

**Global
Market
Outlook &
Insights**



**Digital
Commerce
& Gifting**



**Creativity
Innovation
& Product
Design**



**Consumer
Behavior
Shifts &
Modern
Gifting
Trend**



**Gifting
Brand
Engagement
Insights**



Powered by MGPA

**NATIONAL
CONFERENCE** | 20
25
gifts · premium · merchandising

11 SEP 2025

9:00 AM - 6:00 PM | THU

**CCEC (NEXUS)
KUALA LUMPUR**



SHAPING THE FUTURE OF GIFTING

INNOVATION, IDENTITY & IMPACT

Join industry leaders, innovators, and professionals as we explore the evolving landscape of corporate gifts and premiums. Gain insights into emerging trends, forge meaningful connections, and discover strategies to thrive in a dynamic marketplace. Together, we shape the future of gifting.

ORGANISED BY:



SUPPORTED BY:



STRATEGIC PARTNER:



MERCHANDISE SPONSOR:



SUPPORTING ORGANISATION:



For more information:



+60 12-429 7880 (Ticket/ HRDF Enquiry)
+60 12-7677 002 (Conference Manager)



enquiry@mgpa.org.my



www.mgpa.org.my



CONFERENCE AGENDA



8:00 AM - 9:00 AM	Registration & Networking Breakfast
9:00 AM - 9:05 AM	Speech by MGPA National Conference 2025 Organising Chairman Mr. Eric Chua
9:05 AM - 9:35 AM	Harnessing MATRADE's Export-assisted Program to Grow Your Gifts Business Globally! En Azfar Azhar , Manager, Malaysia External Trade Development Corporation (MATRADE)
9:35 AM - 10:05 AM	Design-Led Thinking in Product Development Professor Emeritus Dato' Dr Ahmad Haji Zainuddin Council Member and Chairman CiDe, Malaysia Design Council (MRM)
10:05 AM - 10:15 AM	Speech by MGPA President Mr. Ivan Loo
10:15 AM - 10:30 AM	Keynote Address by Guest of Honour (GOH) YB Datuk Seri Dr. Noraini binti Ahmad Deputy Minister of Women, Family and Community Development
10:30 AM - 10:45 AM	Memento Presentation and Photography Session
10:45 AM - 11:05 AM	Tea Break & Networking
10:50 AM - 11:20 AM	Aligning Gifts with Corporate ESG Goals Loh Yahui , Chief Executive Officer, Nets EcoVenture Sdn. Bhd
11:20 AM - 12:00 PM	[Panel Discussion] Thriving Amid Turbulence: Navigating Market Uncertainty and Global Trade Tensions in the Gifts & Premium Industry <ul style="list-style-type: none"> Mitigating the Risks amid Global Supply Diversification Real Threats from Chinese competitors - what can we do ? Finding New Market : Where and How ? <p>Moderator: JC Cheah</p> <p>Panelists: Dr Chin Chee Seong, National President, SME Association of Malaysia Dato' Liew Bin, Honorary Advisor, MGPA / Deputy President, MRCA Loh Yahui, Chief Executive Officer, Nets EcoVenture Sdn. Bhd</p>
12:00 PM - 1:30 PM	Lunch Break & Networking
1:30 PM - 2:00 PM	The Art of Thoughtful Gifting: Personalisation, Storytelling & Experience Design in Modern Gifting Trends Giden Lim , Co-Founder & Chief Executive Officer, BloomThis Penny Choo , Co-Founder, BloomThis
2:00 PM - 2:30 PM	Creative Empowerment Through AI: Transforming Brand Visuals in the Gifting Industry Sharon Ong , VP Of Marketing & Communications, Pixlr Group
2:30 PM - 3:00 PM	Gifting with Purpose: How Direct Selling Empowers Brand Loyalty and Growth Through Premiums Dato' Alfred Soh , Managing Director, Felement Sdn. Bhd
3:00 PM - 3:40 PM	[Panel Discussion] Consumer Behaviour Shift: What Corporates Really Want? <ul style="list-style-type: none"> How purchasing decisions and preferences evolve in response to cultural, enviromental, technological, economic, and psychological changes <p>Moderator: JC Cheah</p> <p>Panelists: Giden Lim, Co-Founder & Chief Executive Director, BloomThis Dato' Alfred Soh, Managing Director, Felement Sdn. Bhd Chai Lee Fong, Founder and CEO, Famsy Sdn Bhd</p>
3:40 PM - 4:00 PM	Tea Break & Networking
4:00 PM - 4:30 PM	Why Nobody Wants Your Product - And How to Change That? Low Ngai Yuen , Managing Director, AEON 360
4:30 PM - 5:10 PM	Commerce Reimagined: How Digital Disruption is Reshaping Corporate Gifting & Brand Engagement Carol Fung , Senior Manager, Malaysia Digital Economy Corporation (MDEC) Ganesh Kumar Bangah , Founder and Executive Chairman, Commerce.Asia Group of Companies Chai Lee Fong , Founder and CEO, Famsy Sdn Bhd
5:10 PM - 5:20 PM	Closing Remarks by MGPA Deputy President Ms. Evelyn Hew
5:20 PM - 6:30 PM	Networking Cocktail Reception

Disclaimer: The Conference Committee reserves the right to amend the programme and speaker line-up without prior notice to delegates and in the best interest of the conference.





OVERVIEW

AT THE FOREFRONT OF MERCHANDISING INNOVATION AND BRAND EXCELLENCE

As consumer expectations evolve and personalisation becomes paramount, the gifts and premium industry stands at a pivotal moment of transformation. **MGPA National Conference 2025**, plays a key role in shaping this transformation—setting the stage for **breakthrough ideas**, **sustainable strategies**, and **next-generation technologies** that are reshaping **how brands connect and deliver meaningful value**.

WHO SHOULD ATTEND?



INDUSTRY LEADERS

Visionaries driving strategic direction in corporate branding and product innovation.



INNOVATORS

Creative disruptors and startups shaping the future of personalised and sustainable gifting.



KEY STAKEHOLDERS

Marketers, retailers, buyers, exporters, and solution providers

WHY ATTEND?



Gain insights into cutting-edge trends, technologies, and sustainable practices, to drive innovation.



Connect with industry leaders and foster meaningful collaborations.



Access expert knowledge to tackle market challenges and seize new opportunities.



Boost brand visibility and position your company as an industry leader through engaging discussions, workshops, and exhibitions.

TICKET PRICE

Category	MGPA Member Price	Non-Member Price
Normal Price	RM 459	RM 539
Group for 3 pax	RM 369 / pax	RM 439 / pax

*** Conference price includes breakfast, buffet lunch & 2 tea breaks + cocktail receptions*

