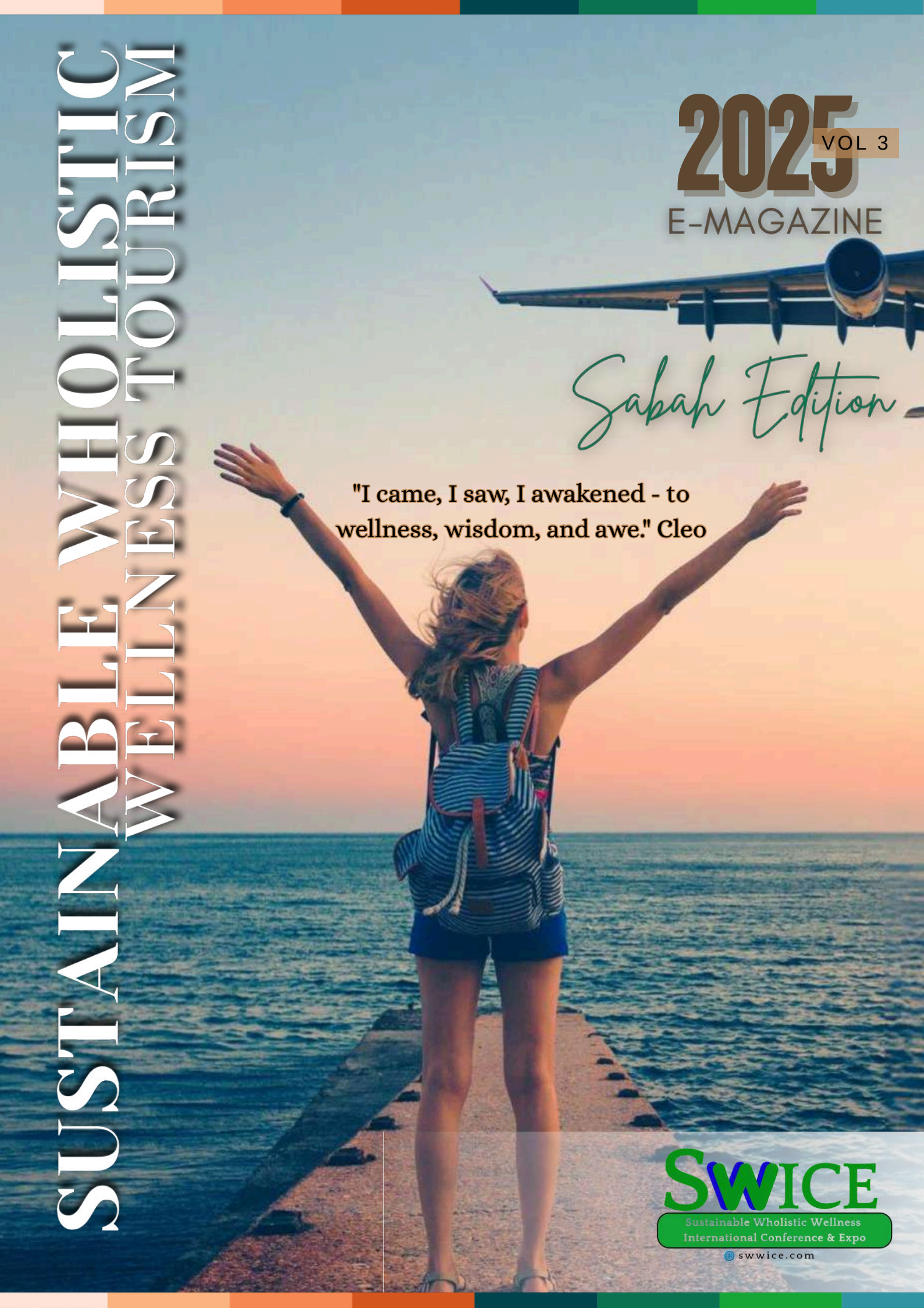
SUSTAINABLE WHOLISTIC WELLNESS TOURISM

2025 VOL 3

E-MAGAZINE



Sabah Edition

"I came, I saw, I awakened - to wellness, wisdom, and awe." Cleo

SWICE

Sustainable Wholistic Wellness International Conference & Expo

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TOURISM @ SABAH MALAYSIA (3rd ed.)

Sustainable Wholistic Wellness TOURISM



Organisers:

Conference: QiMag Wholistic Professionals PLT (202204000291 (LLP0030557-LGN))

Exhibition: AEI Wellness Sdn Bhd (201501024464 (1149793-M))

Kota Kinabalu, Sabah Malaysia
24th June to 3rd July 2025

I Immerse L earn E xperience A ssociate P ractice



24th - 26th June 2025
08:00 - 18:00

Sustainable Wholistic Wellness International Conference

HRD CORP CLAIMABLE

Official Venue : Sutera Harbour Resort • Golf • Marina • Spa • Country Club

REGISTER NOW



27th - 29th June 2025
10:00 - 20:00

Sustainable Wholistic Wellness International Expo

Official Venue : Sabah International Convention Centre

REGISTER NOW

*For exhibitor registration, kindly contact SWWICE2025 team @ +6011 5991 4838







1st - 3rd July 2025

Wholistic Wellness Immersion Retreat

Destinations : The Board of Trustees of the Sabah Parks; StoneAgeSpa

REGISTER NOW

Event Specialist:

Exhibition Contractor: instant

Professional Conference Organiser: Hello Sabah Events

Supported by: Ministry of Tourism, Culture and Environment, Sabah (KePKAS); Sabah; Feel Sabah North Borneo; Sabah Convention Bureau; Malaysia Convention & Exhibition Bureau; MATRADE; Meet in Malaysia BE Greater, Together.; Visit Malaysia 2026 Truly Asia; MPHA; Be Friendly; St. John Ambulance Malaysia

Events Partners:

Malaysia: SMART Lifestyle Expo; 22 Cycle; Xplore Sabah; SME Expo; Baby Festival; Life Reimagine Retirement

Thailand: CISW-TWGS

Strategic Partners:

Malaysia: Ortho Care Mattress; FSI Federation of Sabah Industries; CMC Global Strategic Management Group Pt; Xplore Sabah; Euze Fitness; SET

Germany; Singapore: GO GLOBAL Accelerator; Thailand

Media Channels: Antara; 詩華日報 The Borneo Post; Travelindex Connecting Travel People

Donation Drive Partner:

@SWWICE2025 secretariat@swwice.com +601159914838 / +4915168488289 swwice.com

ABOUT THE EVENT



Sabah's First Home-Grown Wholistic Wellness International Event Returns for its 3rd Edition in June 2025



The 3rd edition of Sabah's **Sustainable Wholistic Wellness** series will be featuring the **Sustainable Wholistic Wellness International Conference & Expo (SWWICE2025)** followed by the 2nd edition of the **Wholistic Wellness Immersion Retreat (WWIR).** This milestone event will bring together global experts and participants to advance the theme: **Sustainable Wholistic Wellness Tourism**..



SWWICE2025: Scheduled from **24th to 29th June 2025**, this rebranded conference and expo will showcase expertise across the 10 pillars of human wholistic wellness, crucial to the wellness tourism industry and the sustainability of global travellers and tourism stakeholders.

WWIR 2025: Held immediately after, from **1st to 3rd July 2025,** this immersive retreat will offer participants a deeper exploration into sustainable wellness practices.



SWICE
Sustainable Wholistic Wellness International Conference & Expo
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About The Event Owners & Organisers

Qi-Mag Wholistic Professionals PLT

QiMag Wholistic Professionals PLT (202204000291 (LLP0030557-LGN))(aka QiMag), registered in Kota Kinabalu since 2022 and is the official headquarters of all Qi-Mag global institutes from 2022 onwards.



Qi-Mag global institutes started in Sri Lanka since 1990 and its programs have been taught and practiced in 53 countries around the worlds.
To read more about Qi-Mag's background, please visit https://tinyurl.com/QiMagProfile.



AEI Wellness Sdn Bhd

With the motto of "We Dream, We Do!" & "The World, Our Market", AEI WELLNESS Sdn Bhd (201501024464 (1149793-M)) or aka AEIWellness, was established in Kota Kinabalu, Sabah, East Malaysia, Asia since 2015.

Core practices of AEIWellness is the "Sustainable Wholistic Wellness" covering the 10 Wholistic Wellness Pillars which include the 'Soul, Mental/Emotions, Body, Auric Field/Frequencies, Air, Water / Beverages, Food / Nutrition, People / Relationship, Home / Workplace, Environment, the Whole Universe & Beyond".

To read more about AEIWellness's background, please visit https://tinyurl.com/AEIWellnessProfile.

Success Reflection



SUCCESS OF THE 1ST EDITION

The inaugural International Wholistic Wellness Conference & Expo (IWWCE2024) was held from 7th to 9th June 2024 in Kota Kinabalu, followed by the Wholistic Wellness Immersion Retreat (WWIR2024) from 10th to 16th June 2024.

Organized by AEIWellness & QiMag, the event embraced the theme **Sustainable Wholistic Wellness Lifestyle**, addressing post-pandemic challenges through the lens of the 10 wholistic wellness pillars. The conference connected participants with global experts in areas such as **natural and preventive medicine, traditional and complementary medicine, modern medicine, therapeutic wellness, and wellness destinations.**

SWWICE2025



A LEAP TOWARDS SUSTAINABLE WHOLISTIC WELLNESS TOURISM

SWWICE2025 envisions a world built on **Sustainable Wholistic Wellness**, inviting participants to explore groundbreaking wellness innovations, forge global connections, and gain 360° expertise across all dimensions of human wellness. Together, we aim to revolutionise wellness tourism by seamlessly integrating sustainability and the 10 pillars of human wellness into tourism products, services, and destinations. This transformative approach will drive economic empowerment, foster equitable opportunities for communities, cultural preservation, thriving human-nature ecosystems, and inspire impactful cross-sector collaborations. So, seize the opportunity by participating in this event to learn from all our multi-national experts!

The Sustainable Wholistic Wellness series is closely aligned with the United Nations' 17 Sustainable Development Goals (SDGs), promoting wholistic well-being while advancing global sustainability initiatives. We invite everyone to **I-LEAP** forward with experts in the field, embracing a transformative **Sustainable Wholistic Wellness Tourism** experiences and achieving exponential growth together.

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Sustainable Wholistic Wellness Tourism

I-LEAP CONCEPT

IMMERSE
into the topics with experts in the field & gain long lasting insights

I

L

LEARN
old & emerging wholistic wellness practices in workplaces & offices

EXPERIENCE
1st hand immersive wholistic wellness & its impact in workplaces

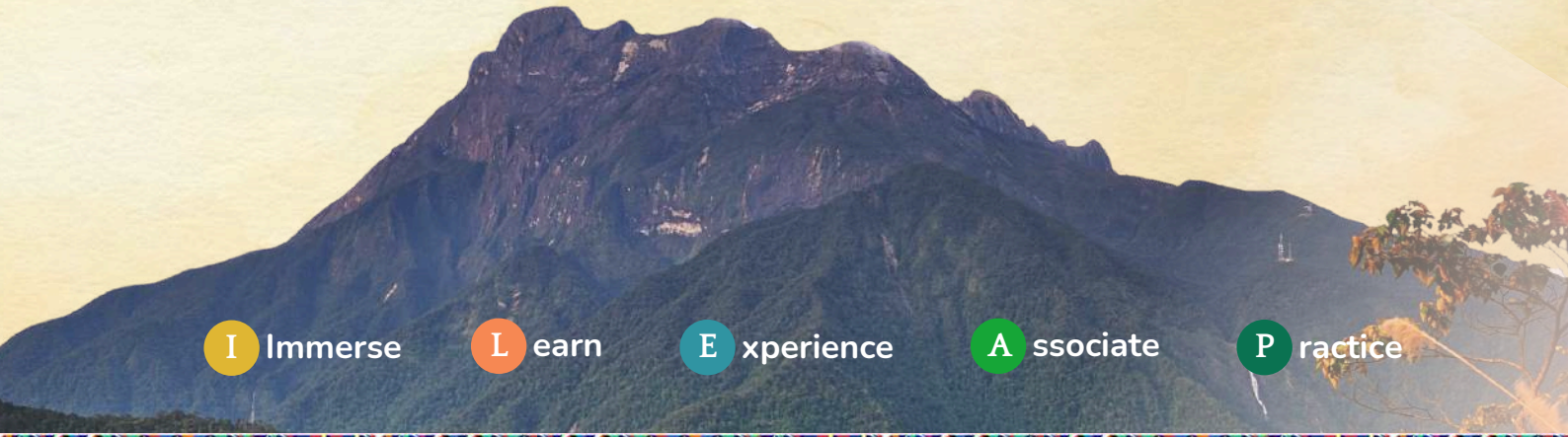
E

A

ASSOCIATE
with experts from around the world & of like-minded individuals and communities

PRACTICE
life-long wellness lessons cultivated for human & society enrichment

P



I Immerse L earn E xperience A ssociate P ractice

Qi-Mag Founder & Chairman Message



✨ Tourism is Wholistic Wellness ✨

We are delighted to share that the 2nd Edition of SWWICE2025 in Munich, Germany was a remarkable success, advancing our mission to integrate sustainable wholistic wellness into modern workplaces and communities. With the momentum of this achievement, we now look forward with excitement to our next destination: Kota Kinabalu, Sabah, Malaysia.

Why Sabah?

Sabah, located on the northern tip of Borneo, is a rare gem for wellness tourism. Sabah Internationally awarded UNESCO Global Geoparks for its geo-wellness richness, Sabah offers one of the highest levels of negatively ionised, oxygen-rich air in the world — an environment scientifically shown to support healing, rejuvenation, and accelerated recovery. Surrounded by Pacific Ocean and two vast majestic seas and anchored by the sacred Mount Kinabalu, Sabah offers an ideal ecosystem for wholistic wellness.

🌍 **SWWICE2025 Sabah** – 3 Segments to Elevate Wholistic Wellness Tourism

🔷 24–26 June 2025 – **Wholistic Wellness Conference**
Experience 18+ globally renowned speakers sharing cutting-edge research and global perspectives on wholistic health, wellness tourism, and economic opportunities.

🔷 27–29 June 2025 – **80,000 sq ft Expo**
Explore over 100 healing disciplines, preventive health innovations, and AI-powered wellness technologies in Malaysia's largest wholistic wellness showcase.

🔷 1–3 July 2025 – **Nature Immersion Retreat**
Connect with the Soul, Mental/Emotion, and Body pillars through hands-on nature experiences. Participants will receive intuitive transmissions to enhance their spiritual and professional awareness.

🌱 **Promoting the 10 Pillars of Wholistic Human Wellness**
SWWICE2025 Sabah will proudly spotlight the Qi-Mag® 10 Pillars of Wholistic Human Wellness. These pillars support a sustainable shift from illness to wellness by integrating body, mind, energy, environment, relationships, and purpose into every dimension of life and tourism.

The global health and wellness economy, estimated at USD 5.7 trillion in 2024, is projected to grow beyond USD 20 trillion in the next decade through the implementation of these pillars — transforming lives, communities, and nations.

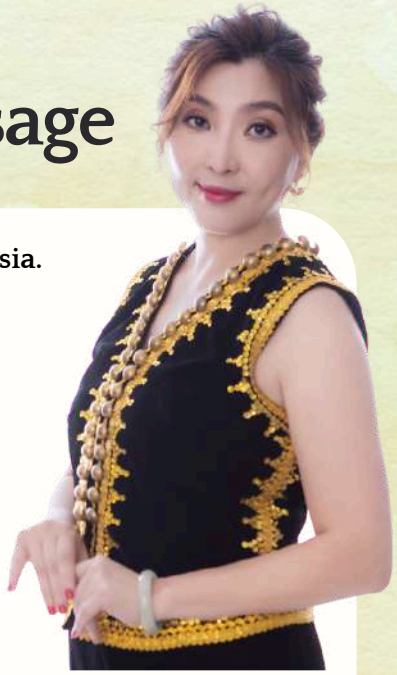
🙏 **A Message of Gratitude**
On behalf of QiMag Wholistic Professionals PLT and the Qi-Mag Global Group, I extend heartfelt appreciation to our global strategic partners, speakers, donors, and participants. Your vision, commitment, and action continue to elevate the global wellness movement.

🌍 **Join Us in Sabah**
Come experience the future of wellness tourism. Join us at SWWICE2025 Sabah and be part of a transformative journey towards global wholistic wellness.

Health is Wealth.
Until we meet again — in nature, in wellness, and in harmony.

With love and warm wishes,
QiMag Global Team & Grandmaster Dr Jes T. Y. Lim

Organising Chairlady Message



Kopivosian and welcome to my beloved city - Kota Kinabalu, Sabah, Malaysia.

It fills my heart with joy to welcome each and every one of you to this meaningful moment - the Opening of SWWICE2025 Sabah, right here in the Land Below the Wind.

This event is more than just a conference. It is a movement, a shared mission, and a call for deeper alignment - with ourselves, with one another, and with the Earth.

Global Participation
We are deeply honoured to welcome speakers and participants from more than 15 countries, including: Malaysia, Singapore, Australia, Thailand, Indonesia, the Philippines, South Korea, Scotland, Japan, Greece, Germany, USA, Switzerland, Ukraine, India, and more...

Your presence here is a powerful sign: the world is hungry for real healing.

In our 1st edition, we challenged conventional ideas of wellness and introduced the **10 Sustainable Wholistic Wellness Pillars -** a practical, inclusive framework grounded in soul, mind, body, community, and environment.

Our 2nd edition in May this year brought these pillars into the workplace, encouraging organisations to foster cultures of care, emotional balance, and resilience. Read more about it in our SWWICE2025 Germany recap.

Now in its 3rd edition, we bring the 10 pillars of sustainable wholistic wellness to the heart of tourism - exploring how these values can reshape destinations, communities, and businesses. This June's theme, "**Sustainable Wholistic Wellness Tourism**," focuses on **integrating wellness** into **community-based tourism, diverse wellness cultures,** and **environmental** stewardship, aligning with the **UN Sustainable Development Goals (SDGs)** and **ESG** principles. In the lead-up to the event, together with Antara Media and MPHA, we launched a **100-Day Mental Health & Wholistic Wellness Campaign**, featuring live sharing sessions and therapies every Monday and Wednesday. Malaysia Professionals Hypnotherapy Association **(MPHA)** offered **FREE hypnotherapy** consultations, while **Befrienders Sabah** extended **free emotional support** services to those in need.

Over ten days, you will experience keynotes, masterclasses, immersive workshops, healing consultations, wellness showcases and retreat designed to help you apply these pillars in your life, business, or community.

Organising three editions of the Sustainable Wholistic Wellness Series has been a deeply enriching and transformative journey. I stepped far beyond my comfort zone as an introvert to connect with international businesses, networks, and individuals—something that doesn't come naturally to me. Alongside moments of challenge and self-doubt, I've remained wholeheartedly committed to this mission and to Sabah's incredible potential as a global hub for wholistic wellness tourism and conscious living.

Sustainable Wholistic Wellness International Conference & Expo (SWWICE) 2025 is strongly supported by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism, Arts and Culture Malaysia. We extend our heartfelt appreciation to all who have supported us on this journey. **Special thanks** to the **Ministry of Tourism, Culture and Environment Sabah, Tourism Malaysia (Sabah, Frankfurt & HQ)**, **MATRADE**, **Sabah Convention Bureau**, **Sabah Tourism Board**, and **Sabah Parks** for your ongoing encouragement. We are equally grateful to all our **strategic partners** in Malaysia, Germany, Singapore, Thailand, **Ortho Care Mattress-Monica Shiau** and to our dedicated **Organising Team** for their resilience through every challenge. Thank you to all S**peakers** and **Exhibitors** for your time and commitment, and to Soroptimist International Kota Kinabalu (**SIKK**) for entrusting us with the CSR initiative. We also acknowledge the meaningful support of **MPHA**, **Befrienders Sabah**, **Antara Media** and the **Qi-Mag Global Family**, and express sincere thanks to all media outlets for amplifying our message.

A Final Word
Before I end, allow me to leave you with this. In my journey, I've come to learn this truth: "**The moment you think it's hard, it becomes impossible. What you think, you attract**." So let's choose a better thought. A lighter one. Say it - out loud - with heart: > "**Life is Easy. Life is Great!"** Carry that energy through this week and into your life.

Thank you, from the bottom of my heart, for walking this path of transformation with me.
Cleopatra
Organising Chairlady
SWWICE2025 Germany & Sabah

ABOUT SWWICE GERMANY

SWWICE2025 Germany – 2nd Edition: Elevating Sustainable Wholistic Wellness in Workplaces

Held at Holiday Inn Unterhaching, SWWICE2025 Germany united global participants to advance sustainable wholistic wellness principles in modern workplaces. Organising Chairlady Mrs Cleopatra Lajawai and Host Mr Rainer Wemhoener opened the event with inspiring remarks, followed by a symbolic flag ceremony representing the unity of the 10 Sustainable Wholistic Wellness Pillars.



The Conference featured distinguished speakers including Grandmaster Dr Jes TY Lim, CISW Chairman Mr Jacky Ong (virtual from Thailand), Mrs Vun Wey Tyng, Mr Günter Conrad, and support from Qi-Mag Global Family, Institute of Tourism, Tourism Malaysia Frankfurt & Malaysia and Bad Hindelang Tourism Board.



Malaysia's delegation included Mrs Vun Wey Tyng, Mr Jonathan, Ms Carol (organising support), Mr Jimmy (photographer/videographer), and Brandon & Irene, showcasing expertise under several wellness pillars. Exhibitors at this event featured experts from 9 pillars: Maryse Hyman (Soul booth), Voice for Health (Mental/Emotion booth), Energy Medicine Practitioners Association Malaysia (EMPAM) & Tourism Malaysia Frankfurt (Body & Auric Frequencies booth), Analemma (Water booth), LevelUpForMore (Food/Nutrition booth), Cosima Scheuten (People/Relationship booth), Feng Shui 4 Business (Home/Workplace booth), Biologa Danell, OrangePep & Bad Hindelang Tourism Board (Environment booths).



cont...



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ABOUT SWWICE GERMANY

SWWICE2025 Germany – 2nd Edition: Elevating Sustainable Wholistic Wellness in Workplaces

cont...

Masterclasses delivered rich insights across all pillars, from Soul (Maryse Hyman), Mental/Emotion (Franz Leckel), Breath & Movement (Dr Jes TY Lim), Colour Frequencies (Erika Hacker), Water & Frequencies (Dr Eric Laarakker), Nutrition (Frank Oberle), People/Relationship (Cosima Scheuten), to Workplace Design and Building Biology. Ir. Aniel Ramjanam shared a transformative Qi-Mag Feng Shui case study, and Manfred Kovacs closed with gifts symbolizing natural energy's impact on wellbeing.

The Welcoming Dinner celebrated Qi-Mag's 35th Anniversary and honoured Qi-Mag's Strategic Partners and Qi-Mag Teachers, with thanks to sponsors AEIWellness Malaysia and Biohotel Mattlihüs Oberjoch. Special gratitude to Krafted Digital for supporting the SWWICE website and e-magazine.

Max Hillmeier, Director of Bad Hindelang Tourism Board, invited all to experience Bad Hindelang's serene wellness environment.

With exceptional feedback and a strong sense of community, SWWICE2025 Germany sets the stage for future growth. Mark your calendars for **SWWICE2026** and the upcoming **Sustainable Wholistic Wellness Tourism Conference and Expo** in Kota Kinabalu, Sabah (**24–26 June conference; 27–29 June expo; 1–3 July retreat**) — a vibrant gathering to deepen wellness in tourism surrounded by Sabah's stunning nature.

To read the full recap of SWWICE2025, go to:
Recap SWWICE2025 Germany Event









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SUSTAINABLE WHOLISTIC WELLNESS TOURISM @ SABAH MALAYSIA

QiMag Wholistic Professionals PLT
(202204000291 (LLP0030557-LGN))

Join With Us To This



TEATIME NETWORKING SESSIONS

- SWWICE2025 -

Beach Wear | RM30.00/Pax

Monday

23/06/25

2:00PM - 4:00PM

BREEZE, PACIFIC SUTERA HARBOUR, KOTA KINABALU, SABAH

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Sustainable Wholistic Wellness Tourism

THE MAGELLAN SUTERA HARBOUR, GRAND BALLROOM

SWWICE2025 SABAH CONFERENCE

24th - 26th June 2025

GUEST OF HONOUR



DATUK JONISTON BANGKUAI
Assistant State Minister, Ministry of Tourism, Culture & Environment

KEYNOTE SPEAKERS



Prof. Dr. Awangku Hassanal Bahar bin Pengiran Bagul
Director of the EcoCampus Management Centre, UMS, Sabah Malaysia



Dr. Kampon Sriwatanakul
Chairman of Thailand National Charter of Health, Thailand



Laura McLuckie
Founder, Welmi Wellness Solutions, South Korea



Jacky Ong
Founder & Chairman, CISW-TWGS, The 4th TWGS 2025, Bangkok GEF 2025, GSEF 2025, GIF 2025, Thailand



Julinus @ Jeffery Jimit
CEO, Sabah Tourism Board, Sabah Malaysia



Dr. Dilip Kumar B.R.Samy
Psychotherapist, Doctor in Natural Medicine, Clinical Yoga Therapist, Yoga Master, Philippines



Mr. Nigel Wong Chun Teim
President, Malaysia Association of Tour and Travel Agents (MATTA)



Ir. Jess Vun Wey Tyng
ESG Consultant, Founder of IJV CONSULT SDN. BHD. Vice Chairperson of Malaysia Green Building Council Sabah, Sabah Malaysia



Professor Noel Scott
Adjunct Professor of Tourism Management, Australia



Grandmaster Dr. Jes TY Lim
President & Founder, Qi-Mag Global Institutes, Sabah, Malaysia



EVENT EMCEE
Melissa Leong
Founder, Malaysian Ocean Youth Ambassadors (MOYA), Sabah Malaysia



FORUM MODERATOR
Hanaa Wong Abdullah
Co-Founder and Co-Lead of Rema Synergy PLT, Founding President of the Commonwealth Association of Leadership Malaysia (CALM), Soroptimist International South East Asia Pacific

FORUM PANEL SPEAKERS



Alexander Geissler
CEO of Mattlihüs Resort & Hotel, CEO of TAOVIS - Global Holistic Consulting, Germany



Rustam Mehtizade
Tourism Council, Repulbic of Azerbaijan



Aliki - Lydia Athanasiou
Bioresonance Expert | Certified Practitioner of Bioresonance Therapy & Diagnostic Technologies | Educator & International Trainer, Greece



Ir. Rizki Handayani, MBTM
Deputy Minister for Industry and Investment, Indonesia

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Sustainable Wholistic Wellness Tourism

TENTATIVE CONFERENCE PROGRAM
Day 1 - Tuesday 24th June 2025

Time (hours)	Programme
0830 - 0930	(30min) Registration and breakfast
0930 - 0940	Opening Address by Organising Chairperson, Cleopatra Lajawai 
0940 - 1000	(20min) Keynote Address by Guest of Honour, YB Datuk Joniston Bangkuai, Assistant Minister of Tourism, Culture and Environment Sabah 
1000 - 1100	(60min) Launching Ceremony & Strategic Partners Recognition
1100 - 1130	(30min) Keynote Speaker, Prof. Dr Hassanal - Wellness Tourism Culture in Malaysia & Opportunities for Growth 
1130 - 1200	(30min) Keynote Speaker, Dr. Kampon Sriwatanakul - Wellness Tourism Culture in Thailand & Opportunities for Growth 
1200 - 1230	(30min) Keynote Speaker, Mrs. Laura Mcluckie - Wellness Tourism Culture in South Korea & Opportunities for Growth 
1230 - 1330	(60min) Welcoming Lunch
1330 - 1445	(75min) Forum Discussion on Application of Wellness in Daily Life & Business (Moderator Ms Hanaa, Panel Speakers Mr. Alexander, Mr. Rustam, Ms. Aliki & Ibu Rizki) & Q&A Interaction with Participants 
1445 - 1515	(30min) Keynote Speaker, Mr. Jacky Ong - Building Global Health & Wellness Hubs: Strategic Integration of ASEAN SMEs into Medical & Wellness Tourism Platforms 
1515- 1545	(30min) Keynote Speaker, Mr. Julinus Jimit - Integrating Community based Tourism into Wellness Tourism 
1545 - 1615	(30min) Keynote Speaker, Dr. Dilip Kumar - Wellness Tourism Culture in Philippine & Opportunity for Growth 
1615 - 1645	(30min) Keynote Speaker, Mr. Nigel Wong-Sutainable Tourism in Malaysia & Opportunities for Growth 
1645 - 1715	(30min) Keynote Speaker, Ir. Jess Vun Wey Tyng - Environmental, Social & Governance (ESG) Relevance to Wellness Tourism Industry 
1715 - 1745	(30min) Keynote Speaker, Prof. Noel Scott - Insights on the United Nation's Sustainable Development Goals (SDGs) in the Wellness Tourism Industry 
1745 - 1815	(30min) Keynote Speaker, Grandmaster Jes TY Lim - 10 Wholistic Wellness Pillars for Sustainable Human Wellness, Longevity & Peak Performance 
1815	Closing & Networking session End of Day 1 (7.5 hours)

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Sustainable Wholistic Wellness Tourism

MASTERCLASS SPEAKERS



Charis Saliun
Act. Sr. Manager,
(Conservation &
Biodiversity Unit)
SAWIT Kinabalu Group



Kong Choon Yen
Founder, Birth Discovery



Prof. Wali Mutazammil
President of the Behavioral &
Mental Wellness Coaching, Inc.



Grandmaster
Jes TY Lim
President & Founder,
QiMag Global Institutes



Datin Dr. Jeanette
Tambakau
Founder of Jari Jari Spa &
Mr. Laurence Yap
Dean of School of
Ai UOA Academy

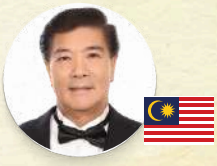




Dr. h.c. Azeeza Jalaludeen
Founder & Managing
Director,
Our SHINE GoGlobal



Dr. Sylvia Lim Sze Wei
Founder & Director,
Phi Aroma



Prof. Dato Sri Steve Yap
Founder, DSY Wellness
International



Dr. Ivy Heng
Founder & CEO,
Watch Water (S) Pte Ltd



Sensei Michelle Koh
Founder & President
FUZE Fitness & Workouts

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Sustainable Wholistic Wellness Tourism

TENTATIVE CONFERENCE PROGRAM
Day 2 - Wednesday 25th June 2025

Time (hours)	Programme
0800 - 0900	(60min) Registration
0900 - 0930	(30min) Recap on Day 1 and Intro for Day 2
0930 - 1100	(90min) Soul Pillar by Mdm Kong Choon Yen on Soul Journey: Connecting the Beginning of Life 
1100 - 1230	(90min) Mental/Emotional Pillar by Prof. Wali Mutazammil on Navigating a Complex World: Sustaining Social Well-Being Through Archetypes 
1230 - 1330	(60min) Lunch
1330 - 1500	(90min) Body Pillar by Datin Dr. Jeanette & Mr, Laurence on AI Personal Healthcare: Take Control of Your Health through the Empowerment of AI 
1500 - 1630	(90min) Auric/Frequencies Pillar by Dr. Sylvia Lim on Harmonising Energy: Integrating Chakra Healing and Aromatherapy into Wellness Tourism Experience 
1630 - 1800	(90min) Air Pillar by Sensei Michelle on Integrating FUZE Signature Breathworks for Effective Health Support on Wellness Travellers 
Closing and Networking Session	
End of Day 2 (8 hours)	

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Sustainable Wholistic Wellness Tourism

TENTATIVE CONFERENCE PROGRAM
Day 3 - Thursday 26th June 2025

Time (hours)	Programme
0800 - 0900	(60min) Registration
0900 - 0930	(30min) Recap on Day 2 and Intro for Day 3
0930 - 1100	(90min) Water/Beverages Pillar by Dr. Ivy on Drops of Wisdom: Understanding the Role of Water in Our World 
1100 - 1230	(90min) Food/Nutrition Pillar by Prof. Steve on Nutritional & Functional Medical Approach to Managing Mental Health 
1230 - 1330	(60min) Lunch
1330 - 1500	(90min) People/Relationship Pillars by Dr. h.c. Azeeza on Conscious Capitalism Impact & Generational Wealth System 
1500 - 1630	(90min) Home/Workplace Pillar by Grandmaster Jes on High Vitality Designs & Concept for Wellness Tourism Destinations 
1630 - 1800	(90min) Environmental Pillar by Charis on Health & Wellbeing in Nature: Exploring the Hidden Gem of Kinabatangan - Sg. Pin Conservation Area 
Closing & Networking Session	
End of Day 3 (8 hours)	
1900-2200	(180min) 'Borneo Excellence Wellness Tourism' Gala Dinner (BEWT Gala Dinner)

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Sustainable Wholistic Wellness Tourism

MEET THE GUEST OF HONOUR
SWWICE2025 SABAH CONFERENCE
24th - 26th June 2025



DATUK JONISTON BANGKUAI

Assistant State Minister, Ministry of Tourism, Culture & Environment

MEET THE KEYNOTE SPEAKERS



Eco Campus
Mengubah Idea Menjadi Realiti

Prof. Dr. Awangku Hassanal Bahar bin Pengiran Bagul

Director of the EcoCampus Management Centre, UMS, Sabah Malaysia

Professor Dr. Awangku Hassanal Bahar bin Pengiran Bagul is a distinguished academic at Universiti Malaysia Sabah (UMS), serving as the Director of the EcoCampus Management Centre and Professor of Tourism at the Faculty of Business, Economics, and Accountancy. He is also the founder and Editor-in-Chief of the BIMP-EAGA Journal for Sustainable Tourism Development and the Journal for BIMP-EAGA Regional Development. With global sustainability experience, including involvement with the United Nations' Sustainable Development Solutions Network Malaysia, Dr. Hassanal is a leading figure in sustainable tourism and campus sustainability. He earned his PhD in Tourism from Victoria University of Wellington, New Zealand.



Thailand Charter of Health

Dr. Kampon Sriwatanakul

Chairman of Thailand National Charter of Health, Thailand

Dr Kampon is an internationally recognised pioneer in the field of Cell Therapy, renowned for his groundbreaking contributions and leadership in advancing medical science. He earned both his M.D. and Ph.D. degrees from Mahidol University, one of Thailand's most prestigious institutions, where he dedicated over 35 years to an esteemed academic and research career. In addition to his academic achievements in Thailand, Dr Kampon further enhanced his expertise through specialised training in Clinical Pharmacology at the University of Leicester in the United Kingdom, as well as at the University of Rochester in New York, USA. His extensive education and international training have positioned him as a key figure in the global medical community, particularly in the development and application of cell-based therapies.

MEET THE KEYNOTE SPEAKERS



Laura McLuckie

Founder, Welmi Wellness Solutions, South Korea

Laura McLuckie is a broadcaster, media professional, and corporate wellness entrepreneur with 22 years of experience in media, communication, and global hospitality. As Founder of Welmi Wellness, she delivers award-winning B2B wellness solutions for the corporate, hospitality, and tourism industries. A bilingual English-Korean presenter, she has worked with major networks like KNN, KBS, and MBC and is a sought-after event host for global events. Passionate about wellness and sustainability, she develops programs that promote workplace well-being and wellness tourism. She also leads community and sustainability initiatives in Busan and is pursuing a PhD in Media & Film Design at Kyungsung University.



Jacky Ong

Founder & Chairman, CISW-TWGS, The 4th TWGS 2025, Bangkok GEF 2025, GSEF 2025, GIF 2025 Thailand

Jacky Ong is a renowned entrepreneur and visionary strategist, serving as Founder & Chairman of CISW Holding Group and Chairperson of The 4th TWGS 2025, Bangkok GEF 2025, GSEF 2025, and GIF 2025. With a strong focus on sustainability, investment, real estate, wellness tourism, and economic growth, he connects government leaders, investors, and industry experts to drive global economic transformation. Through key initiatives such as TWGS, GEF, GSEF, and GIF, Jacky fosters collaboration and investment opportunities across real estate, energy, and wellness tourism. His expertise in sustainable development and economic strategy enables him to bridge industries and pioneer high-impact investments, shaping a prosperous and sustainable future.



Julinus @ Jeffery Jimit

CEO, Sabah Tourism Board

Julinus @ Jeffery Jimit is the Chief Executive Officer of the Sabah Tourism Board (STB). A Chartered Accountant by profession, he has been with STB for more than 10 years and previously spent over 12 years with Ernst & Young LLP. He holds a Bachelor's degree in Accounting (Hons) and is a Certified Train the Trainer. Since 2014, he has been instrumental in initiating and developing Sabah's rural and community-based tourism. His professional memberships include the Malaysian Institute of Accountants, the Malaysian Institute of Internal Auditors, and the Malaysian Institute of Management.



Dr. Dilip Kumar B.R.Samy

Psychotherapist, Doctor in Natural Medicine, Clinical Yoga Therapist, Yoga Master

Dr. Dilip is a naturopathy and holistic wellness expert with a PhD in Naturopathy and certifications in hypnotherapy, yoga, and stress management. A Senior Yoga Teacher (Yoga Alliance UK) and Certified Master Hypnotherapist (USA), he specialize in mind-body healing, regression therapy, and laughter therapy. Dr. Dilip is a certified member of international hypnotherapy and psychological associations and has been featured in health talk shows in Malaysia and England. With a passion for natural healing, he have served on advisory boards for complementary medicine and contributed as a columnist in local publications. A sought-after speaker, Dr. Dilip conducts workshops and retreats on natural medicine, stress management, and overall wellness.

MEET THE KEYNOTE SPEAKERS



Mr. Nigel Wong Chun Teim

President, Malaysia Association of Tour and Travel Agents (MATTA)

Nigel Wong is a prominent tourism leader, serving as President of MATTA and Secretary General of ASEANTA. With a background in software engineering, he drives digital transformation in travel through ventures like Urban Rhythms and Buddyz.Co. His leadership has been instrumental in ASEAN tourism initiatives, including the Travel Safe Alliance and ASEAN Vaccine Passport Protocol, enhancing regional connectivity. A strong advocate for industry collaboration, he works closely with stakeholders to develop sustainable policies and innovative travel solutions. With over a decade at MATTA, he champions sustainable tourism, innovation, and industry resilience, working with global partners to position Malaysia and ASEAN as forward-thinking, responsible travel destinations.



Ir. Jess Vun Wey Tyng

ESG Consultant, Founder of IJV CONSULT SDN. BHD. Vice Chairperson of Malaysia Green Building Council Sabah

Ir. Jess Vun is a seasoned engineer, sustainability advocate, and innovation expert with over 30 years of experience. A Civil Engineering graduate (University of Strathclyde) with an MBA and Professional Master of Facility Management, she holds certifications including Certified Facility Management Professional (OTHM Level 7), HRDF Accredited Trainer, and TRIZ (MATRIZ Level 3). A dedicated ESG leader, she is a Certified Energy Manager, MSPO Lead Auditor, MyCrest Facilitator, and ISO 9001 & 45001 Lead Auditor. She drives sustainability as Vice Chairperson of the Malaysia Green Building Council (Sabah) and through ESG committees with the Board of Engineers Malaysia. Founder of E Konsult and IJV Consult, Ir. Jess Vun provides engineering, ESG consultancy, and training. A sought-after speaker, Ir. Jess Vun has presented 6 times at CAFEO conferences and co-authored the Amazon bestseller X-Ordinary Vol. 2. Passionate about TRIZ and creative problem-solving, she empowers organizations to achieve sustainable, impactful change.



Grandmaster Dr. Jes TY Lim

President & Founder, Qi-Mag Global Institutes, Sabah, Malaysia

Grandmaster Dr. Jes Tyng Yee Lim is a globally renowned expert in preventive health, naturopathy, and quantum bio-energy Qigong medicine. As the Principal of Qi-Mag International Institutes, he has dedicated over 65 years to eradicating diseases and restoring holistic well-being. His groundbreaking innovations, such as Shen-Ion Harmonic Technology and ONE-Needle Quantum Pain Relief Acupuncture, have transformed natural health therapies. A bestselling author, his books on Feng Shui, Tao, and peak performance have sold over a million copies in nine languages. Through his Sustainable Wholistic Wellness Certification and certification for healthy buildings and living spaces, he continues to revolutionize health, homes, and workplaces worldwide.



Professor Noel Scott

Adjunct Professor of Tourism Management

Noel Scott, PhD <email: n.scott@ecu.edu.au> is Adjunct Professor of Tourism Management in Edith Cowan University, Australia, Mataram University, Indonesia and Taylor's University, Malaysia. His research interests include the study of tourism experiences, and destination management and marketing. He is a frequent speaker at academic and industry conferences. He has over 300 academic publications including 21 books. He is a member of the International Association of China Tourism Scholars and a Fellow of the Council for Australasian Tourism and Hospitality Education.

MEET THE EMCEE & FORUM MODERATOR



EVENT EMCEE

Melissa Leong

Founder, Malaysian Ocean Youth Ambassadors (MOYA)

Melissa Leong is a writer, communications coach and professional Master of Ceremony (Emcee) with over 20 years of experience. Based in Kota Kinabalu, Sabah, Malaysia, her love for the written word helped carve a career in journalism, editing and publishing. Her main topics of interest include travel, lifestyle, film, and wellness.

Today, she is a certified HRD Corp trainer, leveraging her years of experience in public speaking, corporate communications and creative writing to run curated workshops for companies and non-profits that focus on enhancing communication skills and mindful leadership.

She has also spent a significant part of her career running workshops for young leaders through her involvement with local NGOs, guiding them in enhancing leadership skills, and project management. In 2020, she founded her own NGO, the Malaysian Ocean Youth Ambassadors (MOYA). She has trained more than 100 rural and indigenous youth from Sabah and Sarawak in community storytelling through filmmaking since 2010.



FORUM MODERATOR

Hanaa Wong Abdullah

**Co-Founder and Co-Lead of Rema Synergy PLT,
Founding President of the Commonwealth Association of Leadership Malaysia (CALM), Soroptimist International South East Asia Pacific**

Hanaa Wong Abdullah is an entrepreneur, certified coach, and advocate for empowered leadership and wellbeing. As Co-Founder of Rema Synergy PLT and Founding President of CALM, she brings over 20 years of experience in leadership development and community impact. Hanaa blends business insight with positive psychology to help individuals and teams lead with confidence, purpose, and integrity.

She is passionate about fostering multiculturalism, inclusion, and ethical leadership. A certified Positive Psychology practitioner, she supports clients in discovering and applying their strengths for greater clarity and resilience. Her work bridges corporate and community spaces, creating practical pathways for meaningful, people-centred change. Through her roles in Toastmasters, Soroptimist International, and various NGOs, she champions collaborative and values-driven leadership.

MEET THE FORUM PANELISTS

Topic: Application of Wellness - in Life & Business



MATTLIHÜS

Alexander Geissler

CEO of Mattlihüs Resort & Hotel, CEO of TAOVIS - Global Holistic Consulting

Alexander Geissler was born into the third generation of hotel tradition in the Mattlihüs Hotel, a traditional skiing and hiking area in the bavarian alps. Learning chef and hotel economic studies was the foundation of the next step to developing the hotel into a wellness and health resort. Geobiologic studies were the foundation for a healthy building with natural materials. Reducing radiation
of electromagnetic fields and geopathic earth radiation in the sleeping areas lead to a most regenerating holiday in this extraordinary natural resort. The knowledge of this and other projects lead to holistic consulting all over the world specialized to hotels and resorts, to bring other projects to leadership in wellness and health tourism.



Azərbaycan Respublikasının Dövlət Turizm Agentliyi

Rustam Mehtizade

Tourism Council, Repulibic of Azerbaijan

Rustam Mehtizada is the Sector Head at the Cultural Heritage and Regional Tourism Department of the State Tourism Agency of the Republic of Azerbaijan. With academic background and extensive experience in tourism and public administration, he has played a significant role in shaping national tourism policy, implementing the hotel star classification system, and enhancing the tourism potential of Azerbaijan's regions. He has been particularly active in developing conceptual approaches to health tourism in the country, studying international best practices, and promoting this field. Rustam Mehtizade is also actively involved in organizing international collaborations and events in the fields of cultural heritage and sustainable tourism.



DETA ELIS HOLDING

Aliki - Lydia Athanasiou

Bioresonance Expert | Certified Practitioner of Bioresonance Therapy & Diagnostic Technologies | Educator & International Trainer, Greece

Aliki – Lydia Athanasiou is an internationally certified practitioner, trainer, and educator in the field of bioresonance therapy and energetic diagnostics. With a strong foundation in holistic health and over a decade of hands-on experience, she serves as a senior expert and faculty member at Deta Elis, a pioneer in bioresonance innovation for over 30 years. Aliki's work bridges science and intuition—specializing in frequency-based diagnostics, personalized wellness protocols, and the integration of bioresonance with complementary healing arts. She has been responsible for the training of hundreds of practitioners globally and continues to advocate for a future where energy medicine and self-regulation become central to preventive health. At the heart of her mission is a belief that every human being holds an innate blueprint for healing—and through resonance, education, and conscious technology, we can unlock it.



wonderful indonesia

Ir. Rizki Handayani, MBTM

Deputy Minister for Industry and Investment, Indonesia

Ir. Rizki Handayani, MBTM, is the Deputy Minister for Industry and Investment at Indonesia's Ministry of Tourism and Creative Economy. With over 20 years of experience, she has held key roles, including Deputy Minister for Tourism Product and Events and Director of Promotion for South-East Asia. Throughout her career, she has contributed significantly to enhancing Indonesia's tourism sector and promoting its creative economy on the global stage. Born on 28 June 1966 in Palembang, she holds a Master's in Tourism Management from Victoria University and a Bachelor's in Regional and City Planning from the Bandung Institute of Technology. Rizki's leadership and strategic vision continue to shape the future of Indonesia's tourism and creative economy, making her a key figure in the nation's development.

MEET THE MASTERCLASS SPEAKERS

SOUL PILLAR EXPERTISE

Kong Choon Yen

Founder - Birth Discovery, Singapore

Soul Journey: Connecting the Beginning to Life



Kong Choon Yen is a pioneer in holistic wellness and conscious birth. As the founder of Birth Discovery, she has spent over a decade elevating human consciousness and ensuring gentle, intentional birth experiences. A globally recognized HypnoBirthing and birth expert, she helps individuals—especially expectant mothers—release fear, trauma, and limiting beliefs for deep healing and growth. Beyond childbirth, she works with professionals to overcome subconscious barriers using modalities like PSYCH-K, Gentle Bio-Energetics, and Holistic Hypnotherapy. Rooted in the UN's Inner Development Goals, Choon Yen is dedicated to fostering global healing and transformation, empowering individuals to create lasting positive change in their lives.

MENTAL/EMOTION PILLAR EXPERTISE

Prof. Wali Mutazammil

Founder - Behavioral & Mental Wellness Coaching, Inc., USA

Navigating a Complex World: Sustaining Social Well-Being Solutions Through Archetypes



Professor Wali Mutazammil is the President of Behavioral and Mental Wellness Coaching, Inc., and the creator of the evidence-based framework RAPFIRST®, a proven tool for sustainable mental wellness and social well-being solutions. A #1 Amazon Best-Selling Co-Author of The Art and Science of Success, he has over four decades of experience in human and organizational transformational. He is also a professor at MAHSA University in Malaysia. Recognized as a Harry S Truman Scholar for excellence in public service and leadership, he holds postgraduate certifications in Transformational Leadership and Leadership Coaching from Georgetown University. As a lifelong student of archetypes under Professor Carol S Pearson, he integrates Jungian theories into his work, with 99.8% of RAPFIRST® participants citing archetypes as a key learning takeaway. Professor Wali continues to support individuals and organizations navigate unprocessed feelings, thoughts, and actions for problem-solving in real time by living archetypes.

BODY PILLAR EXPERTISE

Datin Dr. Jeanette Tambakau

Co-Founder, Jari Jari Spa, Sabah, Malaysia

AI Personal Healthcare: Take Control of Your Health through the Empowerment of AI



Datin Dr. Jeanette Tambakau is a pioneer in the wellness and spa industry with over 20 years of expertise. Holding a Doctorate from The OxBridge Institute of Professional Development (OIPD) in the UK, she co-founded Jari Jari Spa, blending Borneo's indigenous healing traditions with modern practices. Committed to sustainability and cultural preservation, her spa academy has empowered over 2,000 individuals, especially underprivileged youth and women. As former AMSPA President, she led the "Safe to Spa" campaign during the pandemic and promoted Malaysia's traditional therapies globally. Recognized with multiple international accolades, she continues to champion wellness, sustainability, and cultural authenticity while inspiring the next generation of industry leaders.

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MEET THE MASTERCLASS SPEAKERS



BODY PILLAR EXPERTISE

Laurence Yap

Regional HR Advisor, Huacomm Engineering & Electrical S/B; Dean of School of AI, UOA Academy Kuala Lumpur, Malaysia

AI Personal Healthcare: Take Control of Your Health through the Empowerment of AI

Laurence Yap is a thought leader at the intersection of AI and HR, dedicated to transforming the workplace through AI-powered solutions. As Dean of the Laurence Yap School of AI at UOA Academy, he pioneers innovations that enhance employee well-being and organizational success. With over two decades of HR experience at global firms like Pfizer, PayPal, and First Solar, he deeply understands AI's transformative impact. A sought-after speaker and author, Laurence shares insights through industry conferences, a book on AI's workforce impact, and a LinkedIn newsletter. Co-founder of HRLC and Transform Global, he fosters collaboration in the HR community. Recognized as an HR Influencer in Southeast Asia (2023 & 2024), he empowers HR professionals to navigate the AI-driven future with confidence.



AURIC/FREQUENCIES PILLAR EXPERTISE

Dr. Sylvia Lim Sze Wei

Founder & Director, Phi Aroma, Johor, Malaysia

Harmonising Energy: Integrating Chakra Healing and Aromatherapy into Wellness Tourism Experience

Dr. Sylvia Lim is a highly respected expert in aromatherapy and perfumery, with over a decade of experience in the industry. She is the founder and director of Phi Aroma, the first aromatherapy academy in Borneo, offering certification courses in aromatherapy and perfume-making. A certified perfumer and international speaker, she has collaborated with universities, researchers, and corporate brands to promote sustainability and scent innovation. Beyond her contributions to wellness and beauty, she is a dedicated humanitarian, serving as Chairlady of Mercy Malaysia and leading initiatives such as the Borderless Flying Dentist program and water projects for inner Sabah.



AIR PILLAR EXPERTISE

Sensei Michelle Koh

Founder & President, FUZE Fitness & Workouts, Sabah, Malaysia

Integrating FUZE Signature Breathworks for Effective Health Support on Wellness Travellers

Michelle Koh, an esteemed figure, soared to prominence as an ex-Malaysian Karate athlete, clinching the GOLD Medal for Women's Individual Kata consecutively from 1988 to 1996. Her achievements include a SEA Games 1989 Gold in Women's Individual Kata and Silver in Team Kata in Kuala Lumpur, Malaysia. A trailblazer, Michelle ranked 5th globally in World Karate, Dubai 1990, and secured the Sabah Sports Woman Award twice. Beyond sports, she holds an Executive Master's degree in Beyond Economics from UTLM Malaysia. As Chairlady for Kelab Kecergasan Fizikal Fuze Sabah in 2017, she leads in physical fitness.

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MEET THE MASTERCLASS SPEAKERS

Dr. Ivy Heng

Founder & CEO, Watch Water (S) Pte Ltd, Singapore

Drops of Wisdom: Understanding the role of water in our world



Dr. Ivy Heng is a lifelong learner and passionate entrepreneur dedicated to creating meaningful change through education, wellness, and philanthropy. As the Founder and CEO of WW Plus Technik Holdings, she leads three core subsidiaries—Watch Water (S) Pte Ltd, delivering innovative water and wastewater solutions; Watch Family Pte Ltd, promoting health and wellness for families; and Watch Investments Pte Ltd, specializing in corporate lifelong learning, M&A, and strategic investments. With a mission to build 10,000 joyful families and bring happiness to every home, she seeks collaborative partnerships that unite health, education, and well-being to create lasting, positive change.

Prof. Dato' Sri Steve Yap

Chief Executive Officer, DSY Wellness International,
Kuala Lumpur, Malaysia

Nutritional & Functional Medical Approach to Managing Mental Health



Prof. Dato' Sri Steve Yap, a seasoned 72-year-old practitioner, boasts 22 years of clinical excellence with DSY Wellness, the first in Asia to merge with a NASDAQ-listed global wellness corporation. Armed with a Master's in Metabolic & Nutritional Medicine from the University of South Florida and another in Healthcare from the University of Oxford, he holds US fellowships in anti-aging, regenerative, and integrative cancer therapies.

Dr. h.c. Azeeza Jalaludeen

Founder & Managing Director,
Our SHINE GoGlobal, Singapore

Conscious Capitalism: Impact & Generational Wealth System



Dr. h.c. Azeeza is an award-winning visionary business leader with over 20 years of experience in transformation and people development. As the founder of SHINE GOGLOBAL, she has pioneered the Conscious Capitalism Framework from Asia, empowering SMEs in travel, tourism, and hospitality to scale globally and create generational impact. With 10,000+ hours of curated events and programs, she has influenced thousands of professionals and business leaders worldwide. A sought-after speaker, she has shared stages with global dignitaries, Stanford professors, Silicon Valley investors, and humanitarian leaders. Committed to revolutionizing business, travel, and impact, Dr.h.c. Azeeza continues to shape the future of conscious leadership and entrepreneurship.

MEET THE MASTERCLASS SPEAKERS



HOME/WORKSPLACE PILLAR EXPERTISE

Grandmaster Dr. Jes TY Lim

President & Founder, QiMag Global Institutes, Sabah, Malaysia

High Vitality Designs & Concept for Wellness Tourism Destinations

Grandmaster Dr. Jes Tyng Yee Lim is a globally renowned expert in preventive health, naturopathy, and quantum bio-energy Qigong medicine. As the Principal of Qi-Mag International Institutes, he has dedicated over 65 years to eradicating diseases and restoring holistic well-being. His groundbreaking innovations, such as Shen-Ion Harmonic Technology and ONE-Needle Quantum Pain Relief Acupuncture, have transformed natural health therapies. A bestselling author, his books on Feng Shui, Tao, and peak performance have sold over a million copies in nine languages. Through his Sustainable Wholistic Wellness Certification and certification for healthy buildings and living spaces, he continues to revolutionize health, homes, and workplaces worldwide.



ENVIRONMENTAL PILLAR EXPERTISE

Charis Saliun

Act. Sr. Manager, (Conservation & Biodiversity Unit) SAWIT Kinabalu Group, Sabah, Malaysia

Health & Wellbeing in Nature: Exploring the Hidden Gem of Kinabatangan - Sg. Pin Conservation Area

Charis Saliun, a native of Kg Bundu Tuhan, Sabah, holds a Master's Degree in Crop Production from Universiti Malaysia Sabah (UMS). He began his journey with Sawit Kinabalu in 2007 as an Agronomist, a role he held for 14 years before transitioning to the Conservation & Biodiversity Unit (CBU) in 2021 as its Manager. Even prior to his official transfer, Charis had been actively involved in conservation initiatives at the Sg Pin Conservation Area since 2010, under the Agricultural Research & Advisory Services (ARAS) Unit. Additionally, he has been an active member of the Incorporated Society of Planters (ISP) since 2011

AEI Wellness Sdn Bhd
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SWICE 2025
Sustainable Wholistic Wellness International Conference & Expo
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SUSTAINABLE WHOLISTIC WELLNESS TOURISM @ SABAH MALAYSIA

QiMag Wholistic Professionals PLT
(202204000291 (LLP0030557-LGN))

Time to Celebrate! Join us for

Borneo Excellence Wellness Tourism (BEWT) Gala Dinner

26TH JUNE 2025
THURSDAY, 07:00 PM

DRESS CODE:
BORNEO CULTURAL WEAR OR ACCESSORIES (OR A TOUCH OF IT)

GRAND BALLROOM
PACIFIC SUTERA HOTEL
KOTA KINABALU, SABAH, MALAYSIA

RM250.00/PAX

A night of Culture, Celebration & Connection!



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RM250.00/PAX

A night of Culture, Celebration & Connection!



Tentative Programme

6:30 PM – 7:00 PM

- GUEST & VIPS ARRIVAL & REGISTRATION

7:00 PM – 10:00PM

- ARRIVAL OF GUEST OF HONOUR (GOH)
- OPENING CULTURAL PERFORMANCE
- WELCOMING REMARKS BY GRANDMASTER DR. JES TY LIM, CHAIRMAN OF QI-MAG GLOBAL GROUP
- KEYNOTE ADDRESS BY GUEST OF HONOUR, MR. THONNY CHEE, CEO OF SRI PELANCONGAN SABAH SDN BHD.
- DINNER START
- CULTURAL AND WELLNESS PERFORMANCE
- BUSINESS SHARING & NETWORKING (GET-CONNECTED) SESSION
- LUCKY DRAW (1 SUPER GRAND PRIZE + 22 MYSTERY PRIZES)

10:00PM

- EVENT CONCLUDES



Emcee
Sherley Wong





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SWWICE2025 SABAH & SLE2025 WELLNESS & SMART LIFESTYLE EXPO (27th - 29th June 2025) KINABATANGAN HALL 1 & 2 @ SICC





This year, SWWICE is proud to collaborate with the Smart Lifestyle Expo (SLE) and has formed a strategic alliance with three other major event organisers - 22Cycle, Life+, Baby Festival - to co-host a major event from 27th to 29th June 2025 at SICC.

This collaborative effort brings together Sabah's homegrown event organisers in a united initiative to support local businesses, elevate them to the international stage, and create a vibrant, joyful experience for all visitors - while also maximising exposure and sales opportunities for all exhibitors.

SMART Lifestyle Expo
Kinabatangan Hall 1

SWICE
Sustainable Wholistic Wellness International Conference & Expo
swwice.com
Kinabatangan Hall 2

Baby Festival
Life REimagine Retirement
Kinabatangan Hall 3

22 Cycle
Promenade

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MEET THE GUEST OF HONOUR
SWWICE2025 SABAH & SLE2025 EXPO
(27th - 29th June 2025)



YB Datuk Ginger Phoong Jin Zhe

Minister of Industrial Development and Entrepreneurship Sabah, Malaysia

MEET THE GUEST OF HONOUR &
DIAMOND HONOUR PATRON
1st Decakila 3x3 Basketball Cup Tournament
(27th - 29th June 2025)



YBhg. Datuk Susan Wong

Guest of Honour



YBhg. Datuk Ram Singh

Diamond Honour Patron

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SWWICE2025 SABAH EXPO HIGHLIGHTS
Business Sharing & Demonstation

DAY 1 (Friday 27th June 2025)

- Awal Muharram Public Holiday

0800 - 1800 hours

- **1st Decakila Basketball Cup Tournament**

1000 – 2000 hours

- Official Opening Time For Public Visit
- Lucky Draw with Grab the Cash
- Expo Adventure - Visit & Chop
- Colour Pop

1100 - 1130 hours (Stage Area)

- **SWWICE2025 Sabah & SLE2025 Expo - Official Launch Ceremony** with **Guest of Honour (GOH), YB Datuk Phoong Jin Zhe, Minister of Industrial Development and Entrepreneurs Sabah**



1130 – 1230 hours

- Expo Walkabout with GOH

1400 - 1500 hours (Stage Area)

- **1st Decakila 3x3 Basketball** Tournament Cup 2025 **Official Launch Ceremony** with **Guest of Honour (GOH), YBhg. Datuk Susan Wong** & **Diamond Honour Patron, YBhg. Datuk Ram Singh**



1300 - 1930 hours - Workshops/Solutions Sharing (Stage Area)

- 1335 - 1350 hours (15 mins): **'Adaptique – Reshaping Fashion Business with a Shift Towards Inclusivity that Empowers People with Disabilities' by Prof. Dr. Thomas Ong, CEO from Nanotextile Sdn Bhd**



- 1710 - 1910 hours (120 mins): **GoGlobal Business Matching Sessions**

Note: This program is subject to change as necessary.

SWWICE2025 SABAH EXPO HIGHLIGHTS
Business Sharing & Demonstation

DAY 2 (Saturday 28th June 2025)

0800 - 1800 hours

- **1st Decakila Basketball Cup Tournament**

1000 – 2000 hours

- Official Opening Time
- Lucky Draw with Grab the Cash
- Expo Adventure - Visit & Chop
- Colour Pop

1015 - 1930 hours Workshops/Solutions Sharing (Stage Area)

- 1015 - 1055 hours (30 mins): **"Demystifying Hypnotherapy: Myths, Realities, and Mental Health" by Ms. Sheela Chandran, Hypnotherapist and Vice President of Malaysia Professional Hypnotherapy Association (MPHA)**



- 1105 - 1205 hours (60 mins): **Kelly Beauty Demo** by **GoGlobal Business Solutions**

- 1215 - 1245 hours (30 mins)**: Mr. Wilson Tok from Singapore, Psychologist & Practices QEEG, Licensed Practitioner ISF Neurofeedback of Delta Medisains (M) Sdn Bhd**



- 1300 - 1330 hours (30 mins): " **The Forgotten Nutrient - SILICA" by Ms. Winnie Lai, Senior Nutritionist of HiiMiSU Sdn Bhd**



Note: This program is subject to change as necessary.

SWWICE2025 SABAH EXPO HIGHLIGHTS
Business Sharing & Demonstation

DAY 2 (Saturday 28th June 2025)

0800 - 1800 hours

- **1st Decakila Basketball Cup Tournament**

1000 – 2000 hours

- Official Opening Time
- Lucky Draw with Grab the Cash
- Expo Adventure - Visit & Chop
- Colour Pop

1500 - 1600 hours (60 mins):
Decakila 3x3 Basketball Tournament Cup 2025

1015 - 1930 hours Workshops/Solutions Sharing (Stage Area)

- 1345 - 1400 hours (15 mins): **"Estate Planning Goes Beyond a Will; It Includes Living Trust" by Ms. Erica Chin, Legal Adsivor of Rightwill Sdn Bhd**



- 1400 - 1430 hours (30 mins): "**AUTISM: Effective Holistic, BioRegenerative Approaches" by Prof. Dato' Dr. Mike Chan, Founder and Chairman of European Wellness Centre (EWC)**



- 1510 - 1610 hours (60 mins): **GoGlobal Business Matching Sessions**

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Sustainable Wholistic Wellness Tourism

SWWICE2025 SABAH EXPO HIGHLIGHTS
Business Sharing & Demonstation

DAY 3 (Sunday 29th June 2025)

1000 – 1730 hours

- Official Opening Time
- Lucky Draw with Grab the Cash
- Expo Adventure - Visit & Chop
- Colour Pop

1015 - 1730 hours Workshops / Solutions Sharing & Final Lucky Draw (Stage Area)

- 1015 - 1215 hours (120 mins): **GoGlobal Business Matching Sessions on Holistic Healers, Trainers & Coaches and Wellness Tourism & Travel**



- 1430 - 1500 hours (30 mins): **"Reset in 5 Minutes" by Ms. Sheela Chandran, Hypnotherapist and Vice President of Malaysia Professional Hypnotherapy Association (MPHA)**



- 1330 - 1400 hours (30 mins): **St John Ambulance - CPR & Automated External Defibrillator (AED) Demonstration by Dr. Tioh Beng Siong**

- 1530 - 1600 hours (30 mins): **Spelling Bee - Open to All - Prize to Last One Standing RM50.00**

- 1630 - 1730 hours (90 mins)**: Final Lucky Draws (including 2x Kenny G Live Concert in Kota Kinabalu on 11th July 2025!)**

Note: This program is subject to change as necessary.

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SWWICE2025 SABAH EXPO HIGHLIGHTS

Official Collaborating Partner – Featuring Home and Workplace Solutions

The SMART Lifestyle Expo (SLE) is a premier event in Kota Kinabalu, Sabah, showcasing and highlighting the latest innovations in smart living under the Home / Workplace pillar of Sustainable Wholistic Wellness, offers attendees a glimpse into cutting-edge technologies and designs that enhance modern lifestyles. From advanced home automation systems to sustainable living solutions, SLE brings together industry leaders, innovators, and consumers to explore the future of smart living.

For more information, visit their official Facebook page: SMART Lifestyle Expo - SLE.

FEATURING BRANDS

Ortho Care Mattress
Trendshome Oppein
AUX Air Conditioner
Lorenzo Living Starts Here
Newtech Furniture Est 1985
Liang Furniture
Fenzo Perfect Home . Perfect Dining Set
Higold
HEXEN
Sharp
Midea
synergist Physiotherapy
Perabot Matahari
decakila
HG Homemart Group Sdn Bhd
Superlux Authorised Dealer
Squirrel
Jadever
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TOTAL Malaysia.my
Avenue
ELK-DeSA www.elk-desafurniture.com.my
Tapak Mewah
Lang Electrical
LikasVue Effortless Living, Well-Crafted
Perabot Seri Mewah
Lados
Heavenly Mattress
Asian Pac
Asian Pac Holdings Berhad At the Helm of Dynamic Developments
Duraflex
Blue Dots Your FreshNest Mattress Care
Chansier
Gallery Korea Decor The Interior Defines You!

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Sustainable Wholistic Wellness International Conference & Expo
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TOURISM @ SABAH MALAYSIA series (3rd ed.)

SABAH INTERNATIONAL CONVENTION CENTRE
Kota Kinabalu, Sabah, Malaysia

SABAH'S FIRST HOME-GROWN WHOLISTIC WELLNESS INTERNATIONAL EXPO

27 - 28 JUNE 2025 10am - 8pm
29 JUNE 2025 10am - 6pm

SWWICE2025 SABAH EXPO HIGHLIGHTS
Business Sharing & Demonstation

NANOTEXTILE

NanoTextile Sdn Bhd is Malaysia's first nanotechnology service provider for textiles, offering end-to-end solutions from R&D to commercialization. Founded in 2015, the company focuses on sustainable, functional textiles that are skin-safe and eco-friendly. Their mission is to drive innovation in the textile industry through advanced, value-added products.

HiiMiSU™
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秘密インテリジェントウォーター

HiiMiSU is a Malaysian wellness brand offering premium silica supplements made from pesticide-free Japanese rice husks. Its flagship product, Netramax®, supports overall health through bioavailable silica and essential minerals. Rooted in the philosophy of "Conscious Living," HiiMiSU promotes natural, holistic wellness.

EUROPEAN™ WELLNESS

European Wellness operates a global network of premier centers across Europe and Asia, offering advanced regenerative and biological medicine based on Swiss and German principles. Locations include Greece, Switzerland, Germany, Thailand, Vietnam, Malaysia, and Hong Kong. They provide cutting-edge treatments like cell therapy, aesthetic programs, detoxification, and personalized health management. The European Wellness Academy also offers professional training and collaborates on research, making it a leader in holistic health and regenerative medicine.

DELTA MEDISAINS

Delta Medisains established in 1993, is a leading Malaysian provider of advanced biomedical equipment and innovative medical solutions for government hospitals, private healthcare centres, and institutions. With over 30 years of experience and more than 350 completed projects, the company is known for its strong after-sales support, certified engineering team, and commitment to regulatory compliance (GDPMD, MDA). One of its key innovations is the ThinkFast Photobiomodulation Helmet, which uses near-infrared light therapy to enhance brain performance, improve sleep, and reduce inflammation.

GO GLOBAL ACCELERATOR

GoGlobal Accelerator is a program that helps startups expand globally through workshops, mentorship, and access to a worldwide network of investors and partners. With hubs in major innovation cities, it offers strategic support and resources for international growth.

ST. JOHN AMBULANS MALAYSIA

St. John Ambulance Kota Kinabalu is a volunteer-led organization providing first aid, emergency medical services, and public health training in Sabah. They focus on community outreach and life-saving education to enhance local health and safety.

RightWill
WHERE SIMPLICITY MEETS SECURITY

RightWill is a Malaysian estate planning platform that simplifies will creation and trust services. Established in 2023, it offers fast, affordable, and legally valid will-writing in under 60 minutes. With customizable packages, professional legal support, and partnerships with licensed trust companies, RightWill ensures a secure and convenient estate planning experience.

SWWICE2025 SABAH EXHIBITOR

Soul Pillar

Mental/Emotional Pillar

Body Pillar

22 Cycle

SWWICE2025 SABAH EXHIBITOR

Auric / Frequencies Pillar

thiallan bioherbs

EASTBAY WELLNESS

Air Pillar

SMART Lifestyle Expo

Water Pillar

九吉公

Food / Nutrition Pillar

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SCCC
沙巴中国总商会女企
SABAH CHINA CHAMBER OF COMMERCE WOMEN ENTREPRENEURS

SWWICE2025 SABAH EXHIBITOR

People / Relationship Pillar



Home / Workplace Pillar



Environment Pillar



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Sustainable Wholistic Wellness Tourism

SWWICE EXPO LAYOUT



SMART Lifestyle Expo

SWICE™
Sustainable Wholistic Wellness International Conference & Expo
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Life REimagine Retirement
Baby Festival

Official Opening Time:
27th - 28th June 2025
1000 - 2000 hours

29th June 2025
1000 - 1800 hours

SWICE

Sustainable Wholistic Wellness International Conference & Expo

swwice.com

3rd edition

Official Venue :

SABAH INTERNATIONAL CONVENTION CENTRE

Kota Kinabalu, Sabah, Malaysia

KINABATANGAN HALL 2

EXPO Hour :

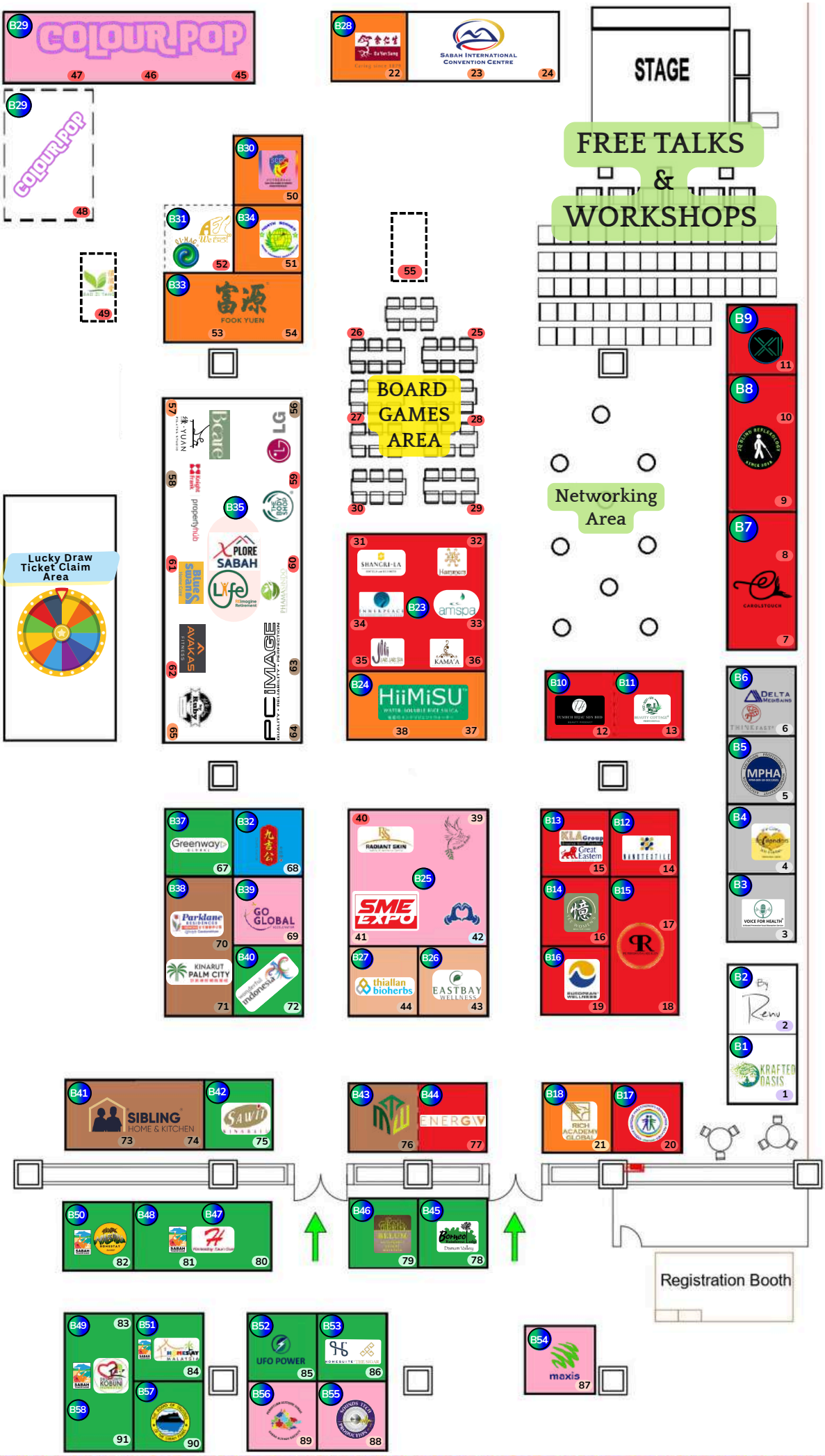
27 JUNE 2025

28 JUNE 2025

10am - 8pm

29 JUNE 2025

10am - 6pm



LIST OF EXHIBITORS

Exhibitor Number	Booth No.	Exhibitors	Wholistic Wellness Pillar
B1	1	Krafted.Oasis	Soul Pillar
B2	2	Byrenu Candles	Soul Pillar
B3	3	Voice For Health	Mental / Emotion Pillar
B4	4	Befrienders Malaysia	Mental / Emotion Pillar
B5	5	MPHA	Mental / Emotion Pillar
B6	6	Delta Medisains	Mental / Emotion Pillar
B7	7 / 8	CarolTouch	Body Pillar
B8	9 / 10	JQ BLIND REFLEXOLOGY	Body Pillar
B9	11	22Cycle	Body Pillar
B10	12	Tumbuh Hijau Sdn Bhd	Body Pillar
B11	13	Beauty Cottage Professional	Body Pillar
B12	14	Nanotextile	Body Pillar
B13	15	Kristy Lau Agency	Body Pillar
B14	16	Yee Women's Healthy Care	Body Pillar
B15	17 / 18	Rehan Collection	Body Pillar
B16	19	European Wellness	Body Pillar
B17	20	EMPAM	Body Pillar
B18	21	Rich Academy Global	Food / Nutrition Pillar
	23 / 24	SICC Pop-Up Cafe	Food / Nutrition Pillar
	25 / 26 / 27 / 28 / 29 / 30	Board Games Area	People / Relationship Pillar
B23 AMSPA	31	Shangri-la Hotel & Resorts	Body Pillar
	32	Hammam	Body Pillar
	33	AMSPA	Body Pillar
	34	Innerpeace Spa Consultancy . Academy	Body Pillar
	35	Jari Jari Spa	Body Pillar
	36	KAMA'A	Body Pillar
B24	37 / 38	Hiimisu Sdn Bhd	Food / Nutrition Pillar
B25 SME Expo	39	Kasih Kurnia	People / Relationship Pillar
	40	Radiant Skin	Body Pillar
	41	SET-SME Expo	People / Relationship Pillar
	42	ENAGIC AND AFC	Water / Beverages Pillar
B26	43	Eastbay Wellness	Auric Field / Frequency Pillar
B27	44	Thialan Bioherbs	Auric Field / Frequency Pillar
B28	22	Eu Yan Sang	Food / Nutrition Pillar
B29	45 / 46 / 47 / 48	ColourPop	People / Relationship Pillar
	49	保滋堂	Food / Nutrition Pillar

Exhibitor Number	Booth No.	Exhibitors	Wholistic Wellness Pillar
B30	50	SCCCWE	Food / Nutrition Pillar
B31	52	AEI Wellness / QiMag Wholistic	People / Relationship Pillar
B32	68	JiuJiGong Malaysia	Water / Beverages Pillar
B33	53 / 54	Fook Yuen	Food / Nutrition Pillar
B34	51	NBHGAS	Food / Nutrition Pillar
	55	VicAn Boxing Area	Body Pillar
B35 Xplore Sabah Life+	56	LG	Home / Workplace Pillar
	57	Bcare & Yuan	Food / Nutrition Pillar
	58	Knight Frank | PropertyHub	Home / Workplace Pillar
	59	The Body Shop	Body Pillar
	60	Phamasindo	Body Pillar
	61	BlueSwans	Body Pillar
	62	Avakas	Body Pillar
	63	PC Image	Home / Workplace Pillar
	64		
	65	Hot & Spicy by Ruby	Food / Nutrition Pillar
B37	67	Greenway	Environment Pillar
B38	70 / 71	WSG Group	Home / Workplace Pillar
B39	69	GoGlobal	People / Relationship Pillar
B40	72	Ministry of Tourism of The Republic of Indonesia	Environment Pillar
B41	73 / 74	Sibling Home and Kitchen	Home / Workplace Pillar
B42	75	Sawit Kinabalu Group	Environment Pillar
B43	76	Treatme Wellness	Home / Workplace Pillar
B44	77	Energiv	Body Pillar
B45	78	Borneo Nature Tours Sdn Bhd	Environment Pillar
B46	79	Belum Rainforest Resort	Environment Pillar
B47 / B48	80 / 81	Homestay Taun Gusi - STB CoBT	Environment Pillar
B50	82	Tanak Nabalu Homestay - STB CoBT	Environment Pillar
B49 / B58	83 / 91	Homestay Desa Cinta Kobuni - STB CoBT	Environment Pillar
B51	84	Sunsuron Homestay - STB CoBT	Environment Pillar
B52	85	SW Green Energy Technology Sdn Bhd	Environment Pillar
B53	86	Homesuite' Sdn Bhd	Environment Pillar
B54	87	Rockmastro - Maxis	People / Relationship Pillar
B55	88	Sounds Tech	People / Relationship Pillar
B56	89	Sabah Autism Society	People / Relationship Pillar
B57	90	Sabah Park	Environment Pillar

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SWWICE2025 SABAH HIGHLIGHT



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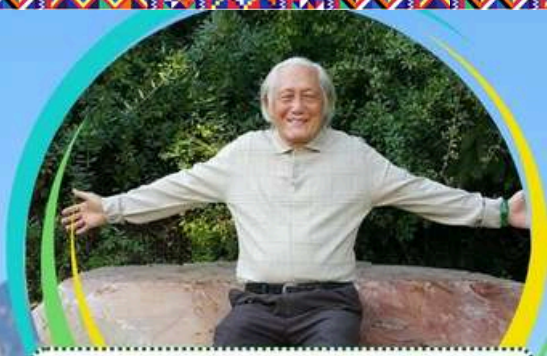
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1st – 3rd JULY 2025

3 DAYS 2 NIGHTS

Only In SABAH



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- Higher clarity in emotional senses and maturity quality (Emotional & Maturity Quality (EMQ));
- Further improved self-love and compassionate senses for all living being (Love & Compassion Quality (LCQ));
- Enhanced intuition & Creativity;
- Enhanced mental clarity and rationality (Intellectual & Rational Quality (IRQ)).

Day 1 (Lunch / Dinner)

Theme : Feel & Experience the Spirit of Mt. Kinabalu.

Theme : Connect to Nature & Converse with Plants.

Theme : 6 Senses, Experiences & Awareness.

Theme : Live to 150 years!

Day 2 (Breakfast / Lunch / Dinner)

Theme : Immerse into the Multi-Native Cultures & Life of Sabah, North Borneo.

Theme : Rejuvenate, Re-energize & Longevity Immersion of a Lifetime - First in the World!

Theme : Nature's Gifts for All & Feast on Natural Food & Nutrition for Healthier Body

Day 3 (Breakfast)

Theme : Walk & Live Casual and Freely Like Sabahan.

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SABAH . BORNEO



A Clearer Malaysia Begins in the Mind: Julian Leicester Calls for National Mental Clarity Revolution

Kuala Lumpur, Malaysia – In an era of rapid progress and rising pressures, Malaysia must now champion not only physical infrastructure, but also the infrastructure of the mind, says Subconscious Specialist and Chairman of the Malaysian Professional Hypnotherapy Association (MPHA), Julian Leicester.

"Malaysia is filled with talent and vision, but potential without mental resilience becomes stress," Leicester said. "It's time to move from reactive mental health strategies to proactive mental clarity."

Having worked with top athletes, multinational corporations, and government and NGO agencies, Leicester emphasizes the importance of subconscious mastery and mental fitness as tools for national transformation. He calls for subconscious performance practices—such as proactive mental clarity training, emotional resilience, focusing exercise, and inner calm—into schools, leadership development, and civil service frameworks.

"We've taught Malaysians how to code and construct. Now we must teach them how to concentrate."

Leicester urges national stakeholders to shift mental health conversations beyond stigma management and into nation-building clarity—where children learn focus, professionals lead with composure, and every Malaysian is equipped to perform under pressure with a calm, confident mind.

"This is not a soft issue," he added. "It's a national growth imperative."

The movement aligns with Malaysia's Madani values of dignity, sustainability, and excellence—by cultivating the most powerful engine for success: a clear, focused, healthy mind.

The future is not just built in Putrajaya or Parliament. It's built in the quiet choices we make every day—starting from within.

For more information or interviews, contact: Julian Leicester, Subconscious Specialist, Mental Health Strategist www.hypno-station.com +6012-389 1552

Julian Leicester

CEO, Author, Consultant.
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DELTA MEDISAINS

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This activity promotes body fitness and enhances physical reflexes.



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Petra Riedesser
Peter Krötz

Who we are

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With our expertise, we can advise private and business clients and ensure successful living spaces. As a master's degree, it is important for us to pass on knowledge. That is why we train in various areas.

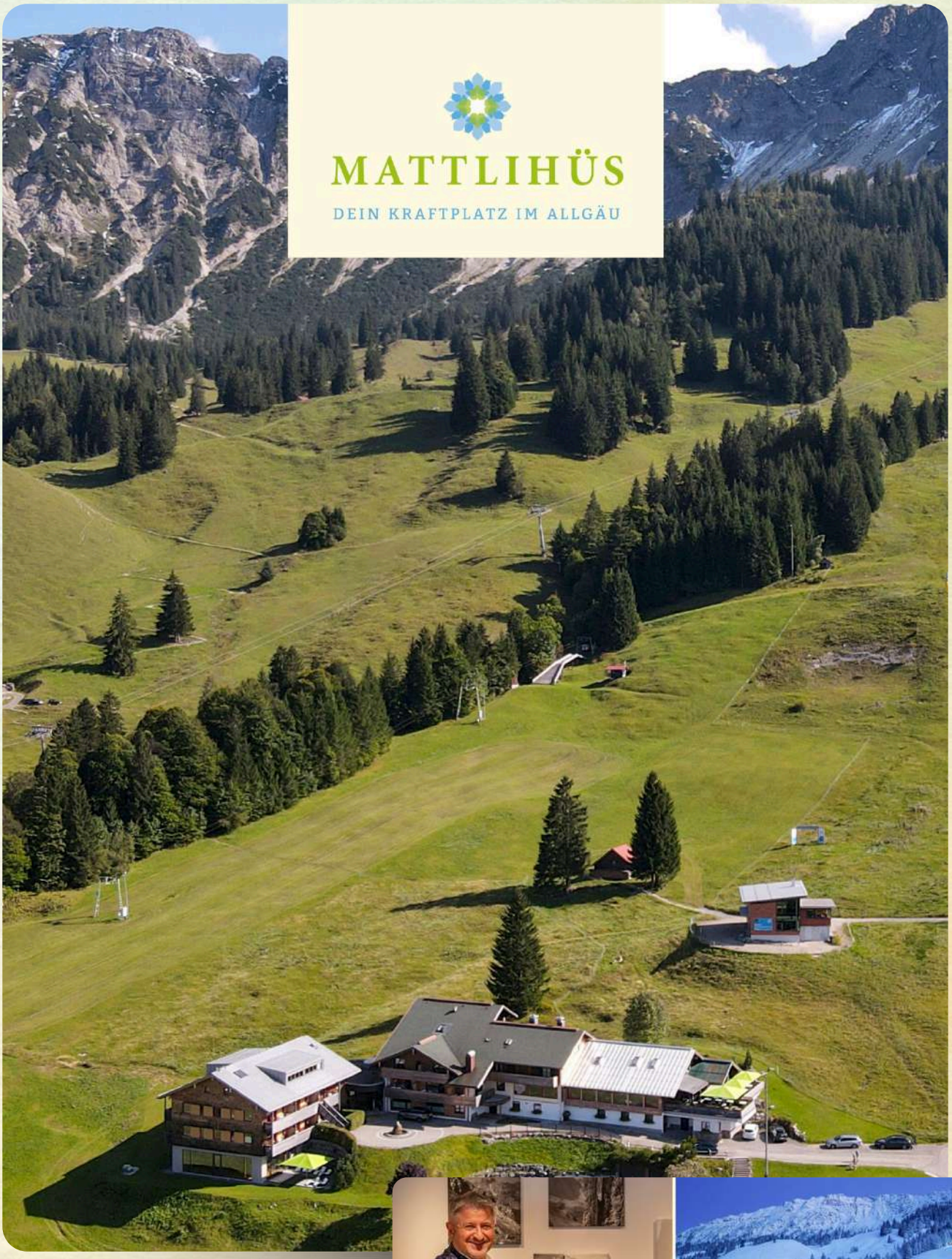
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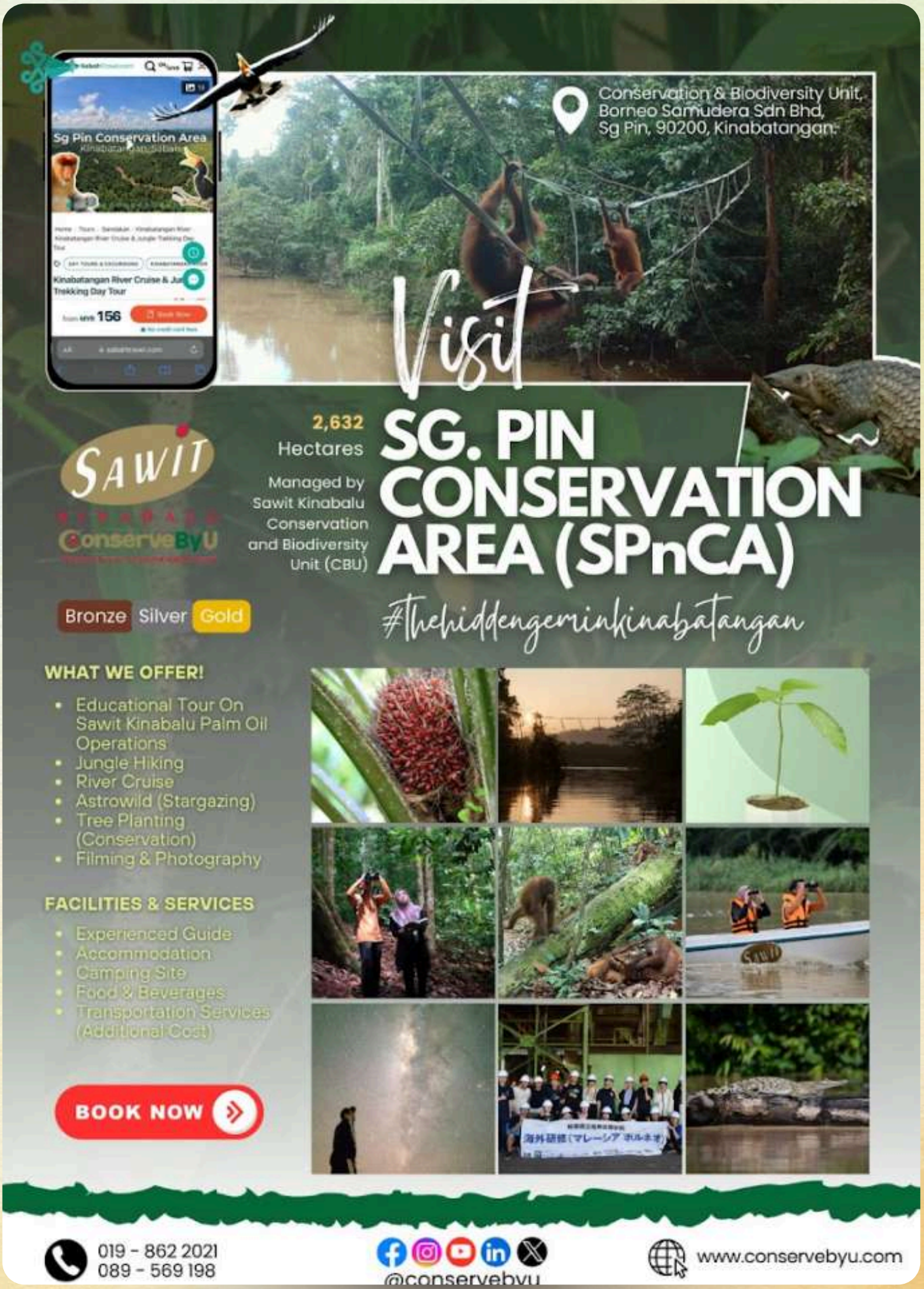


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100-DAY MENTAL HEALTH & SUSTAINABLE WHOLISTIC WELLNESS CAMPAIGN ('LETTING GO OF THE PAIN' TALKS)























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100-DAY MENTAL HEALTH & SUSTAINABLE WHOLISTIC WELLNESS CAMPAIGN (ENERGY HEALTH TALKS)























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Sustainable Wholistic Wellness Tourism

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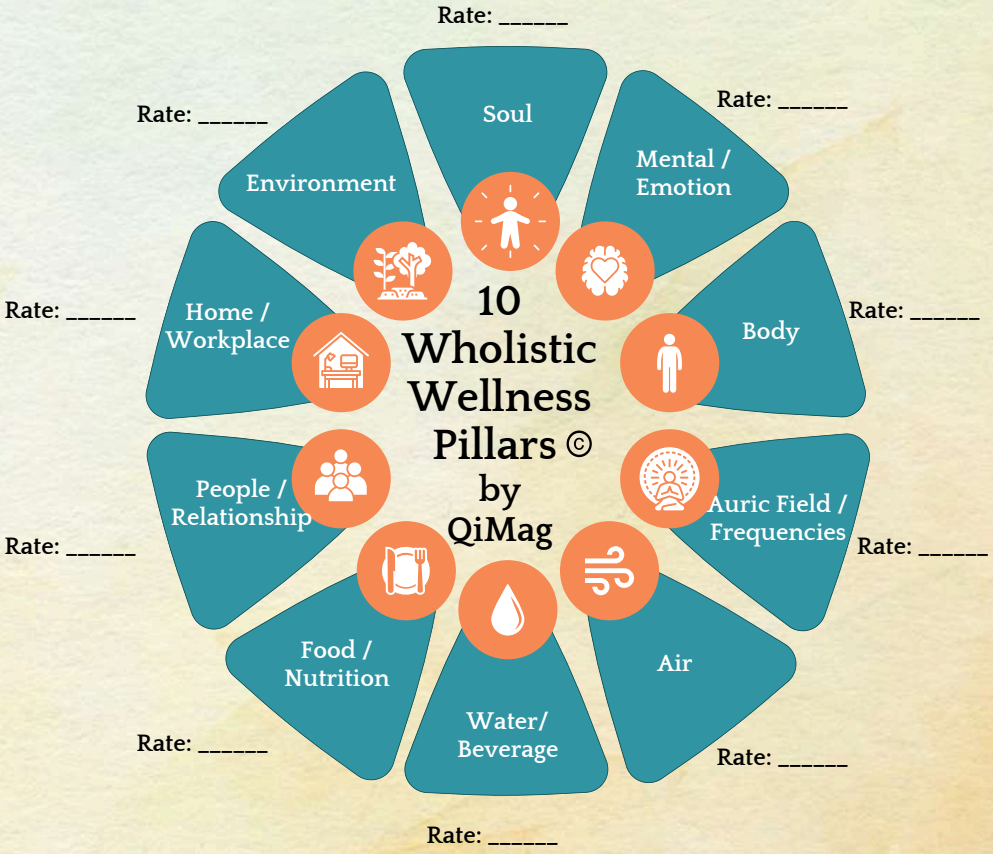
Self Assessment for Application of 10 Sustainable Wholistic Wellness Pillars for Tourism & Hospitality

Is your Hotel, Resort, or Wellness centre aligned with the Sustainable Wholistic Wellness Pillars?

Take a moment to assess your current status using the quick checklist below. Simply assign a rating to each pillar based on the guided system, then total your score to determine your overall percentage (%)!

Rating Scale:

- 0 - Not implemented / Unfamiliar with the purpose of this pillar
- 3 - Minimal wellness offerings / Limited understanding of the pillar
- 5 - Basic wellness offerings in place / General awareness of the pillar
- 7 - Adequate wellness offerings / Solid understanding of the pillar
- 10 – Comprehensive wellness offerings / Fully integrated and deeply understood



Your own rating: _____
(date:)

Your own rating: _____
(date:)

Now you know where you stand - take the next step toward enhancing your wellness offerings!

If you're unsure where to start, don't hesitate to connect with a wellness expert for guidance.

We hope this self-assessment was helpful. Feel free to share it with others - whether for serious evaluation or just for fun!

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THANK YOU FROM ALL OF US!
WE'RE HAPPY TO IMPROVE FURTHER, PLEASE SHARE YOUR FEEDBACK WITH US!

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