

Lead Platform



Wellness Collaborator



HEALTH SUMMIT asia 2026

Health Summit Asia Conference

20 - 22 May 2026 | 9:00am - 5:00pm
Hall 7 , Kuala Lumpur Convention Centre, Malaysia

Join global leaders in healthcare and wellness for three transformative days of insights, networking, and action. Discover how AI, digital health, longevity science, and sustainable practices are redefining care across Southeast Asia.

For more information, please contact +603 6211 9973 or email to

Mr. Kevin Teo
(Show Director)
yingpei@qube.com.my

Ms. Josephine Chia
(Sales & Marketing Manager)
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All conference attendees will receive access to a claimable course accredited by the Human Resource Development Corporation (HRD Corp)
Training Programme Number: 10001651906
Early Bird Rate : RM1,800.00 (USD 450) | Normal Rate : RM2,400.00 (USD 600)
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KUALA LUMPUR

HEALTH SUMMIT asia 2026

About Health Summit Asia 2026 (HSA)

Health Summit Asia 2026 is a groundbreaking partnership that brings together Malaysia's most respected healthcare, pharma and wellness events under one powerful banner. Each event retains its own unique identity and focus while co-locating to create a larger, more dynamic platform. Health Summit Asia 2026 offers exhibitors and attendees a wider audience reach, stronger cross-industry engagement, and greater opportunities for networking and business growth across the entire healthcare, pharma and wellness ecosystem. This unified event is designed to serve professionals, brands, and stakeholders from across Southeast Asia looking to connect, innovate, and lead in their respective fields.

Lead Platform



SEACare is Malaysia's premier healthcare business platform, uniting the medical, healthcare, and pharmaceutical sectors to drive innovation and partnerships. Organized by Qube Integrated Malaysia Sdn Bhd, in collaboration with strategic partners, SEACare offers exhibitors and visitors targeted business matching and trade talks, creating unique business opportunities in the region.

Wellness Collaborator



The International Wellness Expo (IWE) is Malaysia's leading event for wellness, health, and preventive care. It brings together businesses, healthcare professionals, and wellness experts to share ideas, showcase new products, and promote healthy living. IWE features exhibitions, talks, and workshops focused on improving overall well-being.

Conference Main Programme



HEALTH SUMMIT ASIA (HSA)
Theme: MedTech & Digitalization:
From Innovation to Access



INTERNATIONAL WELLNESS EXPO (IWE)
Theme: Science of Health & Longevity:
From Diagnostics to Natural Healing

Day 1, 20 May 2026 (Wednesday)

Time	Agenda	Location
9:00am - 10:15am	PANEL SESSION 1 Improving Lives Through AI-Driven Diagnostics & Predictive Health	Conference Hall 7
10:15am - 10:30am	Break	
10:30am - 11:15am	EXPERT ADDRESS - PRESENTATION 1 Smart Hospitals Rising: Leveraging Digital Health Innovations to Elevate Care and Competitiveness in Asia	Conference Hall 7
10:30am - 11:30am	IWE POWER TALK - PANEL SESSION 1 Biohacking and Personalized Longevity; The Science and Technology Behind Optimizing the Body for Performance and Extended Healthspan	Conference Hall 7M
11:15am - 12:30pm	PANEL SESSION 2 Digital Innovation in Action: Transforming Technology Service Through Robotics-Assisted Surgeries	Conference Hall 7
11:30am - 12:30pm	IWE POWER TALK - PRESENTATION 1 The Role of Nutritional and Functional Medicine in Reversing Major Chronic Health Disorders	Conference Hall 7M
12:30pm - 2:00pm	Lunch / Networking	
2:00pm - 3:30pm	Opening Ceremony MOU Signing Exhibition Tour	Conference Hall 7



Register Here



Conference Main Programme



HEALTH SUMMIT ASIA (HSA)
Theme: Healthcare and Sustainable
Medical Services



INTERNATIONAL WELLNESS EXPO (IWE)
Theme: Human Performance, Mental Health
and Workplace Wellness

Day 2, 21 May 2026 (Thursday)

Time	Agenda	Location
9:00am - 9:30am	KEYNOTE PRESENTATION	Conference Hall 7
9:30am - 10:45am	PANEL SESSION 3 Sustainability-Driven Healthcare: Maximising Outcomes through Human Capital Policy	Conference Hall 7
10:45am - 11:15am	EXPERT ADDRESS - PRESENTATION 2 Regulatory Agility In A Disrupted Era: Accelerated Approvals, Reliance Pathways and Digital Transformation In ASEAN	Conference Hall 7
10:30am - 11:30am	IWE POWER TALK - PRESENTATION 2 From Policy to Capital: Powering Malaysia's Wellness Innovation Ecosystem	Conference Hall 7M
11:15am - 12:15pm	EXPERT ADDRESS - PRESENTATION 3 Redesigning Elder Care: Lessons from Japan's Integrated Medical, Wellness, and Support Service Networks	Conference Hall 7
11:30am - 12:30pm	IWE POWER TALK - PRESENTATION 3 Transforming Workplace Wellness with Lifestyle Medicine	Conference Hall 7M
12:15pm - 2:00pm	Lunch / Networking	
2:00pm - 3:15pm	EXCLUSIVE KEYNOTE Immunotherapy: Current Advancements and Future Directions	Conference Hall 7
	IWE POWER TALK - PRESENTATION 4 The Science of Salutogenesis as Foundation for Health and Wellness: Designing Healthier Cities, Buildings, and Workplace for Sustainable Living	Conference Hall 7M
3:15pm - 4:30pm	PANEL SESSION 4 Cancer Care in the Digital Age: What Patients and Practitioners Need to Know	Conference Hall 7
	IWE POWER TALK - PANEL SESSION 2 Future-ready Workplace Wellbeing for Competitiveness	Conference Hall 7M

Register Here



Conference Main Programme



HEALTH SUMMIT ASIA (HSA)
Theme: Inclusivity and Holistic
Recovery Care



INTERNATIONAL WELLNESS EXPO (IWE)
Theme: Global Trends in Wellness

Day 3, 22 May 2026 (Friday)

Time	Agenda	Location
9:00am - 10:15am	PANEL SESSION 5 Future of Health Tourism Asia: Global Shifts and Sustainable Growth	Conference Hall 7
10:15am - 10:30am	Break	
10:15am - 11:00am	SPONSORED INSIGHT SESSION 1 The Future of Health Insurance: Managing Rising Claims, Patient Expectations, and Sustainable Care	Conference Hall 7
10:30am - 11:30am	IWE POWER TALK – PRESENTATION 5 Redefining Medical Tourism with AI: Towards Integrated Wellness Experiences and Preventive Health	Conference Hall 7M
11:00am - 11:45am	SPONSORED INSIGHT SESSION 2 TBC	Conference Hall 7
11:30am - 12:30pm	IWE POWER TALK – PRESENTATION 6 Beyond the Diagnosis: A Systems Approach to Neurodevelopment	Conference Hall 7M
11:45am - 12:30pm	SPONSORED INSIGHT SESSION 3 TBC	Conference Hall 7
12:30pm - 2:30pm	Lunch / Networking	
2:30pm - 3:45pm	PANEL SESSION 6 From Performance to Alignment: The Missing Dimension in Men's Well-Being and Leadership	Conference Hall 7
2:00pm - 3:15pm	IWE POWER TALK – PRESENTATION 7 Country Specific Wellness Economy Status	Conference Hall 7M
3:45pm - 5:00pm	PANEL SESSION 7 Global Care & Wellness Economy: Moving Forward	Conference Hall 7

Register Here



List of Speakers



Prof. Mark Britnell
Professor
Global Healthcare
Expert and Former
Global Chairman
for Health
KPMG International



YBhg. Tan Sri Dato' Seri Dr. Haji Noor Hisham Abdullah
Chairman
UCSI Healthcare Group
Chairman
National Heart Institute
(JN) Kuala Lumpur
Chancellor
University of Cyberjaya
(UoC)
Former Director General of
Health
Ministry of Health Malaysia



Dr. Wilson Goh
Assistant Professor Of
Biomedical Informatics
Lee Kong Chian School of
Medicine, School of Biological
Sciences
Senior Lecturer (Honorary)
Imperial College London
Chief Data Scientist
NTU Center of AI In Medicine
Co-Director
Centre For Biomedical Informatics
Group Leader
Bio-Data Science and Education
Laboratory



Mr. David Boucher
Executive Brand
Ambassador
(Former CEO)
Bumrungrad
International Hospital
Phuket (BIHP)



Mr. Chua Choon Hwa
Deputy Secretary General
(TOURISM)
Ministry of Tourism
Art and Culture (MOTAC)



Mr. Edward Vrkic
UNDP's Resident
Representative to
Malaysia, Singapore And
Brunei Darussalam



YBhg. Dato' Dr. Loh Chit Sin
Consultant Urologist
Hospital Picaso



YBhg. Datuk Dr. Nor Fariza Ngah
Deputy Director-General
(Research and Technical
Support)
Ministry of Health
Malaysia



Adj. Prof. Dato' Sri Dr. Steve Yap
President
Association of Nutritional
and Functional Medicine
Practitioners Malaysia



YBhg. Datuk Dr. Thirunavukarasu A/L Rajoo
President
Malaysian Medical
Association (MMA)



Prof. Dr. Leong Chee Onn
Founder And Ceo
AGTC Genomics Sdn. Bhd.



Prof. Alan Dilani
PhD Architect /
Public Health
International
Academy for Design
and Health
Stockholm - Sweden



Prof. Dr. Tunku Kamarul Zaman
Tunku Zainol Abidin
Vice Chancellor
KPJ Healthcare
University



Prof. Dr. Anand Sachithanandan
Clinical Professor In
Cardiothoracic Surgery
Faculty of Medical and Life
Sciences
Sir Jeffrey Cheah Sunway
Medical School



Mdm. Maslinda Mahat
Head of Policy and Strategic
Planning Section National
Pharmaceutical Regulatory
Agency (NPRA)
Ministry of Health Malaysia



Ms. Nicole Fearnall
Integrative Health
Practitioner
Australia



Mr. Mark Dini
Functional Health
Consultant and Educator
United Kingdom



Prof. Dr. Tan Maw Pin
Head
Division of Geriatric
Medicine
Department of Medicine
Universiti Malaya



Dr. Sharifa Shahreen Syed Sultan Ahmed
Vice President
Healthcare
Malaysia Healthcare
Travel Council (MHTC)



Prof. Is. Maurizio Rosini
Men's Coach, HRDC Trainer,
Speaker, Mentor and
Founder of Mymasterman,
Co-Founder And Host
C Perspectives
Head of Marketing
Communication
Alzette University



Honorary Prof. Amrahi Buang
President
Malaysian Pharmacists
Society (MPS)



Dr. Sivanewaran Poobalasingam
Chair, Advisory Board
Lifestyle Medicine Global
Alliance



Mr. Rashidi Yahaya
Group Chief Executive
Officer
Seterra Group of
Companies



Mr. Tom Sanderson
Founder
Kineon



Dr. Shazif Othman
Medical Doctor and Fitness
Trainer, Founder
iLIV Clinic



Mr. Ricky Brown
Osteopath, Naturopath
and Founder
Metabolic Health Reset
Ricky Brown Health



Dr. A. Prabakaran E. Arulanandam
Medical Consultant
Signsbeat Pte. Ltd.



Mr. Azrul Mohd Khalib
Chief Executive Officer
Galen Centre for Health and
Social Policy



Ms. Camelia Loh
National Council Member
SME Association of
Malaysia



Dr. Prem Jagyasi
Global Speaker, Coach
and Consultant

List of Moderators



**YBhg. Professor Dato'
Dr. Syed Mohamed Aljunid**
Professor of Health Economics,
Policy and Management,
Public Health Medicine
Consultant, Department of
Public Health And Community
Medicine, School of Medicine,
International Medical University
(IMU)



Prof. Dr. Cheong Sok Ching
Chief Scientific Officer
Cancer Research Malaysia



Dr. Khor Swee Kheng
Chief Executive Officer
Angsana Health



Dr. Saw Shier Nee
Senior Lecturer
Department of Artificial
Intelligence
Faculty of Computer
Science and Information
Technology
Universiti Malaya



Mr. Lew Hon Kean
Biohacker and Co-Founder
Signsbeat Pte. Ltd.



Dr. Guna Seelan Rethinam
Director,
Employee Experience
Willis Towers Watson Malaysia



Mr. Anwar Anis
Executive Director
*AIHealth Superspeciality
Centres (ASC)*

Day 1, 20 May 2026 (Wednesday)

HSA Theme: MedTech & Digitalization: From Innovation to Access

9:00am - 10:15am | Conference Hall 7

Panel Session 1: Improving Lives Through AI-Driven Diagnostics & Predictive Health

As AI systems increasingly outperform traditional methods in identifying patterns, predicting disease progression, and supporting clinical decision-making, they offer significant potential to improve patient outcomes, reduce system pressures, and enable more proactive models of care. Explore current breakthroughs, real-world applications, and the integration of machine learning across clinical workflows.

Speakers

Moderator



Dr. Wilson Goh

Assistant Professor of Biomedical Informatics
*Lee Kong Chian School of Medicine,
School of Biological Sciences
Senior Lecturer (Honorary)
Imperial College London
Chief Data Scientist
NTU Center of AI In Medicine
Co-Director
Centre For Biomedical Informatics
Group Leader
Bio-Data Science and Education Laboratory*



Prof. Dr. Anand Sachithanandan

Clinical Professor In
Cardiothoracic Surgery
Faculty of Medical and Life
Sciences
*Sir Jeffrey Cheah Sunway
Medical School*



Dr. Saw Shier Nee

Senior Lecturer, Department of
Artificial Intelligence
Faculty of Computer Science
And Information Technology
Universiti Malaya

10:30am - 11:15am | Conference Hall 7

Expert Address - Presentation 1: Smart Hospitals Rising: Leveraging Digital Health Innovations to Elevate Care and Competitiveness in Asia

Powered by real-time data, automation, AI-enhanced clinical support, and integrated digital infrastructure, Smart hospital models are redefining operational excellence, patient experience, and clinical outcomes. Examine the technologies driving this evolution, including IoT-enabled monitoring, electronic medical records, robotics, virtual care platforms, and advanced analytics.

Day 1, 20 May 2026 (Wednesday)

11:15am - 12:30pm | Conference Hall 7

Panel Session 2: Digital Innovation in Action: Transforming Technology Service Through Robotics-Assisted Surgeries

As digital innovation advances, surgical robots, enhanced imaging, and AI-supported navigation are enabling minimally invasive procedures with greater accuracy, reduced recovery times, and improved overall care quality. Explore current technological capabilities, adoption strategies, and the integration of robotics into surgical pathways.

Speakers



YBhg. Tan Sri Dato' Seri Dr. Haji Noor Hisham Abdullah
Chairman
UCSI Healthcare Group
Chairman
National Heart Institute (IJN) Kuala Lumpur
Chancellor
University of Cyberjaya (UoC)
Former Director General of Health
Ministry of Health Malaysia



Dato' Dr. Loh Chit Sin
Consultant Urologist
Hospital Picaso

Day 1, 20 May 2026 (Wednesday)

IWE Theme: Science of Health & Longevity: From Diagnostics to Natural Healing

10:30am - 11:30am | Conference Hall 7M

IWE Power Talk – Panel Session 1: Biohacking and Personalized Longevity: The Science & Technology Behind Optimizing The Body for Performance & Extended Healthspan

As the science of longevity advances, health is no longer defined by disease management alone but by proactive optimization of body, mind, and environment. This session explores how biohacking, functional medicine, and personalized health strategies empower individuals to enhance vitality, resilience, and long-term wellbeing. Experts from medical, integrative, and diagnostic fields will discuss the role of biomarkers, wearable technology, lifestyle design, nutrition, movement, and stress regulation in extending healthspan. The conversation will also highlight how wellness-centered living environments, preventive care models, and holistic lifestyle practices support healthier aging and sustainable quality of life. Attendees will gain practical insights into integrating science-backed longevity strategies with modern lifestyles to achieve optimal health and lasting vitality

Speakers

Moderator



Ms. Nicole Fearnall
Integrative Health Practitioner
Australia



Mr. Mark Dini
Functional health consultant and educator
United Kingdom



Dr. Shazif Othman
Medical Doctor and Fitness Trainer,
Founder
iLIV Clinic



Dr. A. Prabakaran E. Arulanandam
Medical Consultant,
Signsbeat Pte. Ltd.



Mr. Lew Hon Kean
Biohacker and Co-founder
Signsbeat Pte. Ltd.

Day 1, 20 May 2026 (Wednesday)

11:30am - 12:30pm | Conference Hall 7M

IWE Power Talk – Presentation 1: The Role of Nutritional and Functional Medicine in Reversing Major Chronic Health Disorders

According to W.H.O., reversible chronic health/medical disorders contribute to about 42m premature death per year. More than 70% of health budgets in most countries including Malaysia are spent in treating the symptoms of these chronic metabolic disorders including diabetes, hypertension, dyslipidemia, atherosclerosis, and cancer. Nutritional and Functional Medicine (NFM) is a major treatment specialty within non-drug complementary medicine, which is growing at the rate of 25% annually. Its natural adjunct treatment for chronic disorders is non-invasive involving evidence-based nutraceuticals and dietary/lifestyle modifications. About 70% of Malaysians have used some forms of NFM in their lives.

The speaker shares his 25-year clinical experience in using NFM for managing and even reversing the common but major chronic disorders facing Malaysians today.

Speaker



Adj. Prof. Dato' Sri Dr. Steve Yap
President

Association of Nutritional & Functional Medicine Practitioners Malaysia

Day 2, 21 May 2026 (Thursday)

HSA Theme: Healthcare and Sustainable Medical Services

9:00am - 9:30am | Conference Hall 7

Keynote Presentation: TBC

As hospitals and health networks navigate workforce shortages, evolving skills demands, and rising service expectations, investing in people becomes central to long-term resilience and improved patient outcomes. Panellists will discuss approaches to workforce planning, continuous professional development, talent retention, and leadership cultivation, alongside the role of digital upskilling in enabling more efficient and agile care delivery.

Speaker



Prof. Mark Britnell

Professor, Global Healthcare Expert and Former
Global Chairman for Health
KPMG International

9:30am - 10:45am | Conference Hall 7

Panel Session 3: Sustainability-Driven Healthcare: Maximising Outcomes Through Human Capital Policy

As hospitals and health networks navigate workforce shortages, evolving skills demands, and rising service expectations, investing in people becomes central to long-term resilience and improved patient outcomes. Panellists will discuss approaches to workforce planning, continuous professional development, talent retention, and leadership cultivation, alongside the role of digital upskilling in enabling more efficient and agile care delivery.

Speakers

Moderator



Prof. Mark Britnell
Professor, Global Healthcare
Expert and Former Global
Chairman For Health
KPMG International



Mr. Edward Vrkic
UNDP's Resident
Representative to Malaysia,
Singapore And Brunei
Darussalam



**YBhg. Datuk Dr. Nor Fariza
Ngah**
Deputy Director-General of
Health (Research and
Technical Support)
Ministry of Health Malaysia



Dr. Khor Swee Kheng
Chief Executive Officer
Angsana Health

Day 2, 21 May 2026 (Thursday)

10:45am - 11:15am | Conference Hall 7

Expert Address - Presentation 2: Regulatory Agility In A Disrupted Era: Accelerated Approvals, Reliance Pathways and Digital Transformation In ASEAN

This session explores how regulatory systems are evolving to keep pace with rapid scientific innovation and increasing global interconnectedness. As advanced therapeutics, complex biologics, and data-driven submissions reshape the pharmaceutical landscape, regulators are strengthening accelerated approval pathways, reliance frameworks, and digital processes to enhance efficiency while upholding rigorous standards of safety, quality, and efficiency. The discussion will also reflect on the importance of GMP compliance, PIC/S engagement, and international alignment in facilitating market access, reinforcing regulatory trust, and enabling faster, responsible patient access to safe and innovative medicines across Malaysia and ASEAN.

Speaker



Mdm. Maslinda Mahat
Head of Policy and Strategic Planning Section
National Pharmaceutical Regulatory Agency (NPRA)
Ministry of Health Malaysia

11:15am - 12:15pm | Conference Hall 7

Expert Address - Presentation 3: Redesigning Elder Care: Lessons From Japan's Integrated Medical, Wellness, And Support Service Networks

This session explores how Japan's advanced elder-care ecosystem offers valuable insights for countries confronting rapid population ageing. Japan's integrated networks - combining medical care, long-term support, rehabilitation, community-based services, and wellness-focused programmes - demonstrate how coordinated models can enhance quality of life, reduce caregiver burden, and optimise resource utilisation.

Speakers



Prof. Dr. Tan Maw Pin
Head
Division of Geriatric Medicine
Department of Medicine
Universiti Malaya



Mr. Rashidi Yahaya
Group Chief Executive Officer
Seterra Group of Companies

2:00pm - 3:15pm | Conference Hall 7

Exclusive Keynote: Immunotherapy: Current Advancements And Future Directions

Drawing on advances in phytomedicine, bioactive compounds, and integrative oncology, plant-derived immunomodulators are increasingly being investigated for their ability to enhance immune response, reduce treatment side effects, and support overall patient resilience. The session will examine current scientific evidence, clinical applications, and ongoing research into plant-based immunotherapeutics, alongside patient-centred approaches that empower individuals to take a more active role in their healing journey.

Day 2, 21 May 2026 (Thursday)

3:15pm - 4:30pm | Conference Hall 7

Panel Session 4: Cancer Care In The Digital Age: What Patients And Practitioners Need To Know

Advances in AI-driven imaging, genomic profiling, tele-oncology, remote monitoring, and precision medicine are delivering new levels of accuracy, personalisation, and continuity of care. By offering practical insights for both patients and practitioners, this discussion aims to clarify how digital innovation can strengthen cancer outcomes, support shared decision-making, and prepare healthcare systems for the next generation of oncology care.

Speakers



Prof. Dr. Tunku Kamarul Zaman
Tunku Zainol Abidin
Vice Chancellor
KPJ Healthcare University



Prof. Dr. Leong Chee Onn
Founder And Ceo
AGTC Genomics Sdn. Bhd.



Prof. Dr. Cheong Sok Ching
Chief Scientific Officer
Cancer Research Malaysia

Moderator

Day 2, 21 May 2026 (Thursday)

IWE Theme: Human Performance, Mental Health and Workplace Wellness

10:30am - 11:30am | Conference Hall 7M

IWE Power Talk – Presentation 2: From Policy to Capital: Powering Malaysia's Wellness Innovation Ecosystem

11:30am - 12:30am | Conference Hall 7M

IWE Power Talk – Presentation 3: Transforming workplace wellness with Lifestyle Medicine

Workplace wellness has become an essential priority for organizations seeking to improve employee health, productivity, and overall organizational performance. Lifestyle Medicine offers a comprehensive, evidence-based approach that focuses on preventing and managing chronic diseases through sustainable lifestyle behaviors. By addressing key factors such as nutrition, physical activity, sleep, stress management, avoidance of harmful substances, and positive social connections, lifestyle medicine provides a proactive framework for improving employee wellbeing. Many common health conditions affecting the workforce, including Type 2 Diabetes, Cardiovascular Disease, Hypertension, and Obesity, are strongly linked to poor lifestyle habits and workplace environments. Integrating lifestyle medicine principles into workplace wellness programs can help reduce the prevalence of chronic diseases, lower healthcare costs, decrease absenteeism and presentism while improving employee engagement and productivity. Furthermore, organizations that adopt lifestyle-focused wellness strategies create healthier workplace cultures that support long-term behavior change. Through initiatives such as healthy food options, opportunities for physical activity, stress-reduction programs, and education on healthy living, employers can empower employees to make positive lifestyle choices. Consequently, lifestyle medicine has the potential to transform workplace wellness by shifting the focus from reactive healthcare to preventive, holistic wellbeing that benefits both employees and organizations.

Speaker



Dr. Sivaneswaran Poobalasingam
Chair, Advisory Board
Lifestyle Medicine Global Alliance

Day 2, 21 May 2026 (Thursday)

2:00pm - 3:15pm | Conference Hall 7M

IWE Power Talk – Presentation 4: The Science of Salutogenesis as Foundation for Health and Wellness: Designing Healthier Cities, Buildings, and Workplace for Sustainable Living

Health research can be approached from two main perspectives: pathogenic and salutogenic. Pathogenic research explores to understand the causes and development of diseases within the physiological organism, aiming primarily to identify medical treatments. On the other hand, salutogenic research focuses on identifying factors that maintain and promote health, rather than just investigating disease-causing factors. Together, these approaches provide a comprehensive understanding of health and disease, aiming to answer the salutogenic question: what factors contribute to both creating and sustaining health? The principles of salutogenic design extend beyond mere support for the healing process; they aim to actively promote health and well-being across various types of buildings. Salutogenesis forms the foundation of a healthy society, seeking to efficiently reduce the burden of lifestyle diseases. This requires significant investments in health promotion and the prevention of non-communicable diseases. Our society faces significant challenges, particularly concerning the cognitive struggles experienced by a substantial portion of the elderly population. Unfortunately, public-space design guidelines often neglect their needs, highlighting broader shortcomings in addressing dementia and fostering healthy communities. Transitioning towards a salutogenic healthcare model requires a fundamental shift, prioritizing the bio-psycho-social needs of individuals and communities within dynamic environments. Adopting salutogenic approaches in the built environment, infrastructure investment, and development embeds preventative care at the core, shifting focus from treating diseases to understanding and enhancing wellness factors. Incorporating abundant greenery not only promotes physical activity, reducing the risk of cardiovascular diseases, stroke, diabetes, and falls in the elderly, but also contributes to mental well-being by reducing stress and mental fatigue. Creating attractive and supportive environments ultimately improves the burden of disease, potentially reducing healthcare costs and reinforcing societal resilience. By shaping the salutogenic built environment, we can proactively promote health and prevent stress, fostering a healthier and more sustainable living.

Speaker



Professor Alan Dilani
PhD Architect / Public Health
*International Academy for Design and Health
Stockholm - Sweden*

3:15pm - 4:30pm | Conference Hall 7M

IWE Power Talk – Panel Session 2: Future-ready Workplace Wellbeing for Competitiveness

Speaker



Ms. Camelia Loh
National Council Member
SME Association of Malaysia

Moderator



Dr. Guna Seelan Rethinam
Director,
Employee Experience,
Willis Towers Watson Malaysia

Day 3, 22 May 2026 (Friday)

HSA Theme: Inclusivity and Holistic Recovery Care

9:00am - 10:15am | Conference Hall 7

Panel Session 5: Future of Health Tourism Asia: Global Shifts and Sustainable Growth

This session examines how Asia's health tourism sector is evolving in response to global shifts in patient expectations, medical innovation, and cross-border mobility. As demand rises for high-quality, affordable, and experience-driven healthcare services, Asian destinations are positioning themselves as leading hubs for specialised treatment, wellness programmes, and integrated recovery pathways.

Speakers

Moderator



Dr. Sharifa Shahreen Syed Sultan Ahmed
Vice President Of
Healthcare
Malaysia Healthcare
Travel Council (MHTC)



Mr. Chua Choon Hwa
Deputy Secretary
General (*Tourism*)
Ministry of Tourism
Art and Culture
(MOTAC)



Mr. David Boucher
Executive Brand Ambassador
(Former CEO)
Bumrungrad International
Hospital Phuket (BIHP)



YBhg. Prof. Dato' Dr. Syed Mohamed Aljunid
Professor of Health Economics,
Policy and Management, Public
Health Medicine Consultant,
Department of Public Health
and Community Medicine,
School of Medicine,
International Medical University
(IMU)

10:15am - 11:00am | Conference Hall 7

Sponsored Insight Session 1: The Future of Health Insurance: Managing Rising Claims, Patient Expectations and Sustainable Care

Across Asia and globally, healthcare systems are facing unprecedented pressure from escalating medical costs, rising insurance premiums, and increasing complexity in claims management. Advances in medical technology, high-cost therapies, and the growing demand for specialised and cross-border care are reshaping how healthcare is financed and delivered. This session examines the evolving landscape of health insurance and its implications for patients, hospitals, and payers. As innovative treatments become available, including advanced oncology interventions and the management of rare and complex conditions such as Low-Grade Appendiceal Mucinous Neoplasm (LAMN) requiring cytoreductive surgery with HIPEC, and ATTR amyloidosis, a rare but increasingly recognised systemic disease; patients often seek access to highly specialised centres of excellence that may not be widely available within their home country. In many cases, this leads to cross-border treatment pathways, raising critical questions around insurance coverage, claims governance, affordability, and equitable access to care. At the same time, insurers and healthcare providers are navigating rising claims ratios, evolving regulatory expectations, and growing demands for greater transparency and efficiency in claims management. Digital health technologies, AI-assisted claims processing, value-based care frameworks, and integrated care pathways are emerging as potential solutions to improve system sustainability while ensuring patients continue to receive timely and appropriate treatment. Bringing together leaders from the insurance industry, healthcare providers, and policy experts, this session will explore how stakeholders can work collaboratively to address rising healthcare costs, improve claims transparency, and strengthen trust between patients, providers, and insurers. The discussion will also highlight innovative approaches to cross-border care coverage, rare disease management, and future-ready insurance models that balance financial sustainability with equitable access to advanced and specialised medical care.

Day 3, 22 May 2026 (Friday)

11:00am -11:45am | Conference Hall 7
Sponsored Insight Session 2

11:45am - 12:30pm | Conference Hall 7
Sponsored Insight Session 3

2:30pm - 3:45pm | Conference Hall 7

Panel Session 6: From Performance to Alignment: The Missing Dimension In Men's Well-Being and Leadership

Most men are taught to perform: hit targets, stay strong, push harder, get results, fast. But behind the drive, there's a question few dare to ask: Where is your ambition coming from, fear or truth? In a world addicted to shortcuts, comfort, and constant validation, many high achievers unknowingly build their leadership, health, and identity on insecurity: the fear of not being enough, the fear of rejection, the need to prove, and the pressure to fit the mold. This talk cuts through the noise and takes you to the root, your beliefs, behaviours, and emotional drivers, so you can see what's actually powering your "success." You'll leave with practical daily tools and an actionable protocol to shift from performance to alignment, from chasing worth to embodying it. So your leadership becomes grounded, your wellbeing becomes sustainable, and your impact becomes real.

Speakers



Prof. Is. Maurizio Rosini
Men's Coach, HRDC Trainer, Speaker,
Mentor and Founder
Mymasterman
Co-Founder And Host
C Perspectives
Head Of Marketing Communication
Alzette University



Mr. Ricky Brown
Osteopath, Naturopath & Founder Of
Metabolic Health Reset
Ricky Brown Health



Mr. Tom Sanderson
Founder
KINEON

3:45pm - 5:00pm | Conference Hall 1, Hall 7

Panel Session 7: Global Care & Wellness Economy: Moving Forward

This session examines the rapid evolution of the global wellness economy as it expands beyond traditional health and fitness sectors into a multidimensional ecosystem encompassing preventive care, mental wellbeing, nutrition, technology, workplace wellness, and sustainable lifestyle solutions. As consumer priorities shift towards holistic health and long-term resilience, wellness has become a defining driver of economic growth, innovation, and cross-sector collaboration.

Speakers

Moderator



Honorary Prof. Amrahi Buang
President
Malaysian Pharmacists Society (MPS)



Datuk Dr. Thirunavukarasu A/L Rajoo
President
Malaysian Medical Association (MMA)



Mr. Azrul Mohd Khalib
Chief Executive
Galen Centre
Health & Social Policy



Mr. Anwar Anis
Executive Director
A1Health Superspeciality Centres (ASC)

Day 3, 22 May 2026 (Friday)

IWE Theme: Global Trends in Wellness

10:30am - 11:30am | Conference Hall 7M

IWE Power Talk – Presentation 5: Redefining Medical Tourism with AI: Towards Integrated Wellness Experiences and Preventive Health

Medical tourism is entering a defining phase of transformation. What was once driven by treatment-focused travel is now evolving into a more intelligent, connected, and experience-led global health ecosystem. Artificial intelligence is at the center of this shift, enabling healthcare providers and destinations to move beyond episodic care toward integrated, preventive, and personalized health journeys. This session explores how AI is redefining medical tourism by bridging clinical care with integrated wellness experiences and long-term preventive health strategies. It will examine how patient journeys are being redesigned through data-driven personalization, predictive insights, and continuous engagement across every stage, from discovery and decision-making to recovery and beyond. Drawing from global industry experience, the session will highlight how forward-thinking organizations are transitioning from transactional service models to more holistic and value-driven approaches. The focus will be on creating seamless ecosystems where medical care, wellness, and preventive interventions work together to enhance outcomes and patient trust.

Speaker



Dr. Prem Jagyasi
Global Speaker, Coach and Consultant

11:30am 12:30pm | Conference Hall 7M

IWE Power Talk – Presentation 6: Beyond the Diagnosis: A Systems Approach to Neurodevelopment

This presentation explores neurodivergence through a systems-based health framework, examining how neurological development is influenced by early developmental sequencing, metabolic health, environmental inputs, and biological regulation. Rather than focusing solely on behavioural labels such as ADHD or autism spectrum conditions, this session examines the physiological drivers that influence brain development and regulation — including retained primitive reflexes, gutbrain signalling, mitochondrial health, and environmental stressors. Using clinical insights and laboratory data from advanced functional testing platforms including Gut Zoomer and Neural Zoomer, the presentation demonstrates how immune activation, microbiome disruption, and neuroinflammatory processes can influence cognitive function, emotional regulation, and developmental outcomes. The session introduces the Physically Primal framework, which integrates developmental neurology, movement sequencing, metabolic optimisation, and emerging therapeutic technologies to support neurological resilience across the lifespan.

Speaker



Ms. Nicole Fearnall
Founder
Physically Primal

2:00pm - 3:15pm | Conference Hall 7M

IWE Power Talk – Presentation 7: Country Specific Wellness Economy Status

EXPLORE HSA 2026



Got questions? Drop us a line anytime
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