

SUPPORT MESSAGE BY

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SECRETARY GENERAL,
MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA (MOTAC)



Tourism's growing reliance on digital systems has made cybersecurity, resilience and trust increasingly important. Platforms supporting reservations, payments and visitor services handle sensitive information and transactions that must be protected to maintain the confidence of travellers and tourism businesses.

For Malaysia, digitalisation presents significant opportunities to strengthen the tourism industry. Artificial intelligence, data-driven services and emerging technologies can improve destination management, enrich visitor experiences and help tourism businesses operate more efficiently. Realising these benefits, however, requires confidence in the systems that support them. Travellers must be assured that their personal information and transactions are protected, while businesses and government agencies must be equipped to manage the risks arising from greater digital connectivity.

As Malaysia advances the Visit Malaysia 2026–2027 campaign, artificial intelligence, data-driven services and emerging technologies offer significant opportunities to enhance destination management, enrich visitor experiences and improve business efficiency. These benefits, however, must be supported by secure, reliable and resilient digital infrastructure.

CyberDSA 2026 reflects these priorities through its theme, “Advancing Secure AI, Strengthening Digital Trust, and Safeguarding Data Sovereignty.” The event also strengthens Malaysia’s business events landscape by attracting international organisations, decision-makers, industry professionals and technology leaders, while generating economic activity across hospitality, aviation, transportation, retail and other tourism-related sectors.

I warmly welcome all international delegates to Malaysia and encourage you to take the opportunity to discover our rich cultural heritage, diverse cuisine, natural beauty and renowned Malaysian hospitality.

On behalf of the Ministry of Tourism, Arts and Culture Malaysia (MOTAC), I wish the organizers, partners, exhibitors, delegates and participants a productive and successful CyberDSA 2026. To our international guests, Selamat Datang ke Malaysia. May your participation be fruitful and your visit to Malaysia truly memorable.



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Looking ahead, CyberSecurity Malaysia remains committed to supporting a secure, trusted, and inclusive digital environment. Working with partners across government, industry, and academia, we will continue to support digital transformation while ensuring cybersecurity remains a core priority.

I look forward to welcoming delegates, exhibitors, partners, and industry leaders to CyberDSA 2026. Together, we can strengthen collaboration, encourage innovation, and advance cyber defence and security across the region for the years ahead.

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**CYBER
DSA 2026**
5 - 7 OCT 2026 | MITEC, KUALA LUMPUR



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