



**BUSINESS IT ARCHITECTURE
CONFERENCE 2026**

ARCHITECTING THE AI-DRIVEN TRANSFORMATION



**St. Giles Boulevard Hotel
Mid Valley, Kuala Lumpur**



6 October 2026



AI INNOVATION



BUSINESS IMPACT



FUTURE READY



ARCHITECT COMMUNITY

ORGANISED BY



(Malaysia Chapter)



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ABOUT BITAS

The Business IT Architecture Series (BITAS) is the flagship leadership platform of the IASA Malaysia Chapter, bringing together business executives, C-suite leaders, enterprise architects, technology strategists, digital transformation leaders, AI practitioners, and decision-makers to shape the future of business and technology.

Through a series of executive conferences, leadership roundtables, and hands-on masterclasses, BITAS provides a collaborative platform for thought leadership, knowledge sharing, and practical learning. Participants gain valuable insights from industry experts, real-world case studies, and peer discussions, enabling them to align business strategy, Enterprise Architecture, and emerging technologies to accelerate sustainable business transformation.

The IASA Malaysia Chapter, the organiser of the Business IT Architecture Series (BITAS) Malaysia, is a registered non-profit professional association dedicated to advancing the Business and IT Architecture profession in Malaysia. As part of the global IASA community, it supports a network of approximately 3,000 IASA-certified architects and collaborates with strategic partners, including the Ministry of Science, Technology and Innovation (MOSTI), Malaysia Digital Economy Corporation (MDEC), and the Malaysian National Computer Confederation (MNCC), to develop future-ready architecture professionals and strengthen Malaysia's digital transformation ecosystem.





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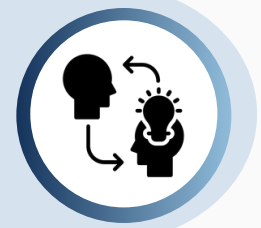


EVENT HIGHLIGHTS

Learn from global thought leaders through real-world AI and enterprise transformation success stories.



Align AI initiatives with business strategy, Enterprise Architecture, and measurable business outcomes.



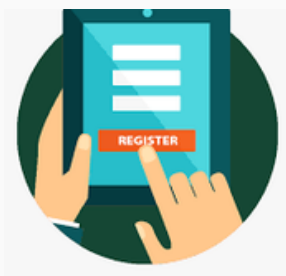
Gain practical frameworks for AI governance, enterprise architecture, and sustainable transformation at scale.



Build future-ready capabilities through expert-led masterclasses and internationally recognised certifications.



Connect with C-suite executives, enterprise architects, and transformation leaders to exchange insights.



BITAS Executive Roundtable registration starts at 8.00am
BITAS Conference registration starts at 9.00am





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EXECUTIVE ROUNDTABLE: Drive AI Maturity for Sustainable Transformation

An exclusive invitation-only roundtable for C-suite executives and transformation leaders to exchange insights on building AI maturity, aligning AI with business strategy, and driving sustainable enterprise transformation through effective governance, architecture, and leadership.

WHO SHOULD ATTEND:

C-level executives such as CEO, CIO, CTO, COO, CDO, CINO, CSO, Transformation Leaders, and Business decision-makers who play key roles in shaping the organisational strategic direction, innovation, and digital transformation within their organisations.

BITAS CONFERENCE: Architecting the AI-Driven Transformation

The flagship BITAS Conference features international keynote speakers, industry thought leaders, customer case studies, and expert panel discussions that explore how Enterprise Architecture enables successful AI-driven transformation. Gain strategic insights into AI strategy, Business and Enterprise Architecture, AI governance, digital operating models, intelligent enterprises, and proven transformation success stories from leading organisations.

WHO SHOULD ATTEND:

- **C-Level Executives** – CEOs, CIOs, CTOs, CSOs, CDOs, and Transformation Executives.
- **Business & Technology Leaders** – Directors and Heads of Enterprise Architecture, IT, Digital, Innovation, Strategy, and Transformation.
- **Business & Technology Architects** – Enterprise, Business, Solution, Software, Data, Infrastructure, and AI Architects.
- **Technology Professionals** – Project Managers, Developers, Engineers, and Integration Specialists.
- **Business Stakeholders & Sponsors** – Leaders driving strategic transformation and AI initiatives.



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PROGRAMME

TIME

BITAS EXECUTIVE ROUNDTABLE 2026

8:00am

Registration (Breakfast will be served)

8:30am

**Discussion Topic:
Drive AI Maturity for Sustainable Transformation**

**BITAS Conference 2026:
Architecting the AI-Driven Transformation**

9.00am

Registration

10:00am

**Welcome Address
Speaker: Malaysia Chapter**

10:20am

**Keynote 1: Architecting the AI-Driven Transformation:
From AI Vision to Successful Enterprise Transformation**

10:50am

**Keynote 2: The Architect’s Imperative: Making AI Work
for the Enterprise**

11:20am

**Panel Discussion 1: Is Enterprise Architecture Ready
for Autonomous AI?**



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PROGRAMME

12:00pm - 1.30pm

Lunch Break & Networking

1:45pm

**Topic 1: From AI Governance to Agentic Intelligence:
Building Future-Proof Enterprises
with SAP LeanIX**

2.45pm

Topic 2: EA Success Story

3.15pm

Tea Break & Networking

3.45pm

**Topic 3: Architecting Business Transformation for AI
Adoption**

4.20pm

**Panel Discussion 2: “Innovation and Organisational
Alignment — Can Organisations
Achieve Both?”**

5.00pm

End of Conference



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Organised by:



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Sponsored by:



Supported by:



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