASEAN International Fair for Trade in Services



Our Vision

Malaysia is leading ASEAN's push to strengthen services and close the productivity gap. Through AIFTIS, we aim to shift from importing expertise to exporting high-value, globally competitive services.

Aligned with NIMP 2030 and led by MITI, MPC/PSPN, and MSPC, we will:

- ↳ Strengthen Competitiveness & Export Capacity
- ↳ Build Talent & High-Skilled Jobs
- ↳ Advance Digitalisation & Technology
- ↳ Reduce Reliance on Imported Services

AIFTIS is a regional call to action to build the proof, partnerships, and productivity needed for ASEAN to become a global hub for professional, high-value services.

About This Event

AIFTIS 2025

17-18 Nov | MITI Hall, Kuala Lumpur

Organised by MSPC with MITI and supported by PSPN (MPC), AIFTIS convenes government, industry, academia, and international experts to shape the next era of services trade.

Six strategic sectors: **Professional Services** • **Electrical & Electronics** • **Private Healthcare** • **Tourism** • **Construction & Built Environment** • **Sports & Recreation**

Over two days, targeted roundtables and co-creation dialogues—built on four productivity pillars (**Talent Development, Technology Adoption, Regulatory Reform, Industry Collaboration**)—will produce outcomes consolidated into the **ASEAN Services Cooperation Declaration**, charting a shared roadmap to reduce the services trade deficit and accelerate export growth.

Impact: stronger productivity, new export opportunities, and a clear mandate for Malaysia to lead in high-value professional services.

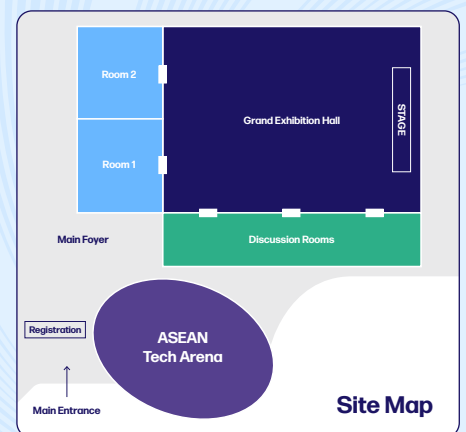
In 2024, Malaysia recorded an RM11.7b services trade deficit—AIFTIS charts a path to reverse this via productivity gains, export readiness, and sustainable growth across six priority sectors.

Forum Topics

1. Private Health Services
2. Trade Development & Standards Corporation
3. ASEAN Digital Frameworks
4. Modern Management: AI & Emerging Technologies
5. Professional Services
6. Construction & Built Environment
7. Electrical and Electronic
8. Tourism Services

Round Table Topics

1. Professional & Electronic Services
2. Built Environment & Tourism
3. Health & Sports
4. Trade, Standards & Emerging Tech



BROUGHT TO YOU BY:



SUPPORTED BY:



AFTIS Day 1: 17 Nov. Event Program

Opening

9.00am - 9.20am

Location: Grand Exhibition Hall - Main Stage

Services as ASEAN's next frontier; AIFTIS moves from dialogue to declaration to action.

FORUM 1: Private Health Services

9.30am - 11.00am

Location: Room 1

Moderator

Datin Dr. Jayanthi Krishnan

Panel Members

7 Industry Specialists

Objectives

- ↳ Build a regional roadmap for private health services capacity building and technology localisation.
- ↳ Explore professional development pathways and accreditation for ASEAN healthcare professionals.
- ↳ Identify ASEAN-grown digital and diagnostics innovations ready for cross-border scaling.
- ↳ Advance regional patient mobility, health tourism frameworks, and shared compliance protocols.
- ↳ Explore AI, telemedicine, and emerging technologies for scaling ASEAN's health footprint.

FORUM 2: Trade Development & Standards Corporation

9.30am - 11.00am

Location: Room 2

Moderator

Shan Shan Li

Panel Members

7 Industry Specialists

Objectives

- ↳ Review ASEAN's current MRAs and conformity assessment regimes to surface gaps.
- ↳ Assess the impact of regulation and fragmented licensing on professional mobility.
- ↳ Explore strategies for digitised, AI-enabled standards governance.
- ↳ Consider how ASEAN can localise international standards while promoting regional uniqueness.
- ↳ Elevate trade development corporations (like SIRIM, MIMOS, and MSPC) into champions of professional services.

PANEL: Professional Services Nexus

9.30am - 11.00am

Location: ASEAN Tech Arena

Trust mark, CPD membership, MRAs, industry LLM use-cases.

Minister's Opening

11.00am - 12.00pm

Location: Grand Exhibition Hall - Main Stage

National aims, knowledge-base custodianship, call to action

FORUM 3: ASEAN Digital Frameworks for Trust, Integrity & Inclusive Governance

11.15am - 12.45pm

Location: Room 1

Moderators
En. Shaifubraihm Saleh

Panel Members
7 Industry Specialists

Objectives

- ↳ Map existing ASEAN digital, AI, and trust frameworks, identifying what is mature and ready for adoption.
- ↳ Design a pathway for industry uptake, especially through TVET-enabled capacity building and practical, sector-specific implementation guides.
- ↳ Advance regional convergence around cybersecurity, data integrity, and responsible AI.
- ↳ Launch a process for developing the AIFTIS Digital Trustmark, grounded in real frameworks and enforced via blockchain and audit trails.
- ↳ Frame policy mechanisms to elevate women and mature workers in ASEAN's digital transformation leadership.
- ↳ Explore scalable mechanisms to export inclusive digital services to other developing regions and reduce ASEAN's dependency on imported digital platforms.

FORUM 4: Modern Management - AI and Emerging Technologies

11.15am - 12.45pm

Location: Room 2

Moderator
Prof Su Aini

Panel Members
7 Industry Specialists

Objectives

- ↳ Advance ASEAN dialogue on trustworthy and inclusive AI governance.
- ↳ Promote inclusiveness for innovation in digital service delivery across ASEAN.
- ↳ Share regional and international practices on scaling digital SMEs and platforms for cross-border services.
- ↳ Strengthen ASEAN coordination on AI talent mobility, recognition frameworks, and governance architecture.

PANEL: Electrical & Electronic Nexus

12.00pm - 1.30pm

Location: Tech Arena

Trust mark, skills passports, MRA pathways, AI inspection.

Business Matching and Signing of MOU's

1.30pm - 2.30pm

Location: Grand Exhibition Hall - Main Stage

Trust mark, skills passports, MRA pathways, AI inspection.

ROUNDTABLE 1: Professional Services Integration and Declaration Signing

Advancing professional mobility across ASEAN

2.00pm - 5.00pm

Location: Room 1

Key Topics

- ↳ Mutual Recognition Agreements (MRAs) across ASEAN professions
- ↳ Capacity-building for engineers, doctors, accountants & lawyers
- ↳ ASEAN accreditation framework

Expected Outcomes

- ↳ Commitment to expand MRAs
- ↳ Framework proposal for ASEAN Professional Services Passport

ROUNDTABLE 2: ASEAN Digital and AI Governance and Declaration Signing

Shaping the future of digital governance across ASEAN

2.00pm - 5.00pm

Location: Room 2

Key Topics

- ↳ Data governance, cross-border flows, and interoperability
- ↳ Responsible AI and ethics frameworks for ASEAN
- ↳ Digital inclusion for SMEs and rural communities

Expected Outcomes

- ↳ Draft ASEAN AI Governance Principles
- ↳ Policy roadmap for ASEAN Digital Trust Framework

PANEL: Tourism & Sport Nexus

2.30pm - 4.00pm

Location: Grand Exhibition Hall - Main Stage

Operator trust marks, skills badges, MRAs, AI demand/safety.

PANEL: Private Healthcare Nexus

4.15pm - 5.45pm

Location: Grand Exhibition Hall - Main Stage

Facility/clinician trust mark, telehealth SOPs, specialist recognition, AI diagnostics rails.

Selamat Datang Networking Dinner

6.00pm

Location: MATRADE

BROUGHT TO YOU BY:



SUPPORTED BY:



AFTIS Day 2: 18 Nov. Event Program

ASEAN Secretary-General Keynote

9.00am - 9.25am

Location: Grand Exhibition Hall - Main Stage

Faster recognition for professionals, more SME qualifiers, responsible tech adoption.

FORUM 5: Professional Services

9.30am - 11.00am

Location: Room 1

 Moderator
Mohd. Faizal Sulaiman

 Panel Members
7 Industry Specialists

Objectives

- ↳ Surface regulatory and structural barriers limiting ASEAN professional services exports.
- ↳ Examine how Malaysia can attract foreign clients for its professional services sector.
- ↳ Foster industry dialogue on cross-border recognition frameworks (MRAs) and regional mobility.
- ↳ Identify strategic interventions to position Malaysia and ASEAN as global service.
- ↳ Establish groundwork for a declaration of commitments at the conclusion of AIFTIS.

FORUM 6: Construction and Built Environment

9.30am - 11.00am

Location: Room 2

 Moderator
Ar. Mustapha Kamal Zulkarnain

 Panel Members
7 Industry Specialists

Objectives

- ↳ Identify key barriers to the movement of architectural, engineering, and construction services (AECO) across ASEAN.
- ↳ Promote recognition of ASEAN-based green building professionals under cross-border sustainability and ESG frameworks.
- ↳ Highlight the regulatory inconsistencies and licensing challenges between jurisdictions.
- ↳ Explore ASEAN's potential in modular design and prefab service exports.
- ↳ Set the direction for a declaration to expand CBE services as tradable assets, not just domestic utilities.

ASM Keynote

10.00am - 11.00am

Location: Grand Exhibition Hall - Main Stage

Foresight on services innovation and research-industry links.

FORUM 7: Electrical and Electronic

11.15am - 12.45pm

Location: Room 1

Moderators
Ng Kean Thong

Panel Members
7 Industry Specialists

- Objectives**
- ↳ Explore mutual recognition and equivalency models for certification in E&E-related professional services.
 - ↳ Identify core non-tariff barriers (NTBs) that prevent cross-border mobility for E&E specialists and service providers.
 - ↳ Examine the ASEAN readiness to support modular standards for testing, validation, and interoperability of E&E service layers.
 - ↳ Propose the creation of a cross-border E&E services ecosystem anchored in Malaysia.
 - ↳ Establish groundwork for a formal declaration to increase E&E service exports and reduce reliance on imported E&E consultancies.

FORUM 8: Tourism Services

11.15am - 12.45pm

Location: Room 2

Moderators
Azhar Sulaiman

Panel Members
7 Industry Specialists

- Objectives**
- ↳ Identify high-value tourism services that ASEAN can export or regionalise.
 - ↳ Reduce reliance on non-ASEAN technology platforms (e.g. OTA platforms).
 - ↳ Enable digitally enabled tour operators, eco-tourism services, and creative experience providers to expand regionally.
 - ↳ Discuss the role of AI, VR/AR, and big data in tourism innovation.
 - ↳ Frame pathways for ASEAN tourism service certification, Authenticity certification e.g. Thailand to promote culture, workforce development, and regional branding.

PANEL: Construction & Built Environment Nexus

11.15am - 12.45pm

Location: Grand Exhibition Hall - Main Stage

BIM/green compliance trust mark, supervisor passports, AI risk analytics.

Business Matching and Signing of MOU's

1.30pm - 2.30pm

Location: Grand Exhibition Hall - Main Stage

Trust mark, skills passports, MRA pathways, AI inspection.

ROUNDTABLE 1: Trade & Investment in Services and Declaration Signing

Accelerating service trade and investment flows

2.00pm - 5.00pm

Location: Room 1

Key Topics

- ↳ Foreign Direct Investment (FDI) in services
- ↳ Digital trade facilitation (ASEAN DEFA)
- ↳ Public-private partnerships for scaling services exports

Expected Outcomes

- ↳ Draft ASEAN Services Export Promotion Plan
- ↳ Policy proposals for ASEAN-wide service investment hubs

ROUNDTABLE 2: Green & Sustainable Services and Declaration Signing

Building sustainable service ecosystems

2.00pm - 5.00pm

Location: Room 2

Key Topics

- ↳ Green construction, energy services, and waste management
- ↳ ESG services (reporting, auditing, compliance)
- ↳ Climate-aligned financing & consultings

Expected Outcomes

- ↳ ASEAN Green Services Roadmap
- ↳ Regional sustainability certification framework

PANEL: Digital & Cyber Security Nexus

2.30pm - 4.00pm

Location: Grand Exhibition Hall - Main Stage

Digital trust mark, SME capability tiers, model governance.

PANEL: Machinery & Equipment Nexus

4.00pm - 5.30pm

Location: Grand Exhibition Hall - Main Stage

Commissioning proof, maintenance competencies, test-report acceptance.

Gala Dinner

6.30pm

Location: MATRADE

BROUGHT TO YOU BY:



SUPPORTED BY:

