General

UMPSA organises AI Generation Festival 2025 (AIGenFest2025) to spark digital transformation through generative artificial intelligence

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CYBERJAYA, 25 May 2025 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), through the Centre of Excellence for Advanced Industrial Technology in collaboration with Gig Venture, successfully organised the AI Generation Festival (AIGenFest2025) on 24 and 25 May 2025 at Rekascape, Cyberjaya.

The two-day programme was officiated by UMPSA Vice-Chancellor, Professor Dr. Yatimah Alias.

The Deputy Vice-Chancellor (Research and Innovation), Professor Ts. Dr. Aida Mustapha, was also present as an invited panellist and guest of honour at the event.

AIGenFest2025 brought together participants from diverse backgrounds, including the artificial intelligence (AI) community, entrepreneurs, industry representatives, government agencies, academics, and local as well as international students.

According to Professor Dr. Yatimah Alias, the organisation of this programme is highly significant in supporting the UMPSA30 Strategic Plan which aims to position UMPSA as a leading university in cutting-edge technology, especially in AI.

“We want to cultivate a culture of AI technology among society and industry, thereby enhancing the competitiveness and capability of local researchers and academics in exploring the potential of generative artificial intelligence,” she said.

Among the main highlights of the festival were the AI Forum, AI Talk, and AI Spotlight, which not only served as platforms for knowledge exchange but also played a role as catalysts for digital transformation, sustainable innovation, and collaborative networking between the academic and industry sectors.

A total of 22 speakers from various professional backgrounds shared their experiences and guidance on using AI to improve their work productivity.

Various forum sessions, interactive workshops, and technology demonstrations were also held to provide participants with the opportunity to understand current trends in AI development and to build strong professional networks.

The programme also supports the national policy on technology and innovation development, in line with the government’s aspiration to make Malaysia a leader in digital technology in the region.

The organisation of AIGenFest2025 demonstrates UMPSA’s commitment, through the Centre of

Excellence for Advanced Industrial Technology, to leading the ‘Technology for Society’ mission, strengthening synergy between the university, industry, and community for a more sustainable and high-tech future.

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