

PRESS RELEASE

For Immediate Release

ACROSS MARKETS, BEYOND BORDERS - BIGSABAH SALE RETURNS AS A REGIONAL CONSUMER FAIR WITH TRADE CONNECTIVITY

KOTA KINABALU, 26 September 2025 – The countdown begins for **BIGSABAH Sale 2025**, set to take place from **31 October to 2 November 2025** at the **Sabah International Convention Centre (SICC)**.

Now in its third year, BIGSABAH Sale, organised by SICC, has grown from a local fair into a dynamic **regional platform**, linking Sabah with the wider ASEAN and Asia Pacific regions. This year's edition is set to be **bigger than ever**, with **over 600 exhibitors covering an area of 23,000 square meters - the biggest event ever hosted at SICC**.

With international participations from nine countries, SICC is targeting over **50,000 visitors across the three-day** event but remain confident that attendance will surpass expectations, thanks to strong support from strategic partners and a wide variety of concurrent activities.

Organised under the theme **"Across Markets, Beyond Borders"**, the event aims to position Sabah as an international gateway to the East ASEAN Region.

Key Highlights of BIGSABAH Sale 2025

1. **BIGSABAH Sale – Gourmet, Décor & Home Living (Level 2) and Fashion & Lifestyle (Level 4)**

Two exhibition floors will be transformed into vibrant marketplaces showcasing a diverse range of products and services. Level 2 will feature **Gourmet, Décor and Home Living**, presenting culinary delights, kitchen innovations, home essentials, and creative interior solutions. Level 4 will highlight **Fashion & Lifestyle**, where local designers, retailers, and international brands converge to present apparel, accessories, beauty, and lifestyle products. Together, these zones will create a holistic shopping and discovery experience for visitors.

2. **BIGSABAH Trade Connect**

A dedicated **trade networking and business matching platform**, BIGSABAH Trade Connect connects local and international small and medium enterprises (SMEs) with buyers, distributors, importers, and retailers. Through curated pre-arranged appointments, structured B2B meetings, and networking sessions, the platform fosters meaningful partnerships and cross-border opportunities, positioning Sabah as a hub for East ASEAN business connectivity.

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

3. **BIGSABAH TAMU**

Inspired by Sabah's traditional marketplace, BIGSABAH TAMU offers a lively, community-driven space that brings together rural entrepreneurs, farmers, artisans, and small traders. Visitors can discover authentic local produce, handicrafts, and traditional delicacies, while engaging directly with community producers. The TAMU serves as a bridge between grassroots entrepreneurs and broader consumer markets, preserving cultural heritage while creating new income opportunities.

4. **Pesta Makan Buah-Buahan Sabah**

In collaboration with the Federal Agricultural Marketing Authority (FAMA), this special festival celebrates Sabah's rich agricultural diversity. It will feature an abundant showcase of local fruits—both seasonal favourites and rare indigenous varieties—presented in a lively "fruit feast" setting. Designed as both a community attraction and an agricultural showcase, the festival promotes healthy living, supports local farmers, and celebrates Sabah's identity as a land of natural abundance.

5. **Sabah Agro-Fisheries Forum**

A professional forum convening stakeholders from the agriculture and fisheries sectors across Sabah, Malaysia, and neighbouring ASEAN regions. The forum will address key opportunities, challenges, and innovations in agro-fisheries, while creating dialogue between producers, policymakers, researchers, and entrepreneurs. It also serves as a strategic platform to encourage international collaboration, promote sustainability, and strengthen Sabah's role in food security and agro-based trade.

6. **Women in Business & Style**

This signature segment champions the contribution of women entrepreneurs, professionals, and creative leaders. Featuring exhibitions, fashion showcases, and dialogue sessions, the programme highlights women-led enterprises in retail, fashion, beauty, and services. It also serves as a networking platform to inspire and empower women in business, positioning Sabah as a progressive state that values inclusivity, creativity, and economic participation by women.

BIGSABAH Sale 2025 is collaborating with a network of **Strategic Event Partners**, including local and regional exhibition organisers, industry associations, and creative agencies. Their involvement will expand the scale of the event, diversify programme offerings, and enhance the visitors' experiences. By tapping into their networks and expertise, BIGSABAH Sale is set to deliver stronger participations, greater cross-border outreach, and more impactful programming for both exhibitors and the public.

BIGSABAH Sale 2025 also features more international participation not only from **Thailand, the Philippines, Indonesia, and Brunei**, but also from **China, Taiwan, Hong Kong, South Korea, Singapore and India**. These countries will be represented in both the **BIGSABAH Trade Connect platform** as well as the **Sabah Agro-Fisheries Forum**, further reinforcing the event's **regional significance and cross-border collaboration**.

Partnerships & Sponsors

BIGSABAH Sale 2025 is made possible through the strong support of government, industry, and corporate partners. The event is organised in collaboration with the Ministry of Tourism, Culture and Environment Sabah and the Kota Kinabalu Municipal Hall, alongside the commitment of corporate sponsors.

This year's Sponsors are Sabah Credit Corporation and Sawit Kinabalu and Lembaga Koko Malaysia. The event also proudly acknowledges Official E-Wallet Partner - YONO; Strategic Partnerships: MACEOS, Malaysian Association of Hotels (MAH) Sabah/Labuan Chapter, Persatuan Sukan Elektronik Sabah (PERSUES), QUARZ, SR Events Productions, Instant

Exhibitions, Borneo Excursions, Discovery Tours (Sabah) Sdn Bhd, Rehan Collection Boutique and Adelston Media. Official Shopping Mall Partner - IMAGO Shopping Mall, Official Airlines Partners - Malaysia Airlines and FireFly, Official Radio Partner - KupiKupi Gm and Supporting Sponsors: GRAB Food.

Their collaboration reflects a shared vision of advancing Sabah's business events, entrepreneurship, and regional integration, while ensuring that BIGSABAH Sale continues to deliver impact, value, and legacy for the community.

The event is expected to generate significant benefits for **local businesses, tourism, and communities**, while providing the public with three full days of entertainment, shopping, food, and cultural exchange. Please join us at our inaugural Regional Market place.

Event Details

Date: 31 October – 2 November 2025

Time: BIGSABAH Sale: 10:00am – 10:00pm

BIGSABAH Tamu: 10:00am - 05:00pm

Venue: Sabah International Convention Centre (SICC), Kota Kinabalu

Admission: FREE entry for all visitors

For updates, visit **www.bigsabahsale.my** or follow BIGSABAH Sale on Facebook and Instagram.

About BIGSABAH Sale

Launched in 2023, BIGSABAH Sale is the flagship consumer and trade fair of Sabah International Convention Centre. It showcases the best of Sabah while connecting local SMEs to ASEAN and Asia Pacific. The event combines consumer exhibitions, B2B trade, culinary experiences, and cultural showcases, making it a one-of-a-kind platform for both business and the community.

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Clara Lim

Assistant Director of Corporate Communications

Sabah International Convention Centre

M : +6019 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](#).