NEF ImpactTech 2026

Attendee's Kit

v.2026.01.16

Always check the latest update of this programme book at https://impacttech.nefmalaysia.my

Sat 17 Jan 2026
9am to 5pm

Asia Pacific University of Technology & Innovation @ Bukit Jalil, Kuala Lumpur

Where Technology Meets **Purpose.**

No Hype. Just Impact.

ImpactTech Conference is more than a one-day event. It is part of a wider mission led by Persatuan Usahawan dan Industri ICT Bumiputera Malaysia (NEF) to strengthen Malaysia's startup and innovation ecosystem — by connecting founders, builders, corporates, investors, policymakers, and ecosystem enablers in one shared space.

NEF has been in the fore-front and thought leader of every "New Economy" that has impacted our nation. By sponsoring ImpactTech, you are not just supporting a conference. You are helping NEF continue its work in nurturing ecosystem builders, running community-driven programmes, and creating platforms where startups can learn, connect, and flourish in Malaysia.

Your attendance and participation:
- Helps founders' voices to be heard
- Bridge gaps between startups, corporates, and policymakers
- Encourages knowledge-sharing and collaboration
- Creates continuity and connections in Malaysia's innovation ecosystem

USEFUL INFO

1

GETTING THERE

APU is within Mranti Campus at Bukit Jalil and in the same area as Astro Studios

Google Map: https://maps.app.goo.gl/xr1Q4cTRYFkVKTETA

2

PARKING

Park at Zone A nd B (Student Parking) opposite the Main Entrance and Porch of APU. Weekend parking should be FREE, else a minimal charge of RM5 per day. Additional parking available at the open field (gravel road) slightly further up the street

3

REGISTRATION

Walk to the APU Main Porch. Either take the Elevator to Level 3, or walk up the staircase to just the next level. Follow the event buntings and signages towards the Auditoriums. Find the Registration Counter and NEF booth.

4

RESERVED SEATING

1st Row in front of stage (both Auditorium 6 or Auditorium 7) will be reserved for speakers and VIPs.

5

FOOD

Food and drinks are available for purchase at the APU Food Court at Level 3, Atrium. Ask the "Event Crew" for directions

DRESS CODE

Weekend Casual

TICKET INFO

1

PARTICIPANT TICKET

Gentle Reminder to all Attendees

Each one of you have been issued ONE(1) ImpactTech ticket and the ticket should have been emailed to you already. Please check your SPAM box in case it is in there. Our committed student registration crew will be scanning the QR code on that ticket at the Registration Counter

2

+1 (PLUS ONE) TICKETS

Some of you may have been issued one (1) or more tickets when you purchased a bundle via NEF Membership promotions.
These ADDITIONAL Tickets with unique Promocodes have been emailed to you.

Please ENSURE that EACH of your friends and associates REGISTER using the promocodes sent to you.

3

LUCKY DRAWS

Each ticket is ONE submission to the lucky draw. Our crew will contact you via phone if you are a winner. But you MUST be at the APU Campus when we call :-)
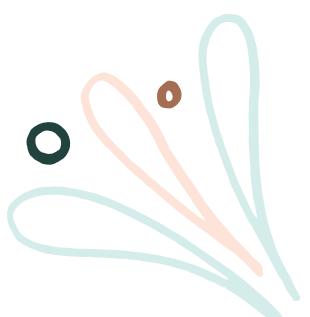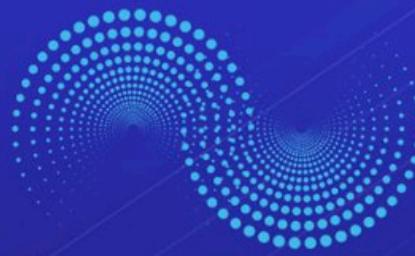
NEF
ImpactTech 2026

EVENT GUIDE

Get ready for a full day of ideas, conversations, and good energy.

<Event Info>

9.00 AM - 5.00 PM
(Registration > 8.00 AM)
Standby your QR code

Auditorium
6 & 7
A.P.U, Bukit Jalil

<Where To Park>

Open Parking
(MRANTI Zone A & B)

Near A.P.U Entrance

Use FlexiParking App

<Finding the Hall>

Lift to Level 3
OR
up the big entrance
staircase,
Halls are on the right.

Follow our buntings.

<Food & Fuel>

Student Booths &
Cafeteria is Open

Coffee + Food = Energy

<Dress Code>

Casual & Comfy
Entrepreneurs Vibes

Be Yourself

<Experience & Networking>

Intimate Setup
Mingle with Guests &
Speakers

Don't be shy, Connect!

<Sessions & Booths>

Practical Insights
Visit Sponsors, Partners
& Students booth

Explore & Discover

<Lucky Draw Alert>

Stay till the end.

Chance to be one of the
Lucky Winners!

<NEF AGM Reminder>

Starts at 5.00 PM

Open to Members &
Joiners.

impacttech.nefmalaysia.my

Registration open until Friday night
Bring your team, friends, and partners. More people, more energy!

EVENT SCHEDULE

NEF

SAT, 17 JAN 2026
9AM TO 5PM

LEVEL 3, BLOCK C
AUDITORIUM 6

TIME	AGENDA	SPEAKERS
9:00 AM - 9:05 AM	WELCOME SPEECH	Lilyana Latiff NEF President
9.05 AM - 9:25 AM	MOU EXCHANGES	NEF x APU NEF x Planworth Jooblii x APU MedPlanner x Bumi Automasi
9:25 AM - 9:30 AM	OPENING REMARKS BY APU	Prof Dr Abtar Kaur, Professor of Innovative Digital Learning at APU
9.45 AM - 10.45 AM	**PANEL**: AI for Productivity, Profitability and Scale	Azhar Mustapha, *Nervesis* Darren Ong, *Polar Packet* Moderator: Lilyana Latiff
10:45 AM - 11:45 AM	**FIRESIDE CHAT**: AI in Malaysia from A Decade Ago with Karim Hercus	Karim Hercus, *Neuramatix & MGRC* Moderator: Lilyana Latiff
11:45 AM - 12:45 PM	**KEYNOTE**: "To AI? Or NOT to AI" - CTO's Dilemma	Malik Murad Ali *Director of IT, Digital, HR, LPS* *Mydin Mohamed Holdings*
12.45 PM - 2.00PM	**LUNCHEON & NETWORKING**	APU Cafeteria & F&B Outlets
2:00 PM - 3:00 PM	**PANEL**: What's Next for AI in Malaysia? Predictions for Businesses in the Next 3 Years	Ahmad Fauzi Ali, *Singularity Connect* Rashdan Ramlee, *MediaFoundry* Prof Dr Ho, *APU* Moderated: Kamarul Bahrin
3:00 PM - 4:30 PM	**MASTERCLASS**: Responsible AI for Founders	Azizul Othman *Lekir Tech*
4:30 PM	Adjourn or Join NEF AGM@Auditorium 6	

DETAILED PROGRAMME

Artifical Intelligence

PANEL SESSION: AI FOR PRODUCTIVITY, PROFITABILITY & SCALE

Featuring Darren Ong (Polar Packet) & Azhar Mustapha (Nervesis & Zygy)
Moderated by Lilyana Abdul Latiff, President of NEF

This panel explores how Malaysian companies are using AI not as hype, but as a practical tool to drive efficiency, unlock new revenue, and scale operations sustainably. Drawing from real-world implementations, the speakers share what works, what doesn't, and how leaders can move from experimentation to measurable impact. Expect grounded insights on deploying AI responsibly while staying competitive in fast-moving markets.

FIRESIDE CHAT: AI IN MALAYSIA — A DECADE AGO

With Karim Hercus, Founder of Neuramatix & MGRC
In conversation with Lilyana Abdul Latiff, President of NEF

Long before AI became mainstream, pioneers were already laying its foundations in Malaysia. In this reflective fireside chat, Karim Hercus shares lessons from building AI-driven ventures in an era of limited data, infrastructure, and awareness. This session offers rare historical perspective—highlighting how early challenges shaped today's ecosystem and what current founders can learn from the past as AI adoption accelerates.

KEYNOTE: "TO AI? OR NOT TO AI" — THE CTO'S DILEMMA

By Malik Murad Ali, Director of IT, Digital, HR and LPS of Mydin Mohamed Holdings

AI promises transformation—but when is adoption strategic, and when is it premature? In this keynote, Malik Murad Ali unpacks the real-world considerations CTOs face when balancing innovation, cost, risk, and organisational readiness. Drawing from enterprise experience, this session offers a pragmatic framework to help technology leaders decide whether, when, and how to integrate AI into complex business environments.

DETAILED PROGRAMME

PANEL SESSION: WHAT'S NEXT FOR AI IN MALAYSIA? PREDICTIONS FOR THE NEXT 3 YEARS

Featuring Ahmad Fauzi Ali (Singularity Connect),
Rashdan Ramlee (MediaFoundry)
& Prof. Dr. Ho (Asia Pacific University)
Moderated by Kamarul Bahrin, Former Editor-in-Chief of Astro Awani

As AI adoption accelerates across industries, this panel looks ahead to what Malaysian businesses can realistically expect over the next three years. From emerging use cases and regulatory shifts to talent readiness and market maturity, the speakers offer informed predictions grounded in industry, media, and academic perspectives. This session equips leaders with foresight to plan strategically in an evolving AI landscape—beyond trends and buzzwords.

MASTERCLASS: RESPONSIBLE AI FOR FOUNDERS

By Azizul Othman, Founder of Lekir Tech

As founders race to adopt AI, responsibility and trust can no longer be afterthoughts. This masterclass provides a practical introduction to ethical, transparent, and accountable AI design for startups and growing companies. Participants will learn how to embed responsible AI principles into products, data practices, and decision-making—ensuring innovation that is not only powerful, but sustainable and socially trusted.

A U D I T O R I U M   6

Artifical Intelligence

SEATING CAPACITY: 500 PAX

EVENT SCHEDULE

Green Tech

SAT, 17 JAN 2026
9.30AM TO 1.00 PM

LEVEL 3, BLOCK A
AUDITORIUM 7

New ENTREPRENEURS FOUNDATION

TIME	AGENDA	SPEAKERS
9:30 AM - 10:00 AM	Climate Tech Landscape and the Role of MyNEF	Hamdi Mokhtar *MyNEF CEO*
10:00 AM - 10:45 AM	Advance Technology and Innovative Financing in Forest & Biodiversity Conservation.	Datuk Shah Redza Hussein *CEO of KAYAN International Inc*
10:45 AM - 11:30 AM	Digital Forest & Alternative Funding Sources	M Sadruddin Saifudin *Planters International*
11:30 AM - 12:15 PM	Corporate Solutioning and ESG Frameworks	Wan Imran Bin Wan Abdul Rahaman *Fuller Impact*
12:15 PM - 12:45 PM	Artisanal Carbon Credit and the Singapore Experience	Annamalai Thani *Director at Reclimate*
12.45 PM - 2.00PM	**LUNCHEON & NETWORKING**	APU Cafeteria & F&B Outlets
2:00 PM	Adjourn or Join AI-track at Auditorium 6 or Join Purpose-Driven Enterprise track at Auditorium 7	

DETAILED PROGRAMME

CLIMATE TECH LANDSCAPE AND THE ROLE OF MYNEF

By Hamdi Mokhtar, CEO of MyNEF

Climate tech is no longer a niche sector, but a fundamental engine of the modern global economy. From decentralised energy systems to advanced carbon-locking materials, emerging technologies are reshaping how societies power, build, and sustain themselves. This keynote offers a strategic overview of the climate tech landscape, highlighting the opportunities Malaysian startups and digital ecosystems must seize to remain competitive. It also explores the role of MyNEF in mobilising collaboration, policy alignment, and ecosystem support to accelerate climate-driven innovation at national and regional levels.

FOREST PROTECTION AND CARBON MARKET MECHANISMS

By Datuk Shah Redza Hussein
CEO of KAYAN International Inc and Former CEO of Malaysia Forest Fund

Protecting forests and biodiversity at scale increasingly requires the integration of advanced technologies with innovative financing mechanisms. This session examines how digital tools, data-driven monitoring, and market-based instruments can support sustainable conservation outcomes while ensuring financial viability. Drawing on experience from both public and private sectors, the presentation explores emerging models that align ecological preservation with long-term economic and investment frameworks.

DIGITAL FOREST & ALTERNATIVE FUNDING SOURCES

By M Sadruddin Saifudin of Planters International

Digital technologies are reshaping how forests are monitored, managed, and financed. This presentation explores the concept of the "digital forest," where data, platforms, and traceability tools unlock new pathways for conservation and sustainable land use. It also highlights alternative funding sources—from blended finance to digital-enabled partnerships—that can complement traditional models and attract broader participation in forest protection efforts.

DETAILED PROGRAMME

CORPORATE SOLUTIONING AND ESG FRAMEWORKS

By Wan Imran Bin Wan Abdul Rahaman, CEO of Fuller Impact

This session explores how ESG has evolved from a reporting and compliance topic into a real-world problem space for organisations. It will unpack where Malaysian corporates are today, why many struggle to move from intent to execution, and where meaningful solution opportunities exist across climate mitigation and resilience. The session aims to inspire startups, students, and ecosystem players to think beyond ESG as a cost, and towards building practical, scalable solutions for real corporate challenges.

ARTISANAL CARBON CREDIT AND THE SINGAPORE EXPERIENCE

By Annamalai Thani, Director of Reclimate

This session explores tech-enabled carbon credits through biochar, highlighting how digital MRV and data-driven systems can strengthen credibility and enable scalable carbon removal. Drawing from firsthand experience building a climate tech startup in Singapore, the presentation reflects on early-stage funding, pilot deployments, and regional expansion. The session offers practical insights into translating climate innovation into measurable, real-world impact across emerging carbon markets.

EVENT SCHEDULE

🕐 SAT, 17 JAN 2026
2.00 PM TO 4.30 PM

📍 **LEVEL 3, BLOCK A
AUDITORIUM 7**

satu creative

TIME	AGENDA	SPEAKERS
2:10 PM - 2:30 PM	**KEYNOTE** Empowering Malaysia's Impact Entrepreneurs: Building Sustainable Tech-Enabled Social Enterprises for the Future Economy	Hazel Hassan *Chief Ecosystem Officer of Satu Creative*
2:30 PM - 3:30 PM	**FIRESIDE CHAT** Beyond Grants: New Funding Pathways for Tech-Driven Social Enterprises	Nuraizah Shamsul Baharin *Founder and CEO of MADCash* Moderator: TBD
3:30 PM - 4:30 PM	**FIRESIDE CHAT** Impact by Design: Measuring Measurable and Meaningful Impact	Wan Dazriq Wan Zulkiflee *Entrepreneur in Residence , SEEd.Lab &* *Founder , Purpose Malaysia* Moderator: TBD
4:30 PM - 5:00 PM	Adjourn or join NEF AGM at Auditorium 6	
5:00 PM - 7:00 PM	**NEF AGM 2026** with Council Elections	NEF Members Only
7:00 PM	**END**	

DETAILED PROGRAMME

Social Enterprise

EMPOWERING MALAYSIA'S IMPACT ENTREPRENEURS: BUILDING SUSTAINABLE TECH-ENABLED SOCIAL ENTERPRISES FOR THE FUTURE ECONOMY

By Hazel Hassan, Chief Ecosystem Officer of Satu Creative

As Malaysia's impact economy continues to mature, social enterprises are increasingly expected to balance purpose with commercial sustainability. This keynote explores how technology can enable impact entrepreneurs to scale solutions, strengthen resilience, and compete in the future economy. Drawing from ecosystem-building experience, the session highlights the structural enablers, partnerships, and mindset shifts required to build tech-enabled social enterprises that deliver long-term social and economic value

BEYOND GRANTS: NEW FUNDING PATHWAYS FOR TECH-DRIVEN SOCIAL ENTERPRISES

With Nuraizah Shamsul Baharin, Founder & CEO of MADCash
Moderator: To Be Announced

As social enterprises grow beyond early-stage support, reliance on grants alone can limit scalability and resilience. This fireside chat examines alternative funding pathways for tech-driven social enterprises, including impact investing, blended finance, and innovative capital structures. The discussion offers practical insights into how founders can align mission with financial sustainability while navigating investor expectations and growth challenges.

IMPACT BY DESIGN: MEASURING MEASURABLE AND MEANINGFUL IMPACT

With Wan Dazriq Wan Zulkiflee, Entrepreneur in Residence at SEEd.Lab & Founder of Purpose Malaysia
Moderator: To Be Announced

Impact is no longer defined by intent alone—it must be measurable, credible, and embedded by design. This session explores how purpose-driven companies can move beyond surface-level metrics to design impact measurement frameworks that are both meaningful and decision-useful. Through practical examples, the discussion highlights how founders can balance accountability, storytelling, and data to demonstrate real social value to stakeholders and funders.

AUDITORIUM 7

SEATING CAPACITY: 100 PAX
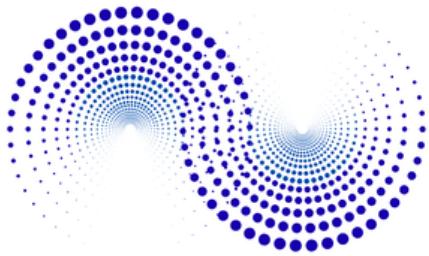
EXHIBITORS

01 NEF

NEF is a registered association recognized by the Malaysian Government and NEF has established collaborations with several government agencies to safeguard the interests of the ICT and Creative industries and NEF members. NEF also hopes that the ICT and Creative industries can not only help in the same industry, but can also benefit other industries in the future.

02 MYNEF

MyNEF champions innovation and builds opportunities by connecting entrepreneurs, industry players, technical experts and policymakers to grow Malaysia's digital ecosystem.

03 SATU CREATIVE

Satu Creative began with a belief that creativity isn't just for commerce or entertainment. It is a force to tackle real problems and spark lasting change. We work with entrepreneurs and innovators to turn ideas into action, empowering communities to design, build, and grow with purpose and impact.

04 ASIA PACIFIC UNIVERSITY OF TECHNOLOGY AND INNOVATION

The Asia Pacific University of Technology and Innovation is a private university in Malaysia established in 1993 as the Asia Pacific Institute of Information Technology. It has produced more than 40,000 graduates.

05 PLANWORTH GLOBAL FACTORING

Planworth is multiple awards winning financial institution in Malaysia & Singapore. Planworth is a ecosystem partner of NEF. Planworth will be promoting its financial products to SMEs.

06 EVENESIS

Corporate Event Management Software for Better Event Experiences. Evenesis will be showcasing their event management technologies.

EXHIBITORS

07   MEDPLANNER

An AI-powered Healthcare Ecosystem for Facilities, Clinicians, Patients and Everyone. MedPlanner will be running health screenings for all visitors and showcasing their AI-powered health assistant.

08   BUMI AUTOMASI

DiReScan is an AI-powered diagnostic tool for screening diabetic retinopathy with speed and accuracy. They will be showcasing the clinical applications for ophthalmologists and healthcare providers and performing free diabetic retinopathy screenings.

09   SAPOT

Malaysia's First Accredited Peer Support Network to help those with anxiety, and providing mental health support.

10   THE NEBU

AI Agents As Your DevOps Service. Make DevOps simpler and more efficient.

11   APU STUDENT SHOWCASE

XCent AI | FinFin | 3D Printing

12   FOOD & BEVERAGE EXHIBITORS

UMI TEA | DayleeTaste | Alyssa & Co | AgriAqua | Dee Bakery

13   LIFESTYLE EXHIBITORS

Almas Perfumes | Clotilde Hair & Beauty

ACKNOWLEDGEMENT

This event was organised with the support and tireless effort of many. This includes sponsors, partners, APU students and lecturers, and the many unsung "Friends of NEF"

Our Catalyst Sponsor:

Key Partners:

Our Innovation Sponsor:

Friends of NEF

... and many more

All speakers, moderators, panelists and exhibitors

And special shout out to Haslina Hashim, Zaliha, Farah, Cynthia, Balram and the event management students of APU. You guys are "awesome" !

from NEF Council of 2023-2025

Impact Tech is brought to you by

NEF

Persatuan Usahawan dan Industri ICT Bumiputera Malaysia (NEF)

Suara dan tulang belakang kepada pembangunan usahawan ICT dan digital Malaysia sejak 1997.

www.nefmalaysia.my

NEF ImpactTech 2026

Where Tech Meets **Purpose**

No Hype. Just Impact

REGISTER NOW

Artificial Intelligence

Green Tech

Social Enterprise

ASIA PACIFIC UNIVERSITY
Bukit Jalil, 57000 Kuala Lumpur

17 JAN 2026, SATURDAY
9 AM - 5 PM

APU upgraded our hall to a 500-seater.
Feel free to get more people to attend.
Scan the QR code above.
Tickets are only RM30 per pax
and FREE for students and academics

NEF Impact Tech 2026 | 17 Jan 2026 | APU @ Bukit Jalil, Kuala Lumpur