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BIGSABAH SALE 2025 OFFICIALLY OPENS — CELEBRATING TRADE, CULTURE AND CROSS-BORDER COLLABORATION

Kota Kinabalu, 1 November 2025 – Sabah International Convention Centre (SICC) today marked the official opening of BIGSABAH Sale 2025, Sabah's inaugural regional marketplace, under the theme *"Across Markets, Beyond Borders."*

The event was officiated by the Guest of Honour, Yang Berhormat Datuk Seri Panglima Masidi Manjun, Minister of Finance of Sabah, representing Yang Amat Berhormat Datuk Seri Panglima Haji Hajiji bin Haji Noor, Chief Minister of Sabah, in the presence of government dignitaries, corporate partners, industry leaders, and members of the media.

Spanning across the entire 6-hectare waterfront complex of SICC — Borneo's largest purpose-built convention, exhibition, and performance venue — BIGSABAH Sale 2025 has transformed every level of the centre into a bustling marketplace. The venue's over 23,000 square metres of flexible event space now host hundreds of booths, trade forums, fashion showcases, culinary studios, and cultural experiences simultaneously, creating one of Sabah's most dynamic large-scale activations to date.

From 31 October to 2 November 2025, the event brings together more than 600 booths and 300 vendors from 13 countries — including Malaysia, Brunei, Thailand, Indonesia, the Philippines, China, Taiwan, Hong Kong, South Korea, Singapore, India, Pakistan, and Turkey — transforming SICC into a vibrant hub of shopping, trade connectivity, culture, and food experiences.

This year's edition features a **total of 625 exhibition booths**, marking the largest showcase since the inception of BIGSABAH Sale. Spread across multiple halls and themed zones, Kinabatangan Hall (Level 2) houses 290 booths under the Gourmet, Décor & Home Living showcase, while Sipadan Hall (Level 4) presents 13 booths dedicated to Fashion, Lifestyle & Creativity. Complementing these are the vibrant Pesta Buah-Buahan Tempatan by FAMA (50 booths), the bustling BIGSABAH Tamu (150 booths), and additional showcases across Levels 3 and 4, offering an immersive experience that spans trade, culture, and creativity.

The international participation underscores BIGSABAH Sale's growing stature as a regional marketplace, with exhibitors representing Indonesia (18 booths), China (18), Hong Kong (1), South Korea (10), Brunei Darussalam (13), the Philippines (12), Singapore (2), India (4), Pakistan (2), Thailand (23), Taiwan (2), Turkey (2), and Egypt (1). Within Malaysia, strong representation comes from Sabah (282 booths), Sarawak (2), Selangor (4), Penang (5), Kedah (4), and the Federal Territory (15) — contributing to a nationwide showcase totalling 312 Malaysian booths.

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
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The organisers are targeting a footfall of more than 50,000 visitors across the three days, confident that attendance will surpass expectations given the exciting line-up of programmes and attractions.

In her welcoming address, Datuk Dr. Hajah Rosmawati Haji Lasuki, JP, Chief Executive Officer of SICC and Organising Chairperson of BIGSABAH Sale 2025, said the event continues to grow as a meaningful platform that celebrates business innovation, creativity, and community.

"BIGSABAH Sale is a regional marketplace of opportunities — where local meets global, and where ideas become partnerships. This event showcases Sabah's growing strength in the regional economy and our ability to bring together businesses and cultures from across East ASEAN," she said.

She added that the platform provides valuable opportunities for local entrepreneurs, women leaders, and community producers to connect with regional buyers and visitors, highlighting that BIGSABAH Sale has evolved from a local fair into an award-winning international showcase.

Earlier this year, BIGSABAH Sale was honoured with the *Consumer Exhibition Excellence Award* (5,001sqm – 10,000sqm category) at the Malaysia Business Events Awards (MBEA) 2025, organised by the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) at Kuala Lumpur Convention Centre — a recognition of excellence in curating impactful consumer exhibitions and advancing Sabah's position in the national business events landscape.

Highlights Across SICC

Level 2 — Gourmet, Décor & Home Living

The entire Level 2 concourse has been transformed into a bustling lifestyle marketplace celebrating food, design, and creativity.

- **Gourmet, Décor & Home Living** – A showcase of culinary and lifestyle innovations featuring kitchenware, home décor, and interior design concepts.
- **BIGSABAH Tamu** – Inspired by Sabah's traditional open-air market, highlighting rural entrepreneurs, artisans, and local producers.
- **Pesta Buah-Buahan Tempatan** – Organised in collaboration with FAMA, featuring Sabah's finest tropical and indigenous fruits.
- **BIGSABAH Culinary Studio** – A CSR initiative by SICC, offering complimentary hands-on pastry and baking classes for secondary school students, mentored by SICC's culinary team.
- **BIGSABAH Voice Finals** – The statewide singing competition finale featuring celebrity judges Stacy and Akim.
- **Sabah Agro-Fisheries Forum** – A regional dialogue involving stakeholders from Malaysia, Indonesia, the Philippines, and Brunei under the theme "From Farm & Sea to Regional Markets: Expanding East ASEAN's Agro-Fisheries Potential."

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Level 4 — Fashion, Lifestyle & Creativity

Level 4 presents a celebration of style, beauty, and innovation, featuring both local and regional brands.

- **Fashion & Lifestyle** – A stylish exhibition showcasing apparel, accessories, cosmetics, wellness products, and global lifestyle trends.
- **Women in Business & Style Launch** – Officiated by Yang Amat Berbahagia Datin Seri Panglima Datuk Hajah Julia Salag, celebrating women-led enterprises and creative leadership.
- **Borneo Skin Management Competition** – A signature beauty and wellness challenge promoting entrepreneurship and creativity.
- **Kampung Kraf Sabah** – Presented by the Ministry of Tourism, Culture and Environment Sabah, showcasing traditional crafts and handiwork from across the state.
- **Community-Based Tourism by Sabah Tourism Board (STB)** – Showcasing Sabah's authentic eco-tourism and homestay experiences.
- **MAH Pavilion** – Curated by the Malaysian Association of Hotels (Sabah Chapter), highlighting hotel and resort promotions.

Level 5 — Business, Innovation & Connectivity

Level 5 serves as the business and innovation hub of BIGSABAH Sale 2025, where trade meets technology.

- **SECC 2025 Master Championship** – A digital zone celebrating Sabah's youth and creative economy through esports and gaming.
- **BIGSABAH Trade Connect** – A B2B platform connecting local and international SMEs with buyers and agencies, featuring speakers from MATRADE, SME Corp, INSKEN, and the North Sulawesi Trade Office.

BIGSABAH Sale 2025 also witnessed the signing of a **Memorandum of Agreement (MOA)** between D'Heritage Sdn Bhd and Nomad Hospitality Group Sdn Bhd, marking a new partnership fostered through the event.

The **Ship Hotel Project**, the first of its kind in East Asia and only the second in Asia after Dubai, represents a **RM130 million investment** that will redefine Kota Kinabalu's waterfront. Featuring 216 rooms, world-class dining, leisure facilities, and an auditorium, the project will anchor a new city marina and upgraded jetty, complementing SICC's MICE activities and enhancing Sabah's status as a world-class coastal destination.

This was followed by a **Memorandum of Understanding (MOU)** between the South Kalimantan Chamber of Commerce & Industry (SKCCI), Republic of Indonesia, and the Malaysian International Chamber of Commerce (MICC), Sabah Branch, reinforcing Sabah's growing role as a bridge for East ASEAN trade and cooperation.

The success of BIGSABAH Sale 2025 is made possible through collaboration among government, industry, and corporate partners.

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ASEAN MICE
VENUE STANDARD
Category Meeting Room 2024 - 2026



ASEAN TOURISM ASSOCIATION
BEST ASEAN
CONVENTION CENTRE
2025



MINISTRY OF TOURISM, ARTS & CULTURE
MALAYSIA
ASEAN MICE VENUE STANDARD
NATIONAL LEVEL
Category Meeting Room 2024 - 2026



The Brand Laureate
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International Convention Centre
2023-2024

Supported by:

- Ministry of Tourism, Culture and Environment Sabah (KEPKAS)
- Sabah Tourism Board (STB)
- Sabah Convention Bureau (SCB)
- Yayasan Sabah Group
- Dewan Bandaraya Kota Kinabalu (DBKK)

Main Sponsors:

- Sabah Credit Corporation (SCC)
- Sawit Kinabalu Group Sdn Bhd

Co-Sponsors:

- Malaysian Cocoa Board (Lembaga Koko Malaysia)
- CelcomDigi Berhad
- Grab Malaysia
- KH Event Management
- Nurnielamsari Travel Sdn Bhd

Strategic Partners:

MACEOS (Sabah Chapter), MAH (Sabah/Labuan Chapter), Persatuan Sukan Elektronik Sabah (PERSUES), SREvent Management, AHB Group, Instant Exhibitions (Sabah), Discovery Tours (Sabah), Adelston Media, Quarz, D'sunlit (Brunei), Rehan Boutique Collection, Brunei Economic Development Board

Government Agencies:

- Ministry of Entrepreneur and Cooperatives Development, Malaysia (KUSKOP)
- Malaysian Cooperative Commission (Suruhanjaya Koperasi Malaysia – SKM)
- Department of Agriculture Malaysia (Jabatan Pertanian Malaysia – DoA)
- Federal Agricultural Marketing Authority (Lembaga Pemasaran Pertanian Persekutuan – FAMA)
- Fisheries Development Authority of Malaysia (Lembaga Kemajuan Ikan Malaysia – LKIM)
- Malaysian Agricultural Research and Development Institute (Institut Penyelidikan dan Kemajuan Pertanian Malaysia – MARDI)
- Farmers' Organisation Authority (Lembaga Pertubuhan Peladang – LPP)
- Sabah Fisheries and Fishermen Development Corporation (Korporasi Kemajuan Perikanan dan Nelayan Sabah – Ko-Nelayan)
- Ministry of Industrial Development and Entrepreneurship Sabah (MIDE Sabah)
- Rural Development Corporation (Korporasi Pembangunan Desa – KPD)
- Department of Women's Affairs Sabah (Jabatan Hal Ehwal Wanita Sabah – JHEWA)

Regional Economic Partners:

PDC (Penang Development Corporation), PKNK (Perbadanan Kemajuan Negeri Kedah)

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International Participants & Trade Partners:

Consulate General of Indonesia (KK), KADIN Indonesia, DITP (Royal Thai Government), Philippines Business Delegation, BEDB (Brunei), Sahamada Corporation

BIGSABAH Trade Connect Partners:

MATRADE Sabah, INSKEN, Sabah Halal Development Hub

Airline Partner: Malaysia Airlines Berhad (MAB)

Official Shopping Mall Partner: Imago Shopping Mall, Kota Kinabalu

Official Radio Partner: Kupu-Kupi FM

Their collective support demonstrates a shared vision to strengthen Sabah's business events ecosystem and position Kota Kinabalu as a leading destination for trade, tourism, and creative industries.

BIGSABAH Sale continues until **2 November 2025**, featuring B2C sales, B2B networking, cultural showcases, culinary experiences, and community-driven programmes that reflect Sabah's diversity and entrepreneurial spirit.

Visitors can enjoy **free admission**, exciting promotions, live demonstrations, performances, and lucky draw prizes throughout the weekend.

****End****

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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](#).

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