



ASIANGOLF
INDUSTRY FEDERATION
**ANNUAL INTERNATIONAL
SUMMIT - 2025**

SEMINAR • GOLF • AWARDS

AGENDA

29 - 30 OCTOBER 2025

KUALA LUMPUR, MALAYSIA

DAY 1 : 29 OCTOBER

9:00 AM - 9:15 AM	WELCOME BY AGIF PRESIDENT - UPDATE ON AGIF PLANS	Chris Gray, President AGIF
9:15 AM - 9:35 AM	OPPORTUNITY FOR SE ASIA & GOLF TOURISM STRATEGY	Malaysia Tourism
9:35 AM - 10:00 AM	MAINTAINING SUSTAINABILITY PRACTICES AT KLGCC	Dr Yasmin Rashyd, Sustainability Scientist, Sime Darby Property
10:00 AM - 10:45 AM	RENOVATION PROJECTS - KEY CONSIDERATIONS	Owen Hester, President, Green Dynasty
10:45 AM - 11:15 AM	NEW TECHNOLOGY AND SUSTAINABILITY	Jessie Lu, Club Car
11:15 AM - 11:45 AM - COFFEE BREAK		
SUPERINTENDENTS (Hall: Rafflesia 1)		
MANAGERS (Hall: Hibiscus)		
11:45 AM - 12:15 PM COURSE PREPARATION FOR A MAJOR TOURNAMENT Nizam Othman, Director of Agronomy, KLGCC	11:45 AM - 12:45 PM INNOVATION AND TECHNOLOGY	
	20 Min Indoor Golf TBC	
12:15 PM - 12:45 PM ATTRACTING YOUNG PEOPLE INTO TURFCARE SN Farhana Hamzah, Superintendent, Els Club Desaru	20 Min Measuring the Member/ Visitor Experience Chris Geraghty - MD, 59 Club	
	20 Min Using Data to boost Sales & Quality Catalina Tapia, Golf Caddies	
12:45 PM - 1:15 PM NEW TOOLS FOR TRAINING AND EDUCATION James Cronk, Guru Collective	12:45 PM - 1:15 PM SOLAR PANELS - CAN THIS WORK AT YOUR CLUB ? Sam Choong - GM, Tropicana	
	1:15 PM - 2:30 PM LUNCH	
1:15 PM - 2:30 PM LUNCH	2:30 PM - 3:00 PM NATIONAL UPDATES	
2:30 PM - 3:00 PM INNOVATION IN GRASSES Evan Du Plessis, STS	Malaysia GC Managers Assn Malaysia	
	Singapore Singapore Golf Association	
3:00 PM - 3:30 PM SMART IRRIGATION WITH NEW TECHNOLOGY Rob Weiks, SEA Manager, Rainbird	Thailand Thailand GC Owners Association	
	Indonesia Indonesia Golf Association	
3:30 PM - 4:00 PM COFFEE BREAK	Philippines Philippines Golf Association	
	3:00 PM - 4:00 PM HUMAN RESOURCES	
4:00 PM - 4:30 PM LET YOUR SOIL SPEAK Bähmän Doaeian , Soil Scout	30 Min Training your Team James Cronk, Guru Collective	
	30 Min Attracting & Retaining Leaders in the Golf Industry: A Practical Guide to Success Mark Matehaere, Founding Director , EnvoyGolf	
4:30 PM - 5:00 PM USING AI FOR PLANNING AND SCHEDULING TBC	4:00 PM - 4:30 PM COFFEE BREAK	
	4:30 PM - 5:30 PM TOURISM	
5:00 PM - 5:30 PM FEEDBACK SESSION - BRIEFING ON DAY 2	30 Min Future Trends in Golf Tourism Pascal Orzech, GolfAsian	
	30 Min Public Relations - Tell your story for Profit Spencer Robinson, Chief Communications Officer AGIF & Chuah Choo Chiang,Founder, C3PR Services	
Gala Dinner & Awards Presentations 6 to 9 pm (Venue - Ballroom)		

DAY 2 : 30 OCTOBER

SUPERINTENDENTS (Hall: Rafflesia 1)	MANAGERS (Hall: Hibiscus)
9:00 AM - 9:30 AM INNOVATION IN FERTILISERS AND PESTICIDES TBC	9:00 AM - 9:30 AM THE LEGEND SPEAKS ! TBC
9:30 AM - 10:00 AM CONSTRUCTION PRINCIPLES FOR LONG TERM EFFICIENCY Thad Bell, Ernie Els Design	9:30 AM - 10:00 AM INNOVATE FOR REVENUE STREAMS TBC
10:00 AM - 10:30 AM USE OF DRONES TO IMPROVE EFFICIENCY AND CUT COSTS TBC	10:00 AM - 10:30 AM GOING DIGITAL TO INCREASE REVENUES David Wong, Deemples
10:30 AM - 11:00 AM COFFEE BREAK	10:30 AM - 11:00 AM COFFEE BREAK
11:00 AM - 11:30 AM HANDLING BAD WEATHER - BE READY ! Jack Cheong, Superintendent, Royal Selangor GC	11:00 AM - 11:30 AM THE FUTURE OF BATTERY TECHNOLOGY Mark Ray, Trojan Batteries
11:30 AM - 12:00 PM ESSENTIAL MACHINERY FOR SE ASIA Nick Brown, Campey TurfCare	11:30 AM - 12:00 PM VALUE OF GOLF - BUILDING A COMPLETE DESTINATION Paul Wilson - MD, Laguna Phuket
12:00 PM - 12:30 PM CAREER PLANNING - WHAT ARE YOUR OPTIONS ? Tang Meng Loon, ED, Gamuda Land	12:00 PM - 12:30 PM TBC TBC
12:30 PM - 1:00 PM HIDDEN COSTS IN AGRONOMY TBC	12:30 PM - 1:00 PM ONLINE CONFERENCE FEEDBACK SURVEY & CLOSING REMARKS Rishi Narain, Head - Events, AGIF
1:00 PM - 2:15 PM LUNCH	1:00 PM - 2:15 PM LUNCH
2:15 PM - 3:00 PM - Outdoor Demos & Certificate Distribution	
Poolside Barbecue at KLGCC Maybank Championship - 3pm onwards	

NOTE : Minor Alterations in Schedule, Speakers and Topics may be made from time to time. Please check this page for updates!

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