



World Sleep Day®

★★★ (Make Sleep Health a Priority) ★★★

睡得好 健康的 **先决条件**

» WORLD SLEEP DAY @AMLIFE

Delegate: Mr. Lew Mun Yee

Affiliations: Am Life International Sdn. Bhd., Malaysia

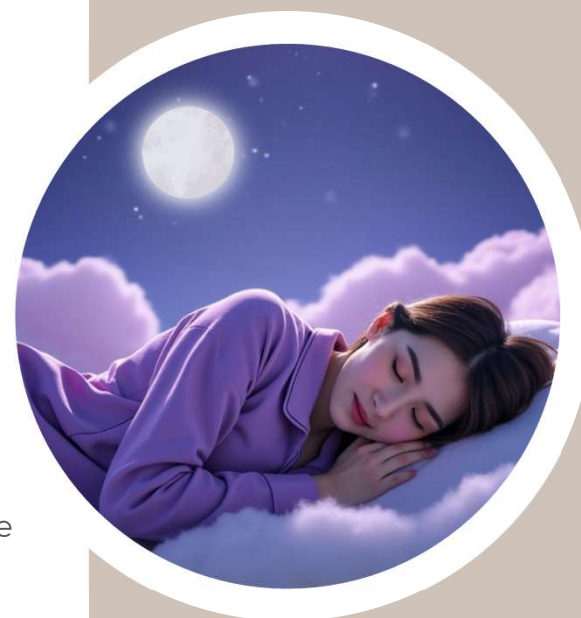
Short Bio:

AmLife established its sleep healthcare business in 2014, pioneering the combination of bedding equipment with Japan's state-of-the-art technology to unlock the unlimited potential of the sleep healthcare market. The company provides an innovative health solution that integrates seamlessly into modern lifestyles.

As a socially responsible organization, AmLife has launched nationwide health programs to address aging-related health concerns, promoting vitality and rejuvenation. Through its "easy to use" and "ultimate winning" marketing strategy, AmLife has introduced high-tech products centered on the "sleep healthcare" concept. With a strong commitment to sustainable development, the company has built a robust market surveillance and brand operations team, significantly enhancing its brand presence.

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Activities:

In 2025, AmLife International continued its commitment to World Sleep Day by organizing a multi-country public awareness campaign across Malaysia, Taiwan, Hong Kong, and Singapore. These events aimed to educate the public on sleep health, featuring expert-led talks, interactive exhibitions, and sleep health assessments.

Notable collaborations in 2025 included:

Malaysia

Hosted World Sleep Day at the renowned Sunway Pyramid Convention Centre, featuring public sleep health talks, interactive exhibition booths, and collaborations with various businesses to showcase different sleep-enhancing solutions.

Media Collaboration

Partnered with Malaysia's leading radio station, 988, to promote World Sleep Day. Renowned radio host Chan Fong was appointed as the World Sleep Day Sleep Ambassador, attending the event and sharing his personal sleep experiences with the public.

Institutional Partnerships

Collaborated with the World Sleep Society (WSS), University of Malaya Specialist Centre (UMSC), Sleep Disorder Society Malaysia and Taiwan Sleep Care Association (TSCA) to collectively advocate for better sleep health awareness.







MALAYSIA WORLD SLEEP DAY

Date : 1st March 2025 (Saturday)

Time : 10:00 AM - 10:00 PM

Venue : Sunway Pyramid Convention Centre

Total Participants :

- Public Sleep Health Talks: Approximately 800 attendees
- Exhibition Booth Visitors: An estimated 1,200 attendees

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MAIN GUEST SPEAKER

» EYAD ALMASRI, MD

Clinical Professor, UCSF

- Eyad Almasri, M.D., specializes in pulmonary disease. He is board certified in Internal Medicine, Pulmonary, Critical Care and Sleep Medicine.
- Dr. Almasri completed a fellowship in critical care medicine at the University of Pittsburgh and an additional fellowship in pulmonary medicine at Western Pennsylvania Hospital.
- Dr. Almasri is a member of the American College of Chest Physicians (ACCP), the Society of Critical Care Medicine, and the American Medical Association.

Topic: Make Sleep Health a Priority

Insight:

In his talk "Make Sleep Health a Priority," Dr. Eyad highlighted the vital role of quality sleep in maintaining heart, brain, and mental health. He emphasized how poor sleep and conditions like sleep apnea increase risks of heart disease, stroke, dementia, and even sudden death—underscoring the urgent need to prioritize sleep for long-term well-being and longevity.





MAIN GUEST SPEAKER

» DR. GOH LIANG CHYE , JULIUS

Otorhinolaryngologist / ENT surgeon and Sleep Clinician
Fellow in Sleep Medicine and Sleep Surgery (Singapore)
Department of Otorhinolaryngology

- Dr. Goh is a fellowship-trained Otorhinolaryngology–Head and Neck Surgeon who completed his specialty training at the University of Malaya. He further pursued subspecialty training in sleep surgery and medicine, with exposure to trans oral robotic surgery (TORS) and hypoglossal nerve stimulation therapy, at the SingHealth Duke-NUS Sleep Center in Singapore. He is also recognized as an International Sleep Specialist by the World Sleep Society.

Topic:

HOW DISRUPTED SLEEP DRIVES OBESITY & DIABETES

Insight:

Dr. Julius Goh highlighted the systemic impact of sleep deprivation and untreated obstructive sleep apnea (OSA), linking them to increased risks of cardiovascular disease, stroke, and type 2 diabetes. He explained how arousals and oxidative stress from poor sleep raise cortisol and inflammation levels, contributing to a vicious cycle of worsening obesity, diabetes, and sleep quality.



SLEEP AMBASSADOR

» CHAN FONG

Well-known Radio host in Malaysia

Chan Fong is a highly respected and well-known radio host in Malaysia, acclaimed for his professionalism, wit, and insightful commentary, making him a trusted voice in Malaysian media. Not only did he attend the 2025 World Sleep Day event organized by AmLife, but he also served as the official Sleep Ambassador for the day.

One of the most unmissable highlights of the event was the captivating live interview with Chan Fong, whose presence brought added excitement and inspiration to the public. It was a fun, educational, and truly unforgettable day!



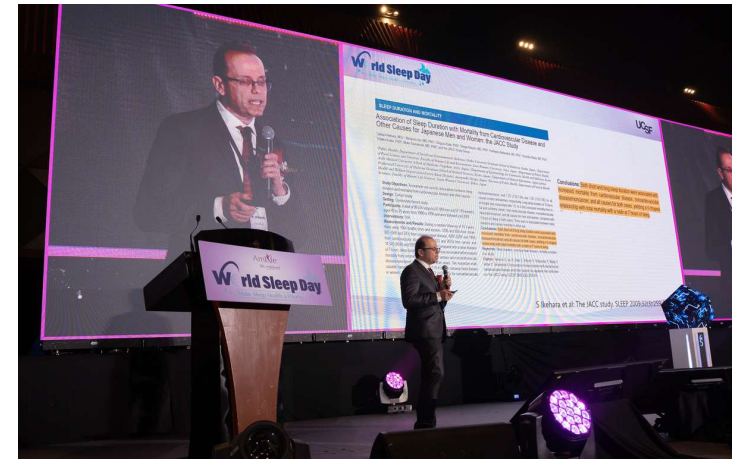




Reel 1



Reel 2



>> COLLABORATIONS & PARTNERSHIPS

AmLife collaborated with multiple organizations across different sectors to enhance the impact of World Sleep Day 2025. These collaborations included medical institutions, media partners, corporate sponsors, and international organizations, all working together to promote sleep health awareness.

Medical & Academic Institutions

AmLife worked closely with renowned medical and academic institutions to provide expert insights and credible information on sleep health. A variety of free health screenings are available on-site.



Arteriosclerosis
Checkup



Pain Assessment



Microcirculation
Analysis



>> CORPORATE PARTNERS

To enhance the event's interactive experience and expand awareness, AmLife partnered with key brands and companies.

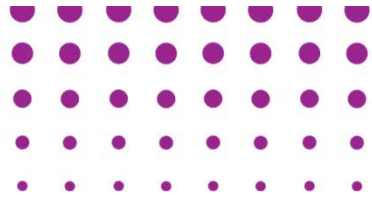




INTERACTIVE BOOTH

From interactive game zones and a public sleep awareness survey to the distribution of a specially designed Sleep Health e-booklet, product showcases, goodies bag redemptions, and a lucky draw — the exhibition hall was abuzz with energy, engagement, and meaningful interaction.





EVENT AWARENESS (ON-AIR)

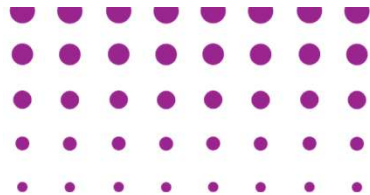
In collaboration with Malaysia's popular 988 radio station, a comprehensive series of educational segments was launched to encourage the public to "make sleep health a priority." The campaign rolled out across multiple platforms including 988 Health News, an engaging 988 Facebook album post, and City Movement segments — each designed to reach listeners in fun and informative ways. Offering 988 audience from public to attend conference to witness one of the biggest sleep event in Malaysia.

One of the key highlights was the Morning Up interview with AmLife CEO, Mr. Lew Mun Yee, who shared valuable insights on the importance of sleep wellness and the driving mission behind the World Sleep Day initiative — inspiring listeners to prioritize their sleep health as part of a better quality of life."

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988



EVENT AWARENESS (SOCIAL MEDIAS)

This year, our social media team took a bold creative step forward with innovative advertisements — including a **visually striking video** centered around the concept of 'lying on the road,' crafted to capture audience attention in a fresh, impactful, and memorable way.

We also collaborated with **digital medias** and **popular XiaoHongShu** (Little Red Book) bloggers to further highlight and promote the unique and innovative features of this year's World Sleep Day event!





MEDIA PARTNERS

AmLife leveraged strong media partnerships to maximize public engagement and outreach.

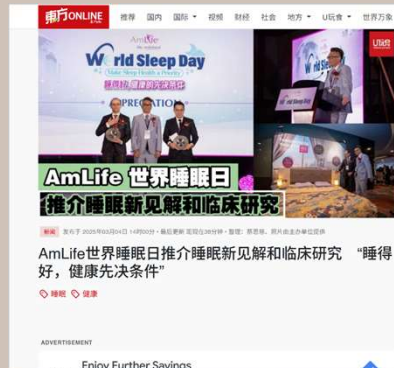
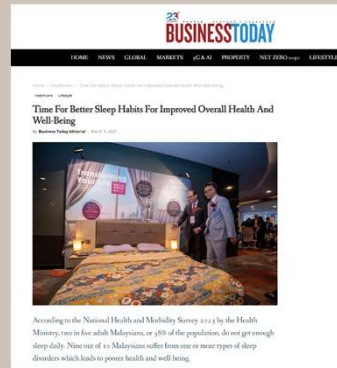
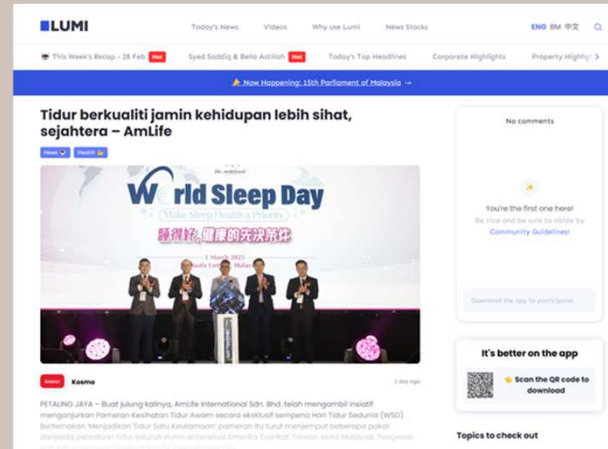


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Media Exposure

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SINGAPORE

WORLD SLEEP DAY

Date : 15th March 2025 (Saturday)

Time : 10:00 AM - 6:00 PM

Venue : York Hotel, Carlton Hall

Total Participants : Approximately 100 attendees



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MAIN GUEST SPEAKER

» DR. LIM GENG YAN

MD, MBA

- Aged Care Entrepreneur & Innovator
- 2011 – Doctor of Medicine (M.D), Moscow, Russia.
- 2015, served as Assistant Director in the Sarawak State Health Department
- 2017 took over Jasper Lodge Nursing Home, a skilled nursing & assisted living facility

Topic: Make Sleep Health a Priority

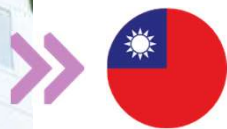
Insight:

Dr. Lim emphasized the importance of prioritizing sleep for overall health and longevity. He explained how disrupted sleep can increase the risk of serious health issues such as obesity, diabetes, high blood pressure, stroke, and even dementia. By highlighting the widespread impact of poor sleep, he urged everyone to take proactive steps toward better sleep quality for a healthier life.

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TAIWAN

WORLD SLEEP DAY

Date : 15th March 2025 (Saturday)

Time : 1:30 PM - 4:30 PM

Venue : Beyond Plaza

Total Participants : Approximately 80 attendees



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MAIN GUEST SPEAKER

» DR. CHIA SI ZHE MD

- Resident Physician at Kuala Lumpur Regenerative Medicine Clinic
- 11 years experienced in general surgery, emergency medicine, and trauma medicine
- 10 years of clinical experience in internal medicine
- Graduated from Universitas Gadjah Mada, Yogyakarta, Indonesia

Topic: Make Sleep Health a Priority

Insight:

Dr. Chia shed light on how sleep plays a vital role in protecting both physical and mental well-being. He explained that poor sleep can disrupt hormonal balance, weaken the immune system, and contribute to chronic diseases like diabetes, heart conditions, and neurological decline. He encouraged the audience to see quality sleep not as a luxury, but a key pillar of preventive health.

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HONG KONG WORLD SLEEP DAY

Date : 16th March 2025 (Sunday)

Time : 10:30 AM - 5:00 PM

Venue : The Cityview Hotel

Total Participants : Approximately 80 attendees



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MAIN GUEST SPEAKER

» DR. CHIA SI ZHE MD

- Resident Physician at Kuala Lumpur Regenerative Medicine Clinic
- 11 years experienced in general surgery, emergency medicine, and trauma medicine
- 10 years of clinical experience in internal medicine
- Graduated from Universitas Gadjah Mada, Yogyakarta, Indonesia

Topic: Make Sleep Health a Priority

Insight:

Dr. Chia shed light on how sleep plays a vital role in protecting both physical and mental well-being. He explained that poor sleep can disrupt hormonal balance, weaken the immune system, and contribute to chronic diseases like diabetes, heart conditions, and neurological decline. He encouraged the audience to see quality sleep not as a luxury, but a key pillar of preventive health. Dr. Chia was not only a speaker at World Sleep Day in Taiwan, but also the keynote speaker at the event in Hong Kong.

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Recharge Your Health In Sleep

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