

AGIF Annual International Summit 2026 · Kuala Lumpur

The Future of Golf in Asia

| 28-29 OCTOBER 2026
| KLGCC CONVENTION CENTRE

PARALLEL TRACKS
Leading the ClubMastering the Turf

AGENDA

Day 01

Wed 28 October 2026

8:00 · 9:00REGISTRATION & COFFEE

9:00-9:20Welcome Address

AGIF

9:20-9:30Opening Keynote Address
The Future of Golf Tourism in Malaysia

Tourism Malaysia

9:30-10:00Golf's Sustainable Future
How The R&A Is Advancing Responsible Golf Course Management in Asia

Dr. Brett Morris

Agronomist (APAC)
The R&A

10:00-10:30Powering the Future of Golf
The Next Generation of Battery Technology & Electric Mobility

Mark Ray

Regional Sales Manager
Trojan Battery Company

10:30 · 11:30COFFEE BREAK

PROGRAMME SPLITS INTO TWO SIMULTANEOUS TRACKS BELOW

Leading the Club

11:30-12:00
Learn From the Best · Panel 1
Inside the Plans of Asia's Leading Golf Clubs

Leading Clubs of Asia (TBC)

12:00-12:30
Learn From the Best · Panel 2
Inside the Plans of Asia's Leading Golf Clubs

Leading Clubs of Asia (TBC)

12:30-1:00
Learn From the Best · Panel 3
Inside the Plans of Asia's Leading Golf Clubs

Leading Clubs of Asia(TBC)

Mastering the Turf

11:30-12:00
Turf Management, Reimagined
From Experience to Data-Driven Decision Making

Bāhmān Doaeian

Global Head of Sales
Soil Scout

12:00-12:30
Testing the Future
Smarter Materials, Better Construction, Stronger Golf Courses

Sharon Bryce

Managing Director
European Turfgrass Laboratory

12:30-1:00
From Material to Performance
Material Selection for Future Golf Courses · Panel Discussion

Tim Lobb

Founder & Principal Architect
LOBB + PARTNERS LIMITED

1:00-2:30LUNCH

2:30-3:00
Beyond the Hype
The GM's Playbook for What AI Is Really Doing in Golf

Stephanie Jamieson

Head of Education
PGA of Australia

2:30-3:00
Automating the Fairway
The Future of Golf Course Maintenance

TORO

3:00-3:30
The New Age of Influencers
Influencer Marketing for Golf and Tourism

Lucas Raven

Founder
Raven PR

3:00-3:30TBC
From Irrigation to Intelligence
Building Smarter, More Efficient Golf Courses

Speaker TBC

3:30-4:00
She Travels, She Plays
Driving the New Era of Golf Tourism Growth in Asia

Dr. Deborah M. Gray

Professor of Marketing
Central Michigan University

3:30-4:00TBC
Smarter Turf, Smarter Operations
The Technology Transforming Golf Course Management

Speaker TBC

4:00-4:30COFFEE BREAK

4:30-5:00The Future of Women's Golf · Panel Discussion
Growing Participation, Creating Opportunity

Elisa Gaudet

Founder
Women's Golf Day

Stephanie Oukeo

Chief Executive Officer
360 Development & Golf

5:00-5:30The AGIF Community · Stronger Together
Building Connections Across Asia's Golf Industry

AGIF Board and Members Panel Discussion

Gala Dinner & Awards Presentations

From 6:00pm · All Delegates

· END OF DAY ONE ·

Day 02

Thu 29 October 2026

9:00-10:30KLGCC Reconstruction Tour

Adam Calver

General Manager
Kuala Lumpur Golf & Country Club (KLGCC)

Owen Hester

President
Green Dynasty Pte Ltd

10:30 · 11:30COFFEE BREAK

11:30-12:00Insights from an Icon
An Exclusive Conversation with Ernie Els

Ernie Els

Proprietor & Head of Design
Ernie Els Design

12:00-12:30Beyond the Logo
Brand and Marketing Masterclass

Jay (Jieun) Heo

Founder & Creative Director
Maisonje

Catalina Tapia

Global Beauty Editor
The Raven Reports

12:30-1:00The Future of Golf Tourism
Building Asia's Next Generation of Golf Destinations

Mark Siegel

Founder & Owner
Golfasian

1:00-1:30Feedback Survey, Closing Remarks & Certificate Distribution

Poolside Lunch
KLGCC Maybank Championship · From 1:30pm

· SUMMIT ENDS ·