HERBAL ASIA 2026 — Online Conference Programme | 17 & 18 November 2026
Theme: *Exploring an Untapped Market — Herbal Resilience: Healing in a Changing World*
Core Pillars: EMPOWER · INNOVATE · TRANSFORM
All times in MYT (UTC+8) | Time : 9.am – 5.30pm | Platform: WEBEX

🗓️ DAY 1 — FOUNDATIONS, OPPORTUNITY & GLOBAL ACCESS

Time	Session	Full Topic	Pillar
09:00–09:25	Speaker 1	**Herbal Resilience in Times of Global Crisis** How natural products meet rising demand for health & self-care amid climate change, conflicts, disasters, and environmental shifts ***Opening Keynote by : Hajah Safina Yaakob,*** *Founder Herbal Asia Trade Show & Conference* *CEO, Future Forest International*	TRANSFORM
09:25–09:50	Speaker 2	**Herbology & Future Careers: Your Pathway to Career Opportunities** Global Trends in the Herbal & Natural Sector — From Education to Impact in Science, Healthcare, Innovation, Beauty, Gastronomy, Tourism and Sustainable Trade ***Speaker : Assoc. Prof . Ir.Ts. Dr. Rosnani Hasham*** *Director of the Institute of Bioproduct Development at Universiti Teknologi Malaysia*	EMPOWER
09:50–10:15	⭐	**Sponsor Highlights & Branding Video**	—
10:15–10:40	Speaker 3	**Media & Truth: Educating Consumers, Building Trust** — Responsible Communication in Natural Health ***Speaker : Datuk P. Kamalanathan*** *Chairman & Founder, Public Relations Practitioners Society of Malaysia* *Former Deputy Minister of Education, Malaysia*	EMPOWER
10:40–11:05	Speaker 4	**Innovation & Technology** Advances in cultivation, processing, formulation and science - revolutionizing plant medicine **Speaker : Dr. Hesham El-Enshasy** *Director, Innovation Centre in Agritechnology for Advanced Bioprocessing (ICA), Universiti Teknologi Malaysia (UTM)*	INNOVATE

Time	Session	Full Topic	Pillar
11:05–11:30	Speaker 5	**Market Dynamics & Trade** Global & regional trends, untapped opportunities, market access and cross-border growth ***Speaker : Michelle Thatcher*** *Chief Executive Officer, U.S. Green Chamber of Commerce*	TRANSFORM
11:30–12:00	Speaker 6	**Sustainability & ESG** Responsible sourcing, ethical production, certification standards and green economy alignment ***Speaker : Dr.Wesam Al Madhoun*** *Founder, Global Ambassadors of Sustainability (GAoS), Riyadh Saudi Arabia*	TRANSFORM
12:00–13:30	🍽️ ⭐	Lunch Break + Sponsor Videos & Branding	—
13:30–13:55	Speaker 7	**Tradition, Culture & Biodiversity** The vital role of culture, heritage, traditional knowledge and biodiversity conservation in the medicinal plant sector ***Speaker : Prof. Madya Dr. Fatimah Salim*** Director and Senior Fellow Atta-ur-Rahman Institute for Natural Product Discovery (AuRIns) , Universiti Teknologi MARA	TRANSFORM
13:55–14:20	⭐	Sponsor Highlights & Branding Video	—
16:30–17:30	PANEL 1	**Prescription & Plants: The Rise of Integrative Healthcare in Medical Tourism** ***Description:*** *Medical tourism is evolving - patients now seek not just treatment, but recovery, prevention, and lasting vitality. Leading hospitals are responding by integrating herbal medicine, traditional therapies, and plant-based wellness into their core offerings. We examine this powerful convergence: how herbal wellness is reshaping healthcare experiences, what standards are needed, and the massive untapped potential for destinations that combine world-class medicine with time-honoured natural healing.* *Challenge, Opportunity & Success Story* **Moderator : Amirul Azman Ahmad** *Trade Commissioner / Commercial Council Matrade Sao Paulo, Brazil*	TRANSFORM

Time	Session	Full Topic	Pillar
		Panelist: 1. **Dato' Dr. Mohamed Razip Hasan,** *Former Director General of Islamic Tourism Centre (ITC) & Deputy Director General of Tourism Malaysia* *2.* **Haji Zakaria Moh Nani** *Former Director of Corporate Communications Tourism Malaysia* *3.* **Sheren Azli** *Former Chief Marketing Officer KPJ Healthcare Berhad*	
17:30–17:45	📝	Day 1 Recap & Key Takeaways	—
7:45–18:00	⭐	Sponsor Highlights & Closing Branding	—

📅 DAY 2 — INNOVATION, QUALITY & NEW FRONTIERS

Time	Session	Full Topic	Pillar
09:00–09:25	Speaker 8	**Thriving, Not Just Surviving** Ensuring Quality, Safety and Efficacy in plant-derived and botanical-based offerings, unlocking Longevity - Economy Opportunities in Healthy Ageing and Sustainable Vitality ***Speaker : Assoc. Prof .Ts. Dr. Harisun Yaakob*** *Lecturer and Research Fellow of Institute of Bioproduct Development, Universiti Teknologi Malaysia*	TRANSFORM
09:25–09:50	Speaker 9	**Availability, Accessibility, Safety & Quality Assurance** — Securing Supply, Ensuring Standards, Building Trust in Herbal & Natural Goods ***Speaker: Dr. Morgan Carroll*** *Founder, Motra Botanical Products*	EMPOWER

Time	Session	Full Topic	Pillar
09:50–10:15	⭐	**Sponsor Highlights & Branding Video**	—
10:15–10:40	Speaker 10	**From Treatment to Transformation** Beyond the Hospital-Building Plant-Based Wellness Destinations That Create Local Economic Value - Where Herbal Heritage Meets Community-Based Tourism. Case Study: Home of Rooibos, South Africa ***Speaker : Mr. Richard Julius*** *Board and Strategic Advisor, China–Africa Growth Strategist* *Vice President of the China Africa Meaningful Tourism Partnership*	TRANSFORM
10:40–11:05	Speaker 11	**Rooted in Wellness :** The Medical Tourism Revolution Integrating Plant-Based Solutions into Sustainable Healthcare ***Speaker : Dr. Reza Soltani*** *President Institute of Tourism Brussels,* *Brussels Region, Belgium*	TRANSFORM
11:05–11:30	Speaker 12	**AI & Digital Innovation :** Advancing Research, Guiding Smart Solutions for a Sustainable Future Technology That Honours Tradition — Accelerating Impact Through Responsible Human-Led Innovation ***Speaker : Abdul Rahman Al Ashraf*** *AI & Digital Transformation Expert, Ex-Porche & Berenberg Award-Winning Tech Entrepreneur*	INNOVATE
11:30–12:00	Speaker 13	**Defining Premium:** The Seven Pillars of Trusted Nutraceutical Ingredients. Identity · Standardization · Evidence · Purity · Traceability · Regulatory Readiness · Reliability ***Speaker : Dr. Prabodh Satyal*** *Chief Scientific Officer* *Aromatic Plant Research Center, Utah, USA*	INNOVATE
12:00–13:30	🍽️	Lunch Break + Sponsor Videos & Branding	—
13:30–13:55	Speaker 14	**The Halal Advantage:** A Gateway for Herbal & Natural Ingredients, Empowering Industry, Building Trust - Accessing Untapped Global Markets ***Speaker : Mr. Hairol Ariffein Sahari*** *Deputy Director* *Halal Industry Development Center at Shenzhen Institute of Economic Development Center*	EMPOWER

Time	Session	Full Topic	Pillar
13:55–14:20	⭐	Sponsor Highlights & Branding Video	—
16:30–17:30	PANEL 2	**Big Brands Go Natural: Genuine Transformation, Clever Marketing — or a Better Future?** **How Sustainable Sourcing Redefines Purpose, Profit & Partnership** ***Description:*** *Why are global brands embracing herbal and natural ingredients?* *Is this a meaningful shift or simply smart marketing?* *How do we justify sustainable sourcing not just as an ethical choice, but as the foundation of authentic, impactful CSR programmes that deliver real value?* *Beyond compliance, how does responsible sourcing empower communities, create real opportunities, and build lasting trust?* *This session explores how brands can move beyond claims to build genuine impact — where sustainable practices become the heart of corporate responsibility, local producers gain fair opportunities, and business success aligns with heritage, people, and our planet.* **Moderator : Jessy Chahal** *TV Anchor & Broadcast Journalist* **Panelist:** 1. **Ms. Chan Quin Er** *Advocate & Solicitor, Partner, Marcus Tan & Co* *Board Director, Star Media Group* 2. **Himanshu Bhatt** *Managing Editor, The Sun Malaysian Paper* *Sun Media Corporation Sdn Bhd* 3. **Dr. Sharifa Shahreen Syed Sultan Ahmed** *Vice President of Healthcare* *Malaysia Healthcare Travel Council (MHTC)*	TRANSFORM
17:30–17:45	📝	Day 2 Recap & Key Takeaways	—
17:45–18:00	⭐	Closing Branding	—

Note : Programme subject to change. The latest and most current version will be published on our website. Please check regularly for updates. @ 12 November, 2026