


# BUSINESS NEWS

Malaysia Edition | 2025 | Vol: 3 - JULY



## TOP: LOSING JOBS IN THE AI REVOLUTION

### THE HUMAN RACE

A UNIVERSAL BASIC SALARY  
FOR ALL OF US?

### AI REVOLUTION IN THE FASHION WORLD

Between 2021 and 2025, many luxury fashion houses saw major changes in their creative directors. Is this their last dance before AI...





Founder:  
Kazi Mahmood

Editorial Director:  
Asir Fatagar

Columnists:

Dr Ahmad Zaharuddin Sani

Johan Chairil

Address:  
B28, Lorong Seri Damai Perdana 5,  
Taman Impian Perdana, 25150 Kuantan, Pahang

Contact Us  
[kazi@businessnews.com.my](mailto:kazi@businessnews.com.my)

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# Technology will always be a cheaper option

By 2027, AI-robotics are reshaping industries, prioritizing cost, efficiency, and precision over human labor. Some manufacturing companies in the United States, grappling with 2026 labor shortages and rising wages, adopted AI-powered robotic arms, cutting production costs by 30% and boosting output by 25%. Robots operate 24/7, adapting instantly to design changes via neural networks, eliminating downtime, strikes, and benefits while delivering error-free performance. In policing, Shenzhen's AI drones, equipped with facial recognition and predictive algorithms, patrol 40% cheaper than officers, achieving 15% faster crime response with zero errors. In logistics, JD.com's AI-optimized drone deliveries handle 20% of urban packages by 2028, unmatched in speed and precision.

However, AI's dominance sparks concerns. Human relevance—empathy, ethical judgment, and creative vision—remains irreplaceable in roles requiring nuanced decision-making and moral oversight. Job displacement fuels public resistance, with fears of economic instability and loss of human agency. While AI-robotics drive profitability and scalability, leaders must balance technological gains with ethical considerations, ensuring humans retain roles where compassion and critical thinking are paramount. Integrating AI with human oversight could harmonize efficiency with empathy, preserving societal trust in an AI-driven future.

Exclusive

# Will AI Take Over Creative Direction at Luxury Fashion Houses?

The luxury fashion industry finds itself at a crossroads. Rapid turnover among Creative Directors has raised concerns about long-term creative vision, while reports of declining customer engagement and sales cast uncertainty over the sector's future direction.

**Creative revolving door in major luxury fashion houses in the last few years**



A pair of green Gucci loafers, retailing for RM4,450. Image from Gucci.



Black Prada loafers retailing for RM5,900. Image from Prada

# Creative Direction at Luxury Fashion Houses

Between 2021 and 2025, many luxury fashion houses saw major changes in their creative directors:

- 2021: Daniel Lee left Bottega Veneta. He was replaced by Matthieu Blazy.
- 2022: Alessandro Michele left Gucci.
- 2023: Sabato De Sarno became Gucci's creative director but is now being replaced by Demna Gvasalia.
- Burberry: Riccardo Tisci left, and Daniel Lee (formerly at Bottega Veneta) took over.
- 2025: Matthieu Blazy, who replaced Lee at Bottega Veneta, is now Chanel's new creative director.

## **Dior's new collection by Jonathan Anderson**

Apparently, Dior's latest collection by Jonathan Anderson, who was the creative director of Loewe until this year has sparked conversations among fashion lovers. The traditional media have sent multiple praises to the new collection, as it is in fact something new from one of these luxury houses.

YouTuber Cassie Thorpe states that shoes from Dior have been rather lackluster, to which many may agree. This is the same thought most would have regarding these fashion houses. Some are claiming that the creative directors of today are allegedly constrained from expressing their true artistic selves.

# Creative Direction at Luxury Fashion Houses

## Current AI involvement in luxury fashion

The current Artificial Intelligence involvement in the luxury fashion sphere has already been here for a while. Brands are mostly using AI for customer personalisation, visual shopping experiences and in the supply chains. Apparently, some beauty brands belonging to these houses are already using AI to show customers how a certain shade of makeup will look like on them.



Mulberry's Bayswater handbag, currently on discount at RM5,500. Image from Mulberry's website.

# Creative Direction at Luxury Fashion Houses



Image of a Launer Traviata handbag, retailing for RM16,255. Image from Launer



A pair of Chanel sunnies retailing for RM3,620. Image from Chanel

## Can AI be the next creative directors of these fashion houses?

It is unclear if any luxury fashion brands will start using AI to lead the creative direction, but at the same time, it might end up in a formation as such. Currently, it is being used for enhancing a customer's experience. The next step, if it hadn't happened already, would be analysing what the consumers want in terms of trends and styles.

Those who are in the industry might vehemently be against this as the role of the creative director is to leave a personal touch to these luxury wearable art pieces. According to reports, ready-to-wear pieces, handbags may receive AI embellishments as a final product, but haute couture, the

# Creative Direction at Luxury Fashion Houses

category for the 1% of the world, will most likely still have a creative director at the helm of it all.

## **Would you buy a handbag designed by AI?**

The real question is—will consumers spend RM10,000 to RM50,000 on a handbag designed by AI? With the alleged decline in quality across several luxury labels, what exactly are customers still paying for?

Yet, if brands navigate this shift wisely, AI could redefine the future of fashion. Its ability to anticipate trends before they emerge offers a compelling edge. As it stands, many luxury houses appear to be recycling designs, with only a few, like Jonathan Anderson's new Dior collection, are daring to break the mold.

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## Experts Predict Drones Takeover in a Decade in The Delivery Business



Experts worldwide are buzzing with optimism about drones transforming delivery landscapes, particularly in the USA, Europe, and Asia. In the USA, the Federal Aviation Administration (FAA) has been cautiously expanding drone operations, approving Beyond Visual Line of Sight (BVLOS) flights for companies like UPS and Zipline. Analysts predict that with regulatory hurdles easing, drone deliveries could handle a significant portion of last-mile logistics by 2030, especially in rural areas where traditional transport lags. The focus is on safety and airspace management, with innovations like AI-driven obstacle avoidance gaining traction, as seen in Matternet's M2 drone upgrades in 2023.

## Drones Takeover in a Decade

In Europe, Germany leads with DHL and Wingcopter pioneering drone networks for medical and e-commerce deliveries. Experts highlight the region's advanced regulatory framework, allowing automated flights, but public acceptance remains a challenge due to privacy concerns. Forecasts suggest drones could account for 10-15% of urban deliveries by 2035, driven by smart city initiatives and hybrid propulsion systems enhancing range and payload capacity.

Asia, particularly China, is a drone delivery powerhouse. Companies like JD.com and Meituan have already delivered over 520,000 orders since 2021, with Meituan aiming for 10% of total deliveries in the next decade. Experts note China's dominance in manufacturing and government support for a "low-altitude economy," with 2.7 million non-meal packages delivered last year. Shenzhen's 256 routes and 76,000 flights underscore this progress. Predictions point to drones overtaking traditional delivery in rural and congested urban areas by 2028, fueled by advanced battery tech and AI navigation.

Singapore and Taiwan are also carving niches. Singapore's Maritime and Port Authority launched drone transport programs in 2021, eyeing full integration by 2030 for

# The AI Revolution

## Drones Takeover in a Decade

maritime logistics. Taiwan focuses on “non-red” drones, exporting to the USA while building domestic capabilities, with experts suggesting a 2027 timeline for widespread adoption. Challenges like weather dependency and infrastructure costs persist, but hybrid systems and hydrogen-powered drones, like Doosan’s 2023 model, promise longer flight times.

Overall, experts see drones revolutionizing delivery within 5-10 years in these regions, with Asia likely leading due to infrastructure gaps and policy support. The transition hinges on regulatory clarity, technological leaps, and societal trust, painting a future where skies are dotted with efficient, eco-friendly delivery drones.



# The AI Revolution

## Jobs That AI Will CONQUER Sooner Than We Think

Here's a list of jobs that are likely to be significantly impacted—or even taken over—by AI in the next 2–3 years, along with explanations:

### ◆ 1. Customer Service Representatives

Why? AI chatbots and voice assistants (like ChatGPT and others) can now handle large volumes of customer queries 24/7, in multiple languages, and with growing emotional intelligence.

Examples: Call center agents, online support agents.

### ◆ 2. Data Entry Clerks

Why? AI excels at repetitive tasks and can extract, format, and input data more accurately and quickly than humans.

Examples: Admin assistants, record clerks, billing processors.

### ◆ 3. Retail Cashiers

Why? Self-checkout systems combined with AI-powered computer vision (like Amazon Go stores) are replacing cashiers.

# The AI Revolution

## Jobs That AI Will Conquer Sooner

Examples: Grocery store clerks, department store cashiers.

### ◆ 4. Basic Legal Assistants

Why? AI can search, summarize, and draft basic legal documents faster and more affordably.

Examples: Paralegals doing research, document review jobs.

### ◆ 5. Translators & Interpreters (Basic)

Why? Real-time language models are now capable of near-human translation across many languages, especially for casual or business use.

Examples: Basic text translators, customer email translators.

### ◆ 6. Journalists & Content Writers (Entry-Level)

Why? AI can generate news summaries, product descriptions, SEO articles, and even financial reports at scale.

Examples: Copywriters, listicle writers, sports game reporters.

### ◆ 7. Bookkeeping and Basic Accounting

Why? AI accounting software can automate invoicing, expense tracking, and even tax preparation.

Examples: Small business bookkeepers, payroll clerks.

# The AI Revolution

## Jobs That AI Will Conquer Sooner

### ◆ 8. Manufacturing Line Inspectors

Why? AI-powered computer vision can detect defects and irregularities more precisely in factories.

Examples: Quality control workers, assembly line inspectors.

### ◆ 9. Telemarketers

Why? AI voice bots can engage in convincing conversations and follow scripts with greater efficiency and no burnout.

Examples: Sales calls, appointment setters.

### ◆ 10. Simple Graphic Designers

Why? AI tools like Canva, DALL·E, and Midjourney can produce logos, social media posts, and ad creatives in seconds.

Examples: Template-based designers, social media graphic creators.

Why These Jobs?

They involve repetitive, predictable, and data-driven tasks.

AI offers cost savings, scalability, and speed that human labor cannot match at scale.

# The AI Revolution

## Jobs That AI Will Conquer Sooner



Many of these roles do not require deep emotional intelligence, physical dexterity, or strategic judgment—areas where humans still excel.



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## Generative AI's Political Ripple Effects: Experts Weigh In

As generative artificial intelligence (AI) rapidly transforms workplaces, displacing human jobs with automation, its political implications are sparking intense debate.

From reshaping electoral strategies to amplifying economic inequality, experts warn that AI's rise could redefine power dynamics, governance, and public trust.

Jared Sharpe, a professor at the University of Delaware, highlights AI's growing role in political campaigns. He says AI automates tasks in elections, but public bias towards AI may affect polling accuracy, posing challenges for generative AI use.

### AI Tools - Philippines Elections

In the 2025 Philippine elections, AI tools like ChatGPT guided voters' decisions, raising concerns about opaque algorithms influencing democratic choice. Experts caution that without transparency, such systems could erode trust in electoral processes.

## Generative AI's Political Ripple Effects

MIT economist David Autor warns AI could create a “Mad Max” scenario, concentrating wealth and power among elites while most workers compete over scarce remaining resources.

A 2023 Goldman Sachs report estimates generative AI could eliminate 300 million jobs globally by 2030, potentially widening inequality and stoking anti-elite sentiment. Experts emphasize that labor markets can adapt over decades, but short-term disruptions could intensify partisan divides.

### Reshaping political influence

AI Now's Co-Executive Directors, Amba Kak and Sarah Myers West says, “While we strongly support the (French) government's efforts to catalyse an “affirmative vision” for building a decentralised and open public interest AI ecosystem, we are concerned that this effort will fail if it is not accompanied by an equally robust commitment to highlighting the major distortions in today's AI market, which are rigged in favour of a few tech giants.”

Other experts urge advocacy groups to link AI's impact to broader issues like job security. This corporate dominance could undermine democratic accountability, as proprietary AI systems shape public discourse without oversight.

# Generative AI's Political Ripple Effects

On governance, Tiago Peixoto at TechPolicy.Press notes generative AI's lag in public-sector adoption but predicts future integration. AI could streamline policy analysis or voter services, but unchecked, it risks amplifying biases or eroding human judgment. A proactive framework for AI literacy and ethical use is critical to safeguard democratic norms.

### **Diversify or Die: Beyond the Stars and Stripes**

Recent events underscore these concerns. In India, AI-generated deepfakes during elections spread misinformation, outpacing correction efforts. Meanwhile, Politico's newsroom battles over AI-generated errors highlight tensions in media, a key political influencer.

Experts agree: generative AI's job disruption could destabilize politics unless regulated. Transparent algorithms, robust AI literacy, and policies addressing inequality are urgent to ensure AI supports, not subverts, democracy.

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# AI's Growing Impact on Jobs Sparks Debate Over Universal Basic Income

As artificial intelligence (AI) continues to reshape industries and economies, experts like Anton Korinek, an economist at the University of Virginia, are sounding alarms about its potential to disrupt human livelihoods. Korinek, known for his work on AI's economic implications, recently highlighted the accelerating pace of job displacement driven by automation.

The trend is that within the next two to three years—by 2027 or 2028—AI could eliminate a significant portion of jobs, particularly in white-collar sectors like finance, law, and software development.

To mitigate this upheaval, the idea of Universal Basic Income or UBI is gaining traction globally as a potential solution to various socio-economic challenges. Several studies and reports highlight the potential of UBI to address poverty, inequality, and the impacts of technological advancements on employment.

Expert warnings align with recent data. A 2025 McKinsey report estimates that AI now performs 43% of workplace tasks, with 387,000 layoffs tied to automation in Q1 2025 alone—a 214% surge from 2024.

## AI and Universal Basic Income

Entry-level positions are especially vulnerable, with experts projecting that up to 70% of these roles could be affected. Dario Amodei, CEO of Anthropic, has warned that AI could eliminate half of entry-level white-collar jobs within five years, potentially driving unemployment to 20%. These projections have fueled urgency around economic interventions like UBI, which Korinek argues could provide stability for workers navigating this transition.

In Canada, Prime Minister Mark Carney has made a case for “social supports” to aid workers displaced by AI, though he avoids explicitly endorsing UBI.

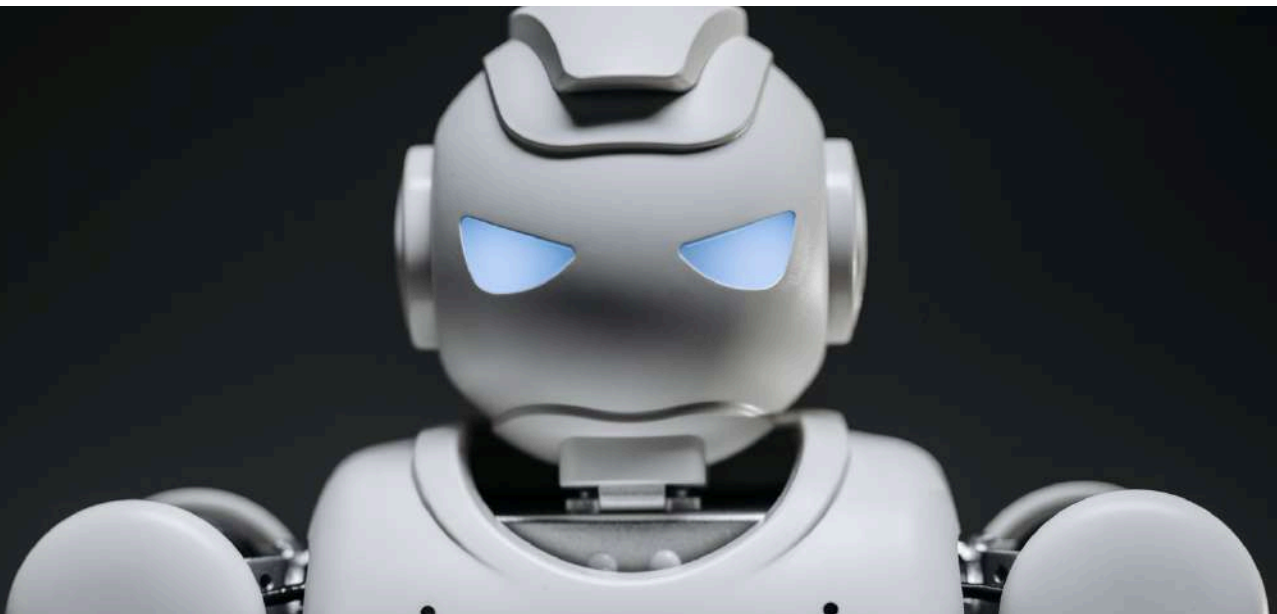


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## AI and Universal Basic Income

California gubernatorial candidate Zoltan Istvan has proposed UBI alongside providing households with humanoid robots to offset job losses, a bold but controversial idea. Tech leaders offer mixed views. Elon Musk, speaking at the 2025 Viva Technology Conference, predicted with 80% certainty that AI could render most jobs obsolete, advocating for a “universal



high income” to distribute AI-driven productivity gains. Similarly, Demis Hassabis of DeepMind suggested that a form of UBI might be necessary to equitably share AI’s economic benefits, drawing parallels to past technological revolutions.

However, skeptics like economists Mark Wynne and Lillian Derr argue that predictions of mass unemployment are exaggerated, pointing to historical examples where jobs deemed “computerizable” adapted rather than vanished.

## AI and Universal Basic Income

They caution against panic, noting that AI's impact may be more about transforming roles than eliminating them.

Critics of UBI, including some economists, argue it's not a panacea. A 2025 article in *The Western Journal* contends that UBI could disincentivize work and strain public finances, advocating instead for targeted retraining programs. Others, like the *Franklin County Free Press*, propose alternatives such as AI economics research labs to develop flexible, non-UBI solutions for job displacement. Yet, proponents counter that UBI could streamline welfare systems and empower workers to retrain or pursue entrepreneurial ventures. A Medium article by Dave White notes bipartisan interest in UBI, with progressives seeking worker protections and libertarians eyeing it as a way to reduce bureaucracy.

As AI's impact intensifies, with industry leaders projecting artificial general intelligence (AGI) by 2026-2035, the debate over UBI and job displacement is far from settled. While Korinek and others see UBI as a critical buffer, the lack of consensus among political figures and experts underscores the complexity of adapting to an AI-driven economy. Policymakers face a tight window to balance innovation with economic stability, ensuring that AI's promise doesn't come at the cost of human livelihoods.

## **Human Leaders Shine Where AI Falls Short: Vision, Empathy, Ethics**

The question posed by Bloomberg, "If artificial intelligence can effectively fill nearly any role at a company, what is the human in charge really bringing to the table?" is indeed thought-provoking, as it challenges the traditional notions of leadership in an AI-driven world. Based on recent trends, web insights, and discussions on platforms like X, my take is that humans in charge—executives, managers, and leaders—bring irreplaceable qualities that complement AI's capabilities, ensuring organizations thrive in ways machines cannot replicate. Here's a concise analysis:

### **Human Contributions in an AI-Driven Workplace**

#### **Vision and Strategic Direction**

Humans excel at setting a compelling vision and aligning teams toward long-term goals. AI can analyze data and optimize processes, but it lacks the ability to inspire or craft a purpose-driven narrative that motivates employees and stakeholders. Posts on X highlight that leaders provide "contextual judgment" and a "compelling vision," which AI cannot replicate.

## Humans vs AI: Vision, Empathy, Ethics



To stimulate economic activity, the Thai cabinet has approved a 500 billion baht (\$13.5 billion) handout, aiming to boost overall economic growth rather than targeting specific vulnerable groups. This initiative comes as Thailand's GDP growth is projected to range between 2.05% and 2.7% for 2025, reflecting global uncertainties and domestic economic headwinds.

### Divergent Strategies

Vietnam's economic strategy focuses on export-driven growth, leveraging strong global demand and strategic trade agreements. The country is also investing heavily in digital infrastructure and e-commerce to support economic expansion.

Thailand, on the other hand, relies on domestic consumption and tourism as key economic drivers. The government is implementing fiscal stimulus measures and infrastructure investments to bolster growth amidst a challenging global economic environment.

# Humans vs AI: Vision, Empathy, Ethics

### **Emotional Intelligence and Relationship Building**

Leadership hinges on empathy, trust, and interpersonal connections—areas where AI falls short. Humans resolve conflicts, mentor teams, and foster genuine relationships with clients and employees. For instance, X discussions emphasize that AI cannot replace human skills like empathy or client communication, which are critical for team cohesion and customer loyalty.

### **Ethical Decision-Making and Accountability**

AI can process data and suggest actions, but it lacks moral reasoning or accountability for complex ethical dilemmas. Leaders navigate nuanced decisions involving societal impact, fairness, and long-term consequences. Web sources note that AI struggles with ethical considerations, requiring human oversight to ensure responsible use.

### **Creativity and Contextual Problem-Solving**

While AI excels at repetitive, data-driven tasks, humans shine in creative problem-solving and handling ambiguous, context-specific challenges. Research from MIT suggests that human-AI combinations are most effective when humans focus on tasks requiring contextual understanding, while AI handles high-volume, routine processes.

# Humans vs AI: Vision, Empathy, Ethics

### **Oversight and Governance of AI**

Humans are essential for managing AI's integration, ensuring it aligns with organizational goals and values. Leaders audit AI tools for bias, oversee deployment, and redesign workflows to maximize impact. McKinsey's survey underscores that senior leaders drive AI adoption by establishing governance and fostering trust in AI systems.

### **Trends and Chatter**

Recent discussions on X and web sources indicate a consensus that AI augments rather than replaces human leadership. For example, a post from @garrytan cites Alexandr Wang, noting that humans excel in handling edge cases and managing "AI chaos," suggesting leadership evolves into orchestrating AI systems effectively. Similarly, McKinsey's 2025 AI survey shows that only 1% of companies fully integrate AI, implying leaders are crucial for scaling and refining AI strategies. Meanwhile, concerns about AI's limitations—such as bias in recruitment or ethical risks—highlight the need for human judgment to mitigate these challenges.

### **Critical Perspective**

While AI can automate routine tasks and boost productivity (e.g., up to 40% in some cases), it risks amplifying biases or

# Humans vs AI: Vision, Empathy, Ethics

creating dependency if unchecked. Leaders must critically assess AI outputs, ensuring they serve human-centric goals rather than blindly optimizing for efficiency. The narrative that AI can “fill nearly any role” overstates its current capabilities, as it cannot replicate the nuanced, value-driven decisions humans make.

### Conclusion

Humans in charge bring vision, empathy, ethical judgment, creativity, and strategic oversight to the table—qualities AI cannot match. As AI reshapes workplaces, leaders evolve into orchestrators of technology, ensuring it amplifies human potential while aligning with organizational and societal values. The Bloomberg question underscores a pivotal moment: leadership isn’t diminished by AI but redefined as a uniquely human endeavor.



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# Galaxy Payroll Partners with CURRENC for AI and Stablecoin HR Solutions

Galaxy Payroll Group Limited (NASDAQ: GLXG) has signed an MOU with CURRENC to develop AI-powered HR solutions. The partnership will create two modules: the “AI HR & Payroll Manager,” integrating Galaxy’s payroll expertise with CURRENC’s AI and stablecoin payment options for efficient payroll processing, and the “AI Recruitment Manager,” using data-driven automation for optimized candidate screening and interview scheduling.

This collaboration aims to enhance workforce management, streamline operations, and offer innovative, secure digital payment solutions, addressing modern HR challenges for multinational clients.



# China Firms Allegedly Train AI Models in Malaysia Using Nvidia Chips

In a bold step to advance inclusive growth and engage the younger generation, Haier, the world's No.1 brand in major appliances, officially launched the Haier Fans Cup in Paris, marking a strategic moment in evolving global sports marketing vision of Haier.

Held during the world-renowned Roland-Garros (French Open) fortnight, the Haier Fans Cup brought together promising under-14 tennis players across France for a day of spirited competition and cultural celebration. More than a youth tournament, the initiative showcased Haier's vision of using sport as a bridge across generations, geographies, and shared aspirations. Miti verifying claims of Chinese firm training AI models with Nvidia servers...



# DCX Group Acquires SUPA to Boost AI Data Platform Chemin

TTDCX Group has acquired SUPA, a data labeling and annotation platform, to enhance its AI enablement subsidiary, Chemin. The acquisition strengthens Chemin's capabilities in complex AI data services, addressing the growing demand for specialized tasks like intricate data interpretation, prompt engineering, and multi-modal reasoning.

SUPA's agile, gig-powered model integrates with Chemin to support advanced AI development, leveraging expertise from PhDs, engineers, and linguists to meet global enterprises' evolving needs.



# Southeast Asia's Small Businesses Embrace AI for Growth

Southeast Asia's small businesses are leveraging AI and generative AI to stay competitive, with AI expected to add \$120 billion to the region's GDP by 2027. Singapore, Malaysia, and the Philippines lead in AI interest, driven by young, tech-savvy entrepreneurs.

Key use cases include customer service, marketing, and AI livestreaming, with companies like Indonesia's Lita Global doubling gaming events and boosting revenue through AI-driven translations and chat functions. However, high costs limit broader adoption, with small businesses primarily using affordable AI chatbots for tasks like managing inquiries and orders.



News in brief

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# AI and Robotics Steal Spotlight at WEF Tianjin, Driving Climate and Industry Innovation



At the World Economic Forum's Summer Davos in Tianjin, robots and AI took center stage, showcasing their transformative potential. Humanoid robotic hands, capable of mimicking gestures with precision, were highlighted for their applications in surgery and prosthetics. Discussions focused on AI's role in addressing the climate crisis, particularly in optimizing energy transitions and managing resources, though geopolitical tensions and resource constraints pose challenges. AI's energy-intensive nature, driven by data centers, adds to global energy demands, yet China's advancements in clean technologies are making green

# AI and WEF

## AI and Robotics Steal Spotlight at WEF Tianjin

solutions more accessible. The forum also addressed AI adoption barriers, including a skills shortage and U.S. restrictions on advanced chips, which have slowed China's AI progress but spurred innovation, as seen with cost-efficient models like DeepSeek. Experts emphasized that U.S.-China AI rivalry could be complementary, fostering global innovation rather than a zero-sum competition, with both nations driving advancements in healthcare, manufacturing, and sustainability.

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## Robo-Baristas Brew Up a Storm: AI-Powered Coffee Robots Redefine Speed and Precision in Cafes

Robotic coffee machines have seen significant advancements in recent years, driven by automation, AI, and consumer demand for efficiency and consistency. Here's a concise update based on the latest developments:

- **Advanced Automation and AI Integration:** Modern coffee robots, like the CafeXbot and Artly, use AI and machine learning to replicate barista techniques, offering precise brewing, customizable recipes, and consistent quality. For instance, Artly's robotic baristas, developed by a Seattle startup, use computer vision and robotic arms to craft specialty coffee, competing with high-end cafes like Blue Bottle. These systems can memorize thousands of recipes and adjust brewing parameters for individual preferences, such as flavor strength and temperature.



## Robo-Baristas Brewing Up a Storm

- **Expanded Capabilities:** Recent models, such as the CR Coffee Robot C1 PRO, boast enhanced features like double cup capacity, faster preparation (under 60 seconds per drink), and diverse menus with over 200 coffee variations, including cold brew, matcha latte, and chai tea. Some machines, like CafeXbot, can serve multiple products (coffee, tea, ice cream) and handle up to four cups simultaneously, making them mini automated cafes.
- **Commercial Adoption and Scalability:** These robots are increasingly deployed in high-traffic areas like airports, malls, and offices. For example, CafeXbot operates in 10 countries with over 50 kiosks, while Artly has expanded to five West Coast locations, with \$8.3M in funding to scale further. A fully automated Starbucks in South Korea uses 100 robots with just two human staff!
- **Cost Efficiency and Sustainability:** Robots reduce labor costs by operating 24/7 without breaks, with minimal maintenance (e.g., 30 minutes daily for Cafe X). IoT-enabled machines provide real-time analytics for remote monitoring, reducing waste and downtime. Manufacturers are also focusing on eco-friendly designs, using recyclable materials and energy-efficient systems to align with consumer demand for sustainability.

# Tech and AI

## Robo-Baristas Brewing Up a Storm



- **Consumer Experience and Challenges:** While robots offer speed and consistency, some argue they lack the human touch valued in traditional coffee shops. Social interaction is a key part of the cafe experience for many, and robots may struggle with nuanced taste adjustments that skilled baristas provide. Cost remains a barrier, with robotic arms priced at \$40,000-\$60,000, though simpler systems are more affordable.
- **Market Outlook:** The global coffee machine market is projected to reach \$20 billion by 2025, with robotic systems expected to be adopted by 30% of coffee houses in the next five years, driven by demand for specialty coffee and efficiency in fast-paced settings.

## Robo-Baristas Brewing Up a Storm

Recent posts on X highlight ongoing innovations, such as Figure 01's humanoid robot learning to make coffee in 10 hours using neural networks and a 24-hour AI-powered coffee robot in China, reflecting global interest in this technology.

In summary, coffee robots are becoming more sophisticated, scalable, and sustainable, transforming the industry with efficiency and personalization, though they face challenges in replicating the human element of traditional cafes. For more details on specific models or pricing, check sites like In a bold step to advance inclusive growth and engage the younger generation, Haier, the world's No.1 brand in major appliances, officially launched the Haier Fans Cup in Paris, marking a strategic moment in evolving global sports marketing vision of Haier.

Held during the world-renowned Roland-Garros (French Open) fortnight, the Haier Fans Cup brought together promising under-14 tennis players across France for a day of spirited competition and cultural celebration. More than a youth tournament, the initiative showcased Haier's vision of using sport as a bridge across generations, geographies, and shared aspirations. or manufacturer pages such as [www.coffeerobot.co](http://www.coffeerobot.co).

# Marketing and Tech Tools

## How AI Will Soon Transform Advertising



Artificial intelligence is set to fundamentally change advertising. As consumers increasingly use AI chatbots like ChatGPT or Google's Gemini to search and shop, brands must ensure these bots recommend their products.

This has sparked a shift: some companies are now creating promotional content aimed not at humans but at AI models themselves. For example, Evertune analyses how brands rank on chatbots by asking thousands of product-related queries. Its findings show large language models (LLMs) often differ in brand recommendations due to their varied training data. To influence LLMs, brands must build strong online reputations through public relations, detailed product descriptions, and text-based content, as bots struggle with infographics.

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In the near future, AI “agents” will also act as shoppers for humans, deciding when to buy or recommending products based on detailed data rather than flashy ads. Google has launched a shopping agent that tracks price drops, but these agents will soon make more complex buying decisions autonomously. This raises a new dilemma: should advertisers pay for ads seen by bots instead of humans? Ultimately, advertising could become a fully automated ecosystem—AI creates ads, targets them to AI agents, and analyses their impact—reshaping the industry into a world of bots influencing bots.



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