

MEF Launches Inaugural Secretary Conference 2026: Elevating Administrative Professionals into Strategic Business Enablers

Petaling Jaya: MEF today marked a significant milestone with the successful launch of its inaugural MEF Secretary Conference 2026, themed “*Beyond Administration: The Strategic Evolution of Today’s Secretary*”, held at The Royale Chulan Damansara.

The one-and-a-half day conference brings together secretarial and administrative professionals from across industries, alongside distinguished speakers and panelists, to explore the evolving and increasingly strategic role of administrative professionals in today’s dynamic and technology-driven workplace.

Officiating the conference, MEF President, Syed Hussain Syed Husman, emphasized that the role of secretaries and administrative professionals has progressed far beyond traditional support functions and is now central to organizational effectiveness and strategic coordination.

“The success of an organization is not built solely on leadership at the top, but equally on the professionalism, efficiency, and dedication of those who operate at its core. Secretarial and administrative professionals are, in many ways, the operational backbone of modern organizations.”

Datuk Dr. Syed Hussain further underscored that in today’s increasingly complex and fast-moving business environment, the traditional characterisation of administrative professionals as merely the “backbone” of organizations no longer goes far enough.

“They are, in many respects, the operational architects of sustainability, ensuring that businesses remain resilient, compliant, and forward-looking.”

He highlighted that their contributions are both foundational and strategic. Through meticulous coordination, documentation, and follow-through, administrative professionals uphold the integrity of internal processes, ensuring consistency that is critical for business continuity, particularly in times of disruption.

“They are also custodians of institutional knowledge. By maintaining accurate records and ensuring proper documentation, they safeguard organizational memory, an often-underappreciated asset that supports informed decision-making, risk management, and long-term planning.

Datuk Dr. Syed Hussain noted that administrative professionals play a vital role in strengthening governance standards and regulatory compliance, both of which are essential pillars of sustainable business practice. At the same time, they serve as key connective enablers within organizations.

“They bridge communication between leadership, employees, clients, and external stakeholders, ensuring that information flows efficiently and accurately. This enhances organizational cohesion, reduces operational friction, and strengthens stakeholder confidence.”

The MEF President also highlighted that the evolving role of administrative professionals reflects a growing alignment with digital transformation and Environmental, Social and Governance (ESG) priorities.

“Many are now actively involved in implementing digital tools, improving workflow efficiency, reducing paper-based processes, and supporting sustainability reporting. Their adaptability enables organizations to remain competitive while aligning with modern sustainability standards.”

In addition, he stressed that administrative professionals play a critical role in enhancing leadership effectiveness.

“By managing schedules, prioritizing engagements, and anticipating operational needs, they enable senior management to focus on strategic direction and value creation. This amplification of leadership capacity is a key driver of organizational sustainability.”

Datuk Dr. Syed Hussain further emphasized that despite rapid advancements in digitalization and artificial intelligence, human capability remains indispensable.

“Artificial intelligence can enhance productivity, but it cannot replace human judgement, adaptability, professionalism, and emotional intelligence. These qualities will continue to define value in the workplace.”

He added that beyond technical competencies, administrative professionals bring a high degree of professionalism, discretion, and emotional intelligence, managing sensitive information with integrity and navigating complex interpersonal dynamics, while often serving as the first point of contact representing organizational values and culture.

The MEF President underscored that the conference represents more than just a learning event, it marks the beginning of a long-term platform to uplift the profession.

“This inaugural conference is not just a programme; it is the foundation of a platform to elevate the professionalism of secretarial and administrative leaders in Malaysia, enabling them to contribute more strategically to organizational success.”

The conference also places strong emphasis on mental resilience and well-being, recognizing the increasing demands placed on administrative professionals in today’s fast-paced work environment.



“Professional excellence must be complemented by resilience, confidence, and well-being to ensure sustainable career growth in an evolving workplace.”

Participants will benefit from knowledge-sharing sessions, expert insights, and networking opportunities designed to enhance competencies and foster collaboration among administrative professionals.

MEF reaffirmed its commitment to continuing such initiatives to support workforce development and strengthen organizational capabilities across Malaysia.

“MEF remains committed to developing talent across all levels of the workforce. Secretarial and administrative professionals are key enablers of business continuity, strong governance, and organizational excellence, and their development must be prioritized.”

The MEF Secretary Conference 2026 is expected to set the foundation for future engagements aimed at empowering administrative professionals and reinforcing their role as strategic partners in business operations and sustainable enterprise development.

For further information, please do not hesitate to contact the Malaysian Employers Federation HQ at 03-7498 7200. Alternatively, you can email to: mef-hq@mef.org.my

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