

# WHY THE AGIF INTERNATIONAL SUMMIT IN KUALA LUMPUR IS UNMISSABLE

- **Business Leaders Golf Tournament: Tuesday, 28 October**

*Start strong at **Tropicana Golf & Country Resort**, playing alongside **industry leaders and General Managers in the exclusive Business Leaders Invitational** — networking on the fairways at one of Asia's top courses.*

- **Evening Networking**

***Awards & Gala Dinner On Wednesday, 29 October:** Celebrate excellence in golf with an elegant evening of recognition and connections at the Sime Darby Convention Centre.*

***Poolside Barbecue On Thursday, 30 October:** Unwind at KLGCC while mingling with peers and watching world-class LPGA stars.*

- **Exclusive Insights**

*Interact with global experts including leaders from The **R&A, Golf Course Managers Association of Malaysia**. Sessions focus on the impact of AI, sustainability, technology, golf tourism, changing demographics and strategies shaping the future of the Asian golf industry.*

- **Watch the LPGA Maybank Championship**

*The US\$3 million LPGA Maybank Championship **runs alongside the Summit** — giving delegates unique access to **watch the world's best women golfers in action** at KLGCC.*



- **Who You'll Meet**

*A high-profile audience of golf course owners, General Managers, global executives, and leading suppliers will reveal cutting edge innovation.*

- **The Annual Golf Industry Gathering**

*AGIF brings together a three-day landmark event of golf, knowledge, networking, awards and live LPGA Maybank Championship.*

PEOPLE YOU WILL MEET



**Chris Gray**

R&A

Head of Sustainable Golf & Agronomy Asia-Pacific



**Adam Calver**

Kuala Lumpur Golf & Country Club

General Manager



**Chris Geraghty**

59 Club Asia

General Manager



**Dr. Yasmin Rasyid**

Sime Darby Property

Sustainability Scientist / General Manager



**Mark Donohue**

Rainbird - Southeast Asia

Regional Director



**Mark Matehaere**

Envoy Golf

Founding Director



**Henry NG**

Sustane Natural Fertilizer

Regional Manager Asia



**Graham Horvath**

Golf Caddies

Co-Founder



**Bryan Littlejohn**

Centaur Asia Pacific

Area Sales Manager



**Paul Wilson**

Laguna Phuket

Managing Director



**Samuel Choong**

Tropicana Golf & Country Resort

General Manager



**Low Kok Poh**

MST Golf Group

Executive Chairman



**Tang Meng Loon**

Malaysian Association of Golf & Recreational Club Owners

President / Director of Gamuda Group



**Datuk Manibalan**

Templer Park Country Club

Managing Director / Vice President of The Golf Club Managers Association of Malaysia



**SN Farhana Hamzah**

GCSAM / Els Club Desaru Coast

President of Golf Course Superintendents' Association of Malaysia (GCSAM)/ Golf Superintendent at The Els Club Desaru Coast



**James Cronk**

Cronk Group Inc.

President / Co-Founder of Golf Industry Guru



**Nick Brown**

Campey Turf Care Systems

Export Sales Manager



**Catalina Tapia**

Golf Caddies

Co-Founder, CEO & Creative Director



**Jessie Lu**

Club Car (Shanghai) Co. Ltd.

Product Management & Marketing Manager, Asia



**Joshua Ho**

Singapore Golf Association

Chief Executive Officer



**Rob Weiks**

Rain Bird Corporation

Southeast Asia Area Manager – Golf



**Evan Du Plessis**

Sports Turf Solutions (STS)

Head of Agronomy



**Chuah Choo Chiang**

C3PR

Leadership & Consultancy for Sports/Golf Business Owner



**Pascal Orzcech**

GolfAsian

Director of Business Development



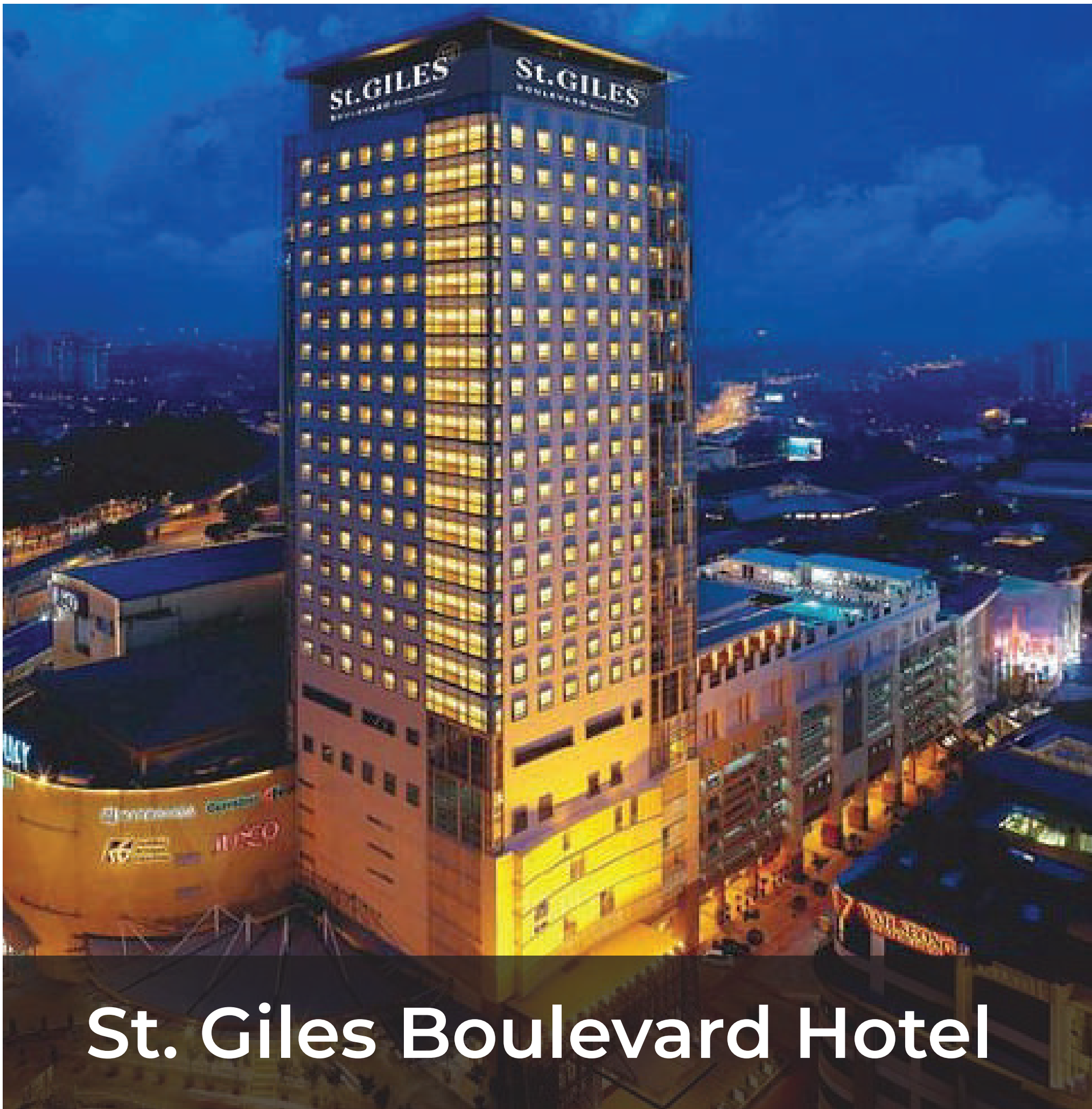
**Mark Ray**

Trojan Battery Company

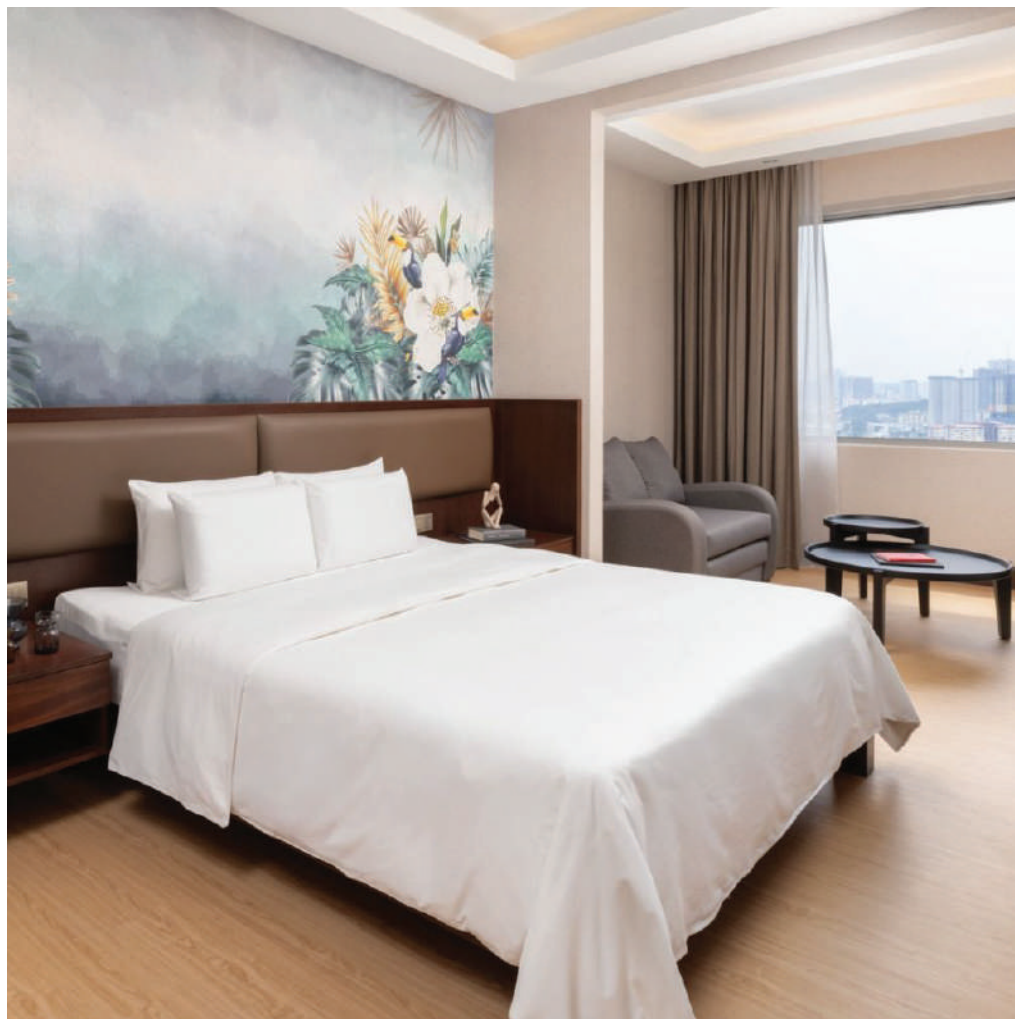
Regional Sales Manager

# TOPICS BEING DISCUSSED

Topics	Details
<b>1. Innovation and Future Trends</b>	<ul style="list-style-type: none"><li>▪ Using AI to improve efficiency, operations and profits at your club.</li><li>▪ Smart Technology for Sustainable Golf Course Management (Using drones, new softwares, data analytics to optimize water, energy, and turf care).</li><li>▪ Digitizing the Member Guest Experience (Booking systems, mobile apps, CRM integration).</li><li>▪ AI and Predictive Analytics for Turf Health (Disease forecasting, stress alerts, and treatment planning).</li></ul>
<b>2. Operational Sustainability</b>	<ul style="list-style-type: none"><li>▪ Golf Course Design and Renovation (Eco-conscious course architecture that minimizes land disruption and maximizes natural features).</li><li>▪ Working towards carbon neutrality at golf clubs.</li><li>▪ Is Solar Power viable for your golf club.</li><li>▪ Using Smart-tech to minimize water usage.</li></ul>
<b>3. Education &amp; Demographics</b>	<ul style="list-style-type: none"><li>▪ HR – Getting and keeping younger people into the golf industry.</li><li>▪ Importance of Investing in Education &amp; Training for staff/management.</li><li>▪ Attracting youngsters - Change the rules.</li><li>▪ Shorter formats and Screen golf - Is this for your club?</li><li>▪ Ladies - Future Potential</li></ul>
<b>4. Tourism</b>	<ul style="list-style-type: none"><li>▪ Constant Innovation to build Tourist inflows.</li><li>▪ International Marketing strategies for Tourism growth.</li><li>▪ Improving Service Standards for visitors and more...</li></ul>



St. Giles Boulevard Hotel



Room Type	Rates
Urban Room(Single /Twin Sharing)	RM 356 Nett / USD 84
Premier Room(Single /Twin Sharing)	RM 410 Nett / USD 97
Suite	RM 680 Nett / USD 161

**Note:** The above prices are per night, inclusive of breakfast and taxes .  
Applicable exclusively for AGIF guests from 27 to 30 October, 2025

**Address:** Mid Valley Megamall, 57G, Lingkaran Syed Putra, Mid Valley City,  
Wilayah Persekutuan - 59200, Kuala Lumpur, Malaysia

For Booking please send your details in the following format via email.

Full Name	
Gender	
Check In Date	
Check Out Date	
Room Type	
Unit Price (MYR)	

Email :  
nurina.salessblv@stgiles-hotels.com and  
salescoor.sblv@stgiles-hotels.com copy to  
events@agif.asia