

DAY 1 : 12TH SEPTEMBER 2024 (THURSDAY)

9.00 AM

OPENING CEREMONY

- Doa Recital
- Welcome Remarks **YB Dato Sri Tiong King Sing**, Minister of Tourism, Arts and Culture, Malaysia
- Keynote address by **YAB Dato' Seri Anwar Ibrahim**, Prime Minister of Malaysia
- Launching Gimmick
- Press Conference

TRACK 1 : UNDERSTANDING THE MUSLIM TOURIST

10.15 AM

CONNECTING MUSLIM TOURISTS IN THE DIGITAL SPACE

Muslim often feel excluded online major social networks - hear from the Founder of Muzz on their plans to launch their own social network aimed at Muslims - and how safe Muslim digital spaces are essential.

By **Shahzad Younas**, Founder & Chief Executive Officer, **Muzz**

10.45 AM

MORNING COFFEE BREAK

11.00 AM

WHO IS THE MUSLIM TRAVELLER?

All too often, when destination pictures the "Muslim traveller", they picture Middle Eastern faces - but there is a significant opportunity for a second or third generation Muslim consumers living in non-OIC countries. What do these travellers want? And how can tourism stakeholders connect with them?

Panellist:

- Ala Uddin**, Executive Creative Director, **Mud Orange**
- Dr. Cindy Seow**, Deputy President, **Malaysia Chinese Inbound Association (MICA)**
- Fazal Bahardeen**, Chief Executive Officer, **Crescentrating**

Moderator: Noor Ahmad Hamid, Chief Executive Officer, **Pacific Asia Travel Association (PATA)**

12.00 PM

FEMALE MUSLIM TRAVELLERS: THE POWERHOUSE DRIVING THE INDUSTRY FORWARD

In just over 10 years, more than 50 million Muslim women entered the workforce worldwide, creating an epic impact on societies worldwide. What are the implications for this for the world of tourism?

By **Elena Nikolova**, Founder, **Muslim Travel Girl**

12.30 PM

LUNCH

TRACK 2: MUSLIM FRIENDLY TRAVEL AND THE COMMUNITY

2.00 PM

STANDARDS: THE KEY TO WINNING OVER MUSLIM TOURISTS

Standards and certifications are the foundations of a strong Islamic Tourism ecosystem, able to instill confidence and nurture trust between Muslim-friendly tourism product and service suppliers and their customers But is it hard? Is it expensive? Is it worth it? Experts in the industry weigh in on the matter offering new insights and perspectives.

Panellists:

- Alex Castaldi**, Chief Operating Officer, **Sunway Hospitality Group**
- Dr. Barbara Hayat Ruiz-Bejarano**, Coordinator, **The Andalusi Medina Network**
- Myra Paz Valderrosa-Abubakar**, Undersecretary, **Department of Tourism Philippines**
- İhsan Övüt**, Secretary General, **Standards and Metrology Institute for Islamic Countries**

Moderator: Marina Muhamad, Director - Industry Development, **Islamic Tourism Centre**

3.15 PM

MUSLIM-FRIENDLY TRAVEL: EMPOWERING COMMUNITIES

Tourism dispersal is a key to addressing overtourism - but simply pointing tourists in the direction of a rural village is not the answer. Instead, connection with local communities is key, to ensure that tourism is implemented in a respectful way that provides economic opportunities at the same time.

By Alex Lee Yun Ping, Owner, Terrapuri Heritage Village

4.00 PM

THE HARMONY OF ISLAM AND SUSTAINABLE TOURISM

With the rise in demand for sustainable travel, we look at whether Muslim friendly travel by its very nature is a new paradigm which could become the default for all travellers, non-Muslim and Muslim alike.

Panellists:

- i. **Kingston Khoo**, President, **Eco-STEPS**
- ii. **Dr. Nisha Abu Bakar**, Co-founder, **World Women Tourism**

Moderator: Prof. Dr. Hafiz Hanafiah, Deputy Dean, Faculty of Tourism & Hospitality, **MARA University of Technology (UITM)**

4.45 PM

THE POWER OF FOOD

One of the biggest attractions for any traveller is the food of a country, and to share and savour authentic food made by the locals. However, one of the challenges that Muslim travellers face is finding places which can offer these traditional flavours, but are Muslim-friendly. In this quick-fire panel, learn how food can be the focal point for a tour - instead of a solitary sandwich in a hotel room.

- i. **Datuk Manoharan Periasamy**, Director General, **Tourism Malaysia**
- ii. **Gero DiMaria**, Managing Director, **Kucina Italian Restaurant**
- iii. **Datin Kalsom Taib**, Author, **Recipes Are For Sharing**

Moderator: Vincent Vichit-Vadakan, Food & Travel Journalist

5.30 PM

COFFEE BREAK / END OF DAY 1

DAY 2 : 13TH SEPTEMBER 2024 (FRIDAY)

TRACK 3: GROWTH AND OPPORTUNITY

9.00 AM

LEADERS CIRCLE: A CONVERSATION ON FORGING CONNECTIONS

Join key leaders as they weigh in on partnership opportunities to drive a tourism landscape that is inclusive, sustainable, and values-driven.

Panellists:

- i. **YB Loh Sze Yee**, State Exec for Tourism, Industries, Investments and Corridor Development, **Perak**
- ii. **HE Karomidin Gadoev**, Ambassador, **Embassy of Uzbekistan to Malaysia**
- iii. **Dr Maszlee Malik**, Chairman, **International Institute of Advanced Islamic Studies (IAIS) Malaysia**
- iv. **Nizran Noordin**, Director General, **Islamic Tourism Centre**

Moderator: Mohamed Ali Harrath, Chief Executive Officer, **Islam Channel**

10.00 AM

MORNING COFFEE BREAK

10.15 AM

PROMOTING ISLAMIC HERITAGE AS A DRIVER FOR TOURISM

Hear from distinct destinations: Malaysia, Uzbekistan and Spain on how they promote Islamic heritage as a key draw for tourists, both Muslim and non-Muslim. Thanks to its ancient history and significance of being on the Silk Route, Uzbekistan has an outstanding richness of Islamic heritage. Spain was once the heartland of Al-Andalus whilst Malaysia on the other hand witnessed the early establishments of Islam in Southeast Asia. Listen to our panellists to understand how they have developed Muslim-friendly tourism to showcase their culture and history.

Panelist:

- i. **HE Karomidin Gadoev**, Ambassador, Embassy of Uzbekistan to Malaysia
- ii. **Marta Fernández Martín**, Director, Spain Tourism Board
- iii. **Nur Alyssa Coraline Yussin**, Director – Research & Training, Islamic Tourism Centre

Moderator: Anis Ramli, Founder, Halaluxe

11.30 AM

INSPIRING ENTREPRENEURSHIP

Listen to key entrepreneurs getting themselves involved within the Muslim-friendly space, and hear their highs, their lows, their journey to succeed – and what opportunities are lighting them up.

Panelist:

- i. **Jennifer Ogunyemi**, Founder, Sisters in Business
- ii. **Shahzad Younas**, Founder & Chief Executive Officer, Muzz
- iii. **Dato' Sri Vincent Tiew Soon Thung**, Executive Director, KL Wellness City

Moderator: Gary Bowerman, Director, Check-in Asia

12.30 PM

LUNCH / FRIDAY PRAYERS

TRACK 4 : INCLUSIVITY

2.30 PM

BRINGING THE NON-MAINSTREAM, MAINSTREAM: CONNECTING ACROSS BOUNDARIES

Running a marketing campaign for a non-Muslim company, targeted at Muslim consumers in a non-Muslim country is challenging. How have brands walked the tightrope of connecting with a targeted consumer base, whilst not alienating their mainstream consumer base? Hear from a marketing agency who was tasked with just that, running campaigns for popular consumer brands we all know and love.

By Omar DaCosta Shahid, Co-Founder, Creed & Culture

3.15 PM

ISLAMIC FINANCE AND THE ECONOMIC OPPORTUNITIES FOR MUSLIM-FRIENDLY TRAVEL

With more exciting online players in the Islamic finance space, how will this impact Muslim-friendly travel? What are the synergies that can be developed? And how can this lead to greater growth?

Panelist:

- i. **Junaid Wahedna**, Founder and Group Chairman, Wahed

Moderator: Mirza Vejzagic, Vice President, Malaysia-Bosnia and Herzegovina Business Council

4.00 PM

MOU SIGNING WITH RUSQUALITY AND UNISZA

CLOSING REMARKS AND RESOLUTIONS

4.30 PM

NETWORKING / COFFEE BREAK / END OF WORLD ISLAMIC TOURISM CONFERENCE (WITC) 2024