WORLD ISLAMIC TOURISM CONFERENCE

5th WORLD ISLAMIC TOURISM CONFERENCE 2026

5 & 6 November 2026

Zenith Hotel Kuantan Pahang Darul Makmur

"Faith and Family Beyond Borders"

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Kuala Tahan Jerantut

5th WORLD ISLAMIC TOURISM CONFERENCE 2026

Official Host

Supported by

MINISTRY OF TOURISM, ARTS AND CULTURE

A celebration of

Organised by

Strategic Partners

MILLENNIUM WELT

Official Hotel

Foreword



YAB Dato' Sri Diraja Haji Wan Rosdy bin Wan Ismail

Menteri Besar Pahang Darul Makmur

On behalf of the Government and people of Pahang, I am delighted to extend a warm welcome to all delegates, distinguished guests and tourism industry leaders attending the 5th World Islamic Tourism Conference 2026 in Kuantan, Pahang.

It is an honour for Pahang to host this prestigious international gathering, which brings together key stakeholders to exchange ideas, strengthen partnerships and explore new opportunities for the growth of Islamic tourism.

I hope your stay in Pahang will be both fruitful and memorable, offering you the opportunity to experience our state's natural beauty, rich cultural heritage and renowned hospitality.

Pahang is blessed with an abundance of natural attractions, from the ancient rainforests of Taman Negara and the beautiful beaches of Cherating to the breathtaking highlands of Cameron Highlands and Genting Highlands.

These destinations reflect the remarkable diversity of our landscape and offer visitors a wide range of meaningful and enriching experiences.

Beyond its natural wonders, Pahang takes great pride in its cultural heritage and living traditions. Our local cuisine, traditional craftsmanship and community customs offer an authentic glimpse into the identity and way of life of our people.

Among these treasured legacies is Tenun Pahang Diraja, a distinguished heritage craft that embodies the artistry, skill and traditions passed down through generations. We recognise that tourism is not merely about attracting visitors; it is also about creating opportunities for our people.

By empowering local entrepreneurs, artisans, food producers and tourism operators to participate in the industry, we can strengthen local livelihoods, preserve our cultural heritage and ensure that the benefits of tourism are shared with our communities.

Foreword

The Pahang State Government remains committed to promoting sustainable and inclusive tourism that welcomes visitors from diverse backgrounds while safeguarding our natural environment and cultural identity. We believe that responsible tourism development is essential to ensuring that future generations can continue to enjoy and appreciate the unique treasures of our state.

To all delegates and visitors, I invite you to look beyond the conference programme and discover the many experiences that Pahang has to offer. May your time here inspire new ideas, foster meaningful collaborations and open doors to greater opportunities for Islamic tourism.

Once again, welcome to Pahang. May your stay be a memorable one, as you experience a destination where nature, heritage and hospitality come together in harmony.

Foreword



Mohammad Faisal Abu Suaib Khan

Director General Islamic Tourism Centre

The Islamic Tourism Centre (ITC) is pleased to welcome delegates to the 5th World Islamic Tourism Conference (WITC) 2026.

WITC serves as a platform for policymakers, tourism authorities, industry leaders and international partners to exchange knowledge, share experiences and explore opportunities for collaboration.

Beyond discussions, the conference provides an opportunity to consider how ideas can be translated into practical initiatives that strengthen industry capabilities and contribute to the sustainable development of Muslim-friendly tourism.

This year's theme, "Faith and Family Beyond Borders" reflects an important dimension of the travel experience. For many travellers, tourism is not simply about reaching a destination, but also about spending time with loved ones, discovering different cultures and creating lasting memories while remaining connected to their values and traditions.

Governments, industry players, destination managers and local communities each have a role in shaping experiences that meet travellers' needs while creating opportunities for businesses and the people who make these destinations special.

Through WITC 2026, ITC hopes to encourage constructive dialogue, strengthen international partnerships and inspire practical approaches that can support the continued growth of Muslim-friendly tourism. As we gather in Kuantan, I extend my appreciation to the Government of Pahang, our partners and all participating delegates for their contributions to this important platform.

May WITC 2026 be a productive meeting of minds that leads to lasting partnerships and meaningful progress for the global Muslim-friendly tourism industry.



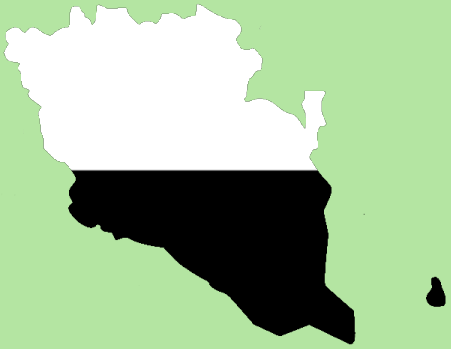
The Host

Selamat Datang

to the Great State of Pahang Darul Makmur

Whether you are seeking adventure, tranquillity, family experiences or cultural discovery, Pahang Darul Makmur welcomes you with unforgettable landscapes, warm hospitality and authentic Malaysian experiences.

Discover Pahang Darul Makmur



Welcome to Pahang Darul Makmur, Malaysia's largest state in Peninsular Malaysia and a captivating destination blessed with spectacular natural beauty. From lush ancient rainforests and misty highlands to golden beaches and vibrant towns, Pahang offers something special for every traveller.

Explore the wonders of Taman Negara, one of the world's oldest tropical rainforests, where visitors can discover incredible biodiversity, walk among the treetops, cruise along tranquil rivers and experience the thrill of the Malaysian jungle.

Escape to the cool, refreshing atmosphere of Cameron Highlands, renowned for its rolling tea plantations, colourful flower gardens, strawberry farms and scenic landscapes. For sun-seekers, the coastal charm of Cherating offers beautiful beaches, water activities and memorable encounters with nature.

The state capital, Kuantan, provides a gateway to Pahang's diverse attractions while offering delicious local cuisine, cultural experiences and a relaxed coastal atmosphere.

Where Nature, Adventure and Culture Come Together



—

Kuantan 188 Tower

This is WITC

The World Islamic Tourism Conference (WITC), organised by the Islamic Tourism Centre (ITC), has evolved into more than an industry gathering. It is emerging as the foremost global forum for the ideas, relationships and strategic conversations shaping the Muslim travel market projected to reach USD225 billion by 2028.

WITC Through The Years

2017 Establishing the Category

The inaugural WITC was held 24–25 July 2017 in Kuala Lumpur, launched under the theme "Understanding and Embracing Muslim-Friendly Tourism." Its strategic contribution was definitional: it gave a fragmented segment a shared vocabulary and a credible venue, positioning Malaysia as the field's first mover and convener.

2021 Resilience Under Disruption

Convened amid the pandemic, the second edition ran 15–17 November in a hybrid format under the theme "New Norms and Revitalisation." Seven core sessions addressed post-Covid 19 economic recovery, destination readiness and urban recovery. While peers paused, ITC repositioned WITC as a recovery-strategy forum, demonstrating continuity under stress.

2022 Scaling the Platform

The third edition, themed "Inspiring Balance, Transformations and Solutions" held 17–19 October 2022 at the World Trade Centre, introduced an exhibition element, adding commercial weight to the dialogue. Roughly 300 delegates daily and 40 speakers and moderators engaged across nine sessions spanning economy, sustainability, youth, education and technology, shifting WITC from conference to ecosystem.

2024 Forging Global Connections

Held 12–13 September under the theme "Forging Connections," the fourth edition convened more than 500 industry players across four tracks, including Understanding Muslim Tourists and Inclusivity. It closed with three MOUs and nine resolutions, evidence that WITC converts expert dialogue into commitments.

5th WITC 2026: Charting the Course

Program Highlights

5 & 6 Nov
WITC Conference

5 Nov
WITC Welcome Dinner

6 – 8 Nov
WITC Mart

7 Nov
WITC Tech Tour

The Platform

The Theme

"Faith and Family Beyond Borders"

Four Verticals

:: Creating Growth & Resilience

// Exploring New Markets & Opportunities

> Building Industry-led Recognition

Driving Ideas & Innovations

Thirteen-Track Agenda

:: Future Of Umrah

:: Middle East Geopolitical Outlook

Tech Talk

Digital Art Show

> Halal Gastronomy

> Muslim-Friendly Assurance Recognition

// Force of Culture

Islamic Calligraphy Show

:: Inside The Mind of The Muslim Traveller

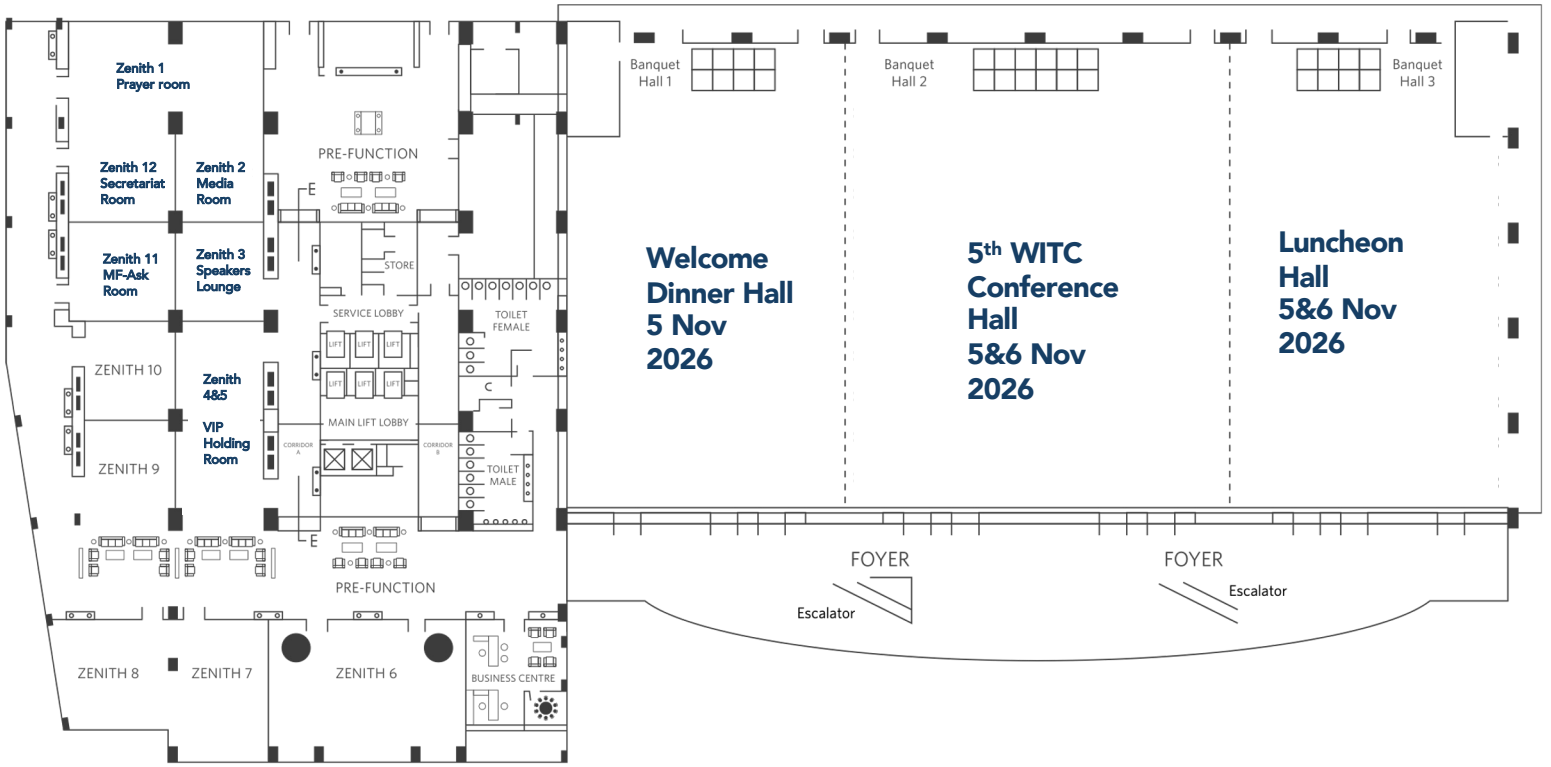
> Driven By Deen

The Adventures of Tok Gulin & Cik Rai

// Emergence of New Islamic Tourism Market

> Travel with Takaful

Conference Floor Plan @Level 3



2026
Theme

Faith and Family Beyond Borders

ITC sets up the tone of 5th World Islamic Tourism Conference around a simple but consequential idea: the future of tourism will be shaped by people travelling not only across geography, but across shared multi-generational family values and cultures.

The conference will explore how Islamic tourism can evolve into a more connected, inclusive and resilient global ecosystem—one that serves faith, family, wellbeing, culture and discovery simultaneously. Our goal is to move from fragmented markets to connected opportunities; from Muslim-friendly services to trusted experiences; and from tourism growth to shared prosperity.

"Faith provides the compass; family provides the purpose; tourism provides the bridge"

Catch the session

Director General of ITC Mr. Mohammad Faisal Abu Suaib Khan will present the 5th WITC theme and agenda on 5 November 2026, 10.40am

Programme

Conference

Day 1
5 Nov
2026

Day 1 | Thursday | 5 November 2026

8.00am	Registration + Industry Networking
9.30am	**OPENING CEREMONY**
10.20am	**WITC MINISTER'S CONVERSATION** **Moderator** Samer Allawy, Bureau Chief, Malaysia, Al Jazeera Media Network
10.40am	**"FAITH AND FAMILY BEYOND BORDERS"** **Special Remarks by** Mohammad Faisal Abu Suaib Khan Director General, ITC
11.00am	Morning break + industry networking
11.20am	**FUTURE OF UMRAH: AWAKENING REGIONAL MARKETS' INTERSECTORAL OPPORTUNITIES** **Panellists** + Chua Choon Hwa, Deputy Secretary General (Tourism), MOTAC + Saira Hayati, Content Creator and Educator, United Kingdom + Zouhair Amri, CEO and Founder, Oumma, France **Moderator** + Dr. Fathir Badri Alhadad, Deputy President, Umrah and Hajj Travel Agencies Association of Malaysia (PAPUH)

Day 1 | Thursday | 5 November 2026

12.00pm	**MIDDLE EAST GEOPOLITICAL OUTLOOK: TURNING CRISIS TO TRIUMPH** **Panellists** + Nuwal Fadhilah Ku Azmi, Senior Director of International Promotions (Asia & Africa), Tourism Malaysia + Zeshan Hayat, Founder & CEO, Hayat Group, Japan + Samer Allawy, Bureau Chief, Malaysia, Al Jazeera Media Network + Gabriel Al Romaani, Positive Islamic Psychology Coach, Educational Consultant, and Media Presenter, Romania/Canada **Moderator** + Gary Bowerman, Managing Director, Asia Travel Re:Set & Co-Host, The South East Asia Travel Show
12.40pm	**IMMERSIVE DIGITAL ART SHOW: ANATOMY OF SCENE** + Brought to life by Sony Malaysia and delivered by award-winning visual maestro Nazri Sulaiman
1.00pm	Lunch + Industry Networking + Solat Zohor
2.00pm	**TECH TALK: GENERATIVE AI IN SHAPING THE MUSLIM-FRIENDLY TRAVEL EXPERIENCE** **Panellists** + Samer I. AlKharashi, Director of the Regional Office for the Middle East of UN Tourism + Yacoob Ismail, CEO, CFO & Co-Founder, Halaali, Canada/Mauritius + Raad Ajlouni, Founder, AI4Impact, Switzerland + Mamadou Ndiaye, Founder & CEO, Appsaya & Wasabih, Senegal **Moderator** + Zulkarnain Ahmad Shafie, Head of Partnership, Deskimo Indonesia & Malaysia

Day 1 | Thursday | 5 November 2026

2.40pm	**HALAL GASTRONOMY: PALATES OF MALAYSIA'S MULTICULTURAL CULINARIES** **Panellists** + Dhaliff Anuar, Head of Special Project, Halal Development Corporation (HDC) + Mohd Faizul Mohd Hardi, Head of Quality and Halal Department, Brahim's Food Services + Mr. Liang Foo Kuan, Managing Director, BIG ONION **Moderator** + Prof. Dr. Muhammad Shahrim Karim, Professor of Malaysian Heritage Food and Culture, Universiti Putra Malaysia (UPM)
3.20pm	**MUSLIM-FRIENDLY ASSURANCE RECOGNITION: BALANCING ACTS OF INTEGRITY AND ENTERPRISE** **Panellists** + Mohammad Faisal Abu Suaib Khan, Director General, ITC + Fazal Bahardeen, Founder & CEO, CrescentRating, Singapore + Dr. Ali Bao Jya-yuan, Member of Shariah Committee for Standardisation and Conformity, Taiwan Halal Certification Development (THCD) + Tashokhadzhi Agamerzaev, Deputy Head of RusQuality – Halal Competence Center, Russia **Moderator** + Mahathir Amin, Director, Industry Development, ITC
4.00pm	Coffee Break + Industry Networking + Solat Asar

Day 1 | Thursday | 5 November 2026

4.20pm	**FORCE OF CULTURE: A VISION OF ISLAMIC HERITAGE** **Panellists** + Dr. Ismael Maddalah Suliman Maaytah, Ambassador of the Hashemite Kingdom of Jordan to Malaysia + Souayibou Varissou, Expert in Heritage Centre, Islamic World Educational, Scientific and Cultural Organization (ICESCO) + Dr. Ekaterina Rashidin, Founder, GoMalaysia Sdn Bhd **Moderator** + Mirza Vejzagic, Vice President, Malaysia-Bosnia and Herzegovina Business Council
5.00pm	**"THE ADVENTURES OF TOK GULIN & CIK RAI: EXPLORING TRADITIONAL FOLKS SONGS ACROSS MALAYSIA"** A children's book launch by National Department for Culture and Arts (JKKN)
5.20pm	**INSIDE THE MIND OF THE MUSLIM TRAVELLER: WHAT DESTINATIONS NEED TO KNOW** **Panellists** + Ferrani Inveztia, Travel Content Creator, Indonesia + Atilla Barbarossa, Travel Influencer & Filmmaker, Barbarossa Films, Germany + Hassan Bulbul, Creator & Founder, Halal Travel Lens, United Kingdom + Farihah Fuaad, Founder, Editor, Ruhfar Magazine, Muslim Solo Traveller **Moderator** + Aisha Ismail, COO & Co-Founder, Halaali, Canada
6.00pm	End of day 1

Programme

Conference

Day 2
6 Nov
2026

Day 2 | Friday | 6 November 2026

9.30am	**LAUNCHING OF 5th WITC MART** + By YAB Dato' Sri Diraja Haji Wan Rosdy bin Wan Ismail Menteri Besar Pahang Darul Makmur
9.50am	**DRIVEN BY DEEN: BAROMETER OF SUSTAINABLE TOURISM IN ISLAM** **Panellists** + Dato' Sri Dr. Michael Yong, Founder, King's Park Genting Highlands + Aliza Kim, Influencer, Speaker, Advocate, TV and Online Personality, USA/Thailand + Dato' Nick Boden, Executive Chairman and Co-founder, KLEAN The World + Hera Oktadiana, Adjunct Associate Professor, Griffith University & James Cook University Australia **Moderator** + Dr. Norwan Ahmad, Undersecretary, Industry Development Division, MOTAC
10.30am	**ISLAMIC CALLIGRAPHY SHOW: CONQUERING THE WALL** **Panellists** + Mohd Zulfikri Mohd Sobri, Head of Calligraphy Department, Yayasan Restu + Khairi Izat Amir, Pahang Calligraphy Artist + Project ZeroSix **Moderator** + Assoc. Prof. Ts. Dr. Velu Perumal , Member of National Visual Arts Development Board
10.50am	Morning Break + Industry Networking

Day 2 | Friday | 6 November 2026

11.00am	**EMERGENCE OF A NEW ISLAMIC TOURISM MARKET: ALL EYES ON THE EAST AND SOUTH ASIA** **Panellists** + Math Kreya, Secretariat Member of Muslim Friendly Tourism Working Group, Ministry of Tourism, Cambodia + Marshad Barry, President, Sri Lanka Malaysia Business Council, Sri Lanka + Mohammed Firoz Anwar, CEO, Travel of India, India **Moderator** + Ekaterina Evgrafova, Deputy Trade Representative, Ministry of Economic Development of the Russian Federation in Malaysia
11.40am	**TRAVEL WITH TAKAFUL: MANAGING EVENTUALITIES THE PRINCIPLED WAY** **Panellists** + Norhariti Jalil, Partner, ASEAN, Dinar Standard + Ezamshah Ismail, Senior Teaching Fellow, School of Graduate and Professional Studies, INCEIF University + Helmi Rahim, Vice President, Agency Direct and Digital Partnership, Takaful Ikhlas General Berhad **Moderator** + Prof. Dr. Faiz Izwan Anuar, Department of Tourism Management, UiTM
12.20pm	**INDUSTRY RESOLUTION AND CLOSING REMARKS** By Mohammad Faisal Abu Suaib Khan, Director General, ITC
12.30pm	Lunch + Solat Jumaat + rest and recharge

Day 2 | Friday | 6 November 2026

3.00pm	Delegates Tour to WITC Mart
5.00pm	Assembly at hotel lobby to depart for Pantai Cherating
6.00pm	**Visit to Pantai Cherating Turtle Hatchery Site** Pahang's quietly beautiful coastline Pantai Cherating is home for sea turtles, where conservationists work to protect one of nature's most vulnerable species. This is an intimate look at how turtle eggs are carefully protected before hatchlings make their way toward the ocean, a meaningful rare encounter with the life of ancient mariners.
8.00pm	**Unveiling of Kuantan's New Islamic Art Mural** By **Y.H. Dato' Zaliza Zulkipli, Mayor of Kuantan, and** **YB Leong Yu Man, Chairperson of the Pahang State Committee for Unity, Tourism, and Culture**
8.30pm	**Hosted Delegates Dinner at Kuantan 188**
9.30pm	End of Day 2

Program

The Agenda

Tracks Breakdown



Future of Umrah:
Awakening Regional Markets' Intersectoral Opportunities

Umrah is evolving from a religious journey into a powerful regional economic ecosystem. For ASEAN, this transformation presents an opportunity to move beyond traditional pilgrimage service, and looking instead at this niche as a fertile ground for intersectoral partnerships.

The competitive advantage will belong to ecosystems, not individual companies. Governments and industry leaders should therefore focus on interoperable digital infrastructure, trusted standards, seamless connectivity and strategic public-private partnerships.

1 **Catch the session**
on 5 November 2026, 11.20am

Middle East Geopolitical Outlook:
Turning Crisis to Triumph

Geopolitical uncertainty is reshaping the Middle East's tourism landscape. Yet crises can create strategic openings for destinations willing to transform vulnerability into differentiation.

The question is no longer how countries can protect tourism from disruption, but how tourism can become an instrument of resilience, economic diversification and regional cooperation.

2 **Catch the session**
on 5 November 2026, 12.00pm

Immersive Digital Art Show:

Anatomy of Scene



Brought to life by Sony Malaysia and delivered by award-winning visual maestro Nazri Sulaiman

SONY



3 **Catch the session**

on 5 November 2026, 12.40pm

Tech Talk:

Generative AI in Shaping the Muslim Friendly Travel Experience

Generative AI is poised to reshape Islamic tourism—not by replacing human hospitality, but by making Muslim-friendly travel more personalised, seamless and inclusive.

Yet technology without trust can undermine the very experience it seeks to improve. This topic seeks to make a case for Muslim-friendly AI that is built around privacy, transparency, cultural intelligence, accurate halal information and human oversight. The goal should not be algorithmic homogenisation, but rather greater recognition of the diversity within the global Muslim market.



4 **Catch the session**
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on 5 November 2026, 2.00pm



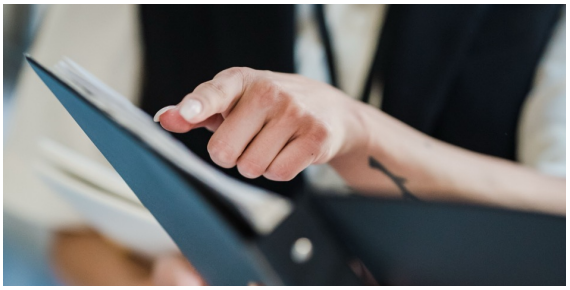
Halal Gastronomy:

Palates of Malaysia's Multicultural Culinary

Malaysia's culinary identity is not built on a single cuisine; it is a living expression of cultures that have traded, migrated and coexisted for centuries. Malay, Chinese, Indian, Indigenous, Peranakan and other communities have contributed ingredients, techniques and traditions, creating a gastronomic landscape that is distinctly "Malaysia Truly Asia".

5 **Catch the session**
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on 5 November 2026, 2.40pm

At the heart of this melting pot is the concept of Halal—a framework of trust, integrity and responsible consumption.



Muslim Friendly Assurance Recognition:

Balancing Acts of Integrity and Enterprise

6 **Catch the session**
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on 5 November 2026, 3.20pm

As Islamic tourism expands across borders, one question becomes increasingly clear: who assures travellers that a "Muslim-friendly" experience is genuinely what it claims to be? Without common benchmarks, the proliferation of Muslim-friendly labels risks creating confusion, inconsistent quality and, ultimately, a deficit of trust.

An industry-led recognition scheme combines the rigour of formal standards with the agility required by a rapidly evolving tourism marketplace. Shared criteria covering halal food, prayer facilities, accommodation, family needs, privacy, wellness and cultural sensitivity could provide travellers with comparable assurance while allowing businesses room to innovate.

Force of Culture:

A Vision of Islamic Heritage

7 **Catch the session**
////////////////////
on 5 November 2026, 4.20pm

Across centuries, Islamic civilisation transformed scholarship, architecture, science, art, commerce and urban life into interconnected expressions of a shared worldview. Libraries, madrasahs, souqs, mosques, markets, gardens and historic cities were not isolated institutions; they formed ecosystems where knowledge, spirituality, community and business could flourish together.

This session talks about the modern day's challenges to preserve this heritage without turning it into a static museum piece based on the premise that the future of Islamic heritage lies neither exclusively in preservation nor modernisation, but in intelligent continuity: protecting authenticity while enabling new forms of learning, creativity and tourism enterprise.



The Adventures of Tok Gulin & Cik Rai

Exploring Traditional Folk Songs Across Malaysia

8 **Catch the launch**
on 5 November 2026, 5.00pm

The Adventures of Tok Gulin & Cik Rai: Exploring Traditional Folk Songs Across Malaysia, published by the National Department for Culture and Arts (JKKN), invites children into the colourful world of Malaysian traditional music through two engaging characters.

The book transforms folk songs from something children might encounter only as heritage into something they can discover, sing and enjoy. Through playful storytelling, familiar melodies and cultural exploration, Tok Gulin and Cik Rai help young readers connect with the stories, rhythms and traditions carried through generations.

Inside the Mind of the Muslim Traveller:

What Destinations Need to Know

Every destination wants to attract Muslim travellers. But how well do we really understand how they think, plan and experience travel? Beyond creating inspiring content, our digital influencer panellists have developed a deep understanding of Muslim travellers' behaviours, expectations and decision-making.

The discussion will explore how Muslim travellers choose destinations, what gives them confidence to book, the role of Muslim-friendly facilities and services, and how destinations—particularly non-OIC countries—can better position themselves to welcome this fast-growing market.

9 **Catch the session**
on 5 November 2026, 5.20pm

Driven by Deen:

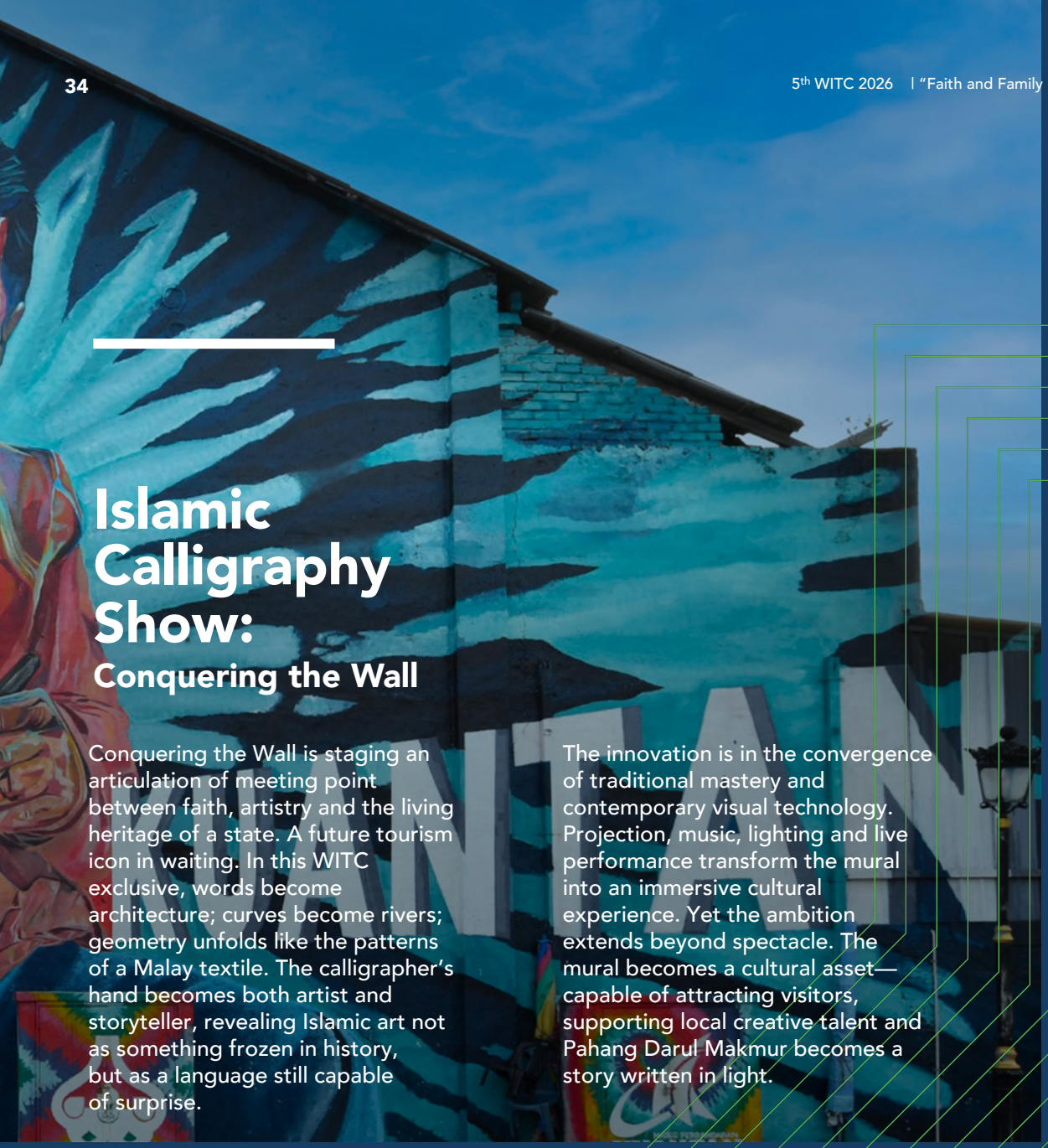
Barometer of Sustainable Tourism in Islam



In Islam, principles of sustainability can be understood through the concept of a deen, or way of life. This session aims to draw parallels between modern and contemporary framework with longstanding Islamic teachings on stewardship, justice, moderation and responsibility.

Applied to the tourism sector, these principles translate into practical choices: protecting natural resources, reducing waste, treating workers fairly, preserving cultural heritage and ensuring that tourism benefits host communities. Driven by Deen positions sustainability not as compliance, but as conviction —transforming Islamic values into a practical barometer for responsible tourism.

10 **Catch the session**
on 6 November 2026, 9.50am



Islamic Calligraphy Show:

Conquering the Wall

Conquering the Wall is staging an articulation of meeting point between faith, artistry and the living heritage of a state. A future tourism icon in waiting. In this WITC exclusive, words become architecture; curves become rivers; geometry unfolds like the patterns of a Malay textile. The calligrapher's hand becomes both artist and storyteller, revealing Islamic art not as something frozen in history, but as a language still capable of surprise.

The innovation is in the convergence of traditional mastery and contemporary visual technology. Projection, music, lighting and live performance transform the mural into an immersive cultural experience. Yet the ambition extends beyond spectacle. The mural becomes a cultural asset—capable of attracting visitors, supporting local creative talent and Pahang Darul Makmur becomes a story written in light.

11 **Catch the session**
////////////////////////
on 6 November 2026, 10.30am

Emergence of New Islamic Tourism Market:

All Eyes on the East and South Asia

The next frontier of Islamic tourism may not be defined by geography alone, but by the convergence of culture, connectivity and consumption across Asia. East and South Asian markets bring scale and growing appetite for cultural, nature, wellness and experiential travel.

As a bloc, they offer an equally compelling portfolio: ancient heritage, spirituality, gastronomy, wellness and extraordinary cultural diversity. Their value to Islamic tourism lies not in replicating established Middle Eastern models, but in creating new journeys where Asian identities intersect.

12 **Catch the session**
on 6 November 2026, 11.00am

Travel with Takaful:

Managing Eventualities the Principled Way

13 **Catch the session**
on 6 November 2026, 11.40am

Takaful offers a fundamentally different proposition—one built around mutual assistance, shared responsibility and Shariah principles. The competitive advantage lies in trust. In this session, the discussion on Travel with Takaful aims to reframe insurance from a merely transactional approach into a mechanism for sharing responsibility. In an increasingly uncertain world, principled protection can become not just a financial product, but a distinctive pillar of Muslim-friendly travel.



WITC
Speakers

Meet our Panellists & Moderators



YAB Dato' Sri Diraja Haji Wan Rosdy bin Wan Ismail

Menteri Besar Pahang Darul Makmur

YAB Dato' Sri Diraja Haji Wan Rosdy bin Wan Ismail is the 16th Menteri Besar of Pahang Darul Makmur, appointed in May 2018. A Universiti Sains Malaysia graduate in Political Science, he previously served at BERNAS and as State Executive Councillor for Orang Asli Affairs and Rural Development, then Housing and Local Government. He has represented Jelai in the Pahang State Assembly since 2004.



Chua Choon Hwa

Deputy Secretary General (Tourism), MOTAC

Chua Choon Hwa is Deputy Secretary General (Tourism) at MOTAC. He sits on the boards of Tourism Malaysia, Lembaga Pembangunan Tioman and Penang Hill Corporation. An Administrative and Diplomatic Officer since 1996, he has served in the ministries of Defence, Finance, Women, Family & Community Development, and Plantation Industries & Commodities.



Mohammad Faisal Abu Suaib Khan

Director General Islamic Tourism Centre

Mohammad Faisal Abu Suaib Khan is the Director General of ITC. He has over 15 years of experience in corporate and digital communications, with a focus on tourism, event management and destination-led initiatives. His background includes work with Malaysian tourism event companies and the Malaysia My Second Home (MM2H) programme.



Samer Allawy

Bureau Chief, Malaysia, Al Jazeera Media Network

Samer Allawy, Bureau Chief of Al Jazeera office in Malaysia, holds a bachelor's and master's degrees in Sharia and law from the International Islamic University in Pakistan. Samer moved between a number of Arabic television channels, news agencies, newspapers and Arab and international radios. He joined Al Jazeera in 2005 and worked as a correspondent and director of its office in Afghanistan.



Dr. Ismael Maddalah Suliman Maaytah

Ambassador of the Hashemite Kingdom of Jordan to Malaysia

H.E. Ambassador Dr. Ismael Maaytah is the Ambassador Extraordinary and Plenipotentiary of the Hashemite Kingdom of Jordan to Malaysia. A career diplomat of over 25 years, he holds a PhD in Political Science from the University of Bucharest and a Master's in International Relations from Madrid, and is a recipient of the Grand Cordon of the Order of Al-Istiqlal (Independence).



Samer I. AlKharashi

Director of the Regional Office for the Middle East, UN Tourism, Saudi Arabia

Samer AlKharashi has served as Director of the UN Tourism Regional Office for the Middle East since June 2024. A Saudi diplomat with the rank of minister plenipotentiary, he previously served in Geneva and as deputy head of mission in Washington, D.C.



Saira Hayati

Content Creator and Educator, United Kingdom

Saira Hayati is a British financial educator, entrepreneur and content creator with over 25 years' experience in finance, property and business development, working across the UK, Saudi Arabia and Oman. Her work focuses on ethical wealth and Muslim-friendly travel, including accommodation management in Madinah and making Umrah more accessible.



Souayibou Varissou

Heritage Expert, Islamic World Educational, Scientific and Cultural Organization (ICESCO) Morocco

Souayibou Varissou is an archaeologist and heritage specialist who served as Executive Director of the African World Heritage Fund (2017–2023) and Director General of Benin's Tourism Heritage National Agency. He joined ICESCO as a Heritage Expert in 2025.



Gary Bowerman

Managing Director, Asia Travel Re:Set & Co-Host, The South East Asia Travel Show, Malaysia

Gary Bowerman is an Asia-based travel markets, tourism policy and consumer trends analyst, Founding Partner of High-Yield Tourism and Asia Travel Markets Analyst for Phocuswright. He co-founded and co-hosts The South East Asia Travel Show podcast and produces the weekly Asia Travel Re:Set newsletter.



Gabriel Al Romaani

Social Media Influencer, Educational Consultant, Romania/Canada

Gabriel Al Romaani is a Positive Islamic Psychology Coach, Educational Consultant, and Media Presenter with over two decades of experience in Islamic guidance, spiritual mentorship, and institutional leadership. He has delivered lectures globally, served as a khateeb, and founded initiatives like Positive Islamic Psychology (PIP Coaches) and Muslim Alpha.



Zeshan Hayat

Founder & CEO, Hayat Group Japan

Zeshan Hayat is a British-born entrepreneur, halal auditor and content creator who has lived in Japan for over 15 years. Founder of Hayat Group and Halaali Japan and CMO of Halal Navi, he works to raise halal standards and Muslim-friendly tourism across Japan.



Yacoob Ismail

CEO, CFO & Co-Founder, Halaali, Canada/Mauritius

Yacoob Ismail is Co-Founder, CEO and CFO of Halaali.app, a global digital platform helping Muslims travel, live and connect with confidence. He brings 25 years of experience in finance, corporate reporting automation and IPO environments, including as Controller for a publicly listed REIT.



Raad Ajlouni

Founder, AI4Impact
Switzerland

Raad Ajlouni is a Jordanian-Swiss AI venture builder, author and founder of AI4Impact, an ecosystem helping corporations and governments adopt AI for good. With over 20 years in digital strategy, his platforms have served more than 20,000 clients, and he builds AI tools for Islamic heritage and tourism.



Mamadou Ndiaye

Founder & CEO
Appsaya & Wasabih
Senegal

Mamadou Ndiaye is a Senegalese entrepreneur and technology leader with over 20 years of experience in the Halal economy. He founded Appsaya, a Malaysian AI-powered business-matching platform used at events such as MIHAS and the World Islamic Economic Forum, and Wasabih, the first professional community for the halal economy.



Zulkarnain Ahmad Shafie

Head of Partnership, Deskimo
Indonesia & Malaysia

Zulkarnain Shafie currently leads the Partnerships Division for Deskimo Malaysia and Indonesia, a startup backed by Y Combinator, one of the world's leading startup accelerators. With expertise in marketing technology startups, sponsorship activation, and community building, he brings a cross-disciplinary approach to connecting brands, businesses, and communities.



Prof. Dr. Muhammad Shahrim Karim

Professor of Malaysia Heritage Food and Culture, Universiti Putra Malaysia (UPM)

Prof. Dr. Shahrim Karim is Professor of Malaysian Heritage Food and Culture at Universiti Putra Malaysia and has served on national committees that preserve and promote Malaysia's food heritage. A familiar face on television food programmes, he has authored more than 100 articles and five books on Malaysian cuisine.



Fazal Bahardeen

Founder & CEO, CrescentRating Singapore

Fazal Bahardeen founded CrescentRating in Singapore in 2008 after an 18-year corporate career, building it into one of the world's leading authorities on halal travel; he is also CEO of HalalTrip. He has been named among the Top 50 Leaders of the Islamic Economy by Islamica 500.



Dr. Ali Bao Jya-yuan

Member of Shariah Committee for Standardisation and Conformity, Taiwan Halal Certification Development Taiwan

Dr. Ali Bao Jya-yuan is a Taiwanese Muslim leader and scholar, and a former Chairman of the Chinese Muslim Association. A pioneer of Taiwan's Muslim-friendly tourism, he presented Halal Hospitality Certification to 14 tourism and hospitality establishments.



Math Kreya

Secretariat Member of Muslim Friendly Tourism Working Group, Ministry of Tourism, Cambodia

Mr. Math Kreya is a Cambodian communications professional who has dedicated a substantial part of his career to serving the tourism sector, with a focus on Muslim Friendly Tourism. Holding a Master of Human Science in Communication from the International Islamic University Malaysia (IIUM), he serves as the Business Development & Communication Director at Younes Tourism.



Mirza Vejzagic

Vice President, Malaysia-Bosnia & Herzegovina Business Council (MBBC)

Mirza Vejzagic is Principal Consultant of MalBos Consulting with 15 years of experience in Islamic and conventional banking. He was among the pioneers of Islamic finance in Bosnia and Herzegovina and speaks regularly on tourism and halal tourism.



Dr. Ekaterina Rashidin

Founder, GoMalaysia

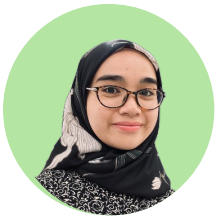
Dr. Ekaterina Rashidin is the Moscow-born Founder of Go Malaysia Sdn. Bhd. and creator of GoMalaysia, a digital platform promoting Malaysia's culture, heritage and Muslim-friendly travel. Holding a PhD in Economics, she has shared more than 600 videos with over 250,000 followers and collaborated with MOTAC and several state tourism boards.



Aisha Ismail

COO & Co-Founder, Halaali, Canada

Aisha Ismail is a Medical Technologist and ISO quality management expert, and COO and Co-Founder of Halaali.app, a global platform making everyday life and travel easier for Muslims. She leads operations, international collaboration and expansion with a sharp focus on quality and evidence.



Farihah Fuaad

Founder & Editor, Ruhfar Magazine; Founder, Muslim Solo Travel Sarawak

Farihah Fuaad is the founder of Muslim Solo Travel, which since 2022 has built a global online community for independent Muslim travellers, and the brain behind Ruhfar and Borneo Halal. A cross-cultural storyteller and entrepreneur, she champions value-aligned travel and the Muslimah and halal lifestyle through her brands and creative practice, Safawi Studio.



Ferrani Inveztia

Travel Content Creator, Indonesia

Ferrani Inveztia is a Jakarta-based travel content creator and user researcher who blends storytelling with search optimisation to create evergreen travel content. She won the HalalTrip Content Creator Tank 2026 by HalalTrip and CrescentRating and received the Klook Travel Catalyst Award.



Atilla Barbarossa

Travel Influencer & Filmmaker, Barbarossa Films, Germany

Atilla Barbarossa is a Berlin-based travel content creator and filmmaker with a background in film and television production. Followed by more than 600,000 people across Instagram, TikTok, Facebook and YouTube, he showcases Muslim-friendly destinations and partners with tourism boards and hospitality brands.



Hassan Bulbul

Creator & Founder, Halal Travel Lens, United Kingdom

Hassan Bulbul is a travel content creator and founder of Halal Travel Lens, a leading social media platform for Muslim-friendly travel with over 180,000 followers. Named Halal Travel Influencer of the Year 2025, he works with destinations, hotels and travel brands to engage the Muslim travel market.



Dato' Nick Boden

Executive Chairman and Co-founder, KLEAN The World, Malaysia

Dato' Nick Boden is Founder and Executive Chairman of KLEAN The World, Malaysia's largest digital recycling platform. KLEAN combines AI-powered reverse vending machines with a rewards app and generates verified ESG data for its partners. A former Olympic-level sports medicine practitioner, Nick has won the ASEAN–UNDP Blue Innovations Challenge and Pitch@Palace South East Asia.



Dr. Norwan Ahmad

Undersecretary, Industry Development Division, Ministry of Tourism, Arts and Culture (MOTAC), Malaysia

Dr. Norwan Ahmad leads the Industry Development Division at MOTAC, having previously served as Deputy Undersecretary for Tourism Policy and International Relations. He spent nearly a decade planning Malaysia's services sector at the Economic Planning Unit and holds a PhD in Business Economics from UPM.



Aliza Kim

Influencer, Speaker, Advocate, TV and Online Personality, USA/Thailand

Aliza Kim is an international speaker, social impact leader, certified coach and online personality whose videos on faith, humanitarian work and personal development have been viewed more than 2 million times. She received the 2022 Saidatina Aisyah Award from Hidayah Centre Foundation for her da'wah work.



Dato' Sri Dr. Michael Yong

Creator & Co-Founder, King's Park Genting Highlands Malaysia

Dato' Sri Dr. Michael Yong is the Creator and Co-Founder of King's Park Genting Highlands, a RM5.5 billion integrated tourism, wellness and commercial township evolving into a family- and Muslim-friendly city centre. He also founded EACANTA, the Eco Agro Cultural and Nature Tourism Alliance.



Hera Oktadiana

Adjunct Associate Professor, Griffith University & James Cook University Australia

Dr. Hera Oktadiana is an Adjunct Associate Professor at Griffith University and James Cook University, Australia, and is also affiliated with Trisakti School of Tourism in Jakarta, Indonesia. A tourism and hospitality scholar, she holds a PhD from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University, an MBA from Multimedia University Malaysia and a Master of Management from Bunda Mulia University.



Ekaterina Evgrafova

Deputy Trade Representative, Ministry of Economic Development of the Russian Federation in Malaysia

Ekaterina Evgrafova is Deputy Trade Representative at the Trade Representation of the Russian Federation in Malaysia under Russia's Ministry of Economic Development, supporting trade and economic cooperation between Russia and Malaysia.



Norhariti Jalil

Partner, ASEAN, DinarStandard Malaysia

Norhariti Jalil is a Partner at DinarStandard serving Asia Pacific and ASEAN, specialising in government policy, strategy and the halal economy. She contributed to Malaysia's Halal Industry Masterplan 2018–2030 and was previously Executive Director at Ernst & Young Advisory Services.



Marshad Barry

President, Sri Lanka–Malaysia Business Council (SLMBC)
Sri Lanka

Marshad Barry is a Sri Lankan business professional and community leader who, as SLMBC President, pioneered Islamic-friendly tourism in Sri Lanka with the Islamic Tourism Centre. A senior professional at Amana Bank, he was appointed Chairman of the Waqf Board of Sri Lanka in April 2026.



Mohammed Firoz Anwar

CEO, Travel of India
India

Mohammed Firoz Anwar is the Founder and CEO of Travel of India and Al Halal Tourism, based in Bengaluru, India. He is the head of the India chapter of the Global Trade Forum and previously served for three years as Secretary of the Karnataka Rifah Chamber of Commerce, supporting a network of over 2,000 business owners across diverse sectors in South India.



Tashokhadzhi Agamerzaev

Deputy Head of RusQuality – Halal Competence Center, Russia

Tashokhadzhi Agamerzaev is Deputy Head of the RusQuality-Halal Competence Center. With a background in International Management and postgraduate Economics studies at HSE University, he helps develop Russia's national halal certification system that includes developing national standard and advancing mutual recognition of standards and Muslim-friendly services.



Liang Foo Kuan

Managing Director
BIG ONION
Malaysia

Mr. Liang Foo Kuan is a Malaysian entrepreneur and Managing Director of BIG ONION Food Caterer Sdn. Bhd. with over 25 years of experience in catering, F&B, and event management. Awarded Innovative Leader of the Year in 2019, he has grown BIG ONION into a premier Halal catering partner for corporate, government, and large-scale clients.



Nazri Sulaiman

Award-winning photographer, Sony Alpha Professional, Malaysia

Nazri Sulaiman is an award-winning Malaysian photographer, Sony Alpha Professional and educator known for visual storytelling about communities and nature. His image "Mowgli Malaysia" won at Asian Geographic's Images of Asia 2018, and he is the author of "Terengganu: The Face of Life".



Prof. Dr. Faiz Izwan Anuar

Department of Tourism Management, Universiti Teknologi MARA (UiTM)
Malaysia

Prof. Dr. Faiz Izwan Anuar is an academic in the Department of Tourism Management at Universiti Teknologi MARA (UiTM). He holds a PhD from Texas A&M University and researches tourism innovation, technology in tourism and event technologies.



Mohd Faizul Mohd Hardi

Head of Quality and Halal Department, Brahim's Food Services, Malaysia

Mohd Faizul Bin Mohd Hardi is the Head of Quality & Halal at Brahim's Food Services with over 15 years of global experience in airline catering, food safety (HACCP, ISO), and Halal Assurance Systems. Holding a BA in Islamic Studies from the University of Malaya, he is active in the development of national and international halal standards with JAKIM, the Department of Standards Malaysia, and SMIIC/OIC.



Khairi Izat Amir

Islamic Calligraphy Artist, Pahang Darul Makmur, Malaysia

Khairi Izat Amir is a Pahang-born Islamic calligrapher who received two Ijazahs while studying Islamic Studies at Al-Azhar University and later specialised in Thuluth and Naskh calligraphy at IRCICA in Istanbul. He teaches calligraphy across Pahang and wrote the Royal Invitation Letter for the Coronation of His Majesty Sultan Ibrahim, the 17th Yang di-Pertuan Agong.



Zouhair Amri

Founder & CEO, Oumma France

Zouhair Amri is a French entrepreneur, media executive and Islamic economy expert, and Founder and CEO of Oumma, one of the leading French-language Muslim media platforms with more than one million unique visitors a month. Founder of the Union of Muslim Professionals of France, he was named in the Islamica 500 from 2017 to 2019.



Nuwal Fadhilah Ku Azmi

Senior Director International Promotions (Asia & Africa) Tourism Malaysia

Nuwal Fadhilah Ku Azmi is Senior Director of the International Promotion Division (Asia & Africa) at Tourism Malaysia. She oversees the promotion of Malaysia across key Asian and African markets, working with international partners to strengthen tourism exchange and cultural ties advocating the Malaysia Truly Asia brand.



Mohd Zulfikri Mohd Sobri

Head of Calligraphy Department, Yayasan Restu, Malaysia

Mohd Zulfikri Mohd Sobri is an accomplished Malaysian Islamic calligrapher and the Head of Calligraphy Department at Yayasan Restu. With over 20 years of experience, he specialises in Arabic calligraphy, Quranic transcription and the preservation of traditional Islamic art.



Dr. Fathir Badri Alhadad

Deputy President, Umrah and Hajj Travel Agencies Association of Malaysia (PAPUH)

Dr. Fathir Badri Alhadad is Deputy President of the Association of Travel Agency Umrah & Hajj of Malaysia (PAPUH). He is also the CEO of National Tourism Foundation (YPN). Under his leadership, both PAPUH and YPN have emerged leading organisations dedicated to the advancement of the nation's vibrant tourism sector.



Helmi Rahim

Vice President, Agency Direct and Digital Partnership, Takaful Ikhlas General Berhad

Helmi Rahim is a senior seader in digital business with 20+ years of expertise spanning Malaysia's leading Takaful institutions. He specialises in driving digital channel growth, direct e-commerce journeys, and strategic ecosystem partnerships. He brings deep expertise in e-commerce channels, digital strategy, and customer centric operations.



Dhaliff Anuar

Head of Special Project, Halal Development Corporation (HDC)

Dhaliff Anuar is Head of Special Projects at Halal Development Corporation Berhad (HDC), Malaysia, and former Head of Halal Consultancy and Advisory. He holds a Bachelor of Arts in Sharia, Jurisprudence and Principles from Mutah University, Jordan and was previously a Manager at PwC and an independent Shariah advisor.



Ezamshah Ismail

Senior Teaching Fellow, School of Graduate and Professional Studies, INCEIF University

Ezamshah Ismail holds a Masters Degree in Actuarial Science from Northeastern University, Boston and is an Associate of the Society of Actuaries of USA. He has wide experiences in the Insurance and Takaful Industry. Prior to joining INCEIF, he served as CEO of Hong Leong Tokio Marine Takaful Bhd., CEO/Director of Commerce Life Assurance Berhad, and the Managing Principal and Director of William Mercer of Kuala Lumpur.



Assoc. Prof. Ts. Dr. Velu Perumal

Board Member, National Visual Arts Development Board (LPSVN) & Associate Professor, Universiti Putra Malaysia

Assoc. Prof. Ts. Dr. Velu Perumal is a Board Member of the National Visual Arts Development Board (LPSVN) under MOTAC and an Associate Professor of Industrial Design at Universiti Putra Malaysia.
A champion of cultural heritage, he works in Islamic calligraphy and pioneered contemporary Tamil calligraphy, with his work featured in three Pos Malaysia stamp series and recognised with more than 34 awards.



Mahathir Amin

Director, Industry Development, ITC Malaysia

Mahathir is the Director for Industry Development Division of ITC, an agency under MOTAC tasked to develop the Islamic tourism ecosystem for Malaysia through the international flagship initiative Muslim Friendly Tourism & Hospitality Assurance Recognition (MFAR).



Project ZeroSix

A multidisciplinary creative house based in Pahang Darul Makmur, Project ZeroSix is renowned for transforming public spaces through innovative mural art, street art and large-scale visual installations.

Comprising local artists, muralists, architects and designers, the group has played a significant role in enhancing Kuantan's urban landscape and cultural identity.

Its notable contributions include the Kuantan Art Street project, featuring Murals inspired by Pahang's heritage landmarks and cultural icons, as well as the monumental elevated water tank mural in Kuantan.

The Signings

MoUs

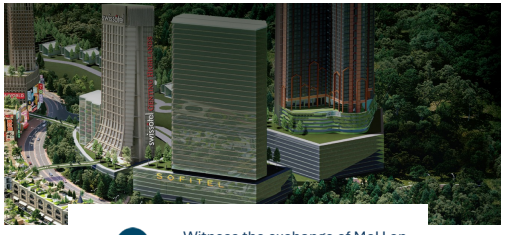
MoU signings at 5TH WITC 2026



Witness the exchange of MoU on stage, 5 November 2026 after the official launch ceremony

Tourism Pahang x King's Park

The MOU establishes a partnership between King's Park and Tourism Pahang to promote King's Park as a key Pahang tourist destination. King's Park is a township that is estimated to draw 6-10 million visitors to Pahang every year. The development features the Silk Road Market, the first-of-its-kind, all year round Muslim-friendly themed bazaar that showcases the best fusion of Asia and Mediterranean food and culture.



Witness the exchange of MoU on stage, 5 November 2026 after the official launch ceremony

ITC x King's Park x Rita Synergy

In this tripartite collaboration, ITC, King's Park and Rita Synergy are jointly developing Muslim-friendly ecosystem at the upcoming premier tourism, commercial and resort development in Genting Highlands, Pahang Darul Makmur. The Park's aspiration to be a Muslim-friendly destination aligned with ITC's global capacity development programme are set out to bring a whole new experience to the Islamic tourism market.

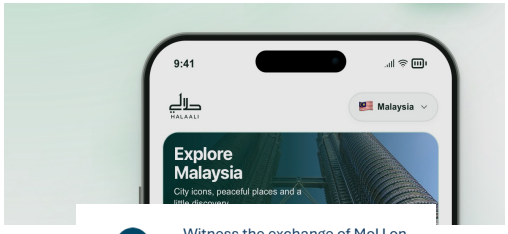
MOU signings at 5TH WITC 2026



Witness the exchange of MoU on stage, 5 November 2026 after the official launch ceremony

ITC x Ministry of Tourism Kingdom of Cambodia

The Kingdom of Cambodia is a strategic partner to Malaysia through its collaboration with ITC in strengthening the Islamic tourism ecosystem and supply chain to better serve the growing numbers of Muslim tourists into the region. The partnership is testimonial to the growing international recognition of ITC's flagship MFAR programme as the only government-led global benchmark in guiding the Islamic tourism industry.

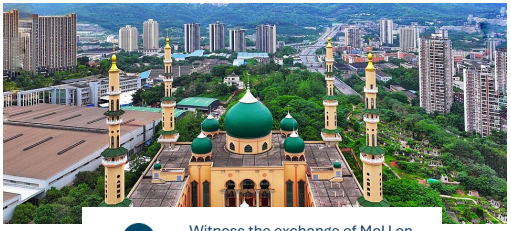


Witness the exchange of MoU on stage, 5 November 2026 after the official launch ceremony

ITC x Halaali Canada

With artificial intelligence (AI) taking the tourism industry by storm, the Muslim travellers' market are becoming younger and increasingly tech-savvy than ever. To prepare Malaysia for this, ITC teams up with the Canada-based Halaali to bring a new digital travel experience through its highly-curated super app.

MOU signings at 5TH WITC 2026



Witness the exchange of MoU on stage, 5 November 2026 after the official launch ceremony

ITC x Halal Certification Services Chongqing

ITC collaborates with Halal Certification Services Chongqing (HCS) to bring the Muslim-friendly tourism experience to one of China's national central cities famous for its mountainous geographic landmark and cyberpunk neon architecture.
The effort is expected to lay the foundation for Chongqing as a municipality advancing towards a Muslim-friendly tourism ecosystem.



Welcome Dinner

5 Nov 2026

Day 1 | Thursday | 5 November 2026

Welcome Dinner

Pahang in Grandeur: An evening of heritage and hospitality

7.45pm	Arrival of Guests / Registration / Maghrib Prayers
7.50pm	Arrival of YAB Dato' Sri Diraja Haji Wan Rosdy bin Wan Ismail Menteri Besar of Pahang
8.00pm	Opening Remarks / Negaraku / Pahang State Anthem / Doa Recital
8.05pm	Welcome Address by Mohammad Faisal Abu Suaib Khan, Director General, ITC
8.10pm	Keynote Address by YAB Dato' Seri Diraja Haji Wan Rosdy bin Wan Ismail, Menteri Besar of Pahang
8.15pm	Dinner
8.20pm	Special Performance of "The Adventures of Tok Gulin & Cik Rai" by Genius Seni Koir, Overall Champion at the 3rd Internationales ChorFest 2026, Magdeburg, Germany
8.40pm	Cultural Performance Video presentation
9.20pm	VM 2026 Surreal Experiences Final Performance
9.30pm	End of Programme



Genius Seni Koir Malaysia

Overall Champion at the 3rd Internationales Chorfest 2026

Genius Seni Koir Malaysia, represented by PERMATA Seni Koir, achieved outstanding international recognition by emerging as the overall champion at the 3rd Internationales Chorfest 2026 in Magdeburg, Germany. Under the leadership of renowned conductor Datuk Syafinaz Selamat, the talented young choristers secured gold awards in both the Children's Choir and Folklore categories, scoring an impressive 29 out of 30 points.

This remarkable achievement reflects their exceptional musical ability, discipline, dedication and teamwork, proudly showcasing Malaysia's rich cultural heritage and strengthening the nation's reputation on the international choral music stage.

Catch their special performance at WITC Welcome Dinner
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on 5 November 2026, 8.20pm



Technical Tour

7 Nov 2026

Saturday | 7 November 2026

Technical Tour

Pahang in Grandeur: Wonders of the East Coast

9.30am	Check out from Zenith + Assembly at Zenith Lobby
10.00am	**Retail therapy at Natural Batik Village in Balok, Kuantan** Natural Batik Village is a craft centre showcasing Pahang-style batik, which differs from the batik of Kelantan and Terengganu. Visitors can watch the block-printing process, shop for fabrics and clothing, and try DIY batik painting to take home. Its hands-on workshops, including batik painting and tie-dye, make it popular with international and local groups.
11.30am	**Visit to Royal Pahang Weaving Development Complex Sg. Soi, Kuantan** Discover the rich heritage of Pahang at the Royal Pahang Weaving Development Complex in Sungai Soi, Kuantan. This cultural attraction offers visitors an opportunity to explore the traditional art of Pahang weaving, famously known for its intricate patterns, vibrant colours, skilled and artisanal craftsmanship – a glimpse into the cultural identity and artistic traditions of the local community
2.00pm	**Lunch / Solat Zohor at The State Mosque of Pahang**
4.00pm	**Depart for Kuala Lumpur**



Air Terjun
Sungai Pandan

Abbreviations

AI	Artificial Intelligence
ASEAN	Association of Southeast Asian Nations
BERNAS	Padiberas Nasional Berhad
CCBI	Islamic Cultural Beneficent Centre (Brazil)
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CMO	Chief Marketing Officer
HACCP	Hazard Analysis and Critical Control Point
HCS	Halal Certification Services Chongqing
HDC	Halal Development Corporation
H.E.	His Excellency
ICESCO	Islamic World Educational, Scientific and Cultural Organisation
IIUM	International Islamic University Malaysia
ITC	Islamic Tourism Centre
INCEIF	International Centre for Education in Islamic Finance
ISO	International Organisation for Standardisation
IRCICA	Research Centre for Islamic History, Art and Culture
JKKN	National Department for Culture and Arts
LPSVN	National Visual Arts Development Board
MATTA	Malaysian Association of Tour and Travel Agents
MBA	Master of Business Administration
MBBC	Malaysia-Bosnia and Herzegovina Business Council
MFAR	Muslim-Friendly Tourism and Hospitality Assurance Recognition
MIHAS	Malaysia International Halal Showcase
MM2H	Malaysia My Second Home
MOTAC	Ministry of Tourism, Arts and Culture, Malaysia
MOU	Memorandum of Understanding

Abbreviation

OIC	Organisation of Islamic Cooperation
PAPUH	Association of Travel Agency Umrah & Hajj of Malaysia
REIT	Real Estate Investment Trust
SMIIC	Standards and Metrology Institute for Islamic Countries
TV	Television
UiTM	Universiti Teknologi MARA
UK	United Kingdom
UN	United Nations
UPM	Universiti Putra Malaysia
VIP	Very Important Person
VM 2026	Visit Malaysia 2026
WITC	World Islamic Tourism Conference
YAB	Yang Amat Berhormat (The Right Honourable)
YB	Yang Berhormat (The Honourable)
YBM	Yang Berhormat Menteri (The Honourable Minister)
YPN	National Tourism Foundation

About ITC

The Islamic Tourism Centre (ITC) is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) responsible for developing Malaysia's Islamic tourism segment.

ITC champions the growth of Muslim-Friendly Tourism and Hospitality (MFTH) through research and market intelligence, training, industry development and consultancy, standards and recognition programmes, as well as knowledge sharing to strengthen the Muslim-friendly tourism ecosystem both domestically and internationally.

- Research into Islamic Tourism development
- Industry insight and information exchange
- Training and capacity building
- Muslim-friendly standards development, certification and recognition
- Advisory services
- Market and product development

Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR)

- International Programme

The Muslim Friendly Tourism and Hospitality Assurance Recognition (MFAR) International Programme is an industry development initiative by ITC.

At its foundation is the national standard MS2610:2015 (Muslim Friendly Hospitality Services: Requirements). Supported by guidelines developed with industry players, it underpins recognition schemes for accommodation providers, travel agents, spa and wellness operators, and tourism products and facilities.

Recognised businesses earn the right to use MFAR's trademarked logo as a mark of trust.

Capacity-building runs through four phases. MFAR Awareness is a free online introduction to the global Muslim travel market and the requirements for recognition.

MFAR Competency is a two-day training on standards, guidelines and practices. MFAR Train the Trainer (TTT) develops qualified trainers who can deliver awareness and training programs aligned with the MFAR framework, covering standards and Muslim-friendly hospitality methods. MFAR Lead Auditors Training (LAT), the most stringent programme, prepares auditors to assess compliance.

Learn more about MFAR international program at **itc.gov.my**

My Notes

My Notes

5th WORLD ISLAMIC TOURISM CONFERENCE 2026

"Faith and Family Beyond Borders"

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