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MH WellFest Cambodia 2026 Marks a New Chapter in ASEAN Healthcare Connectivity

PHNOM PENH, [4 October 2026] — Maybank (Cambodia) Plc. and the Malaysia Healthcare Travel Council (MHTC) have concluded MH WellFest Cambodia 2026 at Borey Peng Huoth Eco Park in Phnom Penh.

With Peng Huoth as venue partner, the two-day event brought together Cambodian families, 14 participating Malaysian hospitals, healthcare specialists and ecosystem partners. Endorsed by the Embassy of Malaysia in Phnom Penh, MH WellFest Cambodia 2026 welcomed around 2,000 visitors and almost 800 runners.

The event demonstrated how stronger ASEAN connectivity can make cross-border healthcare more accessible and easier to navigate. By bringing Malaysia Healthcare's specialist expertise, quality care, healthcare providers and patient support together with financial and wellbeing solutions, MH WellFest Cambodia 2026 gave visitors an opportunity to explore healthcare options in Malaysia with greater clarity and confidence.

Visitors engaged directly with representatives from the 14 participating Malaysian hospitals to discover Malaysia's healthcare expertise, specialist capabilities, healthcare facilities and range of care pathways, including health screening, preventive care and treatment options. The Wellness Discovery Hub also featured 5 health talks, giving visitors a more informed starting point to understand their healthcare options and navigate care in Malaysia.

"MH WellFest Cambodia 2026 was designed around a simple question: how can we make it easier for Cambodian families to take a confident next step when health matters?" said Rath Sophoan, Chief Executive Officer and Country Head, Maybank Cambodia. "The event connected families with the people, expertise and options behind Malaysia's healthcare institutions, while bringing financial readiness into the same conversation. The value for customers is clear: more clarity, more choice and a stronger support system around the people they care about most."

MHTC, operating under the purview of Malaysia's Ministry of Health, worked with participating hospitals to showcase Malaysia's comprehensive healthcare ecosystem and patient-centred care.

"Healthcare travel begins with trust, understanding and confidence in the care available," said Dato Suriaghandi Suppiah, Chief Executive Officer, Malaysia Healthcare Travel Council. "Malaysia Healthcare brings together quality care, specialist expertise, accessible healthcare options and a patient experience shaped by genuine hospitality. MH WellFest Cambodia 2026 created a direct bridge between Cambodian visitors and this ecosystem, allowing them to meet Malaysian healthcare teams, learn from specialists and gain greater clarity and confidence as they consider care across borders."

Participating hospitals introduced visitors to their facilities and healthcare capabilities, while presenting exclusive offers and arrangements for event participants. The direct engagement enabled families to have more practical conversations about health check-up plans, specialist services, treatment pathways and healthcare planning for loved ones.

Beyond healthcare discovery, WellFest Live brought families together through children's activities, family games, live performances, Malaysian food, lifestyle experiences, travel inspiration and partner showcases. The programme created a welcoming environment where conversations about health and future planning could take place alongside meaningful family time.

The WellFest Run, featuring 5KM and 10KM distances under the theme "Every Step for You," brought together almost 800 participants around a shared belief: staying well is also a promise to remain present for the people who matter most.

"The growing connectivity between Malaysia and Cambodia is creating new opportunities for families to access trusted expertise, services and experiences across borders," said H.E. Shaharuddin Onn, Ambassador of Malaysia to Cambodia. "MH WellFest Cambodia 2026 reflects this progress by linking Cambodian communities directly with Malaysia's healthcare institutions and specialists. The event further reinforces people-to-people ties while enhancing awareness of Malaysia as a health tourism destination.

Maybank's engagement extended the healthcare conversation into broader family wealth and protection planning. Visitors explored the Bank's range of cross-border payment solutions, EzyPay instalment options, insurance and financing propositions that can support healthcare planning, treatment, travel and longer-term family aspirations.

Maybank cardmembers were also able to enjoy selected Malaysian healthcare, travel, dining, retail and lifestyle privileges, supporting a more seamless journey for customers considering Malaysia for care, recovery or meaningful time with loved ones.

MH WellFest Cambodia 2026 marks an important milestone in Maybank Cambodia and MHTC's shared ambition to strengthen cross-border healthcare connectivity and create more informed, confident and supported journeys for Cambodian families. As ASEAN continues to grow as an interconnected region, Maybank is evolving alongside it by creating meaningful connections across borders and expanding beyond traditional banking to deliver a regional ecosystem that supports customers' healthcare and broader lifestyle needs across ASEAN.

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About Maybank Cambodia

Established in 1960, Maybank is the largest financial services group in Malaysia with a strong presence across the ASEAN region. Maybank Cambodia, founded in Phnom Penh in 1993, has grown from a single branch to become a locally incorporated bank in 2012. As one of Cambodia's top banks, Maybank offers a comprehensive range of financial services, including corporate, commercial, consumer, internet, and mobile banking. The bank operates in Phnom Penh and major provinces with a network of 21 branches. Maybank's website: https://www.maybank2u.com.kh/

About Malaysia Healthcare Travel Council