

FOR IMMEDIATE RELEASE
Kota Kinabalu, Sabah
29 April 2025

BE IN SABAH 2025 SETS NEW BENCHMARK FOR REGIONAL COLLABORATION AND GROWTH

Kota Kinabalu – Sabah International Convention Centre (SICC), in a joint collaboration with the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) Sabah Chapter, proudly hosted the second edition of the *Business Events Forum – BE in SABAH 2025* from **27 to 28 February 2025**.

Themed "*Empowering Asia Pacific Through Business Events*", this year's forum welcomed a record-breaking **747 delegates—586 local and 161 international participants from 28 countries**—including regional and international Business Events (BE) professionals, government agencies, destination marketing organisations, Professional Conference and Exhibition Organisers (PCO/PEO), and students from local higher learning institutions.

The two-day event featured **dynamic keynote addresses** from ICCA representatives and regional leaders, **engaging panel discussions** focused on sustainability, legacy-building, and regional alliances, and a bustling **Business Exchange Marketplace** that facilitated over **50 curated B2B meetings**. Informal networking sessions throughout the forum created opportunities for meaningful interactions between delegates and speakers, laying the groundwork for future partnerships and knowledge-sharing.

International speakers hailed from **Australia, Singapore, Indonesia, Japan, Thailand, the Philippines, and South Korea**, offering a broad spectrum of insights, case studies, and forward-thinking strategies tailored to the Asia Pacific region. The diverse programme was designed to:

- Showcase Sabah's potential as a competitive BE destination;
- Cultivate cross-border partnerships and investment opportunities;
- Encourage innovation, inclusivity, and sustainability in event practices;
- Stimulate knowledge-sharing and talent development;
- Strengthen regional networks to promote joint bids and collaborative marketing efforts.

The event also marked a significant economic contribution, with an estimated **Total Economic Impact (TEI) of RM4,767,000.00**, **Direct Delegate Expenditure of RM1,362,000.00**, and **tax revenue contribution of RM204,300.00** to local authorities. BE in SABAH 2025 further underscored **Sabah's strategic value** in the region by enhancing its visibility among key stakeholders and association planners, reinforcing its standing as a rising business events destination in the Asia Pacific.

The strong backing from the **Ministry of Tourism, Culture and Environment Sabah, Sabah Convention Bureau, Sabah Tourism Board, and Sri Pelancongan Sabah** played a pivotal role in elevating the scale and impact of this year's event.

"This year's forum was more than just a gathering—it was a convergence of ideas, energy, and opportunity. With continued support from our partners and the State Government, we are confident Sabah will remain on the global map as a preferred destination for impactful business events," said **Datuk Dr. Hajah Rosmawati Haji Lasuki, J.P., Chief Executive Officer of SICC and Chair of MACEOS Sabah**.

As Sabah continues to position itself at the forefront of Asia Pacific's BE landscape, BE in SABAH stands as a flagship initiative to drive innovation, sustainability, and regional growth for years to come.

~end

D'Heritage Sdn Bhd (827807-T), a wholly owned subsidiary of Innoprise Corporation Sdn Bhd (172964-P)
Sabah International Convention Centre, Tanjung Lipat, Jalan Tun Fuad Stephens, 88400 Kota Kinabalu, Sabah, Malaysia
Website: www.siccsabah.com | Email: sales@siccsabah.com | Tel: +6088 206 000



Clara Lim**Assistant Director of Corporate Communications**

Sabah International Convention Centre

M : +6088 587 5097

T : +6088 206 886

W : www.siccsabah.com

E : clara.lim@siccsabah.com

ABOUT SICC

Sabah International Convention Centre (SICC) is owned by Innoprise Corporation Sdn Bhd of Yayasan Sabah Group – a state sanctioned organization in Sabah, Malaysia. SICC is the largest waterfront purpose-built convention, exhibition and entertainment facility in East Malaysia with a total function space of 153,197sqm. The gross built-up of the complex is 60,514sqm on a 6-hectare site. The multi-functional complex with its well-designed floor plan and extensive pre-function areas are well suited for a wide range of public and private events. For more information, please visit siccsabah.com or follow us on social media – [LinkedIn](#), [Facebook](#), [Instagram](#) and [Twitter](#)