

AIFTIS

ASEAN International Fair for Trade in Services



ASEAN

MALAYSIA 2025

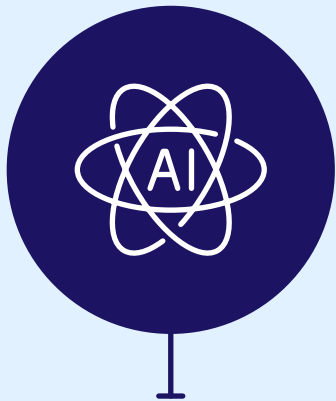
ASEAN International Fair for Trade in Services (AIFTIS)

17-18 November 2025 | Menara MITI, Kuala Lumpur

www.aiftis.com

Plaza Mont Kiara, Block E 13A-10, Jalan Kiara, Mont Kiara, 50480 Kuala Lumpur, Malaysia. Tel: +60 3 5882 0542

Introduction to the Landscape



AI has transformed global Service delivery in 5 years: OpenAI (ChatGPT), Amazon Bedrock, Alibaba Cloud.



New opportunities for Malaysian Service Providers in Remote Consultancy, BPO, Renewable Energy Services.



AI and Emerging Technologies demand accelerated adaptation.



"We are in an era where cottage Industries can be global."

Setting the Scene with Data



**Malaysia's 2024 Services
Trade Deficit: RM11.7 Billion**



**Services are a key growth engine:
ASM foresight study.**



**Need to define: capacity metrics, AI and
emerging tech integration for services.**

ASEAN International Fair for Trade in Services (AIFTIS)

- ↳ AIFTIS established to move dialogue → declaration → action
- ↳ Annual working groups with government, policy, industry, and associations.
- ↳ Target:
 - +10% exports
 - 10% imports of services per year
- ↳ Participating nations with AIFTIS events will showcase their annual results at the Chair Nation AIFTIS event.



AIFTIS + MPC = Future of Services



AIFTIS builds capacity
through responsible AI
& tech adoption.



MPC's 14 Nexus form
The national service
Productivity Framework.



Nexus provides validated
pathways and tools
for Service Providers.

Nexus Collaboration Unlocks Regional Value



↳ **QUESTION:**

**How do we scale capacity
and tech for services?**



↳ **ANSWER:**

**Nexus-led Pathways
and Frameworks.**

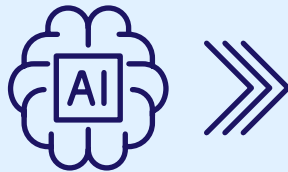


Early pilots in Forums under AIFTIS show strong potential.

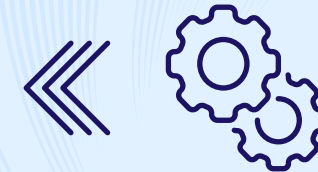
The Beating Heart of AIFTIS



14 Nexus as the heart of
services productivity



Each Nexus to deliver
AI Validated action plans
for services export and
import substitution.



2025 Track:
Tourism, Healthcare,
Construction, Retail, Digital and
Professional Services.

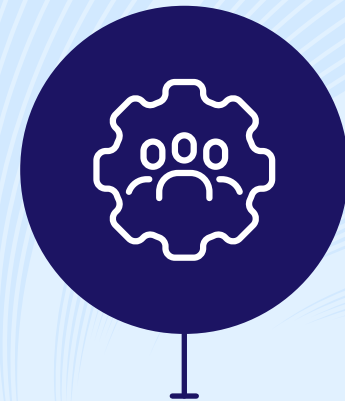
Your Role in AIFTIS Starts Now



**Nexus Champions to nominate
Speakers, Contributors,
and Validators.**



**Working groups to commence
in 14 Days with weekly
delivery Targets.**



**Submit names of Industry
Leaders ready to drive Malaysia's
Services Trade surplus.**

From Conversation to Action



AIFTIS: Where Industry Leads, Technology Empowers, and Services Prosper.



Annual declaration + implementation tracking across Nexus.



Let's build a Services Surplus together.



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