



Genting Sustainbiz 2025 Returns this September with More Than 10 International Speakers Leading Sustainable Development in ASEAN

Genting Highlands, 10 April 2025 – Following the resounding success of its inaugural edition, Genting Sustainbiz 2025 is set to make an even bigger impact on 9 and 10 September 2025 at GICC. This two-day event promises to be a transformative experience, bringing together global thought leaders, innovators, and changemakers to redefine the future of sustainability in the hospitality industry.

In light of Malaysia's commitment to achieving net-zero emissions by 2050, and Pahang's ambitious NetZero 2030 campaign, Genting Sustainbiz 2025 will serve as a dynamic platform for collaboration and innovation. Industry leaders will showcase proactive sustainability initiatives, focusing on three key pillars: responsible development, biodiversity protection, and resource efficiency.

An Unmatched Lineup of Global Sustainability Champions

This year's summit boasts an exceptional lineup of influential speakers who are driving change in their fields, from sustainable hospitality to renewable energy and eco-conscious branding.

Davis Chong, Executive Director & Group CEO of Solarvest and President of Malaysian Photovoltaic Industry Association (MPIA)

A driving force behind Malaysia's renewable energy revolution, his strategic leadership has helped advance solar energy adoption in Malaysia, making clean energy a key pillar in the nation's sustainability efforts. His session will explore how businesses can leverage on decarbonizing hospitality to meet net zero goals.

Arthur Huang, Founder and CEO of Miniwiz

Named one of Asia's most influential entrepreneurs for four consecutive years, his work has won numerous accolades, including the 40 Under 40 Design Talent Award and recognition for his contribution to the Nike Aerostatic Dome in Milan. He will be sharing and discussing how waste can be transformed into value.

Linda Heejung Lee, Principal Director of Hirsch Bedner Associates (HBA) Korea

A visionary in sustainable hospitality design, Linda has played a key role in shaping some of the world's most iconic hotels, including Marina Bay Sands Casino Hotel & Resort in Singapore, Marriott Henyang in China and Grand Hyatt Seoul Grand Ballroom Renovation, Korea. She will share insights on creating spaces that seamlessly blend sustainability with luxury.

Jeffrey Smith, Vice President of Sustainability at Six Senses Hotels Resorts Spas

As the sustainability leader for Six Senses, one of the world's most eco-conscious luxury hotel, Jeffrey will reveal how Six Senses integrates sustainability into every aspect, from architectural design to operations and the pursuit of Plastic Freedom.

Sasha Tan, Founder and Principal Brand Strategist of The Brand Shaper

Named in both Forbes 30 Under 30 and Prestige 40 Under 40 for her work in transforming complex brands into powerful market leaders. Her talk will unveil how branding and sustainability can work hand in hand to drive real impact.

Dr Daniel Chong, Dean of School of Hospitality and Service Management at Sunway University

A distinguished academic with over 60 international peer-reviewed journal articles to his name, Dr Chong is a leading voice in sustainable business management, bringing valuable experience on the future of eco-conscious hospitality.

...and many more inspiring leaders to be announced!

Beyond the conference, Genting Sustainbiz 2025 is an immersive sustainability experience. Participants will be able to enjoy a guided walk down the Awana Trail to appreciate black gibbons or *Siamangs*, butterflies, various tropical birds and other flora and fauna endemic to the Highlands.

For those who enjoy networking in a more relaxed setting, the summit offers an exclusive golf networking session at the newly renovated 18-hole Awana golf course. With its lush greenery and cool weather, it is a great opportunity for meaningful conversations and connections with fellow industry leaders.

“Sustainability is no longer a choice, it is a necessity. In hospitality industry, every choice we make, be it big or small, shapes the world we leave behind. At Genting Sustainbiz 2025, we are not just talking about change, we are driving it forward through meaningful conversations and impactful collaborations.” said **Spencer Lee, Executive Vice President for Sales, Marketing and Public Relations.**

Early bird Standard Pass for Genting Sustainbiz 2025 is RM700 (np: RM980) until 31 May 2025 which includes two-day pass and Awana trail tour, while the RM1,300 Executive Package includes an extra networking dinner and a night stay in a Deluxe Room at the world’s largest hotel, recognized by Guinness World Records.

To make the experience even more rewarding, special discounts are available for groups. A twin-sharing package is available at RM1,109 per participant. Additionally, for those attending in larger groups, a five-package twin-sharing deal is available at RM999 per participant.

With high demand anticipated, register early to secure your spot and save more. For organisations looking to gain visibility and be at the forefront of sustainability, sponsorship and partnership opportunities are also available. For more information, visit rwgenting.com/sustainbiz today and be part of the solution, not pollution.

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About Genting Malaysia

Genting Malaysia is one of the leading leisure and hospitality corporations in the world. Listed on Bursa

Malaysia with approximately RM10 billion in market capitalisation, Genting Malaysia owns and operates major resort properties including Resorts World Genting (RWG) in Malaysia, Resorts World New York City, as well as Resorts World Catskills and Resorts World Hudson Valley (the latter two are 49%-owned via an associate company), in the United States of America (US), Resorts World Bimini in the Bahamas, Resorts World Birmingham and over 30 casinos in the United Kingdom (UK), and Crockfords Cairo in Egypt. Genting Malaysia also owns and operates two seaside resorts in Malaysia, namely Resorts World Kijal in Terengganu and Resorts World Langkawi on Langkawi Island.

Located 6,000ft above sea level, RWG is Malaysia's premier hilltop integrated resort. The resort features wide-ranging leisure and entertainment facilities including 10,500 rooms across seven distinct hotels, gaming, theme park and amusement attractions, dining and retail outlets, as well as international shows and business convention facilities. Nestled amidst the mid-hills, Resorts World Awana complements this extensive premium experience with its natural greenery, mountainous golf course, trekking trails, and proximity to key attractions. Moreover, Genting Highlands Premium Outlets (a joint venture between Genting Plantations Berhad and Simon Property Group), further complements RWG's diverse offerings, solidifying its status as a leading leisure and entertainment hub in the region. As the birthplace of the Genting Group, RWG will host an exciting line-up of promotional events and activities to commemorate the Genting Group's 60th anniversary Diamond Jubilee, offering unforgettable experiences for all.

Genting Malaysia is a member of the Genting Group, one of Asia's leading and best-managed multinational companies. The Genting Group is led by Tan Sri Lim Kok Thay, a visionary entrepreneur who has successfully established the Resorts World brand as a leader in the leisure and hospitality sector in Malaysia, Singapore, the US, the Bahamas and the UK. Tan Sri Lim Kok Thay also has significant investments in other industries globally including oil palm plantations, property development, power generation, oil and gas, cruise and biotechnology.